THE IMPACT OF CELEBRITY ENDORSEMENTS IN ADVERTISEMENTS ON

MALAYSIAN CONSUMERS' PURCHASING INTENTION: A PARASOCIAL

INTERACTION PERSPECTIVE

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SHERENE TAN YU LIN

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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Approval Form

This research paper attached hereto, entitled "The Impact of Celebrity Endorsements in Advertisements on Malaysian Consumers' Purchasing Intention: A Parasocial Interaction Perspective" prepared and submitted by "Sherene Tan Yu Lin" in partial fulfillment of the requirements for the Bachelor of Media and Creative Studies (Hons) is hereby accepted.

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ABSTRACT

The shift from traditional media towards online media, has made online advertisements gain much attention from both advertisers and consumers. With high saturation of advertisements online, consumers are facing a lack of interest which leads to marketers adopting the celebrity endorsement approach. There is still a lack of understanding on what factors determine the effectiveness of celebrity endorsements. The Parasocial Relationship Theory helps to shed some light as to why consumers respond well to celebrity endorsements. Nonetheless, the effect on consumer buying behavior needs to be further studied. Therefore, to tackle this gap, this study aims to investigate the factors that contribute to the effectiveness of celebrity endorsements in advertisements, to explore the degree of parasocial interactions (PI) between celebrities and consumers, and to investigate the impact of celebrity endorsements in advertisements and PI between celebrities and consumers on consumers' purchasing behavior. A quantitative research method is adopted in this study and carried out by distributing online questionnaires to 50 respondents aged 18 to 30 years old in Klang Valley, Malaysia. This study found that factors of celebrity's relation & compatibility and attractiveness & appeal affect the effectiveness of celebrity endorsements the most. Consumers do not show much forms of PI with celebrities they follow, but these interactions affect some of their purchasing behaviors such as buying products recommended by celebrities online. This study will serve to benefit researchers, marketers, and communication studies to have a clearer understanding of the factors which determine the effectiveness of celebrity endorsements, and the role or parasocial relationships on purchasing behaviors of Malaysians.

Keywords: celebrity endorsements, advertisement, parasocial relationships, purchasing behavior, attractiveness, credibility, compatibility

CHAPTER I: INTRODUCTION

1.0 Introduction

This chapter aims to introduce research on the effectiveness of celebrity endorsement in advertisements. The purpose of this study is to investigate the concepts of parasocial relationships and how these affect the purchase intentions of consumers. Aside from this, the background of the study, problem statement, research objective & questions, significance of the study, and definitions of the terms will be covered in this chapter.

1.1 Background of Study

In today's age of competition, advertising has become a crucial key for companies to win over consumers. However, with the high saturation of advertisements all around, advertising needs to be creative enough for customers to recall and remember the product or brand being advertised (Akram, et al., 2017). With that being said, a favorite marketing strategy often used by marketers is celebrity endorsements. A celebrity endorser is typically a well-known and recognized person in the eyes of the public (Freire, et al., 2017) who advertises a product (Raluca, 2012). Artists, actors, models, singer songwriters and athletes are all examples of a celebrity. A successful advertising campaign would be one that is able to boost the product or service being advertised and help the company achieve competitive advantage among others (Abidin, et al., 2021).

Over the past decade the trend of advertising on digital platforms has been growing

rapidly (Sama, 2019). Many brands and companies have been adopting the digital advertising

market and changing their advertising strategies to keep up with the digital platform. This means

that on digital platforms such as Facebook, Twitter, Instagram, or Youtube, the amount of

advertisements is highly saturated. With so much put into digital advertising alone, we can only

imagine just how great the amount of advertisements users and consumers come across in a day.

This poses a problem for advertisements to actually be effective and be remembered by viewers.

According to McSpadden (2015), a study has shown that people's attention spans are getting

shorter. People tend to lose concentration just after 8 seconds which is less than a goldfish which

is notoriously known to have an attention span of only 9 seconds (McSpadden, 2015). This

influences whether people actually remember the advertisements they see and how effective it is

to make them take action to purchase a product. Due to the market's surplus of products and

services, it has also become difficult for companies to make their advertisements stand out as

competitors could simply imitate and copy their claims, making the advertisements less credible

(Khan, et al., 2012).

The celebrity endorsement strategy has been used since the twentieth century in

commercials on the radio (30's) and television (50's) and continued to pick up in the 70's, where

15% of advertisements were celebrity endorsed. It has continued to gain recognition up till now

in the 21st century. It is the most important and broadly used strategy (Raluca, 2012). In

Malaysia, a news article has revealed that digital advertising accounts for around 60% of all

online media advertising, which is nearly three times that of traditional advertising (TV, Radio, Print, and Out Of Home)(Nasrin, 2022).

1.2 Problem Statement

With the competitive market of advertising, marketers have opted to use famous and attractive celebrities in their advertisements to stand out and attract their audiences - the celebrity endorsement strategy (Erdogan, 1999). According to Abba, et al. (2018), it is recognized that celebrities can connect with their audience and turn them into consumers to purchase a product or try the brand which celebrities personally advertise. Thus, increasing sales for the company and mutually benefiting the celebrity with a good reputation. Celebrities are often trusted by the public as they are seen as credible, likable, and role-models in the eyes of the public. This makes it easier for the public to accept the products endorsed by celebrities.

While adopting the celebrity endorsement strategy does show many potential benefits, the other side of the coin also poses various risks. For instance, celebrities can bring about potential damage to certain brands' image and credibility if they are caught up in scandals or misconduct. Sometimes minor mismatches between the celebrity and brand may also cost the company a set back (Abidin, et al., 2021). For example, if a sports celebrity was used to endorse a skincare brand that does not seem related in the eyes of the public, the company may seem careless and desperate to gain the public's favor. In certain cases, celebrities may not actually use the product/service advertised and say they prefer other brands. This would also result in a bad reputation to the company endorsing that celebrity (Raluca, 2012).

3

Many studies have been carried out to analyze what celebrity factors such as attractiveness, credibility, compatibility, and gender affect endorsements (Awasthi, 2015). With many concluding that celebrity endorsements generally produce positive responses. However, in certain studies it has also been proven that celebrity endorsements may not help in promoting products and may even produce negative effects to the brand such as bad reputation due to scandals or misconduct (Freire, 2018). The contradicting results from different studies show that the effectiveness and use of celebrity endorsements is still yet to be fully understood and requires further research. Besides this, there has been a lack of studies that research on the psychological influences that affect how people view and respond to celebrity endorsements.

Therefore, in this digital era in order to successfully use the celebrity endorsement strategy for advertising it is necessary for marketers and advertising companies to understand what the influencing factors are. This is so that they can overcome the saturated market of advertising and capture the attention of their customers. At the same time apply the celebrity endorsement strategy in the most effective way. There is a lack of study on the parasocial relationship between consumers and celebrities, and what factors influence celebrity endorsements (Phelps, 2011; Fauzee and Dada, 2021) which is a crucial point to influencing purchasing intentions of consumers. Aside from that, there is also a lack of research on this topic in Malaysia. Hence, this study will be carried out specifically to focus on the Malaysian consumer's thoughts and relationships towards celebrity endorsements.

1.3 Research Objectives

The objectives of this study are:

RO1: To investigate the factors that contribute to the effectiveness of celebrity endorsements in advertisements.

RO2: To explore the degree of parasocial interactions between celebrities and consumers.

RO3: To investigate the impact of celebrity endorsements in advertisements and parasocial interactions between celebrities and consumers on consumers' purchasing behavior.

1.4 Research Questions

The research questions of this study are:

RQ1: What are the factors that contribute to the effectiveness of celebrity endorsements in advertisements?

RQ2: What is the degree of parasocial interactions between celebrities and consumers?

RQ3: What is the impact of celebrity endorsements in advertising and parasocial interactions between celebrities and consumers on consumers' purchasing behavior?

1.5 Significance of Study

Celebrity endorsement has become a common marketing strategy used by many companies nowadays to reach out to their target audiences. However, the uncertainty and differing results of the effectiveness of celebrity endorsement strategy has yet to be fully researched on the Malaysian market. This research will benefit marketers and advertisers who are using digital platforms for advertising. Cost of advertising today is costly thus making it crucial for marketers and advertisers to know which strategies and approach to take when creating their advertisements, and for them to understand the factors that affect purchasing behaviors of their consumers (Sama, 2019). This study will allow marketers and advertising industries better understand what factors influence the effectiveness of their celebrity endorsements and which factors they should take note of when planning their endorsements. This is because not all celebrities would be a good fit to endorse certain products and services, the right celebrity should be chosen based on factors such as credibility, attractiveness, compatibility with brand, and so on. The wrong celebrity may not only be a waste of resources for the company but could also cost the brand's reputation and name. Therefore, this research will benefit marketers, advertisers, and even business owners to understand which factors come into play when using the celebrity endorsement strategy.

Aside from that, this study aims to look deeper into how parasocial relationships affect and play a role in celebrity endorsement engagement. Parasocial relationships can determine how good viewers respond to celebrities and how it ultimately affects purchasing behavior. Parasocial relationships may be developed between the consumer and celebrity which influences the

consumer to respond positively to the endorsement and ultimately the brand as well. Hence, these analyses will help marketers understand how their target audience nowadays think, and to better grasp their attitudes and psychological influences. Marketers and advertisers would benefit from understanding what kind of parasocial interactions would help their endorsements be more effective.

Furthermore, this research will also benefit academics in similar and related fields to understand more on the effectiveness of celebrity endorsements in the Malaysian market and its link to parasocial relationships. These findings may also benefit society and those in the advertising industry. Allowing them to have more confidence and knowledge on the celebrity endorsement strategy, and how they should adopt this approach in their advertising.

1.6 Definition of Terms

Celebrity

According to Cambridge Dictionary (2022), a celebrity is defined as someone who is popular or well known, specifically in the entertainment sector. A celebrity is someone who is distinguished by their unique qualities, attractiveness, credibility, and other traits from others (Erdogan, 1999).

Celebrity Endorsement

A celebrity endorsement is a form of advertising where a celebrity promotes a product or service through their fame or social status (Bhasin, 2020). It is the process of working with a celebrity and attaching the celebrity with a product or service to be promoted (Abba, 2018).

Parasocial Relationship

Parasocial relationships can be defined as a one-sided, non-reciprocal relationship that a person forms with a famous or publicly renowned person (Zhang & Hung, 2020). From an advertising angle, Zhang & Hung (2020) defined parasocial relationships as an imaginary relationship felt by the consumers on a personal and emotional level.

1.7 Chapter Layout

This research paper will consist of a total of five chapters as follows:

Chapter 1 is a chapter which serves as an introductory and overview to this study. It will serve as a foundation for this research study's experimental and analytical parts. This chapter includes the background of study, problem statement, research objective and questions, significance of the study, definition of terms, and chapter layout of this research paper.

Chapter 2 provides relevant literature and findings from past studies and research which are related to the research topic. The chapter consists of relevant theories and findings, the conceptual framework, this thesis research paper, and lastly a conclusion of this chapter.

Chapter 3 covers the methodology used in this research. Details such as the research design, data collection method, sampling design, research instrument used, constructs management, data processing, and data analysis is discussed and wrapped up with a conclusion of Chapter 3.

Chapter 4 will discuss and analyze the responses obtained from the questionnaire which are relevant to this papers' research objectives and questions. Data is presented in the form of figures, tables, and text. A descriptive analysis is also discussed on the results with a conclusion to summarize chapter 4.

Chapter 5 serves as a summary of the entire research study. The chapter consists of the findings, discussion, limitations, recommendations for future research, and a conclusion of the entire research study.

CHAPTER II: LITERATURE REVIEW

2.0 Introduction

Related literature and studies are used in this chapter to further strengthen and elaborate the research of the effectiveness of celebrity endorsement in advertisements: Parasocial relationships. This chapter will define advertisements, celebrity endorsements, and parasocial relationship theory.

2.1 Advertisements

Advertisements are the results or products of the act of advertising. According to the definition of Cambridge Dictionary (2022), advertisements come in many forms with a common goal to try and persuade viewers to buy a product or service. Advertising is a paid communication used to persuade and reach a broad audience through mass media or interactive media (Moriarty, Mitchell, Wood, et al., 2019).

Advertisements of today have revolutionized from not only promoting products and services, but also to promote feelings, sensations, and even life experiences. There are a few channels of communication or mediums used for advertising which commonly include traditional media, outdoor media, and broadcast media. Traditional media consists of print media such as newspapers, magazines, and leaflets. Outdoor media, also known as out of home (OOH) advertising, includes advertisements in the form of billboards, LED screens, and posters. Lastly,

broadcast media advertisements are usually through radios, television, and podcasts (Akanksha, 2014). With technological advancement, digital media has become the popular channel for many advertisements nowadays. Digital media advertisements include social media advertisements on platforms like Facebook, Instagram, Youtube, and TikTok, which are commonly in the forms of graphics, short videos, or gifs.

The main goal of advertising is to affect buying behavior of consumers by creating memories and associations between the brand and the consumer (Khan, Siddiqui, Shah & Hunjra, 2012). This is because very often consumers' buying behavior depends on the level of liking towards ad advertisement (Smith et al., 2006). Hence, determining if a customer will purchase the product or not.

According to Moriarty, Mitchell, Wood, et al., (2019), there are three basic functions of advertising. The first is identification. Advertisements allow products or services to be identified, such as what the product or service is and where it can be found. Secondly, information. Advertisements provide information on a product or service. Lastly, persuasion. Advertisements are created to persuade its viewers to buy the product or service (Moriarty, Mitchell, Wood, et al., 2019).

2.2 Celebrity Endorsements

There are many forms and approaches to advertisements, one of them is celebrity

endorsements. Celebrity endorsement works in a way that the celebrity represents the brand as a

spokesperson to certify the brand's claims and position through their persona, popularity among

the public, or their expertise in certain fields (Roll, 2018). A celebrity is someone who is well-

known in their field and respected for it, such as an actor, artist, or athlete. They may also be

someone highly admired by the public and has influential power.

In today's era, the celebrity endorsement strategy is widely used in collaborations with

digital advertising. Celebrities are used by companies to draw attention to their brands as well as

connect and reach out to their target audiences (Rantanen, 2017). Rantanen (2017) continues to

explain that companies now no longer wait for customers to reach out to them, instead

companies can now reach out to their customers directly - through digital advertising. The

celebrity endorsement strategy is also used to establish a more personal experience through

parasocial relationships to improve consumer's attitude, and purchase intentions towards the

brand (Hollebeek, et al., 2014). Research suggests that celebrity endorsements result in higher

advertisement ratings and evaluations (Silvera & Austad, 2004). The celebrity endorsement

strategy has many advantages such as facilitating brand identification, overpowering negative

attitudes and views towards the brand, brand positioning/repositioning in the market and also

influence purchase intentions of consumers (Kaikati, 1987 as cited by Awasthi, 2015).

In recent years, celebrity endorsements have gained popularity in the advertising field, especially with the new trends of key opinion leaders (KOLs) and influencers making an impact to the millennials through sharing of life experiences and honest reviews on brands or services. Marketers also seek to meet the demands and expectations of consumers by updating their methods to effectively reach their target audience on a personal level (Min, Chang, Jai, *et al.,* 2019). Digital advertising has become one of the most important forms of advertising with an estimate of 566 billion USD projected to be spent worldwide in 2022 on digital advertising (Faria, 2022).

Raluca (2012) explains that there are a few approaches to the celebrity endorsement strategy: explicit (Celebrity endorses the product), implicit (celebrity uses the product), imperative (celebrity impels product), and co-presentational (celebrity is seen with the product). How effective a celebrity endorsement is can also be highlighted by a few factors such as the celebrity's attractiveness, credibility, and compatibility. This statement is supported by Erdogan (1999) who studied celebrity endorsements and concluded that celebrity attractiveness, credibility, product-celebrity match, message and product type, and level of involvement are all notable factors which influence the effectiveness of celebrity endorsement.

Celebrity's attractiveness and appeal: This factor shows that the more attractive and appealing the celebrity being endorsed is, the more positive and impactful the endorsement will be. In other words, when the celebrity is attractive and has a form of appeal towards the targeted audience, the response will be better. The audience will have a higher possibility of remembering the brand or service being advertised as it is associated with a celebrity they like. The positive image of the celebrity will help the advertisement be more persuasive and naturally attractive to the consumer (Thwaites et al. 2012) .

Celebrity's credibility: This factor states that the success of a celebrity endorsement depends highly on how credible the celebrity is. Credibility of a celebrity refers to how trustworthy and believable the celebrity is in the eyes of the public; how many people believe the things the celebrity says. A celebrity's credibility will greatly affect how accepting the public is to the endorsement, and how willing they will be to trust that specific brand or service. Credibility is also related to information and can be described to be a message sent from an advertiser to their target audience (Aziz, Sadia; Ghani, et al., 2013). Hence, advertisers will choose celebrities which have positive impacts to their target audience, because the things endorsed will be seen in a positive view as well.

Celebrity's relation and compatibility: This factor looks into the relationship and compatibility of the celebrity with the endorsed brand or service. The celebrity must have a recognized relation to the brand or service in terms of their identity, perspective, and position in the market. The compatibility of the celebrity with the advertised brand or service will determine the leverage

and impact of the endorsement. According to Knoll and Matthes (2016), when the celebrity is seen as a 'match' to the product or service the celebrity endorsement will be more effective. This is because people tend to link information and adapt it to their environment. Hence if consumers see a match between the brand and celebrity, the celebrity becomes an information source (Knoll & Matthes, 2016).

Above are three main highlighted factors which will influence and determine the effectiveness of a celebrity endorsement approach of a brand or service. Undoubtedly, there are other factors such as region, language, or audience which also contribute to how effective the endorsement will be. In a nutshell, celebrity endorsement has now become a popular advertising method used by many brands. According to Till et al (2008), research has shown that celebrity endorsements help achieve favorable attitudes towards the brands and service. Other than that, celebrity endorsements likewise influence the brand recognition, brand recall, buying intentions, and buying behaviors of consumers.

2.3 Parasocial Relationships Theory

Parasocial relationship theory is a concept that originated in 1956 in an article written by Donald Horton and R. Richard Wohl titled 'Mass Communication and Para-Social Interaction'. The authors suggested that media connected people to have interactions with celebrities in the vicinity of their own homes (Stever, 2019).

According to Dibble, Hartmann, and Rosaen, (2016) parasocial relationship is formed after parasocial interaction takes place. Parasocial interaction is a person's response to a celebrity in an intimate social interaction while fully aware that it is not real. Continuing in such interaction will result in deeper developments where the viewer will start to form emotional connections as if a real relationship (Dibble, Hartmann, & Rosaen, 2016). The longer a person has an interaction and awareness of the celebrity, the higher the level of familiarity they will develop. Feelings of uncertainty are reduced, thus increasing the intimacy and intensity of parasocial relationships (Zhang & Hung, 2020).

A key term often discussed when looking into parasocial relationships is homophily. According to Dictionary.com (2023), homophily is defined as the tendency for an individual to develop strong social connections with other individuals similar to them in terms of age, sex, race, social status, beliefs, etc. The way consumers perceive the celebrity has a great influence on their perception of the celebrity's credibility, attraction, and degree of parasocial interaction developed (Shariffadeen & Manaf, 2020). Hence, Shariffadeen & Manaf (2020) continues to explain that when consumers follow their favorite celebrities on social media platforms, naturally they will find connections between the celebrity and themselves. This could be in terms of lifestyle, attitude, or interests, which then causes the consumers to develop a sense of identity - a parasocial relationship.

In a study by Awasthi & Choraria (2015), they highlighted that people will make

decisions based on peer pressure as well. In parasocial relationships, consumers may take the

celebrity as their friend or someone close to them, causing them to be easily influenced by the

celebrity's judgements and recommendations. If the individual is not self-satisfied and seeks

validation through their social circle, it is very likely for them to follow what the celebrity

endorses based on the parasocial relationship the individual has developed (Awasthi & Choraria,

2015).

2.4 Conceptual Framework
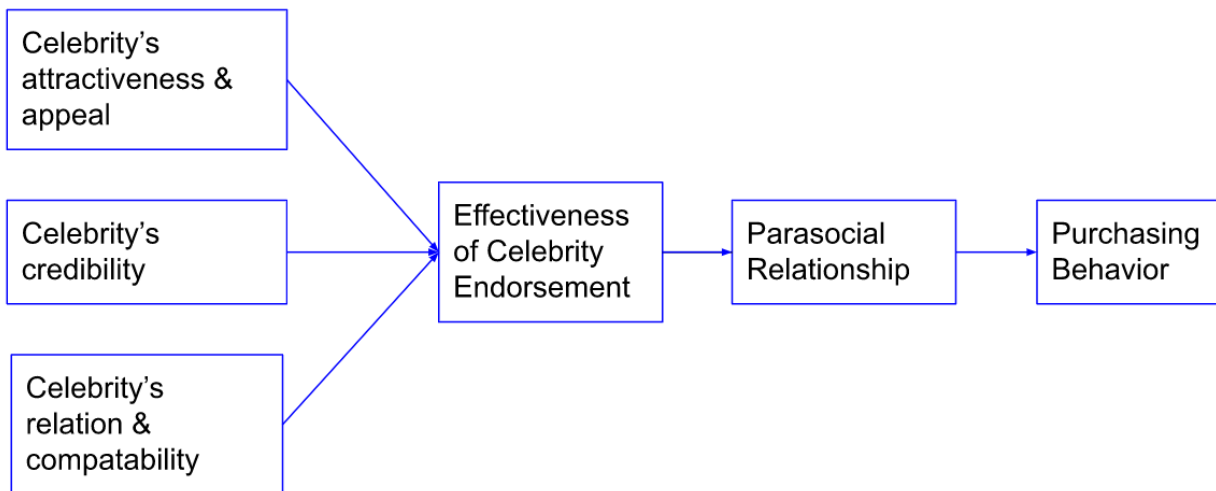
Figure 2.1: Conceptual Framework for The Effectiveness of Celebrity Endorsement in

Advertisements: Parasocial Relationships

Figure 2.1 shows the conceptual framework for this study which is based on previous theoretical frameworks on the relationship between celebrity endorsement and parasocial relationship and how it ultimately affects purchase intentions. In this paper, the factors of celebrity's attractiveness & appeal, credibility, and relation & compatibility will be investigated on how it contributes to the effectiveness of celebrity endorsements in advertisements. The link between celebrity endorsements and parasocial relationships will also be investigated in Malaysia to understand the relationship of Malaysians towards celebrities and the effect on their purchasing intentions.

2.5 Conclusion

This chapter provides an overview on relevant literature and past studies on celebrity endorsements, advertisements, and parasocial relationships. The concepts and definitions of celebrity endorsements, advertisements, and parasocial relationships were also discussed and explained in this chapter. Furthermore, this chapter has outlined the conceptual framework to carry out this study in Malaysia to determine the relationship of celebrity endorsements and parasocial relationships on Malaysians and its effect on purchasing intentions.

CHAPTER III: METHODOLOGY

3.0 Introduction

This chapter will cover the research method used for this study. The research method is

one of the most important steps in research for data collection and analysis and it explains the

methods used to analyze the collected data in relation to the hypotheses mentioned in chapter II.

Other than that, the research design, data collection method, sampling design, research

instrument used, construct measurement, data processing and data analysis will be discussed.

3.1 Research Design

Research design can be defined as a research structure, that serves as a plan for the

proposed research. The research design allows the researcher to identify the type of evidence

needed, and the right methods to answer the research questions (Akhtar, 2016). When coming up

with a research design, the overall objectives, sampling methods, data collection methods,

research instruments and data analysis methods must all be considered (McCombes & Bhandari,

2023). A research design is needed to carry out the research smoothly. According to Akhtar

(2016), research design serves as an advanced planning method to follow when collecting

relevant information data, and the use of right techniques to efficiently achieve maximum yield

with minimum expenditure. The two things to consider when drafting a research design is the

approach, whether it is a qualitative or quantitative approach. The qualitative approach is mainly

used when trying to understand human behavior, patterns, intentions, or attitudes through data

collection such as interviews, focus groups, or literature reviews. As for the quantitative approach, it is mainly used to determine cause and effect between variables with statistical methods such as surveys, experiments, or content analysis (Vedantu, 2022). In this paper, a quantitative approach is used. Data is collected through literature reviews and past studies to serve as a foundation and is then further established by carrying out surveys to analyze the relationships of the variables.

There are a few types of research designs which can be adopted in a research design. They are exploratory/formulative research, descriptive/correlational research, explanatory, and experimental/quasi-experimental research. In this research, the objectives are to investigate the factors that contribute to the effectiveness of celebrity endorsements in advertisements, to explore the degree of parasocial interactions between celebrities and consumers, and to investigate the impact of celebrity endorsements in advertisements and paraoscial interactions between celebrities and consumers on consumer's purchasing behavior. Thus, the descriptive/correlational research method is most suited. This method is used to test how related certain variables are without influencing them. It is also used to describe characteristics, trends, or relationships (McCombes & Bhandari, 2023).

3.2 Data Collection Method

Data collection is the process of collecting observations or measurements in the form of data. Data collection allows the researcher to gain first-hand information and knowledge on the research problem (Bhandari, 2020). In this paper, the primary data collection method is used to analyse and collect data from respondents first-hand by distributing questionnaires to the public. Primary data collection is the method used to gather original data and information which can be tailored to specific research question needs (Valcheva, 2021). Some examples of primary data methods are interviews, surveys, experiments, case studies, and field observations. Valcheva (2021) share that primary data can have better accuracy. This is because it is directly collected from a selected population and can be designed to match the research needs. Researchers can also have better control over how the data is distributed and collected. It also allows for up-to-date data collection as it is collected in real-time (Valcheva, 2021).

3.3 Sampling Design

In research, the sampling design refers to the process of selecting a group of representatives from a larger population to collect data from. When defining the sampling design, it is necessary to determine the target population, sampling unit, sampling size, sampling frame, and the sampling method (Bhasin, 2021).

The target population is the entire unit of which survey data is being used to draw

conclusions from. From here, the sampling unit and sample size is determined. The sampling

unit refers to the specific group which is selected to represent the target population while the

sample size is the number of units contained in a sample (iEduNote, 2022). In this paper the

target population is the population living in Klang Valley. The sample unit is narrowed down to

young adults aged 18 - 30 year old in Klang Valley and a sample size of 50 respondents will be

selected to represent the population. Before collecting data from the 50 respondents, 5 pilot tests

were conducted to rectify and fine tune the questionnaire. The pilot tests served to ensure the

quality of the questionnaire and that the questions were understandable and clear to the

respondents.

The sample unit was not restricted to gender, race, education level, nor occupation.

The sampling frame is an outline to include everyone in the target group and filter out

those who aren't. It is a list to specify the target population (Villegas, 2022). The sampling frame

for this research were people who use social media and follow celebrities on social media. As

well as people who are exposed to celebrity-endorsed advertisements. In addition to that, the

sampling frame was exclusive to young adults aged 18 - 30 years old because this group of

population have a higher potential of engaging with celebrities. As the aim of this research was

to understand the effectiveness of celebrity endorsements and its effect on developing parasocial

relationships which influences purchasing behaviors, this sample frame was necessary to

guarantee more reliable results.

Probability sampling and non-probability sampling are two main types of sampling

methods. The probability sampling method is done through random selection. This allows for

strong statistical deduction of the whole group. While a non-probability sampling method is a

non-random selection based on criterias such as convenience for easier data collection

(McCombes, 2022). In this research, the non-probability sampling method is used. Due to the

limited time and ease of convenience, convenience sampling is the most effective way to get

data. Convenience sampling is the collection of data from individuals which are most accessible

to the researcher, in this case, friends and family members. However, convenience sampling has

a risk of sampling bias.

3.4 Research Instrument

The research instrument is a tool or device used to collect data for this research. It can be

defined as a systematic method of measuring variables or collecting information in a consistent

and objective way. Examples of research instruments are surveys, questionnaires, interviews,

observations, and experiments. The research instrument chosen should depend on the type of

research being conducted to ensure reliability and validity.

The research instrument used for this research is the questionnaire approach. According

to Munir (2017), questionnaires are one of the most commonly used instruments to collect data.

A questionnaire is a set of prepared questions which are designed to prompt responses from

respondents for the purpose of data collection. The questions asked will provide insight to the

nature of the problem (Munir, 2017). In order for the questionnaire data collection approach to

be effective, the mode of formulation, administration of questions and medium used to deliver and retrieve the questionnaires must be considered. For this research, the questionnaire was created and distributed through Google forms via social media platforms such as instagram and whatsapp to friends. The questionnaire consisted of 5 sections, consisting of both close-ended and open-ended questions. Respondents were asked to read and answer all the questions honestly.

3.4.2 Questionnaire Design

The questionnaire is fully written in English for respondents who are familiar with the language and use it on a daily basis. The questionnaire starts off with a brief explanation of the research topic and research objective as shown in Figure 3.0. The entire questionnaire is divided into 5 sections accordingly, Section A (Demographics), Section B (Social Media Usage), Section C (Celebrity Endorsement), Section D (Parasocial Relationships), and Section E (Purchase Intentions).

The Effectiveness Of Celebrity Endorsement In Advertisements: Parasocial Relationships Questionnaire

Hi! I am Sherene Tan Yu Lin, a final year undergraduate student pursuing Bachelor of Media and Creative Studies (Honours) at Universiti Tunku Abdul Rahman (UTAR).

I am currently conducting a study for my final year project titled "The Effectiveness of Celebrity Endorsement In Advertisements: Parasocial Relationships". This survey aims to investigate the factors that determine the effectiveness of celebrity endorsements in advertisements and how parasocial relationships play a part to ultimately affect purchasing intentions.

This questionnaire consists of 5 sections and will take around 5-10 minutes to complete. Kindly answer ALL sections and ALL required questions. Your answers are extremely valuable and will certainly make a contribution to this study. Your responses and related information will be kept strictly confidential and anonymous.

I truly appreciate your time and effort taken to complete the following questionnaire. Please do not hesitate to contact me at sherenetan@1utar.my if you have any inquires.

Thank you for your participation. Stay safe & happy responding! :)

Figure 3.0: Questionnaire Cover - Brief Explanation

Section A consists of multiple-choice questions (MCQs) regarding demographics. The section consists of 5 questions which helps to establish the respondent's basic information, such as their gender, age, ethnicity, highest level of education, and occupation as seen below in Figure 3.1.

Section A: Demographics

Please fill in your personal information.

Gender *

○ Male

○ Female

Age *

○ 18-21

○ 22-25

○ 26-30

Ethnicity *

○ Malay

○ Chinese

○ Indian

○ Other:

Highest Level of Education *

Figure 3.1: Questionnaire Section A – Demographics

Section B consists of 4 MCQs and open-ended questions regarding social media usage as

seen in Figure 3.2 below. In this section by understanding respondent's social media preferences

and engagement, an understanding of the respondent's social media usage can be established.

Figure 3.2: Questionnaire Section B – Social Media Usage

Section C consists of 18 questions regarding celebrity endorsements. This section helps

to test the hypothesis of the positive relationship between celebrity's attractiveness & appeal,

celebrity's credibility, and celebrity's relation & compatibility and its effectiveness of celebrity

endorsement. The first 2 questions are to establish the respondent's familiarity with the term

'celebrity endorsement' and how often the respondents are exposed to advertisements with

celebrity endorsements. The remaining questions use a 5-point Likert Scale ranging from 1

(strongly disagree) to 5 (strongly agree). Respondents are required to select how much they

disagree or agree to statements regarding factors of trustworthiness, attractiveness & appeal, credibility, and relation & compatibility in celebrities when it comes to advertisements. Figures 3.3, 3.4, 3.5 and 3.6 are screenshots of the questions asked.

Figure 3.3: Questionnaire Section C – Celebrity Endorsement (1)

Figure 3.4: Questionnaire Section C – Celebrity Endorsement (2)

Please specify to the degree which you agree to the statements below *
Credibility

	Strongly Disagre	Disagree	Neutral	Agree	Strongly Agree
Celebrities' opinions and recommendations influence my purchasing decisions	○	○	○	○	○
Celebrities are less credible after a public scandal/ misbehavior (fault of the celebrity)	○	○	○	○	○
Celebrities are less credible after a public scandal/ misbehavior (fault of the company)	○	○	○	○	○
The celebrities' scandal/ misbehavior will lead to a bad image of the celebrity	○	○	○	○	○
The celebrities' scandal/ misbehavior will lead to a bad image of the product	○	○	○	○	○
The celebrities' scandal/ misbehavior will negatively affect my purchasing decision	○	○	○	○	○

Figure 3.5: Questionnaire Section C – Celebrity Endorsement (3)

Please specify to the degree which you agree to the statements below *
Relation & compatibility

	Strongly Disagre	Disagree	Neutral	Agree	Strongly Agree
It is important for the celebrity to be a good match with the product/service being endorsed in the advertisement	○	○	○	○	○
The more compatible the celebrity is to the advertised product/service, the more impactful the advertisement is	○	○	○	○	○
The celebrity's identity, perspective, and position in the market should relate to the advertised product/service	○	○	○	○	○
A good match between celebrity and product/service is when seeing the celebrity immediately reminds you of the product/service.	○	○	○	○	○

Figure 3.6: Questionnaire Section C – Celebrity Endorsement (4)

Section E has 14 questions targeted to understand how respondents engage and feel about their relationship with celebrities. The first question is to see how respondents engage with celebrities they follow, while the remaining 13 questions are to analyze to what extent respondents feel they relate to the celebrities. Similarly, respondents are required to answer the questions with the 5-point Likert Scale ranging from 1 (strongly disagree) to 5 (strongly agree) as seen in Figure 3.8.

Figure 3.7: Questionnaire Section D – Parasocial Relationships (1)

Please specify to the degree which you agree to the following statements regarding the celebrities you follow on social media.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The celebrity reminds me of myself	○	○	○	○	○
I have the same qualities as the celebrity	○	○	○	○	○
I have the same beliefs or attitudes as the celebrity	○	○	○	○	○
I face/encounter the same problems as the celebrity	○	○	○	○	○
I can identify with the celebrity	○	○	○	○	○
I care about what happens to the celebrity	○	○	○	○	○
I like to hear and read the posts by the celebrity	○	○	○	○	○
The celebrity feels like a friend to me	○	○	○	○	○
I feel included in the celebrity's online community	○	○	○	○	○
I wish to be more like the celebrity	○	○	○	○	○

Figure 3.8: Questionnaire Section D – Parasocial Relationships (2)

Finally, Section E consists of 3 closed-ended questions to evaluate how parasocial

relationships affect purchasing intentions of the respondents as seen in Figure 3.9.

Figure 3.9: Questionnaire Section E – Purchase Intentions

3.5 Construct Measurement

A construct can be defined as an abstract notion, pattern, or thought which is derived

from practical observations which represent a concept that is typically not measurable directly

(Bhandari, 2022). For example, in this research, level of attraction, geniuses, and likeability.

These things can not be directly observed or measured. Hence, they require a selection of

indicators to be used as a form of measurement. There are different complexities when it comes

to construct measurements. A few measurement scales used in research is the nominal scale,

ordinal scale, interval scale, and ratio scale. For this research, the nominal scale, ordinal scale,

and ratio scale were used.

Nominal scales also known as empirical scales are used to measure data with mutually

exclusive attributes such as gender, religion, or education levels (Bhattacherjee, 2021). These

scales do not require numerical values to be assigned to them. This scale is used in Section A of

the questionnaire to understand the respondent's demographics.

Ordinal scales, or more commonly known as Likert scales are five- or seven-point scales

that are used to measure agreeability to statements or questions. This allows respondents to rate

how much they agree or disagree to the statement or questions (Mcleod, 2023). Ordinal scales

are mostly used to measure attitudes towards things. For example, if respondents "strongly

disagree", "disagree", are "neutral", "agree", or "strongly agree". This is used in sections C, D,

and E of the questionnaire when testing how much respondents disagree or agree to statements regarding celebrity endorsements and parasocial relationships.

Lastly, ratio scales are quantitative measurement scales with a true zero value and has equal intervals in between each point (Bhandari, 2022). The zero value implies an absence of the variable. This is used in section B of the questionnaire when asking how much time respondents spend on social media each day.

3.5.1 Pilot Test

Before distribution of the questionnaire, 5 pilot tests were conducted. The questionnaire was sent to 5 people to answer and give feedback on parts of the questionnaire if there were any questions that were hard to understand or if the answering process was easy. Through the pilot test, certain parts of the questionnaire were amended, such as Section B on social media usage. The scale on "How much time do you spend on social media each day?" was adjusted to measurements in hours, instead of 'times per day/week/month". This allowed the scale to become a ratio scale with a true zero value with equal intervals for better analysis.

How much time do you spend on social media each day?

○ Once a day

○ 2-3x a day

○ >4x a day

○ Few times a week

○ Few times a month

Figure 3.10: Screenshot of Section B - "How much time do you spend on social media each day?" question **before** pilot test

:::

How much time do you spend on social media each day? *

○ 0 hours

○ < 1 hour

○ 1-3 hours

○ 3-5 hours

○ >5 hours

Figure 3.11: Screenshot of Section B – "How much time do you spend on social media each day?" question **after** pilot test

Other parts of the questionnaire were not amended. The respondents from the pilot test feedbacked that the questions were straightforward and easy to understand. Hence, after the pilot test was conducted and amends were made, the questionnaire was distributed.

3.6 Data Processing

Data processing is the process of collection and manipulation of obtained data into usable information for the specific research requirements (Banu, 2023). Data processing allows the researcher to convert raw data into more readable formats such as graphs and charts for better analysis and comparison. The process can be broken down into 6 stages starting from data collection, storing, sorting, processing, analysis, and presentation.

Data collection is basically the process of extracting data from available sources such as respondents' responses from questionnaires. It is then stored in digital forms to be further analyzed and presented. Data storing is easily done now through the means of data collection online where all data can be saved in digital format. After that, the data obtained needs to be sorted and filtered. This is necessary to select which data can be used and is vital for the research. Moving on, the data will be processed to verify, transform and be reorganized for further use. In this research data is automatically processed through google docs into pie charts, and graphs which are ready to be analyzed. In the data analysis stage, analytical and logical reasoning is used to explain each component of data to be concluded and later presented.

3.7 Data Analysis

Data analysis is a part of research where data is cleaned, transformed, and modeled to discover information which is useful for the research (Johnson, 2023). It is the process of examining and interpreting data to extract meaningful insights, patterns, and conclusions. The main objective of data analysis is to answer research questions and research hypotheses. Since this research uses a quantitative approach of data collection, analysis for both qualitative and quantitative data will be conducted. Descriptive analysis will be applied.

Descriptive analysis is a method used to summarize and describe main characteristics of data such as central tendency (mean, median, mode) and variability (range, variance, standard deviation). This method uses current and historical data to determine trends and relationships (Cote 2021). Descriptive data is typically in the form of tables and charts which can be easily obtained through the use of google forms analysis.

3.8 Conclusion

In conclusion, the research design, research data collection method, sampling design, research instrument, construct measurement, pilot test, data processing, and data analysis have been covered in this chapter. 50 sets of self-administered questionnaires were distributed to collect data for this research, with 5 pilot tests. The results of the data analysis will be discussed in chapter 4.

CHAPTER IV: DATA ANALYSIS

4.0 Introduction

In this chapter the results from 50 sets of questionnaires will be analyzed and discussed. Descriptive analysis and explanatory analysis are used to analyze the results obtained. In this chapter the hypotheses will also be tested and discussed based on the results obtained from the questionnaires.

4.1 Descriptive Analysis

4.1.1 Demographics (Section A)

In Section A of the questionnaire, a total of 50 demographic profiles were collected. The demographic questions included the respondents' gender, age, ethnicity, level of education, and occupation.

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Male	27	54	54	54
Female	23	46	46	100
Total	**50**	**100**	**100**	

Table 4.1: Gender

Gender

50 responses
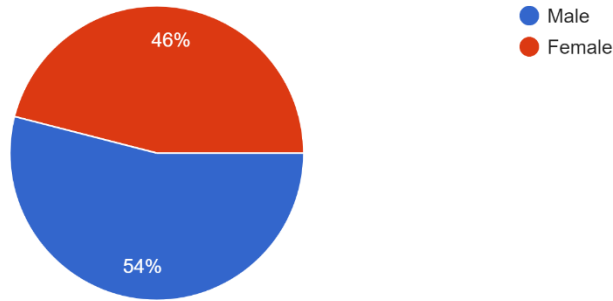
Figure 4.1: Gender

The gender of respondents who took part in the survey can be seen from Table 4.1 and

Figure 4.1. The number of male respondents was more than female respondents. There was a

total of 50 respondents of which 23 (46%) were females, and 27 (54%) were males.

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
18-21	11	22	22	22
22-25	31	62	62	84
26-30	8	16	16	100
Total	**50**	**100**	**100**	

Table 4.2: Age

Age

50 responses
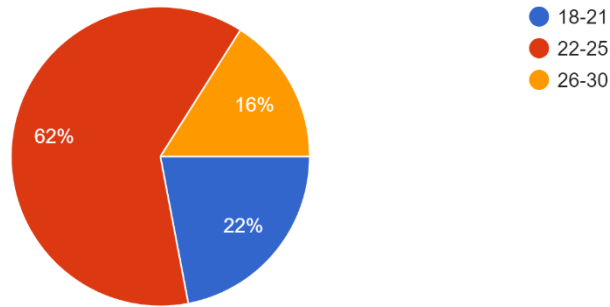
Figure 4.2: Age

The age range of 22-25 years old held the highest percentage of 62% accounting for 31 of

the respondents, followed by respondents aged 18-21 years old (22%), and respondents 26-30

years old with the smallest percentage of 16% as seen from Table 4.2 and Figure 4.2.

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Malay	0	0	0	0
Chinese	46	92	92	92
Indian	1	2	2	94
Eurasian	2	4	4	98
Filipino	1	2	2	100
Total	**50**	**100**	**100**	

Table 4.3: Ethnicity

Ethnicity

50 responses
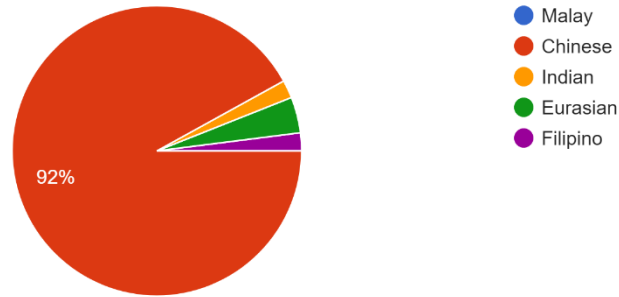
Figure 4.3: Ethnicity

As seen in Table 4.3 and Figure 4.3, there were 46 Chinese respondents accounting for

92%, followed by 2 Eurasians (4%), 1 Indian, and 1 Filipino both accounting for 2%

respectively. There were no Malay respondents in this survey.

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Primary	0	0	0	0
Secondary	0	0	0	0
High School	3	6	6	6
Undergraduate	38	76	76	82
Postgraduate	9	18	18	100
Total	**50**	**100**	**100**	

Table 4.4: Highest Level of Education

Highest Level of Education
50 responses
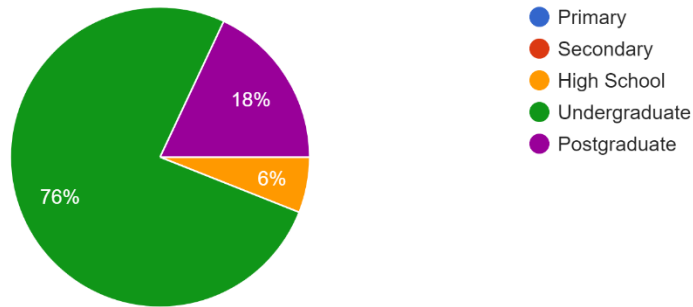
Figure 4.4: Highest Level of Education

The majority of respondents had the highest education level of an undergraduate at 76%

while 9 respondents had the highest education level of a postgraduate (18%), and 3 had the

highest education level of high school (6%) as seen in Table 4.4 and Figure 4.4.

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Student	30	60	60	60
Unemployed	4	8	8	68
Employed	15	30	30	98
Self-employed	1	2	2	100
Total	**50**	**100**	**100**	

Table 4.5: Occupation

Occupation
50 responses
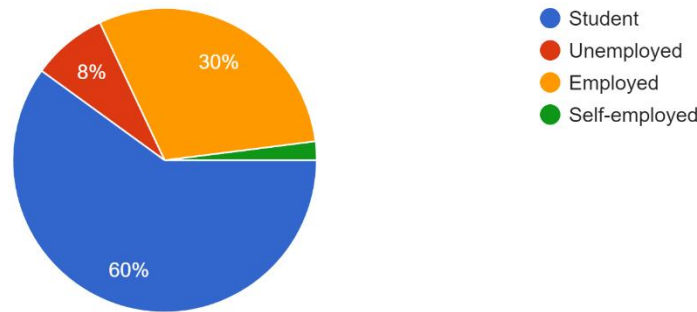
Figure 4.5: Occupation

From Table 4.5 and Figure 4.5, we can see that 30 (60%) of the respondents were students, 15 (30%) were employed, 4 (8%) were unemployed, and 1 respondent was self-employed (2%).

4.1.2 Psychographics (Section B)

In Section B of the questionnaire, the respondents' psychographics of social media usage was collected. Data on their social media use, time spent on social media each day, which social media platforms they use, and their purpose for using social media was collected.

Do you use social media?
50 responses
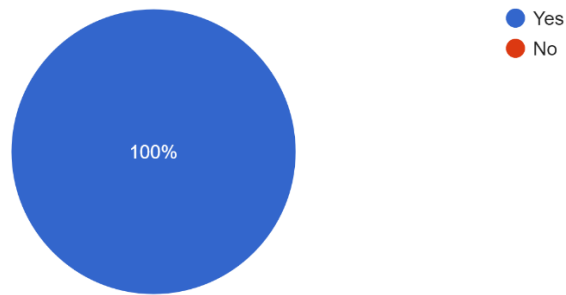
Figure 4.6: Do you use social media?

As seen from Figure 4.6, 100% of the respondents are users of social media.

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
0 hours	0	0	0	0
< 1 hour	2	4	4	4
1-3 hours	11	22	22	26
3-5 hours	23	46	46	72
> 5 hours	14	28	28	100
Total	**50**	**100**	**100**	

Table 4.6: How much time do you spend on social media each day?

How much time do you spend on social media each day?
50 responses
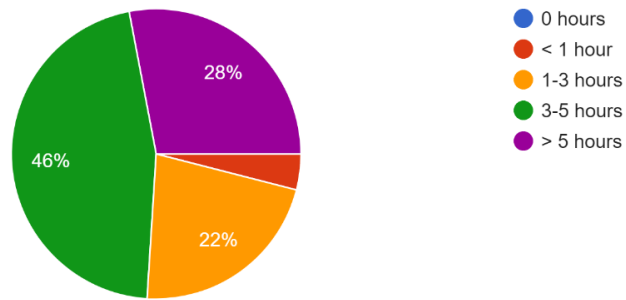
Figure 4.7: How much time do you spend on social media each day?

According to Table 4.6 and Figure 4.7, most of the respondents spend 3-5 hours (46%) on social media each day. The next category of respondents spends more than 5 hours (28%) each day, followed by 1-3 hours (22%), and less than 1 hour (4%). None of the respondents spend 0 hours on social media each day.

	Frequency	Percent (%)	Valid Percent (%)
Facebook	34	68	68
Instagram	49	98	98
Twitter	18	36	36
TikTok	20	40	40
Youtube	41	82	82
Red (小红书)	4	8	8
Discord	1	2	2

Table 4.7: Which social media platform do you use? (Please select all that apply)

Which social media platforms do you use? (Please select all that apply)
50 responses
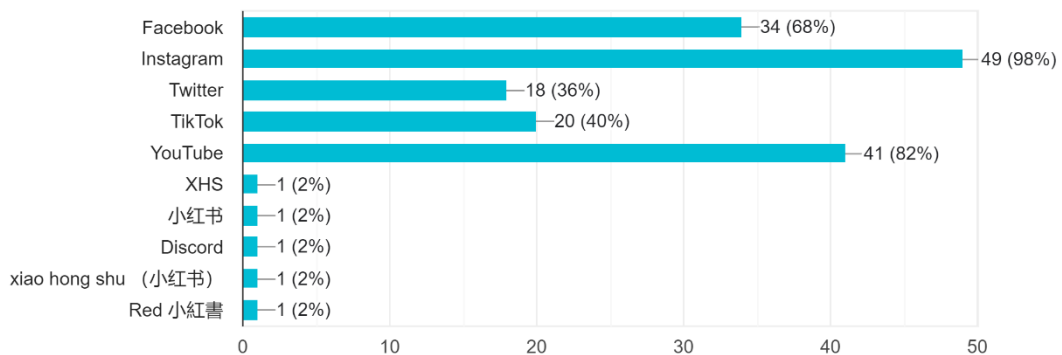
Figure 4.8: Which social media platform do you use? (Please select all that apply)

From the date from Table 4.7 and Figure 4.8, it shows that the top used social media

platforms used are Instagram, YouTube, and Facebook at 98%, 82%, and 68% respectively. It is

then followed by Tiktok with 20 users (40%) and Twitter with 18 users (36%). The least used

social media platforms used are Red (小红书) at 8%, and Discord at 2%.

What do you use social media for? (Please select all that apply)
50 responses
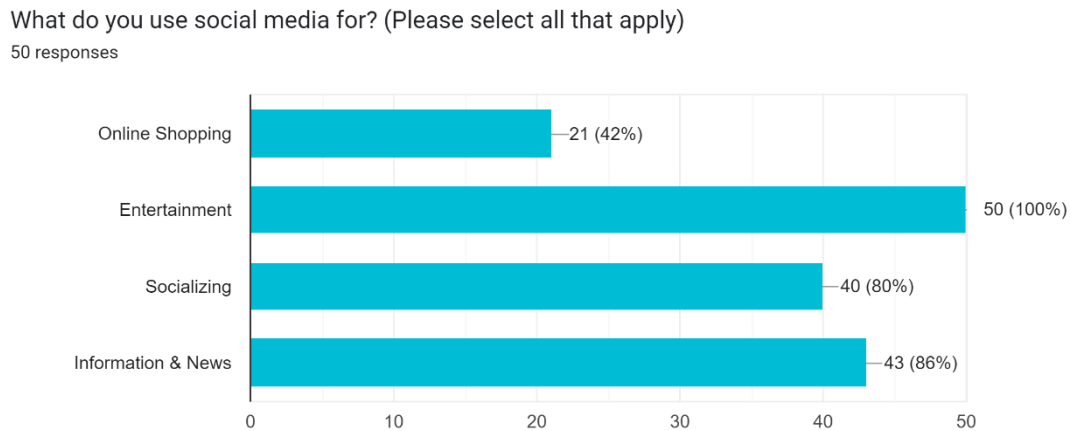
Figure 4.9: What do you use social media for? (Please select all that apply)

Based on Figure 4.9, 100% of the respondents use social media for entertainment.

Followed closely with information & news (86%) and socializing (80%). Less than 50% of

respondents also use social media for online shopping (42%).

4.1.3 Celebrity Endorsement (Section C)

The first 2 questions in Section C of the questionnaire collected data on whether

respondents are familiar with the term "celebrity endorsement" and how often they see

advertisements with celebrity endorsements on social media. In the remaining questions in

section C of the questionnaire, respondents were asked to rate how much they agree to certain

statements regarding celebrity endorsements. Respondents were given a 5-point Likert Scale

with the options of strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree

(1) to score what degree they agree or disagree to the statements. In order to determine the

reliability of each statement, we will be using central tendencies to calculate the mean, median,

and mode.

Are you familiar with the term "Celebrity Endorsement"?
50 responses
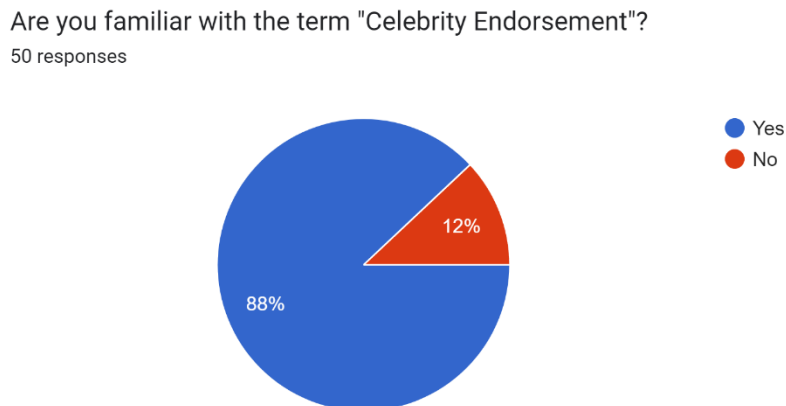
Figure 4.10: Are you familiar with the term "Celebrity Endorsement"?

In Figure 4.10, it shows that only 88% of the respondents are familiar with the term

"Celebrity Endorsement", while 12% responded that they are not familiar with the term.

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Few times a day	23	46	46	46
Once a day	6	12	12	58
Few times a week	16	32	32	90
Once a week	3	6	6	96
Never	2	4	4	100
Total	**50**	**100**	**100**	

Table 4.8: How often do you see advertisements with celebrity endorsements on social media?
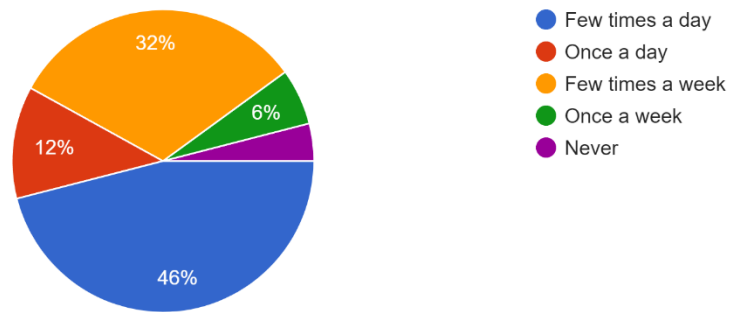
Figure 4.11: How often do you see advertisements with celebrity endorsements on social media?

From Figure 4.11 we see that 46% of the respondents saw advertisements with celebrity

endorsements on social media a few times a day, while 32% saw it a few times a week. A

smaller percentage, 12%, responded that they see advertisements with celebrity endorsements

once a day, followed by 12% seeing them once a week. 2 respondents (4%) responded that they

never saw advertisements with celebrity endorsements.

	N	Mean	Median	Mode
Do you agree that celebrities are genuine when sharing the products they advertise on social media?	50	2.74	28	3

Table 4.9: Do you agree that celebrities are genuine when sharing the products they advertise on

social media?

Based on Table 4.9, respondents do not totally agree that celebrities are genuine when

they share products they advertise on social media as the mean is 2.74 which falls below 3.5. The

mode for this question is 3 which also shows that most respondents felt "Neutral" towards the

statement.

Attractiveness & Appeal	N	Mean	Median	Mode
The celebrity's appearance affects how attractive an advertisement is	50	3.66	36	4
Attractive celebrities make the product/service advertised more attractive	50	3.84	15	4
Advertisements with attractive celebrities are more easily remembered	50	3.9	27	4
I prefer advertisements with celebrities I like/admire	50	3.86	42	4
A celebrity's positive image affects how attractive and persuasive an advertisement is	50	4.12	21	4

Table 4.10: Central Tendencies Measurement of Construct for Celebrity Endorsement –

Attractiveness & Appeal

Under the factor of attractiveness & appeal, from Table 4.10 we can see that respondents

mainly agree to all the statements as the means for each statement is above 3.5 and the modes are

4. "A celebrity's positive image affects how attractive and persuasive an advertisement is"

scored the highest mean on 4.12 follow by "Advertisements with attractive celebrities are more

easily remembered" with a mean score of 3.9. Under this factor, the statement "The celebrity's

appearance affects how attractive an advertisement is" scored the lowest, with a mean of 3.6.

Credibility	N	Mean	Median	Mode
Celebrities' opinions and recommendations influence my purchasing decisions	50	3.14	35	3
Celebrities are less credible after a public scandal/ misbehavior (fault of the celebrity)	50	4.04	330	5
Celebrities are less credible after a public scandal/ misbehavior (fault of the company)	50	3.26	33	2
The celebrities' scandal/ misbehavior will lead to a bad image of the celebrity	50	4.26	15	4
The celebrities' scandal/ misbehavior will lead to a bad image of the product	50	3.6	30	4
The celebrities' scandal/ misbehavior will negatively affect my purchasing decision	50	3.32	45	3

Table 4.11: Central Tendencies Measurement of Construct for Celebrity Endorsement –

Credibility

From Table 4.11, the statement with the highest mean for credibility is "The celebrities'

scandal/misbehavior will lead to a bad image of the celebrity" with a mean of 4.26 and mode of

4. The statement " Celebrities are less credible after a public scandal/ misbehavior (fault of the

celebrity)" also scored relatively high, with a mean of 4.04 and mode of 5. This is the only

statement that scored a mode of 5, meaning that most respondents "Strongly agree". The

statement "Celebrities' opinions and recommendations influence my purchasing decisions"

scored the lowest mean of 3.14 and a mode of 3, showing that respondents feel "Neutral"

towards this statement.

Relation & Compatibility	N	Mean	Median	Mode
It is important for the celebrity to be a good match with the product/service being endorsed in the advertisement	50	4.08	27	4
The more compatible the celebrity is to the advertised product/service, the more impactful the advertisement is	50	4.1	21	4 & 5
The celebrity's identity, perspective, and position in the market should relate to the advertised product/service	50	4	30	4
A good match between celebrity and product/service is when seeing the celebrity immediately reminds you of the product/service.	50	4.04	27	4

Table 4.12: Central Tendencies Measurement of Construct for Celebrity Endorsement – Relation & Compatibility

As seen in Table 4.12, the score for all the statements had a mean above 3.5 and mode of

4, showing that respondents mostly "Agree" to all the statements regarding celebrity relation & compatibility. The statement "The more compatible the celebrity is to the advertised product/service, the more impactful the advertisement is" scored the highest mean of 4.1, followed by the statement "It is important for the celebrity to be a good match with the product/service being endorsed in the advertisement", with a score of 4.08. Other statements also scored a similar mean of 4.04 and 4 respectively.

4.1.4 Parasocial Relationships (Section D)

In the first four questions in Section D of the questionnaire, questions regarding

parasocial relationships were asked. Such as whether the respondents follow celebrities on social

media, which type of celebrities do they follow, do they interact with the celebrities they follow

on social media, and which type of interactions do they have with celebrities they follow. The

last question in section D of the questionnaire, asked respondents to rate how much they agree to

certain statements regarding parasocial relationships. Respondents were given a 5-point Likert

Scale with the options of strongly agree (5), agree (4), neutral (3), disagree (2), and strongly

disagree (1) to score what degree they agree or disagree to the statements. In order to determine

the reliability of each statement, we will be using central tendencies to calculate the mean,

median, and mode.
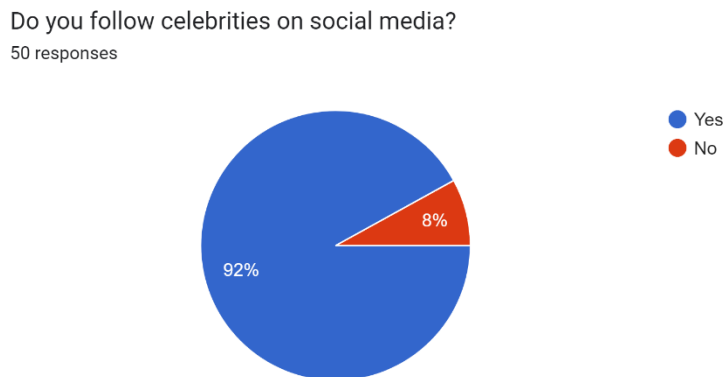
Figure 4.12: Do you follow celebrities on social media?

As seen in Figure 4.12, 92% of respondents responded that they follow celebrities on

social media, accounting for 46 of the respondents, which 8%, 4 of the respondents do not follow

celebrities on social media.

Which type of celebrities do you follow on social media? (Please select all that apply)
50 responses
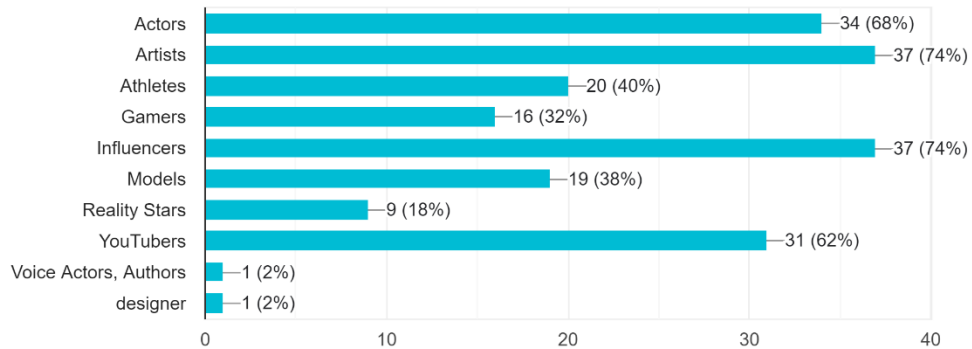
Figure 4.13: Which type of celebrities do you follow on social media? (Please select all that

apply)

Based on Figure 4.13, 37 respondents (74%) follow artists and influencers on social

media. Followed closely by actors (68%) and YouTubers (62%). 40% of respondents also follow

athletes, models (38%), and gamers (32%). Lesser respondents (18%) follow reality stars on

social media, and only 2% of respondents follow voice actors, authors, and designers on social

media.

Do you interact with celebrities you follow on social media?
50 responses
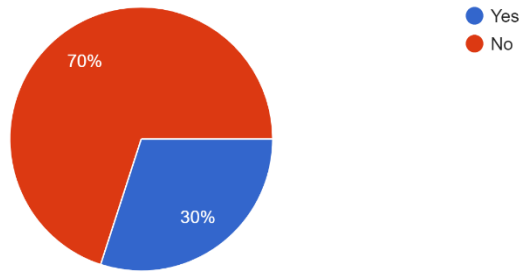
Figure 4.14: Do you interact with celebrities you follow on social media?

35 respondents (70%) responded that they do not interact with celebrities they follow on

social media, while 15 (30%) responded that they do.

Which type of interactions do you have with celebrities you follow on social media? (Please select all that apply)
15 responses
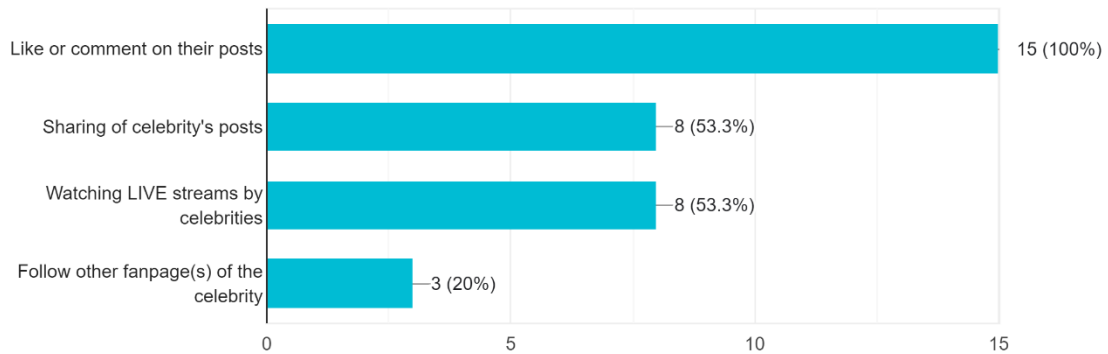
Figure 4.15: Which type of interactions do you have with celebrities you follow on social media?

(Please select all that apply)

From the 15 respondents that said they interact with celebrities they follow, 100% of them responded that they like or comment on the celebrity's' posts, as we can see in Figure 4.14. 53.3% of the respondents responded that they would share the celebrity's posts and watch LIVE streams by the celebrities. Lastly, 3 respondents (20%) responded that they would follow other fanpage(s) of the celebrity they follow on social media.

Parasocial Relationships	N	Mean	Median	Mode
The celebrity reminds me of myself	50	2.76	38	2
I have the same qualities as the celebrity	50	2.84	36	2
I have the same beliefs or attitudes as the celebrity	50	3.24	30	3&4
I face/encounter the same problems as the celebrity	50	2.86	26	3
I can identify with the celebrity	50	3.26	35	4
I care about what happens to the celebrity	50	3.36	20	4
I like to hear and read the posts by the celebrity	50	3.58	20	4
The celebrity feels like a friend to me	50	2.84	26	3
I feel included in the celebrity's online community	50	2.9	30	2
I wish to be more like the celebrity	50	3.1	35	3

Table 4.13: Central Tendencies Measurement of Construct for Parasocial Relationships

Under the statements regarding parasocial relationships, from Table 4.13 we can see that

respondents mostly "Disagree" as the construct shows that the means mostly fall below 3.5. The

statement "I like to hear and read the posts by the celebrity" scored the highest mean of 3.58,

followed by the statement "I care about what happens to the celebrity" with a score of 3.36, both

statements having a mode of 4. This can prove that the parasocial interaction often displayed by

consumers is more psychological and not as physically seen. Consumers interact through reading

and hearing what celebrities have to say or post. The statement which scored the lowest mean

was "The celebrity reminds me of myself" at 2.76 and a mode of 2. This shows that respondents

mostly "Disagree" with this statement. This could be because, often time consumers like to

follow celebrities they admire or look up to. The celebrities often possess traits of things which

the consumer themselves do not have and wish to have. Hence, this could be the reason why the

celebrities they follow do not remind them of themselves.

4.1.4 Purchase Intentions (Section E)

In the first two questions in Section E of the questionnaire, questions were asked

regarding purchase intentions of respondents. Questions such as whether they have bought

products based on celebrity's recommendations on social media and whether they have every

actively looked at what their favorite celebrities use/recommend on social media before

purchasing a product. The last question in section E of the questionnaire asked respondents to

rate how much they agree to a statement regarding purchasing intentions. Respondents were

given a 5-point Likert Scale with the options of strongly agree (5), agree (4), neutral (3), disagree

(2), and strongly disagree (1) to score what degree they agree or disagree to the statement. In order to determine the reliability of each statement, we will be using central tendencies to calculate the mean, median, and mode.

Have you ever bought (even if at a later time) products based on celebrity's recommendations on social media?
50 responses
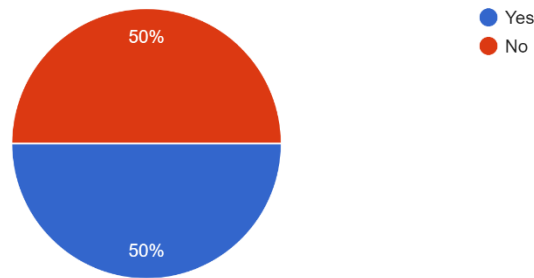
Figure 4.16: Have you ever bought (even if at a later time) products based on celebrity's recommendations on social media?

As we can see in Figure 4.16, when asked if respondents ever bought (even if at a later time) products based on celebrity's recommendations on social media, 50% answered yes and 50% answered no.

Before purchasing a product, have you ever actively looked at what your favorite celebrity uses/recommends on social media?

50 responses
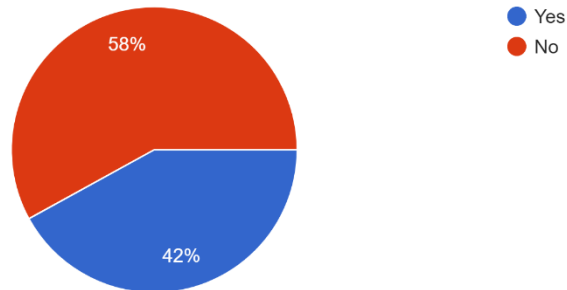
Figure 4.17: Before purchasing a product, have you ever actively looked at what your favorite celebrity uses/recommends on social media?

29 respondents which accounts for 58% responded that they do not actively look at what their favorite celebrity uses/recommends on social media before purchasing a product, while 21 respondents (42%) do actively look at what their favorite celebrity uses/recommends on social media before purchasing a product, as we can see in Figure 4.17.

Purchase Intentions	N	Mean	Median	Mode
Do you agree that products endorsed by celebrities are more appealing?	50	3.6	40	4

Table 4.14: Central Tendencies Measurement of Construct for Purchase Intentions

As seen in Table 4.14, respondents "Agree" that products endorsed by celebrities are more appealing. The construct of the mean is above 3.5 and the mode for this statement is 4 (agree).

4.2 Conclusion

In conclusion, descriptive analyses were used to analyze the data obtained from the survey. Demographics, psychographics, social media usage, and selected questions from celebrity endorsements, parasocial relationship, and purchase intentions in the questionnaire were analyzed with descriptive analysis. To analyze the construct's reliability of statement regarding celebrity endorsements, parasocial relationships, and purchase intentions, central tendencies test was conducted by finding the mean, median, and mode.

CHAPTER V: DISCUSSION, CONCLUSION, AND IMPLICATION

5.0 Introduction

This chapter will discuss the results of the study such as the summary of the statistical

analysis from chapter 4. This chapter will also address the study's major findings, implications of

the study, as well as the limitations and recommendations for future research.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

Based on the results of this research from Chapter 4, majority of the respondents were

males (54%), Chinese (92%), and aged 22-25 years old (62%). The respondents also had the

highest education level of an undergraduate (76%) while 60% of them were students.

The research showed that all (100%) of the respondents used social media and spent 3-5

hours per day on social media (46%). The respondents used social media platforms such as

Instagram (98%), YouTube (82%), and Facebook (68%) the most. 46% of the respondents said

they see advertisements with celebrity endorsements a few times a day. While 92% of

respondents say they follow celebrities on social media, 70% of them responded that they do not

interact with the celebrities they follow.

The results obtained show that although the respondents follow celebrities and are highly exposed to advertisements with celebrity endorsements, they do not engage or interact with the posts from celebrities.

When analyzing the factors which affect celebrity endorsement effectiveness, we see that overall relation & compatibility factor for celebrity endorsements had the highest score, all scoring a mean over 4. It is then followed by the factor of attractiveness & appeal, all scoring a mean over 3.5.

When testing parasocial relationships, most of the statements scored a mean below 3.5. Showing that respondents mostly disagree with the statements. Only 1 statement scored a mean of 3.58 showing that it supports the statement "I like to hear and read the posts by the celebrity".

Lastly, under the topic of purchase intentions, the mean for the statement scored 3.6. Respondents agree with the statement "Do you agree that products endorsed by celebrities are more appealing?", proving that celebrity endorsed advertisements do affect purchase intentions of consumers.

5.2 Discussion of Major Findings

RO1: To investigate the factors that contribute to the effectiveness of celebrity endorsements in advertisements.

The three factors investigated in this study were celebrity's attractiveness & appeal, credibility, and relation & compatibility.

Among these three factors, the test on celebrity's relation & compatibility and the effectiveness of celebrity endorsement scored the highest mean of 4.06 and the mode is 4. The results show that respondents "Agree" to the statements about relation & compatibility. Relation & compatibility means that there is a perceived fit between the celebrity and endorsed product/ service (Knoll & Matthes, 2016). Viewers must feel that the endorser "matches" the endorsed product/service and is compatible to endorse it. When this is achieved, viewers will take the celebrity as a suited spokesperson and trust the information advertised. Hence, from the results, we see that respondents find it important for the celebrity to be related and compatible during advertisements. If viewers do not think the celebrity has any relation or compatibility, they may totally disregard the advertisement.

"Celebrity's attractiveness & appeal" has the second highest mean of 3.88 with a mode of 4, meaning most respondents "Agree" to statements regarding celebrity's attractiveness & appeal in advertisements in celebrity endorsement. The result is supported by Li and Yin's study (2018) which shows that the attractiveness & appeal of a celebrity has a big influence on shaping the public's opinion, which affects customer's attitudes. It is natural for people to be attracted to

people and things that look good, hence, if the endorser is attractive, people are more willing and enjoy watching the advertisement. The attractiveness & appeal of the celebrity will also cause people to interact with the advertisement such as to "like", "share", or "comment". Advertisements endorsed by such celebrities will then be more effective and engaging as viewers will remember and have a positive outlook towards the advertisement.

Among all, celebrity's credibility scored the lowest mean of 3.66 with a mode of 3&4. From the data obtained we can identify that respondents were "Neutral" towards the credibility of a celebrity in celebrity endorsements. Respondents didn't seem to "Disagree" or "Agree" strongly to any of the statements. According to Li and Yin (2018), credibility refers to the communicator's level of confidence in communicating a message and raising the level of acceptance of the message. Hence, the communicator in this context is the celebrity. The celebrity needs to allow viewers to see their confidence and be accepting of the endorsed product in the advertisements. Credible celebrities will impact the effectiveness of the advertisement and the viewers perspective. From the results obtained, most of the respondents do not show confidence in celebrities to be credible. This could be because they may feel that celebrities are not sincere or trustworthy when endorsing products.

RO2: To explore the degree of parasocial interactions between celebrities and consumers.

Under the exploration of parasocial interactions between celebrities and consumers the

mean was 3.07 with a mode of 3&4. From the data we can analyse that consumers did not

display strong parasocial interactions. Consumers agree that they tend to have the same beliefs

and attitudes as the celebrity, that they can identify with them, and they care about what happens

to the celebrities, thus making them like to hear and read the posts by the celebrities. However,

consumers did not feel that the celebrity reminded them of themselves, or that they had the same

qualities. Furthermore, consumers did not feel included in the celebrity's online community.

These factors could be the reason the parasocial interactions were not as evident. According to

Dibble et al. (2015), parasocial relationships characterized a enduring long-term one-sided

intimate connection which was developed by consumers towards media performers – in this

context, celebrities, based on multiple repeated encounters. From other parts of this research,

respondents were not "heavy" users of social media. The majority of respondents (46%) spent 3-

5 hours on social media. Users who spend over 5 hours a day on social media are considered

heavy users and "addicted" to social media (Woodward, 2023). Hence, this contributes to how

much parasocial interaction consumers would have with celebrities.

Another contributing factor to parasocial interactions between consumers and celebrities

is their age. In this study, the majority of respondents were aged 22-25 years old (62%).

Parasocial relationships are more common for adolescents ages 10-19 years old as they are still

forming their identity (Gleason et al., 2017). Hence, adults who have developed their own

identity are less likely to develop parasocial relationships and display parasocial interactions.

RO3: To investigate the effectiveness of celebrity endorsements in advertisements and parasocial interactions between celebrities and consumers on consumers' purchasing behavior.

Although the mean for parasocial relationships and purchase intention scored 3.07 and a mode of 3&4, parasocial relationships only has little impact on consumers' purchasing behavior. This is because section E of the questionnaire results showed that 50% of respondents never bought (even at a later time) products based on celebrity's recommendations on social media. Furthermore, 58% of respondents said they have never actively looked at what their favorite celebrity uses/recommends on social media before purchasing a product. Respondents may agree that advertisements with celebrity endorsements are more appealing, however because they do not have parasocial relationships between these celebrities, the parasocial relationship will not affect their purchasing intentions. A study by Rizkalla (2020) found out that long-term relationships may in turn affect consumer's purchasing behavior. This shows that in order for consumers' purchasing behavior to be affected by parasocial relationships, the interaction should be long term and constant in order to have an influence.

Results also show that respondents are "Neutral" towards the idea of celebrity endorsements causing them to develop parasocial relationships. Parasocial relationships are typically developed when a person sees a celebrity online often, engaging with them, and feels as if the celebrity is their friend. It is a one-sided relationship where the follower feels close to the celebrity. From the results obtained, respondents did not display significant signs of parasocial relationships with celebrities they follow even though they come across endorsed advertisements.

This could be because most of the respondents were males. A study by PubMed Central on

parasocial relationships reported that females had a higher possibility of forming parasocial

relationships compared to males (Gleason et al., 2017). Furthermore, research by Laken (2009)

mentioned that people who are more prone to developing parasocial relationships are people who

are isolated and alone. The results in this study showed that 70% of respondents do not have

interactions such as to "like", "comment", or "share" content of celebrities they follow on social

media. Hence the low interaction leads to lesser chance of developing parasocial relationships.

5.3 Implications of the Study

There are several implications from this study which can be used by business marketers

and advertisers who wish to adopt the celebrity endorsement strategy, as well as businesses and

the public who are interested in matters concerning parasocial relationships. As there is not much

research being conducted on advertisements with celebrity endorsements in Malaysia, this study

helps to provide more insight on the factors which affects the effectiveness of endorsers in

advertisements. The results obtained can contribute to existing literature reviews in the field, and

help businesses create better marketing tactics for advertising to Malaysians. It is important for

business to understand their target audiences in order to create the best and most effective

advertisements. Hence, it is advised that business marketers and advertisers understand the

qualities and factors such as attractiveness & appeal, credibility, and relation & compatibility of

the celebrities they choose to work with and endorse their products/services. This will help

reduce the risks of selecting celebrities that are not suitable or producing ineffective

advertisements. As this study has shown that people look highly upon the celebrity's

attractiveness & appeal, as well as the relation & compatibility, business marketers and advertisers should consider these factors when choosing the celebrity to work with.

Aside from the factors that affect the effectiveness of celebrity endorsed advertisements. It is also important for businesses to understand the existence of parasocial relationships and whether their target audience are susceptible to forming parasocial relationships with the celebrities they choose or if they already have a parasocial relationship formed. Businesses can use this to their advantage by working with celebrities that are already favored by their target audience.

As for the public, it is insightful to learn more about how parasocial relationships work, and how it can also affect their perspective towards advertisements with celebrity endorsers and how it can affect their purchasing intentions. This study can also allow the public to get a better understanding of the different traits of parasocial relationships and signs. For example, purchasing products based off celebrity recommendations often, high levels of interaction with the celebrity through liking, commenting, sharing, or even following other fan pages are all signs on parasocial relationships. Hence, this study would be helpful for those who wish to study more on parasocial relationships especially in Malaysia.

5.4 Limitations of the Study

There are several limitations in this study which may have potentially restricted the research and the effectiveness of it. This whole research was completed within 21 weeks and the questionnaire was only distributed through social media platforms to friends and family. Aside from that, there was a small sample size of only 50 respondents being used to determine the nature and findings of this research. If a sample size for research is too small, statistical tests will be unable to detect significant correlations within a data set. Thus, the data gathered would not be as accurate and reliable compared to other research with larger sample sizes done over longer periods of time. The geographical coverage of this study was also another limitation, as the research only covers Klang Valley. The 50 respondents are unable to represent the entire Malaysian population.

Another limitation of this study is cultural background. Cultural differences will affect the interests, attitudes, and preferences towards advertisements with celebrity endorsements. In this study, most of the respondents were Chinese, and there were no Malay respondents at all. This could affect the reliability as well as the focus of the study to be slightly imbalanced.

Moreover, the age group of this study was only limited to ages 18 – 30 years old. This restriction further limits the demographic group of respondents collected for this study. A sample size with a greater age range could possibly help obtain more insight into how different age

groups and generations view advertisements with celebrity endorsements and the potential of forming parasocial relationships with celebrities.

5.5 Recommendations and Future Research

There are several recommendations for future research to improve the quality of relevant studies. As mentioned earlier in Chapter 3, convenience sampling could lead to overrepresentation of a population and selection biases. Hence, in order to analyze the factors that affect the effectiveness of celebrity endorsements as well as parasocial relationships, future researchers can conduct the research by using a qualitative methodology. This way the researcher can have direct communication with the respondent and gain additional information from them. On top of that, open questions which are used often in qualitative research can allow the researcher to immediately gain a variety of responses and improve the accuracy of the research findings.

Adding additional age groups to future studies can also help researchers find out more regarding different age groups. This can be valuable to companies that wish to target different age groups. It is also recommended that future researchers use new variables, different theories, or mediating variables to examine the effectiveness of celebrity endorsements.

Furthermore, researchers have proposed that respondents' ethnicity can be narrowed down to further analyze and define their demographic. This can allow for more precise findings when concentrating on a single race. Cultural diversity of different celebrities and audiences can result in various attitudes and responses towards the celebrity.

These are the recommendations that future researchers can improve and take advantage off to ensure future studies in related fields would yield more accurate and reliable results.

5.6 Conclusion

To conclude, celebrity endorsements are not a new phenomenon in today's society. It has been used by marketers and advertisers for years. It is known that celebrity endorsers do help boost a company's sales, hence it is important to understand the factors that affect the effectiveness of these endorsements, and how business can better reach out to their target audiences. This study has revealed that attractiveness & appeal and relation & compatibility have a higher effect on endorsements compared to credibility. It is also seen that parasocial relationships can affect purchase intentions, but it is dependent on the parasocial relationship being formed and evident first. Business marketers and advertisers can benefit from taking into consideration these factors when planning their strategy and approaches. This chapter covers the statistical analysis, implications of the study, limitations, as well as recommendations for future studies.

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Appendix A: Online Questionnaire

Hi! I am Sherene Tan Yu Lin, a final year undergraduate student pursuing Bachelor of Media and Creative Studies (Honours) at Universiti Tunku Abdul Rahman (UTAR).

I am currently conducting a study for my final year project titled "The Effectiveness of Celebrity Endorsement In Advertisements: Parasocial Relationships". This survey aims to investigate the factors that determine the effectiveness of celebrity endorsements in advertisements and how parasocial relationships play a part to ultimately affect purchasing intentions.

This questionnaire consists of 5 sections and will take around 5-10 minutes to complete. Kindly answer ALL sections and ALL required questions. Your answers are extremely valuable and will certainly make a contribution to this study. Your responses and related information will be kept strictly confidential and anonymous.

I truly appreciate your time and effort taken to complete the following questionnaire. Please do not hesitate to contact me at sherentan@1utar.my if you have any inquires.

Thank you for your participation. Stay safe & happy responding! :)

Section A: Demographics

Please fill in your personal information.

1. Gender

   - Male
   - Female

2. Age

   - 18–21
   - 22-25
   - 26-30

3. Ethnicity

   - Malay
   - Chinese
   - Indian
   - Other:

4. Highest Level of Education

   - Primary
   - Secondary
   - High School
   - Undergraduate
   - Postgraduate

5. Occupation

   - Student
   - Unemployed
   - Employed
   - Self-employed

Section B: Social Media Usage

Please select the appropriate answer for each of the following questions.

1. Do you use social media?

   - Yes
   - No

2. How often do you use social media?

   - Once a day
   - 2-3x a day
   - >4x a day
   - Few times a week
   - Few times a month

3. Which social media platforms do you use? (Please select all that apply)

   - Facebook
   - Instagram
   - Twitter
   - TikTok
   - YouTube
   - Other:

4. Which purposes do you use social media for? (Please select all that apply)

   - Online shopping
   - Entertainment
   - Socializing
   - Information & News
   - Other:

5. How often do you see advertisements with celebrity endorsements on social media?

   - Few times a day
   - Once a day
   - Few times a week
   - Once a week
   - Never

Section C: Parasocial Relationships

Please select the appropriate answer for each of the following questions.

1. Do you follow celebrities on social media?

   - Yes
   - No

2. Which type of celebrities do you follow on social media? (Please select all that apply)

   - Actors
   - Artists
   - Athletes
   - Gamers
   - Influencers
   - Models
   - Reality stars
   - Youtubers
   - Other:

3. Do you interact with celebrities you follow on social media?

   - Yes
   - No (Please skip next question)

4. Which type of interactions do you have with celebrities you follow on social media? (Please select all that apply)

   - Like & comment on their posts
   - Sharing of celebrity's posts
   - Watching LIVE streams by celebrities
   - Follow other fanpage(s) of the celebrity
   - Other:

5. Please specify to the degree which you agree to the following statements regarding the celebrities you follow on social media.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. The celebrity reminds me of myself					
2. I have the same qualities as the celebrity					
3. I have the same beliefs or attitudes as the celebrity					
4. I have the same problems as the celebrity					
5. I can identify with the celebrity					
6. I care about what happens to the celebrity					
7. I like to hear and read the posts by the celebrity					
8. The celebrity feels like a friend to me					
9. I feel included in the celebrity's online community					
10. I wish to be more like the celebrity					

Section D: Celebrity Endorsement

Please select the appropriate answer for each of the following questions.

1. Are you familiar with the term "Celebrity Endorsement"?

   - Yes
   - No

2. Do you agree that celebrities are genuine when sharing the products they advertise on social media?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

3. Which **3 factors** are the most important for you to trust the recommendation of a celebrity? (Please select all that apply)

   - Attractiveness
   - Credibility
   - Authenticity
   - Familiarity
   - Likeability
   - Compatibility with product

4. Please specify to the degree which you agree to the statements below.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Celebrities' opinions and recommendations influence my purchasing decisions					
2. Celebrities are less credible after a public scandal/ misbehavior (fault of the celebrity)					
3. Celebrities are less credible after a public scandal/ misbehavior (fault of the company)					
4. The celebrities scandal/ misbehavior will lead to a bad image of the celebrity					
5. The celebrities scandal/ misbehavior will lead to a bad image of the product					
6. The celebrities scandal/ misbehavior will negatively affect my purchasing decision					
7. Forgiving a celebrity's scandal/ misbehavior is possible					
8. Forgiving the scandal/ misbehavior is only possible based on the type of mistake					

Section E: Purchase Intentions

Please select the appropriate answer for each of the following questions.

1. Have you ever bought (even if at a later time) products based on celebrity's recommendations on social media?

   - Yes
   - No

2. Before purchasing a product, have you ever actively looked at what your favorite celebrity uses/recommends on social media?

   - Yes
   - No

~ THE END~

THANK YOU FOR YOUR PARTICIPATION

Appendix B: Ethical Clearance Approval

UNIVERSITI TUNKU ABDUL RAHMAN *DU012(A)*
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Re: U/SERC/16/2023

10 January 2023

Mr Anthony Gandolfo Miranti Jr
Head, Department of Media
Faculty of Creative Industries
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Mr Anthony,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your student's research project from Bachelor of Media and Creative Studies (Honours) programme enrolled in course UJMZ3056. We are pleased to inform you that the application has been approved under <u>Expedited Review</u>.

The details of the research projects are as follows:

No	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Influence of Facebook Live Selling on Buying Decision Among Students from UTAR	Cheng Ming Hui	Ms Lim Wai Ping Penny	10 January 2023 – 9 January 2024
2.	Exploring the Cultivation Effects of Anime Consumption in Developing Parasocial Relationships Among Malaysian Undergraduates	Pua Wei Yi		
3.	Perception of Young People Towards TikTok and DouYin Applications	Du Miao		
4.	The Implication of Live Streaming Towards the Buying Behaviour of Young Adults	Foo Chai Lyn		
5.	The Influential Power of Inspirational Short Videos Among Youngsters on Social Media Platforms	Ho Kien Yi		
6.	Political Information of Social Media and First-time Voters of the Malaysian Youth	Christine Soon Wei Ting	Mr Alan Lau	
7.	A Study of News Credibility is Affected by Frequent Sensationalism of Headlines	Charmaine Liew Wen Wei		
8.	Anime Influences on Aggressive Behavioural and Cognitive Development Among Young Adolescents in Malaysia	Chan Rong Therng		
9.	Impact of Tik Tok on Self-esteem Among Young Adults	Ooi Chi Ying		
10.	Is Online Streaming Platform Killing the Cinema Industry?	Tan Jian Yan		
11.	The Negative Impact of Instagram Usage on Romantic Relationship Among Malaysians	Chang Jing Qin		
12.	Malaysian Young Voters and Social Media in the 15th General Election 2022	Seah Hong Woo	Dr Tan Wooi Yee	
13.	The Effectiveness of Celebrity Endorsement in Advertisements: Parasocial Relationships	Sherene Tan Yu Lin		

No	Research Title	Student's Name	Supervisor's Name	Approval Validity
14.	A Study on Malaysian Young Adults' Attitude Towards Petronas Advertisement and Their Purchase Intention	Samuel Koh Ming Shen	Dr Tan Wooi Yee	10 January 2023 – 9 January 2024
15.	A Study on Effects of Social Media Influencers on University Students Purchasing Decision	Tai Yuen Zheng	Ms Foo Mei Lee	
16.	The Impact of Promotions on Social Media on Consumer Intentions in Online Shopping of University Students After Covid-19	Bao, Liqi	Mr Zachary Roland a/l A.F. Anthony	
17.	A Study of University Students on Their Online Purchasing Behaviour in Klang Valley: Case Study on Double 11 Festival	Brtiney Wong Guang Min		
18.	A Study on Social Media Usage Among Students. Mental Health Issues that Students Face for Excessive Use of Social Media	Chai Chang Ern		
19.	The Concept of e-wallet in the New Normal: A Study on the Mindset of Older Generation Acceptance of e-wallet	Chai Chon Wen		
20.	Emoji as an Interpersonal Communication Tool in WhatsApp Use Among the Young People in Malaysia	Tan Swee Yin		
21.	Upward Social Comparison as a Mediator Between the Use of HiaoHongShu and One's Feeling of Inadequacy and Life Dissatisfaction Among University Students in Malaysia	Goh Jing Yi		
22.	Fear of Missing Out (FOMO) and the Usage of Social Media Towards Young Adults in Malaysia	Koo Kai Yan	Dr Lim Soo Jin	
23.	The Motives for Instagram Usage and the Topics of Interest Among Students in Universiti Tunku Abdul Rahman	Lee Kah Seng		
24.	Cultivation Theory: Social Media Influences the Intention and Motivation for Doing Cosplay in Malaysia	Lee Ming Jie		
25.	Interpersonal Relationship Across Different Social Platforms Among Youngsters in Klang Valley	Tan Yan Jun		
26.	Cultivation Theory: The Effects of Prolonged Exposure to K-Idol on Impressions of Korean Culture Among Malaysian University Students	Yap Si En		

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

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Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,

Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c   Dean, Faculty of Creative Industries
        Director, Institute of Postgraduate Studies and Research