IMPACT OF ADVERTISING ON CONSUMER'S BUYING BEHAVIOR AMONG UNDERGRADUATE STUDENTS IN UNIVERSITI UTARA MALAYSIA

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ABSTRACT

In the new era and the modern world advertising industry is experiencing fast extraordinary changes. Commonly, advertising is one of platform for communication that used to inform, persuade and remind consumers about the existence of certain products or services in the certain market. Advertising, shows as a favorite type to students in influencing their buying behavior, however, students tend to follow the perception and the buying pattern of the family. Moreover, student buying behavior affected by the family when they take control of the student's economic situation by manipulating the amount of allowance and controlling the spending power. Thus, the main of the study to examine the factors that influence students buying behavior, according to consumer opinion, such as qualities of product advertise, price of product advertises, the brand image of product advertises and celebrity endorsement. This study was conducted towards the opinion of undergraduate full time students in Universiti Utara Malaysia. The total of 400 questionnaires was distributed, however, only 392 can be analyzed. The outcomes showed after analysis by using the Statistical Package for Social Science Program (SPSS) software version 22.0, that the qualities of product advertises, price of product advertises, the brand image of product advertises has a positive influence on consumer's buying behavior. Besides that, the implication of the theory and practice as well as suggestions for future research are also discussed in this study.

Keywords: consumer's buying behavior, advertising, qualities of product advertise, price of product advertises, brand image of product advertises, celebrity endorsement
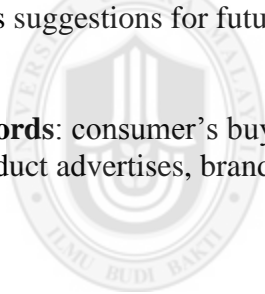
ABSTRAK

Dalam era baru dan dunia moden industri pengiklanan sedang mengalami perubahan pantas yang luar biasa. Kebiasaanya, iklan merupakan satu platform untuk berkomunikasi yang digunakan untuk memberitahu, memujuk serta mengingatkan pengguna tentang kewujudan produk atau perkhidmatan tertentu dalam sesebuah pasaran. Pengiklanan menunjukkan sebagai sesuatu yang digemari oleh pelajar dalam mempengaruhi sikap membeli mereka. Walaubagaimanapun, pelajar cenderung untuk mengikuti persepsi dan corak pembelian keluarga mereka. Selain itu, cara membeli dan berbelanja pelajar dipengaruhi oleh keluarga apabila mereka mengawal keadaan ekonomi pelajar dengan memanipulasi jumlah peruntukkan serta mengawal kuasa membeli pelajar. Oleh itu, tujuan kajian ini dilakukan adalah untuk mengkaji faktor- faktor yang mempengaruhi pelajar dalam sikap membeli menurut pandangan pengguna seperti kualiti produk yang diiklankan, harga produk yang diiklankan, imej produk yang diiklankan dan pengaruh selebriti di dalam pengiklanan. Kajian ini dijalankan berdasarkan pandangan pelajar ijazah sepenuh masa di Universiti Utara Malaysia. Sebanyak 400 soal selidik telah diedarkan, namun, hanya 392 sahaja yang boleh dianalisis. Hasil kajian menunjukkan selepas dianalisis dengan menggunakan Statistical Pakej Statistic Sains Sosial (SPSS) versi 22.0, bahawa kualiti produk yang diiklankan, harga produk yang diiklankan, imej produk yang diiklankan mempunyai pengaruh yang positif terhadap sikap membeli pengguna. Selain itu, implikasi ke atas teori dan amalan serta cadangan untuk kajian masa hadapan turut dibincangkan dalam kajian ini.

Kata Kunci: sikap membeli pengguna, pengiklanan, kualiti produk yang diiklankan, harga produk yang diiklankan, imej produk yang diiklankan, pengaruh selebriti

ACKNOWLEDGEMENT

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LIST OF ABBREVIATIONS

UUM	Universiti Utara Malaysia
PE	Personal Experience
CBB	Consumer's Buying Behavior
QPA	Quality of Product Advertises
PPA	Price of Product Advertises
BIPA	Brand Image of Product Advertises
CE	Celebrity Endorsement
PLB	Private Label Brand
PLS	Partial Least Square
KMO	Kaiser- Meyer- Olkin
SPSS	Statistical Package for the Social Science

CHAPTER 1

INTRODUCTION

1.1 Background of Study
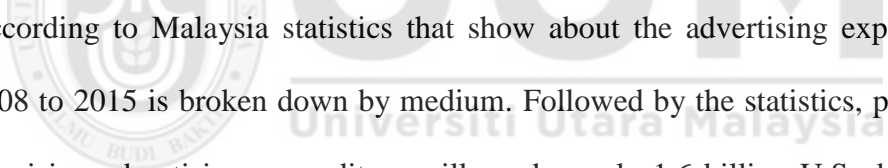
The marketers need to use one platform to persuade the group of people to take certain action such as by using the advertising to communicate (Singal and Kumar, 2012). This form becomes a major element for improving economic development of the marketers as the element for companies to achieve competitive advantage in competition (Ryan, 1996). Regarding to Leiss et al., (1986) and Srivastava et al., (2010) some sponsor paid the ad as part of the publicity through radio, television, newspaper, magazine mail, blogs, websites and text message. This promotional material is recognized as traditional media. Moreover, development and technological advancements have help advertising in its impact and affect to become more pervasive and powerful.

Besides that, Bryant and Zeeman (1944) in early assumed that advertising is really powerful, like researchers said that "get through and strongly achieves the intended and persuasive objective" as "the early bullet" or "hypodermic needle" models of communication. This indicates the earliest concept of communication effects likes "who says what to whom through what medium with what effect".

Moreover, a form of publicizing the most ancient that used by Papyrus in introduced the advertising such as sales messages, wall posters, billboards, signboards and outdoor advertising (Ashleyross, 2010). Furthermore, traditional wall painting and wall chocking was found in Greece and Romans as well in India, even now we could be seen this ancient of advertising in many parts of the world as well (Kotler & Armstrong, 2008). However, in the late 19th and early 20th centuries modern advertising is developed of mass production. The idea of radio advertising is developed when printed advertising would success, and then followed by the television advertising (Smith, Mars, & Neijens, 2006). The Du Mont Television Network initiated the trend of giving advertisements in the early 1950s. Besides that, world market and consumer community show that online advertising has succeeded to them as well with the advent of the 21st century (McEwen & Leavitt, 1976). Now proved that, the marketers all over the world need advertising because its effects and impact on consumers' buying behaviors. Moreover, after 1920, advertising considered as a source of guidance for consumers. However, regarding Bell, (1976) and Marchand, (1985) stated that advertising also in the matters of social roles, improvement in dressing sense, style and the development of the taste of good foods (Bell, 1976: Marchand, 1985).

On that, consumer behavior had been listed the meaning by Shiffman and Kanuk (2004) as the behavior that consumer behave in the form of acquiring, consuming product and services also the idea to fulfill own need, make decision making on consume in spending resources and also need time and power for consuming product

and services. Besides that, Ajzen (2002) stated that consumers buying behavior always become important things in the literature study of effectiveness in impact on advertising. According Smith et al., (2006) and Singal et al. (2012), consumers buying behavior are influenced most of the time by love it or hating it towards the product advertised. Based on Allen et al., (1992); Gunja Baheti (2012), advertising actually influence consumer buying behavior based on the product advertised, it has nothing to do with an emotional reaction because the emotional reaction developed after the advertising, they argue with that. Gorn, (1982), in the words, consumer buying behavior actually do not make any assessment of the product quality but more depending towards on advertising.

According to Malaysia statistics that show about the advertising expenditure from 2008 to 2015 is broken down by medium. Followed by the statistics, predict that the television advertising expenditure will reach nearly 1.6 billion U.S. dollars in 2015 because the economic impact advertising to touch just about every consumer- product industry. Moreover, based on Vinod Kumar Bishnoi (2009) stated that sometimes the advertised product, some people don't want to purchase it, but they will purchase the particular product or a service when the products that they already use are advertised. In reality the marketers are facing an extreme competition and unable to attract their consumers. Due to that, the promoters can change their ads to get more eye- catching and beside that, succeeding all key goal of buying intention (Siddiqui, 2014). On that, advertisement is important for consumer to have the information about what product

and service that they like and marketer need to influence and persuade their consumer to try their product other than competitor's products.
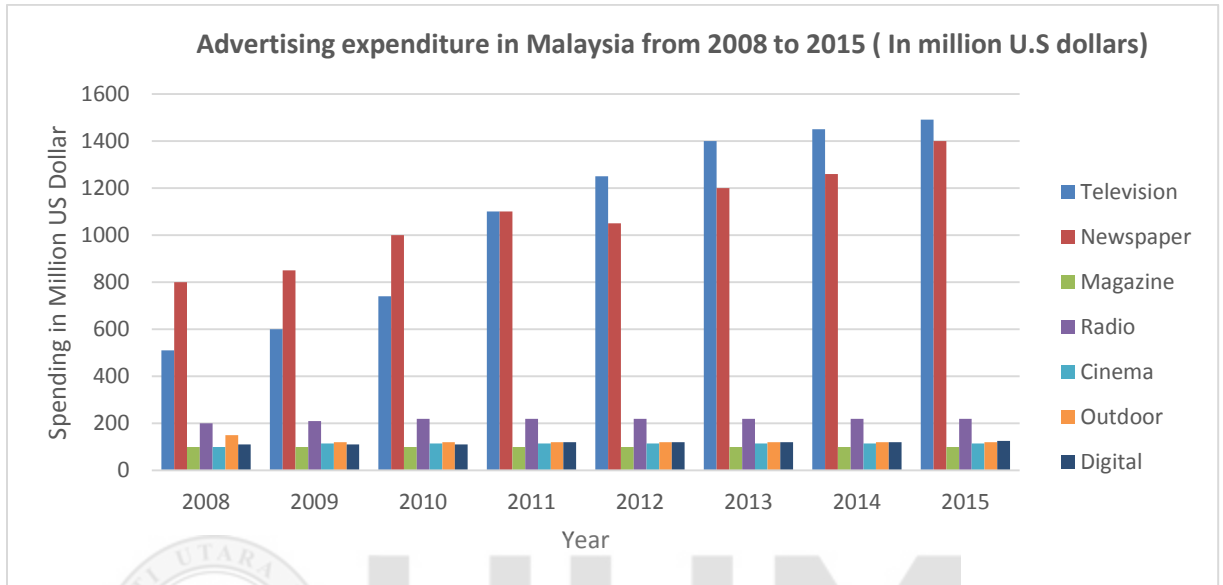
Figure 1. 1
Advertising Expenditure in Malaysia from 2008 to 2015 (In million U.S Dollars)
(Source:http://www.statista.com/statistics/386407/advertising-expenditures-by-medium-malaysia)

From this statistic, it also proved that nowadays marketer always aware and spend with the heavy budget on promotion strategies to attract and influence the consumer purchasing behavior. Therefore, many consumers grabbed the information from advertising to analyze and convince their buying behavior. However, still sometimes advertising also failed to convince the consumer to the marketers' products (Aaker, Batra & Myers, (1992); Feiz et al., (2012)). According to that, the consumer does not really influence and incapable to create emotional feelings essentials to change their purchase intention.

Furthermore, George (1989); Rafique (2012) and Rafiq et al., (2013) stated the impact of advertising always been present become controversies on habit and trend towards the consumers buying. Besides that, advertising is the element of persuasiveness that advertisers used to become over exaggerated about their product's benefits is becoming a tactful manner for under pressure towards the psychology of consumers and purposely picks to buy the advertised product (Smith et al., 2006; Pirsch et al. (2012)). However, certain people view that they avoid advertising as a persuasive element because they saw that advertising is just annoying and misleading (Bishop, 1997; Pirsch et al. (2012)). Due to this issue, consumer's psychological, sociological, aesthetic and political ground has been attacked regarding the advertisement. Moreover, advertising considers as giving very harmful impacts to collective behaviors of society from some critics even criticize view (Barbara, J.P, 1997). However, a strong argument from defenders view related to the advertising aim is always to sell the products rather than its effects on cultural values of the society (Gold, (1987); Amouzadeh (2002)).

Moreover, many of societal members of view regarding advertising may have unintended or intended influence on consumer buying trends or habit, even though it's had a negative impact (Burr & Burr, 1977; Verbeke, W., 1992). According to Barbara, J.P. (1997) stated that the impact on advertising affects the beliefs and collective attitude of the consumers have been debatable issues with the respect to the buying behavior. Moreover, in this era, it is very tough competition to persuade or affects the buying behavior of consumers, it's very difficult to be successful

(Robinson, 1997). For that, the marketer or the companies need to use the success field like advertising, which has been considered as a universal factor in influencing the consumers' behaviors (Beil & Bridgewater, 1990).

Often of that, the potential outcome about advertising might be reduced once the consumers could strongly realize the purpose of advertising. On that, it is important to produce the counter arguments and reasons regarding the impact of advertising that allows consumers to use the cognitive defenses (Bruck,A, & Goldberg, 1988). On that, advertising becomes the best element of source that most effective and powerful in persuading and reaching to the consumer (Siropolis, (1997); Mathenge, (2013)). Therefore, it's very important to view of buyer's point whether or not advertising give impact it is very important to examine the issue whether or not that advertising impact on consumer buying trends. After that, the view of the advertiser also important to know, because they can make any changes to make sure their advertisement becomes more effective. Besides that, George (1989) listed that controversies of advertising that reproached of manipulating the feelings over emphasizing the material side of life and effect of human values in children by misrepresentation through the effects on commercials have always been present.

However, Aaker, Batra and Myers (1992) have a different view about the advertising and strongly argue that advertising give the bad influence on value and life styles of society. Bryant and Zelman (1994) early view, advertising considered as safe,

however the advertiser were less concerned with Media choices and will affect them with the simply intending communication. From these controversies, it can verify the television and advertising have the best arrangement and considered as an essential part of the modern world (Kotwal et al., 2008). Moreover, numerous of previous study shows that advertising becomes the main element on introducing the new product and also support the companies to attract the consumers in the buying the new product and promote as a better choice shopping of valuable products (Singal, 2012).

According to Aaker (1997) cites by Shumaila Ahmed and Ayesha Ashfaq (2013), the key element of effective advertising can be considered of brand personality or celebrity endorsement. Regarding of this, effective advertising needs to create, to build brand image through the right personality creation or celebrity endorsement to develop the loyal consumers and building the powerful brand image. Therefore, all these factors, including price and quality of the product are the real contributors towards the consumers buying behavior to some extent.

1.2 Problem Statement

Currently, in the new era and the modern world with the high technology, many techniques were appearing in many ways to support the companies and marketers promote their product effectively and efficiently to generate high attention from the consumers. Likewise, Malaysian also is heading to modernization and globalization era. Due to that, advertising becomes one of the important medium that is a direct and effective way to distribute through several ways, such as, in term of electronic media and printed media which is an important medium for people to gather information and learn new things. Indirectly, it will able to boost up the knowledge about certain things. Like Sonkusare, G. (2013) stated that an important medium such as advertising creates awareness of people about any products. According to Nor Asiah Omar et al., (2015), community, especially teenagers and students have shown these media has been proven as a favorite type. However, the new generations become more creative and people more tend to come out a bunch of idea in the advertisement to attract their purchasing buying. In addition, Malaysia also needs to move into the industrial value- added and high knowledge to maintain the competitiveness and economic prosperity. Basically, the contents of television that we can see are political, economic, social, sports and entertainment (Niazi et al, 2014).

Presently, students become the major part in influence of consumer spending because the researchers believe that students have the power of spending. However, buying behavior is not ever constant (Sorooshian, Shahryar, Teck & Seng T., 2014). This is

because they start working doing part time job and also receiving significant higher allowance from their parents. Based on Euromonitor International (2014) report, wide range of sectors ranging from clothing and footwear to package food and beverage actually influences students on consumer demand that remain the most important trend. Moreover, this actually opportunity to impressionable consumers and have built lasting of relationship with students. According to the past studies, the majority of the Malaysia students in term of buying decision indicated that the most important purchasing decision is fashion clothing, then followed by personal computer, branded perfume, instant noodle and instant coffee was ranked (Akir & Othman, 2014).

Furthermore, as well as we know, from the last ten to fifteen years until now, advertising is becoming more visible of marketing strategy to great deal of attention and also present exerting a far reaching influence the daily lives of people. Advertising also most convenient route to reach not only teenagers, but also students (Nor Asiah Omar et al., (2015). Moreover, top consumer, such as students become the consumer group in today's society with the largest buying power in this era make advertisers have focused on getting their business (Sundarapandiyan N.a, Duraiarasi B.b, Dr. Babu S.c, Dr. Prabakaran K, 2015).

According to Petter Zollo (2015), this phenomena lead to the several reasons such as, the students have significant discretionary spending power to the trendsetter. Secondly, students are impressionable in the process of formation for brand image,

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brand loyalty, packaging, price, quality and also celebrity endorsement. On that, the advertising important to influence the consumer's buying behavior.

Unfortunately, students still influencing by family in buying behavior because family acts as the modeling on the student's personality and self- concept, shaping student's lifestyle, taking control of the economic situation, creating brand loyalty and also as reference group. Due to that, students tend to follow the perception and the buying pattern of the family (Liu et al., 2013). Besides that, family, cause's students to agree with the brand choice, quality of product, price of the product and who the celebrity endorsement and indirectly creates habitual buying behavior. On the other hand, students buying behavior affected by the family when they take control of the student's economic situation by manipulating the amount of allowance and controlling the spending power (Sarina Yusuf, Nizam Osman, Md Salleh Hj Hassan & Misha Teimoury, 2014). Likewise, the family also shaped students to think with the similarity to their spouse in term of lifestyle through opinion, activity and interest. Due to this, student buying behavior become limited because last and not least, the personality and self- concept of students is modeled by the family which results in the product choice which suits their personality in the interaction with the environment.

However, based on a speech at the Asian Forum in Hong Kong by Tan Sri Dr Zeti Akhtar Aziz as Bank Negara govern, her speech had informed for the year 2016 will probably be a challenging year to the economy in Malaysia. Meanwhile, Prime Minister Datuk Seri Najib Razak also affirmed recently announced that the

government is forced to revise its 2016 budget again due to the unexpected economic downturn (Lo. B., 2016). This actually will affect the customer's buying behavior, even though the companies try to generate the best advertising to influence consumer buying behavior. Due to that, consumer in Malaysia would remain to cut household spending and to diminish back even when the economic situation do improve are less spending on new clothes, reducing out of home entertainment and switching to cheaper grocery brands (The Nielsen Company, 2016). According to Sinar Harian, the economic problems also very impressed the students. Students who do not have strong financial resources and rely on financial aid or the costs of these parents had resolved some of the daily expanses. The family also takes control of the student's economic situation by manipulating the amount of allowance and controlling the spending power (Salwani Md Zain, 2016).

Furthermore, the issues of student poverty have become a hot topic in the last few weeks. A survey of 25,632 undergraduate students by Muslim Volunteer Malaysia (MVM) from six (6) public universities. Undergraduate students have always been short of money was tight even 25 years ago. As we know students have the small fund when come into university. They choose to save even the scholarship is too small and they also need to repay for any loans. Due to that, the majority of students rely on the parent's financial support. Moreover, nowadays the rising of inflation and depreciating currency, the parents student are limited the income will they also control if the spending of students if they do not spend wisely. (Malley, B. O, 2016). Due to that, the objective of doing this study is to identify what factors will influence

the students in their buying behavior, even being controlled by their parents and during the economic downturn.

Besides that for the theoretical problem is about the main gap addressed in this study is about the lack of study in impact of advertising to consumer buying behavior in Malaysia context (Hassan, 2015). Besides that, Abdullah Osman et. al., (2011), found only few studies conducted on the impact of buying behavior in Malaysia still lacking. According to Zhang. Y. (2015), the further study is needed on interrelationships among brand image and identify comprehensive indicator for consumer buying behavior. Thus, this study is to examine factors that impact advertising on consumer's buying behavior towards students in Malaysia. Moreover, based on the previous researcher's study there are disagree that advertising gives the positive impact consists the quality of product, price of the product, brand image and celebrity endorsement on consumer buying behavior (Bishop, (1997); Barbara, J.P, (1997); Burr & Burr, (1977); Verbeke, W., (1992). On that, this impact needs to examine, what actually that contribute to consumers' buying behavior. Likewise, this study is to generate the knowledge about the relationship that influences consumers' buying behavior.

In addition, information and guidance of today advertisements is important to make decisions in our lives that we make, for example, risks in entrepreneurial that we take, healthy lifestyle that we choose, retirement that we plan ahead and also the charity that we want to donate (Olsson V. & Larsson A., (2014). Moreover, the advertisement

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also indirectly affecting and shaping people's attitudes, lifestyles and culture totally (Olsson V. et al. (2014). According to Feiz, et al. (2013) identified the customer buying behavior always related to the content in advertising. Due to that, customers always buy the products or services that they believe in advertising.

The marketers also need to develop the consumer trust in their advertising to persuade them to buy their product. Numerous studies explained that the trust is important to persuade the consumers. Based on Gogoi (2013), stated during buying process consumers facing with the internal and external motivation. On that, the consumer affected by it. Besides that, Kotler and Armstrong (2010); Kawa et al. (2013) recommended that, before determine what products need to buy, the consumers must have the knowledge, awareness, interest and persuasion that they are trusting about the information to decide. For example, the consumer always trusts that purchase with the lower price, simple packaging and unknown product is high risk and the products not trustable (Gogoi, 2013).

As well as we know, every human society extends a system through which people provides and distribute the goods and services. These efforts which carried out to craft the trust, effective, efficient, persuasive and mechanism on a sole dictum to meet the consumer mind in an optimistic way through advertising. Keller (1993) describes consumer will be lead to the positive attitude towards the brand when customer have the highest trust of the attribute and delivered with the benefits to them, this brand

image actually can satisfy the needs and desired of the customer. This is because, consumer behavior seems to be subset of human behavior of the aspects, which affect people in their routine lives and influence their buying actions, hence, understanding regarding the influence of important features involved to sway buying behavior of consumer is essential.

Besides that, Evans (1994) agrees that advertisement has gone from bad to worse. However, advertising proves by several decades had the capability to build the good images that affect the attitudes and make a sale (Clow & Baack, 2002). Furthermore, Evans (1994) states that the advertisement can be successfully when it is relevant. For example, the message needs to be appropriate, and related to the actual consumer need can make it work. Clow and Baack (2002) also significant agree with the problem in every advertising medium.

Moreover, celebrity endorsement, the brand image of the product advertises, the price of the product advertises and quality of the product advertises has significant in persuade and influence purchasing behavior and developing in the minds of consumers. The research was conducted to measure the effect of celebrity endorsement, the brand image of the product advertises, the price of the product advertises and quality of the product advertises towards purchasing decision on consumer. The study of Jain (2011) explained the culture of Indians that used the celebrity in advertising become the opportunities for the companies to promote their products. Respondents of the study also agreed that celebrity endorsement motivated

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them to buy the company products. Ahmed, Mir and Farooq (2012) also agreed that celebrity endorsement has a positive influence on consumer buying behavior. However, Padhy (2012) and Frempong (2014) suggested that the celebrity endorsement in advertising gives a negative impact to peoples. For brand image, the researchers agreed brand image influence consumer buying behavior (Khasawneh & Hasouneh, (2010)). However, Gorn, (1982) stated, consumer buying behavior actually do not make any assessment of the product quality but more depending towards on advertising. According Smith et al. (2006), advertiser also can use their solid reason by involving their viewer for buying intention through information on product quality and price.

Due to that, it's important to know what impact that influences the consumer buying behavior towards advertising. Apart from this, an individual experience also influences his or her intention to take some action to purchase. This can assume as what's in a consumer's mind or their perception according to how they get a good impression (Hawkins, Best & Coney, 2004). Meanwhile, this research also can contribute, whereby can use it as references to learn the key elements and to carry out their business in a better way. Therefore, there is a need for the advertiser to find out the level of acceptance among customers towards advertising and how it can encourage customers to accept advertising that influence their buying behavior. In hence, what questions are the factors that encourage them to influence their buying behavior should be highlighted in this study. In addition, even if the advertiser offers the new methods that can provide the awareness for them, there are some

psychological issues in their work (Sohail & Shanmugham, 2003). In conclusion, this study was undertaken to examine the factors that impact the customer buying behavior towards students conduct in purchasing the product.

1.3 Research Objective

The general objectives of the study are as follows:

1) To identify any relationship between Quality of the product advertises on consumer's buying behavior.

2) To determine the impact of Price of the product advertises on consumer buying behavior.

3) To examine the effect of Brand Image of the product advertises on consumer buying behavior.

4) To investigate the relationship between Celebrity Endorsements on consumer's buying behavior.

1.4 Research Question

The achieve the objectives of this study, there are four issues that will discussed as follows:

1) Is there any relationship between Quality of the product advertises on consumer's buying behavior?

2) Is there any relationship between Price of the product advertises on consumer's buying behavior?

3) Is there any relationship between the Brand Image of the product advertises on consumer's buying behavior?

4) Is there any relationship between Celebrity Endorsements on consumer's buying behavior?

1.5 Scope of the Study

This study aims to determine the relationship between the quality of the product advertises, the price of the product advertises, the brand image of the product advertises and celebrity endorsement on consumer's buying behavior. The study will be conducted in focusing towards undergraduate full time students in Universiti Utara Malaysia (UUM).

The importance's of choosing the undergraduate full time student in UUM because the researcher wants to know either of the respondents have full intention of advertising towards consumers buying behavior. Besides that, the researcher also tries to identify either four variable have a significant relationship with buying behavior. Besides that, as we know, undergraduate full time students are always faced with small of funds and scholarship when they come in university. Thus, they also choose to savings and they also need to repay back the loans. Due to that, the majority of students rely on their parent's financial support. Furthermore, nowadays inflation is rising and depreciating currency, the parents students limit the income and control the students spending if the students do not spend their money wisely (Williams. G., 2016). Furthermore, parents also take control of the student's economic situation by manipulating the amount of allowance and controlling spending power (Sarina Yusuf, Nizam Osman, Md Salleh Hj Hassan & Misha Teimoury, 2014).

Apart from that, the researcher has selected the participant such as the undergraduate full time students in UUM because where the consumers more positively and quickly to respond the advertisement of the companies' (Nor Asiah Omar et al., 2015, Khan et al., 2012). Moreover, they have differences in intention, environment and objective. Therefore, the business companies can use as a sample for this study.

1.6 Significance of Study

1.6.1 Theoretical Significant

The main purpose of this study is to identify if any relationship between four of independent variables consists of quality of the product advertises, the price of the product advertises, the brand image of the product advertises and also celebrity endorsements that give impact on consumer's buying behavior to the undergraduate full time students in UUM.

Firstly, from the researcher review of the literature revealed that there is lack of previous research in emphasizing advertising on consumer buying behavior in Malaysia context (Hassan, 2015; Abdullah Osman, 2011). Due to that, more research is needed in order to identify these factors towards consumers buying behavior in Malaysia and also can be added to the existing limited empirical research stream by studying the selected factors. Besides that, an evidence- based strategy can be formed to convince consumers on buying behavior. Therefore, this finding of this research may contribute to the limited existing literature by testing the relationship between the quality of the product advertises, the price of the product advertises, the brand image of the product advertises and celebrity endorsement towards consumers buying behavior. Due to that, this study brings new findings to contribute in current literature that can assist to other academic researchers to conduct the next study. Finally the better the understanding will receive from readers on factors influencing consumer's on buying behavior.

1.6.2 Managerial Significant

The findings of this research may provide awareness and also invaluable information for advertises, businessman and businesswoman, reader and policy maker in order to develop the best advertising either to restructure, improve the technique of advertising method according to the consumer specifics needs. Companies also might create marketing tools like promotion to attract the consumers to buy their product. Besides that, companies can improve their marketing strategies and provide better services as a whole.

Finally, to identify the factors that influence consumer's buying behavior towards undergraduate full time students in UUM according to students' opinion is the aims of this study. Some of the consumers may have considered limited choices due to the limited source of information about the benefits of pursuing product availability before they bought it to justify in making accurate decisions. Then, the advertisement should take the role to persuade and attract their consumers to buy their product by giving adequate information to pursue them to buy it.

1.7 Definition of Key Terms

In this study covers four (4) main elements in independent variable which are Quality of the product advertises, Price of the product advertises, the Brand Image of the product advertises and also celebrity endorsement. For dependent element is consumer's buying behavior. There are many definitions of the key terms are as follows:

1.7.1 Consumer's Buying Behavior

According to Kotler and Keller (2012), consumer's buying behavior is about how the individuals, groups or organizations make a choice to buy a good and services with the factors of their previous experience, taste, quality, prices and brand image on which exactly the consumer base their buying decision.

1.7.2 Advertising

Arens (1996), define advertising as a communication process or a marketing process or economic and social process or public relation process or information and persuasion process. Guolla (2011) also stated that the aim of advertising in the marketing concept is to influence the buying behavior of consumers.

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1.7.3 Quality of the Product Advertises

Quality is about the reliability of the product and services. When the Quality of the product advertises makes the consumers is not exactly same as they expect they felt dissatisfaction with the existing level of quality that advertises when they buy it (Gavin A. D., 1984).

1.7.4 Price of the Product Advertises

Price is about the cost that the customer willing to pay for the product and services. From the point of consumer needs, the Price of the product advertises may be determined based on cost and derived by a price and inherent to the quality (Esaki. K., 2013).

1.7.5 Brand Image of the Product Advertises

Brand image is about consumer feelings and also a thought about the brand image of the product advertises (Roy & Banerjee, 2007). Besides that, the uniqueness of product classification also closely related (Bearden & Etzel (1982).

1.7.6 Celebrity Endorsement

Endorsement one of the communication channels in which the celebrity act as the brand's spokesperson by extending his or her personality, popularity in the society or expertise in the field of the brand (Makwana. K., Pathak. A., Maheshkar. C. (2015)).

1.8 Organization of the Study

In this research paper there are five (5) chapters that include. Below is a summary for each chapter that discusses in this study:

For the background of the study, the problem statement, research objectives, research questions, the scope of the study, the significance of the study and definition of key terms included in the first chapter.

For chapter two focuses on a review of existing work related to the proposed variables in this study. It explains the dependent variables for this study, which is consumer's buying behavior and the independent variables consists of quality of the product advertises, the price of the product advertises, the brand image of the product advertises and celebrity endorsement. Based on the review of the work discussed, next chapter will discuss the theoretical framework that can be adopted and the hypotheses generated for this study.

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Chapter three is discussed in the research methodology. This chapter, covers about the theoretical framework and research hypothesis to make it clear. Besides that, it also includes study design, measurement variables, population and sample involved, data collection procedures, the design of the questionnaire and the results of the pilot test. In addition, this chapter also justifies statistical techniques that have been used in this study. Meanwhile, is to conclude the study of which needs to be explained in the last chapter.

The fourth chapter that covers the analysis of respondents' profile, descriptive analysis and hypothesis testing results that discussed in this chapter. This chapter is related to the result of this study will be explained. The analysis was carried out by using SPSS software version 22.

Lastly, chapter five is discussed about the implications and limitations of the study. In this chapter is focused on give suggestion that if past studies that support or not support the result for this study. Besides that, the researcher also needs to present justification for any outcomes. Finally, this chapter concludes by proposing future recommendations for researchers and also the related parties in this study. Also, limitations that faced in this study also need to describe at the end of this chapter.

CHAPTER 2

LITERATURE REVIEW

2.1   Consumer's Buying Behavior

Buying Behavior is a decision making on purpose to buy a particular product by the consumer (Shah et al., 2012). Researcher Morinez et al. (2007) define the buying behavior about certain condition where the consumer tends to buy a certain product. According to Sciffman and Kanuk (2010), consumers consider some attributes of the product before making a decision to purchase. Besides that, consumer perspective creates an overview of the product to collect some of the brands (Hawkins, Best & Coney, 2004). Assael (2004), view that consumers actually collect about the attribute product that contribute a lot of benefits to meet their needs and at the same time, consumer perception of product effect on irregularities or the superiority of the product that view by Cannon, Perreault and McCarthy (2009).

Consumer buying behavior defines by Guolla, (2011), as a process of activities that people select, purchase evaluate and consume the product and services. This buying behavior is tendency to act on the object (Assael, 2004). Besides that, buying behavior also is the stage of purchasing decisions (Schiffman & Kanuk, 2010). Furthermore, attitudes of consumers actually can be used to predict the behavior of interest by using the theory planned behavior that proposed by Aaker (1997).

Due to this, it is important to the marketers have the knowledge about consumer behavior that allows businesses to predict consumer intention to purchase (Zeugner & Roth et al., 2015). On that, the marketers need to test the element of this marketing mix that may influence consumer buying behavior every time (Assael, 2004). Moreover, consumer buying behavior indirectly can provide the clue that related to which product to survive and can determine which industry to be performed and which company to be succeeding (Wang et al., 2014). So, when the consumer has a good attitude towards the product and services that delivered, customers tend to have a positive impact on their interest to behave and also can create the strong relation between consumers with the company (Assael, 2004). Due to this, Ghosh (1990) tells the effective tools to predict purchase process is from the buying intention.

According to Keller, K.L (1993) cites by Zhang Y. (2015), the Brand Image of the product advertises leads to customer continuously buying behavior and also brand image driving force consumer buying behavior. Besides that, Delgado Ballester Munnuera- Aleman (2005) cites by Achmad Yanu Alif Fianto (2015), the brand image of product advertise can enrich the better understanding of buying behavior. Unfortunately, previous research results reveal that brand image of product advertises not directly effect on consumer buying behavior.

For celebrity endorsement, based on previous studies by Brajesh and Gouranga (2011) shows the positive results of advertising and purchase buying behavior towards celebrity endorsement. Furthermore, most of previous studies supported that celebrity endorsement have a positive impact on consumer buying behavior. Even though, non- professional of celebrity that will give negative effects, of buying behavior (White et al, 2009 cites by Syed Rameez ul Hassan and Raja Ahmed Jamil, 2014).

Furthermore, in the previous studies, result of price become ones of important variables, and the other variables like product, brand image and quality are also important in the process of consumer buying behavior. However, the consumers are only able to differentiate between the few prices and the quality. Due to that, the advertising is not a guarantee of price and quality influence consumer buying behavior (Giovanis et al., 2013). According to the previous study by Mirabi V. et al (2015), the Brand Image of the product advertises and Quality of the product advertises give the positive impact on consumer's buying behavior. Nevertheless, the hypothesis of the impact of Price of the product advertises was rejected.

2.2   Advertising

In this era of development and technology advancement also globalization, effective advertising is useful to influence consumer buying behavior. This show that, advertising becomes one's of important role in persuading consumers to buy the product and services. Furthermore, companies need to promote their product in such way to attract the consumers become more interested in its product, in the challenging environment (Hameed, et al., 2014). On that, the advertisement is become expenses of the companies to compare their activities with the other companies are very remarkable.

According Hussainy et al. (2008), to become the market leader the company requires to tons empower of their budget in their budget in their promotional strategies. Arens (1996), define advertising as a communication process or a marketing process or economic and social process or public relation process or information and persuasion process. Guolla (2011) also stated that the aim of advertising in the marketing concept is to influence the buying behavior of consumers.

More often, Dunn et al. (1987) define advertising as a paid and non-personal communication by using the several of media. This definition is strongly agreed by Abideen, Farooq and Latif (2011) because advertising from several media play an important role to influence people and also not only persuade on life cycles but also

attitudes, behavior even culture of the country. Besides that, advertising becomes a tool to create a basic awareness of the product and also to peruse the consumer's selection (Clark, 2009).

This also can create knowledge about the product or services to the potential consumers mind before taking the final purchase decision (Morden, 1991). According to the previous research, the major mission of the advertiser is to reach potential consumers and influence their awareness, attitude and buying behavior (Ayanwale et al., (2005); Adelaar et al., (2003)). Therefore, marketers need to use accessible tools of mass communication consists of sales promotion, public affairs and advertising (Bovee, et al. 1995) because this mass communication will give a lot of benefit to reaching a lot of people with the valuable information and at the same time give advantages to the trade of personal's selling (Etzel, Walker and Stanton, 1997). On that, Ayanwale et al., (2005); Adelaar et al., (2003), conclude that, the primary mission of the advertiser is to reach potential consumers and influence their awareness, attitude and buying behavior in the technology advancement to give the consumer choice for new product by maximum in mass media and advertising effectiveness compare with the traditional mass media. On that, consumers are getting more control of what they want and what they need moving to the interactive marketing (Newell & Merier, 2007).

Regarding to Wenqian Gan (2006) cites by Qurat Ul Ain Zafar and Mahira Rafique (2015), Chinese consumer's buying behavior influence by celebrity endorsement and respondents collectively like celebrity actually have the professional career skills and also good appearance.

Besides that, advertisers also agree that celebrity endorsement makes a consumer feel better about the product, which in turn has to come with the expectation of customers as the real star that delivering the promise. Due to that, it actually influences consumer buying behavior, even though the high cost associated with the form of advertising (Dr Puja Khairi, 2013)

Moreover, Achmad Yanu Alif Fianto et al (2014), explores the Islamic private universities in East Java shows that the brand image of product advertise is not really good effect to them in influence their buying behavior. However, according to Pujadi (2010), the brand image of product advertise was contribute the maintain competition because the brand image associate with the main of consumer and influence consumer's buying behavior.

The Brand Image of the product advertises also made consumer confidence in the quality of products that produced by the organization and indirectly shows honesty of organization offered their product to consumers (Carnoon, Perreault & McCarthy, 2009).

Marketer also needs to understand what exactly that influences the potential consumer buying behavior. For that, the price and quality need to appear in advertising to work regularly in consumer's memories (Latif et al., 2011). Besides that, advertising information that is preferred by young people like brand image, quality of product, price of the product and also characters such as celebrity as their role models, they intend to copy and identify it in term what exactly they need to (Latif et al., 2011).

2.2.1 Quality of the Product Advertises

According from customer perception, quality perceived as the superiority of the product or services by comparing with the other alternatives towards the high attention or expected goals to the tendency of the product or services (Keller, 2011). Furthermore, quality is based on three key dimension consists of product specification such as reliability, performance and brand. This main dimension will be useful to measure, however the quality are a general perception should be forgotten (Kiya, 2012). On the other hand, Lisen and Vanec (2012) unlike, but for Zeeshan (2013)

quality is one's tools for creating the competitive advantage compare with the others competitors.

2.2.2   Price of the Product Advertises

The price of the product becomes important for influence consumer buying behavior. They always examine the price when they make the judgment on the dimensions of quality consist of ease of use, usefulness, performance, durability and status (Bruck, Zeithaml & Naylor, 2000).

Price also can define as what value the customer gets from exchange their money consist of product or services (Kotler & Armstrong, 2010). In terms of that, to retain customer loyalty for their product or services, a company needs to develop an appropriate price for their customers who are willing to buy their favorite product or services at higher prices with high quality (Levy & Weitz, 2012).

2.2.3   Brand Image of the Product Advertises

Consumers nowadays realize that the brand is important in their purchasing decisions (Khasawneh & Hasouneh, (2010)). Keller (1993) also agrees that consumer more consider some attributes and brand of the product before making buying decision because the brand image is a reflection of consumer's memory in the product. A

brand is defined as an image that the consumers can be remembered by Aaker (1997). As we experience, brand image can create the long term benefit to the company, especially everything from the business side and cause people call back about it (Cannon, Perreault & McCarthy, (2009); Morgan & Hunt, (1994)). Shah et al. (2012) stated that companies' social responsibility also creates towards significant relationship with consumer brand choice. Besides that, Del Rio et al. (2010) said that consumers actually will recognize any brand toward their value with different function such as guarantee, social and personal identification and status symbol. According from what Tamm (2007) mentioned, a brand can become attractive tools to capture the consumer's attention for particular products because it is considered as a valuable asset. Besides that, Mohammad Doostoor et al. (2012) mentioned that companies can enjoy with the competitive benefits of brand implied that help them out.
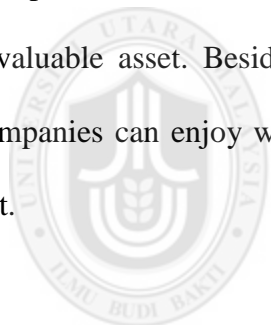
Furthermore, Keller (1993) refers the brand image as a concept that is subjective reasons and consumer personal emotion that assume by the consumers view. Malhotra, (2010); Cannon, Perreault and McCarthy, (2009); Assael, (2004), refer brand image towards customer's perception regarding specific brand either the reason is rational basis or through more emotions. Nevertheless, the companies and also marketer also need to confront the basic problem of brands to not only carried out the selection of the name itself, but need to create a strong brand name such as salience, differentiability, intensity and trust that need to associate with the brand of the product (Wantara, (2008); Aaker (1997)). Due to this, Herman et al. (2010) conclude

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that the basic requirement to improve consumer buying behavior is accordingly towards creating valuable product and inducing the desired brand image.

In addition, marketing program also needs to ensure to produce the unique associations to the brand that always exist in customer retention when have a positive brand image (Schiffman & Kanuk, 2010). Consequently Keller (1993) states that the factors to forming the image of the brand is the presence of brand associations by describing the attributes of customer trust and will give benefits when the brand can satisfy the needs and desires of consumers and lead them to the positive attitude towards the brand. Due to this, Alserhan (2010) stated the strength of a brand depends on how brand can survive and view the information as part of the brand image.

This is important to the company to focus on creating the uniqueness of a brand to make a dissimilar product or services from other companies and indirectly the company will achieve the competitive advantage and influence the consumer's buying behavior to choose the company particular brand (DeShields, Oscar, Kara & Kaynak, (2005); Aaker, (1997)). Besides that Wantara (2008) and Winarso (2012) view, the uniqueness of the brand can depart from product- related attributes, functional benefits or perceived image. Punjadi (2010) mentioned the brand image very important to be owned by the company because it is related to the psychological aspects that are constructed from the subconscious of consumers through the expectation and the experience of taking the brand over a product or services and lead to positive brand image.

According to Winarso (2012) stated that brand image is regarded as a description that offer by the company which includes the symbolic meaning of the specific attributes of the products or services. Brand image can assume as what's in a consumer's mind or their perception according to how they get a good impression of a brand (Hawkins, Best & Coney, 2004). Due to that, it so important to get the best impression on consumers because it can arise the brand has a unique advantage, good reputation, popular, trustworthy and willing to provide the best service (Kotler & Keller, 2012; Keller, 1993; Aaker, 1997). Unfortunately, Muhammad Sajid Rasool et al. (2012) said sometime some consumers change to the other brand its only test the other brand products.

2.2.4 Celebrity Endorsement

Celebrities are people who enjoy the public recognition and who uses this recognition on behalf of a consumer good by appearing with and advertisement, irrespective of the required promotional role (McCracken (1989)). Celebrity refer to an individual that known achieve in areas like actor, sport figures, entertainer, etc. other than the product class endorser by the society. According to Atkins and Block (1983) stated that celebrity endorsement in advertising is viewed as a dynamic that attractive and likeable quality too influential. Furthermore, their fame is thought to attract attention to the product and services.

The endorsement is a platform of brand communication that celebrity act as brand's spokesperson and also as certifies of brand's claim. Besides that, position of celebrity endorsement is to extend his or her personality and popularity in the society or as expertise in the brand field (Martin Roll, 2006). Due to that, advertiser takes these advantages to recognize the value by using the celebrities as their endorsement to draw positive attention to the advertising message in a fall apart media environment. In the United States, about 20 percent of adverts feature celebrities (Solomon, 2009). Moreover, the stock price has been shown to increase when companies announce celebrity endorsement contract (Agrawal & Kamakura, 1995).

2.3   Relationship between Quality of the Product Advertises, Price of the Product Advertises, Brand Image of the Product Advertises and Celebrity Endorsement and Consumer's Buying Behavior

2.3.1 Relationship between Quality of the Product Advertises and Consumer's Buying Behavior

Nowadays quality of product in advertising becomes one's of the factor in influencing or assessing the consumer buying behavior. This actually can generate the continuous process in improving the changes to build greater product performance and indirectly influence the satisfaction of customer's needs. According to Tariq et al. (2013) advertise the quality of the product need to improve because with upgrade the

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advertisement with the high quality of the product, consumers will become more persuaded to purchase it (Chi et al., 2009). Due to that, it is important to the seller to take advantage to upgrade their quality every moment. With that, several studies show product quality that be advertise has a positive impact on consumers' buying behavior (Tariq et al., (2013); Chi et al., (2009); Zeeshan, (2013); Kiya, (2012)). Tsiotsou (2015) investigated, the results of the studied showed the greater quality of the product generates the greater buying purchase behavior.

Based on previous studies that conducted to investigate the result of the impact of product quality in advertisement toward consumers' buying behavior that collected by using the questionnaires, the result found that the product quality has a positive significant. It's precisely the same result like previous studies that conducted by Levy and Guterman, (2012); Tariq et al., (2013); Gogoi, (2013); Tih and Lee, (2013); Dursun et al. (2011); Bao et al.,(2011); Dick et al., (1995) that found the significant relationship between the product quality has influence on consumers' buying behavior. However, for Giridhar K.V. (2012) studies, indicate the quality aren't really shows a significant relationship on consumer buying behavior.

Moreover, Hakkak (2015) said, customers more influence by the quality of product and services that provided by the company or their expectation meet by the brand in services sector will act upon the consumer buying behavior.

Furthermore, in the marketing environment, quality of product becomes a central issue, not only in the consumer decision making process, but also the satisfaction when using the product or services. According to Alfred O. (2013), quality depending on circumstances and also the perception before buying. In the other word, quality is about satisfying the consumer. If the quality exceeding the customer expectation the customer believe about the product and services. Due to that, the researcher has studied about the quality of product influence consumer buying behavior towards mobile phone. The outcome of this study, 38 percent of respondents choose the criteria of quality as one's of the factor that influence their buying behavior while 13 percent of respondents choose price as one factor that influence buying behavior and others choose both as factors in influencing consumer buying behavior.

Besides that, on the previous study by Ansir Ali Rajput, Sabir Hussain Kalhoro and Raja Wasif (2012), that focused on impact of product price and quality on consumer buying behavior in Pakistan. From 100 respondents collected through use questionnaire, the analysis is based on correlation and regression analysis. The outcome revealed that, there was positive relationship found among product price but unfortunately, product quality has shown a negative relationship with consumer's buying behavior.

Besides that, Siska Yulianda and Tati Hundayani (2015), has conducted a research on the effect of two aspects- quality products and consumer psychology toward the purchase decisions of Samsung mobile phone. The researchers conducted this study

to prove the effect of product quality on consumer psychology as a moderating value. This study conducted with 100 samples and uses the purposive sampling technique. The result revealed that product quality shows a significant relationship on consumer's buying behavior toward mobile Samsung that F value was 143.196 with a significance level 0.00. The finding analysis uses regression analysis method.

2.3.2 Relationship between Price of the Product Advertises and Consumer's Buying Behavior

Price of the product advertises showed important factor influence customer buying behavior that has a significant impact by Hermann et al. (2010). This price also can influence customer satisfaction need directly. Lee et al (2010), also do a researched the effect of the price of the product advertises towards a purchase decision. The other research also stated that the value that customers get from exchange their money is one of the criteria that customers take under their consideration (Kurdshali & Bozjani, 2012). Furthermore, Khraim (2011), price also can affect consumers buying behavior positively. Result from Mirabi V. et . (2015) study shows that, price influence consumer buying behavior with beta coefficient between two variables is 0.378. Besides that, Giridhar K.V. (2012), indicates the price of product advertise have a natural influence on consumer buying behavior towards student, business class and services class.

Moreover, based on previous studies by Salmi Mohd Isa and Wong K., Y. (2015), the purpose of the study is to examine the moderating roles of age differences that influence the intention to use internet marketing in Malaysia and Taiwan. However, the result shows a very different situation for both countries from Malaysia and Taiwan. Based the PLS result indicate without age difference as the moderator the price was having significant relationship towards customer buying behavior in Malaysia but, the result for the Taiwan is not significant. Moreover, when the age difference uses as moderating effect, the result of price shows a negative relationship on consumer buying behavior toward Malaysian and Taiwan.

Furthermore, price become one's of the element that consumer considers when arriving at a purchase decision. Therefore, it is important to organization to understand how consumers compare the cost. Due to that, organization can develop effective strategies in order to meet what exactly the needs of consumer. On that, Owusu Alfred (2013) had conducted the research according mobile phone in the Kumasi Metropolis in Ghana. In this study primary and secondary data are utilized by the researchers. However, the questionnaire and interview were used as the main instrument. From the finding on frequency table, the price had shown the positive relationship on consumer buying decision with 23 percent respondents strongly agree, 31.1 percent respondent agrees, 18.9 percent represents respondents neutral agree and another 14.8 percent and 12.30 percent the respondent disagrees and strongly disagree.

Thus, in the research by Mesay Sata (2013) that conducted on price if there any relationship on consumer buying behavior of mobile phone device. The researcher conducted in Hawassa town and 246 respondents were taken by using simple random sampling technique. The outcome of this research indicate in the Pearson correlation result shows 0.9 and sig. 2 tailed with 0.00. This outcome shows that, the price has a significant relationship with consumer buying behavior.

According to Jerry F. Conover (1984), price - quality shows the relationship of consumer buying behavior. The model assumes that consumers may be sensitive either to price or quality but not both. However, many consumers may value both that lowest price and high quality. Moreover, through the standard development of price response by this paper, advancement of knowledge of consumer price gives advantages to marketer because the price influence consumer buying behavior (Zeithmal, 1984).

2.3.3 Relationship between the Brand Image of the Product Advertises and Consumer's Buying Behavior

From the previous studies, there is positive relationship between brand images towards consumer buying behavior (Keller, (2008); Biel, (1992)). From the observation from Blackwell et al. (2010) regarding the activities of consumer buying behavior, they found a set of possessing, consume and dispose product and services. According to Teng, Laroche and Huihunag (2007) all available brands need to serve an assessment to determine the consumer buying intention to the product. Moreover, the criteria of assessment that consumers experience in making a purchase decision consist of price, brand, features, quality, performance of the product or services, convenience and user friendliness (Khan et al., 2012). Furthermore, the consumers' past purchase actually can help them to decide in their purchasing in the future, moreover the marketers and companies also can predict the intention of that consumer in the future too (Conner & Armitage, 1998).

Bondesson (2012) stated in their research study showed the significant relationship between brand image and consumer buying behavior. Researcher Saeed et al. (2013) noted that they employed quantitative study by taking telecommunicating sector with the selected survey methodology about 150 respondents and for getting data from questionnaire survey and used two empirical methods consists of Pearson Correlation and Regression analysis. They analyze from the results show the positive and significant relation exists between brand image and consumer buying behavior.

Muhammad Irfan Tariq,et al. (2013) also discovered the relationship between brand image and purchase behavior towards young adults in Pakistan and found that positive relationship between brand image that advertise and purchase intention of consumers. According to Malik et al., (2013) observation towards brand image and consumers buying behavior showed strong positive influence and significant relationship, according to the data that they employed from 175 responses on questionnaire survey by utilizing the non-probability such as convenience sampling technique. Besides that, Rubini (2010) stated that the knowledge regarding brand image has an influence on consumer buying behavior.

According to Oliver (1980), when the product performance exceeds expectation, customer satisfaction is increasing. On that, the brand image is important to companies could infer to influence customer satisfaction and also need to identify the customer's perception toward a brand and non- users of the brand. For the previous study by Chang et al. (2013), the consumer's buying behavior also impacts with the store image like the infrastructure, sales activities and others. While, the E-banking, mobile phone, supermarket industries and landline also effect with the brand image and give the significant impact on consumer's buying behavior and customer satisfaction (Grandholt, L., Martensen, A. & Kristensen, K. (2013)).

Furthermore, the relationship between brand image and consumer buying behavior is investigated in previous studies by Irshad (2002). Aziz et al (2012) also recommends brand purchase to others when they found the significant relationship between brand

image and willingness of consumer purchase. Besides that, the previous studies by Arslan and Altuna, (2010); Chi et al., (2009); Tariq et al., (2013) indicate the same results that brand image has strong significance on consumer buying behavior. In addition, from Zeeshan (2013), his found men have higher intention of purchase that influence of brand image.

Moreover, Hernandez and Kuster (2012) suggest a significant impact on buying behavior towards the brand. Kawa et al. (2013) also get a significant result between two variables such as brand image and consumer buying behavior. Unfortunately, based on previous research by Ahmad Yanu Alif Fianto et al. (2014), brand image has no significant relationship between purchase behaviors among 13 Islamic private universities.

Brand image shows the positive significant relationship to the consumer buying behavior towards teenagers in Gurjranwale in the previous study by Muhammad Ehsan Malik, Muhammad Mudasar Ghafoor, Hafiz Kashif Iqbal, Qasim Ali, Hira Hunbal, Muhammad Noman and Bilal Ahmad (2013).

Baba (2014), said brand image is very important to customers when customers want to make a purchase decision for the first time, however, family and friends' effect is another crucial factor that affects the buying behavior. Likewise, brand image and brand equity are important factor for a company to be successful in differentiating

their products and also from the competitors will influence the consumer buying behavior towards a brand (Farjam, 2015).

The previous study by Thu Ha Nguyen and Ayda Gizaw (2014), the researchers conducted a research on private label food that what exactly the factors affect the consumer purchasing decision is affected. This research had used combinations of quantitative and qualitative approach. In this research five factors have developed such as the brand image, brand that related to the advertising and word of mouth, perception, attitude, purchase intention and also demographic factors. The result indicated that brand image has a positive impact on the ICA brand and have a positive influence on the buying of the PLB.

Thus, according to Stacey Rudolph (2015), shopper prefers to buy a new product from the familiar brand around them with 59 percent. Moreover, the consumer more interested to purchase from the brand he or she like, 21 percent said it. The other consumer more prefer to buy product brand on a social network that can influence their buying behavior with 38 percent. Furthermore, brand can influence consumer buying behavior from beginning after their first purchaser. On that, this percentage shows that, brand image gives a positive impact on consumer buying behavior and this actually can create awareness to consumers.

According to previous studies by Contractor, S. (2016), he said brand image is a tool that can change buying behavior positively. This is because brand image made customer choice become simpler and reduce the risk. Tatt, K.,E. (2010) also concluded that quality of luxury branded goods and premium price of luxury good influence consumer buying behavior. While Lawneet, (2013) states that the brand image of product advertise can stay in the customer's mind and also can attract them by using the best tool such as advertising and directly affect consumer's buying decision.

Furthermore, women buyer out of their habit of buying the same brands. They have the similar patterns of buying the beauty product that they're like and having it. However, the contradiction opinion that women love to try the new brand and because of the brand image, quality and price they switch to another brand (Sharma, Anjali, Bhola, Shruti, Malyan, Shweta, Patni, Neha, 2013).

Moreover, based on the previous result, brand image had positive and significantly affect the consumer buying intention toward consumer perception in FMCG sector of Pakistan. The research is conducted by distributed 350 questionnaires to the consumer of Lahore, Pakistan. The results analyses of this research are using Pearson Correlation Analysis and Regression Analysis. In the result of Pearson correlation brand image show 0.924 strongest relationships with consumers buying behavior and the outcome on regression show p=0.000. (Nadia Nasir, Shabaan Khan, Pirzada Sami Ullah Sabri and Sobia Nasir, 2016).

2.3.4 Relationship between Celebrity Endorsement and Consumer's Buying Behavior

The image of celebrities' project to consumers can be just as important as their ability to attract attention. Besides that, McCracken (1989) had developed how celebrity endorsement gives impact on consumers' buying behavior and an interesting perspective on celebrity endorsement. McCracken (1989) stated that celebrity endorsement actually can influence the feelings of the consumers and can also influence the consumers buying behavior towards the advertisement and the brands which can increase the purchase intention and consequently, increase the sales.

Moreover, Tripp C Jensen T.D and Carlson L. (1994) found consumers buying behavior influence when the trusty celebrity endorser to be credible and endorses one or two products shows the significantly consumers more trustworthy than a celebrity who endorse even more products. Granting, to the previous studies by Daneshvary and Schwer (2000) stated when a company requires a consumer associate with the endorser product it shows the company needs to choose an endorser who use the product exactly reflection of professional expertise. Fact on that, consumers buying behavior have a connection towards the celebrity endorsement.

Furthermore, M. Gayathri Devi and Dr. C. Ramanigopal (2010) stated that celebrity endorsement has a positive impact on consumer buying behavior. Consumers

nowadays become more demanding. Their first moment is continuously rising while marketers are extending their attempts to fill them (Anmol Randhawai & Javeed Ahmed Khan, 2014). However, based on Syed Rameez ul Hassan and Raja Ahmad Jamil (2014) study, celebrity endorsement contrary to their hypothesis where the results show celebrity endorsement not has a significant relationship with consumer purchase intention that respondent is between Indian and Pakistan.

According to Afsheen Khan and Samreen Lodhi (2016), only 108 respondents from 193 respondents from Karachi are agreeing that celebrity endorsement influence their buying behavior. Due to that, this finding shows that celebrity endorsement is an effective way in making the most of the respondent choose the face care product and prove that, celebrity endorsement influence consumer buying behavior.

Furthermore, Qurat-Ul-Ain Zafar et al. (2015) studies indicate that, celebrity endorsement has a reasonable impact on consumer buying behavior with the selected people from different areas in Pakistan. In other hand, surveys that found respondents agree like to see their brand to be endorsed by celebrity in advertisement and also want select that the product endorser through celebrities. Due to that, celebrity endorsement has a positive relationship with consumer buying behavior (Giridhar K.,V.,2012).

From the past research by Petrauskaite E., (2014), the studies, conduct about the effect of brand image on consumer purchase behavior towards international footwear market comparison. According to the result, indicated that celebrity advertising does not affect the purchase decision making and consumer buying behavior. However, many footwear companies using celebrity footwear performance in public services to increase the customer buying behavior and awareness.

According to Israel Kofi Nyarko et al (2015), celebrity endorsement becomes a multi-million industry of business and marketers use celebrity endorsement to influence consumer purchase decision in order to increase the business sales and also to extend their market share. In this study, the researcher adopted qualitative method to identify the factors that influence consumer purchase intention. The research conducted questionnaire to collect the data from the Ghenaian Youth. The result of this study, indicate that celebrity endorsement shows the positive impact on buying behavior towards Ghanian youth by using frequency table, chart and chi- square analysis to approve it.

Thus, celebrity endorsements are not new in our life, but in fact, it has been part of our lives for years. The marketer uses celebrity endorsement to attract consumers and its direct influence on consumer buying behavior. According on the book Contemporary Ideas and Research in Marketing, the outcomes found that 85 percent people said celebrity endorsement enhanced people confidence in a product, however,

only 15 percent said a celebrity endorsement had an impact on consumer buying behavior (Sokolovka A., 2016).

Besides that, the image of celebrity endorsement is important as their attention to attract attention. However, celebrity endorser also depends on the culture. Moreover, celebrity contains many meanings such as their class status, personality, popularity, lifestyle, gender as well as age (McCraken (1989); Goldsmith et al. (2000)). On that, the outcomes indicate the company is selected that celebrity based on credibility, brand match and attractiveness while the consumer influenced by price, celebrity endorsement, quality and packaging. Due to that, celebrity endorsement becomes one's of the marketing promotion part thus this research by Wilson Edzorne Dzisah and Chosniel Elikem Ocloo (2013) conclude that the celebrity endorsement has positive relationships with the consumer buying behavior and become part of the marketing promotion in general.

Poghosyan, A. (2015), carried on a research about celebrity endorsement as one of nowadays major ways to influence consumer buying behavior. The researcher conducted this research by using the primary data such as interview and also 35 surveys were conducted. The results indicate that, celebrities were used in the promotion campaign and become the most effective way to present the product and also a brand. This result was displayed in three basic directions. First, the majority of 24 respondents out of 35 feel that celebrity endorsement claiming the ads message, quality and the brand to be higher and the consumer more remember they celebrities that they had deeply dislike. Secondly, 6 respondents out of 35 share the negative opinion about celebrity endorsement that celebrity position in advertisement somehow manipulates and has also become too influenced. Thirdly, 5 respondents out of 35 were not attached to the media and new technologies nowadays. And they do not see any difference between the different types of advertisement and not even familiar with current activity and popular celebrities. Due to that, the researcher conclude that positive side of celebrity endorsement is in their effectiveness and this type of promotion become risk because of the personal issues with the particular celebrities.

Furthermore, Fariba Fathi and Bahram Kheiri (2015), had contradictory results about celebrity endorsement, because they have gained the negative publicity. The recent researchers also expect that negative event surrounding celebrity endorsement and the outcomes of the events (Louie et al., 2001, Louie & Obermiller, 2002, Money et al, 2006, Till and Shimp, 1998). Due to that, celebrity endorsement is not the key to success (Erdogan, 1999).

Moreover, based on the previous result, celebrity endorsement had positive and significantly affect the consumer buying intention toward consumer perception in FMCG sector of Pakistan. The research is conducted by distributed 350 questionnaires to the consumer of Lahore, Pakistan. The results analyses of this research are using Pearson Correlation Analysis and Regression Analysis. In the result of the Pearson correlation celebrity endorsement show 0.932 strongest relationships with consumers buying behavior and the outcome of regression show p=0.000. (Nadia Nasir, Shabaan Khan, Pirzada Sami Ullah Sabri and Sobia Nasir, 2016).

2.4   Conclusion

Different review of literature on the impact of advertising on consumer's buying behavior has been discussed in this chapter. The previous literature actually helps in framing the work of study and hypothesis in a better understanding of the research conducted. Besides that, this also very important in measuring the impact of advertising on consumer's buying behavior. In fact, important variables need to measure to get the desired result of this research. In the next chapter will discuss about the framework and research hypothesis to make it clearer.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The target of this research is to accommodate knowledge association with the impact of factors advertising towards undergraduate full time students in Universiti Utara Malaysia, Sintok, Kedah on consumer's buying behavior. In chapter two, the researcher has reviewed the literature regarding identified factors that may influence the consumer's buying behavior.

Research framework and the formulation of the hypotheses came out based on previous research. Discussion of methodology to test the hypotheses will be discussed in this chapter. First of all, section 3.2 is a discussion about the research framework which contains discussion on theoretical framework. Section 3.3, is an elaboration about research hypotheses followed by section 3.4 by research design. Then, section 3.5 is about operational definition. Section 3.6 is about the measurement of variables and next section such as section 3.7 is about data collection. Sampling design, data collection procedure, pilot test, technique of data analysis, definition and conclusion adopted in section 3.8 until section 3.13

3.2 Theoretical Framework

In developing a conceptual framework, with the aim of this study to carry out in – depth review the relevant literature of the impact of advertising on consumer's buying behavior. Based on Cruz et al (2012), they stated that, this framework can easily understand the context of the impact. On the basis of this review, the researcher proposes the model which is shown below:-
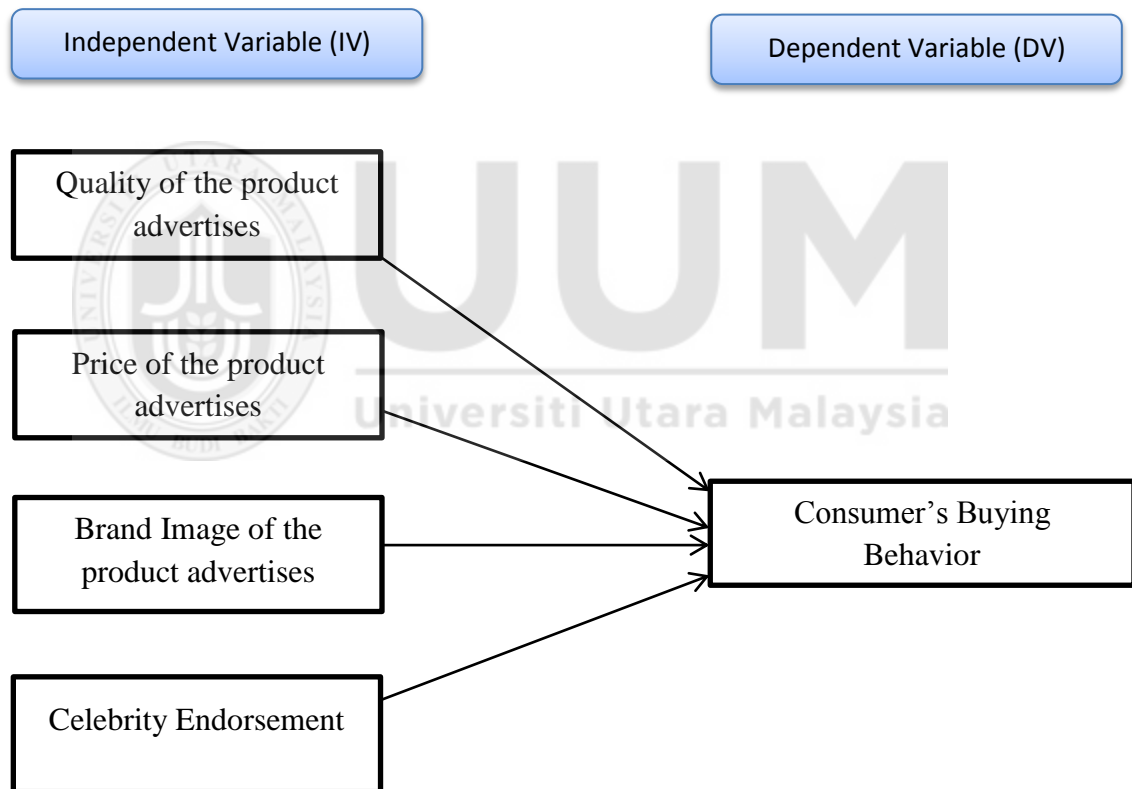
Figure 3.1
Theoretical Framework of the Impact of Advertising on Consumer's Buying Behavior

This theoretical model illustrates that impact of advertising on consumer's buying behavior. Consumers' buying behavior as a dependent variable. Besides that, there are four factors as independent variables which have identified in the literature. These factors consist of Quality of the product advertises, the Price of the product advertises, the Brand Image of the product advertises and Celebrity Endorsement.

3.3 Research Hypothesis

Based on the literature review, there are four hypotheses that can be produced in this study. Besides that, these research hypotheses are based on the objective of the study.

Objective one: To identify any relationship between Quality of the product advertises on Consumer's Buying Behavior.

H_1: There is a significant relationship between Quality of the product advertises and Consumer's Buying Behavior.

Objective two: To determine the impact of Price of the product advertises on Consumer's Buying Behavior.

H_2: There is a significant relationship between Price of the product advertises and Consumer's Buying Behavior.

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Objective three: To examine the effect of Brand Image of the product advertises On Consumer's Buying Behavior.

H$_3$: There is a significant relationship between the Brand Image of the product advertises and Consumer's Buying Behavior.

Objective four: To investigate the relationship between Celebrity Endorsement on Consumer's Buying Behavior.

H$_4$: There is a significant relationship between Celebrity Endorsement and Consumer's Buying Behavior.

3.4 Research Design

Sekaran and Bougie (2010) stated, research design is one of the patterns for the collection, measurement and data analysis based on the research question. On that, research design is to obtain answers the research question or the problems of this study. Due to that, it is important to researchers answer the question validity, objectively, accurately and economically (Kumar, 2011). On that, the research study was made after researcher has identified the variables within the framework of the theory. Due to that, theoretical framework that showed above does help to achieve the researchers' objective. Besides that, the researcher decided to use a descriptive design in which the aim of this descriptive approach is adopted in order to know what factors

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actually give impact of advertising on consumer's buying behavior. Furthermore, this descriptive design is to collect data that describe the characteristics of the individuals, events or situations (Sekaran & Bougie, 2010). This method is suitable to use in order to clearly understand a topic and the factors that impact advertising on consumer's buying behavior.

3.5 Operational Definition

3.5.1 Consumer's Buying Behavior

To measure consumer's buying behavior, five (5) point Likert scale ranging from one (1) strongly disagree to five (5) strongly agree was given to the respondent. The items in questionnaire were taken from Hoang A. T (2013). In this questionnaire, respondents were presented with a series of statements, being asked to rate from one (1) to five (5) and give their personal opinion on each item.

3.5.2 Quality of the Product Advertises

To measure Quality of the product advertises, five (5) point Likert scale ranging from one (1) strongly disagree to five (5) strongly agree was given to the respondents. The items in questionnaire were taken from Sidin et al., (2003). In this questionnaire, respondents were presented with a series of statements, being asked to rate from one (1) to five (5) and give their personal opinion on each item.

3.5.3 Price of the Product Advertises

To measure the Price of the product advertises, the respondents were given five (5) point Likert scale ranging from one (1) strongly disagree to five (5) strongly agree. The items in questionnaire were taken from Furaiji, F., et al (2012). In this questionnaire, respondents were presented with a series of statements, being asked to rate from one (1) to five (5) and give their personal opinion on each item.

3.5.4 Brand Image of the Product Advertises

To measure Brand Image of the product advertises, the respondents were given five (5) point Likert scale ranging from one (1) strongly disagree to five (5) strongly agree. The items in questionnaire were taken from Malik et al. (2013). In this questionnaire, respondents were presented with a series of statements, being asked to rate from one (1) to five (5) and give their personal opinion on each item.

3.5.5 Celebrity Endorsement

To measure celebrity endorsement, the respondents were given five (5) point Likert scale ranging from one (1) strongly disagree to five (5) strongly agree. The items in questionnaire were taken from Low S.F. and Lim S. W (2012). In this questionnaire, respondents were presented with a series of statements, being asked to rate from one (1) to five (5) and give their personal opinion on each item.

3.6 Measurement of Variables

In this section, to prevent interviewer bias that allows respondents to complete a survey instrument when used a self- administered survey on their own, the researchers ability is to reach the largest research population and also to gain the benefits to attain an acceptable response rate (Denscombe, (2010): Burns and Bush, (2012): Haydm and Mostert, (2013)). The survey instrument consists of twelve (12) page questionnaire (Appendix A) with total fifty three (53) questionnaires for independent and dependent variables.

In this questionnaire was measured by five point Likert scale that shown in Table 3.1. The questionnaire has two divisions which are section A(i) (ii) and section B (i), (ii), (iii), (iv), and (v) as shown in Table 3.2 until 3.9. Section A(i) is related to the personal information and section A(ii) related to the personal experience. While

section B (i), (ii), (iii), (iv), and (v) is related to all independent variables and dependent variable.

Table 3.1
Five Point Likert Scale

Scale	Meaning
1	Strongly Disagree
2	Disagree
3	Average
4	Agree
5	Strongly Agree

Source: Zikmund et al. (2010)

The table below shows the list of the items that were asked in the questionnaire used in this table.
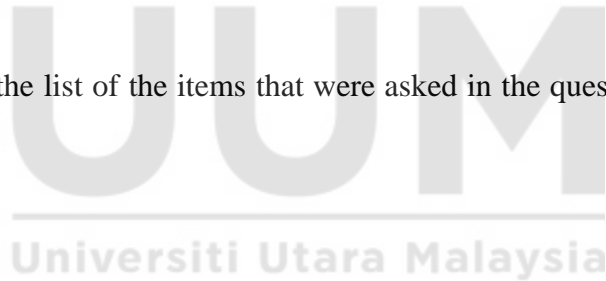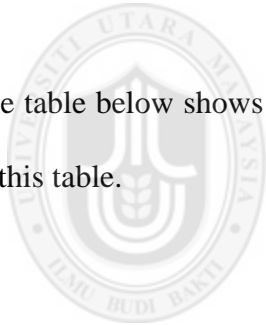
Table 3.2

Summary of the Questionnaire Design
Part A(i): Personal Information

Variable	Item Number	Items
Gender	1	Part A: Item 1
Age	1	Part A: Item 2
Race	1	Part A: Item 3
Religion	1	Part A: Item 4
Marital Status	1	Part A: Item 5

Table 3.3
Part A(ii): Measure of Personal Experience

Items
Do you aware about advertising?
How often do you see the advertisement?
What type of advertisement that you see?
The frequency in purchasing?
Which of the following media will pull your attention to buying?

Table 3.4
Part B

Variable	Item Number	Items
Consumer Opinion Regarding Impact of Consumer's Buying Behavior	14	Part B (i): Item 1 – 14
Consumer Opinion Regarding Impact of Quality of the Product Advertises	6	Part B (ii): Item 1 – 6
Consumer Opinion Regarding Impact of Price of the Product Advertises	6	Part B (iii): Item 1 – 6
Consumer Opinion Regarding Impact of Brand Image of the Product Advertises	10	Part B (iv): Item 1 – 10
Consumer Opinion Regarding Impact of Celebrity endorsement	17	Part B (v): Item 1 – 17

3.6.1 Personal Information

Part A(i) in this questionnaire in terms of personal information consists of gender, age, race, religion and marital status.

3.6.2 Personal Experience

Personal experience is also located in the section A(ii) which is asked with regard to the customers about their experience in using the advertising to help in their buying behavior. There are five (5) items that were asked in this section.

3.6.3 Consumer's Buying Behavior

In Part B (i) consists of 14 items that measure by using five point Likert scale where are related to consumer's buying behavior that impact of advertising. The table below shows a list of items that were asked in the questionnaire that adapted from Hoang A. T (2013). From his research stated the result is a significant relationship between the impacts of advertising on consumer's buying behavior with the same measurement such as five (5) point Likert Scale.

Table 3.5
Consumer Opinion Regarding Consumer's Buying Behavior

No	Items
1	The product makes me feel good
2	The ads was appealing to me
3	I like promotion/ discount/ deals/ coupons
4	I usually do not have much time to consider ®
5	The advertising caught my attention
6	I often collect as much information as possible before purchase
7	I make complex evaluations before buying ®
8	I will buy products that are advertised
9	I desire to buy products that are promoted in advertising
10	Advertisement do not increase consumer's buying behavior of featured brands ®
11	Advertisement have a positive influence on my purchase behavior
12	I would buy the products that are advertised if I had the money
13	I do not intend to acquire products that are promoted ®
14	I am likely to buy some of the product advertises that I am likely to buy

Source: Anh Thuc Hoang (2013)

3.6.4 Quality of the Product Advertises

Part B (ii) of the revised questionnaire contains scale of 1 to 5 which measure Quality of the product advertises. Sidin et al., (2003), the one who developed these items found that there were several criteria that influenced consumers including Quality of the product advertises. One of the hypotheses in this study is about the relationship between Quality of the product advertises on consumer's buying behavior.

There are 6 items with five point Likert scale from 1 to 5 in the questionnaire is common towards participants and used to measure Quality of the product advertises.

Table 3.6
Consumer Opinion Regarding Impact of Quality of the Product Advertises on Consumer's Buying Behavior

No	Items
1	Quality of the product advertises sound good as expected from ads?
2	The product quality of the product advertises of this brand is good?
3	Do you remember and only buy the quality of the product advertises that you purchase before?
4	Advertising strategies will help build a good quality of the product advertises?
5	High quality of the product advertises begins to look too expansive?
6	Advertising would be what are you expected to see the quality of the product advertises offered for?

Source: Sidin et al., (2003)

3.6.5 Price of the Product Advertises

In Part B (iii), there is 6 items that using the Interval scale, such as five point Likert scale of 1 to 5 which needed the participant to respond on the matter that impact advertising did or did not impact on customer's buying behavior. Furaiji, F., et al (2012), on their research stated their results have a positive impact on consumer's buying behavior.

Table 3.7
Consumer Opinion Regarding Impact of Price of the Product Advertises on Consumer's Buying Behavior

No	Items
1	What price would the product advertises start to look cheap, that it could not possibly be of good quality? ®
2	Are you a loyal customer for the price of the product advertises you buy?
3	Are you a price sensitive consumer of product advertises?
4	Will you stick to the same products if their price of the product advertises is increasing?
5	Did you think advertising of the product price will help to influence your buying behavior?
6	If the price increases, did you use the product advertises because it's influence your buying behavior?

Source: Furaiji et al., (2012)

3.6.6 Brand Image of the Product Advertises

In Part B (iv), there are 10 items by using the five point Likert scale of 1 to 5 which needed the participant to respond on the matter that impact advertising did or did not impact on consumer's buying behavior. Malik et al. (2013), on his research stated their results have a positive impact on consumer's buying behavior.

Table 3.8
Consumer Opinion Regarding Impact of Brand Image of the Product Advertises on Consumer's Buying Behavior

No	Items
1	I recognize this brand image when it advertises
2	Ads impact the brand image of the product advertises
3	Purchase the product on the basis of the brand image of the product advertises
4	No brand image of the product can survive competition without intensive advertising
5	The effect or impact of advertising can change as the brand images grow older
6	Advertising gives room for the brand image of the product advertises comparison
7	Advertisement make me less loyal to brand image of the product advertises ®
8	I do not purchase a brand image of the product advertises that are featured ®
9	The brand image of the product advertises is outstanding and gives me a good impression
10	The value of this brand image of the product gives me confidence to its product when saw in an advertisement

Source: Malik et al., (2013)

3.6.7 Celebrity Endorsement

In Part B (v), there are 17 items that using the interval scale consists five (5) point

Likert scales from 1 to 5 which needed the participant to respond on the matter that

impact celebrity endorsement did or did not impact on consumer's buying behavior.

Low S.F. and Lim S. W (2012) stated on their research results has a positive impact

on consumer's buying behavior.

Table 3.9
Consumer Opinion Regarding Impact of Celebrity Endorsement on Consumer's Buying Behavior

No	Items
1	Do you recognize the celebrity endorsement in ad?
2	Have you purchased any products after viewing an advertisement by celebrity endorsement?
3	Do you think the celebrity sincere in endorsing the product in an advertisement?
4	How familiar are you with the celebrity brand name, which appeared in the advertisement?
5	Do you think the person in the advertisement is suitable in endorsing the product in an advertisement?
6	Do you trust that the celebrity endorsement view the product in advertising have in a positive manner?
7	Do you trust that the celebrity endorsement truly likes the product that he/she advertises?
8	Do you trust that the celebrity endorsement frequently uses the product that he/she advertises?
9	Do you have a good impression towards the celebrity endorsement?
10	Does the presence of celebrity in ad encourage you to buy a product?
11	Do you think that celebrity in the ad honest in representing the product to the public?
12	Do you believe the celebrity endorsement is a trustworthy spokesperson for the product?
13	Do you believe the celebrity endorsement is knowledgeable spokesperson for the product?
14	Do you believe the celebrity endorsement is qualified spokesperson for the product?
15	Do you believe the celebrity endorsement is an appropriate spokesperson for the product?
16	Do you believe the celebrity endorsement is an effective spokesperson for the product?
17	Do you believe the celebrity endorsement give impact on consumer's buying behavior?

Source: Swee Foon Low and Su Wen Lim (2012)

3.7 Data Collection

3.7.1 Primary Sources

The primary data of this study collect through a questionnaire. This survey was conducts in first week of November 2016 that only focus on undergraduate full time students in Universiti Utara Malaysia. This survey will conduct to obtain a respondents' impression, interpretation and opinion about the impact of advertising on consumer's buying behavior.

3.7.1.1 Questionnaire Design

Reliability and validity result is very important in this study. On that, ability to represent and measure the concept accurately and consistently is needed by selecting variable should be the basis. According to Hair, Babin, Money and Samouel, (2003), stated that to prevent the measuring error in the questionnaire, reliability and validity must be sufficiently addressed. Besides that, Hair et al., (2006), determine the term of reliability refers to consistency and term of validity refers to accuracy. Hence, the questionnaire design must be clear so that participants can easily select their responses correctly. Then, each construct will be measured with a set multi- item scales (Hair et al., 2003).

A set of written questions is called as questionnaire, that given to respondents and allow respondents to record their answers. In fact, this survey is an efficient data collection tool when used in the descriptive approach (Sekaran & Bougie, 2013). On that, a questionnaire was used as a data collection because it is necessary and extremely flexible to gather the information with an efficient method of making the relevant and necessary explanations more clearly and precisely. A descriptive survey research based on the impact of advertising on consumer's buying behavior towards undergraduate full time students in Universiti Utara Malaysia, Sintok, Kedah. In addition, questionnaire typically used to keep time and lower costs. The main reason for this questionnaire design is to gather a large amount of quantitative data (Bhattacherjee, 2012).

Besides that, to prevent interviewer bias when used a self- administered survey that allows respondents to complete a survey instrument on their own is about the ability of researchers to reach the large research population to gain the benefits to attain an acceptable response rate (Denscombe, (2010); Burns and Bush, (2012); Haydm and Mostert, (2013)). In this study, the researcher includes one part in questionnaire such as closed questions. Close- ended question is more relating to the personal information, personal experience of the respondents and investigate the relationship between independent variables and a dependent variable. In previous research by Chi, Yeh and Huang (2009) also used the closed questionnaire for their research to investigate the relationship.

The researcher was designed a questionnaire to examine the factors that impact advertising on consumer's buying behavior. There are four independent variables consists of Quality of the product advertises, Price of the product advertises, the Brand Image of the product advertises and Celebrity Endorsement and one dependent variable such as consumer's buying behavior.

Moreover, there are two divisions in this questionnaire. In the first part consists of section A(i), respondents were asked about personal information that include gender, age, race, religion and marital status. In part A (ii), the respondents were asked about personal experience. Meanwhile section B (i) (ii) (iii) (iv) and (v), respondents were asked about the questions related to the dependent and independent variable which have been adapted from some previous researchers.

In addition, independent and dependent variables were adopted from previous studies and the items are measured using five (5) point Likert scale which ranging from 1 (strongly disagree) to 5 (strongly Agree). This scale is used because it is more convenient to measure the magnitude of individual preferences (Fadhilah, 2016). The questionnaire used in this study is attached in Appendix A.

In section B(i), namely consumer opinion regarding consumer's buying behavior. The five (5) point Likert scale that was applied to measure consumer's buying behavior

was largely adapted from Anh Thuc Hoang (2013) that ranged from strongly agree to strongly agree. Besides that, to measure consumer opinion regarding the impact of Quality of the product advertises on consumer's buying behavior was adapted from Sidin et al., (2003). Section B(iii) to measure consumer opinion regarding the impact of Price of the product advertises on consumer's buying behavior was adapted from Furaiji, F., et al (2012) and Section B(iv) the five (5) point Likert scale that was used in consumer opinion regarding the impact of the Brand Image of the product advertises on consumer's buying behavior was mainly adapted from Malik et al. (2013). Furthermore, consumer opinion regarding the impact of Celebrity Endorsement on consumer's buying behavior in section B(v) was adapted from the Swee Foon Low and Su Wen Lim (2012) with a five (5) point Likert scale also being utilized.
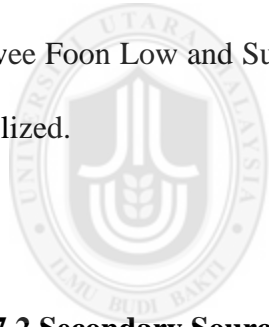
3.7.2 Secondary Sources

The secondary data is the data that had been collected and already available from other sources like from the other person and authority. For example, newspapers, magazine, books, past research journals and articles.

3.7.3 Method of Data Collection

Generally, there are two types of data collection methods consists of primary data and secondary data method. This method is an important part of each study. Thus, in this

study, the researcher used the both data collection, such as the primary data and secondary data as collection methods. This is because, the both of data are useful in this study having to provide the different point of view.

3.7.3.1 Primary Data

Primary data refer to the information that researcher gathered directly from the important variables for the specific purpose of the study. In addition, primary data sources will get through the interview, questionnaire or observation (Sekaran & Bougie, 2013). For this study, researcher chooses to use questionnaire as the main method of collecting data from the respondents. Furthermore, there are two types of data collection methods that can be used to collect data through questionnaires. These actually consist of questionnaires distributed personally by the researcher in Library Sultanah Bahiyah and undergraduate full time student's accommodation in Universiti Utara Malaysia. Due to that, to help the respondents get the better understanding about the questions, the researcher was provided two forms of language such as Malay and English.

3.7.3.2 Secondary Data

Secondary data refer to the data that tends to be readily available and inexpensive to obtain. For this study, the researcher used newspaper, magazine, books, past research

journal and articles because it more cheaply and quickly obtain than primary data. Besides that, this data actually can help researchers in their primary data become more specific. On that, the researcher able to make out what are the gaps and what additional information need to be collected and this data will improve researcher understanding about the problem and provides a basis comparison the data that is collected by the researcher.

3.8 Sampling Design

3.8.1 Target Population

Populations refer to the total of collection of elements or cases which can be comparable and population include groups of people, moment or good. Sekaran (2003) stated the researcher identifying the target population is one's of the process of sampling. Furthermore, to prevent invalid data and also the limit of generalization becomes so important to have the correctly identifying of population for the finding of the study.

Due to that, the researcher has chosen undergraduate full time students in Universiti Utara Malaysia as a researchers' venue. This population can identify as an entire group of people, events or other things that are important where researchers want to study (Sekaran & Bougie, 2013). According to data obtained from the Student Affair Department, undergraduate full time students in UUM are about sixteen thousand

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nine hundred and seventy nine (16,979) consists of three (3) colleges such as College of Business (COB), College of Arts and Sciences (CAS) and Collage of Law, Government and International Studies (COLGIS) are randomly selected to answer a questionnaire about this study.

3.8.2 Sampling Technique

The sample is usually a subset of the population. This is mentioned as a technique or process in analyzes the characteristics of the population, which taking a sufficient number of the focus elements of the population. According to Sekaran and Bougies (2010), there are two categories of method in sampling such as probability and non-probability sampling. The elements in the population have known as being chosen as subject in the sample is a probability sampling. On that the researchers can use sample and obtained randomly to achieve the probability. Besides that, this sampling has least bias and offers the most generalizability (Burns & Grove, 2007). Probability sampling also consist into two types such as simple random sampling or unrestricted and restricted or complex probability sampling. There are five types under restricted or complex probability sampling consists of systematic sampling, stratified random sampling, cluster sampling, are sampling and double sampling. (Sekaran, 2003).

For non-probability sampling actually does not offer the generalizability of finding. This is because, not all elements of the population have been chosen as subject in the sample (Sekaran, 2003). This non probability sampling also can divide into two

consists of convenience sampling and purposive sampling. Purposive sampling consists into two, such as judgment sampling and quota sampling (Sekaran, 2003).

Furthermore, Malhotra (2014), the sample size can be described as the number of segments to be counted in the research. Moreover, if we compare the large and small sample, a large sample will give reliable results than small samples. According to this study, the researchers have decided to choose undergraduate full time students in UUM to participate in this study. Due to this specific selection, researchers will use the non-probability sampling that focus on convenience random sampling.

Besides that, the researchers choose undergraduate full time students in UUM as their target population because respondent for this research are from UUM only due to limitation in time, and costs. Moreover, the researchers' focuses on undergraduate full time students because they still get the full allowance from their parents and make buying behavior of them still in controlled by their family and also their habit of buying. Besides that, the findings of this study might not be enough to generalize to other university students in Malaysia as each university student has its own intention, environment and objective that might lead to a different result. To achieve this probability, the researchers refer to Krejcie and Morgan (1970) to identify the sample size from the overall population to analyze the sample size followed by a given population for easy references. According to Malik et al. (2013) used convenience random sampling technique to collect the data for the impact of advertising on

consumer's buying behavior is more valuable. Due to that, the questionnaire will distribute to undergraduate full time students in UUM. They will ask to give their view about the impact of advertising on consumer's buying behavior.

3.8.3 Sample Size

In this study, the population has been determined as the undergraduate full time students that studying in Universiti Utara Malaysia, Sintok, Kedah. Based on Table Krejcie and Morgan (1970), a sample size of three hundred and seventy five (375) respondents considered to be representative of the entire undergraduate full time students of Universiti Utara Malaysia. But to get a more effective data, a total of 400 respondents were selected for this study. All selected respondents were given a period of twenty (20) minutes to complete this questionnaire.

Table 3.10
Table of Sample Size Krejcie & Morgan (1970)

Population Size (N)	Sample Size (S)
10000	370
15000	**375**
20000	377
30000	379
40000	380

3.9 Data Collection Procedure

Questionnaires were used to collect data for this study. Questionnaires distributed personally by the researcher in Library Sultanah Bahiyah and undergraduate full time student's accommodation in UUM. Besides that, the researcher also needs to get the permission letter for the data collection issued by the Othman Yeop Abdullah Graduate School of Business in Universiti Utara Malaysia, to carry out the studies in university. Furthermore, the researchers' also need to issue the letter with the detail data that researcher needs and attach together with the letter from Othman Yeop Abdullah Graduate School to get data from Student Affair Department. The respondents in this study were given around twenty (20) minute to answer the questionnaire and the researcher will collect it.

3.10 Pilot Test

Before the actual data collection from respondents, pilot test need to apply to the collection of data and also procedure. Pre- test and pilot studies will be employed to survey a small subset of the population to decide whether the research instrument and method to collect data are relevant, reliable and valid (DU Plooy, (2009); Bhattacherjee, (2012)). The advantage among this pilot test is to identify the mistake and eliminate it and also can make corrections to the questions that are not valid. Meanwhile, to validity the questionnaire 20 to 40 the minimum number of respondents needs to respond the pilot test (Chua, 2011). This will conducting to

check that other research elements well organized and also to double check that the research questionnaire will optimal, especially in term of scale reliability. According to that, the researcher decides to pre- test the questionnaire among 30 respondents to make sure the reliability of the scale, wording and question order and the ability of respondents to understand the meaning of the questions. Subsequently, 30 undergraduate full time students in UUM were responding to the pilot test. This pilot study was conducted in mid-October 2016.

The pilot test results from this study shown below in Table 3.11. These results reveal at the coefficient reliability of the independent variables and the dependent variable is between 0.68 to 0.81. Therefore, measurement of the independent variables and the dependent variable in this study is considered acceptable as it has reached the alpha value of 0.6 and above.

Table 3.11
Reliability Test on Pilot Test

Variables	Items	Cronbach Alpha
Consumer's Buying Behavior	14	0.77
Opinion Regarding Impact of Quality of the Product Advertises	6	0.81
Opinion Regarding Impact of Price of the Product Advertises	6	0.68
Opinion Regarding Impact of Brand Image of the Product Advertises	10	0.75
Opinion Regarding Impact of Celebrity Endorsement	17	0.78

3.11 Technique of Data Analysis

Data will collect and accuracy of the data will check. Due to this, to make analysis of data it will use the Statistical Package for Social Science Program (SPSS) software version 22 will used by researcher to analyze data of the questionnaire. In this study, the reliability of the test will be used to determine the value Crobach's Alpha for each variable used. In addition, the data will make analysis in two parts such as part one will lead descriptive statistics that will be used to describe and summarize data and include measures of central tendency (average) and dispersion (the spread of data or how close each other is to the measure of central tendency). While the other technique such as frequency statistics is to determine the reliability of data, correlation and regression. Meanwhile, the pass research by Muhammad Irfan Tariq et al. (2013) analyzed the data through Pearson's correlation to determine the relationship between independent and dependent variables. Besides that, researchers Trong (2008) and Field (2009) have stated that this technique is usually used whenever wants to evaluate and assess the degree of close association between two or more variables and if there would be a low level of correlation between the variables. Due to this, SPSS can help researchers analyze the data more accurate and also can interpret the data from the questionnaire will be made. However, before the data analysis, researchers need to be screened the data and taking accurate data analysis according Sekaran (2013). Data screening was function to identify data entry errors and to examine how appropriately the data meets the statistical assumptions which are

involving the missing data, outlier analysis, reliability test, normality and linearity, factor analysis and descriptive statistics of variables.

3.11.1 Data Screening

Data were reviewed to determine the accuracy of data entry before running the main analysis. According Guarino, Gamst and Meyers (2012), this screening data is to interpret whether the resulting analysis is valid. In this study, data screening was conducted by examining the basic descriptive statistics and frequency distribution to determine if there is missing data, outlier, normality and linearity.

3.11.2 Missing Data

Missing data is a step before analyzing the collected data. According Hair et al (2010) and Pallant (2013), missing data is to identify, the data often riddled with mistakes during the data entry errors which completely affect the outcome of the analysis result. Due to that, each variable were tested to identify missing data value and data entry before testing each hypothesis.

3.11.3 Outlier Analysis

After finishing identifies missing data, outlier analysis becomes an important part because it will affect the result in analysis by Sekaran and Bougie (2013).

3.11.4 Reliability Test

Reliability test or assessment is about how the data stable, reliable and consistency of data in test to measure the same thing every time (Worthen, Borg & White, 2011). In the other words, reliability is an indication of the extent to which judgments made without unbiased decision and free from the mistakes. This actually shows a level of consistency between two sizes of the same item (Mehrens & Lehman, 2010).

Furthermore, Cronbach Alpha (α) is the reliability coefficient that indicated how positively correlated between each other (Sekaran & Bougie, 2013). In other hand, Cronbach Alpha is used as an estimated of reliability of the test scores. According to Hair, Money and Samouel (2010) have been used Cronbach Alpha as a guide to show strength measurement in their research. This strength measurement will be shown when the value exceeds 0.95 Cronbach Alpha, however, certain elements must be reviewed to ensure that Cronbach Alpha can measure the different characteristics in a different concept. Moreover, Bowling A. (2014), an opinion that Cronbach Alpha 0.50 or higher is considered as acceptable internal consistency. The table below shows the Cronbanch Alpha expansion.

Table: 3.12
Cronbach's Alpha (α)

Cronbach Alpha	Internal Consistency
< 0.6	Weak
0.6 until < 0.7	Average
0.7 until < 0.8	Good
0.8 until < 0.9	Very Good
>0.9	Distinction

Source: Hair et al. (2010)

3.11.5 Normality Test

Normality test is to determine is one set of data is a good model by normal sprinkling or abnormal sprinkling. This test actually is a statistical test process that considered as a pre- requisite in perpetuating a normal data sprinkling, is the assumption in the parameter test. This course can be done in two ways such as graphical or numeric. The main focus of this test is to see and explain the normal data that used in the investigation (Sekaran & Bougie, 2013).

3.11.6 Factor Analysis

Factor Analysis is not designed to test the hypothesis, but is more to the data reduction technique. According to Zikmund et. al., (2013), factor analysis is a statistical technique that can identify a number of factors that reduced the number of major factors of the variables measured. On the other word, this analysis is to summarize the large number of variables to a smaller number of variables. Normally, the information obtained from very large and spacious variables. In addition, factor

analysis can also help in easing the great information to the factors which could translate into a smaller and more meaningful data to achieve the objectives. However, in the factor analysis, the factors determined by the mathematical model while the only variant will analyze. (Tabachnick & Fidell, 2013). In addition, according Tabachnich and Fidell (2013), Kaiser- Meyer- Olkin (KMO) value is between 0 and 1, where 0.6 is the minimum value of the factor analysis is good. While for Bartless's Test of Sphericity must be significant (sig.) ($p<0.05$) for factor analysis and the value is considered appropriate.

Table 3.13
KMO Value and Degree of Common Variance

KMO Value	Degree of Common Variance
0.90 to 1.00	Marvelous
0.80 to 0.89	Meritorious
0.70 to 0.79	Middling
0.60 to 0.69	Mediocre
0.50 to 0.59	Miserable
0.00 to 0.49	Unacceptable

Source: Tabachnick and Fidell (2013)

3.11.7 Descriptive Statistics

To describe the features of the population and samples as regards to their personal information consists of gender, age, race, religion and marital status and also personal experience regarding using the advertising to help in their buying behavior. This technique shows a description of the overall responses obtain. Due to that, descriptive statistics were used.

3.11.8 T-Test

T- Test have two types consists of Independent Sample T- test and Paired Sample T-test. These two types of T- test have a different used, firstly, Independent Samples T-test used to compare mean scores of two groups in a different situation and people. While Paired Sample T- test is to compare mean between two variables in a different before and after measure is zero (Sekaran & Bougie, 2013). For example, Independent Samples T- test to evaluate the differences between men and women's about the impact of advertising on consumer's buying behavior. Meanwhile, ANNOVA is used to assess whether there was any difference in attitude towards advertising by more than two categories of variables. For example, the difference in impact on advertising on consumer's buying behavior among age, race, religion and marital status.

3.11.9 Pearson's Correlation

According to Sekaran and Bougie (2013), Pearson Correlation (r) is to determine the effectiveness or strength the focal point of a linear relationship between two variables. For example, to determine the relationship between the independent variables such as Quality of the product advertises, Price of the product advertises, the Brand Image of the product advertises and Celebrity Endorsement also consumer's buying behavior as the dependent variable. This study is focusing on the impact of advertising towards consumer's buying behavior. In that case, table below

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shows the guideline of the Pearson Correlation coefficient according on Choudhury (2009) and Pallant (2013).

Table 3.14
***The Strength Relationship for Correlation* (r)**

Correlation (r)	Relationship
(-1.0 to 0.5) or (0.5 to 1.0)	Strength
(-0.5 to -0.3) or (0.3 to 0.5)	Average
(-0.3 to -0.1) or (0.1 to 0.3)	Weak
(-0.1 to 0.1)	Very Weak/ No Relationship

Source: Choudhury (2009) and Pallant (2013)

3.11.10 Regression Analysis

Based on this study, multiple regressions will be applied to determine the effect on the dependent variables and independent variables. Moreover, this technique also can prove that a strong element will affect advertising towards consumer's buying behavior. Due to that, multiple linear regression equation was developed based on the following formula:

<div align="center">Multiple Linear Regressions</div>

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Whereas:

Y = Consumer's Buying Behavior

X = Independent variables used to predict Y

a= *Intercept*

b= Slope

3.12 Definitions

The researcher has brought up in chapter one that the main objective of this study is about to identify the impact of advertising on consumer's buying behavior by utilizing a survey instrument as one's of the strategy to collect a data from the respondents. Moreover, the appropriate research, construct had developed by reviewing the previous literature to generate the good theoretical framework and in turn provides the logical base for developing testable hypotheses. The table below is to mention the definition of variables and the sources.

Table 3.15
Definition of Variables

Variables	Definition	Sources
Consumer's Buying Behavior	The buying behavior is about certain condition where the consumer tends to buy a certain product	Morinez et al. (2007)
	Consumers consider some attributes of the product before making a decision to purchase	Sciffman & Kanuk (2010),
	Buying behavior is a decision making on reason to buy a particular product by consumers	Shah et al., (2012).
Quality of the Product Advertises	Quality perceived as the superiority of the product or services by comparison with the other alternatives towards the high attention or expected goals to the tendency of the product or services	Keller (2011)
Price of the Product Advertises	Price also can define as what value the customer gets from exchange their money consist of product or services	Kotler & Armstrong (2010)
Brand Image	A brand is defined as an image that the consumers can be remembered	Aaker (1997)
	Brand image can become attractive tools to capture the consumer's attention for particular products because it is considered as a valuable asset	Tamm (2007)

Table 3.1 (Continued)

Variables	Definition	Sources
Celebrity Endorsement	Celebrities are people who enjoy the public recognition and who uses this recognition on behalf of a consumer good by appearing with and advertisement, irrespective of the required promotion role	McCracken (1989).
	Celebrity advertising is influential person that is viewed as dynamic, attractive and likeable quality	Atkins & Block (1983)

3.13 Conclusion

In this chapter, researcher exactly want to discuss the deeper explanation and the details of the research methodology or the approach that adopted by researcher in this study. Hence, the researchers also has fully described about the process of sampling and collected data and analysis. A researcher also as mention before that has chosen focus group and qualitative methods that have been used to expand the research model.

Apart from that, this study also used sampling technique and a researcher has chosen convenience sampling method purpose to target none of generalizability of the research finding. Due to that, undergraduate full time students in Universiti Utara Malaysia are included in the study's for the target population.

Moreover, measurements of constructs have been developed from the previous literature and discussion among focus group. The measure for each construct will carefully select in order to maximize accuracy which to capture participants' personal information and personal experience by using nominal scale. After that, a five (5) point Likert scale will adopt to measure each of the construct which are 1 until 5 for all items that refer to interval scale. Therefore, a detailed analysis of the survey data will be considered in the next chapter to provide explanation on data analysis finding.

CHAPTER 4

FINDINGS AND DISCUSSION

4.1 Introduction

This chapter will explain more about the findings from the gathered data and analyzed. In this study, some of the statistical methods used to analyze the data. The statistical methods were used descriptive statistics and inferential statistics. Descriptive statistics including frequency, mean, and standard deviation. Meanwhile, inferential statistics also include reliability, T-Test, ANNOVA, Pearson correlation and regression. A total of 392 questionnaires were received from 400 questionnaires that were distributed to the respondents. In this study, researcher using the software of Statistical Package for Social Science (SPSS) version 22.0. The discussion of this study is based on the objectives and hypotheses that been identified in chapter one, two and three. This study is to investigate the impact of Quality of the product advertises, Price of the product advertises, the Brand Image of the product advertises and Celebrity Endorsement on consumer's buying behavior.

4.2 Respondents Response Rate

Table 4.1 below show the researcher was distributed 400 questionnaires to undergraduate full time students in Universiti Utara Malaysia, Sintok, Kedah. However, only 392 questionnaires were returned. On that, the response rate in this study was 98%. According to Sekaran and Bougie (2010), if the reaction rate is 30%, then it is acceptable. The respondents rate of respondents described in Table 4.1. An example of the questionnaire in Appendix A

Table 4.1
Number of Respondents Response Rate

Particle	Respondents
The number of questionnaires distributed	400
The number of questionnaires received	392
Completed questionnaire	392
Incomplete questionnaire	8
The response rate receives	98%

4.3 Pilot Test Analysis

According to Sekaran (2003), if the Cronbach's Alpha was 1.00 it is regarded as highly desirable, while a value greater than 0.89 is considered good. Furthermore, for 0.70, it is can be accepted and values less than 0.60 was considered as weak. However, according to Bowling A. (2014) 0.50 consider as acceptable internal consistency. Due to that, reliability test and real test result are shown in Table 4.2 below.

Table 4.2
Pilot Test and Actual Test in Reliability Test

Variables	No. of item	Cronbach's Alpha Value	
		Pilot Test	Actual Test
Consumer's buying behavior	14	0.77	0.80
Quality of the product advertises	6	0.81	0.81
Price of the product advertises	6	0.68	0.79
Brand Image of the product advertises	10	0.75	0.80
Celebrity Endorsement	17	0.78	0.84

From these results reveal that the coefficient of reliability of the independent variables and the dependent variables are between 0.68 to 0.81 for the pilot test, while for the real test it between 0.79 to 0.84. Therefore, measurement of the independent variables and the dependent variable in this study is considered acceptable as it has

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reached the Cronbach Alpha value 0.7 and above (Sekaran & Bougie, 2010).

4.4 Data Screening

Data were reviewed to determine the accuracy of data entry before running the main analysis. In this study, data screening was conducted by examining the basic descriptive statistics and frequency distribution to determine if there is missing data, outlier analysis, normality and linearity. Descriptive data results indicate that no data was found missing from the 392 questionnaires that were returned by respondents. However, all the cases that have maintained the same average values and the values are not too different from the existing distribution. Furthermore, the normality test also carried out using histograms, skewness and kurtosis. For this study, the histogram is used to see normality in which showed the score is normal and data almost to the normal curve with all the variables.

4.5 Missing Data

Based on regression analysis, which found no missing data. Hence, all of the 392 respondents used in the subsequent data analysis.

4.6 Outlier Analysis

To test Multivariate Outlier, the Mahalanobis Distance consulted. The Mahalanobis Distance has examined the distribution of Chi- Square Table (X2) with degrees of freedom equal to the number of independent variables. The study consisted of four (4) variables and it is judged by the critical value tables for Chi- Square on the alpha value of $\rho < 0.001$ (Meyers et al, 2006). Thus, according to the distribution schedule X2, any case with Mahalanobis Distance value equal to or greater than 18.47 can be considered as Multivariate Outlier Data. For this study, the Mahalanobi Distance less than 18.47.

4.7 Normality Test

In this study, to determine whether the data are normally distributed or not, the researcher was used histogram for normality test. Distribution of empirical data (histogram) should be bell- shaped and resembles a normal distribution. Figure 4.1, Figure 4.2, Figure 4.3, Figure 4.4 and Figure 4.5 below shows the histogram for all variables used in this study. Each histogram graph showing the shape of a bell and normally distributed.
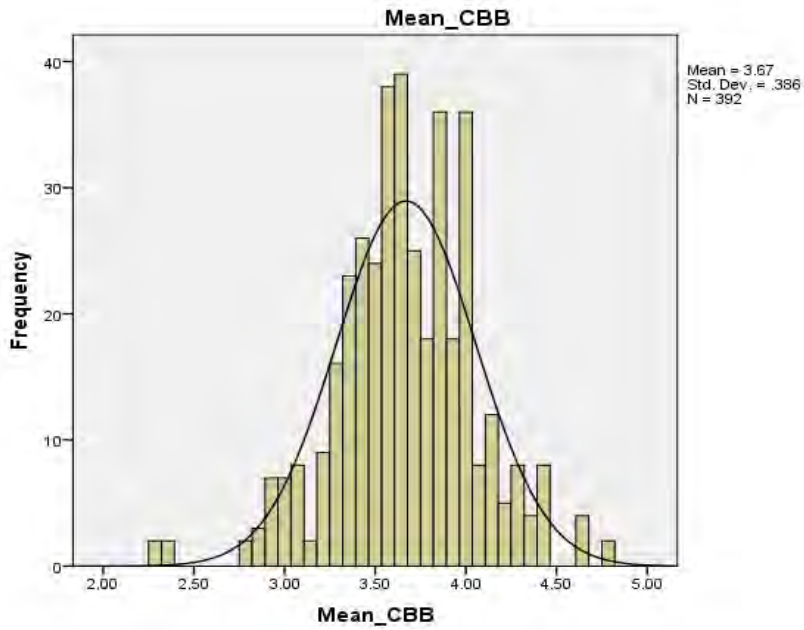
Figure 4.1
Histogram of Normality Test for Consumer's Buying Behavior
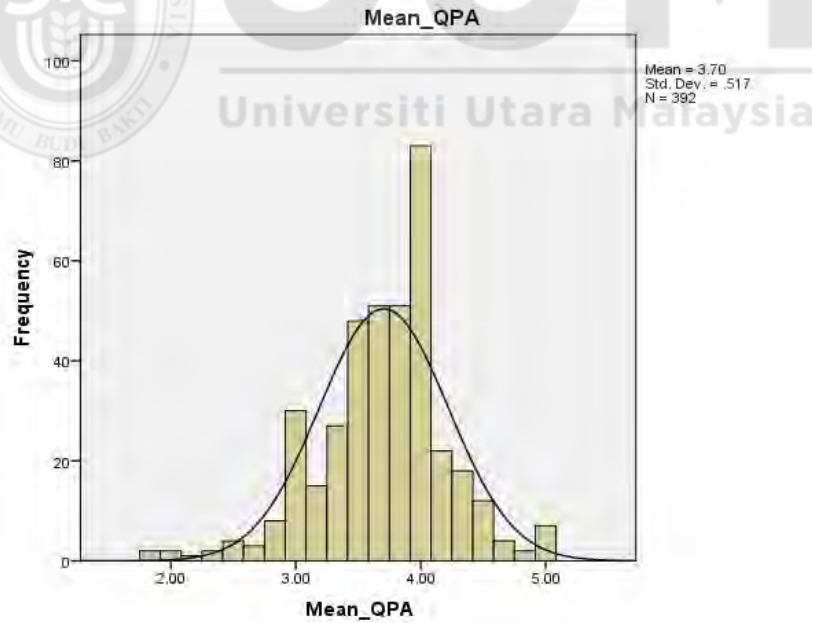
Figure 4.2
Histogram of Normality Test for Quality of the Product Advertises
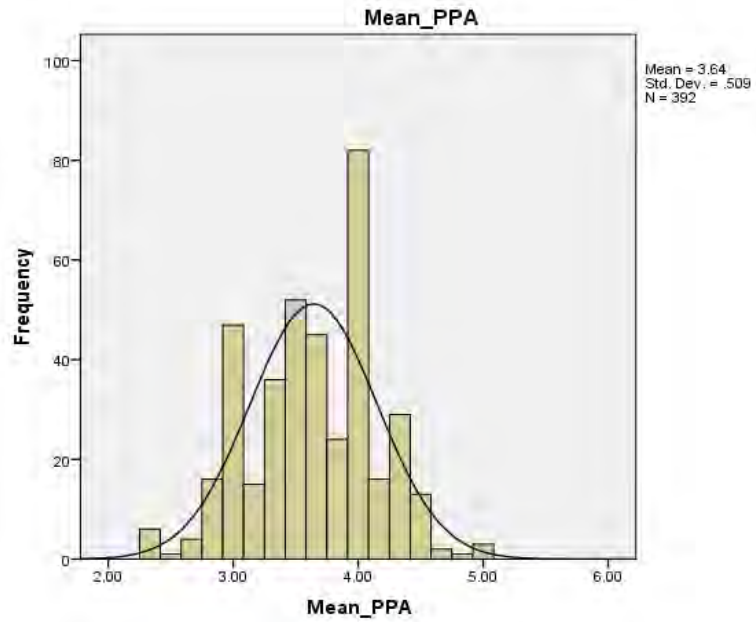
Figure 4.3
Histogram of Normality Test for Price of the Product Advertises
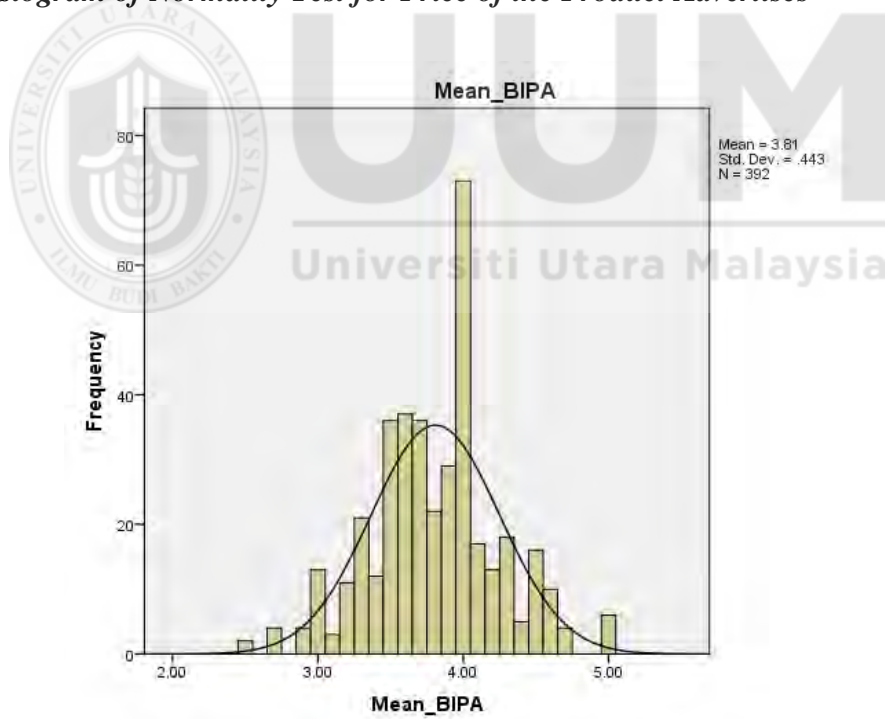
Figure 4.4
Histogram of Normality Test for Brand Image of the Product Advertises
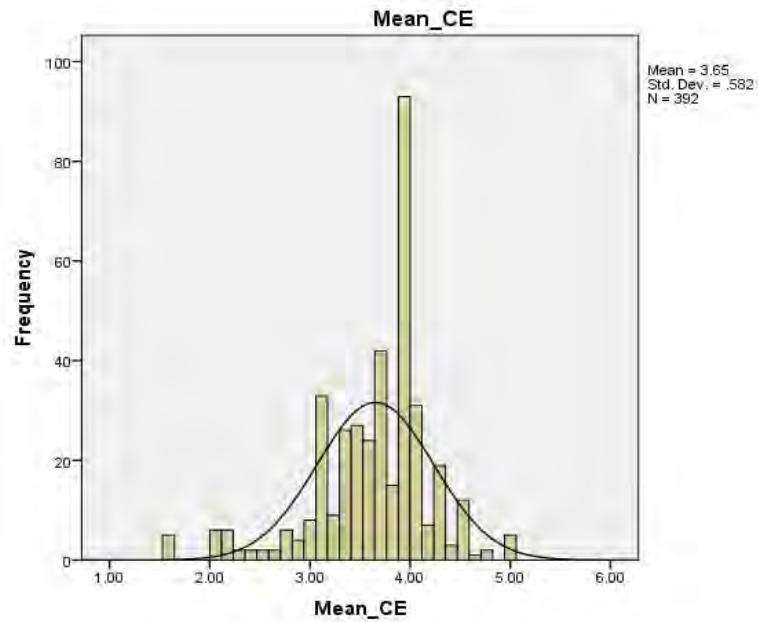
Figure 4.5
Histogram of Normality Test for Celebrity Endorsement

4.8 Linearity Test

Figure 4.6 until Figure 4.9 shows the scatter plot graph where the linear trend between dimensions can be seen. From the diagram, it shows that the entire scatter plot graph is straight (linear).
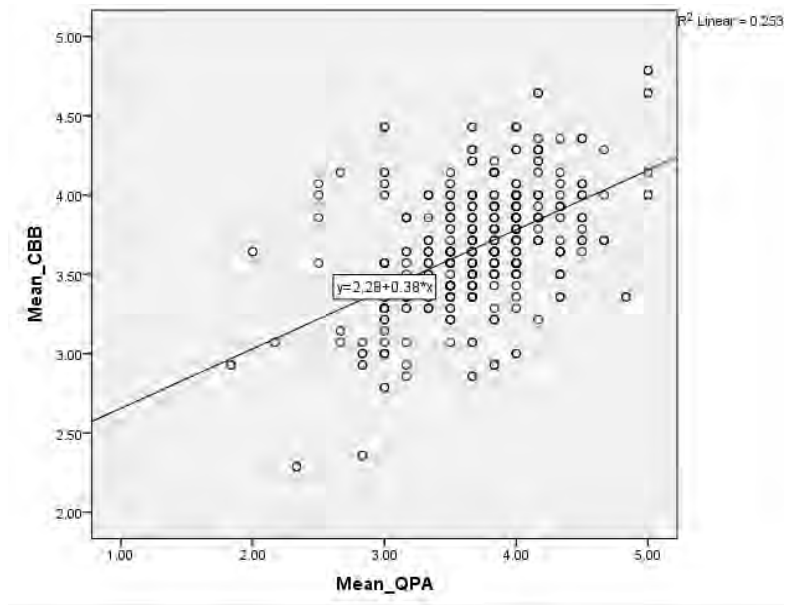
Figure 4.6
Diagram for Quality of the Product Advertises and Consumer's Buying Behavior
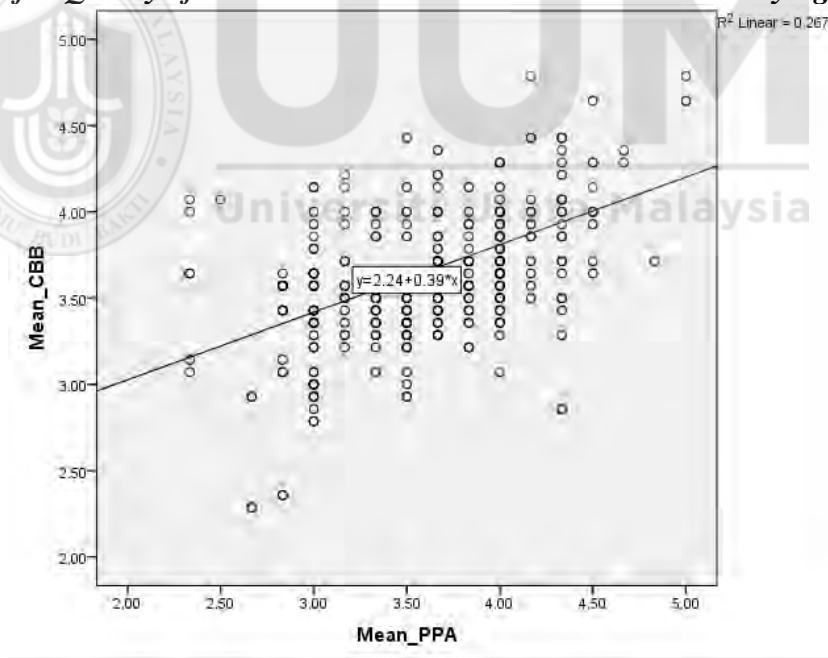
Figure 4.7
Diagram for Price of the Product Advertises and Consumer's Buying Behavior
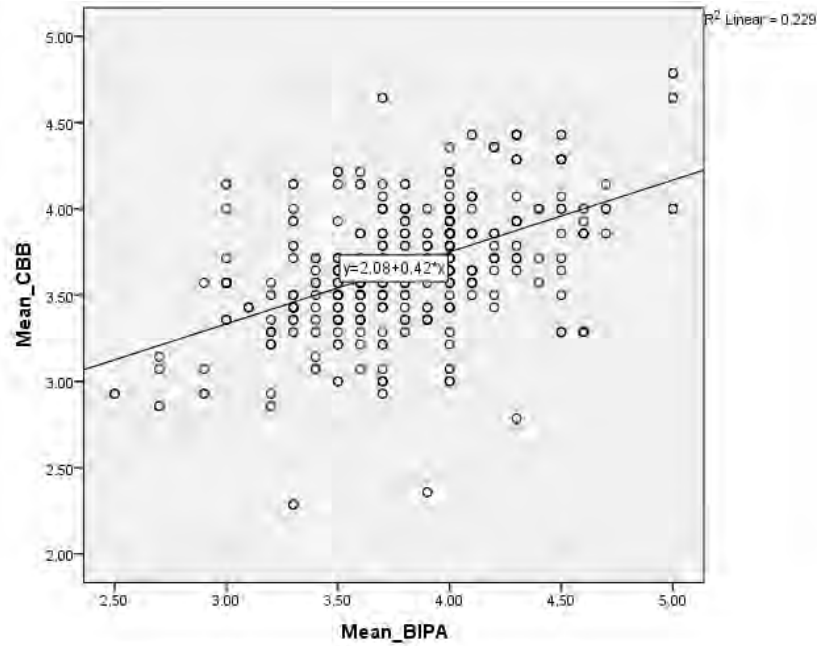
Figure 4.8
Diagram for Brand Image of the Product Advertises and Consumer's Buying Behavior
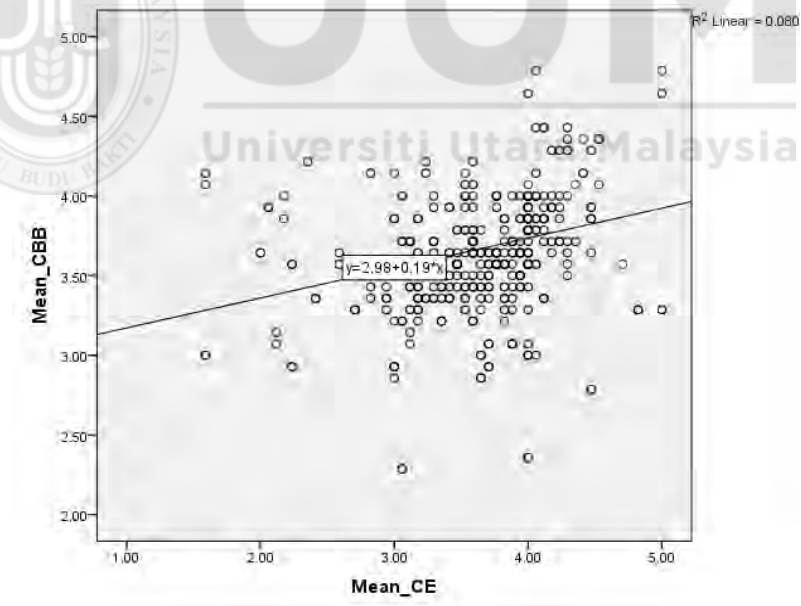
Figure 4.9
Diagram for Celebrity Endorsement and Consumer's Buying Behavior

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4.9 Factor Analysis

Factor analysis is about grouping the similar variables into dimensions. Pre – conditions test must be done to allow the process of factor analysis. There are two tests such as Kaiser- Meyer- Olkin (KMO) and Barlett's Test of Spehericity. Besides that, to be forwarded to next measurement KMO test was conducted to measure the sampling whose value must be greater than 0.50 for a satisfactory of factor analysis (Meyer at al., 2006). For Barlett's Test of Spehericity should be significant (p=0.05) considered appropriate for the factor analysis. The researcher refers to Eigenvalue rule to retain for further investigation when the only factor with an eigenvalue of one (1.0) or more. However, in this study uses 0.50 as the factor loading, to show the items that accumulate in certain factor (Meyer at al., 2006). Due to that, item score that shows factor loading greater than or equal to 0.50 will be collected in the same factor.

4.9.1 Analysis Consumer's Buying Behavior

Based on the analysis conducted on consumer's buying behavior, KMO value shows 0.734 and the Bartlett's sig. p= 0.000. Due to that, KMO value has significance and can be forwarded to factor analysis.

Table 4.3
KMO and Bartlett's Test on Consumer's Buying Behavior

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	1240.716
	Df	91
	Sig.	.000

Table 4.4
Eigenvalue and the Percentage of Variance on Consumer's Buying Behavior

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.580	25.569	25.569	3.580	25.569	25.569
2	1.688	12.058	37.627	1.688	12.058	37.627
3	1.451	10.364	47.991	1.451	10.364	47.991
4	1.172	8.369	56.360	1.172	8.369	56.360
5	.976	6.973	63.333			
6	.898	6.411	69.744			
7	.755	5.393	75.137			
8	.725	5.180	80.317			
9	.607	4.338	84.655			
10	.526	3.760	88.415			
11	.486	3.473	91.888			
12	.440	3.141	95.029			
13	.396	2.828	97.857			
14	.300	2.143	100.000			

Extraction Method: Principal Component Analysis.

Table 4.5

Component Matrix for Consumer's Buying Behavior

Question of Consumer's Buying Behavior	Factor Loading
CBB1) The product makes me feel good	0.559
CBB2) The ads was appealing to me	0.628
CBB3) I like promotion/ discount/ deals/ coupons ®	0.546
CBB4) I usually do not have much time to consider ®	0.690
CBB5) The advertising caught my attention	0.690
CBB6) I often collect as much information as possible before purchase	0.716
CBB7) I make complex evaluations before buying ®	0.778
CBB8) I will buy products that are advertised	0.605
CBB9) I desire to buy products that are promoted in advertising	0.651
CBB10) Advertisement do not increase consumer's buying behavior of featured brands ®	0.611
CBB11) Advertisement have a positive influence on my purchase behavior	0.577
CBB12) I would buy the products that are advertised if I had the money	0.600
CBB13) I do not intend to acquire products that are promoted ®	0.533
CBB14) I am likely to buy some of the product advertises that I am likely to buy	0.703

Based on the above table, shows all the fourteen (14) items can be used in the analysis, such as the items of CBB 1, CBB 2, CBB 3, CBB 4, CBB 5, CBB 6, CBB 7, CBB 8, CBB 9, CBB 10, CBB 11, CBB 12, CBB 13 and CBB 14. The results of the factor analysis show these items have Eigenvalue above one (1) only four (4) components (3.580, 1.688, 1.451 and 1.172) with the cumulative variance 56.36 percent.

4.9.2 Analysis Quality of the Product Advertises

Based on the factor analysis on the Quality of the product advertises, KMO value is 0.752 and the value of Barlett's sig p= 0.000. KMO value is significant and can be forwarded to factor analysis.

Table 4.6
KMO and Bartlett's Test on Quality of the Product Advertises

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.752
Bartlett's Test of Sphericity	Approx. Chi-Square	485.525
	Df	15
	Sig.	.000

Table 4.7
Eigenvalue and the Percentage of Variance on Quality of the Product Advertises

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.638	43.974	43.974	2.638	43.974	43.974
2	.964	16.075	60.049			
3	.787	13.114	73.163			
4	.654	10.906	84.068			
5	.578	9.627	93.696			
6	.378	6.304	100.000			

Extraction Method: Principal Component Analysis.

Table 4.8
Component Matrix for Quality of the Product Advertises

Question of the Quality of the Product Advertises	Factor Loading
QPA1) Quality of the product advertises sound good as expected from ads?	0.702
QPA2) The product quality of the product advertises of this brand is good?	0.764
QPA3) Do you remember and only buy the quality of the product advertises that you purchased before?	0.699
QPA4) Advertising strategies will help build a good quality of the product advertises?	0.613
QPA5) High quality of the product advertises begins to look too expansive?	0.592
QPA6) Advertising would be what are you expected to see the quality of the product advertises offered for?	0.589

The above table presents all six (6) items in Quality of the product advertises used in the factor analysis. The results, of the factor analysis found that the quality of product advertise which is QPA 1, QPA 2, QPA 3, QPA 4, QPA 5 and QPA 6 have Eigenvalue above one (1) only show one (1) components (2.638) with the cumulative variance 43.97 percent.

4.9.3 Analysis Price of the Product Advertises

The table below shows the KMO for Price of the product advertises such as 0.669 while the value of Bartlett's sig is of p=0.000. All six (6) items used in this factor analysis

Table 4.9
KMO and Bartlett's Test on Price of the Product Advertises

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	439.183
	Df	15
	Sig.	.000

Table 4.10
Eigenvalue and the Percentage of Variance on Price of the Product Advertises

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.438	40.641	40.641	2.438	40.641	40.641
2	1.069	17.822	58.463	1.069	17.822	58.463
3	.815	13.586	72.049			
4	.726	12.100	84.149			
5	.606	10.105	94.253			
6	.345	5.747	100.000			

Extraction Method: Principal Component Analysis.

Table 4.11
Component Matrix for Price of the Product Advertises

Question of the Price of the Product Advertises	Factor Loading
PPA1) What price would the product advertises start to look cheap, that it could not possibly be of good quality? ®	0.629
PPA2) Are you a loyal customer for the Price of the product advertises you buy?	0.655
PPA3) Are you a price sensitive consumer of product advertises?	0.638
PPA4) Will you stick to the same products if their price of the product advertises is increasing?	0.792
PPA5) Did you think advertising of the product price will help to influence your buying behavior?	0.526
PPA6) If the price increases, did you use the product advertises because it's influence your buying behavior?	0.714

All six (6) items used in this analysis. Factors for the Price of the product advertises consists of items PPA 1, PPA 2, PPA 3, PPA 4, PPA 5 and PPA 6 has Eigenvalue above one (1) show only two (2) components (2.438 and 1.069) with the cumulative variance 58.46 percent.

4.9.4 Analysis the Brand Image of the Product Advertises

The table below shows the analysis of the Brand Image of the product advertises which has a value of 0.806 for KMO and Bartlett's value sig p=0.000. KMO value is significant and this analysis can be continued using all ten (10) items contained in the Brand Image of the product advertises.

Table 4.12
KMO and Bartlett's Test on the Brand Image of the Product Advertises

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.806
Bartlett's Test of Sphericity	Approx. Chi-Square	1061.019
	Df	45
	Sig.	.000

Table 4.13
Eigenvalue and the Percentage of Variance on the Brand Image of the Product Advertises

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.669	36.689	36.689	3.669	36.689	36.689
2	1.346	13.458	50.146	1.346	13.458	50.146
3	1.061	10.614	60.760	1.061	10.614	60.760
4	.832	8.316	69.076			
5	.750	7.500	76.576			
6	.619	6.192	82.769			
7	.578	5.780	88.549			
8	.427	4.270	92.819			
9	.365	3.648	96.467			
10	.353	3.533	100.000			

Extraction Method: Principal Component Analysis.

Table 4.14

Component Matrix for the Brand Image of the Product Advertises

Question for Brand Image of the Product Advertises	Factor Loading
BIPA1) I recognize this brand image when it advertises	0.535
BIPA2) Ads impact the brand image of the product advertises	0.603
BIPA3) Purchase the product on the basis of brand image of the product advertises	0.572
BIPA4) No brand image of product can survive competition without intensive advertising	0.645
BIPA5) The effect or impact of advertising can change as the brand image grow older	0.775
BIPA6) Advertising gives room for the brand image of the product advertises comparison	0.775
BIPA7) Advertisement make me less loyal to brand image of the product advertises ®	0.595
BIPA8) I do not purchase brand image of the product advertises that are featured ®	0.803
BIPA9) The brand image of the product advertises is outstanding and gives me a good impression	0.573
BIPA10) The value of this brand image of the product gives me confidence to its product when saw in an advertisement	0.697

The above table shows all ten (10) items in the Brand Image of the product advertises used in this factor analysis. This result found that the Brand Image of the product advertises consists of BIPA 1, BIPA 2, BIPA 3, BIPA 4, BIPA 5, BIPA 6, BIPA 7, BIPA 8, BIPA 9 and BIPA 10. The results of the factor analysis show these items have Eigenvalue above one (1) only three (3) components (3.669, 1.346 and1.061) with the cumulative variance 60.76 percent.

4.9.5 Analysis Celebrity Endorsement

Based on the analysis conducted on celebrity endorsement, KMO value shows 0.911 and the Bartlett's sig. p= 0.000. Due to that, KMO value has significance and can be forwarded to factor analysis.

Table 4.15
KMO and Bartlett's Test on Celebrity Endorsement

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.911
Bartlett's Test of Sphericity	Approx. Chi-Square	4301.291
	Df	136
	Sig.	.000

Table 4.16
Eigenvalue and the Percentage of Variance on Celebrity Endorsement

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.034	47.258	47.258	8.034	47.258	47.258
2	1.550	9.120	56.378	1.550	9.120	56.378
3	1.415	8.322	64.701	1.415	8.322	64.701
4	.932	5.480	70.181			
5	.832	4.896	75.078			
6	.684	4.022	79.099			
7	.590	3.468	82.567			
8	.498	2.931	85.499			
9	.483	2.844	88.343			
10	.345	2.029	90.371			
11	.323	1.898	92.270			
12	.275	1.619	93.889			
13	.255	1.498	95.387			
14	.249	1.466	96.854			
15	.225	1.323	98.176			
16	.168	.986	99.163			
17	.142	.837	100.000			

Extraction Method: Principal Component Analysis.

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Table 4.17
Component Matrix for Celebrity Endorsement

Question for Celebrity Endorsement	Factor Loading
CE1) Do you recognize the celebrity endorsements in ad?	0.650
CE2) Have you purchased any products after viewing an advertisement by celebrity endorsement?	0.615
CE3) Do you think the celebrity sincere in endorsing the product and brand image in an advertisement?	0.547
CE4) How familiar are you with the celebrity brand name, which appeared in the advertisement?	0.541
CE5) Do you think the person in the advertisement is suitable in endorsing the product in an advertisement?	0.525
CE6) Do you trust that the celebrity endorsements view the product in advertising have in a positive manner?	0.565
CE7) Do you trust that the celebrity endorsements truly likes the product that he/she advertise?	0.782
CE8) Do you trust that the celebrity endorsements frequently uses the product that he/she advertise?	0.745
CE9) Do you have a good impression towards the celebrity endorsements?	0.733
CE10) Does the presence of celebrity in ad encourage you to buy the products?	0.755
CE11) Do you think that the celebrity in ad honest in representing the product to public?	0.750
CE12) Do you believe the celebrity endorsement is a trustworthy spokesperson for the product?	0.795
CE13) Do you believe the celebrity endorsement is knowledgeable spokesperson for the product?	0.842
CE14) Do you believe the celebrity endorsement is qualified spokesperson for the product?	0.808
CE15) Do you believe the celebrity endorsement is an appropriate spokesperson for the product?	0.805
CE16) Do you believe the celebrity endorsement is an effective spokesperson for the product?	0.776
CE17) Do you believe the celebrity endorsements give impact on consumer's buying behavior?	0.531

Based on the above table, shows all the seventeen (17) items can be used in the

analysis, such as the items of CE 1, CE 2, CE 3, CE 4, CE 5, CE 6, CE 7, CE 8, CE 9,

CE 10, CE 11, CE 12, CE 13, CE 14, CE 15, CE 16 and CE 17. The results of the

factor analysis show these items have Eigenvalue of above one (1) only three (3)

components (8.034, 1.550 and 1.415) with the cumulative variance 64.70 percent.

Table 4.18
Difference Item for Each Variable Before and After Factor Analysis

Before Factor Analysis		After Factor Analysis	
Variables	No. of item	Variables	No. of Items
Consumer's Buying Behavior	14	Consumer's Buying Behavior	14
Quality of the product advertise	6	Quality of the product advertise	6
Price of the product advertises	6	Price of the product advertises	6
Brand Image of the product advertises	10	Brand Image of the product advertises	10
Celebrity Endorsement	17	Celebrity Endorsement	17

Based on the above table shows, there are no items are dropped from each of the

variables when the factor analysis is carried out. Thus, all the items in the variables are

used.

4.10 Descriptive Analysis

4.10.1 Personal Information of Respondents

The respondents that participated in this study consist of the Undergraduate full time students in Universiti Utara Malaysia. The results in this section will present a descriptive analysis of the personal information and personal experience of the respondents. Personal information is presented as gender, age, race, religion and marital status.

4.10.2 Gender of Respondents

Table 4.19 demonstrates the gender of the respondents. The table shows 191 or (48.7%) respondents are male, while 201 or (51.3%) respondents are female. On that this research shows the majority of respondent are female.

Table 4.19
Gender of Respondents

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Male	191	48.7	48.7	48.7
	Female	201	51.3	51.3	100.0
	Total	392	100.0	100.0	

4.10.3 Age of Respondents

Table 4.20 shows the age of the respondents. The table shows 57 respondents or (14.5%) are from the age 18-20 years old. Besides that, 183 respondents or (46.7%) are from the age 21- 23 years old group while 120 respondents or (30.6%) are from 24- 26 years old group and 32 respondents or (8.2%) are from 27 years and above group.

Table 4.20
Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	57	14.5	14.5	14.5
	21-23	183	46.7	46.7	61.2
	24-26	120	30.6	30.6	91.8
	>27	32	8.2	8.2	100.0
	Total	392	100.0	100.0	

4.10.4 Race of Respondents

Table 4.21 shows the race of the respondents. The outcome indicates that the majority of the respondents were Malay with 297 or (75.8%). Besides that, the second higher respondents were Indian with 52 or (13.3%) followed by Chinese respondents with 35 or (8.9%) and Others race with 8 respondents or (2.0%).

Table 4.21
Race of Respondents

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	297	75.8	75.8	75.8
	Chinese	35	8.9	8.9	84.7
	Indian	52	13.3	13.3	98.0
	Others	8	2.0	2.0	100.0
	Total	392	100.0	100.0	

4.10.5 Religion of Respondents

Table 4.22 shows the religion of the respondents. The outcome indicates that the majority of the respondents was Islam with 307 or (78.3%) follow by Christian with 38 respondents or (9.7%), Hindu with 31 respondents or (7.9%), Buddhist with 14 respondents or (3.6%) and Others religion with 2 respondents or (0.5%).

Table 4.22
Religion of Respondents

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Islam	307	78.3	78.3	78.3
	Buddhist	14	3.6	3.6	81.9
	Hindu	31	7.9	7.9	89.8
	Christian	38	9.7	9.7	99.5
	Others	2	.5	.5	100.0
	Total	392	100.0	100.0	

4.10.6 Marital Status of Respondents

Table 4.23 shows the marital status of the respondents. The results showed that the respondents were still single are 342 or (87.2%), while the respondents were married are 50 or (12.8%).

Table 4.23
Marital Status of Respondents

Marital_Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	342	87.2	87.2	87.2
	Married	50	12.8	12.8	100.0
	Total	392	100.0	100.0	
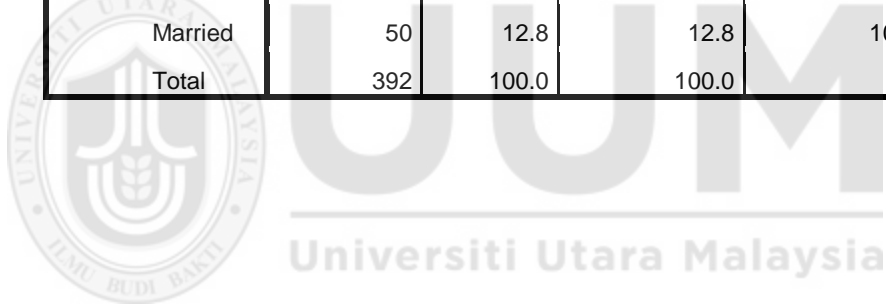
4.10.7 Personal Experience: Awareness towards Advertising

Table 4.24 below presents the frequency of awareness towards advertising. According to the outcome evidences that the majority of the 376 respondents or (95.9%) are aware and know about advertising and the remaining 16 respondents or (4.1%) not aware with the advertising.

Table 4.24
Awareness towards Advertising

<table>
<tr><td colspan="6" align="center">PE1</td></tr>
<tr><td></td><td></td><td>Frequency</td><td>Percent</td><td>Valid Percent</td><td>Cumulative Percent</td></tr>
<tr><td>Valid</td><td>Yes</td><td>376</td><td>95.9</td><td>95.9</td><td>95.9</td></tr>
<tr><td></td><td>No</td><td>16</td><td>4.1</td><td>4.1</td><td>100.0</td></tr>
<tr><td></td><td>Total</td><td>392</td><td>100.0</td><td>100.0</td><td></td></tr>
</table>

4.10.8 Personal Experience: How Often the Respondents See the Advertisement

Table 4.25 below shows how often the respondents see the advertisement. In this table, we can find out that among respondents who saw the advertising, the majority seen everyday with a total of 321 respondents or (81.9%), followed by once a week such as 41 respondents or (10.5%). The other while, as many as 18 respondents or (4.6%) of the respondents see the advertising once two weeks and the number of minorities in the frequency of seeing the advertising is 12 respondents or (3.1%) of once a month.

Table 4.25
How Often the Respondents See the Advertisement

PE2		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	321	81.9	81.9	81.9
	Once a week	41	10.5	10.5	92.3
	Once two week	18	4.6	4.6	96.9
	Once a month	12	3.1	3.1	100.0
	Total	392	100.0	100.0	

4.10.9 Personal Experience: What Type of Advertisement That Respondents See

Table 4.26 below shows what type of advertisement that respondents see. In this table, we can find out that among respondents what type of advertisement that respondents see, the majorities choose a product as a type of advertising that respondents see with total of 260 respondents or (66.3%), followed by discount such as 64 respondents or (16.3%). The other while, 44 respondents or (11.2%) choose the price as a type of the advertising and the number of minorities in the frequency that choose coupon as a type of advertising such as 24 respondents or (6.1%).

Table 4.26
What Type of Advertisement That Respondents See

					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Product	260	66.3	66.3	66.3
	Price	44	11.2	11.2	77.6
	Coupon	24	6.1	6.1	83.7
	Discount	64	16.3	16.3	100.0
	Total	392	100.0	100.0	

4.10.10 Personal Experience: Frequency in Purchasing

Table 4.27 below display the frequency in purchasing by respondents. In this table, we can see that frequency in purchasing among respondent, the majority chooses, once a month with a total of 176 respondents or (44.9%) followed by once a week such as 100 respondents or (25.5%). The other while, as many as 65 or (16.6%) of the respondents choose once two weeks and the number of minorities in the frequency in purchasing is about 51 respondents or (13.0%) choose everyday.

Table 4.27
Frequency in Purchasing

| | | | | | Cumulative |
		Frequency	Percent	Valid Percent	Percent
PE4					
Valid	Everyday	51	13.0	13.0	13.0
	Once a week	100	25.5	25.5	38.5
	Once two weeks	65	16.6	16.6	55.1
	Once a month	176	44.9	44.9	100.0
	Total	392	100.0	100.0	

4.10.11Personal Experience: Which of the Following Media Will Pull Respondents Attention to Buying

Table 4.28 below shows which of the following media will pull respondent attention to buying. In this table, we can see majority choose media that pull respondent attention is social network with a total of 240 respondents or (61.2%), followed by newspaper such as 45 respondents or (11.5%), then online banner such as 24 or (6.1%), and followed by magazine, online video, search engine result and email with respectively value 23 or (5.9%), 21 or (5.4%), 20 or (5.1%) and 19 or (4.8%) respondents.

Table 4.28
Which of the Following Media Will Pull Respondents Attention to Buying

PE5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper	45	11.5	11.5	11.5
	Magazine	23	5.9	5.9	17.3
	E-mail	19	4.8	4.8	22.2
	Social Network	240	61.2	61.2	83.4
	Online Video	21	5.4	5.4	88.8
	Online Banner	24	6.1	6.1	94.9
	Search Engine Result	20	5.1	5.1	100.0
	Total	392	100.0	100.0	

4.11　　　Mean and Standard Deviation

In this study, the mean and standard deviation were used. According to Fahd and Hoon (2009), the mean is the average value of the data set. The purpose mean is used in this study was to measure the central tendency. Mean need to calculate by the sum of all values and dividing with the number of values in the data set. According to Sekaran (2003), the standard deviation is used to calculate the spread and dispersion. In order to examine the relationship between the dependent and independent variables, the researcher has analyzed using mean and standard deviation.

Table 4.29
Descriptive Statistical Analysis Variables

Variables	Mean	Standard Deviation
Consumer's Buying Behavior	3.67	0.39
Quality of the Product Advertises	3.71	0.52
Price of the Product Advertises	3.65	0.51
Brand Image of the Product Advertises	3.80	0.44
Celebrity Endorsement	3.66	0.58

Table 4.29 shows the mean and standard deviation for the data dependent and independent variables in this study. The mean value for each score for every question posed is between 3.65 to 3.80. The lowest mean score is 3.65, which is Price of the product advertises as independent variables, meanwhile the highest mean score is 3.80, which is the Brand Image of the product advertises. Thus, for the consumer's

buying behavior, Quality of the product advertises, and Celebrity Endorsement respectively the mean value is 3.67, 3.71 and 3.66.

4.12 Inference Statistical Analysis

Inferential statistical analysis was used to present the findings. Under, Inferential statistical analysis, there are several methods that the researchers used for analyzing the finding such as Independent Sample T- test, One- Way ANNOVA, Pearson Correlation, and Regression to test the hypotheses of the study that has been formed. For correlation 2- tailed with 0.05 significant level was used to test, and 0.05 significant level was used for Independent sample T-test and also 0.05 significant level for One-Way ANNOVA.

4.12.1 Independent Sample T-test

Independent Sample T-test was used to assess the difference in impact of advertising on consumer's buying behavior by gender. Table 4.30 below, shown, the mean for male is 3.7124 and mean for female is 3.6297. Due to that, the different mean between male and female is about 0.0827 with p- value 0.034< 0.05. That means there is statistically significant difference in the impact of advertising on consumer's buying behavior by gender.

Table 4.30
The Impact of Advertising on Consumer's Buying Behavior by Gender

Independent Variables	N	Mean	Standard Deviation	F Value	P Value
Male	191	3.7124	0.3989	0.076	0.034
Female	201	3.6297	0.3697		

4.12.2   One- Way ANNOVA

The difference in impact on advertising on consumer's buying behavior among the respondents, the survey is in terms of age, race, religion and marital status. ANNOVA was used to examine the differences between these variables. Table 4.31 below, shows a summary of the results of this study and found that the impact of advertising on consumer's buying behavior by the respondents did not vary change according to marital status (F= 2.96, p = 0.08). However, the impact of advertising on consumer's buying behavior are different by age (F= 16.07, p =0.00) while by race (F= 4.54, p=0.00) and by religion (F= 6.16, p= 0.00).

Table 4.31

The Impact of Advertising on Consumer's Buying Behavior by Age, Race, Religion, and Marital Status

Independent Variables	Categories	F- value	P-value
Age	18-20	16.07	0.00
	21-23		
	24-26		
	27 and above		
Race	Malay	4.54	0.00
	Chinese		
	Indian		
	Others		
Religion	Islam	6.16	0.00
	Buddhist		
	Hindu		
	Christian		
Marital Status	Single	2.96	0.08
	Married		

4.12.3 Pearson Correlation Analysis

Table 4.32 shows a summary of the results of the correlation analysis. The Pearson correlation coefficient was conducted to gain an understanding of the relationships among all the variables in this study. The values of the correlation coefficient are given in Table 4.32 that shows the strength of the relationship between variables. The relationship between the impacts of advertising on consumer's buying behavior and four (4) independent variables such as Quality of the product advertises, Price of the product advertises the Brand Image of the product advertises and Celebrity Endorsement will be examined.

Besides that, table 4.32 actually to show the correlation between the variables such as all independent variables was significantly related to the dependent variable. Due to that, a positive correlation is strong and generally with the correlation between 0.51 to 0.53. Furthermore, correlation for the quality of the product advertises has strength relationship with dependent variable such as consumer's buying behavior with 0.51 but the result indicates the weak relationship is celebrity endorsement with 0.30. Beyond that, the impact of advertising on consumer's buying behavior is positively with quality of product advertise (r = 0.513), the Price of the product advertises(r = 0.527), the Brand Image of the product advertises (r = 0.478) and weak relationship with celebrity endorsement (r = 0.298).

Table 4.32
Pearson Correlation Analysis

		Mean_QPA	Mean_PPA	Mean_BIPA	Mean_CE	Mean_CBB
				Correlations		
Mean_QPA	Pearson Correlation	1	.634**	.365**	.330**	.513**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	392	392	392	392	392
Mean_PPA	Pearson Correlation	.634**	1	.498**	.418**	.527**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	392	392	392	392	392
Mean_BIPA	Pearson Correlation	.365**	.498**	1	.430**	.478**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	392	392	392	392	392
Mean_CE	Pearson Correlation	.330**	.418**	.430**	1	.298**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	392	392	392	392	392
Mean_CBB	Pearson Correlation	.503**	.516**	.478**	.283**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	392	392	392	392	392

**. Correlation is significant at the 0.05 level (2-tailed).

4.12.4　Multiple Regression Analysis

Multiple Regression Analysis was used to analysis the strong of the relationship between independent variables such as Quality of the product advertises, Price of the product advertises, the Brand Image of the product advertises, and Celebrity Endorsement and also with dependent variable such as consumer's buying behavior. Due to that, the strong elements that effect of these relationships can determine in the regression results that are shown in Table 4.33, 4.34 and 4.35 below.

Table 4.33
Model Summary of Multiple Regression Analysis Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.620^a	.384	.378	.30427

a. Predictors: (Constant), Mean_CE, Mean_QPA, Mean_BIPA, Mean_PPA

b. Dependent Variable: Mean_CBB

Table 4.34
Annova

ANNOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.323	4	5.581	60.280	.000[b]
	Residual	35.830	387	.093		
	Total	58.153	391			

a. Dependent Variable: Mean_CBB

b. Predictors: (Constant), Mean_CE, Mean_QPA, Mean_BIPA, Mean_PPA

Table 4.35
Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.410	.153		9.218	.000
	Mean_QPA	.208	.039	.277	5.363	.000
	Mean_PPA	.166	.043	.218	3.883	.000
	Mean_BIPA	.228	.042	.262	5.394	.000
	Mean_CE	.004	.031	.005	.116	.908

a. Dependent Variable: Mean_CBB

Based on table 4.33 above R^2 indicates that 0.384, means four (4) variables can be explain by any variation in dependent variable such as consumer's buying behavior grow at 38.40 percent. Furthermore, the other 61.60 percent of the model is explained by other variables (Quality of the product advertises, Price of the product advertises, the Brand Image of the product advertises and Celebrity Endorsement) which are able to affect the consumer's buying behavior. The result on table 4.34 indicates that a combination of these variables is significant ($p < 0.05$) actually predict the dependent

variable such as consumer's buying behavior. For coefficients table shows the Quality of the product advertises, Price of the product advertises and Brand Image of the product advertises have a significant relationship between consumer's buying behavior with $p<0.05$. However, Celebrity Endorsement has a negative relationship with consumer's buying behavior because $p>0.05$, such as $0.908>0.05$.

4.13 Summary of Hypothesis Testing Results

Table 4.36 below describes the summary of hypothesis testing results:

Table 4.36
Summary of Hypothesis Testing Results

	Hypothesis Description	P- Value	Results
H_1	There is a significant relationship between Quality of the product advertises and Consumer's Buying Behavior.	0.000	Supported
H_2	There is a significant relationship between Price of the product advertises and Consumer's Buying Behavior.	0.000	Supported
H_3	There is a significant relationship between the Brand Image of the product advertise and Consumer's Buying Behavior.	0.000	Supported
H_4	There is a significant relationship between Celebrity Endorsements and Consumer's Buying Behavior.	0.908	Not Supported

4.14 Conclusion

As a conclusion, chapter four (4) describes the results of the analysis. Data were analyzed by using SPSS version 22 and the whole process involves the analysis of response rates, reliability analysis, filter data, factor analysis, descriptive analysis, inference analysis and hypothesis testing. The relationships between the impacts of advertising on consumer's buying behavior have a positive relationship in terms of quality of the product advertises, price of the product advertises and brand image of the product advertises. All analysis in this chapter is to examine or identify the relationship between the dependent variables with independent variables and hypotheses. In the next chapter, such as chapter five (5) will discuss the findings, recommendations and conclusions of the study.
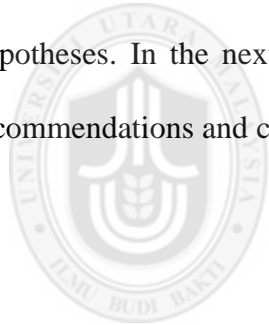
CHAPTER 5

CONCLUSION AND RECOMMENDATION
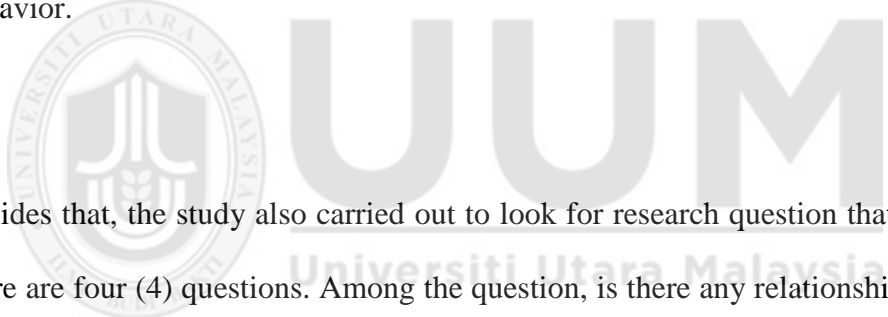
5.1 Introduction

In this chapter will briefly describe the findings about the success of the study, discussion of the study, the limitations that faced by researchers in the study, recommendations for future research as well as a brief summary of the studies that have been carried out. Besides that, this chapter will also provide relevant argument based on previous studies and conclusions.

First of all section 5.2 is a summary of finding which is associated with the relationship between selected factors that impact advertising on consumer's buying behavior. Next, discussion on the relationship of factors, followed by limitation of research will be presented in section 5.4. Then in section 5.5 is the suggestion and recommendation for further research and lastly section 5.6 which is the conclusion of this chapter.

5.2 Summary of Findings

This study is examining the factors the impact of advertising on consumer's buying behavior. In particular, there are four (4) objectives of this study. The first objective is to identify any relationship between Quality of the product advertises on consumer's buying behavior, the second objective was to determine the impact of Price of the product advertises on consumer's buying behavior. Thirdly, to examine the effect of the Brand Image of the product advertises on consumer's buying behavior. Lastly, to investigate the relationship between Celebrity Endorsement on consumer's buying behavior.

Besides that, the study also carried out to look for research question that issues where there are four (4) questions. Among the question, is there any relationship between the Quality of the product advertises, Price of the product advertises, the Brand Image of the product advertises, and Celebrity Endorsement on consumer's buying behavior. In this research, the researchers collect the data in public university such as Universiti Utara Malaysia. 400 questionnaires are distributed and only 392 questionnaires are returned to the researcher is about 98 percent. Due to that, all the data that is gathered from 392 respondents that involved. The respondents consist of undergraduate full time students in Universiti Utara Malaysia, Sintok, Kedah. All the data that's gathered was analyzed by using SPSS version 22.

Furthermore, the findings showed that there were not all factors significant with the dependent variables. The outcomes from the questionnaire conclude that only three factors such as Quality of the product advertises, Price of the product advertises and Brand Image of the product advertises had a significant relationship to consumer's buying behavior. Meanwhile, there is no relationship toward Celebrity Endorsement to consumer's buying behavior. Hence, only three identified factors influenced undergraduate full time students' buying behavior in Universiti Utara Malaysia.

5.3 Discussion

The main focus of this research related to the factors that impact advertising on consumer's buying behavior, according to customer perspective. This study is to investigate four (4) factors that have been mentioned consists of the Quality of the product advertises, Price of the product advertises, the Brand Image of the product advertises and Celebrity Endorsement.

The researcher has conducted a pilot test to identify the Cronbach's Alpha, if the Cronbach's Alpha was 1.00 it is regarded as highly desirable, while a value greater than 0.89 is considered good. Furthermore, for 0.70, it is can be accepted and values less than 0.60 was considered as weak. However, according to Bowling A. (2014) 0.50 consider as acceptable internal consistency. If the Cronbach Alpha less than 0.50 the data need to eliminate and also can make corrections to the questions that are not

valid. Before, the real test conducted the researcher have conducted the reliability test on pilot test towards dependent variable and independent variables. From the results, indicated that Cronbach Alpha is between 0.68 to 0.81 while for the real test it between 0.79 to 0.84. Therefore, measurement of the independent variables and the dependent variables in this study is considered acceptable as it has reached the alpha value 0.7 and above (Sekaran & Bougie, 2010).

After the researcher test the reliability, the data screening is conducted to interpret whether the resulting analysis is valid or not. From the results, indicate that no data was found missing from the 392 questionnaires that were returned by respondents. Missing data need to identify because the mistakes during the data entry errors will completely affect the outcomes of the analysis result. So it is important for researchers to identify before run the data.

Moreover, outlier analysis also important to conduct because it will affect the result in analysis by Sekaran and Bougie (2013). Due to that, the researcher test Multivariate outlier by use the Mahalanobis Distance has examined the distribution of Chi- Square Table (X2) with degrees of freedom equal to the number of independent variables. The study consisted of 4 variables and it is judged by the critical value tables for Chi-Square on the alpha value of $\rho<0.001$ (Meyers et al, 2006). Thus, according to the distribution schedule X2, any case with Mahalanobis Distance value equal to or greater than 18.47 can be considered as Multivariate Outliers Data. However, for this study, the Mahalanobi Distance less than 18.47.

The researcher also conducted the normality test to determine whether the data are normally distributed or not, the researcher was used histogram for normality test. Due to the figure, shows the histogram for all variables used in this study have showing the shape of a bell and normally distributed by use the histogram graph. Likewise, the linearity test shows the scatter plot graph where the linear trend between dimensions can be seen that the entire scatter plot graph is straight (linear).

Factor analysis also conducted by researcher to summarize the information in a large number of variables to a smaller number of variables. This factor analysis is conducted towards dependent variable and independent variables. The researcher used Kaiser- Meyer- Olkin (KMO) value is between 0 and 1, where 0.6 is the minimum value of the factor analysis is good. While for Bartless's Test of Sphericity must be significant (sig.) (p<0.05) for factor analysis and the value is considered appropriate Tabachnich and Fidell (2013). The researcher refers to Eigenvalue rule to retain for further investigation when the only factor with an eigenvalue of one (1.0) or more. However, in this study uses 0.50 as the factor loading, to show the items that accumulate in certain factor (Meyer at al., 2006). Due to that, item score that shows factor loading greater than or equal to 0.50 will be collected in the same factor.

According to analysis Consumer's Buying Behavior, KMO value shows 0.734 and the Bartlett's sig. p= 0.000. Due to that, KMO value has significance and can be forwarded to factor analysis. Due to that, the fourteen (14) items in the analysis are used in the same factor, because the factor loading is between 0.533 to 0.778.

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Moreover the results of the factor analysis show these items have Eigenvalue above one (1) only four (4) components (3.580, 1.688, 1.451 and 1.172) with the cumulative variance 56.36 percent.

Besides that, KMO value is 0.752 and the value of Barlett's sig p= 0.000. KMO value is significant and can be forwarded to factor analysis for the Quality of the product advertises. All six (6) items in Quality of the product advertises used in the factor analysis show as the same factor, because the factor loading is between 0.589 to 0.764. Thus, Eigenvalue above one (1) only show one (1) components (2.638) with the cumulative variance 43.97 percent.

The researcher also conducted analysis Price of the product advertises, shows the KMO for Price of the product advertises such as 0.669 while the value of Bartlett's sig is of p=0.000. All six (6) items in this independent variable shows the same factor, because the factor loading is between 0.526 to 0.792. The Eigenvalue above one (1) for Price of the product advertises show only two (2) components (2.438 and 1.069) with the cumulative variance 58.46 percent.

Furthermore, the analysis of the Brand Image of the product advertises which has a value of 0.806 for KMO and Bartlett's value sig p=0.000. KMO value is significant and this analysis can be continued using all ten (10) items contained in the Brand Image of the product advertises. This is because the factor loading is between 0.535 to

0.803. Due to the factor loading, the item of the Brand Image of the product advertises has included in same factor. The results of the factor analysis show these items have Eigenvalue above one (1) only three (3) components (3.669, 1.346 and1.061) with the cumulative variance 60.76 percent.

Moreover, the analysis conducted on Celebrity Endorsement, KMO value shows 0.911 and the Bartlett's sig. p= 0.000. All seventeen (17) items in Celebrity Endorsement can be used in same factor, because the factor loading is between 0.525 to 0.842. Thus, Eigenvalue of above one (1) only three (3) components (8.034, 1.550 and 1.415) with the cumulative variance 64.70 percent. So as a conclusion, for the factor analysis, there are no items are dropped from each of the variables when the factor analysis is carried out. Therefore, all the items in the variables are used.

The researcher also conducted the descriptive analysis to describe the features of the population and samples as regards to their personal information and personal experience. The respondents that participated in this research consist of the undergraduate full time students in Universiti Utara Malaysia. Based the descriptive analysis for gender of respondents shows, 191 or (48.7%) respondents are male, while 201 or (51.3%) respondents are female. On that, this research shows the majority of respondent are female.

Age of the respondents also conducted in this descriptive analysis, the results indicate that 57 respondents or (14.5%) are from the age 18-20 years old, thus, 183 respondents or (46.7%) are from the age 21- 23 years old group while 120 respondents or (30.6%) are from 24- 26 years old group and 32 respondents or (8.2%) are from 27 years and above group.

Moreover, the majority of the respondents were Malay with 297 or (75.8%). Likewise, the second higher respondent was Indian with 52 or (13.3%) followed by Chinese respondents with 35 or (8.9%) and Others respondents with 8 or (2.0%). Religion of respondents shows that the majority of the respondents was Islam with 307 or (78.3%) follow by Christian with 38 respondents or (9.7%), Hindu with 31 respondents or (7.9%), Buddhist with 14 respondents or (3.6%) and Others religion with 2 respondents or (0.5%). Furthermore, the marital status of the respondents, the outcome indicates that the respondents were still single are 342 or (87.2%), while the respondents were married are 50 or (12.8%).

Moreover, based on the descriptive analysis results of the studies conducted. The researcher considers that the point level of awareness of advertising is a high such as 376 respondents or 95.9 percent are aware and know about advertising but 16 respondents or 4.1 percent not aware with the advertising. The researcher also wants to see how often the respondents see the advertisement. Thus, the majority of 321 respondents out of 392 or 81.9 percent seen everyday followed by once a week such as 41 respondents or (10.5%). The other while, as many as 18 respondents or (4.6%) of

the respondents see the advertising once two weeks and the number of minorities in the frequency of seeing the advertising is 12 respondents or (3.1%) of once a month. Furthermore, respondents also show their awareness about advertising because of the type of advertisement. Majority of respondent more aware about advertising when it is about the product such as 260 respondents pull towards advertising followed by discount with 64 respondents, the price of the product with 44 respondents and lastly 24 respondents pull towards advertising because of the coupon.

However, even though the majority respondents see everyday the advertisement but the respondents, frequency in purchasing shows the high difference because the number of minorities in the frequency in purchasing is about 51 respondents or (13.0%) choose to purchase the product everyday. But, the majority respondents choose the frequency in purchasing once a month with a total of 176 respondents or (44.9%) followed by once a week such as 100 respondents or (25.5%). The other while, as many as 65 or (16.6%) of the respondents choose once two weeks.

Besides that, the researcher also wants to know what media that has higher pulling the respondents' attention to buying. On that, the results shows, the 240 respondents out of 392 respondents more pull with the social network, followed by newspaper such as 45 respondents or (11.5%), than online banner such as 24 or (6.1%), and followed by magazine, online video, search engine result and email with respectively value 23 or (5.9%), 21 or (5.4%), 20 or (5.1%) and 19 or (4.8%) respondents.

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The researcher also conducted mean and standard deviation towards dependent variable and independent variables. This mean and standard deviation conducted to compare which of the variables had more. From the results, the mean value for each score for every question posed is between 3.65 to 3.80. The lowest mean score is 3.65, which is Price of the product advertises as independent variables, meanwhile the highest mean score is 3.80, which is the Brand Image of the product advertises. Thus, for the Consumer's Buying Behavior, Quality of the product advertises, and Celebrity Endorsement respectively the mean value is 3.67, 3.71 and 3.66.

Independent Sample T-test also conducted by researchers to evaluate the differences between men and women's about their opinion regarding the impact of advertising on Consumer's Buying behavior. In this test, the 0.05 significant level was used. Based on the result, shown, statistical difference in the mean of advertising on consumer's buying behavior. This is because, male mean is 3.7124 and female mean is 3.6297. Moreover, F value show 0.076 and P value is p<0.05 such as 0.034<0.05.

Besides that, ANNOVA is conducted to see the difference in impact on advertising of consumer's buying behavior among the respondent's age, race, religion and marital status. The results indicated that the impact of advertising on consumer's buying behavior by the respondents did not vary according to marital status (F= 2.96, p = 0.08). However, the impact of advertising on consumer's buying behavior are different by age (F= 16.07, p =0.00) while by race (F= 4.54, p=0.00) and by religion (F= 6.16, p= 0.00).

Thus, the findings below show the test of hypothesis of this study. The results were showing that there were not all factors significant with the dependent variables. The results conclude that independent variables (Quality of the product advertises, Price of the product advertises and Brand Image of the product advertises) had relationship with consumer's buying behavior. Meanwhile, there is no relationship between Celebrity Endorsement to consumer's buying behavior. Hence, only three (3) factors give impact on consumer's buying behavior towards undergraduate full time students in UUM.

5.3.1 Objective One: To Identify Any Relationship between Quality of the Product Advertises on Consumer's Buying Behavior.

H_1: There is a significant relationship between Quality of the product advertises and Consumer's Buying Behavior.

The quality of the product advertises was the first independent variables tested in the study. According to multiple regression analysis was used to analysis the significant or the strong of the relationship between independent variable such as Quality of the product advertises with dependent variables such as consumer's buying behavior. According to coefficients table, this hypothesis were accepted because based on the findings indicated that the independent variables such as Quality of the product advertises that has a strongest relationship in influence consumer's buying behavior which is the dependent variable in this study. The results shows ($\beta= 0.277$, $p<0.05$)

significant since the significance level is lower than 0.05. Moreover, according to the Pearson correlation 2- tailed with 0.05 significant level was used to test. Due to that, the Quality of the product advertises has the strength relationship with consumer's buying behavior with the correlation 0.51. Due to that, the result of the quality of the product advertises shows the significant relationship with consumer's buying behavior. On that, H_1 is accepted.

Therefore, these findings are consistent with the previous studies made by Tsiotsou (2015). According to the previous research, the previous researchers found that the quality of the product was positive and influence consumer's buying behavior. Even also found similar results Levy and Guterman, (2012); Tariq et al., (2013); Gogoi, (2013); Tih & Lee, (2013); Dursun et al. (2011); Bao et al., (2011); Dick et al., (1995). In addition, according to the study of Siska Yulianda and Tati Hundayani (2015), found that the Quality of the product advertises is significantly to consumer's buying behavior. This is because the respondents find that the quality is caught their attention and they collect as much information before they buy it (Jerry F. Conover (1984)). Furthermore, the brand image of product advertises also made consumer confidence in the quality of products that produced by the organization (Carnoon, Perreault & McCarthy, 2009). Furthermore, Hakkak (2015) said consumer expectation meet the quality of product advertise will act upon the consumer's buying behavior.

However, for Giridhar K.V. (2012) studies have indicated the contradiction results about the quality of product advertise aren't really shows a significant relationship on consumer buying behavior. Likewise, Raja Wasif et al. (2012) that focused on impact of product price and quality on consumer purchasing behavior in Pakistan. From 100 respondents collected through use questionnaire, the analysis is based on correlation and regression analysis. The outcome revealed that, there was positive relationship found among product price but unfortunately, product quality has shown a negative relationship with buying behavior.

5.3.2 Objective Two: To Determine the Impact of Price of the Product Advertises on Consumer's Buying Behavior.

H_2: There is a significant relationship between Price of the product advertises and Consumer's Buying Behavior.

Price of the product advertises were the second independent variables tested in the study. To identify the research question about is there any relationship between Price of the product advertises on consumer's buying behavior. Thus, multiple regression analysis was used to analysis the significant or the strength of the relationship between Price of the product advertises with dependent variables such as consumer's buying behavior. The table of coefficient in multiple regression analysis indicates this hypothesis were accepted because based on the findings show that the independent

variables such as Price of the product advertises that have a strong relationship in influence consumer's buying behavior which is the dependent variable in this study. The result shows, (β= 0.218, p<0.05). This value of beta in this model which express that the variable has the strong influence after Quality of the product advertises and Brand Image of the product advertises. This result shows that, the Price of the product advertises in third place after comparing the value of beta in coefficient table. With that, the Price of the product advertises not really have strong influence compared to the other factors. However, according to the Pearson correlation, 0.05 significant level with 2 tailed was used to test. Due to that, the Price of the product advertises has the strength relationship with consumer's buying behavior with the correlation 0.53. Due to that, the result of the price of the product advertises shows the significant relationship with consumer's buying behavior. On that, H_2 is accepted.

These findings are consistent with the earlier studies by Mesay Sata (2013), where they determine the factors that influence the consumer buying behavior. The outcome of this research indicate in the Pearson correlation result shows 0.9 and sig. 2 tailed with 0.00. This outcome shows that, the price has a significant relationship with consumer buying behavior. Besides that the previous studies by Jerry F. Conover (1984), he concluded that Price of the product advertises has a relationship with quality to influence consumer's buying behavior. Furthermore, Khraim (2011), price also can affect consumers buying behavior positively because consumer compare the cost with the others products (Owusu Alfred, 2013). However, many consumers may value both that lowest price and high quality. In conclusion, the Price of the product

advertises found to be the best predictor in explaining the factor influence consumer's buying behavior by Jerry F. Conover (1984).

5.3.3 Objective Three: To Examine the Effect of Brand Image of the Product Advertises on Consumer's Buying Behavior.

H_3: There is a significant relationship between the Brand Image of the product advertises and Consumer's Buying Behavior.

The Brand Image of the product advertises was the third independent variables tested in the study. The researcher conducted a multiple regression analysis to identify the research question about is there any relationship between the Brand Image of the product advertises on consumer's buying behavior. Besides that, multiple regression analysis was used to analysis the significant or the strength of the relationship between the Brand Image of the product advertises with dependent variables such as consumer's buying behavior. Coefficient table in multiple regression analysis indicates this hypothesis were accepted because based on the findings show that the independent variables such as the Brand Image of the product advertises that have a strong relationship in influence consumer's buying behavior which is the dependent variable in this study. The findings of the study view that there is a significant relationship with (β= 0.262, p<0.05). The beta value for this hypothesis show the brand image has the strong influence on consumer's buying behavior after comparing the value of beta in

coefficient with the others factor. According to the Pearson correlation, 0.05 significant level with 2 tailed was used to test. Due to that, the Brand Image of the product advertises has an average relationship with consumer's buying behavior with the correlation 0.48. Due to that, the upshot of the brand image of the product advertises shows the significant relationship with consumer's buying behavior. On that, the H_3 is accepted.

The result from this study have the same result with the previous study by Bondesson (2012) stated in their research study showed the significant relationship between brand image and consumer buying behavior. Furthermore, Saeed et al. (2013) noted that they employed quantitative study by taking telecommunicating sector with the selected survey methodology about 150 respondents and for getting data from questionnaire survey and used two empirical methods consists of Pearson Correlation and Regression analysis. They analyze from the results show the positive and significant relation exists between brand image and consumer buying behavior. Moreover, Muhammad Irfan Tariq,et al. (2013) also discovered the same relationship between brand image and purchase behavior towards young adults in Pakistan and found that positive relationships between brand image that advertises and purchase intention of consumers. Aziz et al. (2012) also recommend brand purchase to others when they found the significant relationship between brand image and willingness of consumer purchase. Furthermore, the brand image of product advertises also made consumer confidence in the quality of products that produced by the organization (Carnoon, Perreault & McCarthy, 2009). While, consumers will recognize the brand according to

their value, guarantee social and personal identification and status symbol (Del Ri et al., 2010). Brand image also consider as value asset for the consumers (Tamm, 2007). Due to that, past purchase actually help them to decide in their purchasing in the future (conner & Armitage, 1998)

Unfortunately, this finding contradicts with previous research by Ahmad Yanu Alif Fianto et al. (2014), brand image has no significant relationship between purchase behaviors among 13 Islamic private universities.

5.3.4 Objective Four: To Investigate the Relationship between Celebrity Endorsement on Consumer's Buying Behavior.

H_4: There is a significant relationship between Celebrity Endorsements and Consumer's Buying Behavior.

Celebrity endorsement was the fourth independent variables tested in the study. Thus, multiple regression analysis is conducted to identify the research question about is there any relationship between celebrity endorsement of product advertises on consumer's buying behavior. Besides that, multiple regression analysis was used to analysis the significant or the strength of the relationship between celebrity endorsements of product advertises with dependent variables such as consumer's buying behavior. According to the coefficient table in multiple regression analysis indicate this hypothesis were not accepted because based on the findings show that the independent variables such as celebrity endorsement of product advertises that have a weak relationship in influence consumer's buying behavior which is the dependent variable in this study. Based on the findings, the results show ($\beta = 0.31$, $p > 0.05$). Due to that, the celebrity endorsement was found do not have any relationship that effect on consumer's buying behavior. On that, the hypothesis (H_4) is rejected. Likewise, the Pearson correlation, 0.05 significant level with 2 tailed was used to test. Due to the result indicates that the celebrity endorsement of product advertises has a weak relationship with consumer's buying behavior with the correlation 0.30.

The results of the celebrity endorsement show the insignificant relationship with consumer's buying behavior because nowadays consumers are exposed to the life of the celebrity in television or media social. Due to that, consumers know about the celebrity attitudes, preferences, credibility and others. So it's hard for customers to trust and believe the celebrity endorsement in endorsing the products. Thus, confidence in a celebrity endorsement also affects the consumer's confidence in the product. Besides that, celebrity also sometimes do not show the professional expertise when consumers or their fans give an opinion and arbitrates, the celebrity shows the bad personality, even will speak out the abusive language to them (Jin,S, & Phua, J.,2014). On that, the customers feel anger and do not support any job of that celebrity (Esangbedo R., 2011). In addition, students not easy to trust the product even though the celebrity endorsement he or she loved or liked it (Allister C.,2012). Students more prefer to do a research about the product before buy it. Furthermore, age also played a role in trust the celebrity endorsement (Run E.,C, et al ,2010). The teenagers more influence with celebrity endorsement because the teenagers always idolized the celebrity for example, in general, it is driven by a sense of love, admiration, appearance, acting or voice of the celebrity compare to the eldest (Taylor and Stern, 1997; Weiss,2005). The researcher refers the teenagers from aged 12 to 18 years that still young and energetic (Nik Farid et al. 2014)

The findings of this same opinion according on the book Contemporary Ideas and Research In Marketing, the outcomes found that 85 percent people said celebrity endorsement enhanced people confidence in a product, however, only 15 percent said

a celebrity endorsement had an impact on consumer buying behavior (Sokolovka A., 2016). However, a celebrity endorsement also depends on the culture. Countries like Saudi Arabia, women in these countries have a minor social status. Moreover, unfamiliar meaning and symbol in another culture lead them to avoid the celebrity endorsement that endorser to the women (Hoffstade. S.,(2007).

Unfortunately, this finding contradicts with previous research by Wilson Edzorne Dzisah and Chosniel Elikem Ocloo (2013) conclude that the celebrity endorsement has positive relationships with the consumer buying behavior and become part of the marketing promotion in general. From the past research by Petrauskaite E., (2014), the studies, conduct about the effect of brand image on consumer purchase behavior towards international footwear market comparison. According to the result, indicated that celebrity advertising does not affect the purchase decision making and consumer buying behavior. Nevertheless, many footwear companies using celebrity footwear performance in public services to increase the customer buying behavior and awareness.

5.4 Limitations of the Study

This field of study has faced some restriction. Among the limitations of this study are as follows:

a) This research is limited and only focuses on a small group of the population that only aim in certain locations to collect the data. It is because the respondents of this study are restricted to one university only such as Universiti Utara Malaysia, Sintok, Kedah. This is because the researcher doesn't have enough time and need to spend high cost to do a research in many locations. Due to that, the sample size in this study was 392 respondents and is considered as a small size. And the outcome cannot be generalized to all undergraduate full time students in Universiti Utara Malaysia, Sintok, Kedah.

b) The second limitation is related to the independent variables. There is a need where other variables that can predict consumer buying behavior as an example of the humor in advertisement, brand equity, power of mouth, emotional, and the culture.

5.5 Suggestion and Recommendation for Future Research

This study, conducted in order to provide recommendations to academic researchers, students, reader, businessman and business woman, advertiser or marketer and policy maker.

a) Educational Platform is needed to educate the audience about the benefit of the marketer product. While educating the audience about the marketer brand on those customers become more effective use it. This is because few emotions can influence the customer loyalty.

b) The marketer needs to have the key performance indicator and focus it on that the marketer can think differently about how marketer can influence their customer on buying behavior. However, if the marketer only focuses on revenue, they are missing an opportunity for differentiating their product.

c) The companies need to engaged celebrity who are matched to the product and make the advertising become more effective. Besides that, the celebrity need to be honest in presenting the product because of the research, people recall the product and also the character of celebrity become role models for them.

d) The companies should concentrate more on online channels for advertisement, as mostly people get attracted through social media only at present.

e) The companies can make more attractive ads to change the consumer's buying behavior and attract more customers.

f) The companies need to know the most that people or consumers remember is about the language, presentation and value of advertisement. Thus, companies need to concentrate with these components to make sure the effective advertisement can be created.

g) The companies must find the new attractive system, however, the companies also must remember the power word of mouth advertisement to keep alive general awareness in the whole market.

h) The companies should always be in a position to receive continuous feedback and suggestion from its customers.

i) People do not respond in favor of things that seem fake in commercial on that companies should create a real look in those advertisements.

j) This research study was simply one employing only consumer's buying behavior of the undergraduate full time student in Universiti Utara Malaysia. In future to find the impact of advertising on consumer's buying behavior in some complex models including other factors like humor in advertisement, brand equity, power of mouth, emotional, and the culture.

k) In this study examine the relationship between Quality of the product advertises, Price of the product advertises, the Brand Image of the product advertises and also Celebrity Endorsement and consumer's buying behavior whereas there is another aspect that can be observed such as the influence of the culture, especially religion as the universal value of the human life related with buying behavior. Not just that, further qualitative research is demanded to examine how the results generalize across other market in the aspect of the object of research can be expanded by observing other various industry sectors besides higher education.

5.6 Conclusion

This research is carried out to identify, examine, determine and investigate the factors that influence consumer's buying behavior that impact of the advertising. Besides that, undergraduate full time students in Universiti Utara Malaysia, Sintok, Kedah are respondents for this research. The results of this research show that Quality of the product advertises, Price of the product advertises, and the Brand Image of the product advertises are found to be the most influential factors on consumer's buying behavior. However, the finding show Celebrity Endorsement doesn't give any impact to consumer's buying behavior.

Due to that, this study finally able to accomplish its objectives in considering the impact of advertising on consumer's buying behavior and this study also provides significant implication for both theoretical and managerial. The aim of this research is to achieve the significant results that provide invaluable information for academic researchers, students, reader, businessman and business woman, advertisers or marketer and policy maker in order to develop the best advertising either to restructure, improve the technique of advertising method according to the consumer specific needs.

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Dear Respondent,

I am a graduate student at University Utara Malaysia. I am conducting a study to examine what the impact of advertising on consumer's buying behavior. The following questionnaire is part of a research project for my Master of Science (MSC) Management. The survey covered seeks to gather the information about the views and experience as well as consumer opinion regarding the component that impact on consumer's buying behavior. All your answers are confidential and will be utilized for academic purpose only. No information for individuals who are identified to be disclosed or published and all results will be presented as an aggregate summary data. Thank you for your time and your cooperation in assuring success of this inquiry.

This questionnaire is divided into two parts, namely:

Part A: (i) (ii)

Part B: (i) (ii) (iii) (iv) (v)

Sincerely,

Yuhalis Binti Abdul Hadi

Universiti Utara Malaysia

MSc of Management

Email: alis_hadi@yahoo.com

Responden yang dihormati,

Saya merupakan seorang pelajar sarjana di Universiti Utara Malaysia. Saya sedang menjalankan kajian untuk mengkaji faktor-faktor pengiklanan yang memberi kesan terhadap sikap membeli pengguna. Soalan kaji selidik yang berikut adalah sebahagian daripada projek penyelidikan untuk Sarjana Sains Pengurusan. Kaji selidik dini dilindungi bertujuan untuk mengumpul maklumat tentang pendapat pengguna mengenai faktor-faktor pengiklanan yang memberi kesan kepada sikap membeli pengguna. Semua jawapan anda adalah sulit dan akan digunkan untuk tujuan akademik sahaja. Tiada maklumat secara individu yang dikenal pasti akan didedahkan atau diterbitkan dan semua keputusan dibentangkan sebagai data ringkasan agregat. Terima kasih atas masa dan kerjasama anda dalam menjayakan usaha penyelidikan ini.

Soalan kaji selidik ini dibahagikan kepada dua bahagian iaitu:

Bahagian A : (i) (ii)

Bahagian B: (i) (ii) (iii) (iv) (v)

Dengan ikhlas,

Yuhalis Binti Abdul Hadi

Universiti Utara Malaysia

Sarjana Sains Pengurusan

Email: alis_hadi@yahoo.com

QUESTIONNAIRE
SOALAN KAJI SELIDIK

Part A(i): Personal Information *(Maklumat peribadi mengenai diri anda*)

The following section lists some questions about yourself. Please tick the appropriate answer.
Bahagian berikut menyenaraikan beberapa soalan mengenai diri and. Sila tandakan jawapan yang tepat

1) Gender *(Jantina)* Male *(Lelaki)* ☐ Female *(Perempuan)* ☐

2) Age *(Umur)* 18- 20 years ☐ 21 - 23 years ☐

    24 - 26 years ☐ 27 and above ☐

3) Race *(Bangsa)* Malay *(Melayu)* ☐ Chinese *(Cina)* ☐

    Indian *(India)* ☐ Others *(Lain-Lain)* ☐

4) Religion *(Agama)* Islam ☐ Buddhist ☐ Hindu ☐

    Christian ☐ Others ☐

5) Marital Status Single *(Bujang)* ☐ Married *(Berkahwin)* ☐
   (Status Perkahwinan)

Part A(ii): Personal Experience *(Pengalaman anda)*

The following section lists some questions about your experience in using the advertising.
Bahagian berikut menyenaraikan beberapa soalan mengenai pengalaman anda dalam menggunakan iklan.

1) Do you aware about advertising?
   Adakah anda mengetahui tentang pengiklanan?

   Yes   ☐   No   ☐
   Ya   *Tidak*

2) How often do you see the advertisement?
   Berapa kerapkah anda melihat pengiklanan?

   Everyday *(Setiap hari)* ☐   Once a week *(Sekali seminggu)* ☐
   Once two week *(Sekali dua minggu)* ☐   Once a month *(Sekali sebulan)* ☐

3) What type of advertisement that you see?
   Apakah jenis iklan yang anda lihat?

   Product *(Produk)* ☐   Price *(Harga)* ☐
   Coupon *(Kupon)* ☐   Discount *(Diskaun)* ☐

4) The frequency in purchasing?
   Kekerapan membeli?

   Everyday *(Setiap hari)* ☐   Once a week *(Sekali seminggu)* ☐
   Once two week *(Sekali dua minggu)* ☐   Once a month *(Sekali Sebulan)* ☐

5) Which of the following media will pull your attention to buying?
   Yang manakah di antara media berikut akan menarik perhatian anda untuk membeli?

   Newspaper ☐   Magazine ☐   E-mail ☐   Social Networks ☐

   Online Video ☐   Online Banner ☐   Search Engine results ☐

Part B (i)(ii)(iii)(iv) and (iv): The following section lists some questions about your opinion regarding consumer's buying behavior, quality of the product advertises, price of the product advertises, brand image of the product advertises and celebrity endorsement. For each statement below, kindly tick the appropriate number that best describe your level of argument using the following scale.

Bahagian berikut menyenaraikan beberapa salan mengenai pendapat anda tentang sikap membeli pengguna, kualiti produk yang diiklankan, harga produk yang diiklankan, imej produk yang diiklankan dan pengaruh selebrity dalam pengiklanan. Bagi setiap kenyataan di bawah, sila tandakan pada nombor yang paling sesuai yang mengambarkan tahap persetujuan anda mengikut skala yang berikut.

No	Consumer Buying Behavior *(sikap membeli pengguna)*	Ratings				
		Strongly disagree / Sangat tidak setuju	Disagree/ Tidak bersetuju	Natural / Biasa	Agree/ Setuju	Strongly agree/ Sangat bersetuju
1	The product makes me feel good *(Produk ini membuat saya merasa baik)*	1	2	3	4	5
2	The ads was appealing to me *(Pengiklanan menarik perhatian saya)*	1	2	3	4	5
3	I like promotion/ discount/ deals/ coupons *(Saya suka promosi/ diskaun/ tawaran/ kupon)*	1	2	3	4	5
4	I usually do not have much time to consider ® *(Saya tidak mempunyai banyak masa untuk mempertimbangkan)*	1	2	3	4	5
5	The advertising caught my attention *(Pengiklanan menarik perhatian saya)*	1	2	3	4	5
6	I often collect as much information as possible before purchase *(Saya sering mengumpul maklumat sebanyak mungkin sebelum membeli)*	1	2	3	4	5
7	I make complex evaluations before buying ®	1	2	3	4	5

	(Saya akan membuat penilaian yang kompleks sebelum membeli)					
8	I will buy products that are advertised *(Saya akan membeli produk yang diiklankan)*	1	2	3	4	5
9	I desire to buy products that are promoted in advertising *(Saya ingin membeli produk yang dipromosikan dalam iklan)*	1	2	3	4	5
10	Advertisement do not increase consumer's buying behavior of featured brands ® *(Iklan tidak meningkatkan sikap pembelian pengguna terhadap jenama yang dipaparkan)*	1	2	3	4	5
11	Advertisement have a positive influence on my purchase behavior *(Iklan mempunyai pengaruh yang positif ke atas keputusan pembelian saya)*	1	2	3	4	5
12	I would buy the products that are advertised if I had the money *(Saya akan membeli produk yang diiklankan jika saya mempunyai wang)*	1	2	3	4	5
13	I do not intend to acquire products that are promoted ® *(Saya tidak berniat untuk mendapatkan produk- produk yang dipromosikan)*	1	2	3	4	5
14	I am likely to buy some of the product advertises that I am likely to buy *(Saya cenderung untuk membeli beberapa produk yang diiklankan jika saya ingin membelinya)*	1	2	3	4	5

No	Quality of the Product Advertises *(kualiti produk yang diiklankan)*	Ratings				
		Strongly disagree / Sangat tidak setuju	Disagree/ Tidak bersetuju	Natural / Biasa	Agree/ Setuju	Strongly agree/ Sangat bersetuju
1	Quality of the product advertises sound good as expected from ads? *(Kualiti produk yang diiklankan adalah baik seperti yang diharapkan?)*	1	2	3	4	5
2	The product quality of the product advertises of this brand is good? *(Kualiti produk berjenama adalah sangat baik?)*	1	2	3	4	5
3	Do you remember and only buy the quality of the product advertises that you purchase before? *(Adakah anda mengingati dan membeli produk yang berkualiti yang diiklankan sahaja yang anda beli sebelum ini?)*	1	2	3	4	5
4	Advertising strategies will help build a good quality of the product advertises? *(Strategi pengiklanan akan membantu membina kualiti yang lebih baik?)*	1	2	3	4	5
5	High quality of the product advertises begins to look too expansive? *(Kualiti yang lebih baik dianggap sesuatu yang mahal?)*	1	2	3	4	5
6	Advertising would be what are you expected to see the quality of the product advertises offered for? *(Iklan merupakan tanggapan untuk melihat sesuatu produk yang berkualiti?)*	1	2	3	4	5

No	Price of the product advertises *(harga produk yang diiklankan)*	Ratings				
		Strongly disagree / Sangat tidak setuju	Disagree/ Tidak bersetuju	Natural/ Biasa	Agree/ Setuju	Strongly agree/ Sangat bersetuju
1	What price would the product advertises start to look cheap, that it could not possibly be of good quality? *(Apakah dengan harga yang rendah akan menunjukkan kualiti yang kurang baik?)* ®	1	2	3	4	5
2	Are you a loyal customer for the price of the product advertises you buy? *(Adakah anda seorang pelanggan yang setia pada produk yang anda beli?)*	1	2	3	4	5
3	Are you a price sensitive consumer of product advertises? *(Adakah anda seorang pengguna sensitif terhadap perubahan harga pada produk yang diiklan?)*	1	2	3	4	5
4	Will you stick to the same products if their price of the product advertises is increasing? *(Adakah anda akan setia pada sesuatu produk yang diiklankan walaupun kadar harga meningkat?)*	1	2	3	4	5
5	Did you think advertising of the product price will help to influence your buying behavior? *(Adakah anda merasakan harga produk yang diiklankan akan membantu mempengaruhi sikap membeli anda?)*	1	2	3	4	5
6	If the price increases, did you use the product advertises because it's influence your buying behavior? *(Jika kenaikan harga berlaku, adakah anda akan menggunkan produk yang diiklan kerana ia mempengaruhi sikap membeli anda?)*	1	2	3	4	5

No	Brand Image of the Product Advertises *(imej produk yang diiklankan)*	Ratings				
		Strongly disagree/ Sangat tidak setuju	Disagree/ Tidak bersetuju	Natural/ Biasa	Agree/ Setuju	Strongly agree/ Sangat bersetuju
1	I recognize this brand when it advertises *(Saya mengenali jenama ini apabila ia diiklankan)*	1	2	3	4	5
2	Ads impact the brand image of the product advertises *(Membeli produk berdasarkan jenama)*	1	2	3	4	5
3	Purchase the product on the basis of the brand image of the product advertises *(Membeli produk berdasarkan jenama)*	1	2	3	4	5
4	No brand image of the product can survive competition without intensive advertising *(Tidak ada produk yang mampu bertahan lama dalam persaingan tanpa intensif pengiklanan)*	1	2	3	4	5
5	The effect or impact of advertising can change as the brand image grow older *(Kesan pengiklanan boleh mengubahkan jenama untuk menjadi lebih meningkat)*	1	2	3	4	5
6	Advertising gives room for the brand image of the product advertises comparison *(Iklan memberi ruang untuk jenama mahupun produk untuk bersaing)*	1	2	3	4	5
7	Advertisement make me less loyal to brands image of the product advertises ® *(Iklan menyebabkan saya kurang setia pada sesebuah jenama)*	1	2	3	4	5
8	I do not purchase brand image of the product advertises that are featured ® *(Saya tidak akan membeli produk yang dipaparkan)*	1	2	3	4	5

No		Ratings				
9	The brand image of the product advertises is outstanding and gives me a good impression *(Imej jenama yang baik akan memberi kesan yang baik pada saya)*	1	2	3	4	5
10	The value of this brand image of the product gives me confidence to its product when saw in an advertisement *(Nilai sesebuah jenama yang diiklan akan memberi keyakinan kepada saya)*	1	2	3	4	5

No	Celebrity Endorsement *(pengaruh selebriti)*	Ratings				
		Strongly disagree/ Sangat tidak setuju	Disagree/ Tidak bersetuju	Natural/ Biasa	Agree/ Setuju	Strongly agree/ Sangat bersetuju
1	Do you recognize the celebrity endorsement in ad? *(Adakah anda mengenali pengaruh selebriti dalam sesebuah iklan?)*	1	2	3	4	5
2	Have you purchased any products after viewing an advertisement by celebrity endorsement? *(Adakah anda membeli mana- mana produk selepas melihat pengaruh selebriti dalam sesebuah iklan?)*	1	2	3	4	5
3	Do you think the celebrity sincere in endorsing the product in an advertisement? *(Adakah anda terfikir bahawa seorang selebriti ikhlas dalam mengiklankan sesuatu produk?)*	1	2	3	4	5
4	How familiar are you with the celebrity brand name, which appeared in the advertisement? *(Bagaimana anda mengenali jenama seseorang selebriti, yang muncul di dalam sesebuah iklan?)*	1	2	3	4	5
5	Do you think the person in the advertisement is suitable in	1	2	3	4	5

	endorsing the product in an advertisement? *(Adakah anda pernah terfikir bahawa pengaruh seseorang di dalam iklan sesuai menyokong produk tersebut?)*					
6	Do you trust that the celebrity endorsement view the product in advertising have in a positive manner? *(Adakah anda percaya bahawa pengaruh selebriti di dalam iklan memberi kesan yang positif?)*	1	2	3	4	5
7	Do you trust that the celebrity endorsement truly likes the product that he/she advertise? *(Adakah anda percaya bahawa produk dibwah pengaruh selebriti tersebut suka akan produk itu?)*	1	2	3	4	5
8	Do you trust that the celebrity endorsement frequently uses the product that he/she advertise? *(Adakah anda percaya bahawa produk dibawah pengaruh oleh selebriti digunakan olehnya sendiri?)*	1	2	3	4	5
9	Do you have a good impression towards the celebrity endorsement? *(Adakah anda mempunyai tanggapan yang bagus terhadap pengaruh selebriti?)*	1	2	3	4	5
10	Does the presence of celebrity in ad encourage you to buy a product? *(Adakah kehadiran selebriti dalam iklan menggalakkan anda membeli produk?)*	1	2	3	4	5
11	Do you think that the celebrity in the ad honest in representing the product to public? *(Adakah anda berfikir bahawa selebriti dalam sesebuah iklan jujur dalam mewakili produk kepada orang ramai?)*	1	2	3	4	5
12	Do you believe the celebrity endorsement is a trustworthy spokesperson for the product? *(Adakah anda percaya bahawa pengaruh selebriti sebagai seorang jurucakap boleh dipercayai untuk sesebuah produk?)*	1	2	3	4	5

13	Do you believe the celebrity endorsement is knowledgeable spokesperson for the product? *(Adakah anda percaya bahawa pengaruh selebriti sebagai jurucakap yang berpengetahuan terhadap sesebuah produk?)*	1	2	3	4	5
14	Do you believe the celebrity endorsement is qualified spokesperson for the product? *(Adakah anda percaya bahawa pengaruh selebriti sebagai seorang jurucakap yang berkelayakkan bagi produk tersebut?)*	1	2	3	4	5
15	Do you believe the celebrity endorsement is an appropriate spokesperson of the product? *(Adakah anda percaya bahawa pengaruh selebriti merupakan seorang jurucakapyang sesuai untuk produk tersebut?)*	1	2	3	4	5
16	Do you believe the celebrity endorsement is an effective spokesperson for the product? *(Adakah anda percaya pengaruh selebriti merupakan jurucakap yang berkesan untuk produk itu?)*	1	2	3	4	5
17	Do you believe the celebrity endorsement give impact on consumer's buying behavior? *(Adakah anda percaya pengaruh selebriti memberi kesan ke atas sikap membeli pengguna?)*	1	2	3	4	5

THE END/ *TAMAT*
Thank You for Your Participation/ *Terima Kasih atas Penyertaan Anda*