

THE IMPACT OF CELEBRITY ENDORSEMENT
ON YOUNG ADULT'S PURCHASE INTENTION OF
COSMETIC PRODUCTS

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COSMETIC PRODUCTS

BY

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DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the FYP.

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Date: 28 April 2022

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DEDICATION

Dedicated to

Ms. Low Suet Cheng

Ms. Low was my research project's supervisor and the person who guided and helped me. I may not be able to complete my research project successfully if without her guidance and full assistance.

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Respondent

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LIST OF ABBREVIATIONS

A	Attractiveness
T	Trustworthiness
E	Expertise
PI	Purchase Intention
MLR	Multiple Linear Regression
SPSS	Statistical Package for Social Science
UTAR	University Tunku Abdul Rahman

PREFACE

To complete our Bachelor of International Business (Honours), all business students must complete a research project. The research took around 28 weeks to complete. " The impact of celebrity endorsement on young adult's purchase intention of cosmetic products," according to the research. The research's dependent variable was young adult's purchase intention, while the independent variables are celebrity attractiveness, trustworthiness, and expertise.

Teenagers are the largest consumers of cosmetics, and they spend more to improve their appearance. Young adult's purchase cosmetics because of the attractiveness, trustworthiness, and expertise of celebrity endorsements. As a result, this research will contribute to a better understanding of the impact of celebrity endorsement on young adult's purchase intention of cosmetic products.

Lastly, the results of this research will provide information on the impact of celebrity endorsements on young adult's purchase intentions. This research also helps readers in better understanding the relationship between independent and dependent variables in the future.

ABSTRACT

This research project is about celebrity endorsements as a marketing strategy. While celebrity endorsements are risky, they are widely used by many companies nowadays as a strategy to achieve a competitive advantage.

The objective of this research is to examine the relationship between variables such celebrity attractiveness, trustworthiness, expertise, and young adult's purchase intention. With a sample size of 119 teenagers, a quantitative technique was applied in this research. The relationship between independent and dependent variables was also investigated using Cronbach's Alpha model and multiple regression analysis. In addition, all data collected from respondents was analysed using the Statistical Package for Social Sciences (SPSS).

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The research background, research problem, research objectives and questions, and significance of the study will all be discussed in this chapter.

1.1 Research Background

In today's era, most industries are becoming more and more advanced in terms of innovative ideas. For example, the fashion industry and the cosmetics industry are also booming today. Because of this, most marketers try their best to come up with different attractive ideas to attract the attention of the audience and target market to purchase and repurchase their products. As a result, celebrity endorsements play a critical role in marketing strategies across the board, particularly in the marketing industry. According to previous study, celebrity endorsements are used in most industry marketing strategies to raise consumer awareness, which increases customers' willingness to purchase. According to Ahmed et al. (2015), they stated that consumers are more likely to purchase a brand or product if a celebrity endorses it, since they follow the lifestyle of their favourite celebrity.

According to Ohanian, R. (1990), they proved that promoting or marketing a brand can be an important means of attracting customer desire behavior. Yet, the process of choosing the right celebrity for a brand is not easy, but when a company chooses a well-known celebrity as its brand spokesperson, although the price may be high, the celebrity can bring high profits to the company.

In terms of current market practice, many marketers now use celebrities to establish a good relationship with their brands and let more people know about their company's brands or products. This can bring high profits to the company. According to Yan, L. C. (2018), L'Oréal spends approximately US\$1.7 billion on advertising each year to pay celebrities to endorse its branded products and maintain its image and popularity. Therefore, celebrity endorsements have become one of the

most important ways for most brands in this era to maintain their brand image, reputation, brand value and even increase business sales.

Moreover, as for the limitations, there have been some previous studies that have a negative impact on celebrity endorsements and purchase intentions. Although cosmetics brand marketers use celebrities to build good relationships with their brands, it also brings huge costs to the brands. According to Ahmed et al. (2015), they claim that this marketing strategy puts the company at risk since it does not guarantee revenue from the brand. However, it will generate buzz and raise awareness for the company as well as its brand. Additionally, if a celebrity's image or reputation declines, the effectiveness of the products they endorse will decline, and it will also negatively affect young adult's purchase intentions. According to Jamil et al. (2014), they believed that negative actions related to celebrity endorsements could influence customers' purchasing decisions. This shows that when a celebrity has a negative event, the things he/she endorses will lose their appeal to consumers, which will also lead to a decline in brand sales.

1.2 Research Problem

Many cosmetics brands are currently facing increased rivalry from their competitors. This is because the quality and pricing of many companies' products are relatively similar, giving consumers a wide range of buying choices. On the other hand, most young people nowadays have a habit of chasing celebrities, and they are also loyal fans of celebrities. As a result, celebrity endorsements have been a common marketing strategy in recent years. When customers see celebrities endorsing a certain brand of cosmetics, they are more likely to purchase these products to improve their image. Therefore, most marketers will use this opportunity to attract more customers to buy their products.

Celebrity endorsements have a certain impact on consumers' willingness to buy cosmetics products. According to Khalid, R. et al. (2019), they argued that utilising attractive celebrities will influence buyers' decision to buy. This is because many attractive celebrities are now endorsing various cosmetics products, but few celebrities do not assist the product to create an image but instead want more people to pay attention to them, which has a negative impact on customer purchasing behaviour. Additionally, celebrities that have bad news will alienate customers, thus no matter what items they endorse, they will be unattractive to customers (Min et al., 2019). There are a variety of reasons for this scenario, including issues with celebrities' moral qualities, celebrity potential limitations, aging, mutations, and so on. For example, movie stars are found to be tax evasion, scandals continue, drug abuse, strikes, gossip, and fights, and the attractiveness of celebrities will suddenly drop, and recommended products will also be implicated. As a result, this reduces the appeal of celebrities and negatively affects customers' purchasing intentions.

Celebrities' trustworthiness is insufficient. According to Onu et al. (2019), they stated that because some customers think that these celebrities pay for the brand's image only, it is not because they believe in or have trust in the brand. On the other hand, celebrities do not even use the cosmetics they endorse, which creates a trust gap. Therefore, celebrities' lack of trust has a negative impact on consumers' purchase intentions. Similarly, the lack of knowledge of celebrities will also affect customers' willingness to buy. Since certain celebrity-endorsed products may not clearly transmit information, customers' purchase intentions will be affected by a

lack of professional knowledge. According to Johansson, M. et al. (2017), they stated that the celebrity's knowledge will have an impact on the brands' credibility and purchase intention. Some customers may believe that some celebrities would memorize product information, causing them to feel that celebrity endorsement is untrustworthy.

There has been a lot of research on celebrity endorsements in recent years. Many new issues commonly found in celebrity endorsements, but they are studied on the online advertising on purchase intentions of consumers (Sufian et al., 2021); celebrity endorsements on young people's purchasing intentions on L'Oreal skin care products (Adzharuddin et al., 2020) and so on. However, there are still few studies on the influence of celebrity endorsements on cosmetics purchase intentions. Therefore, address as this study will provide the answer or outcome about the usefulness of celebrity endorsements in the field of cosmetics and how the male and female groups react to it.

1.3 Research Objectives

1.3.1 General Objective:

- To determine the impact of celebrity endorsement on young adult's purchase intention of cosmetic products

1.3.2 Specific Objectives:

1. To examine the relationship between the attractiveness of celebrity endorsements and young adult's purchase intention of cosmetic products.
2. To examine the relationship between the trustworthiness of celebrity endorsements and young adult's purchase intention of cosmetic products.
3. To examine the relationship between the expertise of celebrity endorsements and young adult's purchase intention of cosmetic products.

1.4 Research Questions

1. What is the impact of celebrity endorsement on young adult's purchase intention of cosmetic products?
2. Is there any significant relationship between the attractiveness of celebrity endorsements and the young adult's purchase intention of cosmetic products?
3. Is there any significant relationship between the trustworthiness of celebrity endorsements and the young adult's purchase intention of cosmetic products?
4. Is there any significant relationship between the expertise of celebrity endorsements and the young adult's purchase intention of cosmetic products?

1.5 Significance of the study

This research is to investigate the impact of celebrity endorsement on young adult's purchase intention of cosmetic products. It is critical to assist researchers in determining if there is a link between independent factors and purchasing intent. The findings of this study can help researchers better understand the influence of

celebrity endorsements on cosmetics purchase intentions. Nowadays, people live in the world of marketing because consumers may be bombarded by hundreds of brand advertisements every day. Therefore, this means that when they see an ad, they may not forget the ad they have seen. Therefore, today's marketers continue to put forward more innovative ideas to promote products. In today's world, celebrity endorsements have become an important part of marketing strategy, because it can help consumers remember the brand information or unique sales propositions or brand differentiation points endorsed by well-known celebrities.

1.6 Conclusion

This chapter delves into the study's background, problem statement, research objectives and questions, and significance.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Chapter 2 will discuss the underlying theory, literature review, conceptual framework, and hypothesis generation. In this chapter, I will also talk about conceptual frameworks and hypothesis formulation. Not only that, but this research also established the link between the dependent and independent variables when establishing the conceptual framework.

2.1 Underlying Theory

2.1.1 Source Attractiveness Model

The attractiveness model states that the validity of information is determined by the source's "familiarity, likeability, and fitness" to people (Ohanian, 1990). Familiarity relates to becoming familiar with the source through exposure, whereas match is referring to a likeness between the source and the receiver. Likeability refers to a person's ability to make others like them based on their looks, behaviour, or other personal attributes. Because of the dual impact of celebrity attractiveness, popularity, and physical form, cosmetic companies are increasingly choosing for celebrity endorsements.

2.1.2 Ohanian's Source Credibility Model

The source credibility model states that the information's validity is determined by the approver's expert knowledge and trustworthiness. In addition, "source credibility" as defined by Ohanian (1990) is often used to emphasize the influence of information received by recipients. Since celebrity spokespersons are the main source of information, the credibility of celebrities is an important consideration for consumers.

2.1.2.1 Source Trustworthiness

According to Ohanian (1990), the trustworthiness of a message's source is determined by how well the audience thinks the communicator's claim is true. The listener's trust and acceptance of the speaker and information are also part of trustworthiness. The statement implies that if the target audience believes the spokesperson's claims about the product's benefits are trustworthy and honest, they will be more likely to pay attention to the advertising campaign. This shows that when young consumers feel that the cosmetics endorsed by the spokesperson are honest, the effect of advertising will increase. Therefore, the persuasiveness and effectiveness of advertising are dependent on the spokesperson's honesty and trustworthiness. To support this statement, Adzharuddin, Salvation (2020) research found that endorsers can provide meaning to the endorsement process by providing accurate product information to the target audience. Additionally, according to Guesh, E. (2019), they assume that source credibility is primarily determined by trustworthiness, and then try to determine which source characteristics are related with trust. Therefore, based on their research studies, they conclude that being likeable is the most significant feature of trust.

2.1.2.2 Source Expertise

Professional knowledge refers to the consumers if the communicator has sufficient knowledge, experience, or skills to promote products. Furthermore, expert sources' viewpoints were more consistent and powerful than those with less professional knowledge. Therefore, this refers to the spokesperson's knowledge, expertise, or skills. According to Adzharuddin, Salvation (2020), the efficacy of the spokesperson has been found to be enhanced by professional expertise. When a spokesperson had professional knowledge or understanding of cosmetics, consumers' attitudes towards cosmetics purchases will be affected. This also indicates that the public's opinion of the spokesperson's trustworthiness and knowledge is critical to the success of cosmetic brands and subsequent commercial

communication. On the other hand, according to Guesh, E. (2019), they believe that whether the spokesperson is an expert is not important; what matters is how the target audience views the spokesperson. The reasons include that some customers think that the spokesperson of cosmetics is a celebrity they admire, so regardless of whether the celebrity is an expert or not, they will choose to buy cosmetics.

2.2 Review of Variables

2.2.1 Purchase Intention

The willingness of a customer to purchase a specific product or service is known as purchase intention. Purchase intention is a dependent variable that is influenced by several external and internal variables. Consumers' intentions to buy items or use services are measured by purchase intention (MBA Skool Team., 2021). The customer's purchasing intention is to buy a certain product based on his or her wants, knowledge, views, and the product's manufacturer (Min et al., 2019). Not just that, one of the most significant marketing factors is purchase intention. The attitude of celebrity spokespersons and the features of celebrities that shape the purchasing attitude are the focus of this research in the purchase intention process. Besides, according to Jamil et al. (2014), celebrity engagement will lead to purchase intentions, advertising content will be easily remembered by customers, and the love of products will rise.

Purchase intention is useful for marketers because it can often anticipate consumers' purchase intention. According to the theory of planned behavior, consumers with strong intentions are more likely to perform activities in the future, such as purchasing items (Morwitz et al., 2014). The use of celebrities may have a beneficial influence on consumers' purchase intentions since product information is easily interconnected and helps enhance customers' attention (Aziz et al., 2019). Furthermore, the connection of negative events with celebrity spokespersons might have a negative impact on purchasing decisions. For example, bad behaviors such as violence, aggression, and so on might have a negative impact on purchasing behaviour.

2.2.2 Attractiveness

Since a huge number of brands employ celebrities to endorse their products and services today, attractiveness is very important in the beauty industry. According to Faizal et al. (2019), they stated that attractiveness not just include physical appearance, but also include intelligence, personal characteristics, lifestyle,

sporting performance, and endorsement potential. This shows that celebrities who succeed in sports are attractive to customers, because their achievements are so admired that they are attracted to them. This attractive appearance will give the spokesperson credibility and make a lasting impact on customers, but attractive individuals are more successful in influencing people's minds than unattractive people (Agam et al., 2017). As a reason, many cosmetics companies now use handsome and beautiful celebrity endorsers, spokespersons, and models to promote their products. According to Faizal et al. (2019), attractive spokespersons are more likely than unattractive spokespersons to have purchase intentions.

Furthermore, according to Samad et al. (2019), they stated that similarity, familiarity, and likeability are the three characteristics of attractiveness. The term "similarity" refers to the degree of similarity between celebrities and customers. Some customers believe that their appearance is similar to that of a celebrity, thus when they see the celebrity endorse or use a specific brand of cosmetics, they will also buy the cosmetics to improve their image. On the other hand, familiarity is the knowledge that customers gain from watching celebrity endorsement cosmetics. Likeability focuses on how people feel towards celebrities based on their skills, looks, and public relations techniques. Before, attractiveness could be defined as the spokesperson's appearance and physical features, but it may now be defined as the model's attractiveness, sexiness, and responsibility (Samad et al., 2019). Moreover, one of the most significant elements in social connection is appearance. It may be included into other societal characteristics like ability, mental power, social skills, and so on. For example, Wang Yibo was named worldwide spokesperson by the famous Japanese cosmetics company Shu Uemura and became the brand's first Chinese spokesperson. Wang Yibo also mentioned that he likes using eyeshadow and brow pencil to increase the momentum, which perfectly captures the remarkable appeal of males after makeup.

2.2.3 Trustworthiness

The phrase "trustworthiness" relates to a person's "honesty, morals, and credibility." (Erdogan et al., 2001). Celebrities are seen by most customers as a trustworthy source of information delivery (Jamil et al., 2014). In general, a

trustworthy person may easily convince someone to believe in the unknown. This person is more trustworthy than the others. In other words, consumers trust celebrities more than non-celebrities. This shows that without the trust of consumers, any cosmetics brand can't influence consumer's minds about their items. Therefore, cosmetics brands choose celebrities to endorse their products, because they think celebrities know how to evaluate products and can be trusted by consumers. Not only that, but trustworthiness is a critical factor, because it is one of the most important characteristics in everyone's life.

Furthermore, according to Samad et al. (2019), credibility is defined as the spokesperson's fairness, honesty, and credibility. This is because customers usually get information from celebrity endorsement advertisements. In other words, when customers trust a celebrity, they are easily persuaded by the celebrity and trust the brand's cosmetics. It's also linked to physical appeal and the audience's attraction to the source. For instance, Cristiano Ronaldo is the spokesperson of Clear Dandruff Shampoo, and the shampoo he promotes can persuade customers. This is because as a football player, he sweats a lot. He has no dandruff, and his hair appears healthy when he takes Clear Dandruff Shampoo.

Additionally, past research has found that if celebrities endorse too many brands, the brand's trust is lost, which affects customers' purchase intentions (Samad et al., 2019). This shows that if a celebrity endorses many cosmetics brands, customer trust in these cosmetics may be reduced. However, according to Faizal et al. (2019), celebrity spokesperson trustworthiness is not only a valuable source, but also an important source that has a beneficial influence on customers' purchasing intentions. Not just that, but people's trust in celebrities can help to mitigate the impact of rumours and bad news.

2.2.4 Expertise

The sender's knowledge, experience and abilities are collectively referred to as expertise. Therefore, according to Calvo-Porrall et al. (2021), expertise is also viewed as a persuasive signal that might motivate people to purchase behaviour, such as expert comments. Expertise may also be defined as a person's level of knowledge in each area, such as, based on their experience, knowledge, and

problem-solving skills. According to Faizal et al. (2019), expertise is more powerful than attractiveness for celebrity spokespersons. Therefore, experts can play a high-level role in a certain field and contribute their professional knowledge, skills, and experience. Not only that, but professional expertise is also an important component of a spokesperson's trustworthiness. The credibility of the spokesperson's professional knowledge means that they have information, experience, and skills related to the advertising brand (Freeman et al., 2015).

According to Freeman et al. (2015), a spokesperson with professional expertise is more likely to impact people's thinking and is more persuasive than a spokesperson with non-professional knowledge. This is because many young adults now pay attention to the daily life of celebrities, experiences, and skills, so they have a certain understanding of celebrities. According to Freeman et al. (2015), they also found that the speaker's knowledge is linked to the product's efficacy. Therefore, this might be a key aspect in enhancing the persuasiveness of marketing communications. Furthermore, the most important component is that celebrities' professional knowledge may give customers more additional information about cosmetics, resulting in a positive feeling toward branded cosmetics.

Similarly, according to Calvo-Porrall et al. (2021), the spokesperson's professional expertise relates to their level of perceptual knowledge, understanding, and related skills. This shows that the celebrity's expertise comes from his or her ability, which is to provide knowledge based on their personal experience and skill. Some celebrities will share their beauty skills, daily life, activities, opinions, and suggestions on social media platforms. For example, celebrities such as Lin Yun have shared the cosmetics she uses, which can show her professional expertise and experience (as shown in Figure 2.1). More precisely, celebrities' professional knowledge provides consumers with detailed cosmetics information, resulting in a more positive feeling toward endorsing cosmetics and a greater willingness to purchase.

Figure 2.1: Popularity list of celebrities with goods

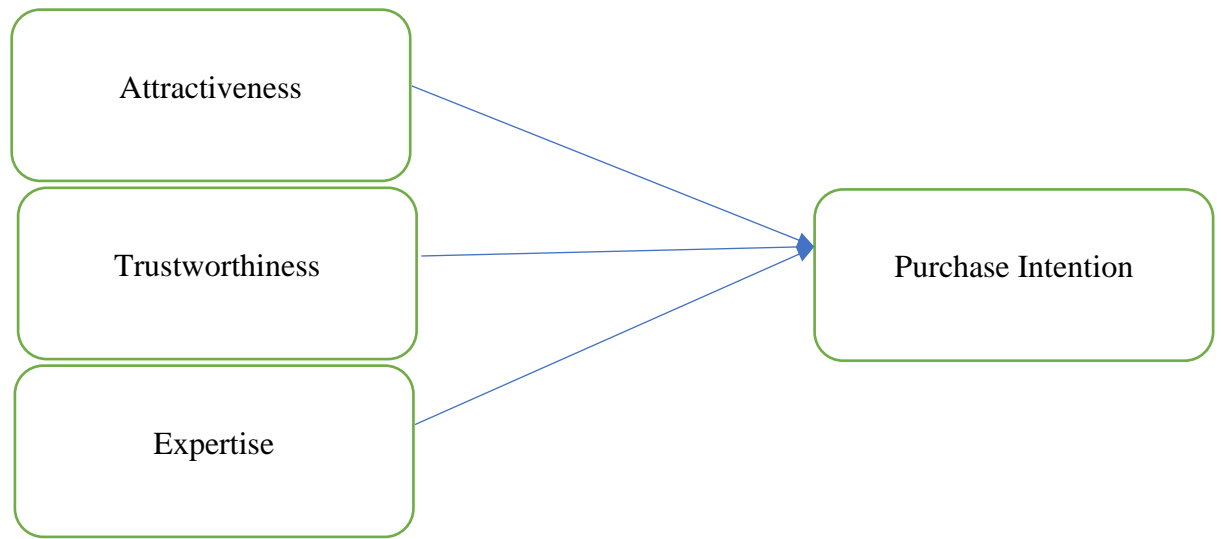


Source: <https://m.jiemian.com/article/3264082.html>

2.3 Proposed Theoretical/ Conceptual Framework

The conceptual framework was built using the source credibility model (Ohanian, 1990) and the source attractiveness model (McGuire, 1985). The goal of this research is to see how independent variables of the celebrity endorsements combine to influence customer willingness to purchase cosmetics. Figure 2.2 depicts the research's conceptual framework, which is based on the linked literature review indicated earlier.

Figure 2.2 Theoretical Framework



2.4 Hypotheses Development

2.4.1 Attractiveness

In previous research, whether the spokesperson is a celebrity or a non-celebrity, whether they are attractive or not, they will have a positive impact on brand perceptions and purchase intentions (Aziz et al., 2019). Furthermore, Khalid et al. (2019) also found that celebrity attractiveness has a significant influence on customer purchasing behaviour. Previous studies have shown that the attractiveness of celebrity endorsements will affect young people's willingness to purchase cosmetics. However, according to Abdaziz, et al. (2019) research shows that celebrity attractiveness has no relationship on students' purchase intentions. Therefore, the following hypothesis are made:

H1: Celebrity attractiveness positively affects young adult's purchase intention of cosmetic products.

2.4.2 Trustworthiness

There is a link between celebrity trustworthiness and purchasing intention, according to previous study (Aziz et al., 2019). Similarly, according to Sufian et al. (2021) research, they found that one of the most important variables influencing consumers' purchase intention is the trustworthiness of the marketing spokesperson. However, according to Abdaziz, et al. (2019) research shows that celebrity trustworthiness has no relationship on students' purchase intentions. Therefore, the following hypothesis are made:

H2: Celebrity trustworthiness positively affects young adult's purchase intention of cosmetic products.

2.4.3 Expertise

According to earlier research, product spokespersons with professional knowledge can encourage people to purchase items Goldsmith et al. (2000). Besides that, according to Sufian et al. (2021) research, they found that when consumers obtain information from celebrities with high professional knowledge, consumers are easily attracted by the celebrity's information. Other than that, according to Seiler et al. (2017), they stated that professional expertise also has a beneficial influence on purchasing intention. Since much prior research have found a positive relationship between celebrity expertise and purchasing intention, the following hypothesis is proposed:

H3: Celebrity expertise positively affects young adult's purchase intention of cosmetic products.

2.5 Conclusion

Chapter 2 delves into model application theory and connects previous journal papers that were used to develop conceptual frameworks and research hypotheses.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

In this chapter, research methodology refers to the procedure of gathering data, facts, and analytical information for research purposes. This chapter covers the study design, data collecting technique, sample design, research instrument, construct measurement, data processing, and data analysis.

3.1 Research Design

This research mainly used quantitative methods. It is primarily concerned with the gathering and analysis of numerical data. It may be used to find patterns and averages, make predictions, test cause and effect, and scale up results to a wider group of individuals.

3.1.1 Quantitative Research

A quantitative research technique will be used in this study. Quantitative research frequently uses positivism to collect empirical data to answer questions like what, how much, and where (Apuke, 2017). In terms of data gathering and analysis, quantitative research will prioritise quantification. Using this method can help researchers to analyse populations thoughts, attitudes, and behaviours, as well as know how entire populations feel about specific events. Due to the epidemic, this research will conduct a questionnaire survey. The questionnaire will be distributed on social media to collect additional information and comments from respondents. The information was gathered through an online survey of young adult's willingness to buy celebrity-endorsed cosmetics.

3.2 Sampling Design

A sample design is a detailed plan for selecting a representative sample from a specific population. Beyond that, researchers usually collect certain types of information by examining specific groups of people or places of interest.

3.2.1 Target population

The target population is the group of people from whom researchers investigate and gather information. As a result, the target group of this research is consumers who buy cosmetics endorsed by celebrities, and it is aimed at consumers between the ages of 18 - 35. The research focused on a target group between the ages of 18-35 because they tend to be regular consumers of cosmetic products (Masory, A., 2019). According to Blanchin Audrey, et al. (2007), this target group (18-35 years old) is also an attractive market for cosmetic companies, as 42% of them want to improve their appearance. Young people like new experiences, so the cosmetics industry is attractive to them. Most people in this age bracket, whether single or married, use cosmetics before going out. Therefore, these consumers will have a better awareness of their purchasing intentions and will be able to determine whether celebrity-endorsed cosmetics will influence their purchasing intentions.

3.2.2 Sampling Frame and Sampling Location

A sample frame is a list of everything that exists in a population, whereas a sample location is the location where the study is carried out (S., 2021). Customers between the ages of 18 and 35 who purchase celebrity-endorsed cosmetics were chosen as the study's sample frame. Furthermore, Malaysia is the study's sample location.

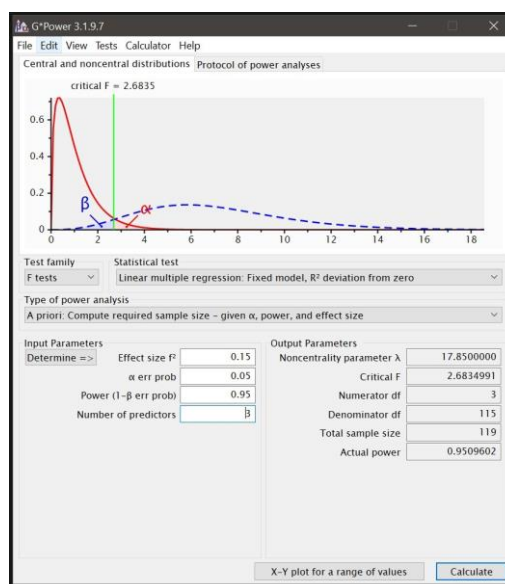
3.2.3 Sampling Techniques

This research uses a judgemental sampling technique. This is a non-probability sampling strategy that allows researchers to choose which units to sample based on experience or information (Beals, S., 2021). Hence, one of the research's conditions was that respondents had purchased and used celebrity-endorsed cosmetics before. This is because respondents are thought to have a lot of experience buying celebrity-endorsed cosmetics.

3.2.4 Sample Size

The number of people taken from a population is referred to as the sample size (Omniconvert., 2022). Approximately 200 respondents were chosen to take part in the survey for this study. According to Shrestha, et al. (2019), small samples are those with fewer than 100 samples, medium samples are those with 100 to 200 samples, and big samples are those with more than 200 samples. Therefore, 100 to 200 samples are adequate for meaningful results. The sample size calculator, which is G-Power software, was used to establish the minimum required sample size due to the quantitative research design of this research. For this investigation, a minimum of 119 samples are required (as shown in Figure 3.1).

Figure 3.1: G-Power Test Result



3.3 Data Collection Methods

3.3.1 Primary Data

The material for this study will be gathered through primary data. Researchers obtain primary data directly from primary sources through interviews, surveys, experiments, and other methods (Blog, F., 2020). Therefore, survey research will be used in this research, and questionnaires will be distributed via social media platforms. The questionnaires were created using Google Forms and distributed via the internet. Data was obtained when respondents finished the whole questionnaire. This method is appropriate for this research since it allows for a quick and efficient reaction throughout the data collection procedure. The questionnaire was created in accordance with the researcher's hypothesis.

3.4 Research Instrument

Using research instruments, data from research subjects is collected, quantified, and evaluated, and decisions must be made based on the type of research to be undertaken. One of the research instruments employed in this research was a questionnaire. Furthermore, multiple-choice questions are included in this research questionnaire, allowing respondents to pick responses quickly and save time.

3.4.1 Measurement Scales

Nominal and interval scales will be utilised to gather data in Section A (Demographics Information), Section B, and C (Measurement Scales) of this study. Respondents must complete Section A with their personal information, as well as Sections B and C using a 5-point Likert scale. The ratings are as follows:

Strongly Disagree	1
Disagree	2
Neither Agree nor Disagree	3

Agree	4
Strongly Agree	5

3.4.2 Questionnaire Design

The survey will be divided into 3 sections and involve a total of 25 questions. These questions were designed to learn how celebrity endorsements influence young people's desire to purchase cosmetics. In Section A of the survey, respondents will be asked for basic information such as gender, age, race, marital status, occupation, monthly wage, and so on. Attractiveness, trustworthiness, and expertise will be divided into three subsections in Section B. While in Section C is purchase intention.

Since English is an international language, the questionnaire will be prepared in English, which most respondents will be able to understand. In contrast, multiple-choice questions were also offered in the questionnaire for respondents to answer. Respondents can select one of the answers in this section as their answer.

3.4.3 Pilot Test

This study will use a pilot test of 20 target respondents, the majority of whom are young adults. The Statistical Package for Social Sciences was used to conduct reliability testing after 20 respondents completed the questionnaire. The results of the study's pilot test are shown in Table 3.1. All variables were significant and excellent, because the Cronbach Alpha values of the study's pilot tests were within 0.9.

Table 3.1: Pilot Test Results

Reliability Statistics			
	Variables	Cronbach's Alpha	No. of Items

Independent Variables	Attractiveness	0.947	4
	Trustworthiness	0.956	4
	Expertise	0.920	4
Dependent Variable	Purchase Intention	0.834	4

Source: Developed for Research Purposes

3.5 Constructs Measurement

3.5.1 Nominal Scale

The measurements in this research were taken on nominal scales. This is the most basic scale. It is based on recognition and does not represent value. Question 1 of Section A asks whether the respondent is male or female. Therefore, this question is used to categorise respondents rather than asking for numerical data.

3.5.2 Ordinary Scale

In this study's questionnaire, the ordinary scale measurement is the second measuring scale. This measuring scale also helped in the research's questioning. For example, in Section A, one of the questions asked respondents to react to their monthly income, which ranges from less than RM1000 to more than RM3001.

3.5.3 Interval Scale

The elements that make up the variable are measured in terms of exact numerical scores or values, and the attributes are equidistant from each other on an interval scale (Salkind et.al., 2010). The Likert scale was one of the measuring interval scales used in this research. Sections B and C of the questionnaire range from strongly disagree to strongly agree.

Table 3.2: Origin of Constructs

Construct Variable	Item from the article	Measurement of the item	Sources
Purchase Intention	4	<ol style="list-style-type: none">1. I only buy cosmetic that are endorsed by celebrities I admire.2. I'll move from my current product to a new one endorsed by a celebrity I admire.3. I purchase this cosmetic solely because a celebrity endorses.4. If my favourite celebrity endorses a certain cosmetic, I'll buy it.	GUESH, E. (2019).
Attractiveness	4	<ol style="list-style-type: none">1. I purchase cosmetics, because the celebrity is appealing.2. I bought cosmetics, because celebrities recognized it and provided a unique feel.3. I purchase cosmetics because the celebrity endorsing it is attractive.4. I purchased cosmetics because the celebrities appear to be handsome/beautiful.	GUESH, E. (2019).
Trustworthiness	4	<ol style="list-style-type: none">1. I purchase cosmetics, because the celebrity is	GUESH, E. (2019). and

		<p>truthful about the information, he/she is delivering.</p> <p>2. I purchase cosmetics because the celebrity's message is trustworthy.</p> <p>3. I purchased cosmetics because I have belief in the celebrity's endorsement.</p> <p>4. I think a trustworthy spokesperson will prompt me to remember the cosmetics he/she endorses.</p>	Wang et.al. (2018)
Expertise	4	<p>1. I purchase cosmetics, because the celebrity has sufficient knowledge of the product, he/she is endorsing.</p> <p>2. I purchase cosmetics because the celebrity has sufficient experience to recommend it.</p> <p>3. I buy cosmetics, because the celebrity knows a lot about the product, he/she is endorsing.</p> <p>4. I purchase cosmetics because the celebrity has sufficient qualifications to endorse it.</p>	GUESH, E. (2019).

3.6 Data Processing

Data processing is the collection and translation of datasets into relevant information in research (L., 2022). Researchers, data engineers, and data scientists can also use this technique to turn primary data into more justification, such as graphs, reports, or charts, using either human or automated methods.

3.6.1 Data Checking

When the questionnaire is completed and distributed to the respondents via an online survey, the data collected will be examined. However, if the questionnaire has an error, it can be fixed right away, and the findings are accurate and reliable. The research is ready for analysis using reliable tests once all questions have been answered, questionnaires have been allocated, and data has been evaluated.

3.6.2 Data Editing

The procedure of reviewing and revising surveys, questionnaires, or other responses to identify responses that have been mistakes made by respondents.

3.6.3 Data Coding

Furthermore, data coding is the insertion of a numerical code to a computer system's database, allowing the computer to readily analyse it and reduce the possibility of mistakes. For instance, Sections B and C gave respondents five options to answer: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

3.6.4 Data Transcribing

The encoded data is then converted into a machine-readable format as the final stage of data transcription. The data were analysed quantitatively using SPSS software.

3.7 Data Analysis

The process of collecting, modelling, and analysing data to derive insights that improve decision-making is known as data analysis (Calzon, 2021). In this study, 200 questionnaires will be sent to respondents, with only the completed questionnaires being evaluated. Furthermore, data for analysis was obtained via questionnaires that were coded and processed on a computer-specific SPSS. Not only that, but the software includes data transformation, graphs, drawing, and direct marketing (Zikmund et al., 2013).

3.7.1 Descriptive Analysis

Descriptive analysis is a type of data analysis that helps to constructively characterise, show, or summarise data points such that patterns that meet each data requirement emerge (Rawat, A. S., 2021). Therefore, descriptive analysis will be used to compile the information for this study. The study's findings are given as an average on a scale of 1 to 5. If the average was greater, respondents were more likely to believe that celebrity attractiveness influences their propensity to purchase cosmetics. To make the data more accessible and understandable, it will be presented in graphical form, such as bar charts, histograms, or pie charts.

3.7.2 Scale Measurement

3.7.2.1 Reliability Test

A reliability test determines the degree to which a test measure is error-free. It can also be conceived of as the measurement's precision and inerrancy (Franzen,

M. D., 2011). Cronbach's alpha, the most frequently used reliability analysis approach, was employed to examine internal consistency in this study. Cronbach's alpha is deemed adequate and good when it is more than 0.60. The table below shows the measurement reliability ratings:

Table 3.3: Coefficient Alpha

Strength of Association	Alpha Coefficient Range
Poor	Less than 0.60
Moderate	0.60 - 0.70
Good	0.70 - 0.80
Very good	0.80 - 0.90
Excellent	0.90 and above

Source: Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons.

3.7.3 Inferential Analysis

Inferential analysis is a set of techniques that allow researchers to extrapolate results from a small number of samples to a larger group of samples (Inferential Statistics, n.d.). It can also be used to collect population samples to make assumptions and summaries about large populations. To formulate acceptable hypotheses based on independent variables and dependent variables, inferential analysis must be performed to determine results according to the criteria established during this research.

3.7.3.1 Pearson Correlation Coefficient

The Pearson correlation coefficient is a measuring statistic used to examine the relationship or association between two variables. It is said to be the greatest technique to measure the relationship between variables because it is based on the correlation approach. In this study, the Pearson correlation coefficients varied from

-1 to +1. The correlation between variables grows greater as the absolute value of the coefficient rises.

Table 3.4: Using the rule to interpret the size of the correlation coefficient

Correlation Strength	Interpretation
± 0.91 to ± 1.00	Very Strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Relationship is small yet strong.
0.00 to ± 0.20	Small, virtually insignificant

Source: Hair, Money, Samouel, (2007). Research methods for business. Chichester, West Sussex: John Wiley & Sons, Inc

3.7.3.2 Multiple Regression Analysis

Multiple Linear Regression (MLR) is a statistical approach that predicts the result of a response variable by combining multiple explanatory factors (How Multiple Linear Regression Works, 2021). MLR may also be used to explain linear connections between variables that are independent and dependent. Therefore, the dependent variable in this study may be determined using the three independent variables. The multiple linear regression equation has the following formula (Bevans, R., 2020):

$$y = \beta_0 + \beta_1 X_1 + \dots + \beta_n X_n + \varepsilon$$

Where,

y is the dependent variable

β_0 is the y-intercept (constant term)

X_1 is the regression's first independent variable

β_n is the slope coefficients of each explanatory variable

ε is in the model's error term

The goal of this study was to examine if many independent and dependent variables had a significant relationship. Therefore, it was able to establish if celebrity endorsements' attractiveness, trustworthiness, and expertise influence young adult's purchase intentions in this research.

3.8 Conclusion

Finally, a quantitative technique was applied in this study. The questionnaire was built on Google Form and delivered to respondents via the internet, with judgemental sampling techniques employed in the research. Additionally, as part of this study, 200 questionnaires will be sent to the target respondents.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

SPSS will be used in this study to assess and illustrate the link between the independent and dependent variables. This chapter covers the elements of descriptive analysis, reliability analysis, and multiple linear regression analysis.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

Gender, age, race, marital status, occupation, monthly salary, cosmetic spending, cosmetic brands, and preferred celebrity will all be included in this area.

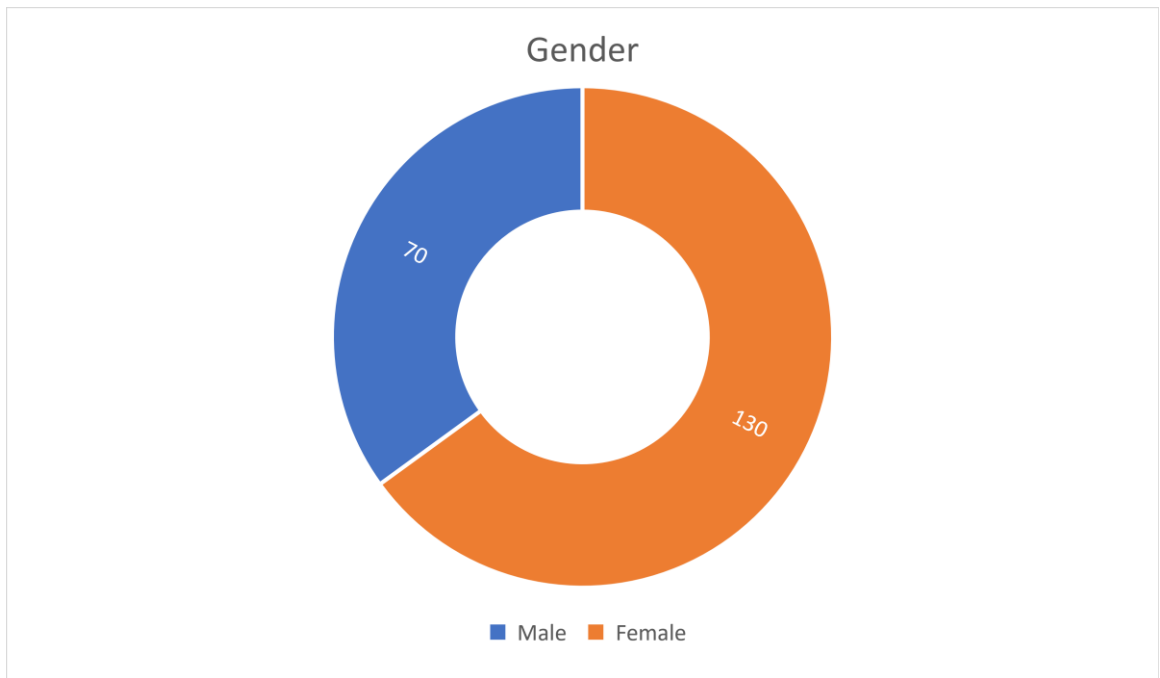
4.1.1.1 Gender

There were 200 people that took part in the questionnaire. There were 130 females among the 200 responders, accounting for 65 %, and 70 males, accounting for 35 %.

Table 4.1: Gender of the Respondents

Gender	Frequency	Percentage (%)
Male	70	35
Female	130	65
Total	200	100

Figure 4.1: The Respondents' Gender



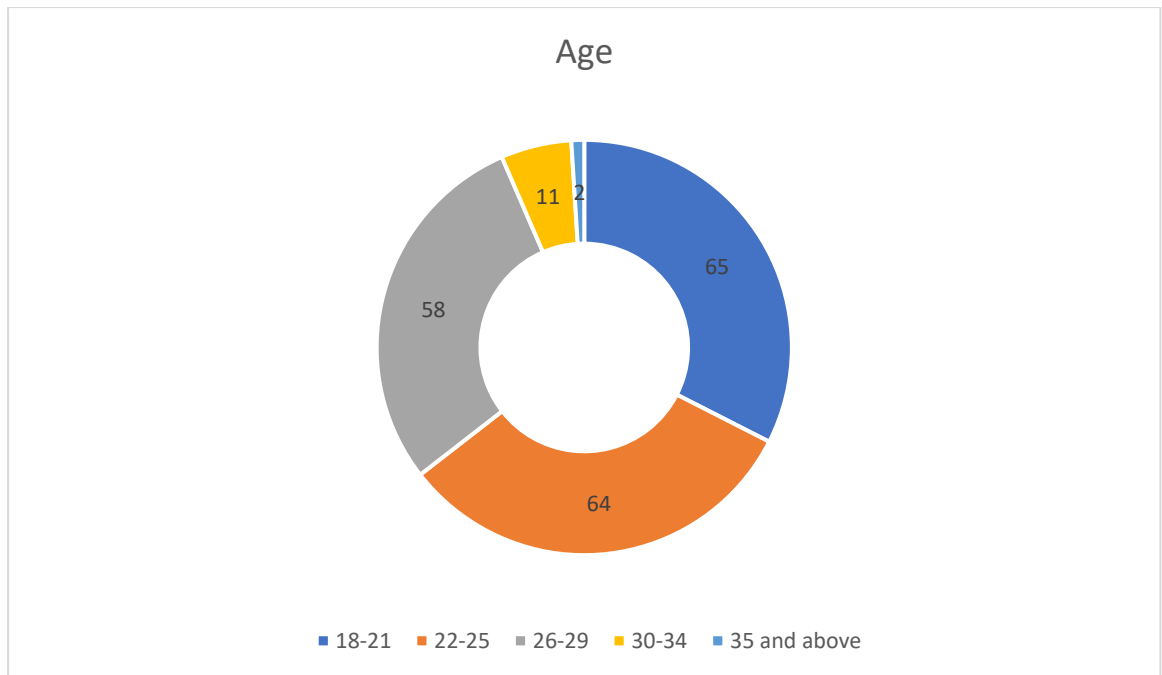
4.1.1.2 Age

According to Table 4.2 and Figure 4.2, the majority of the 65 (32.5%) respondents were between the ages of 18-21, with 64 (32%) respondents between the ages of 22-25, and 58 (29%) respondents between the ages of 26-29. The remaining 11(5.5%) people were between the ages of 30-34, with 2 (1%) people above the age of 35.

Table 4.2: The Respondents' Ages

Age	Frequency	Percentage (%)
18-21	65	32.5
22-25	64	32
26-29	58	29
30-34	11	5.5
35 and above	2	1
Total	200	100

Figure 4.2: The Respondents' Ages



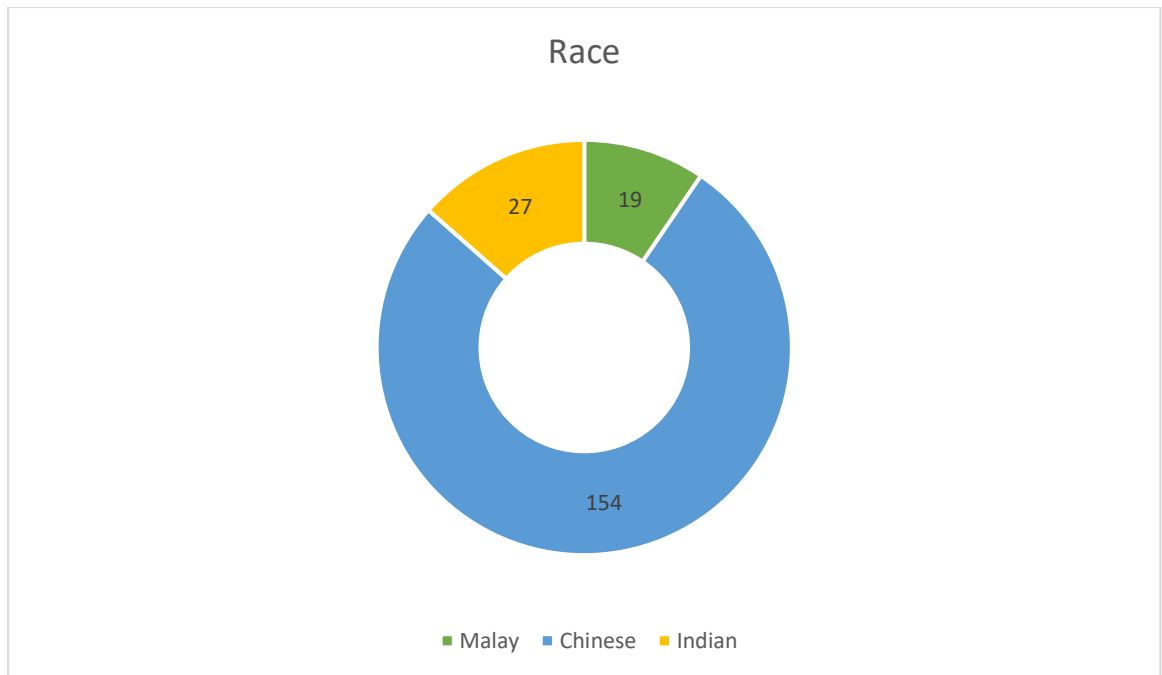
4.1.1.3 Race

The racial distribution of respondents to this study is depicted in Table 4.3 and Figure 4.3. 154 (77%) of respondents were Chinese; 27 (13.5%) were Indian and only 19 (9.5%) were Malay. Therefore, most of the respondents are Chinese.

Table 4.3: The Respondents' Race

Race	Frequency	Percentage (%)
Malay	19	9.5
Chinese	154	77
Indian	27	13.5
Total	200	100

Figure 4.3: The Respondents' Race



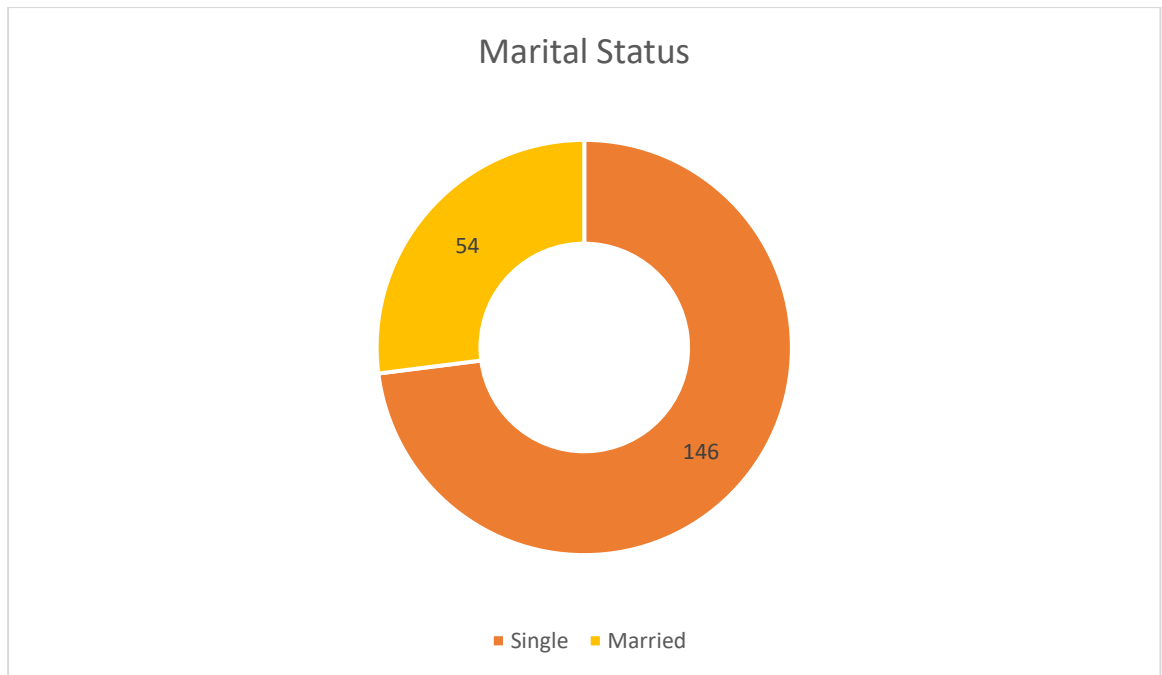
4.1.1.4 Marital Status

Most respondents in this study, 146 (73%) out of 200, were single, according to Table 4.4 and Figure 4.4. Additionally, it also showed that 54 (27%) of the respondents were married.

Table 4.4: Respondents Marital Status

Marital Status	Frequency	Percentage (%)
Single	146	73
Married	54	27
Total	200	100

Figure 4.4: Respondents Marital Status



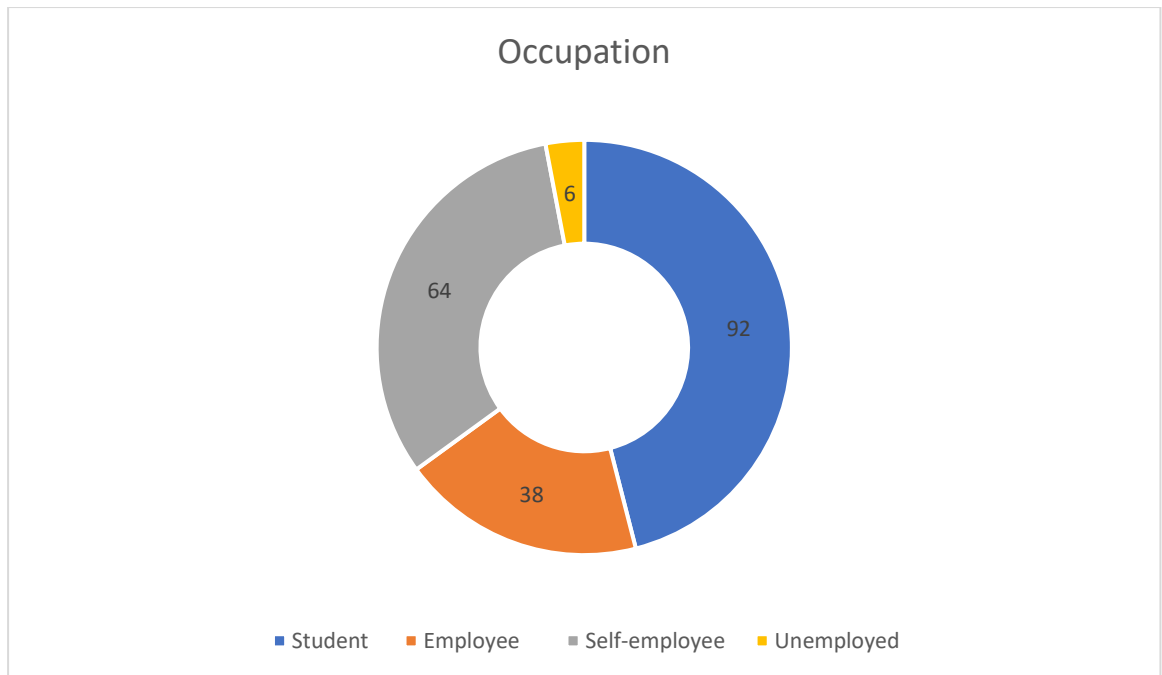
4.1.1.5 Occupation

According to Table 4.5 and Figure 4.5, 92 (46%) of the 200 respondents in this study were students. In addition, the survey showed that 64 (32%) respondents were self-employed, 38 (19%) respondents were employees, and only 6 (3%) respondents were unemployed.

Table 4.5: The Respondent's Occupation

Occupation	Frequency	Percentage (%)
Student	92	46
Employee	38	19
Self-employee	64	32
Unemployed	6	3
Total	200	100

Figure 4.5: The Respondent's Occupation



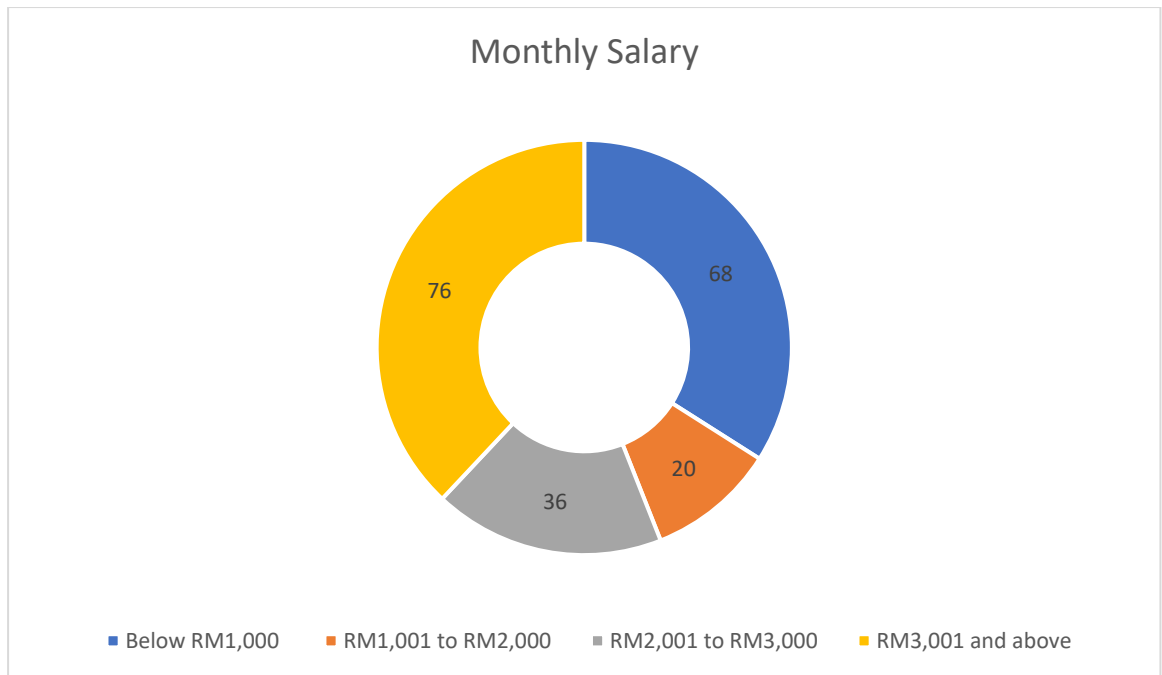
4.1.1.6 Monthly Salary

Table 4.6 and Figure 4.6 indicate the monthly salary of respondents. There were 76 (38%) respondents with salaries above RM3001. There were 68 (34%) respondents with income below RM1000. In addition, 36 (18%) respondents had salaries between RM2001-RM3000, while only 20 (10%) respondents had salaries between RM1001-2000.

Table 4.6: The Respondent's Monthly Salary

Monthly Salary	Frequency	Percentage (%)
Below RM1,000	68	34
RM1,001 – RM2,000	20	10
RM2,001 – RM3,000	36	18
RM3,001 and above	76	38
Total	200	100

Figure 4.6: The Respondent's Monthly Income



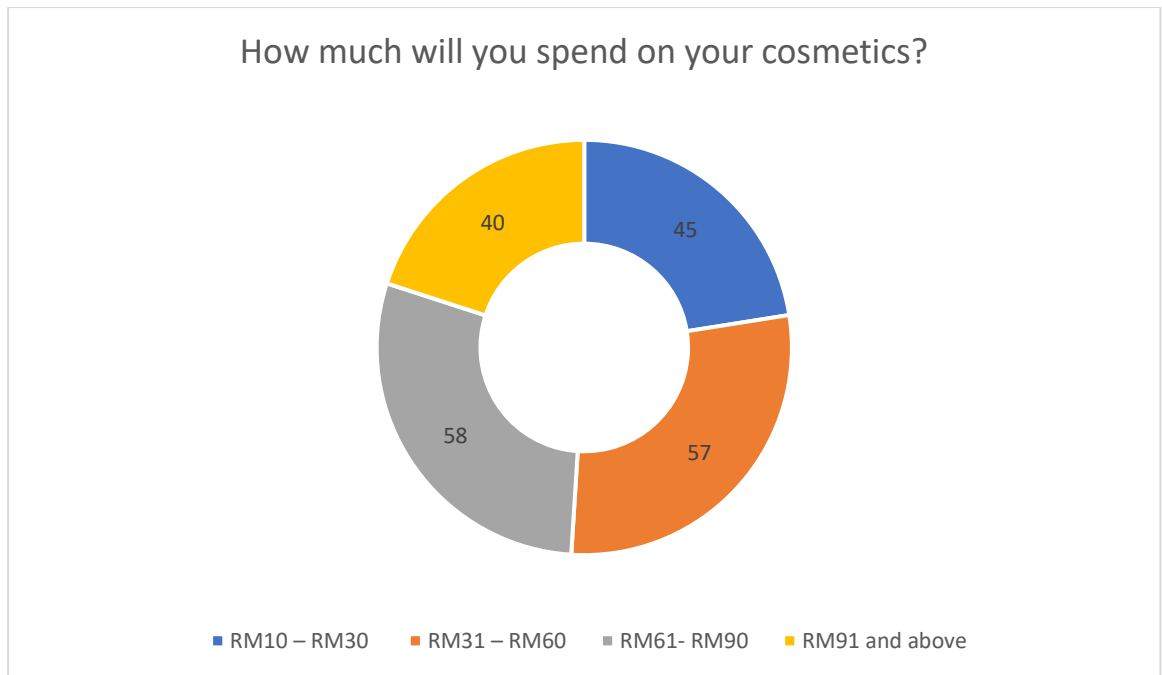
4.1.1.7 How much will you spend on your cosmetics?

Table 4.7 and Figure 4.7 show that 58 respondents spent RM61-RM90 on cosmetics. 57 respondents would spend RM31-RM60 on cosmetics, while 45 respondents would spend RM10-RM30 on cosmetics. However, only 40 respondents would spend more than RM91.

Table 4.7: How much will you spend on your cosmetics?

	Frequency	Percentage (%)
RM10 – RM30	45	22.5
RM31 – RM60	57	28.5
RM61- RM90	58	29
RM91 and above	40	20
Total	200	100

Figure 4.7: How much will you spend on your cosmetics?

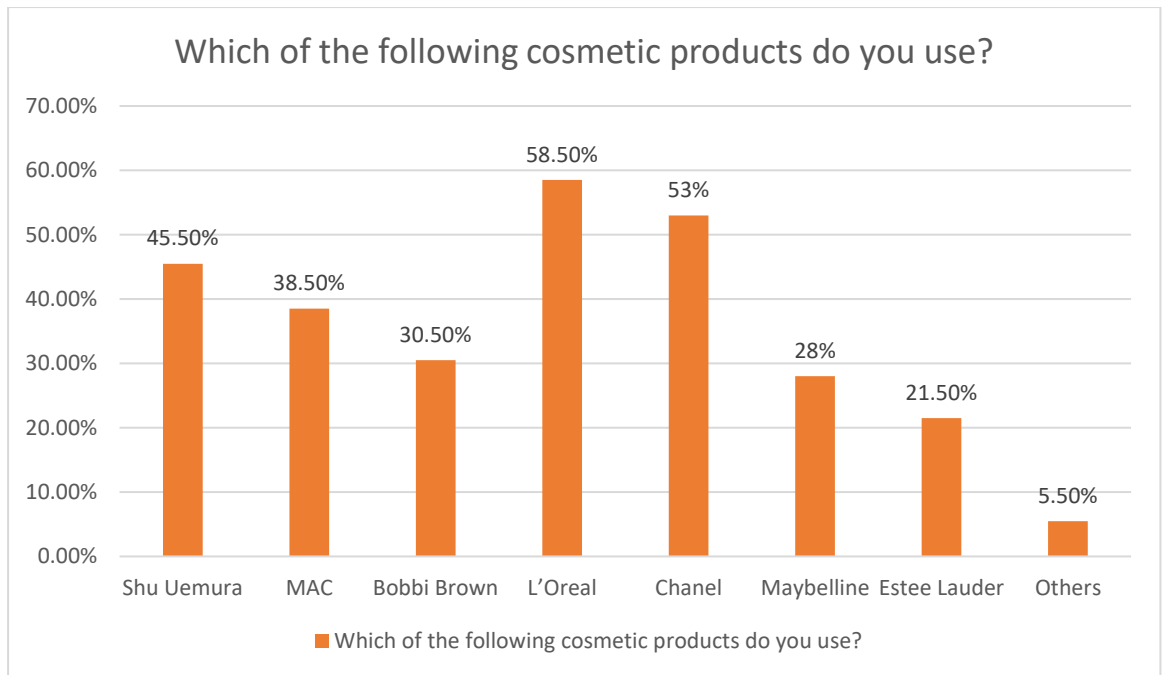


4.1.1.8 Which of the following cosmetic products do you use?

Figure 4.8 illustrates the cosmetic brands that respondents used. L’Oréal was chosen by the majority of responders (58.5%). Chanel is the second most popular, with 53% of the market. Furthermore, Shu Uemura received 45.5 %, MAC received 38.5 %, Bobbi Brown received 30.5 %, Maybelline received 28%, and Estee Lauder received 21.5 %. However, some responders filled in cosmetics from other brands such as Shiseido, YSL, MEIFUBAO, and others.

L’Oreal Paris is the most popular beauty brand in the world, according to Malay Mail (2021), followed by Chanel and Estee Lauder cosmetics. As a result, I chose them on the questionnaire.

Figure 4.8: Which of the following cosmetic products do you use?

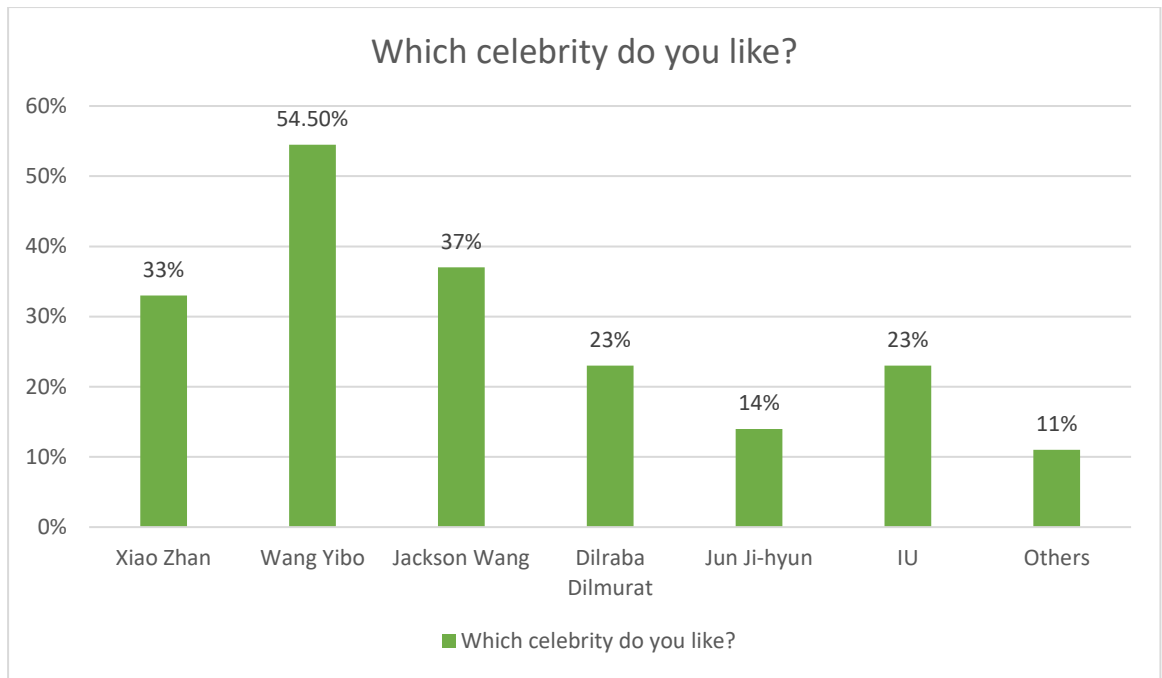


4.1.1.9 Which celebrity do you like?

The celebrities preferred by respondents are shown in Table 4.9 and Figure 4.9. Wang Yibo is the most popular celebrity, with 54.5% of votes. Jackson Wang is the second highest celebrity, with 37% of the vote. In addition, Xiao Zhan had a 33 % and Jun Ji-hyun had a 28 %. However, the proportion of respondents who also chose Dilraba Dilmurat and IU celebrity was 23%. Besides that, some respondents also filled in other celebrities, such as Ju Jingyi, Taylor Swift, EXO, and so on.

Besides, in the questionnaire, I selected these celebrities based on the voting results of Weibo Night and the celebrities in the 2021 Star Business Value List. Wang Yibo ranked first, Xiao Zhan ranked second, their popularity is very high compared to others. In addition, Dilreba Dilmurat, she is known as the "first female top-notch," and she is higher than other female celebrities in terms of overall celebrity business value. Therefore, I chose those celebrities in my questionnaire. (As shown in Appendix 6)

Figure 4.9: Which celebrity do you like?



4.1.2 Central Tendencies Measurement of Construct

4.1.2.1 Attractiveness

This research presents the mean and standard deviation of celebrity attractiveness in Table 4.10. "I purchased cosmetics, because the celebrities appear to be handsome/beautiful." has the highest mean score of 4.01. Celebrity attractiveness has a positive influence on young adult's purchase intention of cosmetic products. However, the lowest mean score in terms of attractiveness was "I bought cosmetics, because celebrities recognized it and provided a unique feel." which is 3.85.

Moreover, the highest standard deviation for celebrity attractiveness was "I purchase cosmetics, because the celebrity is appealing." with a value of 1.062. For celebrity attractiveness, the lowest standard deviation is "I purchased cosmetics, because the celebrities appear to be handsome/beautiful." with a value of 0.995.

Table 4.10: Attractiveness

Attractiveness	Mean	Ranking	Standard Deviation	Ranking

1. I purchase cosmetics, because the celebrity is appealing.	3.89	3	1.062	1
2. I bought cosmetics, because celebrities recognized it and provided a unique feel.	3.85	4	1.028	3
3. I purchase cosmetics, because the celebrity endorsing it is attractive.	3.91	2	1.035	2
4. I purchased cosmetics, because the celebrities appear to be handsome/beautiful.	4.01	1	0.995	4

Source: Developed for Research Purposes

4.1.2.2 Trustworthiness

Based on Table 4.11, this study describes the mean and standard deviation of celebrity trustworthiness. "I think a trustworthy spokesperson will prompt me to remember the cosmetics he/she endorses." has the highest mean score of 4.11. Celebrity trustworthiness has a positive influence on young adult's purchase intention of cosmetic products. However, in terms of trustworthiness, the lowest mean score was "I purchase cosmetics, because the celebrity's message is trustworthy." which is 4.01.

Additionally, the highest standard deviation for celebrity trustworthiness was "I purchase cosmetics, because the celebrity is truthful about the information, he/she is delivering." with a value of 0.971. For celebrity trustworthiness, the lowest standard deviation is "I purchased cosmetics, because I have belief in the celebrity's endorsement." with a value of 0.920.

Table 4.11: Trustworthiness

Trustworthiness	Mean	Ranking	Standard Deviation	Ranking

1. I purchase cosmetics, because the celebrity is truthful about the information, he/she is delivering.	4.04	3	0.971	1
2. I purchase cosmetics, because the celebrity's message is trustworthy.	4.01	4	0.927	3
3. I purchased cosmetics, because I have belief in the celebrity's endorsement.	4.09	2	0.920	4
4. I think a trustworthy spokesperson will prompt me to remember the cosmetics he/she endorses.	4.11	1	0.934	2

Source: Developed for Research Purposes

4.1.2.3 Expertise

Based on Table 4.12, this study describes the mean and standard deviation of celebrity expertise. "I purchase cosmetics, because the celebrity has sufficient experience to recommend it." and "I buy cosmetics, because the celebrity knows a lot about the product, he/she is endorsing." has the highest mean score of 4.04. It can be seen that celebrity expertise has a positive impact on young adult's purchase intention of cosmetic products. However, in terms of expertise, the lowest mean score was "I purchase cosmetics, because the celebrity has sufficient knowledge of the product, he/she is endorsing." which is 3.99.

For celebrity expertise, the highest standard deviation is "I buy cosmetics, because the celebrity knows a lot about the product, he/she is endorsing." 0.984 is the value. "I purchase cosmetics, because the celebrity has sufficient qualifications to endorse it." with a score of 0.897, has the lowest standard deviation for celebrity expertise.

Table 4.12: Expertise

Expertise	Mean	Ranking	Standard Deviation	Ranking
1. I purchase cosmetics, because the celebrity has sufficient knowledge of the product, he/she is endorsing.	3.99	4	0.948	2
2. I purchase cosmetics, because the celebrity has sufficient experience to recommend it.	4.04	1	0.934	3
3. I buy cosmetics, because the celebrity knows a lot about the product, he/she is endorsing.	4.04	1	0.984	1
4. I purchase cosmetics, because the celebrity has sufficient qualifications to endorse it.	4.01	3	0.897	4

Source: Developed for Research Purposes

4.1.2.4 Purchase Intention

Based on Table 4.13, this study describes the mean and standard deviation of young adult's purchase intention. " If my favourite celebrity endorses a certain cosmetic, I'll buy it." has the highest mean score of 3.96. However, in terms of young adult's purchase intention, the lowest mean score was " I'll move from my current product to a new one endorsed by a celebrity I admire." which is 3.77.

Furthermore, the highest standard deviation for young adult's purchase intention was " I only buy cosmetic that are endorsed by celebrities I admire." 1.220 is the value. " If my favourite celebrity endorses a certain cosmetic, I'll buy it." with a score of 0.992, has the lowest standard deviation for a young adult's purchase intention.

Table 4.13: Purchase Intention

Purchase Intention	Mean	Ranking	Standard Deviation	Ranking
---------------------------	-------------	----------------	---------------------------	----------------

1. I only buy cosmetic that are endorsed by celebrities I admire.	3.82	3	1.220	1
2. I'll move from my current product to a new one endorsed by a celebrity I admire.	3.77	4	1.124	2
3. I purchase this cosmetic solely because a celebrity endorses.	3.83	2	1.080	3
4. If my favourite celebrity endorses a certain cosmetic, I'll buy it.	3.96	1	0.992	4

Source: Developed for the Purpose of Research

4.2 Scale Measurement

For the purpose of reliability analysis, this study collected comments from 200 respondents.

4.2.1 Reliability Analysis

Reliability analysis may be used in the study to examine data mistakes and bias. In reliability testing, Cronbach's Alpha is used to assess the validity of each variable.

The Cronbach's alpha coefficient for celebrity trustworthiness is the lowest in this study is 0.908, followed by expertise, which has a Cronbach's alpha coefficient of 0.911. With a Cronbach alpha coefficient of 0.914, attractiveness is the independent variable with the highest Cronbach alpha coefficient. As a result, these three factors might be regarded as good reliability. Furthermore, the Cronbach alpha coefficient for the study's dependent variable, purchase intention, is 0.891, suggesting a high level of dependability.

Table 4.14: This Study's Reliability Statistics

Reliability Statistics			
	Variables	Cronbach's Alpha	No. of Items
Independent Variables	Attractiveness	0.914	4
	Trustworthiness	0.908	4
	Expertise	0.911	4
Dependent Variable	Purchase Intention	0.891	4

Source: Developed for Research Purposes

4.3 Inferential Analysis

4.3.1 Pearson Coefficient Correlation

According to Table 4.15, due to the correlation coefficient is positive, celebrity attractiveness is positively related with young adult purchasing intention, which is 0.818. As a consequence, when celebrity attractiveness is high, young adult's purchase intention rises as well. The Pearson correlation of 0.818 falls somewhere between ± 0.71 and ± 0.90 . As a result, the association between celebrity attractiveness and young adult purchasing intent is still regarded as acceptable and good. Moreover, the p-value was smaller than the 0.05 alpha value, demonstrating that celebrity attractiveness was strongly related to the young adult's purchase intention.

Furthermore, due to the positive correlation coefficient, celebrity trustworthiness is positively connected with young adult's purchase intention, at 0.692. Therefore, when celebrity trustworthiness is high, young adult's purchase intention increases as well. The correlation coefficient of 0.692 is between ± 0.41 and ± 0.70 . As a result, there is still a moderate relationship between celebrity trustworthiness and the purchasing intentions of young adults. The p-value was smaller than the 0.05 alpha value, demonstrating that celebrity trustworthiness was substantially linked to the purchase intentions of young adults.

Finally, celebrity expertise is significantly connected to young adult purchase intentions, with a positive correlation value of 0.747. Thus, when a

celebrity appears extremely professional, a young adult's purchase intention rises as well. The correlation coefficient of 0.747 is somewhere between ± 0.71 and ± 0.90 . As a result, the link between celebrity expertise and purchase intent among young adults remains strong and acceptable. The p-value was smaller than the 0.05 alpha value, demonstrating that celebrity expertise was strongly related with the young adult's purchase intention.

Table 4.15: Correlations

		Attractiveness	Trustworthiness	Expertise	Purchase Intention
Attractiveness	Pearson	1			.818**
	Correlation				.001
	Sig. (2-tailed)	200			200
	N				
Trustworthiness	Pearson		1		.692**
	Correlation				.001
	Sig. (2-tailed)		200		200
	N				
Expertise	Pearson			1	.747**
	Correlation				.001
	Sig. (2-tailed)			200	200
	N				
Purchase Intention	Pearson	.818**	.692**	.747**	1
	Correlation	.001	.001	.001	
	Sig. (2-tailed)	200	200	200	200
	N				

At the 0.01 ** level, the correlation is significant (2-tailed).

Source: Developed for Research Purposes

4.3.2 Multiple Regression Analysis

The R value between the dependent and independent variables in Table 4.16 is 0.858. As a result, purchase intention and independent variables have positive and moderate relationships. This research's R-squared value was 0.737. It also reveals that celebrity attractiveness, trustworthiness, and expertise may predict 73.7% of young adult's purchase intentions. However, in this research, 26.3% (100 percent -73.7 percent) of the purchase intent remained unsolved. Therefore, other factors that may be used to determine purchasing intent that were not included in this study.

Table 4.16: Summary of the Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.858 ^a	0.737	0.733	0.49700
a. Predictors: (Constant), Attractiveness, Trustworthiness, Expertise				

Source: Developed for Research Purposes

As seen in Table 4.17, a p-value of 0.001 is smaller than an alpha value of 0.05. Thus, the F statistic is important. As a result, the model used in this research can be stated to be an essential indication for determining the link between purchase intention and independent variables.

Table 4.17: Anova

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	135.391	3	45.130	182.707	0.001 ^b
	Residual	48.414	196	0.247		
	Total	183.805	199			
a. Dependent Variable: Purchase Intention						
a. Predictors: (Constant), Attractiveness, Trustworthiness, Expertise						

Source: Developed for Research Purposes

As stated in Table 4.18, this study's equation is based on a multiple regression model. Purchase Intention = -0.172 + 0.595 (Attractiveness) + 0.028 (Trustworthiness) + 0.392 (Expertise)

Hypothesis 1

H0: Celebrity attractiveness has no relationship with young adult's purchase intention of cosmetics.

H1: Celebrity attractiveness is a positive relationship with a young adult's purchase intention of cosmetics.

If $p < 0.05$, reject H0.

According to Table 4.18, celebrity attractiveness is significant in predicting purchase intentions of young adults. The p-value for attractiveness is 0.001, which is less than the alpha value of 0.05. Therefore, H1 is suggested, but H0 is rejected.

Hypothesis 2

H0: Celebrity trustworthiness has no relationship with young adult's purchase intention of cosmetics.

H2: Celebrity trustworthiness is a positive relationship with a young adult's purchase intention of cosmetics.

If $p > 0.05$, reject H2.

According to Table 4.18, celebrity trustworthiness is not significant in predicting purchase intentions of young adults. Trustworthiness has a p-value of 0.705, which is greater than the alpha value of 0.05. Therefore, H0 is recommended, whereas H2 is rejected.

The reason for this may be that some celebrities continue to endorse multiple brands, so they often appear in the media, so it shows that with the increase in the number of brand endorsements, celebrities lose their value (Jamil, et al., 2014). This shows that there are too many celebrity-endorsed cosmetic brands, and customers are unsure which to select. For example, in 2021, COGI officially announced Fan Chengcheng as its sunscreen spokesperson, but at the same time Fan Chengcheng also served as PROYA's global makeup spokesperson. Not only that, the celebrity themselves may not use the products they endorse but prefer to use other cosmetics

brands. For example, Helena Bonham Carter was chosen as the new face of Yardley Cosmetics, which came as a surprise. Yardley is a high-end business that has long supplied the royal family with perfume and cosmetics, so the role of Bonham Carter seemed out of place. It also surprised the public. She also mentioned that she did not know why Yardley Cosmetics chose her as a spokesperson because she rarely used makeup (Jurberg, A., 2021).

Hypothesis 3

H0: Celebrity expertise has no relationship with young adult's purchase intention of cosmetics.

H3: Celebrity expertise is a positive relationship with a young adult's purchase intention of cosmetics.

If $p < 0.05$, reject H0.

According to Table 4.18, celebrity expertise is significant in predicting purchase intentions of young adults. The p-value for expertise is 0.001, which is less than the alpha value of 0.05. Therefore, H3 is recommended, whereas H0 is rejected.

Table 4.18: Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-0.172	0.186		-0.927	0.355
	Attractiveness	0.595	0.056	0.569	10.657	0.001
	Trustworthiness	0.028	0.075	0.025	0.380	0.705
	Expertise	0.392	0.073	0.341	5.388	0.001

Source: Developed for Research Purposes

4.4 Conclusion

This chapter discusses how the respondents' demographic data was used to create a descriptive analysis. In addition, SPSS software was used to analyse the association between independent and dependent variables in this study.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

Based on the statistical analysis of the data above, the key findings of the study project will be reported in this chapter. Moreover, this chapter discusses the research's key findings and implications. Additionally, in terms of providing a foundation for future research, this chapter will provide some of the recommendations and limitations.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

5.1.1.1 Demographic Profile of Respondents

A total of 200 respondents responded to the demographic part of the surveys. Female respondents accounted for 65 % of all respondents, followed by male respondents who accounted for 35%. The respondents aged 18-21 made up most of the data, accounting for 32.5%. The Chinese made up most of the respondents. When it comes to marital status, most respondents (73%) are single, and only 27% are married. Furthermore, when it came to occupations, most of the respondents were students, accounting for 46% of the data, followed by the self-employed, who accounted for 32% of the data. The statistics also revealed that when it came to monthly income, many respondents had a monthly salary of RM3,001 and above, accounting for 38%, while only 10% of the respondents earned between RM1,001 and RM2,000.

Furthermore, according to the research, most customers will spend between RM61 and RM90 on cosmetics, accounting for 29% of the data. Furthermore, when it comes to cosmetic brands, the majority of consumers choose L'Oréal (58.5%), Chanel (53%), and Shu Uemura (45.5%). For celebrities, almost most of the respondents chose Wang Yibo, accounting for 54.5% of the data. This is because most respondents knew the celebrity through the TV series (The Untamed).

Followed by Jackson Wang, accounting for 37% of the data, some respondents will also fill in their favourite celebrity, such as Ju Jingyi, Taylor Swift, EXO, and others.

5.1.2 Scale Measurement

5.1.2.1 Summary of Reliability Test

In this study, the independent variable of celebrity trustworthiness had the lowest Cronbach's alpha value, at 0.908, followed by expertise, which had a Cronbach's alpha coefficient of 0.911. Among the independent variables, attractiveness has the highest Cronbach alpha coefficient of 0.914. Therefore, these three criteria might be considered good. Furthermore, the Cronbach's alpha coefficient for the dependent variable purchase intention in this study is 0.891, indicating a high level of reliability.

5.1.3 Summary of Inferential Analysis

5.1.3.1 Pearson Correlation Coefficient

Purchase intention is positively correlated with all independent variables, according to Pearson's correlation coefficient values. Celebrity attractiveness and expertise are both significantly correlated with young adult's purchase intention, with correlation coefficients of 0.818 and 0.747, respectively. However, celebrity trustworthiness was significantly connected with young adult purchasing intention, with a positive correlation value of 0.692.

5.1.3.2 Summary of Multiple Regression Test

According to the findings, the R-value between the dependent and independent variables is 0.858. Thus, it seems that purchase intention and the independent variable have a positive and moderate association. However, in this research, the R-squared value is also 0.737.

5.2 Discussion of Major Findings

5.2.1 Attractiveness

H1: Celebrity attractiveness is a positive relationship with a young adult's purchase intention of cosmetics.

According to the findings of this study, celebrity attractiveness has a positive impact on young adults' cosmetics purchasing intentions. These results match the research by Khalid et al. (2019), who said that celebrity attractiveness is important because consumers are affected by the recommended celebrity's look and style, which influences their purchase intention. Therefore, celebrity attractiveness is more frequently displayed in purchase intentions. This research supports the findings of Faizal et al. (2019), which found that having a good educational background, a good reputation free of scandals, and participating in charity might improve consumer's willingness to purchase from celebrities. Furthermore, according to the research of Jamil et al. (2014), the appearance of celebrity spokespersons is highly valued and accepted by society. This is because it is the focus of attention in both print and social media.

5.2.2 Trustworthiness

H0: Celebrity trustworthiness has no relationship with young adult's purchase intention of cosmetics.

According to the findings of this research, celebrity trustworthiness was found that there is no relationship on young adult's purchase intention of cosmetics. Furthermore, according to Samad et al. (2019), credibility relates to the spokesperson's fairness, honesty, and trustworthiness. This is because celebrity endorsement advertising is a common source of product information for buyers. These results match the research by Onu et al. (2019), they show that celebrities who have something in common with a company can gain trust, but in some cases, celebrities who advertise for brands do not really take advantage of the product they

represent, leading to a credibility gap. Therefore, it can be explained that the lack of trustworthiness of celebrities is because they do not use the branded products they advertise, thus affecting the purchase intention of young adults. Additionally, celebrity overexposure is another factor. This means that when a celebrity's popularity is at its peak, he/she will be endorsed by more than a dozen cosmetic companies at the same time. Therefore, when a celebrity works with many companies, the celebrity's credibility can be damaged, because people may think that the celebrity has too many products endorsed and do not know which is better, leading them to think that the celebrity lacks credibility. As a conclusion, in this research, trustworthiness had no impact on purchase intention.

5.2.3 Expertise

H3: Celebrity expertise is a positive relationship with a young adult's purchase intention of cosmetics.

According to the findings of this study, celebrity expertise has a positive impact on young adults' cosmetics purchasing intentions. These results match the research by Calvo-Porrà et al. (2021), a celebrity's expertise is connected to their perceived knowledge, understanding, and associated abilities. This suggests that people are more willing to buy if a celebrity's expertise stems from his or her personal experience. Yet, celebrity endorsements with expertise are more persuasive than celebrity endorsements without knowledge. According to Subbiah, et al. (2019), they found that celebrity experience and skills were related to customers' attitudes and behaviours. This is because some celebrities use social media to offer their beauty secrets, regimen, hobbies, opinions, and advice.

5.3 Implication of Study

5.3.1 Theoretical Implication

The outcomes of this study either support or refute a hypothesis in terms of theoretical implications. The results of this research can be verified if they are compatible with the theory on which it is based, but if they are not, they are likely to be rejected. Based on the findings of this research, future researchers may be able to investigate factors associated with celebrity endorsements and young adult's purchase intentions. In this study, two independent variables (attractiveness and expertise) had a positive effect on young people's purchase intention. Beyond that, more research should continue when relevant factors exist. Celebrity endorsement is one of the marketing strategies of most companies in recent years. Not only that, today, it can be said that most young people have the habit of chasing stars and will buy items endorsed by stars, including cosmetics. Therefore, research on celebrity endorsement will help to increase and promote the purchase intention of young adults.

5.3.2 Practical Implication

According to the findings of this research, this research might be beneficial to all parties. A cosmetics company will be the first party. The findings of this research may help cosmetic companies better grasp the benefits and drawbacks of celebrity endorsements. According to research, young adult's purchase intentions are influenced by some elements such as celebrity attractiveness, trustworthiness, and expertise. As a result, cosmetic companies may place a greater emphasis on these critical areas to enhance their current marketing tactics. For example, cosmetics companies might recruit well-known celebrities to advocate their products or choose celebrities with extensive expertise in the cosmetics industry to endorse their products. Furthermore, in the future, cosmetic companies will have a better understanding of which celebrities to recruit to advocate their products, and they will be able to leverage them to attract more customers. Consumers benefit

from celebrity endorsements because they increase consumer awareness, draw attention to celebrity endorsement ads, and increase cosmetic sales.

Researchers in the future can utilise the factors from this study as a starting point for their own research. Variables like attractiveness and expertise, according to the findings of this research, are quite essential. On the other hand, the trustworthiness variable was not associated with young adult's purchase intentions. When performing future research, future researchers might eliminate unnecessary variables or explore using other elements. Future researchers will be able to conduct research on this topic as consumer purchase intentions and celebrity reputations continue to change. Therefore, this study may be helpful for future researchers to conduct future investigations.

5.4 Limitation of the Study

5.4.1 Situation is out of control

The study could not control for people's answers to the questionnaire. Respondents were given the freedom to answer or fill out the questionnaire. They may just select responses without reading all the questions in the questionnaire. As a result, incorrect information may be provided, thus affecting the research approach. Furthermore, several of the items in the questionnaire may be considered sensitive by responders. This may make it inconvenient for respondents to answer this question. It's also possible that they won't continue to answer based on their own opinion, which might have an impact on the study's findings.

5.4.2 Quantitative study provides limited results

This research uses a quantitative approach, namely an online questionnaire survey. This is because surveys can be gathered more easily and in less time. The questionnaire consists of multiple-choice questions, which allows respondents to quickly select their answers. Additionally, the respondents could only choose the answers from "strongly disagree" to "strongly agree." The respondents were unable

to make comments and ideas since this questionnaire did not use a qualitative technique. Therefore, the study's findings will be restricted.

5.5 Recommendations for Future Research

5.5.1 Expand sample size

In future studies, the sample size should be expanded so that future researchers can obtain more precise results. Therefore, future researchers can collect data from different countries, not just Malaysia.

5.5.2 Perform both quantitative and qualitative research

Researchers can use quantitative methods, qualitative methods, or interview methods to solve the problem of limited quantitative research results. The researcher and the interviewee have a direct interaction in the interview method. As a result, respondents can express their thoughts and comments on celebrity endorsements. Respondents may share their thoughts during the interview, and researchers can acquire the information faster. Therefore, this can give researchers a more solid picture of how people react to celebrity endorsements.

5.6 Conclusion

In this chapter, the research summarises descriptive and inferential analyses. The study also explains the findings of the link between the dependent and independent variables. The findings revealed a link between a celebrity's attractiveness, trustworthiness, and expertise and young adult's purchase intention. In addition, this study discusses limitations and recommendations for further research. Furthermore, I hope that the recommendations made in this study will assist future researchers in conducting more extensive studies before examining the impact of celebrity endorsement on a young adult's purchase intention.

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APPENDIX A: SURVEY QUESTIONNAIRE



UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)
FINAL YEAR PROJECT

Research project title: The impact of celebrity endorsement on young adult's purchase intention of cosmetic products

Dear respondents,

I am Tam Kah Yean, a final-year undergraduate student at Universiti Tunku Abdul Rahman (UTAR) studying Bachelor of International Business (Hons). I am currently conducting on my final year research project. The purpose of this questionnaire is to investigate the impact of celebrity endorsement on young adult's purchase intention of cosmetic products.

This questionnaire will take you around 5 minutes to complete and return. This questionnaire is divided into three sections, and you must complete all of them. I would appreciate it if you could take a few moments to complete this questionnaire. Your replies will be kept private and **CONFIDENTIAL** at all times. All replies will be kept anonymous, and all data will be kept private and used purely for the sake of my final year study.

Please email me at kahyeen1009@lutar.my if you have any questions. Thank you for taking the time to fill out this questionnaire.

Best regards,
Tam Kah Yean

Section A: Demographic Information

To each of the following questions, TICK ONE ANSWER.

1. Gender:

- ☐ Male
- ☐ Female

2. Age:

- ☐ 18-21 years old
- ☐ 22-25 years old
- ☐ 26-29 years old
- ☐ 30-34 years old
- ☐ 35 and above

3. Race:

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Other: _____

4. Marital status:

- ☐ Single
- ☐ Married

5. Occupation:

- ☐ Student
- ☐ Employee
- ☐ Self – employee
- ☐ Unemployed
- ☐ Other: _____

6. Monthly Salary:

- ☐ Below RM1,000
- ☐ RM1,001 – RM2,000
- ☐ RM2,001 – RM3,000
- ☐ RM3,001 and above

7. How much will you spend on your cosmetics?

- ☐ RM10 – RM30
- ☐ RM31 – RM60
- ☐ RM61 – RM90
- ☐ RM91 and above

8. Which of the following cosmetic products do you use? (*Can be **SELECT** more than one answer*)

- ☐ Shu Uemura
- ☐ MAC
- ☐ Bobbi Brown
- ☐ L'Oreal
- ☐ Chanel
- ☐ Maybelline
- ☐ Estee Lauder
- ☐ Other: _____

9. Which celebrity do you like? (*Can be **SELECT** more than one answer*)

- ☐ Xiao Zhan
- ☐ Wang Yibo
- ☐ Jackson Wang
- ☐ Dilraba Dilmurat
- ☐ Jun Ji-hyun
- ☐ Lee Ji-eun
- ☐ Other: _____

Section B: Independent Variables

Instruction: This section is divided into 3 subsections. This section is seeking your opinion regarding to the attractiveness, trustworthiness and expertise. Respondents are asked to indicate the extent to how strongly you agree or disagree with each of the statement. To each of the following questions, TICK ONE ANSWER.

Strongly Disagree (SD) = 1, Disagree (D) = 2, Neutral (N) = 3, Agree (A) = 4, Strongly Agree (SA) = 5

Attractiveness

Statements	1	2	3	4	5
1. I purchase cosmetics, because the celebrity is appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I bought cosmetics, because celebrities recognized it and provided a unique feel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I purchase cosmetics, because the celebrity endorsing it is attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I purchased cosmetics, because the celebrities appear to be handsome/beautiful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Trustworthiness

Statements	1	2	3	4	5
1. I purchase cosmetics, because the celebrity is truthful about the information, he/she is delivering.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I purchase cosmetics, because the celebrity's message is trustworthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I purchased cosmetics, because I have belief in the celebrity's endorsement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I think a trustworthy spokesperson will prompt me to remember the cosmetics he/she endorses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Expertise

Statements	1	2	3	4	5
1. I purchase cosmetics, because the celebrity has sufficient knowledge of the product, he/she is endorsing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I purchase cosmetics, because the celebrity has sufficient experience to recommend it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I buy cosmetics, because the celebrity knows a lot about the product, he/she is endorsing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I purchase cosmetics, because the celebrity has sufficient qualifications to endorse it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section C: Dependent Variables

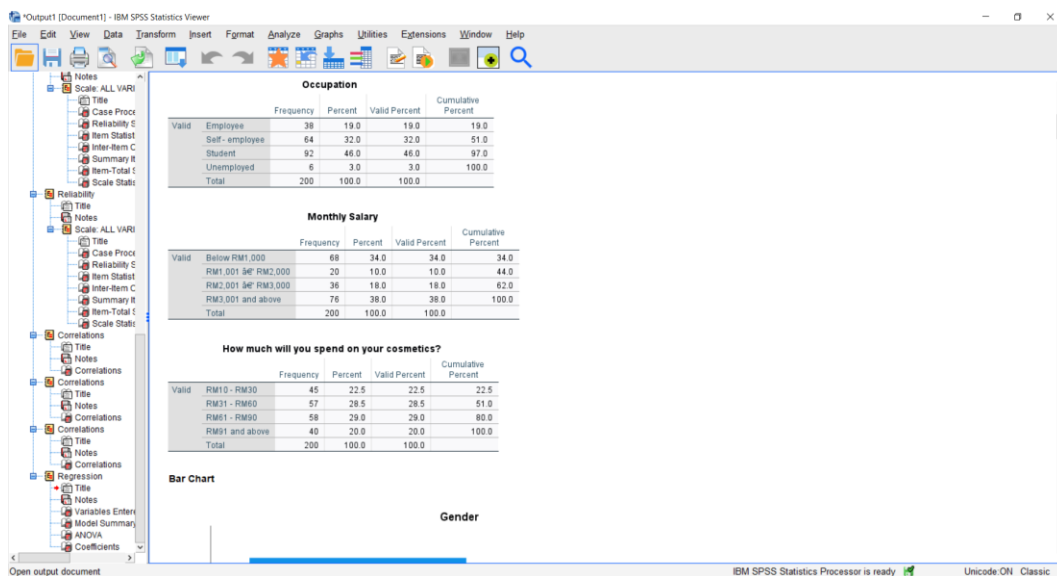
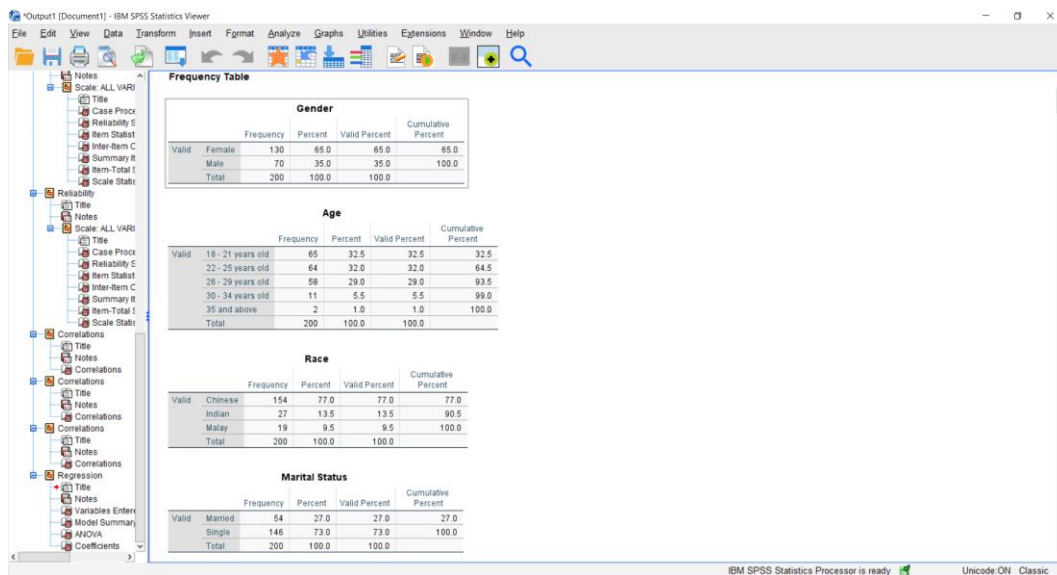
Instruction: This section is seeking your opinion regarding to the purchase intention of cosmetic. Respondents are asked to indicate the extent to how strongly you agree or disagree with each of the statement. To each of the following questions, TICK ONE ANSWER.

Strongly Disagree (SD) = 1, Disagree (D) = 2, Neutral (N) = 3, Agree (A) = 4, Strongly Agree (SA) = 5

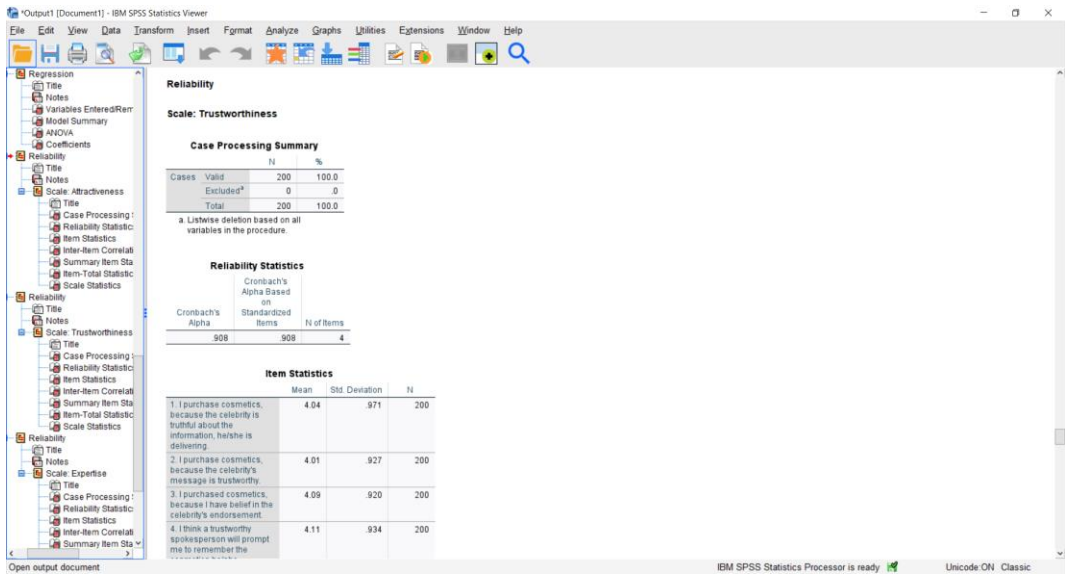
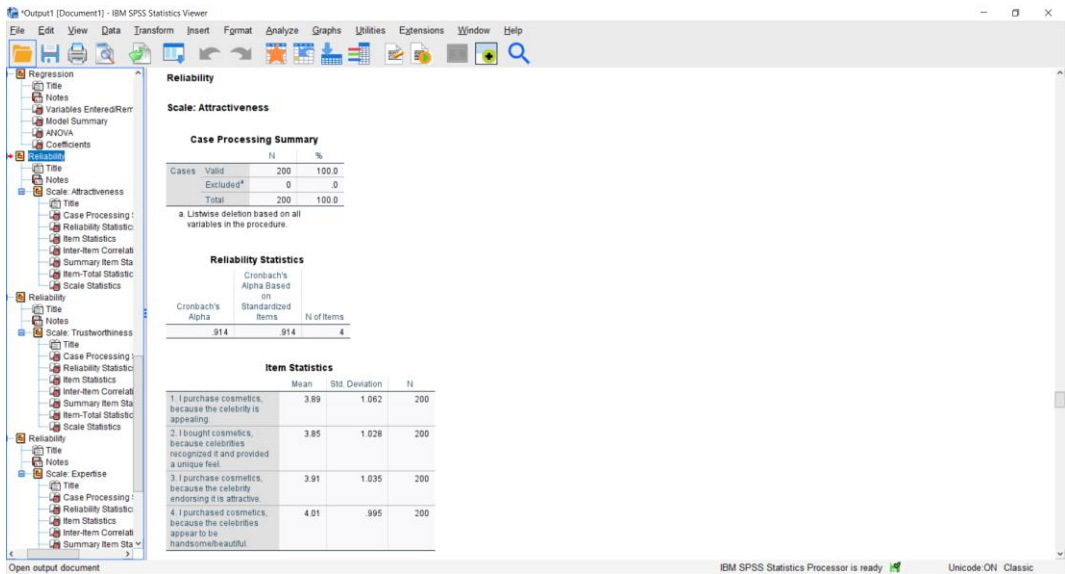
Purchase Intention

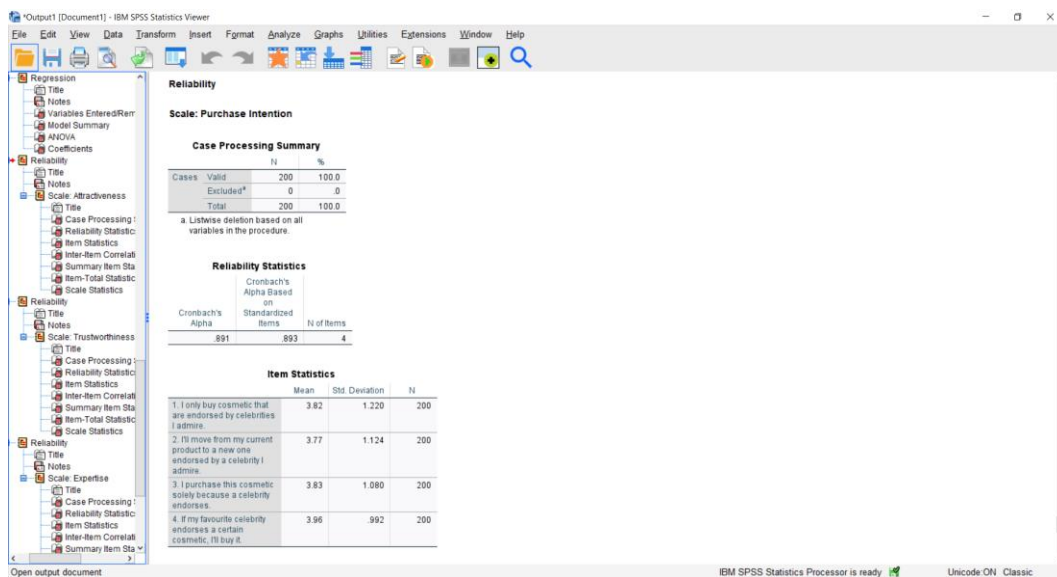
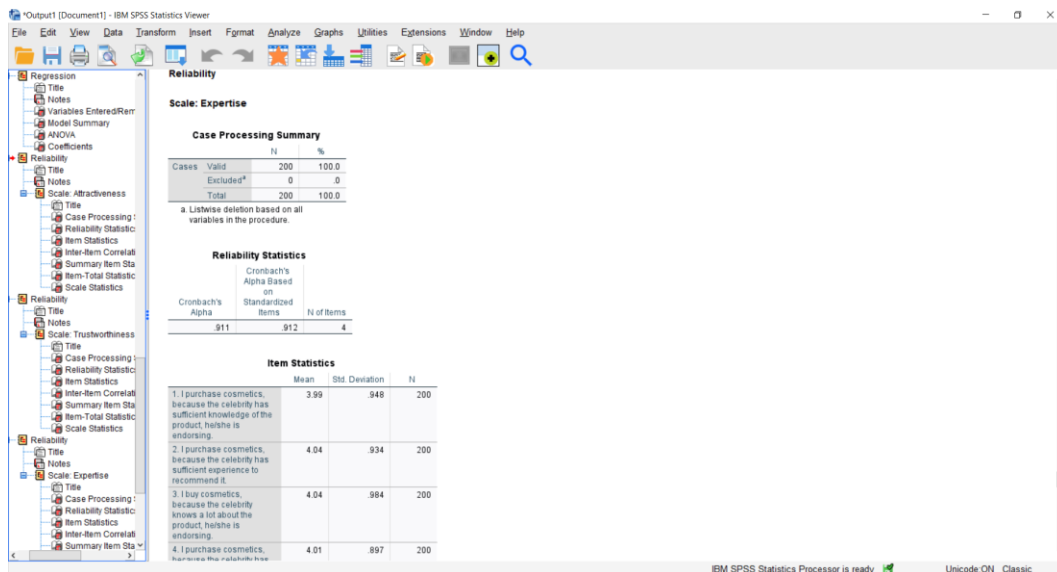
Statements	1	2	3	4	5
1. I only buy cosmetic that are endorsed by celebrities I admire.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I'll move from my current product to a new one endorsed by a celebrity I admire.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I purchase this cosmetic solely because a celebrity endorses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. If my favourite celebrity endorses a certain cosmetic, I'll buy it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

APPENDIX B: Frequency Table (Full Study)



APPENDIX C: Reliability Test (Full Study)





APPENDIX D: Pearson Correlation Coefficient (Full Study)

Correlations					
Correlations					
		MEAN_A	MEAN_T	MEAN_E	MEAN_PI
MEAN_A	Pearson Correlation	1	.697**	.680**	.818**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	200	200	200	200
MEAN_T	Pearson Correlation	.697**	1	.796**	.692**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	200	200	200	200
MEAN_E	Pearson Correlation	.680**	.796**	1	.747**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	200	200	200	200
MEAN_PI	Pearson Correlation	.818**	.692**	.747**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	200	200	200	200

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

IBM SPSS Statistics Processor is ready Unicode ON Classic

APPENDIX E: Multiple Linear Regression (Full Study)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.858 ^a	.737	.733	.49700	.737	182.707	3	196	<.001

a. Predictors: (Constant), MEAN_E, MEAN_A, MEAN_T

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.391	3	45.130	182.707	<.001 ^b
	Residual	48.414	196	.247		
	Total	183.805	199			

a. Dependent Variable: MEAN_PI

b. Predictors: (Constant), MEAN_E, MEAN_A, MEAN_T


Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.172	.186		-.927	.355
	MEAN_A	.595	.056	.569	10.657	<.001
	MEAN_T	.028	.075	.025	.380	.705
	MEAN_E	.392	.073	.341	5.388	<.001





a. Dependent Variable: MEAN_PI

APPENDIX F: Weibo Night and 2021 Star Business Value List

Weibo Night



送你的爱豆登上荣誉宝座，即刻投出所爱！

KING	QUEEN
第1名  肖战 1,655,497 票	 杨紫 123,118 票
第2名  王一博 187,248 票	 迪丽热巴 119,866 票

Annotations from image:

- No.1 Xiao Zhan (points to Xiao Zhan)
- No.2 Wang Yibo (points to Wang Yibo)
- No.2 Dilraba Dilmurat (points to Dilraba Dilmurat)

2021 Star Business Value List

