

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

THE INFLUENCES OF CELEBRITY  
ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

CHONG WEI NI

BACHELOR OF INTERNATIONAL BUSINESS  
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND  
MANAGEMENT

DEPARTMENT OF INTERNATIONAL BUSINESS

MAY 2024

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

THE INFLUENCES OF CELEBRITY  
ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

BY

CHONG WEI NI

A final year project submitted in partial fulfillment of the  
requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS  
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND  
MANAGEMENT

DEPARTMENT OF INTERNATIONAL BUSINESS

MAY 2024

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

Copyright @ 2024

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

DECLARATION

I hereby declare that:

- (1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 11492 words.

Name of student:

Student ID:

Signature:

CHONG WEI NI

2001717



Date: 28 April 2024

## ACKNOWLEDGEMENT

First of all, I would like to express my sincere gratitude to the people who helped me a lot from the beginning to the completion of the project. My final year project supervisor Dr. Komathi a/p Munusamy guided me throughout both semesters to ensure optimal performance of the project. She was very enthusiastic in the discussion, and the face-to-face discussion allowed both parties to better understand the information being conveyed, making progress smooth and efficient. Next, she was willing to answer my questions during the discussion, either face-to-face or via WhatsApp. Additionally, she provided lots of feedback and suggestions and was patient throughout the entire process.

In addition, many thanks to Dr. Sia Bik Kai for guiding students to use IBM SPSS statistical software through Microsoft Teams. Dr. Sia prepared some materials for students before the meeting so that students could better understand and follow the teaching process.

Furthermore, I am very grateful for the resources that Universiti Tunku Abdul Rahman (UTAR) provides to students, such as facilities and access to journal resources from the Internet.

TABLE OF CONTENTS

Copyright Page.....	ii
Declaration.....	iii
Acknowledgement .....	iv
Table of Contents .....	v
List of Tables.....	viii
List of Figures.....	ix
List of Abbreviations.....	x
List of Appendices .....	xi
Preface.....	xii
Abstract.....	xiii
CHAPTER 1: RESEARCH OVERVIEW .....	1
1.0 Introduction.....	1
1.1 Research Background .....	1
1.2 Research Problem .....	4
1.3 Research Objectives & Research Questions .....	6
1.3.1 Research Objectives .....	6
1.3.2 Research Questions .....	7
1.4 Research Significance.....	7
1.5 Conclusion .....	8
CHAPTER 2: LITERATURE REVIEW .....	9
2.0 Introduction.....	9

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

2.1 Underlying theories.....	9
2.2 Review of variables.....	11
2.2.1 Source Credibility .....	11
2.2.2 Source Attractiveness .....	13
2.2.3 Meaning Transfer Model.....	14
2.2.4 Product and celebrity match-up.....	16
2.2.5 Purchase Intention .....	17
2.3 Proposed Theoretical/ Conceptual Framework.....	18
2.4 Hypotheses Development .....	19
2.5 Conclusion .....	20
CHAPTER 3: METHODOLOGY .....	21
3.0 Introduction.....	21
3.1 Research Design.....	21
3.2 Sampling Design.....	23
3.2.1 Target Population .....	24
3.2.2 Sampling Frame .....	24
3.2.3 Sampling Technique .....	25
3.2.4 Sample Size .....	25
3.3 Development of Data .....	26
3.4 Data Collection Methods .....	34
3.5 Proposed Data Analysis Tool .....	34
3.6 Conclusion .....	35
CHAPTER 4: DATA ANALYSIS .....	37
4.0 Introduction.....	37
4.1 Descriptive Analyses.....	37
4.1.1 Frequency Distributions for Demographic Characteristics.....	37
4.1.2 Frequency Distributions for General Information.....	40

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

4.1.3 Descriptive Statistics ..... 44

4.2 Inferential Analyses ..... 50

    4.2.1 Multiple Regression ..... 50

4.3 Conclusion ..... 52

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS..... 53

5.0 Introduction..... 53

5.1 Discussions of Major Findings ..... 53

5.2 Implications of the Study ..... 58

5.3 Limitations of the Study..... 58

5.4 Recommendations for Future Research ..... 59

5.5 Conclusion ..... 60

References..... 61

Appendices..... 68



LIST OF TABLES

Table 3.1: Measurement Items .....	26
Table 3.2: Reliability Test .....	33
Table 4.1: Frequency Distribution for Age .....	37
Table 4.2: Frequency Distribution for Gender .....	38
Table 4.3: Frequency Distribution for Occupation .....	38
Table 4.4: Frequency Distribution for Education Level .....	39
Table 4.5: Frequency Distribution for Income Level.....	39
Table 4.6: Frequency Distribution for Ethnicity/Race .....	40
Table 4.7: Descriptive Statistics for Source Credibility (SC).....	44
Table 4.8: Descriptive Statistics for Source Attractiveness (SA) .....	46
Table 4.9: Descriptive Statistics for Meaning Transfer Model (MTM).....	47
Table 4.10: Descriptive Statistics for Product and Celebrity Match-Up (PCMU) .....	48
Table 4.11: Descriptive Statistics for Purchase Intention (PI).....	49
Table 4.12: Model Summary.....	50
Table 4.13: ANOVA .....	50
Table 4.14: Coefficients .....	51
Table 5.1: Summary of Hypotheses Testing .....	53

LIST OF FIGURES

Figure 2.1: Theory of Planned Behaviour.....	10
Figure 2.2: Meaning Transfer Model .....	15
Figure 2.3: Proposed Conceptual Framework .....	19
Figure 3.1: Sampling Process Steps.....	23
Figure 3.2: Minimum Total Sample Size .....	25
Figure 4.1: Pie Chart for the Question “What is your level of exposure to celebrity endorsements?” .....	40
Figure 4.2: Pie Chart for the Question “Have you ever purchased a product or brand because of a celebrity endorsement?” .....	41
Figure 4.3: Bar Chart for the Question “Which famous Malaysian sports star do you know?” .....	42
Figure 4.4: Pie Chart for the Question “How often do you purchase sports equipment?” .....	43
Figure 4.5: Bar Chart for the Question “What types of sports equipment do you typically buy?” .....	44

LIST OF ABBREVIATION

MTM	Meaning Transfer Model
PCMU	Product and Celebrity Match-Up
PI	Purchase Intention
SA	Source Attractiveness
SC	Source Credibility
SPSS	Statistical Package for Social Science
TPB	Theory of Planned Behavior

LIST OF APPENDICES

Appendix 3.1: Ethical Approval Letter .....	68
Appendix 3.2: UTAR PDP Statement .....	71
Appendix 3.3: Questionnaire .....	73
Appendix 3.4: Reliability Test for Source Credibility .....	79
Appendix 3.5: Reliability Test for Source Attractiveness .....	79
Appendix 3.6: Reliability Test for Meaning Transfer Model.....	79
Appendix 3.7: Reliability Test for Product and Celebrity Match-Up .....	79
Appendix 3.8: Reliability Test for Purchase Intention.....	79
Appendix 4.1: Frequency Distribution for Age .....	80
Appendix 4.2: Frequency Distribution for Gender .....	80
Appendix 4.3: Frequency Distribution for Occupation .....	80
Appendix 4.4: Frequency Distribution for Education Level .....	81
Appendix 4.5: Frequency Distribution for Income Level.....	81
Appendix 4.6: Frequency Distribution for Ethnicity/Race .....	82
Appendix 4.7: Descriptive Statistics for Source Credibility (SC).....	82
Appendix 4.8: Descriptive Statistics for Source Attractiveness (SA).....	83
Appendix 4.9: Descriptive Statistics for Meaning Transfer Model (MTM).....	84
Appendix 4.10: Descriptive Statistics for Product and Celebrity Match-Up (PCMU).....	85
Appendix 4.11: Descriptive Statistics for Purchase Intention (PI) .....	86
Appendix 4.12: Model Summary .....	86
Appendix 4.13: ANOVA .....	87
Appendix 4.14: Coefficients .....	87

PREFACE

First and foremost, I have a high level of exposure to celebrity endorsements. Next, consumer opinions and preferences change over time. Besides, there is a lack of investigation into the influences of celebrity endorsements on Malaysian consumers' purchase intentions, especially for sports equipment. Therefore, I am interested in studying the influences of celebrity endorsements on Malaysian consumers' purchase intentions toward sports equipment. This study spanned two semesters of my bachelor's degree. Furthermore, the purpose of this study is to determine the relationship between the influences of celebrity endorsements and consumers' purchase intentions for sports equipment. In addition, the main research method used in this study is quantitative research. Additionally, this study targeted Malaysians aged 18 to 64 years. In addition to this, the research tools of this study include questionnaires and since there is no sampling frame, the sampling technique chosen for this study is convenience sampling under non-probability sampling. Apart from this, I would also like to express my sincere gratitude to Dr. Komathi a/p Munusamy, Dr. Sia Bik Kai, and Universiti Tunku Abdul Rahman (UTAR) for their full assistance and support. Other than that, limitations of the study include limitations to a specific population and geographic scope, the specific independent variables of the study, and a focus on celebrities rather than just athletes. In short, I have a better understanding of current celebrity endorsements, purchase intentions, and consumer preferences, which has contributed to my personal, academic, and future growth.

ABSTRACT

First of all, the research problem is the lack of investigation into the influences of celebrity endorsements on Malaysian consumers' purchase intentions, especially toward sports equipment. Next, the research objectives and research questions of this study are to determine the relationship between the influences of celebrity endorsements and consumers' purchase intentions toward sports equipment and to examine whether the influences of celebrity endorsements affect consumers' purchase intentions toward sports equipment. Besides, this study adopts the Theory of Planned Behavior (TPB) to predict consumers' behavioral intentions, with four independent variables (source credibility, source attractiveness, meaning transfer model, and product-celebrity match-up) and one dependent variable (purchase intention). In addition, a proposed conceptual framework and four hypotheses are developed. Furthermore, there are several studies that support the hypotheses proposed in this study. Additionally, Malaysians aged 18 to 64 were also targeted. Apart from this, this study also used quantitative research methods, questionnaire survey methods, and IBM Statistical Package for Social Sciences (SPSS) statistical software to collect and analyze data. Other than this, source credibility, source attractiveness, and product-celebrity match-up have a statistically significant influence on consumers' purchase intentions; however, the impact of the meaning transfer model on consumers' purchase intentions is not statistically significant. Therefore, H1, H2, & H4 are supported; however, H3 is rejected. Moreover, this study will also benefit businessmen or marketers who want to utilize celebrity endorsement as a marketing strategy. In addition to this, this study recommends expanding the target population and geographical scope, exploring other suitable independent variables, and focusing on athletes' endorsements toward sports equipment for future research.

## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

This chapter explains the research background, problem, objectives, questions, and significance. Nowadays, celebrity endorsement has become a popular marketing strategy in various industries to assist their business development, achieve business goals, and achieve success in the industry. However, there is still a gap in the understanding of the influences of celebrity endorsements on Malaysian consumers' sports equipment purchase intentions. The purpose of this chapter is to address this gap by formulating some research objectives and questions. Besides, this chapter also clarifies the research implications.

### **1.1 Research Background**

Lear, Runyan, and Whitaker (2009) found that the current state of marketing is typified by the extensive use of celebrity endorsements to promote goods and services. Although this marketing strategy is not new, it has spread more widely in recent years and helped firms and celebrities work together harmoniously. This is a way for marketers to make their products compete with and stand out from competing brands. Generally, sports equipment is endorsed by sports stars.

According to Lear et al. (2009), the utilization of a well-known sports celebrity's public recognition to promote or to be featured with merchandise in advertising is one definition of a sports celebrity endorsement. These sports stars involved those who are active, retired, or deceased athletes. Within the sports equipment industry, it is customary to solicit the endorsement and popularisation of different products

from sports stars and celebrities. These endorsements have shown to be quite successful at grabbing consumers' interest and retaining their loyalty which covers anything from sporting goods to athletic clothing and footwear.

Besides, celebrity endorsements have long been used by manufacturers and retailers because they think they influence consumers' purchasing decisions in a good way. Furthermore, endorsement deals frequently bring in more money for elite athletes than their real sports contracts do. However, it can backfire and cause issues for the firm supporting the celebrity endorser if they act in a way that offends their target population (Lear et al., 2009). Additionally, Stone, Joseph, and Jones (2003) found that they analyzed these endorsements in *Sports Illustrated*, a widely-read sports magazine in the United States. They discovered that the utilization of athletes as endorsers declined in the 1990s as compared to the 1980s. During this time, advertisers began to rely more on unknown models than on well-known athletes to market their products (Lear et al., 2009).

A lot of merchants mostly depend on brand owners' advertising campaigns to highlight their flagship items in their stores. Successful product introductions and ongoing advertising campaigns are vital to the success of both manufacturing retailers and brand owners. Furthermore, experts still view print advertising as a viable marketing channel even in light of the considerable changes in retail promotion over the previous ten years mostly brought about by the internet's influence. Using athletes and other celebrities as endorsers for print advertising is one of the many possibilities available and it is generally accepted to be a successful way to market retail goods (Lear et al., 2009).

Renton (2009) found that athletes are increasingly being used in advertisements as marketers look for unique ways to differentiate their goods in a crowded market. Both high-end and low-end products are supported by athletes. Moreover, it is important to determine how consumers feel about the endorsements and what they plan to purchase. Consumers' perceptions of a product and its marketing are



important factors when deciding whether to purchase it. Before learning about a brand or during an advertisement, consumers form opinions about a product and these beliefs influence their attitude in general. Therefore, their decision or intention to purchase the product is influenced by this mindset.

Meenaghan (1995) emphasized that advertisements serve as a tool for product education and can assist in defining a brand's identity by connecting it to specific attributes. Some businesses have been effective in associating someone with their brand by using them in their advertising. Besides, Renton (2009) found that advertising has the ability to arouse consumers' emotions, arouse preferences, stimulate desire, and persuade them in a way that would ultimately enhance sales of the advertised goods. Furthermore, the main objective of advertising is to mold and strengthen the consumer's perception of what the brand stands for. In the end, marketers want to differentiate and add value to their products so that consumers will come back for more.

According to Renton (2009), a brand is a unique name or symbol used to identify and set one seller or group of sellers apart from competitors' goods and services. From ready-to-wear apparel to household cleansers, brands are everywhere and communicate a certain image and set of distinctive features to consumers. Consumers can communicate their identities, beliefs, and goals through brands. Additionally, individuals purchase items considering their social and personal significance in addition to their usefulness.

Athletes are essential to the advertising industry because they help consumers recognize brands, form favorable associations, and develop unique brand identities. They may be powerful brand ambassadors, especially for merchandise associated with their athletic accomplishments. Endorsements by sports stars can impact consumer purchases as a means of expressing their identity or as a way to impress others, particularly for high-end products (Renton, 2009).

Some brands are well-known because of the status symbolism they provide to customers (Renton, 2009). In addition, O'Cass and Frost (2002) found that status is

a representation of evaluative judgments that communicate prestige or regard, and it affects consumer perceptions as well as marketers' financial performance. A company's financial success depends on its ability to stand out from the competition and have strong brand recognition. One successful tactic is to link items to athletes (Renton, 2009).

## **1.2 Research Problem**

As part of their celebrity status, athletes are important product endorsers. Celebrity endorsers are well-known to the public and have long been a staple of advertising. Sports marketers capitalize on athletes' widespread appeal by linking their names to a variety of consumer goods in addition to sporting goods. Athletes have become prominent individuals in the media and product endorsements in addition to being stars in their respective industries. This is contributing to star power which is acknowledged as a critical component in favorably impacting the promotion and purchase of sports products (Renton, 2009).

Sales of sneakers and apparel in the sports sector are significantly affected by athlete sponsorships. For example, sales of athletic reached \$37.2 billion in 2002 and consumers spent over \$7.3 billion on sneakers in 2003, fueled by the launching of popular sneakers like the Air Jordans. Nearly 2,000 athletes have received endorsement deals and licensing rights worth over \$1 billion from American corporations (Renton, 2009). Furthermore, Vidoni (2020) pointed out that as sports are widely believed to be beneficial to physical and mental well-being as well as being a popular source of entertainment, sports and the athletic industries, in particular, have drawn attention from the public. Besides, the nearly 300-billion-euro global sportswear market is expected to expand at an annual rate of 7% between 2019 and 2024. The athletic goods sector is likely to expand due to rising health consciousness and widespread media promotion of an appealing and healthy lifestyle. Consumer trends highlight how important it is to look good while

exercising and to wear everyday clothing that is comfortable, practical, and stylish as lifestyle and sport increasingly blend.

Flint, Plumley, Peake, and Polyakova (2014) stated that celebrity athletes are valuable assets for a lot of sportswear firms and businesses in the sports sector nowadays. These businesses seek to enhance the reputation of the athlete brand and the sponsor through endorsement and sponsorship agreements. Additionally, the "star power" that sportsmen possess is a consequence of their special attributes that make them deserve celebrity status and contribute to the success of items that they endorse. These unique qualities are frequently possessed by athletes and they can be used to promote a wide range of items (Renton, 2009).

Furthermore, there is much research on the impacts of celebrity endorsements on consumers' purchase intentions in various countries such as Thailand, Turkey, Pakistan, Benin, and Vietnam (Abdulkadiri, 2023; Ahmed, Mir, & Farooq, 2012; Nguyen, 2021; Sertoglu, Catli, & Korkmaz, 2014; Wongweeranonchai & McClelland, 2016). However, there is a lack of investigation into the influences of celebrity endorsements on Malaysian consumers' purchase intentions, especially toward sports equipment. For example, Ong (2015) studied the impact of celebrity credibility on consumer's purchase intention toward the footwear industry in Malaysia. It particularly examines the credibility of celebrities in marketing campaigns designed to promote positive intents in behavior within the footwear sector. Therefore, it would be beneficial to study the influences of celebrity endorsements on consumers' purchase intentions as consumers' preferences change over time and continue to affect the sports industry. Then, this study aims to investigate the further influences of celebrity endorsements on Malaysian consumers' purchase intentions toward sports equipment.

In addition to standing out in a highly competitive field, businesses also need to deal with the difficulties presented by social media and digital advertising trends that are evolving quickly and greatly influencing the current advertising scene. As a result, businesses are more likely to succeed in the competitive landscape if they pay attention to consumer preferences, stay abreast of advertising trends, and implement efficient marketing communication strategies. In 2020, a highly

congested advertising environment permeates our society, forcing businesses to find creative methods to differentiate themselves in the face of intense competition. The fundamental goal is always to communicate effectively and grab the attention of consumers so that they become more aware of and develop positive sentiments about the products. Businesses employ a variety of tactics to do this, such as personalized shopping experiences, new product and service developments, and general improvements in marketing communications. In this endeavor, celebrity endorsements have been a popular strategy (Vidoni, 2020).

## **1.3 Research Objectives & Research Questions**

### **1.3.1 Research Objectives**

1. To determine the relationship between the source credibility of celebrity endorsements and consumers' purchase intentions toward sports equipment.
2. To determine the relationship between the source attractiveness of celebrity endorsements and consumers' purchase intentions toward sports equipment.
3. To determine the relationship between the meaning transfer model of celebrity endorsements and consumers' purchase intentions toward sports equipment.
4. To determine the relationship between product and celebrity match-up of celebrity endorsements and consumers' purchase intentions toward sports equipment.

### **1.3.2 Research Questions**

1. Does the source credibility of celebrity endorsements affect consumers' purchase intentions toward sports equipment?
2. Does the source attractiveness of celebrity endorsements impact consumers' purchase intentions toward sports equipment?
3. Does the meaning transfer model of celebrity endorsements impact consumers' purchase intentions toward sports equipment?
4. Does the product and celebrity match-up of celebrity endorsements influence consumers' purchase intentions toward sports equipment?

## **1.4 Research Significance**

First and foremost, one of the research significances is practical implications for marketing strategies. The results will give sports equipment marketers insightful information that will assist them in improving and optimizing their celebrity endorsement campaigns. By conducting this study, marketers can understand the current market trends in the sports equipment industry and the importance of utilizing celebrity endorsements in advertising to stand out among the stiff competition. Therefore, marketers may change their marketing strategies to make them more competitive and unique than other competitors.

Next, the research significance is a deeper understanding of consumer behavior insights. A better comprehension of consumer behavior concerning sports equipment can be attained by examining how consumers view and react to celebrity endorsements. In the third chapter of this study, a questionnaire will be prepared combining measurement items collected from several research articles. After modification, the questionnaire will be used to conduct an online survey of sports equipment consumers.

In addition, the significance of the research is its contribution to academics. The study advances knowledge on how celebrities, especially athletes, influence consumers' decision-making and buying intentions. From the literature review and collected questionnaire results, marketers can recognize the importance of celebrity endorsement characteristics in marketing to attract potential consumers, build loyalty between consumers and brands, and increase product sales. Moreover, source credibility, source attractiveness, meaning transfer model, and product and celebrity match-up of celebrity endorsements are the independent variables in this study.

## **1.5 Conclusion**

In summary, the research background provides some information on studies based on various journal sources to better understand celebrity endorsement through this study as the initial information provided in this study. Next, the relationship between source credibility, source attractiveness, meaning transfer model, and product and celebrity match-up with consumers' sports equipment purchase intentions are investigated to provide marketers with valuable insights and a deeper understanding of consumers' behavioral insights and contributions to academics.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

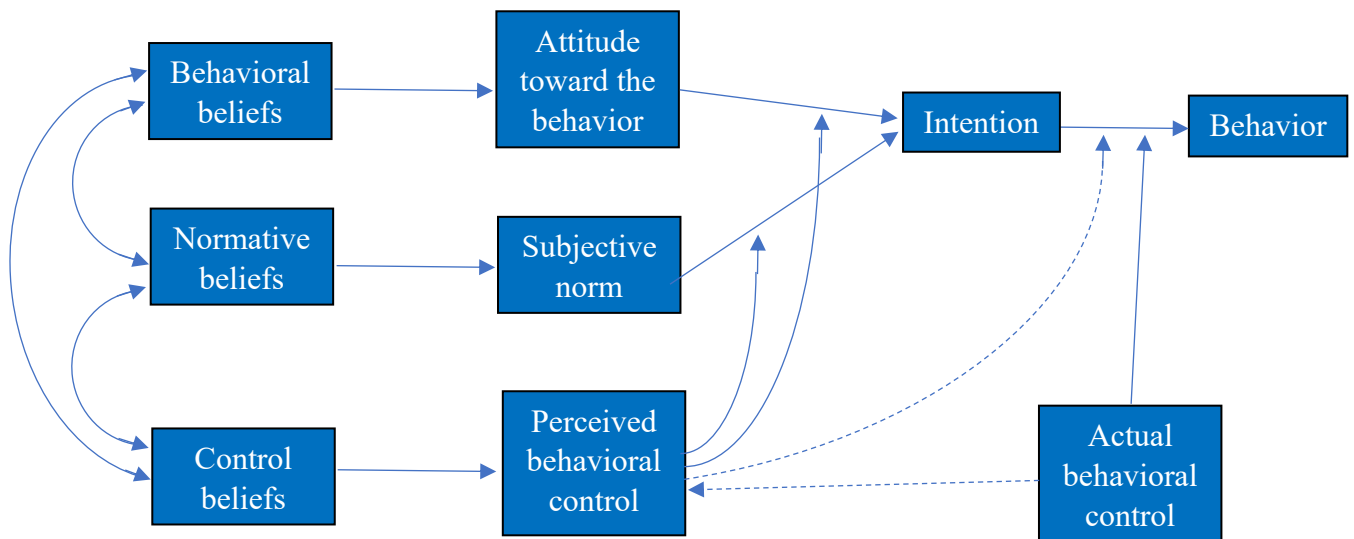
This chapter consists of four sections including underlying theory, review of variables, proposed conceptual framework, and hypothesis development. The underlying theory of this study is the Theory of Planned Behavior (TPB). Next, this chapter also discusses the concepts related to the influences of celebrity endorsements and purchase intention. Additionally, a proposed conceptual framework and four hypotheses are also presented. Besides, the independent variables studied are source credibility, source attractiveness, meaning transfer model, and product and celebrity match-up; moreover, the dependent variable is purchase intention. Furthermore, several articles are provided to prove these four hypotheses respectively.

### **2.1 Underlying theories**

Bosnjak, Ajzen, and Schmidt (2020) stated that the three types of factors that influence human behavior are behavioral beliefs, which represent the results expected by performing actions; normative beliefs, which refer to the expected results that others expect from performing actions; control beliefs represent the presence of factors that may lead to assisting or hindering the performance of an action. Based on Figure 2.1, behavioral beliefs lead to attitudes toward the behavior, indicating an individual's opinion about the performance of the behavior; normative beliefs lead to subjective norms, that is, perceived social pressure, which will influence whether the behavior will be performed; control beliefs lead to perceived behavioral control, which indicates a personal's perspective on the difficulty of

performing an action. Furthermore, perceived behavioral control moderates the impacts of behavioral attitudes and subjective norms on intentions. In general, individuals' behavioral intentions should be stronger. This is because their attitude and subjective norms are more positive and their perceived control is higher. Ultimately, when individuals gain enough level of actual control over their behavior and the chance exists, they tend to perform in accordance with their intentions. Therefore, it shows that the direct cause of behavior is intention. Besides, perceived behavioral control can represent actual behavioral control and assist in forecasting the behavior under consideration, if it is accurate.

Figure 2.1: Theory of Planned Behaviour



Source: Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The Theory of Planned Behavior: Selected Recent Advances and Applications. *Europe's Journal of Psychology, 16*(3), 352-356. PsychOpen. <https://doi.org/10.5964/ejop.v16i3.3107>



## 2.2 Review of variables

### 2.2.1 Source Credibility

According to Vidoni (2020), numerous marketing experts have studied how celebrity endorsements affect consumers and their findings typically indicate that consumers are more likely to pay attention to and ultimately favor a favorable brand image when they believe the source, celebrity to be credible. This stems from the idea that people are more receptive to receiving information when the source is reliable.

Behnoosh (2018) summarized that the source credibility model was developed decades ago and found two main factors, including expertise and trustworthiness. Expertise is a combination of intelligence and knowledge, whereas trustworthiness is a combination of impartiality and objective advocacy. Besides, knowledge can be gained by research, training, or experience. Moreover, non-celebrity endorsers can also be sources of expertise. Persuasive effectiveness increases when the message sender exhibits both expertise and trustworthiness (Vidoni, 2020).

Khan, Memon, and Kumar (2019) stated that the credibility and emotional connection of the endorser are crucial to building long-term relationships between brands and consumers. Furthermore, Muda, Musa, Mohamed, and Borhan (2014) drew the conclusion that trustworthy advertising encourages customers to refer others to a product. Additionally, Friedman and Friedman (1979) pointed out that trustworthiness is the most powerful endorsement attribute, which emphasizes the importance of credibility. They emphasize how crucial it is to use specialists to deliver the message, especially for pricey and sophisticated items referred to as "high involvement purchases" (Vidoni, 2020).

Rahmanisah and Fadli (2022) explained that expertise refers to the endorser's level of professionalism, which acts as a draw for consumers to

purchase the product in terms of endorsement. The extent to which a source is deemed capable of making legitimate claims is referred to as their source expertise. It is closely related to the endorser's expertise and understanding of a certain topic. Expertise is defined as a combination of experience, knowledge, and problem-solving abilities in a specific field. It includes a person's level of knowledge. Furthermore, Wang and Scheinbaum (2017) argued that endorser expertise is the endorser's perceived level of knowledge, comprehension, and related abilities, which demonstrates their capacity to make credible assertions.

According to Rahmanisah and Fadli (2022), trustworthiness refers to the receiver's level of trust that the information conveyed is true and that the outcomes are accurate and unchanged. In addition, Wiedmann, Hennigs, Schmidt, and Wuestefeld (2011) stated that trust means that the claims made are seen as trustworthy and are related to the influencer's readiness to provide objective, credible information, or viewpoints. Next, Sallam and Wahid (2012) pointed out that the degree to which a speaker accepts and trusts the message he or she conveys determines trust in communication. Additionally, Cuomo, Foroudi, Tortora, Hussain, and Melewar (2019) described that source trustworthiness is the degree of confidence in the target of a communicator making the most reliable assertion. Consumers present intentions to communicators to express what they believe to be the most credible assertion of their perceived willingness to build trust. Messages from highly trustworthy sources have a greater beneficial impact on attitude change than messages from less trustworthy sources. In this context, trust is defined as the degree of trust that consumers have in the communicator's purpose of expressing the most effective agreement (Rahmanisah & Fadli, 2022).

### **2.2.2 Source Attractiveness**

Attractiveness is based on outward appearance. It requires attributes such as grace, compassion, and a charming manner (Rahmanisah & Fadli, 2022). According to Cuomo et al. (2019), the extent to which endorsers are perceived as familiar, likable, similar, and physical attractiveness is referred to as their attractiveness. Next, the source attractiveness model posits that people are more inclined to embrace a message when they find the endorser to be similar, familiar, and liking (Renton, 2009). Besides, it serves as a depiction of the endorser's physical appearance, personality, or social status. People find it compelling when one possesses these qualities of attractiveness. It also requires academic prowess and an ideal lifestyle. The emotional connection between the source and the listener is established through attraction (Rahmanisah & Fadli, 2022).

Numerous studies show that consumers prefer to form positive perceptions of physically attractive people; hence, these individuals often appear in print and television advertising. Attractive people are more effective than their less attractive people at altering beliefs (Renton, 2009). Additionally, Joseph (1982) conducted a thorough analysis of experimental data from advertising and related domains on the effects of physically appealing communicators on opinion shifts, product assessments, and other outcome metrics. The review came to the conclusion that, in comparison to unattractive communicators, attractive communicators generally elicit more positive reactions and have a beneficial impact on the products linked with them (Renton, 2009).

Audiences are more prone to acquire the opinions, passions, attitudes, and preferences of an appealing source. This shows that source attractiveness affects the identification process. Consumers make positive comparisons between their own personalities and those of endorsers, which will influence their buying intentions. When it comes to their other features, the public is more interested in the fact that most celebrities are deemed attractive. A

likable and engaging source can increase message receptivity and thus advertisement efficacy. Research suggests that source attractiveness corresponds with receiver behavior. Advertising ratings and consumer purchasing behavior are affected by the physical attractiveness of endorsers. This is especially true when the endorser and the consumer are of different genders, and it is especially true when the endorsed product aims to improve physical appearance (Vidoni, 2020).

### **2.2.3 Meaning Transfer Model**

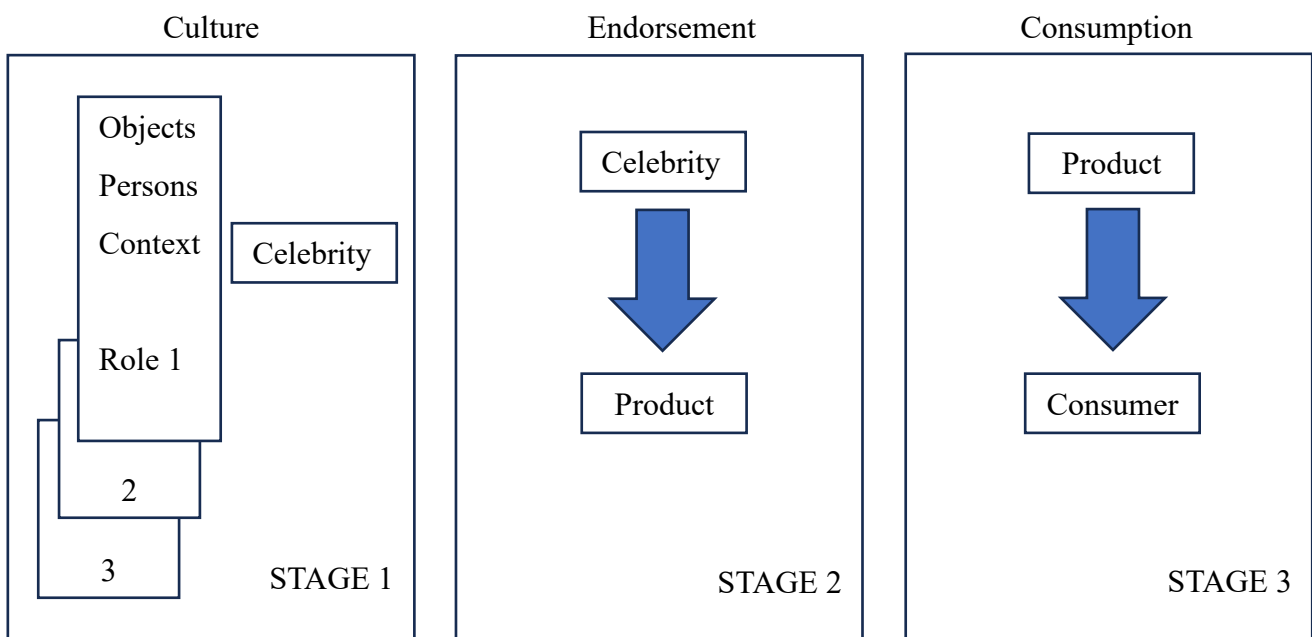
McCracken (1989) argued that conventional models of endorsement are insufficient in explaining several basic characteristics of endorsements. Next, Friedman and Friedman (1979) gave an example of the fact that certain product categories do not fit into the celebrity categories. Besides, Chaipitaksombat (2003) stated that the current source models assume that endorsers can be compelling sources for any marketing as long as they are credible or attractive but ignore this compatibility issue. The shortcomings of the source models led McCracken to develop the "Cultural Meaning Model" in order to overcome this limitation.

According to McCracken (1989), the type of meanings an endorser brings to the process determines how effective their endorsement will be. He made the case that endorsers can represent a wide range of meanings, depending on factors such as status, class, gender, age, cultural categories, personality, way of life, and celebrity demographics. These factors influence the messages that celebrities convey to consumers when they endorse a company. McCracken has looked at how the importance attached to celebrities increases their value during the endorsement process. He does point out that not all meanings can be accurately translated into commercially available products through this procedure.

Additionally, McCracken (1989) proposed the meaning transfer model, which posits that the way in which media and society position and represent celebrities as role models gives rise to specific meanings or social-cognitive characteristics such as status, gender, class, personality traits, and lifestyle type. This model suggests that during the endorsement process, these meanings may be imprinted on the endorsed product or brand and then spread from the product to the consumers who are recipients. After that, consumers use the product to incorporate these meanings (Vidoni, 2020).

Furthermore, consumers respond favorably when positive messages are conveyed through endorsement. Furthermore, he points out that every celebrity has a distinct combination of meanings, which explains why some celebrities are successful in particular circumstances (McCracken, 1989). Figure 2.2 shows a visual representation of the model (Vidoni, 2020). In addition, Muda, Musa, and Putit (2012) stated that a celebrity's positive and negative characteristics can be attributed to a product. Additionally, due to negative features attracting attention faster than positive features, they might have a greater effect (Vidoni, 2020).

Figure 2.2: Meaning Transfer Model



Source: Vidoni, J. (2020). The Impact of Celebrity Endorsement on Consumer Brand Quality Perception of Sporting Goods (Doctoral dissertation, Universiti of Ljubljana, School of Economics and Business, 2020).

#### **2.2.4 Product and celebrity match-up**

There is substantial evidence that relying solely on the attributes of the endorser is insufficient for successful celebrity sponsorship. Ensuring compatibility between the endorser and the product or service being promoted is imperative (Vidoni, 2020). According to Kahle and Homer (1985), the "match-up" hypothesis states that when a celebrity's physical attractiveness corresponds to the product being promoted, positive effects are expected on the product and advertising ratings. On the other hand, a mismatch between the product and the celebrity may result in lower ratings. Consumers may draw a link between the product and their own attractiveness, this impact is especially noteworthy for products designed to enhance beauty. According to this theory, visual components can communicate information more effectively than overt verbal arguments and highlight the significance of matching the celebrity's image with the product in order to produce successful advertising (Renton, 2009).

Sponsorship works best when the endorser's qualities complement those of the brand being endorsed brand (Vidoni, 2020). Hence, many writers emphasize how crucial it is to gauge how closely athletes' endorsements are tied to the products they support. Athletes and products can build a long-lasting relationship if congruency is achieved, which will make the connection memorable for customers and increase the impact of endorsements. Comparing this to the long-standing collaboration between Nike and Michael Jordan, companies want there to be a strong link between the athlete and the product they are endorsing. Consumers recognize that

they may not be able to replicate the abilities of their favorite athletes and therefore take pride in owning something they recognize (Renton, 2009).

Furthermore, the influence of the endorser is greater when the endorser matches the product. Consistency can increase credibility, favorably influence perceptions of a product, and increase purchase intentions. It is also important to consider the compatibility of your audience and endorser, as this will impact how the brand and product are perceived. The endorser, product, and audience alignment should ideally all be considered (Vidoni, 2020). Besides, Ilicic and Webster (2013) highlighted the importance of message or information relevancy. They discovered that when celebrities disclosed pertinent information about the brand in addition to sharing traits with it, consumers perceived the celebrity's partnership with the brand as more congruent.

### **2.2.5 Purchase Intention**

Padhy and Sawlikar (2018) explained that the term “purchase intention” refers to a person wanting and planning to purchase something. It shows whether a company's marketing is effective and the chances of people purchasing a specific item later. Both existing customers and potential customers have two views regarding purchase intention. For existing customers, it signals trust, satisfaction, and the chance that they will come back again. For new customers, it shows what they like, what they need, and how they behave. Besides, it comes from a person deciding on a bunch of products after getting information. This requires choosing between products, trusting the product, and ultimately choosing to buy it. Additionally, a favorable review of what they want depends on how much they want to buy it (Rahmanisah & Fadli, 2022).

Furthermore, purchase intention is crucial for marketing as it helps companies understand how people act and make informed decisions about what to introduce, how much to charge, how to display it, and how to sell their products (Abdulkadiri, 2023). Moreover, purchase intention is very important in the Theory of Planned Behavior (TPB). It shows that what a person thinks, what others think, and the degree of control they feel influence their purchasing plans (Ajzen, 1991). Based on the TPB, Fishbein and Ajzen (2011) stated that how a person feels about a product or service, what other people think, and how easily they pay affect what they buy.

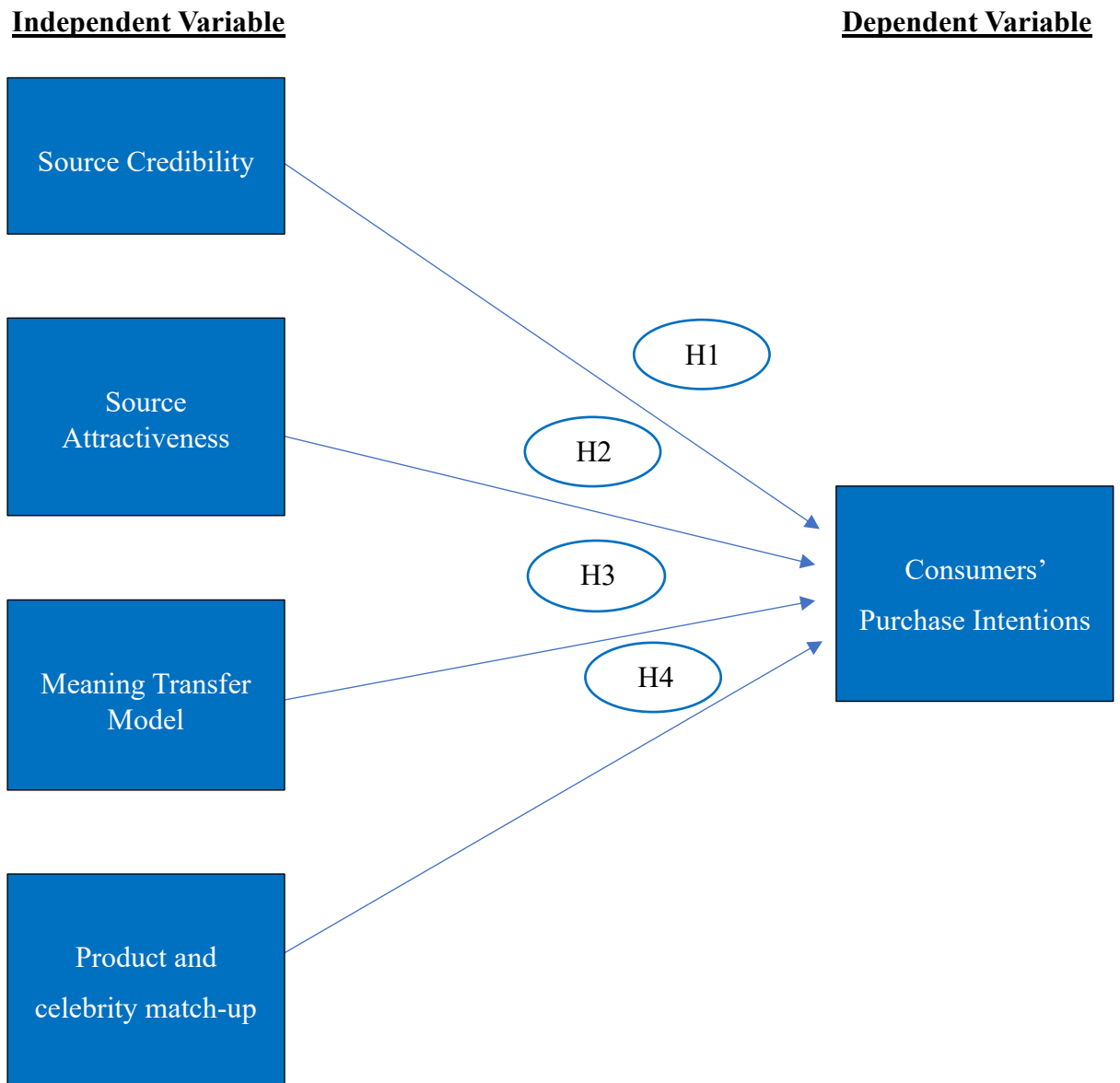
In addition, purchase intention may change based on factors such as product price, promotions, brand image, product features, and what others think. Numerous studies have shown that the importance of these components may vary depending on the type of product and the buyer's characteristics. For instance, product quality and performance are more significant for high-involvement products like computers and automobiles. However, brand image and price are more critical for low-involvement products like snacks and drinks (Abdulkadiri, 2023). Additionally, Hsu, Chang, and Chen (2012) explained that where hedonic products like cosmetics and fashion items are more susceptible to offers than utilitarian products like household appliances and office supplies.

## **2.3 Proposed Theoretical/ Conceptual Framework**

In this study, I have examined the influences of celebrity endorsements, including source credibility, source attractiveness, meaning transfer model, and product and celebrity match-up on the consumers' purchase intentions toward sports equipment. Therefore, source credibility, source attractiveness, meaning transfer model, and product and celebrity match-up as independent variables and consumers' purchase intentions as dependent variables in this study.



Figure 2.3: Proposed Conceptual Framework



Source: Developed for the research.

## 2.4 Hypotheses Development

H1: Source credibility will significantly influence the consumers' purchase intentions toward sports equipment.

H2: Source attractiveness will significantly influence the consumers' purchase intentions toward sports equipment.

H3: Meaning transfer model will significantly influence the consumers' purchase intentions toward sports equipment.

H4: Product and celebrity match-up will significantly influence the consumers' purchase intentions toward sports equipment.

## **2.5 Conclusion**

In summary, the Theory of Planned Behavior (TPB) in this chapter explains the psychological impact of consumer behavioral intentions on celebrity endorsements. Next, a review of variables provides valuable insights into understanding the influences of celebrity endorsements. Besides, a conceptual framework is proposed and structured with clear graphics to examine the relationship between four independent variables and one dependent variable. Furthermore, the development of hypotheses shows that source credibility, source attractiveness, meaning transfer model, and product and celebrity match-up will significantly influence consumers' purchase intentions toward sports equipment, with several supporting findings. The hypotheses proposed are crucial for further research in this study.

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

This chapter deals with the research design, sampling design, data development, data collection methods, and proposed data analysis tools for this study. The purpose of research is to explore and communicate new information to researchers and other relevant beneficiaries and to enhance understanding across fields. The research methods in this chapter are designed to achieve the research objectives and hypotheses proposed in this study. This study uses quantitative research, which can be applied to descriptive research. Additionally, the target population, sampling technique, sample size, measurement items, reliability of constructs, data collection methods, and recommended data analysis tools were identified. Furthermore, data analysis using IBM SPSS Statistics software is highlighted.

### **3.1 Research Design**

Marczyk, DeMatteo, and Festinger (2010) stated that research can frequently be regarded as the cornerstone of scientific advancement due to it contributes to advancement in nearly all areas of science. In general, research is intended to deliver answers and discover new information. In nearly all scientific areas, the main instrument utilized for pushing beyond the information limits is research. For instance, a wide range of scientific areas, including physics, botany, psychology, biology, and medicine, have applied research. Research plays a significant role in contributing greatly favorable and beneficial information and viewpoints in all these domains. Besides, the primary objectives of performing research by researchers in

an effort to simplify issues, find connections between occurrences that at first glance appear unconnected, and eventually enhance our quality of life.

According to Marczyk et al. (2010), the overarching objectives and distinctive features of interdisciplinary research are usually identical, in spite of the results that research is carried out in a wide variety of scientific areas. For instance, researchers usually utilize research to convey information about objects or events, explore connections between phenomena, or forecast upcoming occurrences. In a nutshell, the purpose of research is to describe, explain, and forecast that constitute significant and essential additions to the development of our knowledge and way of life. Furthermore, general research methodologies consist of testing hypotheses, meticulous observation and measurement, methodical assessment of data, and reliable findings.

In addition, the quantitative research method is adopted in this study. The findings obtained from quantitative research investigations can be applied to clarify connections between variables, describe or identify statistical shifts in the quantifiable qualities within a focus group, extend to other comparable conditions, and interpret forecasts. According to the scientific study approach, positivism is the basic concept that drives quantitative research. In case the scientific method is to be utilized, measurement is essential. A theoretical or empirical foundation for the approach of science applied to the analysis of populations and samples. It is required to develop hypotheses and collect observable, quantifiable data. The statistical evaluations needed for hypothesis testing have to be carried out employing suitable mathematical methods (Salkind, 2010).

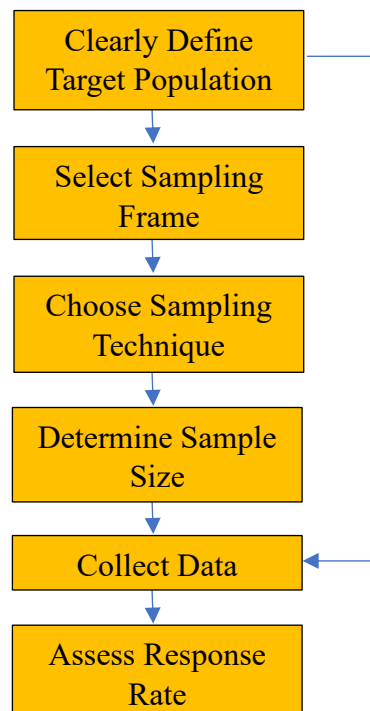
In this study, the quantitative research method can be applied to descriptive research. Investigations of current situations are the primary objective of descriptive research, which is extensively employed in the behavioral sciences, nutrition, education, and epidemiology. The benefit of it comes from the notion that observation, analysis, and description may be utilized to address issues and enhance practices. Moreover,

the survey is a popular technique of descriptive research used by researchers. For example, phone surveys, personal interviews, questionnaires, or normative surveys (Koh & Owen, 2000).

### 3.2 Sampling Design

Taherdoost (2016) stated that it is not possible for the researcher is going to be capable to gather information from every case so as to tickle the research questions. Hence, sampling is essential. The population is the whole of the cases from which the researcher sample is chosen. The sampling method is adopted by researchers to decrease the number of cases for research because of time and resource restrictions to analyze the whole population. Figure 3.1 presents the steps that are possible to be involved in the sampling process.

Figure 3.1: Sampling Process Steps



Source: Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management (IJARM)*, 5(2), 18-27. <https://ssrn.com/abstract=3205035>

### **3.2.1 Target Population**

Alvi (2016) explained that all individuals who meet the specific requirements decided by the researcher for the study are called the target population. The study targets Malaysians aged 18 to 64 years, regardless of gender, male or female. Furthermore, the occupations of the target population can include students, employed, self-employed, unemployed, housewives, or retired people. Additionally, the educational attainment of the target population can include a high school or equivalent, a diploma, a bachelor's degree, or a master's degree. In addition, every income level from RM2,000 and below to RM6,000 and above can be included. Besides, they are targeted regardless of their ethnicity, including Malay, Chinese, or Indian.

### **3.2.2 Sampling Frame**

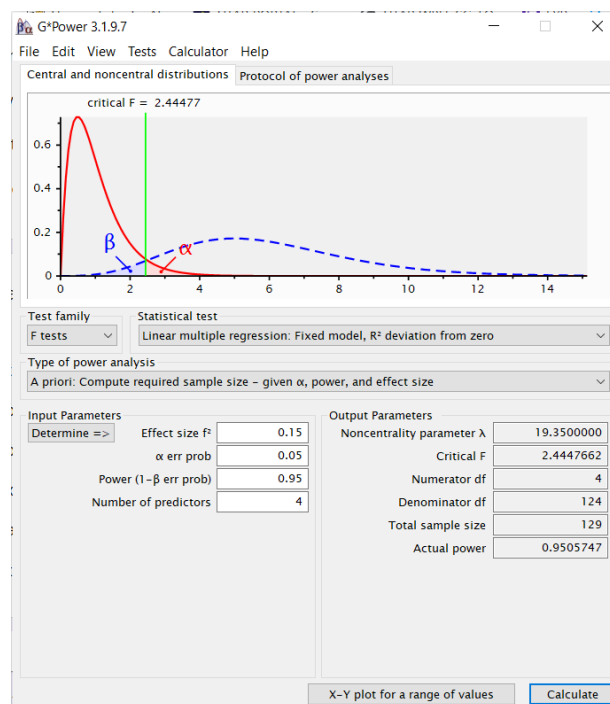
An absence of a sampling frame is provided in the study. First and foremost, interest groups that are tough to identify are considered unknown groups. For example, there is no exhaustive list or framework of the target population in the study. Next, resources are limited, as time, effort, and money are all important considerations when developing a sampling frame. For example, there was a lack of resources available to establish a sample frame due to the large target population of the study.

### 3.2.3 Sampling Technique

Since there is no sampling frame, the sampling technique selected for the study is convenience sampling under non-probability sampling. According to Taherdoost (2016), convenience sampling involves choosing individuals according to their accessibility and convenience to apply. Besides, convenience sampling frequently becomes a preferred method for students due to it is more affordable and convenient than other sampling techniques. In addition, convenience sampling is frequently useful in addressing a lot of research-related restrictions. In this study, the sample involved Malaysians of different ages, occupations, educational attainment, income levels, and ethnicities.

### 3.2.4 Sample Size

Figure 3.2: Minimum Total Sample Size



Source: Developed for the research.

The total amount of responses that get collected is included in the sample sizes, not the total quantity of surveys that are given out. However, the number is frequently raised to take into consideration for failure to respond (Taherdoost, 2016). In the study, the minimum total sample size calculated using G\*Power software was 129 people. Based on the respondents collected in the survey, a sample of 297 people will be drawn from the population. Therefore, more than 300 questionnaires will be distributed to target respondents.

### 3.3 Development of Data

Table 3.1: Measurement Items

Construct	Measurement Items	Modified Measurement Items	Sources
Source Credibility (Trustworthiness)	<ol style="list-style-type: none"> <li>Honesty of social media influencers can influence my purchase intention.</li> <li>Believability of social media influencers can influence</li> </ol>	<ol style="list-style-type: none"> <li>Honesty of endorsers can influence my purchase intention.</li> <li>Believability of endorsers can influence my purchase intention.</li> </ol>	Siqi, W., & Yee, W. F. (2021). Social Media Influencers' Impact to Purchase Intention: The Moderating Effect of Brand Engagement. <i>Journal of Marketing Advances and Practices</i> , 3(2), 17-42.



THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

	<p>my purchase intention.</p> <p>3. Dependable social media influencers can trigger my purchase intention.</p>	<p>3. Dependable endorsers can trigger my purchase intention.</p>	
<p>Source Credibility (Expertise)</p>	<p>1. The knowledge of social media influencers can influence my purchase intention.</p> <p>2. The experience of social media influencers can influence my purchase intention.</p> <p>3. Qualified social</p>	<p>1. The knowledge of endorsers can influence my purchase intention.</p> <p>2. The experience of endorsers can influence my purchase intention.</p> <p>3. Qualified endorsers can influence</p>	<p>Siqi, W., &amp; Yee, W. F. (2021). Social Media Influencers' Impact to Purchase Intention: The Moderating Effect of Brand Engagement. <i>Journal of Marketing Advances and Practices</i>, 3(2), 17-42.</p>

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

	media influencers can influence my purchase intention.	my purchase intention.	
Source Attractiveness	<ol style="list-style-type: none"> <li>1. Highly attractive social media influencers can trigger my purchase to their endorsed products.</li> <li>2. Classy social media influencers can trigger my purchase to their endorsed products.</li> <li>3. Elegant social media influencers can trigger</li> </ol>	<ol style="list-style-type: none"> <li>1. Highly attractive endorsers can trigger my purchase to their endorsed products.</li> <li>2. Classy endorsers can trigger my purchase to their endorsed products.</li> <li>3. Elegant endorsers can trigger my purchase to their endorsed products.</li> </ol>	<p>Siqi, W., &amp; Yee, W. F. (2021). Social Media Influencers' Impact to Purchase Intention: The Moderating Effect of Brand Engagement. <i>Journal of Marketing Advances and Practices</i>, 3(2), 17-42.</p>

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

	<p>my purchase to their endorsed products.</p> <p>4. The similarity between the social media influencers can trigger my purchase intention.</p> <p>5. Familiarity with social media influencers can influence my purchase decision for a certain product.</p> <p>6. Likeability of the social media influencers can trigger my</p>	<p>4. The similarity between the endorsers can trigger my purchase intention.</p> <p>5. Familiarity with endorsers can influence my purchase decision for a certain product.</p> <p>6. Likeability of the endorsers can trigger my purchase intention.</p>	
--	--	--	--

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

	purchase intention.		
Product and Celebrity Match-Up	<ol style="list-style-type: none"> <li>1. I believe that those social media influencers consume those products endorsed.</li> <li>2. I think the characteristics of social media influencers who endorse the product will directly relate to the product image.</li> <li>3. I think those social media influencers in the advertisement are the best fit for</li> </ol>	<ol style="list-style-type: none"> <li>1. I believe that those endorsers consume those products endorsed.</li> <li>2. I think the characteristics of endorsers who endorse the product will directly relate to the product image.</li> <li>3. I think those endorsers in the advertisement are the best fit for the brand image.</li> <li>4. I believe the use of endorsers is</li> </ol>	<p>Siqi, W., &amp; Yee, W. F. (2021). Social Media Influencers' Impact to Purchase Intention: The Moderating Effect of Brand Engagement. <i>Journal of Marketing Advances and Practices</i>, 3(2), 17-42.</p>

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

	<p>the brand image.</p> <p>4. I believe the use of social media influencers is a guarantee for the quality of the product.</p>	<p>a guarantee for the quality of the product.</p>	
<p>Meaning Transfer Model</p>	<p>1. The meanings attributed by the social media influencers will influence my purchase intention.</p> <p>2. I believe that there is a consistent transfer between the social media influencers and the</p>	<p>1. The meanings attributed by the endorsers will influence my purchase intention.</p> <p>2. I believe that there is a consistent transfer between the endorsers and the product endorse.</p> <p>3. The attribute of</p>	<p>Siqi, W., &amp; Yee, W. F. (2021). Social Media Influencers' Impact to Purchase Intention: The Moderating Effect of Brand Engagement. <i>Journal of Marketing Advances and Practices</i>, 3(2), 17-42.</p>

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

	<p>product endorse.</p> <p>3. The attribute of the social media influencers will influence the image of the product endorse.</p>	<p>the endorsers will influence the image of the product endorse.</p>	
Purchase Intention	<p>1. I am likely to purchase products or services that have been endorsed by social media influencers.</p> <p>2. Social media influencers increase the worth of value for products endorse.</p> <p>3. There is a high</p>	<p>1. I am likely to purchase products or services that have been endorsed by endorsers.</p> <p>2. Endorsers increase the worth of value for products endorse.</p> <p>3. There is a high probability I would purchase</p>	<p>Siqi, W., &amp; Yee, W. F. (2021). Social Media Influencers' Impact to Purchase Intention: The Moderating Effect of Brand Engagement. <i>Journal of Marketing Advances and Practices</i>, 3(2), 17-42.</p>

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

	probability I would purchase the product after watching the advertisem ent endorse by social media influencers.	the product after watching the advertisem ent endorse by endorsers.	
--	--	--	--

Source: Developed for the research.

Table 3.2: Reliability Test

Construct	Cronbach's Alpha ( $\alpha$ )
Source Credibility	0.939
Source Attractiveness	0.918
Product and Celebrity Match-Up	0.824
Meaning Transfer Model	0.922
Purchase Intention	0.829

Source: Developed for the research.

Ursachi, Horodnic, and Zait (2015) highlighted that an acceptable level of reliability is an  $\alpha$  of 0.6 to 0.7 and a very good level of reliability is an  $\alpha$  of 0.8 or higher. However, reliability levels are not necessarily good when  $\alpha$  is above 0.95. This is because they may be a sign of redundancy. Based on Table 3.2, the  $\alpha$  for all constructs ranged from 0.8 to 0.95. Therefore, it has very high reliability.

### **3.4 Data Collection Methods**

Mazhar, Anjum, Anwar, and Khan (2021) explained that the initial, unique, and new gathering of information is referred to as primary data. The questionnaire method is a research instrument used to collect primary data to answer the research questions and hypotheses described in the study. Through utilizing this approach, a questionnaire will be sent to the target population together with an appeal for them to complete it and submit it. For example, an online questionnaire involves several questions typed according to a predetermined sequence. Respondents receive the questionnaire via mail, and it needs them to read over the questions, understand and answer them in the field given on the form. It is essential for those taking part to contribute their responses to the questions. In the study, collection of data through questionnaires by distributing online questionnaires through messaging applications and social media platforms such as Microsoft Teams, WhatsApp, WeChat, Telegram, and Instagram.

### **3.5 Proposed Data Analysis Tool**

IBM Statistical Package for Social Sciences (SPSS) Statistics software is the tool used for data analysis in this study. Nagaiah and Ayyanar (2016) stated that the software provides fundamental functions of statistics, including descriptive statistics. Descriptive statistics can be used to calculate frequencies, means, standard deviations, and so on. Next, the software also provides inferential statistics, including multiple linear regression. Multiple linear regression can be used to calculate analysis of ANOVA, coefficients, and more. In addition, the software also facilitates users to import data from local computer storage, rename data, label data, label values, and others when needed. Besides, there are several variable types, including numbers and strings. Furthermore, the results generated by the software can be exported to Microsoft Word, Excel, PowerPoint, and other programs in the



form of tables, charts, or histograms. Additionally, both part-way and complete execution of the process can be saved in local computer memory.

Apart from this, the main statistical techniques used in this study involve descriptive analysis and inferential analysis. Descriptive analysis analyzes the demographic characteristics of the respondents based on frequencies and percentages of their age, gender, occupation, education level, income level, ethnicity or race. Furthermore, descriptive statistics are implemented to measure the mean value of each question in each variable. The purpose is to determine which characteristics of an endorser can influence a consumer's purchase intention. Additionally, multiple linear regression is a technique used in inferential analysis to draw conclusions about population characteristics from sample data. Besides, the calculation of ANOVA and coefficients are used to examine the relationship between the independent and dependent variables and the significant impact of the independent variables on the dependent variable.

### **3.6 Conclusion**

In summary, the quantitative research method is used to measure the relationships between variables and descriptive research is implemented to investigate current trends and situations. Next, the target population is Malaysians aged 18 to 64 years old. Furthermore, convenience sampling was chosen as the sampling technique as no sampling frame was provided in the study. In addition, the minimum total sample size calculated through G\*Power software was 129 people. Additionally, a sample of 297 people will be drawn from the population through survey collection. Besides, measurement items for all constructs were collected from multiple sources and modified for survey purposes. In addition to this, the results of the reliability tests showed that all constructs have very high reliability. Apart from this, primary data was collected through online distribution of questionnaires. Finally, IBM SPSS statistical software is used for descriptive and inferential analysis techniques to

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

measure the relationship between independent variables and dependent variable;  
and the significant impact of independent variables on consumers' purchase  
intention toward sports equipment.

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

This chapter analyzes the data collected from the questionnaire in the study and generated by SPSS statistical software. The purpose of data analysis is to provide meaningful insights and conclusions. Data are presented in the form of tables, pie charts, and bar charts. Furthermore, the results presented and analyzed in this chapter are relevant to the research questions and hypotheses posed. This chapter is divided into descriptive analyses and inferential analyses. Next, this chapter points out the relationship between independent variables, including source credibility, source attractiveness, meaning transfer model, and product and celebrity match-up, and consumers' purchase intentions toward sports equipment. In the descriptive analyses section, examine frequency distributions for demographics including age, gender, occupation, education level, income, and ethnicity or race, frequency distributions for some general information, and descriptive statistics for all variables involved in the study. In addition, multiple regression is performed to understand the impact of independent variables on consumers' purchase intentions in the inferential analyses part.

### **4.1 Descriptive Analyses**

#### **4.1.1 Frequency Distributions for Demographic Characteristics**

Table 4.1: Frequency Distribution for Age

	Frequency	Percent
18-24 years	283	95.3

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

25-34 years	11	3.7
35-44 years	2	0.7
45-54 years	0	0
55-64 years	1	0.3

Source: Developed for the research.

Based on Table 4.1, 283 respondents (95.3%) answered that they were between 18 and 24 years old. Next, 11 respondents (3.7%) answered that they were between 25 and 34 years old. Besides, 2 respondents (0.7%) answered that they were between 35 and 44 years old. Furthermore, no respondent (0%) answered that they were between 45 and 54 years old. In addition, 1 respondent (0.3%) answered that he/she was between 55 and 64 years old.

Table 4.2: Frequency Distribution for Gender

	Frequency	Percent
Male	105	35.4
Female	192	64.6

Source: Developed for the research.

Based on Table 4.2, 105 respondents (35.4%) answered that they were male. Next, 192 respondents (64.6%) answered that they were female.

Table 4.3: Frequency Distribution for Occupation

	Frequency	Percent
Student	282	94.9
Employed	12	4.0
Self-Employed	3	1.0
Unemployed	0	0
Housewife	0	0
Retired	0	0

Source: Developed for the research.

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

Based on Table 4.3, 282 respondents (94.9%) answered that they were students. Next, 12 respondents (4.0%) answered that they were employed. Besides, 3 respondents (1.0%) answered that they were self-employed. Furthermore, no respondent (0%) answered that they were unemployed, housewives, or retired.

Table 4.4: Frequency Distribution for Education Level

	Frequency	Percent
High School or Equivalent	7	2.4
Diploma	5	1.7
Bachelor's Degree	284	95.6
Master's Degree	1	0.3

Source: Developed for the research.

Based on Table 4.4, 7 respondents (2.4%) answered that they had a high school or equivalent. Next, 5 respondents (1.7%) answered that they had a diploma. Besides, 284 respondents (95.6%) answered that they had a bachelor's degree. Furthermore, 1 respondent (0.3%) answered that he/she had a master's degree.

Table 4.5: Frequency Distribution for Income Level

	Frequency	Percent
Under RM2,000	279	93.9
RM2,000 - RM3,999	4	1.3
RM4,000 - RM5,999	7	2.4
RM6,000 and above	3	1.0
Prefer not to disclose	4	1.3

Source: Developed for the research.

Based on Table 4.5, 279 respondents (93.9%) answered that they were under RM2,000. Next, 4 respondents (1.3%) answered that they were between RM2,000 to RM3,999. Besides, 7 respondents (2.4%) answered that they were between RM4,000 to RM5,999. Furthermore, 3 respondents (1.0%) answered that they were

between RM6,000 and above. In addition, 4 respondents (1.3%) answered that they preferred not to disclose.

Table 4.6: Frequency Distribution for Ethnicity/Race

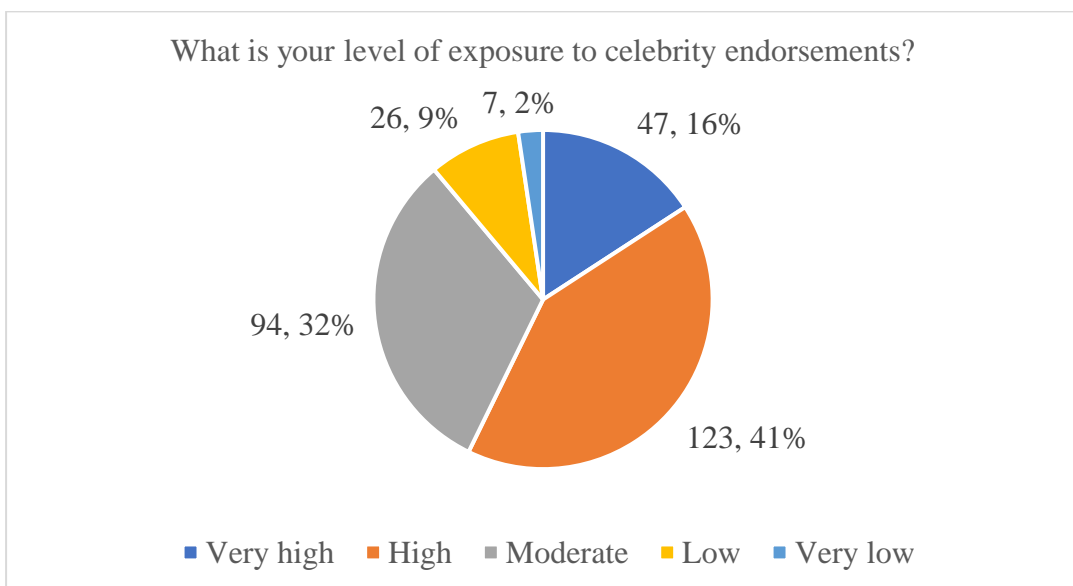
	Frequency	Percent
Malay	1	0.3
Chinese	283	95.3
Indian	13	4.4

Source: Developed for the research.

Based on Table 4.6, 1 respondent (0.3%) answered that they were Malay. Next, 283 respondents (95.3%) answered that they were Chinese. Besides, 13 respondents (4.4%) answered that they were Indian.

#### 4.1.2 Frequency Distributions for General Information

Figure 4.1: Pie Chart for the Question “What is your level of exposure to celebrity endorsements?”

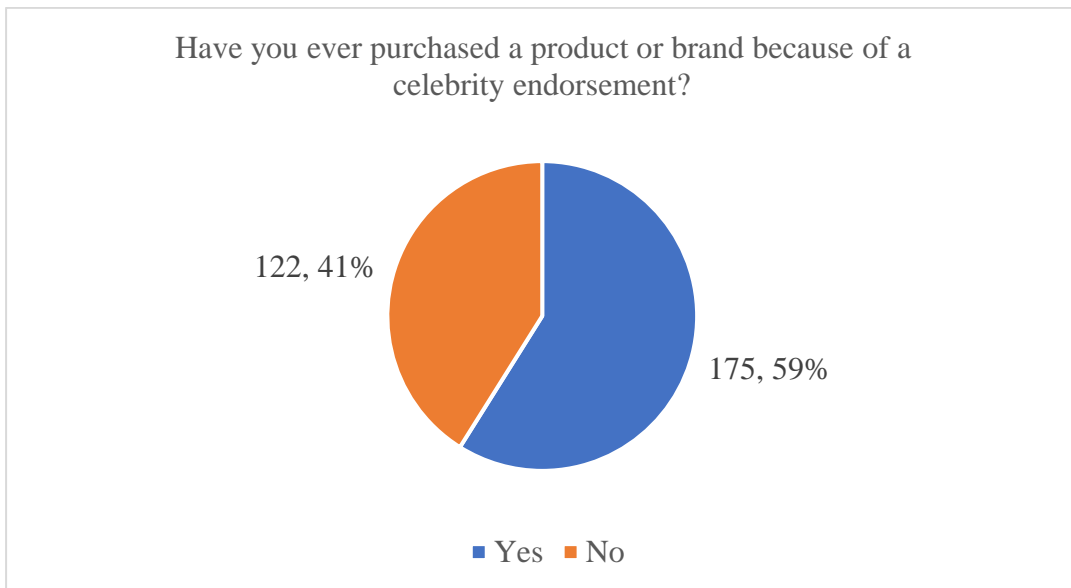


Source: Developed for the research.

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

Based on Figure 4.1, the majority of the respondents (123 people, 41%) answered that they have a high level of exposure to celebrity endorsements. This was followed by 94 respondents (32%) at the moderate level, 47 respondents (16%) at the very high level, 26 respondents (9%) at the low level, and 7 respondents (2%) at the very low level of exposure to celebrity endorsements.

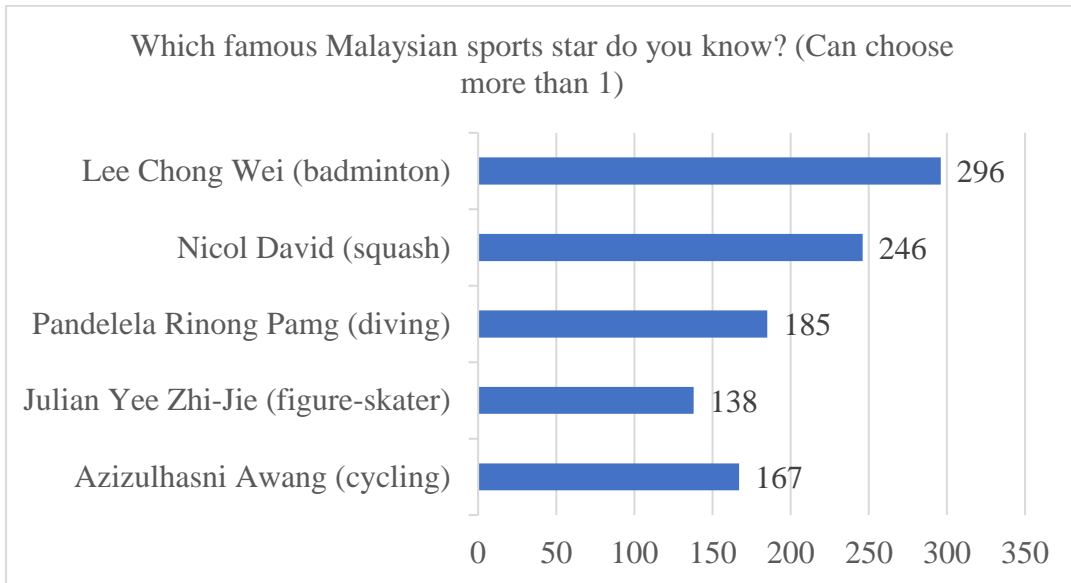
Figure 4.2: Pie Chart for the Question “Have you ever purchased a product or brand because of a celebrity endorsement?”



Source: Developed for the research.

Based on Figure 4.2, the majority of the respondents (175 people, 59%) answered that they had purchased a product or brand because of a celebrity endorsement. However, the remaining 122 respondents (41%) did not purchase a product or brand because of a celebrity endorsement.

Figure 4.3: Bar Chart for the Question “Which famous Malaysian sports star do you know?”

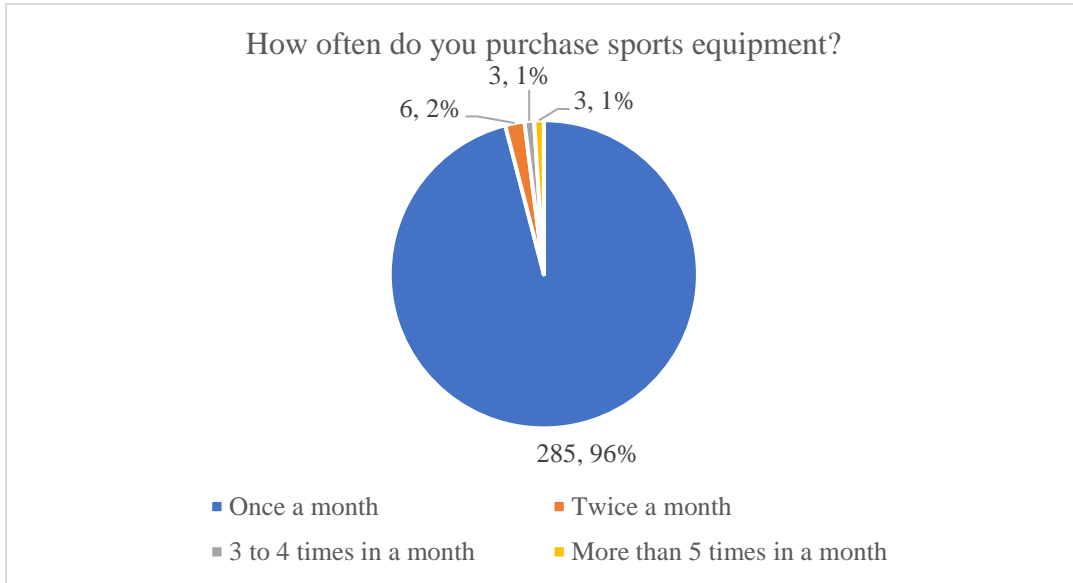


Source: Developed for the research.

Based on Figure 4.3, the majority of respondents (296 people, 99.7%) answered that they knew Dato' Lee Chong Wei. This was followed by Dato' Nicol David (246 respondents, 82.8%), Dato' Pandelesa Rinong Pamg (185 respondents, 62.3%), Dato' Azizulhasni Awang (167 respondents, 56.2%), and Julian Yee Zhi-Jie (138 respondents, 46.5%).



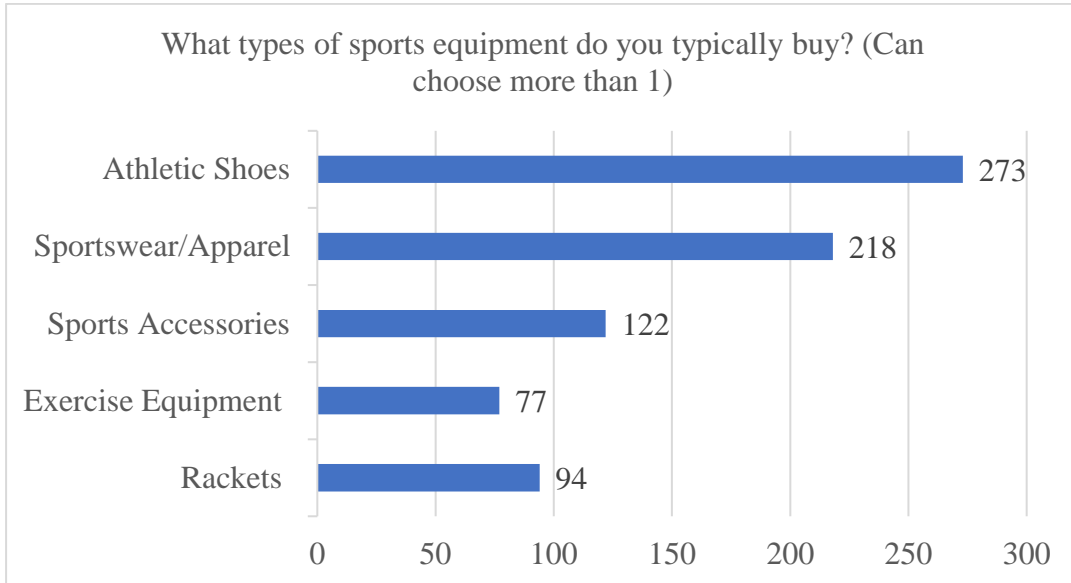
Figure 4.4: Pie Chart for the Question “How often do you purchase sports equipment?”



Source: Developed for the research.

Based on Figure 4.4, the majority of the respondents (285 people, 96%) answered that they purchase sports equipment once a month. This was followed by 6 respondents (2%) twice a month, 3 respondents (1%) three to four times a month, and 3 respondents (1%) more than five times a month.

Figure 4.5: Bar Chart for the Question “What types of sports equipment do you typically buy?”



Source: Developed for the research.

Based on Figure 4.5, the majority of respondents (273 people, 91.9%) answered that they typically buy athletic shoes. This was followed by sportswear or apparel (218 respondents, 73.4%), sports accessories (122 respondents, 41.1%), rackets (94 respondents, 31.6%), and exercise equipment (77 respondents, 25.9%).

### 4.1.3 Descriptive Statistics

Table 4.7: Descriptive Statistics for Source Credibility (SC)

Items	N	Minimum	Maximum	Mean	Std. Deviation
SCT1: Honesty of endorsers can influence my purchase intention.	297	1.00	5.00	4.0606	0.75987

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

SCT2: Believability of endorsers can influence my purchase intention.	297	1.00	5.00	4.1044	0.77495
SCT3: Dependable endorsers can trigger my purchase intention.	297	1.00	5.00	4.1313	0.73952
SCE1: The knowledge of endorsers can influence my purchase intention.	297	1.00	5.00	4.2862	0.71346
SCE2: The experience of endorsers can influence my purchase intention.	297	1.00	5.00	4.3165	0.69323
SCE3: Qualified endorsers can influence my purchase intention.	297	1.00	5.00	4.3535	0.67753

Source: Developed for the research.

Based on Table 4.7, the overall mean score was 4.2088 (SD = 0.59323). This reflects consumers' positive perceptions of SC. SCE3 has the highest mean value (4.3535), indicating that qualified endorsers can influence consumers' purchase intentions.

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

Table 4.8: Descriptive Statistics for Source Attractiveness (SA)

Items	N	Minimum	Maximum	Mean	Std. Deviation
SA1: Highly attractive endorsers can trigger my purchase to their endorsed products.	297	1.00	5.00	4.0673	0.75034
SA2: Classy endorsers can trigger my purchase to their endorsed products.	297	1.00	5.00	4.0034	0.68526
SA3: Elegant endorsers can trigger my purchase to their endorsed products.	297	1.00	5.00	4.0067	0.68277
SA4: The similarity between the endorsers can trigger my purchase intention.	297	1.00	5.00	4.0236	0.73253
SA5: Familiarity with endorsers can influence my purchase decision for a certain product.	297	1.00	5.00	4.0539	0.70504
SA6: Likeability of the endorsers can trigger my purchase intention.	297	1.00	5.00	4.0606	0.69484

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

Source: Developed for the research.

Based on Table 4.8, the overall mean score was 4.0359 (SD = 0.65159). This reflects consumers' positive perceptions of SA. SA1 has the highest mean value (4.0673), indicating that highly attractive endorsers can trigger consumers' purchases to their endorsed products.

Table 4.9: Descriptive Statistics for Meaning Transfer Model (MTM)

Items	N	Minimum	Maximum	Mean	Std. Deviation
MTM1: The meanings attributed by the endorsers will influence my purchase intention.	297	1.00	5.00	4.2828	0.78034
MTM2: I believe that there is a consistent transfer between the endorsers and the product endorse.	297	1.00	5.00	4.3232	0.72356
MTM3: The attribute of the endorsers will influence the image of the product endorse.	297	1.00	5.00	4.3771	0.73467

Source: Developed for the research.

Based on Table 4.9, the overall mean score was 4.3277 (SD = 0.71369). This reflects consumers' positive perceptions of MTM. MTM3 has the highest mean value

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

(4.3771), indicating that the attribute of the endorsers will influence the image of the product endorsed.

Table 4.10: Descriptive Statistics for Product and Celebrity Match-Up (PCMU)

Items	N	Minimum	Maximum	Mean	Std. Deviation
PCMU1: I believe that those endorsers consume those products endorsed.	297	1.00	5.00	4.3199	0.71804
PCMU2: I think the characteristics of endorsers who endorse the product will directly relate to the product image.	297	1.00	5.00	4.4007	0.67614
PCMU3: I think those endorsers in the advertisement are the best fit for the brand image.	297	2.00	5.00	4.3468	0.68102
PCMU4: I believe the use of endorsers is a guarantee for the quality of the product.	297	1.00	5.00	4.3333	0.74887

Source: Developed for the research.

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

Based on Table 4.10, the overall mean score was 4.3502 (SD = 0.65200). This reflects consumers' positive perceptions of PCMU. PCMU2 has the highest mean value (4.4007), indicating that consumers think the characteristics of endorsers who endorse the product will directly relate to the product image.

Table 4.11: Descriptive Statistics for Purchase Intention (PI)

Items	N	Minimum	Maximum	Mean	Std. Deviation
PI1: I am likely to purchase products or services that have been endorsed by endorsers.	297	1.00	5.00	4.1785	0.73416
PI2: Endorsers increase the worth of value for products endorse.	297	1.00	5.00	4.2761	0.68616
PI3: There is a high probability I would purchase the product after watching the advertisement endorse by endorsers.	297	1.00	5.00	4.1347	0.78545

Source: Developed for the research.

Based on Table 4.11, the overall mean score was 4.1964 (SD = 0.67447). This reflects consumers' positive perceptions of PI. PI2 has the highest mean value (4.2761), indicating that endorses increase the worth of value for products endorsed.

## 4.2 Inferential Analyses

### 4.2.1 Multiple Regression

Table 4.12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.472 <sup>a</sup>	0.222	0.212	0.59880
a. Predictors: (Constant), PCMU, SA, SC, MTM				
b. Dependent Variable: PI				

Source: Developed for the research.

Based on Table 4.12, there are four predictors (PCMU, SA, SC, MTM) and one dependent variable (PI). The R-squared and adjusted R-squared values were 0.222 and 0.212, respectively. This indicates that 22.2% of the variance in purchase intention was explained by the independent variables. Next, there is a small difference between the R-squared (0.222) and adjusted R-squared (0.212) values; thus, this is good.

Table 4.13: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.954	4	7.489	20.885	<0.001 <sup>b</sup>
	Residual	104.699	292	0.359		
	Total	134.654	296			
a. Dependent Variable: PI						
b. Predictors: (Constant), PCMU, SA, SC, MTM						

Source: Developed for the research.



THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

Based on Table 4.13, the F-value is 20.885 at the significant value of  $<0.001$ . Next, the p-value is  $<0.001$ , which is less than  $\alpha = 0.05$ . Hence, the result is significant and the alternative hypothesis can be accepted.

Table 4.14: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.274	0.323		3.947	$<0.001$
	SC	0.270	0.067	0.238	4.046	$<0.001$
	SA	0.175	0.061	0.169	2.885	0.004
	MTM	0.059	0.060	0.062	0.977	0.330
	PCMU	0.189	0.063	0.183	3.011	0.003
a. Dependent Variable: PI						

Source: Developed for the research.

Based on Table 4.14, the standardized coefficient of SC is  $\beta = 0.238$ , which is the largest. As a result, SC has the strongest relationship with purchase intention. Then, followed by PCMU ( $\beta = 0.183$ ), SA ( $\beta = 0.169$ ), and MTM ( $\beta = 0.062$ ). Besides, the p-value of SC is  $<0.001$ , SA is 0.004, and PCMU is 0.003, which all these three independent variables are less than  $\alpha = 0.05$ . Therefore, we accept the alternative hypotheses (H1, H2, and H4). There is enough evidence to conclude that all these three variables have a statistically significant impact on the dependent variable (PI). However, the p-value of MTM is 0.330, which is greater than  $\alpha = 0.05$ . Hence, we reject the alternative hypothesis (H3). There is not enough evidence to conclude that this independent variable has a statistically significant impact on the dependent variable (PI).

### **4.3 Conclusion**

In a nutshell, the valuable findings and results presented and analyzed in this chapter show that the age of the majority of the respondents is between 18 to 24 years, the gender is female, the occupation is students, the education level is a bachelor's degree, the income level is below RM2,000, and the ethnicity or race is Chinese. Next, the majority of the respondents have a high level of exposure to celebrity endorsements, have purchased a product or brand because of a celebrity endorsement, know Dato' Lee Chong Wei, purchase sports equipment once a month, and typically buy athletic shoes. Besides, the descriptive statistics reflect the positive perceptions of consumers on all variables involved in the study. In addition, the inferential analyses of multiple regression indicate that source credibility has the strongest relationship with purchase intention, followed by product and celebrity match-up, source attractiveness, and meaning transfer model. Furthermore, source credibility, source attractiveness, and product and celebrity match-up have a statistically significant impact on purchase intention; however, meaning transfer model has a statistically insignificant impact on purchase intention.

## **CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS**

### **5.0 Introduction**

The use of celebrity endorsements as a marketing strategy in modern business operations is very common in various business fields. Celebrities with high visibility and influence will support enterprises to attract the attention of more and more existing or potential consumers, enhance brand awareness, establish long-term relationships with consumers, and drive consumers' purchase intentions. However, businessmen or marketers need to fully understand that celebrity endorsement has a statistically significant or insignificant impact on consumers' purchase intentions for sports equipment. This will help them leverage celebrity endorsements in the right way. Based on the research results obtained in Chapter 4, this chapter will discuss the main findings, including answers to the research objectives and hypotheses, the implications and limitations of the study, and recommendations for future research.

### **5.1 Discussions of Major Findings**

Table 5.1: Summary of Hypotheses Testing

<b>Research Hypotheses</b>	<b>Significance Values</b>	<b>Results</b>
H1: Source credibility will significantly influence the consumers' purchase intentions toward sports equipment.	p-value = <0.001 (p<0.05)	Supported
H2: Source attractiveness will significantly influence the consumers'	p-value = 0.004 (p<0.05)	Supported

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

purchase intentions toward sports equipment.		
H3: Meaning transfer model will significantly influence the consumers' purchase intentions toward sports equipment.	p-value = 0.330 (p>0.05)	Rejected
H4: Product and celebrity match-up will significantly influence the consumers' purchase intentions toward sports equipment.	p-value = 0.003 (p<0.05)	Supported

Source: Developed for the research.

**Objective 1: To determine the relationship between the source credibility of celebrity endorsements and consumers' purchase intentions toward sports equipment.**

**H1: Source credibility will significantly influence the consumers' purchase intentions toward sports equipment.**

Since H1 is supported, there is enough evidence to conclude that source credibility has a statistically significant impact on purchase intention. Next, source credibility has the strongest relationship with purchase intention. According to Vidoni (2020), people are more attracted to authentic information from reliable sources. Therefore, reliable sources from a credible celebrity can positively influence the consumers' purchase intentions. The source credibility model has two primary elements, including trustworthiness and expertise (Behnoosh, 2018). Besides, Vidoni (2020) mentioned that both trustworthiness and expertise possessed and displayed by a celebrity when promoting a product can enhance persuasive power on consumers' purchase intentions. According to Khan et al. (2019), the establishment of long-term relationships between product brands and consumers depends heavily on the credibility and emotional connection of celebrities. In addition, Friedman and Friedman (1979) stated that the most powerful endorsement attribute is trustworthiness, and demonstrating expertise in delivering product information is

critical for "high-involvement purchase" products, which are expensive and complex.

In my opinion, credibility is the most important characteristic of an endorser in influencing a consumer's purchase intention. This is because a credible, trustworthy, and expert endorser can make consumers feel that the product information he/she delivers is credible and true. Besides, the credibility possessed by an endorser can improve brand reputation and consumers' purchase intentions; in contrast, endorsers with lower levels of trust and expertise have a potential negative impact on their endorsement and consumers' purchase intentions. In addition, qualified endorsers with knowledge and experience of the endorsed products can make consumers feel that the information conveyed is reliable and can attract consumers to purchase.

**Objective 2: To determine the relationship between the source attractiveness of celebrity endorsements and consumers' purchase intentions toward sports equipment.**

**H2: Source attractiveness will significantly influence the consumers' purchase intentions toward sports equipment.**

Since H2 is supported, there is enough evidence to conclude that source attractiveness has a statistically significant impact on purchase intention. Next, source attractiveness has a less strong relationship with purchase intention. According to Joseph (1982) and Renton (2009), attractive endorsers are more effective in changing consumers' beliefs and positive reactions than other less attractive endorsers and have a significant impact on products endorsed by them. Besides, Vidoni (2020) stated that audiences tend to be attracted to and pay attention to the beliefs, passions, attitudes, and preferences of attractive sources. This suggests that source attractiveness affects the identification process, with consumers comparing their own personality to the endorser, which may influence their purchase intentions. In addition, there is research has pointed out that source attractiveness corresponds to the behavior of the recipient, and advertising ratings

and consumer purchasing behavior are affected by the physical attractiveness of the endorser. This effect describes when the endorser and the consumer belong to different genders and the purpose of the endorsed product is to increase appearance (Vidoni, 2020).

In my opinion, humans are the most quintessentially visual animals and everyone loves beautiful things. Therefore, attractive endorsers can attract consumers' attention and thereby generate the intention to purchase the products they endorse. Besides, some consumers only have the intention to purchase a product because of the attractiveness of the endorser, regardless of other characteristics of the endorser, such as credibility, meaning transmission, and the matching between the product and the celebrity. In addition, the similarity between, familiarity with and likeability of endorsers will also have a positive impact on consumers' purchase intentions.

**Objective 3: To determine the relationship between the meaning transfer model of celebrity endorsements and consumers' purchase intentions toward sports equipment.**

**H3: Meaning transfer model will significantly influence the consumers' purchase intentions toward sports equipment.**

Since H3 is rejected, there is not enough evidence to conclude that the meaning transfer model has a statistically significant impact on purchase intention. Next, the meaning transfer model has a negative relationship with purchase intention. According to Astuti and Risqiani (2020), the research shows that the meaning transfer model has statistically no significant impact on online purchase intention.

In my opinion, consumers may pay more attention to other celebrity endorsement characteristics, such as credibility, attractiveness, and the match between the product and the endorser. Next, there may be a mismatch in characteristics and image between the celebrity endorser and the endorsed product; thus, the meaning transfer by the endorser is not effective. Besides, if the endorser's attractiveness,

credibility, and the match between the product and the endorser are not recognized by consumers, the meaning transfer model will not affect the consumer's purchase intention.

**Objective 4: To determine the relationship between product and celebrity match-up of celebrity endorsements and consumers' purchase intentions toward sports equipment.**

**H4: Product and celebrity match-up will significantly influence the consumers' purchase intentions toward sports equipment.**

Since H4 is supported, there is enough evidence to conclude that product and celebrity match-up have a statistically significant impact on purchase intention. Next, product and celebrity match-up have the second strongest relationship with purchase intention. According to Renton (2009), the influence of consumers who link their own attractiveness with the endorsed product is particularly if the product is designed to enhance beauty. Therefore, the product and celebrity endorser match-up has the potential to affect how consumers view themselves in connection to the product, thereby influencing their purchase intentions. Besides, Vidoni (2020) highlighted that the congruence between the product and endorser may increase the endorser's influence, enhance credibility, beneficially influence product perceptions, and ultimately enhance consumers' purchase intentions. According to Ilicic and Webster (2013), relevant messages or information about the product brand mentioned by the celebrity endorser is also crucial, as the celebrity-brand partnership is more consistent in consumer perceptions.

In my opinion, the best match-up between a product and a celebrity can lead to a successful endorsement, thereby increasing consumers' intentions to buy. The characteristics, image, and reputation possessed by the endorser will also be directly related to the product. It can be seen that the endorser is closely related to the product and has a significant impact on consumers' purchase intentions. Next, endorsers consume the products they endorse, causing consumers to think of the endorsers when they think of the products; conversely, when consumers think of the

endorsers, they think of the endorsed products. In addition, the use of endorsers is also a guarantee of product quality because consumers believe that their trusted endorsers will not promote low-quality or unreliable products, thus damaging their image and reputation.

## **5.2 Implications of the Study**

Most of the information and data provided in the study will be beneficial to businessmen or marketers who are concerned about the influences of celebrity endorsements on consumers' purchase intentions toward sports equipment. The information and data provided are based on a combination of several other studies and are accurate and reliable. Furthermore, the findings indicate that source credibility, source attractiveness, and the match between product and celebrity have a statistically significant impact on purchase intention. For example, Dato' Lee Chong Wei is a famous sports celebrity and the best celebrity endorser of sports equipment. He has won many awards, achievements, and honors for Malaysia. Moreover, as a sports star, he is the best match for sports equipment. However, the impact of the meaning transfer model on purchase intention is statistically insignificant. In my opinion, consumers may be more concerned about other influences of celebrity endorsements rather than the meaning conveyed by the endorsers to the product. In addition, the product does not match the celebrity or the characteristics of the endorser are not recognized by consumers.

## **5.3 Limitations of the Study**

Several limitations were identified throughout the study. First and foremost, restrictions on a specific population and geographic scope. This is because the study only looked at Malaysians aged 18 to 64 years, while the majority of respondents



were aged between 18 and 24. This shows that Malaysians below the age of 18 and above the age of 64 are being ignored. Besides, this study also ignored people outside Malaysia. Furthermore, the study only focuses on four specific independent variables that have a significant impact on consumers' purchase intentions toward sports equipment, including source credibility, source attractiveness, meaning transfer model, and product and celebrity match-up. In addition, the focus of the study is celebrities, which broadly includes celebrities, athletes, actors, and so on (Abdulkadiri, 2023); however, it is not just athletes.

## **5.4 Recommendations for Future Research**

Some suggestions for future research are made. First and foremost, expand the target population and geographic reach. Future studies could explore more different age groups from different countries to obtain more accurate and reliable results. This is because people from different countries and age groups have different opinions on celebrity endorsements. Next, this shows that the understanding of the research depends not only on the local but also on the global scale, which is cross-cultural understanding. Besides, other suitable independent variables can be included in future studies to explore more influences of celebrity endorsements. For example, celebrity scandals, celebrity overexposure, celebrity types, and celebrity ethicality (Abdulkadiri, 2023; Cespedes-Dominguez, Fernandez-Robin, & McCoy, 2021). In addition, Vidoni (2020) pointed out that the sporting goods industry often utilizes athletes as endorsers to endorse sports products. This is because professional equivalents as athletes are the most suitable endorsers for sports equipment due to their expertise and experience in the sports field.

## **5.5 Conclusion**

In short, this chapter discusses the main findings by providing some articles to support and validate the results. According to the discussion, source credibility has the strongest relationship with purchase intention, followed by product and celebrity match-up, source attractiveness, and meaning transfer model. The hypothesis testing summary showed that H1, H2, and H4 were supported; however, H3 was rejected. Therefore, there is sufficient evidence that source credibility, source attractiveness, and product and celebrity match-up have a statistically significant impact on purchase intention, but there is insufficient evidence that the meaning transfer model has a statistically significant impact on purchase intention. Additionally, supporting articles provide reasonable explanations and justifications based on their findings. Furthermore, the implications of the study show that this study will be beneficial for businessmen or marketers. Besides, limitations of the study include restrictions on a specific population and geographic scope, specific independent variables studied, and focus on celebrities, not just athletes. In addition, recommendations for addressing these limitations are provided. For example, expand the target population and geographic reach, explore other suitable independent variables, and focus on athletes' endorsements for sports equipment.

REFERENCES

- Abdulkadiri, F. (2023). Influence of Celebrity Endorsement on the Purchase Intention of the Undergraduates of University of Benin. <https://doi.org/10.13140/RG.2.2.20299.57129>
- Ahmed, A., Mir, F. A., & Farooq, O. (2012). Effect of Celebrity Endorsement on Customers' Buying Behavior; A Perspective from Pakistan. *INTERDISCIPLINARY JOURNAL OF CONTEMPORARY RESEARCH IN BUSINESS*, 4(5), 584-592. <https://www.researchgate.net/publication/326347178>
- Ajzen, I. (1991). The Theory of Planned Behavior. *ORGANIZATIONAL BEHAVIOR AND HUMAN DECISION PROCESSES*, 50, 179-211.
- Alvi, M. (2016). *A Manual for Selecting Sampling Techniques in Research*.
- Astuti, W. D., & Risqiani, R. (2020). Impact of Social Media Influencer Marketing on the Intention to Buy Online Through Attitude on Advertising and Brands. In *International Conference on Management, Accounting, and Economy (ICMAE 2020)* (pp. 221-225). Atlantis Press. <https://doi.org/10.2991/aebmr.k.200915.051>
- Behnoosh, S. (2018). *Celebrity Athlete Endorsement and Social Marketing: Promoting Participation in Sport and Physical Activity* (Doctoral dissertation, Auckland University of Technology).
- Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The Theory of Planned Behavior: Selected Recent Advances and Applications. *Europe's Journal of Psychology*, 16(3), 352-356. PsychOpen. <https://doi.org/10.5964/ejop.v16i3.3107>

Cespedes-Dominguez, C., Fernandez-Robin, C., & McCoy, S. (2021). The Effects of Celebrity Characteristics on Purchase Intentions: A Focus on Consumer Concern of Environmental Issues. *Sustainability*, 13(8), 4083. <https://doi.org/10.3390/su13084083>

Chaipitaksombat, C. (2003). The Study of the Co-Affecting of Product Consequence Toward Thai Consumers' Intention to Purchase Sports Products: The Context of Celebrity Endorsement.

Cuomo, M. T., Foroudi, P., Tortora, D., Hussain, S., & Melewar, T. C. (2019). Celebrity Endorsement and the Attitude Towards Luxury Brands for Sustainable Consumption. *Sustainability*, 11(23), 6791. <https://doi.org/10.3390/su11236791>

Fishbein, M., & Ajzen, I. (2011). Predicting and Changing Behavior: The Reasoned Action Approach. Taylor & Francis.

Flint, S. W., Plumley, D., Peake, R., & Polyakova, O. (2014). Using Sport as a Tool to Market Unhealthy Food. *European Journal of Business and Social Sciences*, 2(12), 15-25. <https://www.researchgate.net/publication/261805320>

Friedman, H. H., & Friedman, L. (1979). Endorser Effectiveness by Product Type. *Journal of Advertising Research*, 19(5), 63-71.

Hsu, C. L., Chang, K. C., & Chen, M. C. (2012). The Impact of Website Quality on Customer Satisfaction and Purchase Intention: Perceived Playfulness and Perceived Flow as Mediators. *Information Systems and E-Business Management*, 10(4), 549–570. <https://doi.org/10.1007/s10257-011-0181-5>

Ilicic, J., & Webster, C. M. (2013). Celebrity Co-Branding Partners as Irrelevant Brand Information in Advertisements. *Journal of Business Research*, 66(7), 941–947. <https://doi.org/10.1016/j.jbusres.2011.12.014>

Joseph, W. B. (1982). The Credibility of Physically Attractive Communicators: A Review. *Journal of Advertising*, 11(3), 15-24. <https://doi.org/10.1080/00913367.1982.10672807>

Kahle, L. R., & Homer, P. M. (1985). Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective. *Journal of Consumer Research*, 11(4), 954-961. <https://doi.org/10.1086/209029>

Khan, M. M., Memon, Z., & Kumar, S. (2019). Celebrity Endorsement and Purchase Intentions: The Role of Perceived Quality and Brand Loyalty. *Market Forces*, 14(2), 99-120. <https://ssrn.com/abstract=3670188>

Koh, E. T., & Owen, W. L. (2000). Descriptive Research and Qualitative Research. *Introduction to Nutrition and Health Research*, 219-248. [http://dx.doi.org/10.1007/978-1-4615-1401-5\\_12](http://dx.doi.org/10.1007/978-1-4615-1401-5_12)

Lear, K. E., Runyan, R. C., & Whitaker, W. H. (2009). Sports Celebrity Endorsements in Retail Products Advertising. *International Journal of Retail & Distribution Management*, 37(4), 308-321. <https://doi.org/10.1108/09590550910948547>

Marczyk, G. R., DeMatteo, D., & Festinger, D. (2010). *Essentials of Research Design and Methodology (Vol. 2)*. John Wiley & Sons.

Mazhar, S. A., Anjum, R., Anwar, A. I., & Khan, A. A. (2021). Methods of Data Collection: A Fundamental Tool of Research. *Journal of Integrated Community Health (ISSN 2319-9113)*, 10(1), 6-10. <https://doi.org/10.24321/2319.9113.202101>

McCracken, G. (1989). Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 310-321. <https://doi.org/10.1086/209217>

Meenaghan, T. (1995). The Role of Advertising in Brand Image Development. *Journal of Product & Brand Management*, 4(4), 23-34. <https://doi.org/10.1108/10610429510097672>

Muda, M., Musa, R., & Putit, L. (2012). Breaking Through the Clutter in Media Environment: How Do Celebrities Help? *Procedia - Social and Behavioral Sciences*, 42, 374–382. <https://doi.org/10.1016/j.sbspro.2012.04.201>

Muda, M., Musa, R., Mohamed, R. N., & Borhan, H. (2014). Celebrity Entrepreneur Endorsement and Advertising Effectiveness. *Procedia - Social and Behavioral Sciences*, 130, 11–20. <https://doi.org/10.1016/j.sbspro.2014.04.002>

Nagaiah, M., & Ayyanar, K. (2016, March). Software for Data Analysis in SPSS On overview. In *Indian Council of Social Science Research (ICSSR) sponsored two-day National Conference on Research Methodology in Library and Information Science [NCRMLIS 2016]*.

Nguyen, N. T. (2021). The Influence of Celebrity Endorsement on Young Vietnamese Consumers' Purchasing Intention. *Journal of Asian Finance, Economics and Business*, 8(1), 951-960. <https://doi.org/10.13106/jafeb.2021.vol8.no1.951>

O'Cass, A., & Frost, H. (2002). Status Brands: Examining the Effects of Non-Product-Related Brand Associations on Status and Conspicuous Consumption. *Journal of Product & Brand Management*, 11(2), 67-88. <https://doi.org/10.1108/10610420210423455>

Ong, Z. Q. (2015). The Impact of Celebrity Credibility on Consumer's Purchase Intention toward the Footwear Industry in Malaysia: The Mediating Effect of Attitude toward Advertisement. *Information Management and Business Review*, 7(4), 55-63. <https://doi.org/10.22610/imbr.v7i4.1163>

Padhy, S. K., & Sawlikar, R. K. (2018). The Role of Brand Equity and Brand Awareness on Consumers' Purchase Intention. *International Journal of Business and Management Invention (IJBMI) ISSN*, 7(1), 12-16. [www.ijbmi.org](http://www.ijbmi.org)

Rahmanisah, H., & Fadli, J. A. (2022). The Effect of Celebrity Endorsement Credibility on Purchase Intention in Premium Price Food. *Jurnal Terapan Manajemen dan Bisnis*, 8(1), 12-28.

Renton, K. (2009). Impact of Athletic Endorsements on Consumers Purchase Intentions.

Salkind, N. J. (Ed.). (2010). *Encyclopedia of Research Design (Vol. 1)*. SAGE Publications.

Sallam, M. A. A., & Wahid, N. A. (2012). Endorser Credibility Effects on Yemeni Male Consumer's Attitudes towards Advertising, Brand Attitude and Purchase Intention: The Mediating Role of Attitude toward Brand. *International Business Research*, 5(4). <https://doi.org/10.5539/ibr.v5n4p55>

- Sertoglu, A. E., Catli, O., & Korkmaz, S. (2014). Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey. *International Review of Management and Marketing*, 4(1), 66-77.
- Siqi, W., & Yee, W. F. (2021). Social Media Influencers' Impact to Purchase Intention: The Moderating Effect of Brand Engagement. *Journal of Marketing Advances and Practices*, 3(2), 17-42.
- Stone, G., Joseph, M., & Jones, M. (2003). An Exploratory Study on the Use of Sports Celebrities in Advertising: A Content Analysis. *Sport Marketing Quarterly*, 12(2).
- Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management (IJARM)*, 5(2), 18-27. <https://ssrn.com/abstract=3205035>
- Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How Reliable are Measurement Scales? External Factors with Indirect Influence on Reliability Estimators. *Procedia Economics and Finance*, 20, 679-686. [https://doi.org/10.1016/s2212-5671\(15\)00123-9](https://doi.org/10.1016/s2212-5671(15)00123-9)
- Vidoni, J. (2020). The Impact of Celebrity Endorsement on Consumer Brand Quality Perception of Sporting Goods (Doctoral dissertation, Universiti of Ljubljana, School of Economics and Business, 2020).
- Wang, S., & Scheinbaum, A. C. (2017). Trustworthiness Trumps Attractiveness and Expertise: Enhancing Brand Credibility via Celebrity Endorsement. *Journal of Advertising Research*, 58(1), 16-32. <https://doi.org/10.2501/JAR-2017-042>



Wiedmann, K. P., Hennigs, N., Schmidt, S., & Wuestefeld, T. (2011). Drivers and Outcomes of Brand Heritage: Consumers' Perception of Heritage Brands in the Automotive Industry. *Journal of Marketing Theory and Practice*, 19(2), 205–220. <https://doi.org/10.2753/MTP1069-6679190206>

Wongweeranonchai, P., & McClelland, R. J. (2016). The Influence of Perceived Celebrity Endorser Credibility in Advertising on Purchase Intention of Thai Consumers. *Journal of Communication and Innovation*, 3(2). <https://researchonline.ljmu.ac.uk/id/eprint/4811>

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

APPENDICES

Appendix 3.1: Ethical Approval Letter



**UNIVERSITI TUNKU ABDUL RAHMAN** DU012(A)  
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-212/2024

13 January 2024

Dr Fitriya Binti Abdul Rahim  
Head, Department of International Business  
Faculty of Accountancy and Management  
Universiti Tunku Abdul Rahman  
Jalan Sungai Long  
Bandar Sungai Long  
43000 Kajang, Selangor

Dear Dr Fitriya,

**Ethical Approval For Research Project/Protocol**

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Motivation for Purchasing Souvenirs Among the Domestic Tourists	Wan Shiuan Ling	Ms Annie Yong Ing Ing	13 January 2024 – 12 January 2025
2.	Factor Affecting Healthy Food Purchase Behaviours of Generation Z	Pe Kai Wen		
3.	Factors Affecting Customer Satisfaction Among Online Shoppers	Dion Teh Jee Wei		
4.	The Factors Influences on Customer Satisfaction and Loyalty in Business Performance	Tang Wei Ping		
5.	The Impact of Social Media Influencer on Youth Online Buying Behaviour in Klang Valley	Goh Pieh Ling	Ms Chin Wai Yin	
6.	A Study on E-commerce Factors that Influence Post-purchase Behaviour of Young Adults in Malaysia	Chan Chiew Kong	Dr Corrinne Lee Mei Jyin	
7.	Factors and Barriers to Attaining Mental Health Services	Chan Pei Xin		
8.	Factors Influencing the Customer Intention in Adopting Autonomous Vehicles (AVs)	Chye Chi Ern		
9.	Applying the Fraud Triangle Theory to Examine Fraudulent Cases from the Perspective of Working Adults	Alex Lau Chin Yeh	Dr Eaw Hooi Cheng	
10.	Examining the Influential Factors of Financial Fraud on Social Media from the Perspective of University Students	Bryan Wee Xin Jie		
11.	Factors Affecting Financial Fraud Awareness Among University Students	Liew Yoon Ler		
12.	The Impact of ChatGPT on E-commerce: The Case of Platform-based Business	Lee Sin Ying	Pn Ezatul Emilia Binti Muhammad Arif	

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia  
Tel: (605) 468 8888 Fax: (605) 466 1313  
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia  
Tel: (603) 9086 0288 Fax: (603) 9019 8868  
Website: www.utar.edu.my



THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	Adoption Rate of Digital Channel among MSMEs Entrepreneurs. (A Comparison Between Social Commerce and E-Commerce Platforms)	Law Yung Khan	Pn Ezatul Emilia Binti Muhammad Arif	13 January 2024 – 12 January 2025
14.	Factor Affecting Consumers Behavioral Intention to Share Digital Footprints on Social Media	Jenny Leong Siew Yee	Pn Farida Bhanu Binti Mohamed Yousoof	
15.	Factors Affecting the Unemployment Crisis Among Fresh Graduate in Malaysia	Lim Say Siang		
16.	The Buying Behaviour on Green Products - From A Consumer Perspective	Lim Xiao Xuan	Dr Foo Meow Yee	
17.	Factor Affecting Consumer Brand Loyalty on Personal Care Product	Ooi Xin Yi		
18.	Drivers of Employee Retention: A Case Study in Health and Beauty Industry	Tan Chi Ying		
19.	Factors of Remote Work Influencing Remote Work Productivity of Employees in Malaysia	Lee YanZheng	Ms Hooi Pik Hua @ Rae Hooi	
20.	Exploring University Students' Readiness for the Industrial Revolution 4.0: A Conceptualised Framework	Poh Joe Yee	Dr Jayamalathi a/p Jayabalan	
21.	The Role of Artificial Intelligence on the Overall Success of SMEs in the E-Commerce Sector	Low Wai Ying	Ms K Shamini a/p T Kandasamy	
22.	Understanding the Impact of Short Video Advertising on Youth Consumer Behavior	Celine Tia Hui Lin	En Khairul Anuar Bin Rusli	
23.	Influence of Corporate Social Responsibility (CSR) on Consumer Purchase Intention	Yeo Ai Ping		
24.	The Impact of Green Marketing of Food and Beverages on Consumers' Purchase Intention	Yong Xin En		
25.	Factors that Influence the Acceptance of QR Payment Among Customers in Malaysia	Lee Hai Wen	Dr Komathi a/p Mumsamy	
26.	To Study the Influences of Compensation, Work Environment, Motivation on Employee Satisfaction Among Industrial Trainees	Sam Li Ixing		
27.	The Influence of Celebrity Endorsements on Consumers' Purchase Intention Toward Sports Equipment	Chong Wei Ni		
28.	Investigating the factors of online payment technology in influencing consumer purchase behavior	Chua Jun Quan		
29.	The Impact of Utilizing ChatGPT in Higher Education	Lee Zi Wei	Dr Law Kian Aun	
30.	The Effectiveness of Duolingo's AI-Powered Language Learning Platform in Improving Second Language Acquisition Among Malaysia's Tertiary Students	Oh Fang Yan		
31.	The Effects of AI Tools on Undergraduates' Academic Writing Proficiency	Ng Shi Zhe		
32.	Consumer's Coping Strategies Toward Packaging Waste in Food Delivery Service	Tan Shin Rhu	Mr Lee Yoon Heng	
33.	Securing User Trust: A Study on Social Media Privacy, Information Protection, User Education, and Platform Reliability	Lim Jing	Ms Logeswary a/p Maheswaran	
34.	User Acceptance of Neobanks in Malaysia	Tang Sze Jun	Ms Loh Yin Xia	
35.	The Interplay of Digital Financial Literacy, Capability, Autonomy in the Financial Decision-making in Today's Digital Age	Wong Zheng Wah	Dr Low Mei Peng	
36.	Effects of In-store Factors Influencing Consumer Impulse Buying Behavior in Shopping Mall	Soh Xin Jie	Dr Malathi Nair a/p G Narayana Nair	
37.	Examining the Impact of Generation Z's Attitude Towards Counterfeit Footwear in Malaysia	Lim Su Kim		
38.	Young Adults' Intention to Use Mobile Payment in Malaysia	Alvin Chow Mun Sing		
39.	Consumer Motivation to Repurchase Organic Personal Care Products	Crystal Chow Weng Yann		

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia  
 Tel: (605) 468 8888 Fax: (605) 466 1313  
 Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia  
 Tel: (603) 9086 0288 Fax: (603) 9019 8868  
 Website: [www.utar.edu.my](http://www.utar.edu.my)



THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
40.	The Impact of Worklife Balance on Employee Performance in Private Universities in Malaysia	Yeo Jing Wen	Dr Omar Hamdan Mohammad Alkharabsheh	13 January 2024 – 12 January 2025
41.	Determinants of Student's Satisfaction on AI Usage in Education	Chang Charng Jie	Ms Puvaneswari a/p Veloo	
42.	How Artificial Intelligence (AI) is Transforming Tourism Industry	Boon Yi Jean	Pn Raja Nurul Aimi Binti Raja Aziz	
43.	Factors Affecting the Consumption Pattern of Fast Fashion Products Among Generation Z	Evelyn Chow Sum Yee	Dr Sia Bee Chuan	
44.	Antecedents and Consequences of Beauty and Cosmetic Products Impulse Purchase on TikTok	Kong Chi Kei	Dr Tang Kin Leong	
45.	Examining the Antecedents of Perceived Enjoyment and Flow Experience in Impulsive Buying Behaviour: A Study from the Perspective of TikTok User	Tan Hong Qing		
46.	Understanding the Determinants of Online Hotel Booking Intentions	Sharon Lian Sin Yee	Dr Tiong Kui Ming	
47.	A Study of Eco-Conscious Consumer Behavior on Green Products	Tan Sze Ting		
48.	Brand Loyalty Among Generation Z Towards Samsung Products in Malaysia	Chey Xin Hui	Dr Yeong Wai Mun	
49.	Factors Influencing the Adoption of Touch 'n Go eWallet Among Consumers in Malaysia	Lim Si Ting		

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.

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 Accountancy and Management  
Director, Institute of Postgraduate Studies and Research

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia  
Tel: (605) 468 8888 Fax: (605) 466 1313  
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia  
Tel: (603) 9086 0288 Fax: (603) 9019 8868  
Website: www.utar.edu.my



Appendix 3.2: UTAR PDP Statement

**PERSONAL DATA PROTECTION NOTICE**

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:
  - a) Name
  - b) Identity card
  - c) Place of Birth
  - d) Address
  - e) Education History
  - f) Employment History
  - g) Medical History
  - h) Blood type
  - i) Race
  - j) Religion
  - k) Photo
  - l) Personal Information and Associated Research Data
  
2. The purposes for which your personal data may be used are inclusive but not limited to:
  - a) For assessment of any application to UTAR
  - b) For processing any benefits and services
  - c) For communication purposes
  - d) For advertorial and news
  - e) For general administration and record purposes
  - f) For enhancing the value of education
  - g) For educational and related purposes consequential to UTAR
  - h) For replying any responds to complaints and enquiries
  - i) For the purpose of our corporate governance
  - j) For the purposes of conducting research/ collaboration
  
3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
  
4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

**Consent:**

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.
7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.
8. You may access and update your personal data by writing to us at [winnie.cwn@1utar.my](mailto:winnie.cwn@1utar.my)

**Acknowledgment of Notice**

I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

I disagree, my personal data will not be processed.



.....  
Name: Chong Wei Ni  
Date: 22 January 2024



Appendix 3.3: Questionnaire

**THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON  
CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS  
EQUIPMENT.**

Dear participants,

I am an undergraduate student studying Bachelor of International Business (Honours) at Universiti Tunku Abdul Rahman (UTAR), and I am currently conducting a research on "**The Influences of Celebrity Endorsements on Consumers' Purchase Intentions Toward Sports Equipment**". Your valuable insights will make a significant contribution to this research.

The questionnaire was divided into three parts. Please take the time to answer all questions in each section. Your participation should take approximately 10-15 minutes. Please be assured that all responses will be treated with the utmost **PRIVACY** and **CONFIDENTIALITY** and will be used for academic research purposes only.

If you have any questions or concerns about the survey, please feel free to contact me at: [winnie.cwn@lutar.my](mailto:winnie.cwn@lutar.my). Thank you for your time and contribution.

Best regards,

Chong Wei Ni

Undergraduate Student

Faculty of Accountancy and Management (FAM)

Universiti Tunku Abdul Rahman (UTAR)

## **Section A: Demographic Information**

### 1. Age

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years

### 2. Gender

- Male
- Female

### 3. Occupation

- Student
- Employed
- Self-Employed
- Unemployed
- Housewife
- Retired

### 4. Educational Level

- High School or Equivalent
- Diploma
- Bachelor's Degree
- Master's Degree

### 5. Income Level

- Under RM2,000



THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

- RM2,000 – RM3,999
- RM4,000 – RM5,999
- RM6,000 and above
- Prefer not to disclose

6. Ethnicity/Race

- Malay
- Chinese
- Indian

**Section B: General Information**

1. What is your level of exposure to celebrity endorsement?

- Very high
- High
- Moderate
- Low
- Very Low

2. Have you ever purchased a product or brand because of a celebrity endorsement?

- Yes
- No

3. Which famous Malaysian sports star do you know? (Can choose more than 1)

- Lee Chong Wei (badminton)
- Nicol David (squash)
- Pandelela Rinong Pamg (diving)
- Julian Yee Zhi-Jie (figure-skater)
- Azizulhasni Awang (cycling)

4. How often do you purchase sports equipment?

- Once a month
- Twice a month
- 3 to 4 times in a month
- More than 5 times in a month

5. What types of sports equipment do you typically buy? (Can choose more than 1)

- Athletic Shoes
- Sportswear/Apparel
- Sports Accessories (e.g., gloves, hats, etc.)
- Exercise Equipment (e.g., weights, resistance bands, etc.)
- Rackets (e.g., tennis rackets, badminton rackets, etc.)

**Section C: Influences of Celebrity Endorsements on Consumers' Purchase Intentions**

This section tends to measure the influences of celebrity endorsements (**source credibility, source attractiveness, meaning transfer model, and product and celebrity match-up**) on consumers' **purchase intentions** toward sports equipment. This section adopts a five-point Likert scale (**1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree**).

1. **Source Credibility (Trustworthiness):** The extent to which the recipient believes that the information conveyed is true and that the outcomes are accurate and unchanged.

Description	1	2	3	4	5
Honesty of endorsers can influence my purchase intention.					
Believability of endorsers can influence my purchase intention.					

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

Dependable endorsers can trigger my purchase intention.					
---	--	--	--	--	--

**2. Source Credibility (Expertise):** The endorser's level of professionalism, which acts as a draw for customers to purchase the product.

Description	1	2	3	4	5
The knowledge of endorsers can influence my purchase intention.					
The experience of endorsers can influence my purchase intention.					
Qualified endorsers can influence my purchase intention.					

**3. Source Attractiveness:** The extent to which endorsers are perceived as familiar, likable, similar, and physical attractiveness.

Description	1	2	3	4	5
Highly attractive endorsers can trigger my purchase to their endorsed products.					
Classy endorsers can trigger my purchase to their endorsed products.					
Elegant endorsers can trigger my purchase to their endorsed products.					
The similarity between the endorsers can trigger my purchase intention.					
Familiarity with endorsers can influence my purchase decision for a certain product.					
Likeability of the endorsers can trigger my purchase intention.					

**4. Meaning Transfer Model:** The type of meanings an endorser brings to the process determines how effective their endorsement will be.

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

Description	1	2	3	4	5
The meanings attributed by the endorsers will influence my purchase intention.					
I believe that there is a consistent transfer between the endorsers and the product endorse.					
The attribute of the endorsers will influence the image of the product endorse.					

5. **Product and Celebrity Match-Up:** A celebrity's physical attractiveness corresponds to the product being promoted.

Description	1	2	3	4	5
I believe that those endorsers consume those products endorsed.					
I think the characteristics of endorsers who endorse the product will directly relate to the product image.					
I think those endorsers in the advertisement are the best fit for the brand image.					
I believe the use of endorsers is a guarantee for the quality of the product.					

6. **Purchase Intention:** A customer's desire and plan to purchase a good or service.

Description	1	2	3	4	5
I am likely to purchase products or services that have been endorsed by endorsers.					
Endorsers increase the worth of value for products endorse.					
There is a high probability I would purchase the product after watching the advertisement endorse by endorsers.					

Appendix 3.4: Reliability Test for Source Credibility

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.939	.940	6

Source: IBM SPSS Statistics software

Appendix 3.5: Reliability Test for Source Attractiveness

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.918	.918	6

Source: IBM SPSS Statistics software

Appendix 3.6: Reliability Test for Meaning Transfer Model

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.922	.923	3

Source: IBM SPSS Statistics software

Appendix 3.7: Reliability Test for Product and Celebrity Match-Up

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.824	.834	4

Source: IBM SPSS Statistics software

Appendix 3.8: Reliability Test for Purchase Intention

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.827	3

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

Source: IBM SPSS Statistics software

Appendix 4.1: Frequency Distribution for Age

**1. Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	283	95.3	95.3	95.3
	25-34 years	11	3.7	3.7	99.0
	35-44 years	2	.7	.7	99.7
	55-64 years	1	.3	.3	100.0
	Total	297	100.0	100.0	

Source: IBM SPSS Statistics software

Appendix 4.2: Frequency Distribution for Gender

**2. Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	192	64.6	64.6	64.6
	Male	105	35.4	35.4	100.0
	Total	297	100.0	100.0	

Source: IBM SPSS Statistics software

Appendix 4.3: Frequency Distribution for Occupation

**3. Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	12	4.0	4.0	4.0
	Self-Employed	3	1.0	1.0	5.1
	Student	282	94.9	94.9	100.0

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

Total	297	100.0	100.0
-------	-----	-------	-------

Source: IBM SPSS Statistics software

Appendix 4.4: Frequency Distribution for Education Level

**4. Education Level**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bachelor's Degree	284	95.6	95.6	95.6
Diploma	5	1.7	1.7	97.3
High School or Equivalent	7	2.4	2.4	99.7
Master's Degree	1	.3	.3	100.0
Total	297	100.0	100.0	

Source: IBM SPSS Statistics software

Appendix 4.5: Frequency Distribution for Income Level

**5. Income Level**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Prefer not to disclose	4	1.3	1.3	1.3
RM2,000 - RM3,999	4	1.3	1.3	2.7
RM4,000 - RM5,999	7	2.4	2.4	5.1
RM6,000 and above	3	1.0	1.0	6.1
Under RM2,000	279	93.9	93.9	100.0
Total	297	100.0	100.0	

Source: IBM SPSS Statistics software

Appendix 4.6: Frequency Distribution for Ethnicity/Race

**6. Ethnicity/Race**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	283	95.3	95.3	95.3
	Indian	13	4.4	4.4	99.7
	Malay	1	.3	.3	100.0
	Total	297	100.0	100.0	

Source: IBM SPSS Statistics software

Appendix 4.7: Descriptive Statistics for Source Credibility (SC)

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
SCT1: Honesty of endorsers can influence my purchase intention.	297	1.00	5.00	4.0606	.75987
SCT2: Believability of endorsers can influence my purchase intention.	297	1.00	5.00	4.1044	.77495
SCT3: Dependable endorsers can trigger my purchase intention.	297	1.00	5.00	4.1313	.73952
SCE1: The knowledge of endorsers can influence my purchase intention.	297	1.00	5.00	4.2862	.71346
SCE2: The experience of endorsers can influence my purchase intention.	297	1.00	5.00	4.3165	.69323



THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

SCE3: Qualified endorsers can influence my purchase intention.	297	1.00	5.00	4.3535	.67753
Valid N (listwise)	297				

Source: IBM SPSS Statistics software

Appendix 4.8: Descriptive Statistics for Source Attractiveness (SA)

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
SA1: Highly attractive endorsers can trigger my purchase to their endorsed products.	297	1.00	5.00	4.0673	.75034
SA2: Classy endorsers can trigger my purchase to their endorsed products.	297	1.00	5.00	4.0034	.68526
SA3: Elegant endorsers can trigger my purchase to their endorsed products.	297	1.00	5.00	4.0067	.68277
SA4: The similarity between the endorsers can trigger my purchase intention.	297	1.00	5.00	4.0236	.73253
SA5: Familiarity with endorsers can influence my purchase decision for a certain product.	297	1.00	5.00	4.0539	.70504

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

SA6: Likeability of the endorsers can trigger my purchase intention.	297	1.00	5.00	4.0606	.69484
Valid N (listwise)	297				

Source: IBM SPSS Statistics software

Appendix 4.9: Descriptive Statistics for Meaning Transfer Model (MTM)

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
MTM1: The meanings attributed by the endorsers will influence my purchase intention.	297	1.00	5.00	4.2828	.78034
MTM2: I believe that there is a consistent transfer between the endorsers and the product endorse.	297	1.00	5.00	4.3232	.72356
MTM3: The attribute of the endorsers will influence the image of the product endorse.	297	1.00	5.00	4.3771	.73467
Valid N (listwise)	297				

Source: IBM SPSS Statistics software

Appendix 4.10: Descriptive Statistics for Product and Celebrity Match-Up (PCMU)

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
PCMU1: I believe that those endorsers consume those products endorsed.	297	1.00	5.00	4.3199	.71804
PCMU2: I think the characteristics of endorsers who endorse the product will directly relate to the product image.	297	1.00	5.00	4.4007	.67614
PCMU3: I think those endorsers in the advertisement are the best fit for the brand image.	297	2.00	5.00	4.3468	.68102
PCMU4: I believe the use of endorsers is a guarantee for the quality of the product.	297	1.00	5.00	4.3333	.74887
Valid N (listwise)	297				

Source: IBM SPSS Statistics software

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE INTENTIONS TOWARD SPORTS EQUIPMENT

Appendix 4.11: Descriptive Statistics for Purchase Intention (PI)

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
PI1: I am likely to purchase products or services that have been endorsed by endorsers.	297	1.00	5.00	4.1785	.73416
PI2: Endorsers increase the worth of value for products endorse.	297	1.00	5.00	4.2761	.68616
PI3: There is a high probability I would purchase the product after watching the advertisement endorse by endorsers.	297	1.00	5.00	4.1347	.78545
Valid N (listwise)	297				

Source: IBM SPSS Statistics software

Appendix 4.12: Model Summary

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.472 <sup>a</sup>	.222	.212	.59880	2.013

a. Predictors: (Constant), PCMU, SA, SC, MTM

b. Dependent Variable: PI

Source: IBM SPSS Statistics software

THE INFLUENCES OF CELEBRITY ENDORSEMENTS ON CONSUMERS' PURCHASE  
INTENTIONS TOWARD SPORTS EQUIPMENT

Appendix 4.13: ANOVA

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.954	4	7.489	20.885	<.001 <sup>b</sup>
	Residual	104.699	292	.359		
	Total	134.654	296			

a. Dependent Variable: PI

b. Predictors: (Constant), PCMU, SA, SC, MTM

Source: IBM SPSS Statistics software

Appendix 4.14: Coefficients

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.274	.323		3.947	<.001		
	SC	.270	.067	.238	4.046	<.001	.771	1.296
	SA	.175	.061	.169	2.885	.004	.772	1.295
	MTM	.059	.060	.062	.977	.330	.653	1.532
	PCMU	.189	.063	.183	3.011	.003	.723	1.384

a. Dependent Variable: PI

Source: IBM SPSS Statistics software