THE IMPACT OF SOCIAL MEDIA CELEBRITY ENDORSEMENT ON MALAYSIAN

UNIVERSITY STUDENTS' CONSUMPTION BEHAVIOR

THONG BAO CHYE

A RESEARCH PROJECT

SUBMITTED IN

PARTIAL FULFILLMENT OF THE REQUIREMENTS

FOR THE BACHELOR OF CORPORATE COMMUNICATION (HONS)

FACULTY OF CREATIVE INDUSTRIES

UNIVERSITI TUNKU ABDUL RAHMAN

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APPROVAL FORM

This research paper attached hereto, entitled "The impact of social media celebrity endorsement on Malaysian university students consumption behaviour" prepared and submitted by THONG BAO CHYE in partial fulfilment of the requirements for the Bachelor of Corporate Communication (Honours) is hereby accepted.

_____   Date:

Supervisor

Supervisor's name: Dr Thanaseelen a/l K.P. Rajasakran

ABSTRACT

According to several past research, celebrity endorsement consistently draws positive responses from buyers to advertisements. Aziz et al. (2019) and Ahmad et al. (2019) previous studies have studied the influence of celebrity endorsement on consumer buying behaviour. However, there is a lack of in-depth studies on the purchasing behaviour of Malaysian University students. Therefore, this study uses the Source Attractiveness and Credibility Model to focus on celebrity endorsement's impact on Malaysian University consumption behaviour. In addition, this study will utilize quantitative research, including an online questionnaire form disseminated to University students. A sample size of 150 University students will be targeted as the respondents. The obtained data were analysed using SPSS, and the results show celebrity attractiveness and expertise significantly impact Malaysian University students' consumption behaviour. However, celebrity trustworthiness is unrelated to Malaysian University students' consumption behaviour. The future study suggested being conducted in a qualitative method to enrich researchers' understanding of the respondents' opinions. The researcher also suggested comparing the impact of celebrity endorsement in a wide range of ages and focusing on specific product categories.

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.

Name: THONG BAO CHYE

Student ID: 19UJB01621

Signed: _____

Date: 28 APRIL 2023

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CHAPTER I INTRODUCTION

1.1 Research Background

Celebrity endorsement is a common marketing strategy in social media used by many companies for a period (Yu & Hu, 2020). A celebrity endorsement is a brand representative who reflects the brand's voice, corporate culture, and image. Celebrities can be used as endorsers in various ways, including by writing product reviews and serving as the company's spokesperson in advertisements (Ahmad et al., 2019). Nowadays, celebrities have drawn more attention and significantly impacted various aspects of people's lives due to the advanced development of technology. Alawadhi and Örs (2020) claim that several studies have shown celebrity endorsement constantly attracts customers' positive responses toward the advertisement. Hence, the value those celebrities can bring to brands has increased sharply.

According to Liu (2019), celebrities' positive features, such as popularity, likeability, sincerity, and reliability, may help to boost a brand's image and lead to purchasing behaviour in public. This is because consumers rely more on endorsements that deliver perfect information and clues than on optimizing purchase decisions and various marketing approaches. Especially in today's highly developed social media, celebrities can quickly pass on information to their followers. Furthermore, social media has grown in popularity as a way for people to interact with others and have global access to information. Many celebrities also have social media accounts to post their daily life vlog and interact with fans. This leads to a growth in celebrity endorsements on social media platforms in which many companies take advantage of a celebrity's social media to advertise their products. On account of their fans are the potential customers who can directly influence the market performance. With the celebrities' halo effect, the brands are also more likely to move the attention of ordinary consumers from celebrities to brands and generate preference for them. Ertugan & Mupindu (2019) also

indicated that celebrity endorsement was deemed to be the advertisement's "hook" that would draw in potential customers because celebrities are viewed as role models by their fans on social media.

As a result, many well-known brands such as Nike, Puma, Adidas, Louis Vuitton, Dior, Chanel, Estee Lauder, and Cartier continuously hire more celebrities to become their brand endorsements helping them promote their products on social media. These luxury brands will post images of celebrities using their products on social media. Take Calvin Klein, for example; they have great success with celebrities because they leveraged Justin Bieber's popularity and influence to promote their spring underwear (Ahmad et al., 2019). Calvin Klein's social media advertisements of the appearance of Justin Bieber received 10.7 million YouTube views and 1.6 million Twitter mentions. Additionally, they also mentioned that the endorsement boosts the earned revenue from higher sales. Besides that, in China, Dior frequently shows Chinese celebrities such as Zhao Li Ying, a Chinese actress, on its Weibo page (Yu & Hu, 2020). However, once a celebrity stirs up controversy and receives bad news, it is likely to harm the brand's reputation and lead to the loss of customers (Liu, 2019).

In brief, it is undeniable that celebrity endorsement is used extensively as an advertising tool worldwide, especially on social media. Companies spend a lot of money to link their brands with a celebrity's image. Besides, the brand can quickly increase its reach to every other region and influence customers' perceptions of the brand by using celebrity endorsements on social media. Also, many past studies have studied the reliability, expertise, attractiveness, trustworthiness, and familiarity of the celebrity, showing that these characteristics significantly impact the consumers (Raza et al., 2019). Therefore, the source attractiveness and source credibility model will be implemented to acquire a better understanding of the impact of social media celebrity endorsements on university students' consumption behaviour in Malaysia.

These two theories explain how the attractiveness, trustworthiness, and expertise of celebrity have an impact on consumer attitude and purchase intention.

1.2 Problem Statement

In today's fiercely competitive market, celebrity endorsements have evolved into a very effective marketing strategy, providing a company an advantage in competing with other brands (Adam & Hussain, 2017). Many foreign countries, such as Korea and China, have used celebrity endorsements for an extended period. Hence, in Malaysia, many brands started to invest significant money in hiring famous local celebrities to endorse their products and services. For instance, OPPO Malaysia has engaged with Neelofa (a Malaysian host, actress, and model) and Lee Zii Jia (a Malaysian badminton player) has been recruited as their brand ambassador.

In previous studies, several researchers have investigated the impact of celebrity endorsement on customer purchasing behaviour. For instance, Aziz et al. (2019) have investigated the consequences of celebrity endorsements on Malaysian university students' buying intentions. This study demonstrates that celebrity attractiveness and trustworthiness do not impact students' purchasing decisions and that only a celebrity's fit with the endorsed product impacts students' purchasing decisions. However, this study was carried out among students at a public university in Malaysia. Hence, there is a lack of in-depth studies on the effects of celebrity endorsements on university students' purchasing behaviour in Malaysia.

Apart from this, Ahmad et al. (2019) examined the impact of youthful celebrity endorsements in social media advertisement and brand image on buying intent of 13 to 18-year-old customers. This research is focused on the influence of trustworthiness, expertise, physical attractiveness, respect, and similarity toward celebrity endorsement in social media.

The researchers also studied the relationship between celebrity endorsement on social media and purchase intention among young customers. In the end, the findings revealed a relationship between celebrity endorsements and young consumer purchase intentions. However, this research lack conducted to study the impact of celebrity endorsements on university students because, among the respondents in this study, only 18 years old were already enrolled in higher education.

Furthermore, Alawadhi and Örs (2020) also studied the effects of celebrity attributes such as trustworthiness, expertise, attractiveness, and likeability on consumer purchase intention and the influence of brand image on their behaviour. In addition, Koromyslov & Wan (2019) studied the effect of celebrity endorsement on Chinese luxury consumers' intentions. This study discovered that consumers are willing to connect with the brand supported by their favourite celebrity. Nevertheless, these two studies are foreign research on Yemen and China.

Moreover, based on research, most celebrities' fans are young adults, such as university students from 18 to 24 years old. Ahmad et al. (2019) state that people born in Generation Z from 1995 onwards can be categorized as young consumers. High school or university students would essentially be considered young consumers nowadays. Hence, the gap in previous studies will make this study focus on university students and investigate the impact of social media celebrity endorsements on Malaysian university students' consumption behaviour.

1.3 Research Objectives

Therefore, the objectives of this research are:

1. To investigate the relationship between celebrity attractiveness and Malaysian university students' attitudes and consumption behaviour.

2. To investigate the relationship between celebrity trustworthiness and Malaysian university students' attitudes and consumption behaviour.

3. To investigate the relationship between celebrity expertise and Malaysian university students' attitudes and consumption behaviour.

1.4 Research Questions

Hence, this research paper will seek the answer to

1. Does the attractiveness of celebrity endorsements have a significant relationship with Malaysian university students' consumption behaviour?

2. Does the trustworthiness of celebrity endorsements have a significant relationship with Malaysian university students' consumption behaviour?

3. Does the expertise of celebrity endorsements have a significant relationship with Malaysian university students' consumption behaviour?

1.5 Conceptual Framework

The study investigates the relationship between celebrity attractiveness, trustworthiness, and expertise (independent variable) and Malaysian University students' consumption behaviour (dependent variable). The source attractiveness model (McGuire, 1985) and the source credibility model (Hovland and Weiss, 1951) were used to construct the conceptual framework. Hence, the following framework was created to accomplish the objectives, presented in Figure 1.
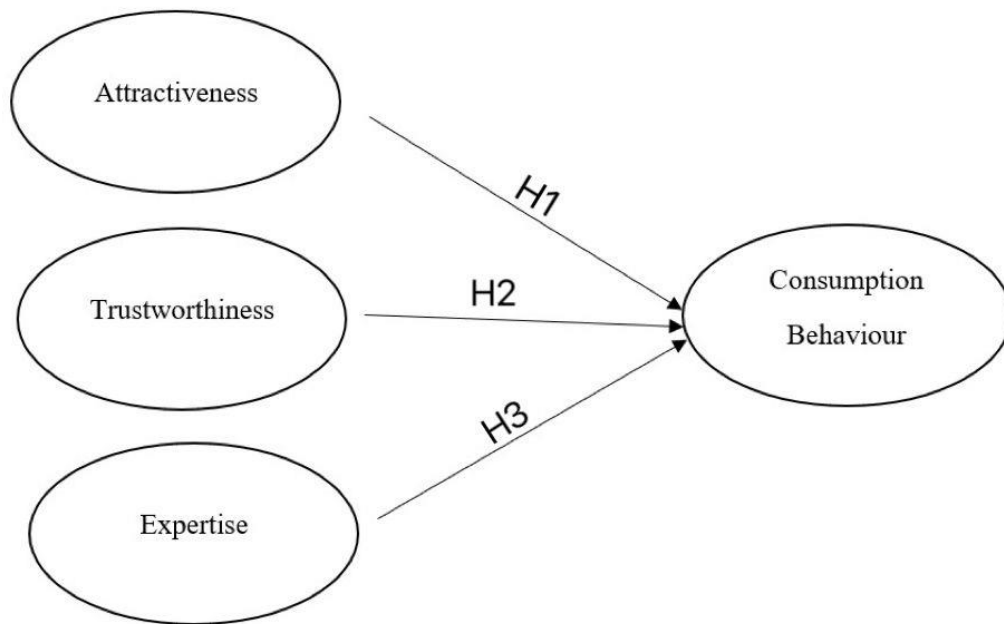
Figure 1. *Conceptual framework*

1.6 Hypothesis

Therefore, the hypotheses were formulated in accordance with the conceptual framework:

H1. Celebrity attractiveness and Malaysian university students' consumption behaviour have a significant relationship.

H2. Celebrity trustworthiness and Malaysian university students' consumption behaviour have a significant relationship.

H3. Celebrity expertise and Malaysian university students' consumption behaviour have a significant relationship.

1.7 Significance of Study

The study's result can greatly influence the following:

1. Researchers

The information collected in this study will assist researchers in better understanding university students' attitudes toward celebrity endorsements, as well as the factors influencing their consumption behaviour. Besides, the analysis and results in this study will also become a reference resource for other researchers to conduct more comprehensive research in the future.

2. Practitioners

Besides, from a practitioner's view, this study will help them understand whether celebrity endorsements have affected university students' attitudes and consumption towards a particular brand. Additionally, the results of this study will also help them to understand the factors that affect their consumption behaviour on celebrity endorsement products. Therefore, they can use celebrity endorsement to promote their products correctly after understanding.

1.8 Definition of Terms

1.8.1 Celebrity endorsement.

The word "celebrity" refers to actors, singers, athletes, musicians, comedians, etc. Celebrity endorsement can be defined as a marketing method that uses graphic portraits or videos of celebrities to help a brand promote its products or services. The brand will employ several celebrities to promote its product to increase its reputation and likeability among consumers and reach a wider audience, such as the celebrity fan bases (Jha et al., 2021).

Celebrity endorsements can be separated into a brand spokesperson, brand ambassador, and brand best friend.

1.8.2 Social media.

The word "social media" was first used in the Matisse online media environment in 1994 (Aichner et al., 2021). According to studies, the phrase "social media" is frequently used to refer to online platforms, including blogs, business networks, corporate social networks, forums, microblogs, social gaming, and online communities. Social media enables people to create content and share information and opinions with others. In contrast to face-to-face communication, social media are inexpensive, simple to use, and have a worldwide audience with almost immediate reaction times. For instance, Facebook, Instagram, Twitter, and TikTok are some of the well-known social media platforms.

1.8.3 Consumption behaviour.

Consumption behaviour refers to the steps consumers take to decide what to buy. It considers the requirements to be met, the driving forces, and the considerations a consumer makes before buying a particular good or service. Besides, consumer behaviour can be described as the sum of a consumer's attitudes, preferences, beliefs, and choices that affect how they behave while purchasing something or service in a marketplace.

CHAPTER II LITERATURE REVIEW

2.1 Celebrity Endorsement

A celebrity endorser is an individual who is recognized among the general public or the brand's target market. Celebrity endorsement is one of the most well-liked advertisements that use well-known individuals with positive public recognition to promote various brands, goods, and services (Calvo-Porral et al., 2021). It is widely accepted in the literature that endorsers are those well-known public individuals who are recognizable to the general public by name and face, such as actors, comedians, sportspeople, entertainers, or singers (Schimmelpfennig, 2018). They have high recognition by the public due to their distinctive traits, such as their appearance and unique skills. Companies in the snack food, beverage, cosmetics, clothing, and sports industries often use celebrity endorsements to promote their products. These companies have spent much money hiring celebrities as endorsers because they believe doing so makes their advertisements seem more credible and gets better results in their finances. Additionally, past studies have shown that celebrities effectively promote goods and may significantly impact a brand's associations.

According to Ertugan and Mupindu (2019), celebrity endorsement is a well-liked advertising trend and a fantastic approach to promoting and marketing a brand because "traffic celebrities" can help them to increase sales. Besides, celebrity endorsement is the most effective and reliable strategy to promote a brand because customers are more likely to associate the brand with the product quickly. Jha et al. (2020) stated that the objective of using celebrity endorsement is to draw in a broader audience, such as the celebrity's fan base, and convert them to become loyal customers of the company. Celebrities are an effective communication tool for the brand to interact with its target audience (Ahmad et al., 2019). In addition, celebrity endorsements are now noticeable in social media advertising due to the

change from conventional advertising tools to modern advertising tools such as social media. Celebrities have a growing influence on popular culture and society as they continuously gain popularity in social media, movies, television, sports, music. Celebrity endorsers are proven to have a significant impact on companies, and social media has dramatically increased it (Schimmelpfennig, 2018). Li and Chai (2019) also mentioned that celebrity endorsements can impact customers' opinions towards a company as well as their desire to purchase a product.

2.2 Consumption Behaviour

According to Fauzee & Dada (2021), consumption behaviour refers to the process customers take to decide which products to buy. From a research viewpoint, consumer behaviour is the study of how consumers choose which products to buy. Besides, consumer consumption behaviour refers to the interactions and procedures that consider the impact, cognition, behaviour, and environmental factors before consumers purchase. It incorporates the needs, motivation, and thought process. The consumption behaviour of each individual is impacted by a variety of factors, including technological, demographic, cultural, economic, personal, psychological, and social aspects, which can substantially impact their purchasing behaviour or decision (Omorodion & Osifo, 2019). Celebrity endorsements play an essential role in evoking these different factors, especially the psychological motivation of consumers to buy a product and the motivation of consumers to repurchase this brand of products. Therefore, consumers are drawn to product brands strongly associated with their behaviours, fostering customer loyalty (Omorodion & Osifo, 2019). In addition, advertising effectiveness and consumer purchasing behaviour have consistently been crucial factors (Jan et al., 2019). Most of the time, the product's advertising affects consumers' purchasing decisions, especially

in skincare products. One of the past studies disputed that what affects customer behaviour is the emotional response that arises after viewing a product's commercial.

Additionally, consumers' emotional connections significantly influence their purchase decisions because they tend to identify with celebrity-endorsed products. Celebrity endorsement influences consumer buying behaviour by influencing cognition. As a result, much research is trying to figure out what influences consumer behaviour. In essence, several previous studies showed that various complicated factors could influence consumer behaviour. For instance, Jan et al. (2019) have studied how advertising elements influence the consumer purchase behaviour of Klang Valley skin care products. The researchers determined that the perceived usefulness of advertisements had a significant positive impact on consumer behaviour. Besides, another study shows that consumers are likelier to believe in celebrities they are attached to as endorsers. These celebrities influence consumers' perceptions of commercials and willingness to buy the product. As a result, many studies have shown that many factors can influence consumer behaviour, and celebrity endorsements are one of the significant factors that will affect consumer consumption behaviour.

2.3 Celebrity Endorsement and Consumption Behaviour

Celebrity endorsement improves a product's visibility and changes consumer attitudes and behaviour. Consumers' perceptions of a brand's endorsement by celebrities are positively influenced, which leads to increased purchasing intention (Aziz et al., 2019). Marketers can use the celebrity's favourable characteristics to spread positive associations with their products and increase consumer awareness, resulting in higher revenue. Many multinational corporations exploit celebrity endorsements in advertising because they believe using celebrities could significantly impact consumers' buying habits and intentions. Afifah (2022)

also indicated that increasing purchase intention, a part of consumer behaviour, is one of the most common reasons for using celebrity endorsements. Consumers are attracted by some traits of their favourite celebrities and will be more inclined to imitate their dressing styles and taste. Therefore, when products are endorsed or recommended by their favourable celebrity, they are more likely to purchase because of their favourites and admiration towards the celebrities. Calvo-Porral et al. (2021) mentioned that celebrity endorsements are highly effective communication tools, have favourable effects on consumer attitudes and behavioural intentions toward the endorsed products, and affect consumers' buying behaviour, brand awareness, and brand recognition.

Omorodion & Osifo's (2019) study at the University of Benin found that celebrity endorsements favourably and significantly impact customer behaviour in the Nigerian telecommunications industry. In the Nigerian telecommunications industry, customers not only have the consumption behaviour rely on peer, family, and friend recommendations; they also become more familiar with and form perception of the products through celebrity endorsement. The study results show celebrity endorsement has a positive and significant relationship among the University of Benin students' consumer purchasing behaviour in the Nigerian telecoms sector. Additionally, Aziz et al. (2019) studied the influence of two different celebrities on one of the public university students in Malaysia. The research found that the fit between celebrity A and the endorsed product positively influences the purchase intentions of Malaysian university students. However, it also demonstrates that, for both celebrities, celebrity attractiveness and trustworthiness have no impact on students' purchasing decisions. Hussain (2020) also indicated that celebrity endorsements are an influential factor that influences consumers' purchasing behaviour, decisions, and opinions toward products. However, it has also been discovered that celebrity endorsements have a negative impact on consumer behaviour when society links the celebrity endorser to adverse events (Liu, 2019). Other studies

underline the significance of successfully selecting the right celebrity as the brand endorser to affect purchase intention. This is because when a celebrity is implicated in a scandal such as a derailment and rape, consumer perception and brand behaviour will be decreased, and the brand's reputation and image could be damaged.

2.4 Celebrity Endorsement in Malaysia

Although the usage of celebrities in advertising may seem more recent compared to Western countries, Malaysian marketers are quickly adopting the technique in their advertising by utilizing a variety of celebrities. For instance, Chef Wan endorsed Vesawit, Siti Nurhaliza endorsed Pepsi, Sarimah was the endorser of Rejoice, Aiman Hakim Ridza endorsed Garnier Men, and Diana Danielle endorsed L'Oreal's skin-care products (Adzharuddin & Salvation, 2020). This study indicated that celebrity endorsement and its characteristics had major impacts on young customers' purchase intentions for L'Oreal skin care products. This is due to the fact that when L'Oreal promotes a celebrity with the necessary knowledge and experience concerning the marketed product, it increases the likelihood that customers would respond favourably to the commercial by trying it. In addition, it has been noted that well-known local firms in Malaysia like D'Herbs use local celebrities like Fasha Sandha, while TruDolly uses the singer and actress Fazura and many other celebrities as their ambassadors and endorsers when selling health-related products on social media (Zolkepli et al., 2023). The endorser primarily discusses their personal experiences with the dietary supplement items on their social media pages. They have gained a lot of attention through advertising on social media, especially on Instagram, where product reviews are posted, and celebrities have backed it to highlight its advantages and practicality. As a result, the appearance of a celebrity to promote product results in higher buying intention.

Moreover, Malaysia's famous snack and beverage company, Mamee Monster, has used international celebrities to promote one of its products, Mister Potato. As the 2022 World Cup kicks up in November, they have partnered with NR Sports, using Neymar Jr, a famous, talented footballer, as Mister Potato brand ambassador ("Mister Potato announces partnership with NR Sports, Neymar Jr as new brand ambassador," 2022). In addition, Vivo Malaysia has also consistently used celebrities as its smartphone endorsers. Chan et al. (2021) investigated the impact of celebrity endorser characteristics on Vivo Malaysia's brand image. Vivo Malaysia has hired Dato' Sri Siti Nurhaliza, a well-known singer in Malaysia, as their brand endorser. In Chan et al. (2021) study, they determined whether Vivo's celebrity endorsers' characteristics impact their brand perception. The findings demonstrate that each of the examined factors, which are trustworthiness, knowledge, physical appearance, respect, and likeness to the celebrity, has a favourable impact connection between brand images.

2.5 Source Attractiveness Model

This model links a message's effectiveness to the resemblance, familiarity, and likeability of a message's endorser (Seilar & Kucza, 2017). This theory explains the effects of a source's attractiveness. Besides, celebrity attractiveness includes the celebrity's physical attributes and characteristics, such as charm, elegance, and intelligence. In addition to the physical appeal, attractiveness refers to personality and athletic ability traits. Physically appealing communicators are often chosen, loved, and thought to influence products over less attractive ones positively. According to the well-known philosopher Aristotle, the attractiveness model means that beauty generates a stronger recommendation than any other form of introduction (Mat et al., 2019). Aristotle viewed beauty as an essential characteristic since it made beautiful individuals more attractive than others.

Moreover, the attractiveness of a celebrity endorser is intended to be connected with the consumer's purchase intent. This is consistent with a recent study by Ahmad et al. (2020), who mentioned that the celebrity's appearance, personality, or lifestyle might affect consumers' consumption behaviour. Hence, an attractive endorser can help a brand attract and capture consumers' attention and influence their consumption behaviour. Onu et al. (2019) also mentioned that many companies commonly employ physically attractive celebrities as endorsers because their messages can effectively capture more attention. The celebrity's physical attractiveness is a tool to influence the public's perception. The celebrity endorser's physical attractiveness could gain influence and change the customer's behaviour. According to Omorodion & Osifo (2019), celebrity attractiveness significantly impacts consumers' consumption of a brand of telecom companies in Nigeria. In addition, Fauzee & Dada (2021) conducted a study on how celebrity endorsement affects Malaysian consumer behaviour. The findings showed a direct correlation between celebrity attractiveness and customer behaviour factors.

2.6 Source Credibility Model

According to the Source Credibility Model, an endorser's perceived level of expertise and trustworthiness significantly impact the message's effectiveness (Serman & Sims, 2022). Credible information can influence ideas, views, attitudes, and behaviours through a process recognized as "internalization," which occurs when recipients accept the impact of the source in terms of their attitudes. Source credibility is founded on the idea that individuals or recipients are more likely to be convinced when a source portrays itself as trustworthy. Besides that, the endorser's credibility refers to the extent to which the endorser is perceived to have expertise related to the communication problem and can be relied on to objectively analyse the topic.

(Shang & Luo, 2021). The foundation of source credibility is that when a source indicates itself as reliable, people are more likely to be persuaded. Besides, credible sources often impact how people think and behave. According to past research, Ahmad et al. (2020) have studied the influence of celebrity endorsement credibility on customer purchase intention on Instagram in Malaysia.

2.6.1 Source trustworthiness.

In addition, trustworthiness refers to the confidence people demonstrate in a company's or brand's attempt to convey a message (Ahmad et al., 2019). Therefore, trustworthiness refers to an endorser's honesty, integrity, and reliability and the audience's acceptance of these qualities. When consumers perceive the endorser to be sincere about the advertised good or service, they are more likely to be persuaded to purchase the products (Ahmad et al., 2020). In essence, trustworthiness influences consumers' perceptions, influencing their purchase decisions. This is because consumers believe celebrities will not endorse poor-quality products, which may damage their reputation. Ahmad et al. (2020) revealed in their study that consumers' trust in celebrity endorsers influences Malaysian consumers' consumption intention on Instagram. Mat et al. (2019) indicate that trustworthiness has the ability to affect and modify a consumer's mindset, leading to the intention in accordance with the endorsing celebrity among young Malaysian. Besides that, NGUYEN (2021) also mentioned that a high degree of trustworthiness might symbolize desirable characteristics of the provider, affect message consent, and alter consumers' perceptions of a brand. If consumers feel the celebrity is trustworthy and honest to persuade and earn their faith, they will become interested in buying the products.

2.6.2 Source expertise.

Moreover, "expertise" refers to how the source is viewed as someone who makes a persuasive argument. Source expertise is the "degree to which a communicator is considered a source of valid statements" (Von Felbert & Breuer, 2021). It emphasizes the knowledge, expertise, or abilities an endorser may gain to market the products covertly. Expertise has the power to affect a consumer's consumption behaviour. Some consumers are more likely to be persuaded by an endorsement from someone perceived to have high expertise than someone perceived to have low expertise (Ahmad et al., 2020). According to Fauzee and Dada (2021), a celebrity endorser with more expertise is more persuasive and easily influences consumers to purchase. If a celebrity has more excellent knowledge and experience in the sector for which they are known, they will be more likely to gain the trust of their audience and even inspire them to make a purchase (NGUYEN, 2021). In addition, Aziz et al. (2019) also mentioned that consumers would positively perceive a product or brand if celebrity endorsers display competence in their field of expertise. Thus, celebrity expertise is considered an attribute of a successful endorser. Ahmad et al. (2020) also indicated in their study that the expertise of celebrity endorsement influences Malaysian consumers' consumption intention on Instagram.

CHAPTER III METHODOLOGY

3.0 Introduction

This chapter describes the research method used to determine the variables affecting Malaysian University consumption behaviour. Besides, this chapter also will discuss the questionnaire design, data collection method, measurement, data analysis and sampling method. A pilot test will be conducted to examine if the questionnaire can be used for practical data collecting.

3.1 Research Method

This study will use quantitative research as the research method. According to Taherdoost (2022), quantitative research is a scientific study that emphasizes systematic investigation and collection of numerical data. In the previous studies, most of the researchers also applied a quantitative method. The goal of quantitative research is to evaluate data gathered from specific populations to perform statistical tests. Additionally, it enables researchers to examine interactions and correlations between variables and translate abstract notions into quantifiable criteria. Besides that, quantitative research can be categorized into different approaches, such as survey research, descriptive research, and experimental research (Taherdoost, 2022). Aside from that, the quantitative method allows the researcher to take less time on data processing because it utilizes statistical software such as SPSS.

Therefore, quantitative research will be utilized in this study to achieve the objectives of investigating the relationship between celebrity attractiveness, trustworthiness, expertise and Malaysian university students' consumption behaviour. The study will use a questionnaire to analyse the information gathered from the survey findings.

3.2 Sampling

A sample is a portion of people drawn from a larger population. Sampling is the process by which a researcher carefully selects several individual groups from a larger population of interest for close study through probabilistic and no probabilistic methods (Mweshi & Sakyi, 2020). Besides, Bhardwaj (2019) defined sampling as "the procedure of choosing a sample from an individual or an ensemble of people of the population for research purposes." There are two main types of sampling methods utilized by researchers in studies, which are probability and non-probability. Probability sampling incorporates random selection, allowing researchers to generate statistically solid findings, while non-probability sampling involves non-random selection, making data collection easier.

3.2.1 Sampling method.

In this study, the non-probability method will be applied. According to Bhardwaj (2019), non-probability sampling is a form of sampling in which each individual in the population has an unknown probability of being chosen. The non-probability sampling approach of purposive sampling, also known as judgemental sampling, is selected as the sampling strategy. Purposive sampling is an approach in which researchers select samples according to their knowledge and experience. In other words, researchers only choose those they consider capable of participating. The individual for a sample is chosen in this sort of sampling based on the research objectives (Bhardwaj, 2019). For example, this study is to research the impact of social media celebrity endorsement on Malaysian university students' consumption behaviour. Hence, the researcher chose only University students in Malaysia as responders for this study.

3.2.2 Target population.

The population refers to the individuals from whom the researcher primarily draws data. In this study, the target population is University students in Malaysia. Hence, University students from different levels of education in Malaysia, such as Foundation, Diploma, and Degree, will be targeted to participate in the research.

3.2.3 Sampling size.

Sample size refers to a group of individuals selected from the general population who are thought to reflect the study's target demographic accurately. Memon et al. (2020) stated that selecting an adequate number of samples is essential for drawing significant conclusions from study findings. According to Mweshi & Sakyi (2020), the greater the sample size, the more probable the sample statistics or results are close to the population parameters. Therefore, 150 responses from different Malaysian universities were targeted to make the findings more accurate.

3.3 Measurement

In the study, closed-ended questionnaires such as Likert scales are used to assess the influence of independent factors (celebrity attractiveness, trustworthiness, and knowledge) on the dependent variable (Malaysian University students' consumption behaviour) in study. Sections B to D in the questionnaire consists of the yes-or-no question and the 5-point Likert scale question.

In social science research, the Likert Scale is one of the most fundamental and frequently used scaling methods (Taherdoost, 2021). The respondents are required to answer questions on a scale of strongly disagree to strongly agree. The Likert Scale initially consisted of 5 points. However, the measure has been extended to range from 2 to 11 points, depending

on the number of response options. Utilizing the Likert Scale in the research would assist the researchers in simplifying their tasks since it is easy to create and can produce a very dependable scale (Taherdoost, 2021). In addition, from the participants' viewpoint, the Likert Scale allowed them to read more quickly and complete the questionnaire more easily.

The Google form consists of four sections, Section A: Demographic Information, Section B: General Information, Section C: Independent Variables, which focus on the factors that influence Malaysian university students' consumption behaviour on celebrity-endorsed products, and Section D: Dependent Variable, focus on the impact of social media celebrity endorsements on Malaysian university students' consumption behaviour. Section A consists of four questions on respondents' demographic information, including gender, age, current educational attainment, and educational institutions. Section B included five general questions on whether respondents are willing to spend and how much they would spend on a celebrity-endorsed product. In addition, the five-point Likert Scale was used in Sections C and D as the research instrument to measure the attitudes and opinions of the respondents. Respondents can strongly disagree, disagree, neutralize, agree, or strongly agree with the points of view.

3.4 Data Collection Method

3.4.1 Primary data.

Primary data are first-hand, unedited, unprocessed information that has not yet undergone any substantial interpretation. They are created on request because they are explicitly gathered for the issue (Kalu et al., 2018). The primary data will be used to collect the information for this investigation. Survey research will be conducted in this study, and different social media platforms will be used to distribute questionnaires. Google Forms was used to prepare the questionnaire, which was distributed to the respondents through different social

media platforms. This approach is suited for this study since it enables prompt and effective responses during the data-gathering process.

3.4.2 Secondary data.

Besides that, secondary data will also be used in this research because secondary data enables us to identify the research gaps and limitations. Secondary data is information obtained and collected by past researchers for different research than the current one (Kalu et al., 2018). Secondary data is gathered to extract relevant information from previous studies. Hence, secondary data will be gathered from journal articles, case studies, and published papers.

3.5 Data Collection Procedure

Ethical Approval

⇩

Pilot Test

⇩

Execution of the Survey
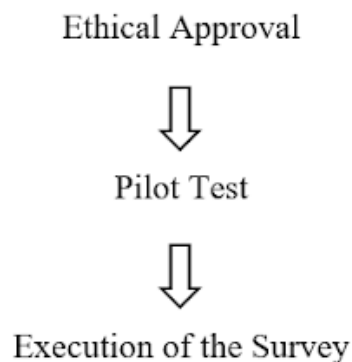
Figure 2. *Data collection procedure*

Firstly, the researchers will prepare a Google form and send it to the University's Scientific and Ethical Review Committee for ethical approval. This ensures the questionnaire does not include sensitive words or issues such as ethnicity and politics. After that, there will be a pilot test to ensure the questionnaire has no misinformation before sending it to the respondents. Lastly, the final version of the questionnaire will be disseminated to respondents.

3.6 Data Collection Location and Time Frame

Google Forms will be used to create the questionnaire, which will be disseminated to responders through social media. These platforms included Facebook, Instagram, WhatsApp, WeChat, Xiao Hong Shu, and Microsoft Team. The researchers will share the questionnaire link to the Instagram story and Xiao Hong Shu's posts, WhatsApp, and WeChat groups. This is because Instagram and Xiao Hong Shu are the most frequently used social media by university students. Hence, this can ensure that the research can get enough respondents to participate. Besides, the Google Form link will also be posted on Facebook pages, such as the Malaysia University Student Survey Group, with a mention of the requirements needed.

Additionally, the questionnaire link with a message outlining the study objective and requirements will be disseminated to the respondents randomly through Microsoft Team. In addition, this study's data collection time frame will be estimated from three to four weeks. This ensures that the researchers get enough respondents to meet all the targeted criteria.

3.7 Questionnaire Design

The questionnaire will be created through Google Forms in the English language. Aside from that, the questionnaire has 25 questions, which will be separated into four sections: Section A, Section B, Section C, and Section D. The questions in the current study questionnaire were adjusted by referring to various questionnaires from previous studies. On the first page of the questionnaire, participants were allowed to complete a consent form. All data collected was kept confidential and anonymous. In the present research, the targeted respondents are Malaysian University students, and Malaysian University students' consumption behaviour will be the dependent variable. In contrast, celebrity attractiveness, trustworthiness, and expertise will be the independent variables.

3.8 Pilot Test

Table 1

Pilot test

Question	Before amended	After amended
3	Curret Education Level	Current Education Level
4	Univeriti Tunku Abdul Rahman	Universiti Tunku Abdul Rahman

Besides, a pilot test is considered an essential part of the research because it helps improve the research quality (Malmqvist, 2019). Hence, a pilot test of the questionnaire was sent to 15 respondents to identify whether there was any problem with the questionnaire. The pilot test was taken from 16 to 19 February 2023. The pilot test found there were two typos in words in the question. As a result, the amendment was made on time before sending the formal questionnaire to respondents.

3.9 Reliability and Validity

Reliability and Validity are the key components of measurement. Scott et al. (2019) claimed that reliability is defined as "the degree to which an experiment, test, or other measuring process returns the same findings on repeated trials," while validity is "the extent to which an indicator "measures what it supposed to measure." An instrument can be valid without being determined trustworthy, but the reverse is also true. The administration of the instrument on subsequent occasions is required for reliability evaluation, as well as an examination of the internal consistency of independent observations in an assessment procedure. Cronbach's alpha is the most common test used for determining an instrument's internal consistency. A coefficient of 0.6 and above indicates acceptable reliability.

3.10 Data Analysis

The data collected from respondents will be processed and analysed using descriptive and inferential Analysis through SPSS software. Researchers widely use SPSS software because it is user-friendly and can run different statistical tests. Researchers and academics have significantly benefited from the SPSS software because it is easy to use, saves time during the data analysis process, and makes findings interpretation simple (Milovanovi & Perii, 2020).

3.10.1 Descriptive analysis.

Descriptive Analysis helps in description, visualisation, or useful summarization of data items. Descriptive statistics sum up the sample being studied without drawing any conclusions based on probability theory. Although inferential statistics are the main objective of a study, descriptive statistics will also produce a broad summary. Kaliyadan & Kulkarni (2019) claim that descriptive statistics use tools like frequency tables, percentage charts, and other indicators of central tendency like the mean to characterize a population. Descriptive statistics can assist in summarising data in basic quantitative metrics like means or percentages and visual summaries such as histograms. Descriptive statistics can assist in summarising using descriptive statistics to create histograms, box plots, and other visual summaries, as well as basic quantitative metrics like percentages or means. In this study, descriptive Analysis was utilized to identify data from the respondents that contains a summary of Section A: Demographic Information and Section B: General Information. The data is illustrated in table and pie chart form.

3.10.2 Inferential analysis.

Inferential analysis is a form of statistics that enables researchers to make inferences or conclusions about populations from which samples are taken by doing hypothesis testing and

formulating predictions based on the data that has been analysed (Guetterman, 2019). This statistical analysis method can also determine the relationships between two or more variables. Hence, Pearson Correlation, Regression Analysis, and Fornell-Larcker Criterion in the Statistical Product and Service Solutions (SPSS) will be used to identify celebrity endorsement's impact on Malaysian university students' consumption behaviour.

CHAPTER IV RESEARCH FINDINGS

4.0 Introduction

In this chapter, the information gathered from respondents will be discussed in depth, to summarize the findings. Microsoft Excel will use to summarize Chapters 1 and 2, and the SPSS software will use for Reliability and Validity Test, Mahalanobis Distance Test, Pearson Correlation Coefficient Analysis, and Multiple Regression Analysis.

4.1 Descriptive Analysis

4.1.1 Demographic information.

Table 2

Demographics analysis of respondents

Variables		Frequency	Percentage (%)
Gender:	Male	25	16.2
	Female	129	83.8
Age:	18 - 19 Years	13	8.4
	20 - 21 Years	32	20.8
	22 - 23 Years	89	57.8
	24 - 25 Years	20	13
Current Education Level:	Foundation	19	12.3
	Diploma	12	7.8

	Degree	119	77.3
	Masters & Ph.D.	4	2.6
Educational Institution:	Universiti Tunku Abdul Rahman (UTAR)	82	53.2
	Tunku Abdul Rahman University of Management and Technology (TAR UMT)	15	9.7
	Sunway University	3	1.9
	Asia Pacific University of Technology & Innovation (APU)	3	1.9
	UCSI University	3	1.9
	HELP University	5	3.2
	INTI International University	3	1.9
	Universiti Malaya	7	4.4
	Universiti Putra Malaysia (UPM)	2	1.3
	Multimedia University (MMU)	4	2.6
	YPC International College	1	0.6
	New Era University College	1	0.6
	Malaysian Institute of Art (MIA)	1	0.6
	Universiti Teknologi MARA (UITM)	1	0.6
	University of Technology Malaysia (UTM)	1	0.6

YTL College	1	0.6
Cilantro Culinary Academy	2	1.3
The One Academy	1	0.6
BERJAYA University College	4	2.6
UOW Malaysia KDU University College	3	1.9
Xiamen University Malaysia	1	0.6
University Malaysia Sarawak	1	0.6
MAHSA UNIVERSITY	3	1.9
Imperium International College	1	0.6
Heriot-Watt University Malaysia Campus	1	0.6
University of Nottingham Malaysia	2	1.3
Raffles university Iskandar	1	0.6
International University of Malaya-Wales	1	0.6

Table 1 presents the demographic information of the respondents. There are one hundred and fifty-four respondent participants in this research. From the data obtained, there are 25 (16.2%) male and 129 (83.8%) female respondents, respectively. Besides, the majority of respondents were aged 22-23 years, with the number of 88 respondents (58.30%), followed by aged 20-21 years with a total of 31 respondents (20.5%), respondents aged 18-19 years with

20 respondents (13.20%), and the least are respondents aged 24-25 years with 12 respondents (8%). Additionally, 116 (76.80%) of respondents are currently under a bachelor's degree, followed by 19 (12.60%) foundation students, 12 (8%) of respondents are under a diploma, and 4 (2.60%) respondents are Master & Ph.D.

Moreover, more than half of the respondents are from Universiti Tunku Abdul Rahman (UTAR), with a number of 82 (53.20%). Then, there were 15 (9.7%) respondents from Tunku Abdul Rahman University of Management and Technology (TAR UMT), 7 (4.4%) respondents from Universiti Malaya, and 5 (3.20%) from HELP University. There were 4 (2.70%) respondents from Multimedia University (MMU) and BERJAYA University College, respectively. In addition, 3 (1.9%) respondents are from Sunway University, Asia Pacific University of Technology & Innovation (APU), UCSI University, INTI International University, UOW Malaysia KDU University College, and MASHA University, respectively. Universiti Putra Malaysia (UPM), Cilantro Culinary Academy, and the University of Nottingham Malaysia have 2 (1.3%) respondents, respectively. Lastly, there was 1 (0.6%) respondent from YPC International College, New Era University College, Malaysian Institute of Art (MIA), Universiti Teknologi MARA (UITM), the University of Technology Malaysia (UTM), YTL College, The One Academy, Xiamen University Malaysia, University Malaysia Sarawak, Imperium International College, Heriot-Watt University Malaysia Campus, Raffles University Iskandar, and the International University of Malaya-Wales respectively.

4.1.2 General information.

In addition, this section summarizes Section B: General Information of Respondents towards Celebrity and Celebrity Endorsement.

4.1.2.1 Do you follow any celebrities on social media.
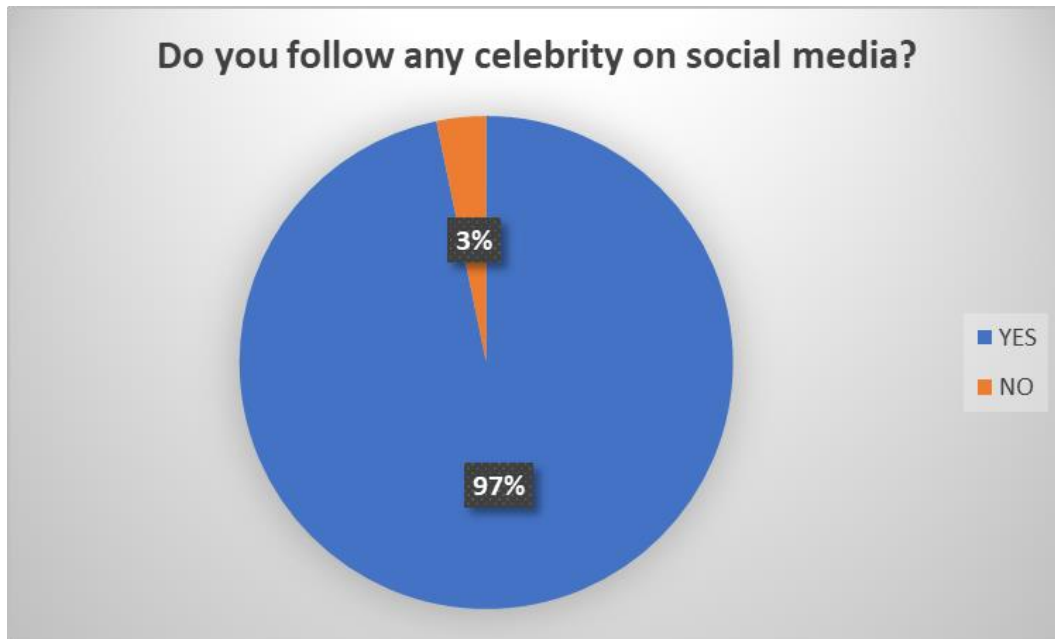
Figure 3. *Do you follow any celebrities on social media*

Figure 3 summarizes the data on whether the respondents have followed any celebrity on social media. The data showed almost all respondents had followed celebrities on their social media, with 149 respondents (97%) and only five respondents (3%) not following any celebrity on their social media.

4.1.2.2 Do you buy any celebrity endorsement products before?
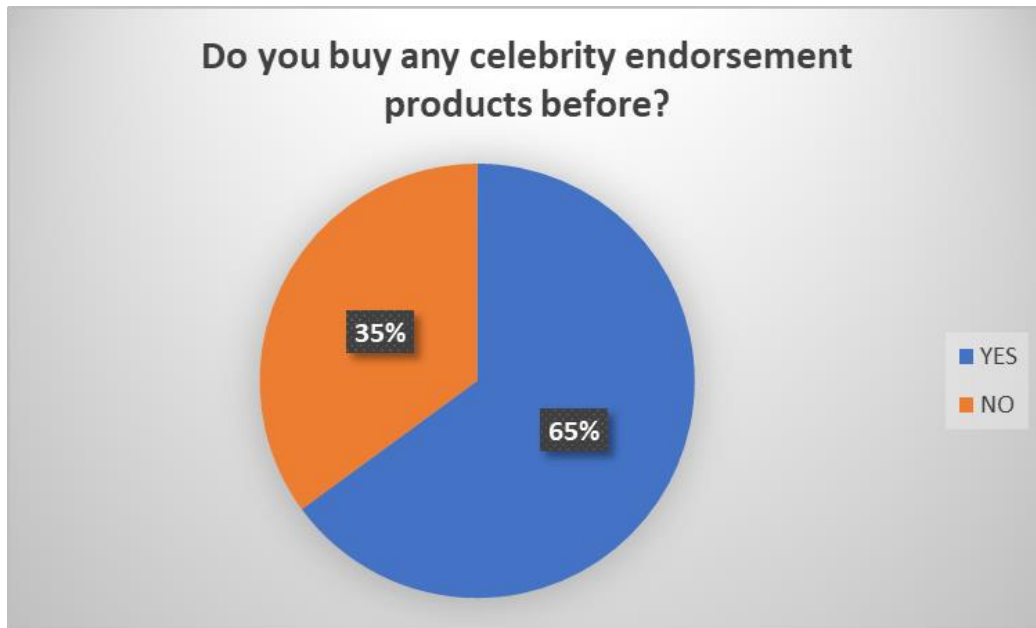
Figure 4. *Do you buy any celebrity endorsement products before*

According to Figure 4, 100 respondents (64.95%) had bought celebrity endorsement products before, and 54 respondents (35.1%) demonstrated that they had not bought celebrity endorsement products before.

4.1.2.3 Are you buy willing to spend on celebrity endorsement?
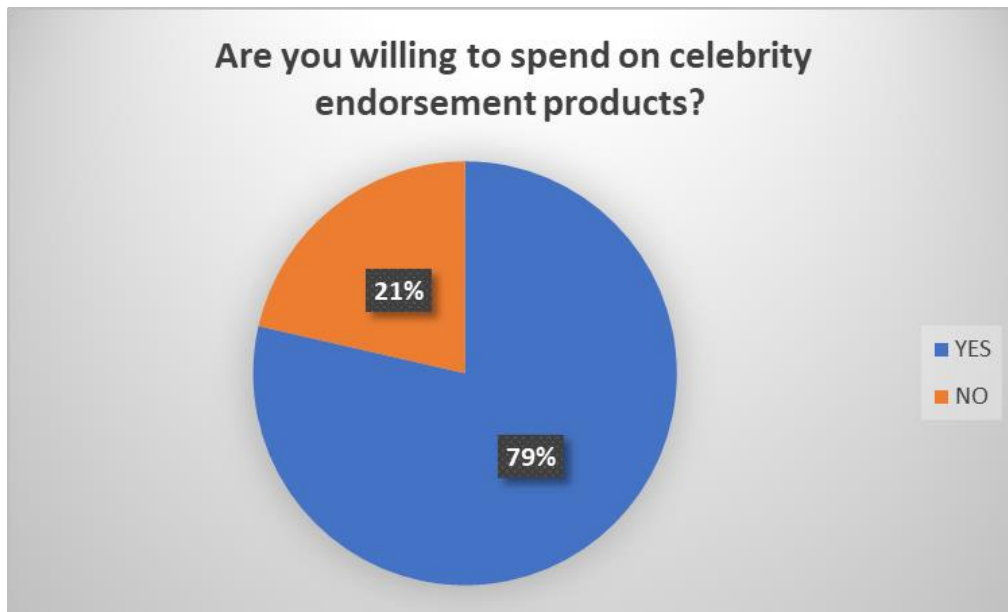
Figure 5. *Are you buy willing to spend on celebrity endorsement*

Figure 5 indicates respondents' willingness to spend on products endorsed by celebrities. The findings show 121 respondents (78.6%) indicated they are willing to spend on it, while 33 respondents (21.4%) are unwilling to spend money on celebrity-endorsed products.

4.1.2.4 How much will you spend on celebrity endorsement products in a
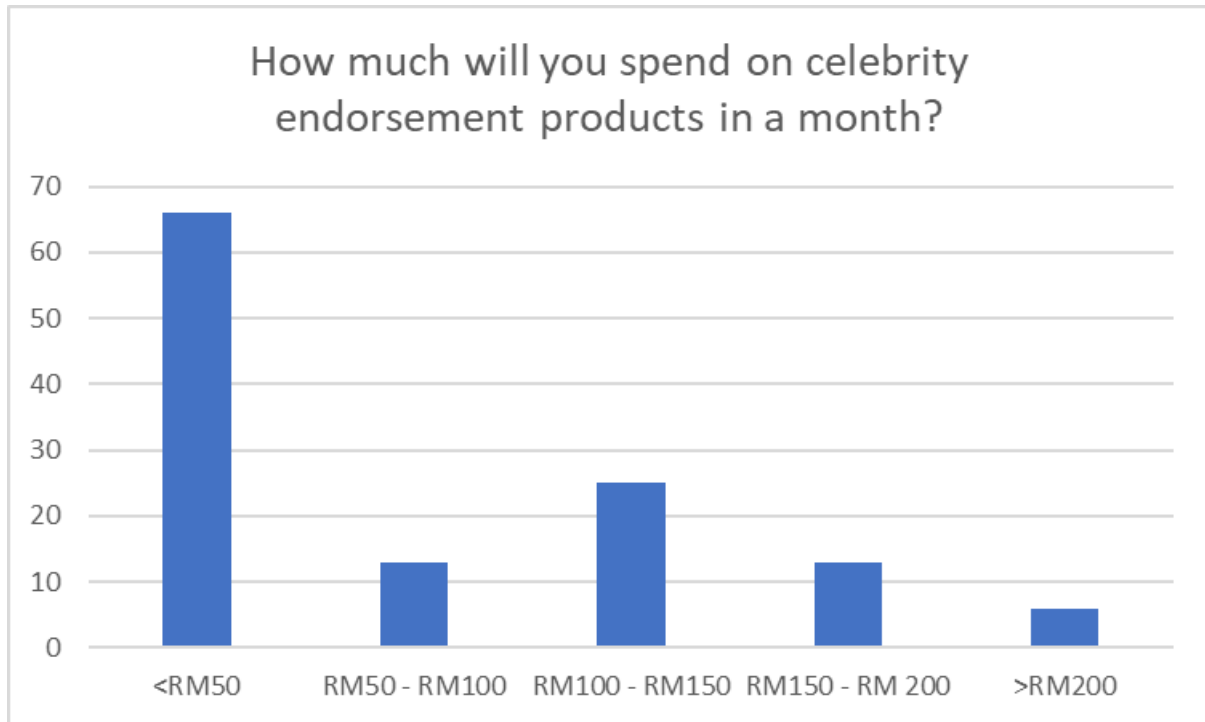
month?

Figure 6. *How much will you spend on celebrity endorsement products in a month*

Figure 6 shows that 66 (42.9%) of respondents will only spend less than RM50 on celebrity endorsement products, and 44 (28.65) respondents will spend RM50-RM100. Besides, 25 (16.2%) respondents will spend RM150-RM200 on celebrity endorsement products in a month. Then, 13 (8.4%) respondents will spend RM50-RM100 and RM150-RM200, and only 6 (3.9%) will spend more than RM200 monthly.

4.1.2.5 How often do you buy a celebrity-endorsed product?

How often do you buy a celebrity-endorsed product?
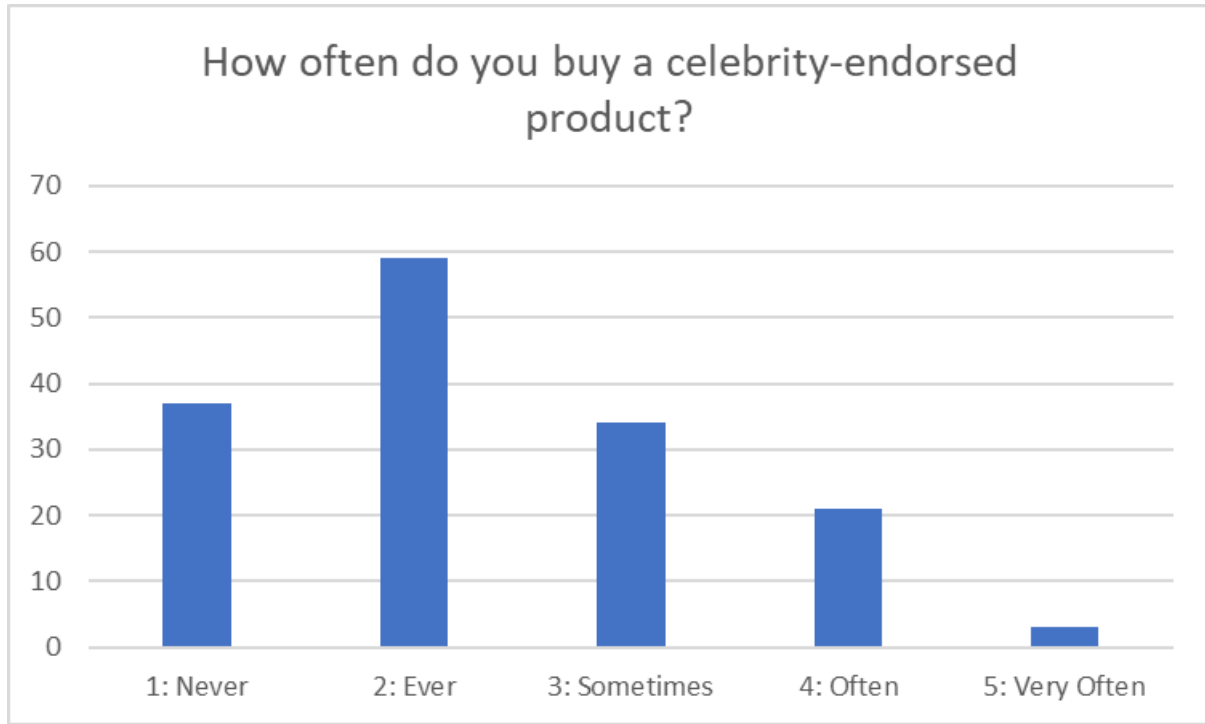
Figure 7. *How often do you buy a celebrity-endorsed product*

Figure 7 summarizes that 37 (24%) never buy celebrity-endorsed products, 59 (38.3%) ever buy celebrity-endorsed products, and 34 (22.1%) sometimes buy celebrity-endorsed products. 21 (13.6%) often buy celebrity-endorsed products, and only 3 (1.90%) very often buy celebrity-endorsed products.

4.2 Reliability and Validity Test

    4.2.1 Cronbach's α.

Table 3

Cronbach's α result

Variables	Cronbach's Alpha	N of Items
Celebrity Attractiveness	.923	3
Celebrity Trustworthiness	.850	3
Celebrity Expertise	.842	3
Consumption Behaviour	.783	7

A Reliability Analysis was performed to confirm the accuracy of the information received from the respondents. Cronbach's alpha is one way to assess the data's consistency strength. As a result, Cronbach alpha is used to assess the consistency or dependability of several items (Nawi et al., 2020). Cronbach's α assessed the reliability of the research questionnaire items. The reliability analysis results show that the alpha value of celebrity attractiveness is 0.923, celebrity trustworthiness is 0.850, celebrity expertise is 0.842, and consumption behaviour is 0.783, presented in Table 3. According to Barbera (2021), the assessments were reliable within Cronbach's alpha criterion of 0.70. Additionally, Hajjar (2018) indicates that Cronbach's alpha between 0.6 and 0.8 is considered adequate. Consequently, the

value for all variables in this study is higher than 0.70; hence, it can be concluded that they have a high level of reliability.

4.2.3 Mahalanobis distance test.

Mahalanobis distance is the gap between two points in a multivariate space. It is significant for identifying outliers (Ghorbani, 2019). The Mahalanobis distance determines how far an observation is from the mean of a distribution. Based on the data on SPSS, there is no outlier presenter, as all have a p-value of more than 0.001.

4.2.4 Validity analysis.

Table 4

Fornell-larcker criterion test result

	Attractiveness	Trustworthiness	Expertise	Impact
Attractiveness	**1.323**	.467**	.471**	.522**
Trustworthiness	.467**	**1.255**	.784**	.517**
Expertise	.471**	.784**	**1.247**	.538**
Impact	.522**	.517**	.538**	**1.160**

The Fornell-Larcker criterion is a popular technique for checking measurement models' discriminant validity. Fornell-Larcker criterion indicates that the square root of the AVE of a single construct must be bigger than the correlation coefficient of other constructs (Hamid et

al., 2017). If the square root of a single construct's AVE is smaller than the correlation coefficient of other constructs, the constructs are the same and cannot be differentiated. Table 4 reveals that all components in this investigation fulfil the discriminant requirements criteria.

4.3 Inferential Analysis

   4.3.1 Pearson correlation coefficient analysis.

Table 5

Pearson correlation coefficient analysis

		Attractiveness	Trustworthiness	Expertise	Impact
Attractiveness	**Pearson Correlation**	1	.467**	.471**	.522**
	Sig (2-tailed)		<0.001	<0.001	<0.001
Trustworthiness	**Pearson Correlation**	.467**	1	.784**	.517**
	Sig (2-tailed)	<0.001		<0.001	<0.001
Expertise	**Pearson Correlation**	.471**	.784**	1	.538**

	Sig (2-tailed)	<0.001	<0.001		<0.001
Impact	**Pearson Correlation**	.522**	.517**	.538**	1
	Sig (2-tailed)	<0.001	<0.001	<0.001	

Correlation is the process of determining whether two variables are favourably, negatively, or unconnected by assessing their association, relationship, or correlation. The two variables are considered to be related when changes in one impact or effect changes in the other.

Pearson Correlation was used to identify if there is any relationship between celebrity attractiveness, trustworthiness, expertise, and attitude and consumption behaviour toward university students in Malaysia. According to Obilor & Amadi (2018), correlation coefficients below -0.40 are insignificant, between -0.40 and -0.60 are moderate, and -0.60 and above are considered strong relationships. According to Table 5, celebrity attractiveness is positively related to Malaysian University students' consumption behaviour, which is r=522. Consequently, the relationship between celebrity attractiveness and Malaysian University students' consumption behaviour is moderate because the Pearson correlation of 0.522 ranges between -0.40 and -0.60. In addition, the p-value was less than the 0.05, indicating that celebrity attractiveness has a strong and significant relationship with Malaysian University students' consumption behaviour.

Moreover, celebrity trustworthiness is positively related to Malaysian University students' consumption behaviour, which is r=517. As a result, the relationship between celebrity trustworthiness and Malaysian University students' consumption behaviour is moderate because the Pearson correlation of 0.517 ranges between -0.40 and -0.60. In addition, the p-value of trustworthiness was less than the 0.05, indicating that this variable has a strong and significant relationship with Malaysian University students' consumption behaviour.

Furthermore, celebrity expertise is positively related to Malaysian University students' consumption behaviour, which is r=538. As a result, the relationship between celebrity trustworthiness and Malaysian University students' consumption behaviour is moderate because the Pearson correlation of 0.538 ranges between -0.40 and -0.60. Furthermore, the p-value was less than the 0.05, indicating that celebrity expertise has a strong and significant relationship with Malaysian University students' consumption behaviour.

4.3.2 Multiple regression analysis.

The Multiple Regression analysis was used to test the impact of celebrity endorsement on Malaysian University students' consumption behaviour. Factors of celebrity attractiveness, trustworthiness, and expertise were used to predict University students' behaviour. Celebrity attractiveness, trustworthiness, and expertise are the independent variables, while Malaysian university students' consumption behaviour is the dependent variable. The results depicted that celebrity attractiveness, trustworthiness, and expertise significantly impact Malaysian university students' consumption behaviour.

Table 6

Model summary

Model	R	R Square	Adjusted R Square	Std.Error of the Estimation
1	.626a	.392	.380	3.46321

a.   Predictors: (Constants), Expertise, Attractiveness, Trustworthiness

b.   Dependent Variable: Impact

Table 6 illustrates the correlation between celebrity attractiveness, trustworthiness, and expertise (independent variables) and Malaysian university students' consumption behaviour (dependent variable). According to Table 6, the R-value is 0.626, which indicates a positive and moderate level of correlation. In addition, the value of R square from the model summary is intended to identify the degree of variation in the dependent variable that can be explained through the combination set of the independent variables. According to Table 6, the value of R square is 0.392, which means that the dependent variable will have a 39.2% effect. As a result, the independent factors included in this study considerably impact Malaysian university students' consumption behaviour.

Table 7

ANOVA result test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1161.188	3	387.063	32.272	<0.01b
	Residual	1799.071	150	11.994		
	Total	2960.260	152			

a.   Dependent Variable: Impact

b.   Predictors: (Constants), Expertise, Attractiveness, Trustworthiness

According to Table 7, ANOVA results show an F-value of 32.272 and a p-value of <0.01, which is lower than 0.05. As a result, it explains that there is a link between celebrity endorsement and Malaysian university students' consumption behaviour.

Table 8

Coefficients

Model		Undestandized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	10.573	1.447		7.307	<0.01
	Attractiveness	.510	.115	.325	4.426	<0.01
	Trustworthiness	.333	.208	.167	1.603	.111
	Expertise	.474	.196	.254	2.426	.016

a.   Dependent Variable: Impact

Table 8 illustrates that the coefficients between two of the independent variables and the Malaysian university student's consumption behaviour are statistically significant since the result shows that their important values are lower than 0.05. Firstly, the significant value of attractiveness is <.001, which indicates that attractiveness is a significant predictor of Malaysian university students' consumption behaviour. Furthermore, the significant value of expertise is 0.016, which indicates that expertise is an important predictor of Malaysian university students' consumption behaviour. Nevertheless, the significant trustworthiness value is 0.111, greater than 0.05. As a result, trustworthiness was revealed to be a non-significant predictor of consumption behaviour among Malaysian university students.

4.6 Hypothesis Testing

    4.6.1 Hypothesis 1.

H0: Celebrity attractiveness and Malaysian university students' consumption behaviour does not have a significant relationship.

H1: Celebrity attractiveness and Malaysian university students' consumption behaviour have a significant relationship.

    Table 8 demonstrates that celebrity attractiveness is significant in predicting Malaysian university students' consumption behaviour. The attractiveness p-value is <0.001, smaller than the alpha value of 0.05. As a result, H1 is proposed.

    4.6.2 Hypothesis 2.

H0: Celebrity trustworthiness and Malaysian university students' consumption behaviour does not have a significant relationship.

H2: Celebrity trustworthiness and Malaysian university students' consumption behaviour have a significant relationship.

    Table 8 demonstrates that celebrity trustworthiness has no impact on Malaysian university students' consumption behaviour. The p-value for trustworthiness is 0.111, which is more than the alpha value of 0.05. As a result, H0 is suggested whereas H2 is rejected.

    4.6.3 Hypothesis 3.

H0: Celebrity expertise and Malaysian university students' consumption behaviour does not have a significant relationship.

H3: Celebrity expertise and Malaysian university students' consumption behaviour have a significant relationship.

Table 8 demonstrates that celebrity expertise is significant in predicting Malaysian university students' consumption behaviour. The expertise p-value is 0.016, smaller than the alpha value of 0.05. As a result, H1 is proposed.

CHAPTER 5 DISCUSSION AND CONCLUSION

5.0 Introduction

This chapter will summarise the descriptive and inferential analyses, highlights the important results of the research, and how they connect to research objectives, hypothesis, and previous studies. Besides, explore the limits and provide recommendations for future research.

5.1 Summary

5.1.1 Summary of descriptive analysis.

This study has received a total of 154 respondents. According to the data analysis in Chapter 4, the majority of respondents (83.8%) are female, with just 16.2% being male. Besides, more than half of the respondents are between the ages of 22 to 23, accounting for 58.30% of the total. Regarding current education level, 76.80% of respondents are under a bachelor's degree, while only 2.60% are under Master & Ph.D. Additionally, the majority of respondents are from Universiti Tunku Abdul Rahman (UTAR), with a percentage of 53.20%.

Moreover, according to the research, most respondents have followed any celebrity on social media, accounting for 96.8%, and only 3.2% do not follow any celebrity on their social media. In addition, the result showed that there are 64.90% of respondents had bought celebrity endorsement products before. When it comes to willingness, 78.6% of respondents are willing to spend on celebrity endorsement products. Besides that, most respondents will only spend less than RM50 on celebrity endorsement products, which occupy 42.9%. At the same time, 38.3% of respondents ever buy celebrity-endorsed products, and only 1.9% buy a celebrity-endorsed product very often.

5.1.2 Summary of inferential analysis.

In this study, the reliability analysis for dependent and independent variables results show that the alpha value of celebrity attractiveness is 0.923, celebrity trustworthiness is 0.850, celebrity expertise is 0.842, and consumption behaviour is 0.783, presented in Table 3. Consequently, the value of this study is considered as high level of reliability. Besides, the Fornell-Larcker criterion results show all constructs in this study are known to meet the discriminant criteria because the square root of a single construct's AVE is smaller than the correlation coefficient of others.

Moreover, the Pearson Correlation Coefficient findings in Table 5 demonstrated that all the variables' r values range from 0.4 to 0.60. This indicated that there is a moderate relationship between the dependent variable (Malaysian University Students' Consumption Behaviour) and the three independent variables (Attractiveness, Trustworthiness, and Expertise). Firstly, attractiveness has an R-value of 0.522. Trustworthiness correlates little with Malaysian University students' consumption behaviour, with an R-value of 0.517. In contrast, expertise has the highest link with Malaysian university students' consumption behaviour among all independent variables, with an R-value of 0.538.

Furthermore, Table 6 demonstrated the R-square result for the regression analysis, which is 0.392, indicating that the independent variables in this study's suggested model would impact the dependent variable by 39.2%. Additionally, the ANOVA findings indicated that the significant value is lower than 0.001, demonstrating that the research used to examine how the three independent factors affected the dependent variable was statistically significant overall. In addition, the table of coefficients' findings showed that attractiveness and expertise are substantial predictors of Malaysian University students' consumption behaviour, while trustworthiness is tested as an insignificant predictor.

5.2 Relate Findings to Research Objectives and Past Studies

The objectives of this research are to investigate the relationship between celebrity attractiveness and Malaysian university students' attitudes and consumption behaviour, the relationship between celebrity trustworthiness and Malaysian university students' attitudes and consumption behaviour and the relationship between celebrity expertise and Malaysian university students' attitudes and consumption behaviour. The findings of this study show that celebrity attractiveness and expertise significantly affect consumption behaviour among Malaysian University students. However, celebrity trustworthiness will not impact consumer behaviour among Malaysian University students.

5.2.1: Celebrity attractiveness.

H1: Celebrity attractiveness and Malaysian university students' consumption behaviour have a significant relationship.

According to Table 8, the coefficients resulting from the regression findings showed that celebrity attractiveness positively impacted Malaysian University students' consumption behaviour. This indicates that they are willing to purchase if the celebrity has an attractive appearance, such as elegance in the endorsement. This finding is consistent with Omorodion & Osifu's (2019) submission, which found that celebrity endorsement attributes such as trustworthiness, attractiveness, and expertise will impact purchasing behaviour among the University of Benin students in the Nigerian telecommunications industry. These findings also support the results of Hussain (2020), who found that the variables of Personality and Attractiveness generate a celebrity persona that persuades customers to purchase specific products. Besides that, these findings are also consistent with the Aziz et al. (2019), who found celebrity endorsements have the most significant influence on millennial purchase intentions

for local health and beauty products through their attractiveness. The majority of millennials said that attractive celebrities had a substantial impact on consumers' intentions to buy local health and beauty products. As a result, as previous studies have shown, this study also affirms that celebrity endorsement positively influences Malaysian University students' consumption behaviour. Therefore, the results of attractiveness in these findings have achieved Research Objective 1 and answered Research Question 1, in which celebrity attractiveness has a significant relationship with Malaysian University students' consumption behaviour. The results also supported Hypothesis 1.

5.2.2 Celebrity trustworthiness.

H2: Celebrity trustworthiness and Malaysian university students' consumption behaviour does not have a significant relationship.

Moreover, Table 8 demonstrated that the coefficients resulting from the regression findings showed that celebrity trustworthiness has no relationship with Malaysian University students' consumption behaviour. These findings are consistent with Ahmad's (2019) studies, which were conducted to understand the effects of trustworthiness and celebrity endorsement. The results of this research have proven that there is no connection between trustworthiness and celebrity endorsement. Besides that, these findings are also consistent with the Aziz et al. (2019), which found trustworthiness of celebrities may not influence the purchase intentions of students at one of the public universities in Malaysia. Additionally, this study also aligned with Shrestha's (2019) study, which demonstrated that there was no evidence of trustworthiness influencing purchasing intent. However, Hedhli's (2021) study showed that trustworthiness has the most significant influence in convincing consumers' attitudes and intentions compared to other sources of variables. A study by Ahmad et al. (2020) also demonstrated that celebrity

trustworthiness affects customer purchase intentions on Instagram in Malaysia. Therefore, this study used trustworthiness as a variable, but it has shown that trustworthiness has no relationship impact on Malaysian University students' consumption behaviour. Consequently, the results of trustworthiness in these findings have achieved Research Objective 2 and answered Research Question 2, in which celebrity trustworthiness does not have a significant relationship with Malaysian University students' consumption behaviour; hence rejected Hypothesis 2.

5.2.3 Celebrity expertise.

H3: Celebrity expertise and Malaysian university students' consumption behaviour have a significant relationship.

Furthermore, according to Table 8, the coefficients resulting from the regression findings showed that celebrity expertise positively impacted Malaysian University students' consumption behaviour. This indicates that they are more easily convinced to purchase if the celebrity has the level of knowledge and experience in introducing the endorsement products. Hence, these findings support Hedhli's (2021) results, which show that, compared to other source variables, the endorser's expertise accounts for the most persuasive effects on consumers' attitudes and intentions. These findings are consistent with the study of Ha & Lam (2017), Mustapha et al., 2021, and Hussain (2020), which have shown that the credibility of a celebrity, such as expertise, have an impact on consumers' attitude and perception toward a brand. In addition, these findings also match the research by Rachbini (2018) research, which found that expertise plays an important role in forming celebrity endorsement variable impact on customer purchase intentions for Vivo V7. This study's findings are also consistent with Murwaningtyas et al. (2020), who found celebrity expertise positively impacts consumers'

attitudes toward Instagram advertisements and purchase intention on the Roromendut-brand organic cosmetic. It indicates that consumers are more inclined to buy organic cosmetic products through Instagram if a celebrity has more expertise in the advertisement. In brief, the results of expertise in these findings have achieved Research Objective 3 and answered Research Question 3, in which celebrity expertise has a significant relationship with Malaysian University students' consumption behaviour. The results also supported Hypothesis 3.

5.3 Theoretical Implication

The current study examined the impacts of social media celebrity attractiveness, trustworthiness, and expertise on university students' consumption behaviour. The source attractiveness and source credibility model were adopted in this study because these two-model explained how celebrity affects consumers' perceptions when buying a product. The source attractiveness model indicates that physically attractive people change others' attitudes more successfully than less attractive people. On the other hand, the source credibility demonstrated that the public tends to respect the spokesperson and readily accepts their words, which invariably prompts target consumers to purchase the product when celebrities have high credibility in the eyes of the public (Mustapha et al., 2021). The present study demonstrated that celebrity expertise and attractiveness positively correlate with Malaysian University students' consumption behaviour. The results correspond with previous research by Ahmad et al. (2020), who also adopted the source credibility theory and found a strong relationship between consumer purchase intention and celebrity endorser credibility.

Consequently, this study concluded that attractive endorsers would directly influence consumer intention in which Malaysian University students would purchase a product because the celebrity is handsome, beautiful, or elegant. Furthermore, the findings of this study

demonstrated that expertise was more significant than trustworthiness in influencing purchase intention. Hence, source trustworthiness may not be an important factor in a respondent's consumption behaviour because viewers of advertising would not place a high degree of trust in spokespersons who were paid generously for their endorsements.

5.4 Practical Implication

The results of this study will benefit different industry companies, helping them understand the advantages and disadvantages of celebrity endorsements. The results of this study showed celebrity attractiveness and expertise have an impact on Malaysian University students' consumption behaviour. Consequently, companies could emphasize these crucial areas more to improve their marketing strategies. For instance, companies in the fashion industry could select celebrities with attractive faces and significant knowledge of the cosmetics sector to promote their products. Furthermore, the findings of this study will also help companies better identify which celebrities they should recruit to promote their products.

Moreover, these findings can become a starting point for future researchers to do their research. The findings of this study demonstrated that celebrity attractiveness and expertise are significant in university students' consumption behaviour. However, celebrity trustworthiness was insignificant to the university students' consumption behaviour. Therefore, future researchers could reduce pointless factors or investigate utilizing different aspects to identify the impacts.

5.5 Research Limitation

Furthermore, some limitations might have been discovered throughout the investigation. Firstly, the gender of the respondents is one of the study's drawbacks. This is because 83.8% of responders are female, whereas just 16.2% are male. The questionnaire has been sent to female and male responders through various social media platforms, as stated in Chapter 3. However, only a few of the messages were replied to. Therefore, the findings of this study may not fully generalize the influence of celebrity endorsements on Malaysian university students' consumption behaviour because males and females will have different perceptions.

In addition, the second limitation of this study is that most of the respondents are from the same university. Since this study was conducted to examine the impact of celebrity endorsement on Malaysian university students, it is possible that university students from different universities may also have different perceptions. Hence, obtaining more university respondents would also allow for a more diverse study. However, 53.2% of the respondents in this study were from Universiti Tunku Abdul Raman. Although this study also obtained respondents from many different universities, the total number of respondents from most universities was only 0.6% or 1.3% respectively.

Apart from that, another limitation of this study is the use of closed-ended questionnaires as a survey method. Although there are several benefits to utilizing closed-ended questions for the survey, such as saving time and effort for both researchers and respondents, there are also drawbacks to adopting this survey method. For instance, when filling out close-ended questions, respondents will be offered a restricted number of alternatives. This is because the replies were created with reference to the previous research. As a result, respondents were forced to choose from the alternatives presented, such as the Likert scale with five different

options to choose from. On the other hand, participants may also avoid choosing extreme responses and choose the central answer, which may lead to tendency bias.

5.6 Recommendation

Apart from limitations, there are also some recommendations provided for future researchers. Firstly, suppose future researchers are going to carry out a similar study. In that case, they should include a wide range of ages in the sample, considering that this study has focused mainly on university students. It would also be interesting to study not only the perceptions of university students but also consumers from different stages of life, such as secondary students or working adults. This is because other age groups will have different thinking and spending power. Therefore, including them in future research would help get an overall perception of Malaysian consumers towards celebrity endorsement.

Besides that, this study did not select specific product categories to survey understanding of their consumption behaviours. Hence, there are some recommendations for future researchers to consider in their research, such as focusing on skincare, makeup, or sports categories to compare and contrast whether celebrity endorsements have the most impact in which categories. This is because most brands that are categorized under these categories invest a lot of celebrity endorsement for their brand. Therefore, this can help better understand whether celebrity endorsement is an effective tool to promote their product.

Apart from that, this study can also be conducted in qualitative research in the future. For instance, the researchers can conduct the research through one-on-one interviews or focus group discussions. Researchers could benefit from using focus groups to gather consumer thoughts and beliefs from various perspectives. Although this study used a quantitative approach to collect data, the respondents will be given a limited number of options from which

to choose. They will not have an opportunity to express their inner perception of the impact of celebrity endorsement on them. Hence, qualitative studies may enrich researchers' understanding of the respondents' opinions.

5.7 Conclusion

In a nutshell, this study successfully examines the relationship between the attractiveness, trustworthiness, and expertise of celebrity endorsements and Malaysian university students' consumption behaviour. All of the study's findings were thoroughly examined on Excel and SPSS. The results met the research objectives of studying the impact of celebrity endorsement on Malaysian University students' consumption behaviour. The findings demonstrated that celebrity attractiveness and expertise favourably and significantly impact Malaysian university students' consumption behaviour. However, celebrity trustworthiness is not related to Malaysian university students' consumption behaviour. Hence, Hypotheses 1 and 3 were accepted, but Hypothesis 2 was rejected. At the same time, the theoretical implications and limits of the study were thoroughly examined. In addition, a few recommendations for future studies were made, which could help future researchers perform more complete investigations before measuring the effect of celebrity endorsements on consumer purchasing behaviour.

Moreover, it is essential to conduct this study as it may benefit practitioners, such as organizations, to understand better which variables significantly impact consumers. For instance, the findings of this study concluded that practitioners could focus more on the celebrity attractiveness and expertise as essential factors in influencing consumer purchase behaviour. Additionally, this study also will benefit future researchers by providing helpful

information about the factors that may influence consumers' purchasing behaviour, especially

toward university students.

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APPENDIX A: QUESTIONNAIRE

Section A: Demographic Information

1. Gender:

   o Male

   o Female

2. Age Group:

   o 18-19

   o 20-21

   o 22-23

   o 24-25

3. Current Education Level:

   o Foundation

   o Diploma

   o Degree

   o Master & PhD

4. Educational Institution

   o Universiti Tunku Abdul Rahamn (UTAR)

   o Tunku Abdul Rahman University of Management and Technology (TAR UMT)

   o Sunway University

   o Asia Pacific University of Technology & Innovation (APU)

   o UCSI University

   o HELP University

   o INTI International University

   o Others

Section B: General Information

1.   Do you follow any celebrities on social media?

        o Yes

        o No

2.   Do you buy any celebrity endorsement products before?

        o Yes

        o No

3.   Are you willing to spend on celebrity endorsement products?

        o Yes

        o No

4.   How much will you spend on celebrity endorsement products in a month?

        o Below RM50

        o RM50 - RM100

        o RM100 - RM150

        o RM150 - RM200

        o Above RM200

5.   How often do you buy a celebrity-endorsed product?

1	2	3	4	5
Never	Ever	Sometimes	Often	Very Often

Section C: Independent Variable

1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree

This section is to understand the factors that influence Malaysian university students' consumption behaviour on celebrity-endorsed products.

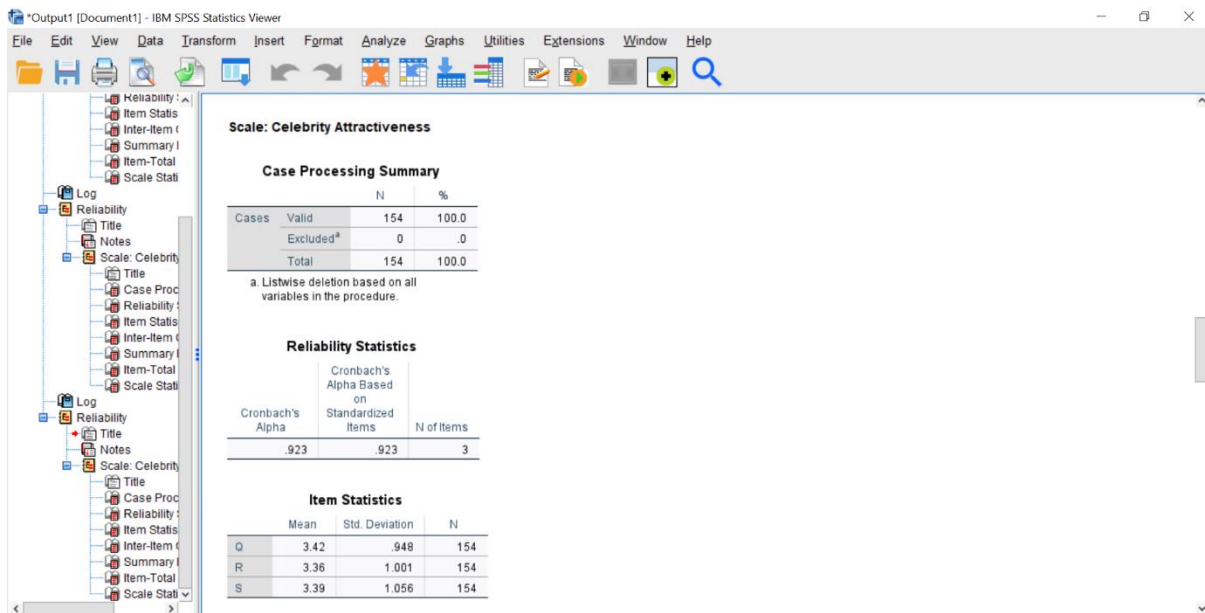| Question	1	2	3	4	5
1. The celebrity's appealing appearance in the endorsed advertisement affects my consumption behaviour.					
2. The celebrity's beautiful/handsome appearance in the endorsed advertisement affects my consumption behaviour.					
3. The celebrity's elegant appearance in the endorsed advertisement affects my consumption behaviour.					
4. I think the celebrity is sincere when doing the brand/product endorsement.					
5. I think the celebrity is honest when doing the brand/product endorsement.					
6. I think the celebrity is honest when doing the brand/product endorsement.					
7. The celebrity has experience using the brand/product they endorse.					
8. The celebrity has a good knowledge of the brand/product they endorse.					
9. The celebrity who endorses the brand/product is an expert.					

Section D: Dependent Variable

1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree

This section is to understand the impact of social media celebrity endorsements on Malaysian university students.

Question	1	2	3	4	5
1. I think the advertisement of celebrity-endorsed products is more effective than those without celebrity-endorsed.					
2. I think celebrities do not really understand the products they are endorsing.					
3. Celebrity endorsement advertisement on social media helps me recognize a brand/product.					
4. Celebrity endorsement advertisement on social media helps me become interested in the product.					
5. Celebrity endorsement advertisements on social media motivated me to purchase the product.					
6. After seeing the celebrity endorsement advertisement on social media, I also recommend my family/friends purchase those products.					
7. After seeing the celebrity endorsement advertisement on social media, I would switch from my regular products to that new product.					

APPENDIX B: SPSS RESULTS

Scale: Celebrity Trustworthiness

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded[a]	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.851	3

Item Statistics

	Mean	Std. Deviation	N
T	3.55	.792	154
U	3.44	.907	154
V	3.46	.810	154

Scale: Celebrity Expertise

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded[a]	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.842	.845	3

Item Statistics

	Mean	Std. Deviation	N
X	3.49	.818	154
W	3.54	.894	154
Y	3.33	.977	154

➡ **Correlations**

Correlations

		Attractiveness	Trustworthiness	Expertise	Impact
Attractiveness	Pearson Correlation	1	.467**	.471**	.522**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	154	154	154	154
Trustworthiness	Pearson Correlation	.467**	1	.784**	.517**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	154	154	154	154
Expertise	Pearson Correlation	.471**	.784**	1	.538**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	154	154	154	154
Impact	Pearson Correlation	.522**	.517**	.538**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	154	154	154	154

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

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626[a]	.392	.380	3.46321

a. Predictors: (Constant), Expertise, Attractiveness, Trustworthiness

b. Dependent Variable: Impact

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1161.188	3	387.063	32.272	<.001[b]
	Residual	1799.071	150	11.994		
	Total	2960.260	153			

a. Dependent Variable: Impact

b. Predictors: (Constant), Expertise, Attractiveness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.573	1.447		7.307	<.001
	Attractiveness	.510	.115	.325	4.426	<.001
	Trustworthiness	.333	.208	.167	1.603	.111
	Expertise	.474	.196	.254	2.426	.016

a. Dependent Variable: Impact