



THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOUR AND  
BRAND PERCEPTION: A STUDY OF KPOP CULTURE'S INFLUENCE AMONG THE  
UNIVERSITY STUDENTS IN KLANG VALLEY

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## ABSTRACT

This study examines the impact of K-POP celebrity endorsements on consumer behaviour and brand perception among university students in Malaysia's Klang Valley region. The problem lies in understanding whether such endorsements influence consumer awareness, deliberation, and purchasing intention, and whether the image of K-POP celebrities aligns with the intended brand perception to foster long-term loyalty. A quantitative research method was employed, using a survey distributed to 55 university students aged 18 to 25, with 5 students participating in a pilot test. The findings reveal that K-POP endorsements significantly impact consumer decision-making processes, particularly in terms of brand awareness and consideration. Additionally, the study shows that a strong alignment between the celebrity's image and brand values plays a critical role in enhancing brand loyalty and consumer engagement. Marketers are advised to strategically align celebrity endorsements with brand identity to maximize their influence on young consumers, as misalignment may lead to weaker brand loyalty. Further research is recommended to explore the long-term sustainability of such endorsements across different cultural contexts.

**Keywords:** *K-POP culture, celebrity endorsement, consumer behaviour, brand perception, decision-making, brand loyalty.*

**Subject Area:** *HF5801-6182 Advertising*

## **CHAPTER 1: INTRODUCTION**

### **1.0 Introduction**

This chapter provides an overview of the study by defining the research background, outlining the primary objectives, and emphasizing the importance of the investigation. It intends to investigate the significant impact of K-POP celebrities on consumer behaviour and brand perception, with a specific emphasis on how their endorsements influence consumer decision-making, brand loyalty, and overall market dynamics. This study aims to provide significant insights to both academic research and practical marketing applications by investigating the interaction of celebrity culture and marketing methods.

### **1.1 Background of Study**

The global entertainment industry has experienced rapid growth over the past few decades, with Korean Pop (K-POP) culture emerging as a significant force within this landscape. K-POP, a genre that blends various musical styles with highly choreographed performances and appealing visuals, has gained immense popularity worldwide. The rise of K-POP can be traced back to the late 1990s, but it was in the 2010s that it truly exploded on the international stage, with groups like BTS, BLACKPINK, and EXO leading the charge. Their influence extends beyond music, permeating fashion, beauty, and lifestyle sectors, making them not just entertainers but powerful cultural icons.

The success of K-POP is not merely a result of catchy music and flashy performances; it is also deeply rooted in sophisticated marketing strategies that have turned these idols into global brands. According to a report by Statista Research Department (2024), the K-POP industry was valued at approximately 1.24 trillion South Korean won overseas in 2023, reflecting its expansive influence on global markets. This commercial success is largely driven by the strategic use of celebrity endorsements, where K-POP idols lend their image and appeal to various brands, effectively shaping consumer behaviour and brand perceptions.

Research has shown that celebrity endorsements can significantly impact consumer purchasing decisions by enhancing brand credibility and attractiveness (Knoll & Matthes, 2016). In the context of K-POP, this effect is magnified due to the intense loyalty of fanbases, who often go to great lengths to support the brands associated with their favourite idols. This phenomenon underscores the need to study how K-POP celebrities influence consumer behaviour, particularly in terms of decision-making processes and brand loyalty.

As K-POP grows as a cultural and economic force, understanding its impact on consumer behaviour becomes ever more crucial for marketers looking to engage with global audiences. This study is aimed at investigating these dynamics, providing insights into how K-POP celebrities influence customer views and behaviours, as well as how companies can effectively utilize these endorsements over long-term success.

## **1.2 Problem Statement**

In this day and age, the global entertainment industry has grown tremendously in recent years, particularly in the thriving realm of Korean Pop (K-POP) culture. Remarkably, a great deal of brands has benefited from K-POP celebrities' influence as brand ambassadors, leading to notable increases in sales and improved brand perceptions (Majid et al., 2023). According to research that has been done by Knoll and Matthes (2016), this phenomenon has had a significant influence on decision-making processes, brand perception, and customer behaviour. K-POP celebrity endorsements have become a crucial tactic for many international industries, including fashion and food and beverage, to strengthen their brand identity and increase sales (Knoll and Matthes, 2016). This marketing strategy's extensive impacts highlight how crucial it is in the consumer market. Therefore, it is necessary to look into how much of an impact it has on customers.

K-POP celebrities, as widely recognized, usually have large fan bases and loyal followers. These elements' presence raises important concerns regarding how they affect customer

behaviour and brand impression, whether directly or indirectly. Moreover, does a consumer market flooded with K-POP fans eventually promote lasting brand loyalty? Can K-POP celebrities advocate things that appeal to people who aren't as passionate about K-POP culture? These are the questions this study seeks to answer: How do K-POP celebrities affect the way that consumers see brands and make decisions? In the context of K-POP culture, what elements support long-term brand loyalty? Through decoding these complexities, this study hopes to provide insightful information about how celebrity endorsements are changing and contribute significantly to both scholarly discourse and tactical marketing techniques.

### **1.3 Research Objectives**

The research objectives are:

**RO1:** Examine the Role of K-POP Celebrities in Consumer Decision-Making:

Investigate how KPOP celebrities influence various stages of the consumer decision-making process, including awareness, consideration, and purchase intent.

**RO2:** Analyse the Relationship Between Celebrity Image and Brand Perception:

Investigate how the image and persona of KPOP celebrities shape consumers' perceptions of endorsed brands, and whether this perception aligns with the intended brand image.

### **1.4 Research Questions**

The research questions in this study are:

**RQ1:** How do K-POP celebrities influence the consumer behaviour such as decision-making process, specifically in terms of awareness, consideration, and purchasing intention?

**RQ2:** What is the relationship between the image of a K-POP celebrity and consumer's perception of the brand they endorse, and to what extent does this perception align with the intended brand image?

## **1.5 Significance of Study**

This study is essential in both academic and practical contexts as it studies the interaction of global pop culture and consumer behaviour. The rise of K-POP as a cultural and economic force has had a significant impact on worldwide consumer markets, as well as the entertainment industry. As K-POP artists serve as brand ambassadors for foreign firms, marketers, brand managers, and academics must understand the implications of their influence.

From an academic standpoint, this study fills an empty spot in the current literature by providing a thorough examination of how K-POP celebrities influence customer behaviour, brand impression, and long-term loyalty. While celebrity endorsements have been thoroughly researched, the extreme commitment of fan bases and how it influences their purchase intention should also be investigated. According to a study conducted by Thomas and Johnson (2017), the influence of celebrity brand fit on purchase intention is affected by attitudes toward advertisement and attitudes toward the brand, which are strongly connected to a fan's loyalty to their idol.

In practical terms, the study's findings may provide actionable insights for companies seeking to capitalize on K-POP's global appeal. K-pop idol brand ambassadors help businesses in targeting a specific demographic, namely K-pop fans (Bismo et al., 2024). Research done by Mamun et al. (2023), have suggested that studying the effectiveness of ambassadors might help organizations optimize their marketing efforts to connect with their passionate fan base. Most fans have a deep emotional tie to their idols, and if the business releases a premium or limited offer that is a collaboration item, most fans will do their best to purchase it. Furthermore, these data can help businesses modify their marketing methods to reflect consumer's purchasing preferences from time to time (Chiu & Ho, 2023).

Commercials, which provide audiences with an entertainment value and impact new artists, are one of the media strategies that companies employ to help them promote or introduce their

brand or products on a global scale. In the case of K-POP, advertisements work with well-known personalities to persuade audiences to buy the products that they were endorsing (Rojo et al., 2022). This study gives useful insights into the impact of K-POP in shaping global consumer behaviour, which may be used to inform the marketing strategies of companies in a variety of industries, including fashion and beauty, food, and technology. As a result, this study not only focusses on how K-POP celebrities influence customer decision-making, but it may also provide information for businesses on how to change their marketing strategies to reflect market trends.

## **1.5 Definition of Terms**

### **Celebrity**

Cambridge Dictionary (2024) has defined celebrity as someone who is famous, especially in the entertainment business, and he or she is in the state of being famous. As a result, there are many different interpretations of celebrity, including that it is an essential component of the "human condition" in general, a psychoanalytic enigma waiting to be solved, a structural byproduct of the public relations sector, a relic of Romantic individualism, and the epitome of the commodity fetish (Littler, 2014).

### **Celebrity Endorsement**

According to Oxford Reference (n.d.), celebrity endorsement is an advertising campaign or promotion that uses well-known figures from politics, entertainment, or sports to endorse products. Marketers around the world view it as a potent promotional tool, with existing research indicating that about one in four Western country advertisements use celebrity endorsers (Yang, 2018).

## **K-POP**

It is a type of popular music that originated in Korea and combined elements of Western music with traditional Korean music; it is characterized by the frequent use of English phrases in Korean song lyrics and is usually performed by young acts or groups with intricate dance routines and eye-catching, colourful fashions intended to appeal to a global audience. It also includes, especially in its early forms, Korean pop music in general (Oxford English Dictionary, 2023).

## **Consumer Behaviour**

According to A Dictionary of Marketing by Doyle (2016), deep study of consumer behaviour is a distinct discipline within marketing that has grown in sophistication since its origins in the 1960s. Consumer behaviour is the process through which an identifiable group of consumers actually make buying decisions. Any study of consumer buying behaviour must also include the forces that influence them in making their decisions in their final choice of a brand at a given time, place, and price. Consumer behaviour has strong ties to psychology, but it's becoming a more important focus in marketing. Perhaps most importantly, the study of consumer behaviour asks why people buy the things they buy, what motivates them, and what influences them (Brooks, 2023).

## **Brand Perception**

Brand perception stems from customer use, experience, functionality, reputation, and word-of-mouth recommendation - both in-person and on social media channels. It is the customers' belief about what a product or service represents, not what the company owning the brand claims it does (What Is Brand Perception and How to Measure It, 2023). Brand perception is the term for how people perceive a specific brand. People's impressions, thoughts, and emotions about a brand are formed by their interactions and experiences with it. Advertising,



customer service, product quality, word-of-mouth, and overall brand positioning all play a role in shaping brand perception (Bynder, n.d.).

## **Celebrity Image**

A celebrity image refers to a celebrity's created public identities, which is influenced by their looks, behaviours, and media portrayal. This image is frequently carefully managed by the celebrity and their staff in order to appeal to the target audience and match with their professional objectives (Turner, 2013). It can affect public opinion, brand sponsorships, and the celebrity's general marketability (Marshall, 2006). Not only that, media is playing a crucial role in shaping these images that could bring impacts public's perception on celebrity too.

## **1.6 Chapter Layout**

This research study consists of 5 chapters of content:

Chapter 1 is about setting the context for the entire study by offering a thorough introduction to the research. It starts with an overview of the study, providing context and emphasising the importance of K-POP's influence on worldwide consumer behaviour. The problem statement is then delivered, outlining the primary concerns that the study seeks to address. This chapter also contains the research objectives and questions, expressing explicitly what the study aims to accomplish and investigate. The study's significance is examined, with a focus on its contributions to academic research and practical marketing techniques. Finally, key terms and concepts applied throughout the study are specified to ensure clarity and a common understanding of the language.

Chapter 2 dives into the present body of information on the subject. It examines relevant concepts, models, and past research studies that have investigated the impact of celebrity endorsements, notably in the K-POP industry, on consumer behaviour and brand perception. This chapter critically reviews the conclusions of these studies, pointing out gaps in the

literature and areas that require additional research. The literature review not only offers a foundation for the current work, but also places it within the wider academic discourse, emphasising how it contributes to the ongoing discussion.

The third chapter focusses on the research strategy and technique used in the study. This chapter describes the methodology used to study the research questions, including the selection of quantitative or qualitative methodologies, sample strategies, and data collection instruments such as surveys or interviews. It also describes the data analysis procedures, ensuring that the methodologies are reliable and appropriate for achieving the research objectives. This chapter fosters transparency by fully explaining the research methods, allowing other researchers to replicate the work.

Chapter 4 covers the research findings, including a full analysis of the data obtained. The findings are addressed in light of the research questions, with an emphasis on how they compare to or differ from the current literature presented in Chapter 2. This chapter evaluates the data, looking at how the findings affect consumer behaviour, brand perception, and the function of K-POP celebrity endorsements. It also tackles any unexpected findings, offering possible explanations and weighing their significance within the larger context of the investigation.

The study's last chapter, Chapter 5 summarises the important findings and connects the dots from earlier chapters. It summarises the major findings, emphasising how the study adds to our understanding of K-POP celebrity endorsements and their impact on consumer behaviour. This chapter also analyses the findings' practical consequences for marketers and brands, including recommendations for future tactics. It also exposes the study's limits and provides paths for future research, ensuring that the study not only answers its research questions but also pave the way for additional discovery in this rapidly expanding subject.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

The purpose of this literature review is to investigate the impact of celebrity endorsements on consumer behaviour and brand perception, with a focus on Korean pop culture. The study focusses on university students in Klang Valley and looks at how K-pop celebrities influence several stages of the consumer decision-making process, such as awareness, contemplation, and buy intent. This chapter provides a theoretical foundation for understanding the mechanisms underlying celebrity endorsements by evaluating existing theories and models such as the Source Credibility Model and the Meaning Transfer Model (MTM).

The discussion is organised around significant topics, such as the general importance of celebrity endorsements in advertising, the unique impact of K-pop culture, and the relationship between celebrity image and brand perception. By exploring these characteristics, the chapter hopes to shed light on how K-pop superstars create customer impressions of businesses and influence their purchasing decisions. This detailed study will emphasise the distinct aspects of K-pop endorsements and identify gaps in current research, directing the future examination into K-pop celebrities' influence on consumer behaviour and brand perception among the target audience.

### **2.1 Theories and Models of Celebrity Endorsement**

To understand the impact of K-POP celebrities on consumer behaviour, established celebrity endorsement theories and models have to be studied. These concepts serve to understand why celebrity endorsements work and how they affect consumer attitudes, perceptions, and behaviours. The following are some significant theories and models related to celebrity endorsements:

### **2.1.1 Source Credibility Model**

The Source Credibility Model is a key theory for understanding how the features of an information source influence an audience's reception and implementation of the message transmitted by that source (Liew & Tan, 2021). According to this paradigm, the perceived reliability of the message's source has a substantial impact on the effectiveness of the communication. This approach defines credibility as an important factor in moulding the receiver's attitudes and intentions. This paradigm is based on two fundamental dimensions: expertise and trustworthiness. Both characteristics are critical in determining how powerful and influential a message is when endorsed by a credible source, such as a celebrity.

#### **a. Expertise**

Expertise is the perceived knowledge, abilities, and competence that the endorser is thought to have in a specific topic. This component determines whether the endorser is seen as a legitimate and informed authority on the subject of the endorsement. Celebrities are frequently seen as experts in fashion, cosmetics, and lifestyle in K-pop culture due to their high profile and involvement in these businesses. For example, a K-pop idol who frequently appears in fashion magazines or collaborates with cosmetics businesses is likely to be considered an expert in such fields. This apparent competence can boost the credibility of their endorsements, making them more appealing to customers. According to Liew and Tan (2021), when an endorser is perceived to have great competence, the audience is more likely to accept and act on the endorsed message because they believe the endorser's knowledge and judgement.

#### **b. Trustworthiness**

Trustworthiness is the degree to which the endorser is seen to be honest, sincere, and dependable. It is an important aspect in determining how communications are perceived

and interpreted by the audience. Trustworthy endorsers are more likely to persuade consumers because they are perceived to be honest and have the audience's best interests at heart. In the world of K-pop, fans frequently form strong emotional bonds with their idols, considering them as genuine and kind people. This trust is developed over time through constant and good encounters, both on and off the stage. The credibility of K-pop idols can considerably increase their influence with their fans, making their endorsements more effective. According to research, when an endorser is viewed as trustworthy, their endorsement's persuasive power increases, resulting in higher purchasing motives among customers (Liew & Tan, 2021). This is because trust lessens scepticism and makes it more likely that consumers would believe the endorsement's promises.

After all, the Source Credibility Model emphasises the importance of expertise and trustworthiness in determining the effectiveness of celebrity endorsements. K-pop celebrities can be extremely effective endorsers because of their perceived knowledge in related fields and the trust they build with their fans. These credibility aspects greatly increase their capacity to impact consumer behaviour and brand perception. Understanding the Source Credibility Model's application in K-pop culture provides significant insights into how celebrity endorsements may be strategically used to affect consumer attitudes and behaviours.

### **2.1.2 Meaning Transfer Model (MTM)**

The Meaning Transfer Model (MTM), developed by McCracken in 1989, is a key theory in the field of celebrity endorsement. It provides a thorough framework for understanding how the meanings associated with a celebrity are transferred to a product or brand during the endorsement process. MTM divides this process into three stages: pre-endorsement (meanings), endorsement (transfer), and post-endorsement (reaction), with each contributing to the total effectiveness of the endorsement (Roy & Jain, 2016).

**a. Pre-Endorsement (meanings):**

The pre-endorsement stage focusses on the symbolic connotations and associations that celebrities have in the public's mind. These interpretations can be derived from a variety of facets of the celebrity's persona, such as their body of work, public image, lifestyle, and personal beliefs. For example, a celebrity recognised for altruism may be connected with ideals like kindness and social responsibility, but a popular musician may be associated with creativity and youth. These pre-existing meanings serve as the cornerstone of the endorsement, as they are the characteristics that will be transmitted to the endorsed brand (Roy & Jain, 2016).

**b. Endorsement (Transfer):**

Roy and Jain (2016) define endorsement as the process of transferring meaning. The symbolic implications associated with the celebrity are purposefully linked to the product or brand via advertising and promotional activities. This link is established using a variety of media outlets, including television commercials, print advertisements, social media campaigns, and public appearances. The endorsement serves as a link between the celebrity and the brand, allowing the consumer to form an association between them. For example, when a well-known K-pop idol promotes a skincare brand, the idol's perceived qualities such as youthful attractiveness, trendiness, and authenticity are transferred to the brand, increasing its attraction and trust among consumers.

**c. Post-Endorsement (Response):**

The final stage of MTM is the post-endorsement response, which shapes the consumer's perception of the brand based on the transferred meaning. If the transfer is successful, the brand absorbs the celebrity's favourable traits, resulting in a better brand image, more consumer trust, and more purchase intent. The consumer's response is an important sign of

the endorsement's success because it reveals if the desired meanings successfully influenced consumer behaviour. For example, a successful endorsement may cause consumers to see the brand as more prestigious, stylish, or trustworthy, influencing their purchasing decisions (Roy & Jain, 2016).

The Meaning Transfer Model has been used extensively in marketing and advertising research to understand the underlying dynamics of celebrity endorsements. It has been especially beneficial in determining how a celebrity's symbolic elements such as personality qualities, cultural significance, and public persona S. Lee and Jeong (2023). These can be used to benefit a business. For example, studies have shown that celebrity endorsements can considerably raise awareness, shape company image, and affect consumer preferences, particularly in situations such as destination promotion, where the celebrity's image is inextricably linked to the attraction of the place (Roy and Jain, 2016).

## **2.2 Celebrity Endorsement in Various Advertisements**

Celebrity endorsements have grown as an increasingly effective advertising approach, with multiple studies demonstrating their usefulness in shaping customer behaviour. According to Phua et al. (2018), using celebrities in advertising campaigns is a popular approach for triggering positive consumer responses. This effectiveness can be explained using the associative network model of memory (Phua et al., 2018), which states that when a celebrity endorses a brand, the recurrent association between the celebrity, also known as the endorser, and the brand forms a mental link in the viewer's mind. Over time, consumers' positive feelings towards the celebrity are transferred to the brand, enhancing brand perception and loyalty (Phua et al., 2018).

The physical attractiveness of celebrity endorsers is frequently cited as a crucial factor in the success of such endorsements. Phua et al. (2018) discovered that attractiveness considerably increases the persuasive impact of an endorsement. However, the impact of the

endorser's gender on consumer views and purchase intentions is complex and requires further examination. For example, Phua et al. (2018) discovered that teenagers prefer opposite-gender celebrities, with female celebrities perceived as more attractive than male celebrities. However, research findings on the interactions of endorsement and audience gender are varies. While attractive female endorsers generated more positive opinions, particularly among male consumers, the study also discovered that same-gender endorsers had a greater impact on purchase intent. However, Phua et al. (2018) discovered no significant effect of endorser gender on consumer views or purchase intentions.

Another crucial consideration in celebrity endorsements is the endorser's trustworthiness. As previously said, trust is critical to the success of endorsements since it influences how consumers perceive the message's authenticity. Lee et al. (2021) and following studies investigated the idea of celebrity trustworthiness, which is similar to but separate from the broader construct of celebrity credibility. Celebrity credibility is often measured in three dimensions: knowledge, attractiveness, and trustworthiness (Lee et al., 2021). Trustworthiness is widely recognised as the most important aspect in increasing consumer confidence in both the brand and the company (Lee et al., 2021). The success of celebrity endorsements is consequently dependent not only on the celebrity's attractiveness and ability, but also on the level of trust people have in the endorser.

Celebrity endorsements are one of the most prevalent strategies used by advertisers to increase brand visibility and cut through the clutter of competing messages. Celebrities draw attention to commercials, making them an effective technique for attracting customer interest. Companies frequently invest significant percentages of their marketing expenditures, up to 10% per year, in celebrity endorsements, highlighting the high risk involved in these decisions (Hussain et al., 2020). However, these large investments carry major risks, pushing marketers to utilise a variety of tactics to avoid potential drawbacks. One such method is to choose



celebrities based on their perceived trustworthiness, which is an important consideration in the context of celebrity endorsements (Hussain et al. 2020).

Hussain et al. (2020) conduct additional study into the effects of celebrity credibility on advertising credibility, brand credibility, and corporate credibility. According to their findings, confidence in a celebrity endorser greatly increases the credibility of the commercial, which in turn positively improves the perceived credibility of the brand and the organisation behind it. This link highlights the importance of celebrity trust in establishing broader customer opinions of a company and its corporate reputation, as well as the immediate impact of an advertisement. The multifaceted variations between celebrity trust and trustworthiness, as noted by numerous experts (Hussain et al., 2020), underline the necessity for more in-depth research on the subject. The same researchers have also advised that these constructs be explored separately in order to properly understand their impact on consumer behaviour.

### **2.3 K-pop Culture and Influence**

K-pop culture has become an immense global phenomenon, with global impacts on industries such as advertising, fashion, and skincare. K-pop, which originated in South Korea, has grown to become a global cultural phenomenon known as the Korean Wave or Hallyu. This cultural movement has not only fascinated viewers throughout the world, but it has also proven to be an effective marketing and brand promotion tool, particularly in Southeast Asia.

In recent years, the South Korean skincare business has effectively grown throughout Southeast Asia, with Indonesia becoming one of the region's top marketplaces for K-pop idol fan bases (Hendarsin et al., 2024). According to the same study, the great consumer interest in K-pop has prompted South Korean skincare companies to make use of on this popularity by hiring K-pop idols as brand ambassadors. Brands such as Innisfree, Nature Republic, and Etude House have used the popularity of K-pop artists like Wanna One, EXO, and Red Velvet to increase brand visibility and engage with the Indonesian market (Hendarsin et al., 2024). This

trend emphasises the strategic value of K-pop celebrities in establishing and increasing brand awareness in new countries, especially those where brand recognition is still emerging.

According to Hendarsin et al. (2024), the extensive influence of K-pop idols as brand ambassadors is intimately connected to the overall impact of the Korean Wave. Hallyu, which began in the 1990s with a growing number of South Korean television dramas (K-Dramas) throughout East Asia, swiftly evolved into K-pop music in the early 2000s. The global growth of K-pop, aided by platforms such as YouTube, where K-pop music videos have received billions of views from all over the world, has established K-pop idols as powerful cultural figures. These idols are not only popular performers, but they also play important roles in promoting products and generating a desirable brand image on a global scale.

Furthermore, in the digital age, social media platforms have become critical tools for businesses to communicate with customers and broaden their audience. K-pop idols, who have large social media followings, provide marketers with a direct channel of communication with their fan base, fostering a stronger connection between the brand and potential customers. By combining the attraction of K-pop idols with the power of social media, marketers can increase visibility, establish brand loyalty, and drive consumer interaction.

According to a recent study, customers' closeness to celebrity endorsers has a significant impact on their attitudes and behaviours (S. Lee and Jeong, 2023). Celebrity connectivity refers to customers' perceived intimate relationships with their favourite pop singers and/or the latter's characteristics S. Lee and Jeong (2023). The attributes include characteristics, habits, lifestyle patterns, and works of art, which can be interpreted as meanings during the MTM's "pre-endorsement" stage. According to social connectedness theory, individuals' perceived connectedness to society, a group, or objects can indicate a sense of belonging and closeness with others (S. Lee and Jeong, 2023).

In the study of the impact of K-pop culture on consumer behaviour among Malaysian young, these findings demonstrate the essential role that K-pop celebrities have in creating brand perceptions and influencing purchasing decisions. Because Malaysian youngsters are heavily influenced by K-pop culture, studying how K-pop celebrities contribute to brand identity and awareness can provide useful insights into consumer behaviour in this group. This understanding will also help to inform a broader investigation of how celebrity endorsements, particularly those featuring K-pop idols, influence consumer decision-making and brand loyalty in Malaysia.

#### **2.4 The Role of Celebrity Endorsement in Consumer Decision-Making**

According to research, celebrity endorsements have a significant impact on customers' views and purchasing preferences (Wan et al., 2024). Consumers establish opinions about product quality based on indicators such as the endorser, which can have a substantial impact on their purchasing decisions. When the endorser's traits, such as gender, are incompatible with the product's attributes, such as gender-specific features, it might excite customers' fine processing, resulting in positive consumer responses and increased purchases.

In this highly competitive industry, businesses and brands must work hard to build a loyal customer base. Celebrity endorsement has been recognised as an excellent advertising strategy for increasing consumer loyalty and interest (Mamun et al., 2023). Product marketing and endorsements by celebrities and social media influencers may also have a substantial impact on millennial purchasing decisions. Celebrity endorsements can be more appealing and contribute to market penetration, affecting consumers' opinions towards the recommended items or companies. Prior research investigated the impact of a variety of parameters, including celebrity endorser credibility, celebrity and product interoperability, and product and endorser congruency (Mamun et al., 2023). However, elements such as celebrity dignity and consumer loyalty to celebrities have gotten little consideration.

Celebrity endorsement has been shown in studies to have a beneficial impact on key marketing metrics such as a more favourable attitude towards ads, attitude towards businesses, intention to purchase, and brand equity. Furthermore, buyers' willingness to pay a premium for green products has increased as they gain more knowledge and awareness about health-related issues and environmental sustainability. Mamun et al. (2023) discovered that millennials are willing to spend a greater price for ecologically friendly products, even if they do not suit all of their needs. However, there is a significant knowledge gap in green skincare and cosmetics, which could be attributed to weak and inefficient marketing communication.

Furthermore, previous study focused on how endorsements affected customers' views and intents to purchase the recommended things, with only a few studies investigating how endorsements from well-known celebrities may influence consumers' willingness to pay for higher prices. Most notably, research into the role of celebrity endorsement in marketing efforts during disruptive times is limited (Mamun et al., 2023). To the best of the researchers' knowledge, only a few studies have looked into how celebrity endorsements influence purchasing of eco-friendly skin care products in Malaysia, particularly in light of the economic crisis caused by the COVID-19 outbreak (Mamun et al., 2023). Given that customers may be unable to try out a product by visiting outlets directly and instead rely solely on referrals from celebrity endorsements, this study should add to the body of knowledge in market research by providing insight into consumers' behavioural intentions in such circumstances.

Celebrity endorsements have a huge impact on a company's bottom line, in addition to the stopping power of celebrities in advertisements and the increased awareness, recognition, and recall that a brand may experience as a result of its relationship with a certain source. Several research investigating the financial impact of celebrity endorsements have established the immediate or short-term sales effects (Hedhli et al., 2021). According to the same study, celebrity endorsements have a direct impact on customer-based brand equity and brand

valuation over time. It's no surprise that firms spend a lot of money hiring celebrities to endorse or be linked with their products and brands.

The Journal of Retailing and Consumer Services recently published two studies on celebrity endorsements and celebrity credibility. Hedhli et al. (2021), using the 'match-up' hypothesis as a theoretical backbone, investigated the effects of celebrities' unfamiliarity on millennials' attitudes and purchase intentions. They also focused on the role of 'attachment between the endorser-product' on consumers' attitudes and intentions. Following Hedhli et al. (2021), but from a different angle, we investigate the significance of endorser-consumer connections in shaping customers' views and intentions. In particular, the attachment component in the current study is made practical through the concept of source identification. Identification means that a recipient is more likely to be susceptible to a persuasive message due to actual or potential similarities between herself/himself and the message's source (Hedhli et al., 2021). More specifically, this study employs the concepts of internalization and identification to predict a central role for the former and a peripheral function for the latter in influencing consumers' attitudes and intentions towards celebrity endorsements. This method for investigating source effects in a persuasive situation is innovative and differs from the typical focus on knowledge, trustworthiness, and attractiveness. This approach of looking into the simultaneous impacts of internalisation and identification would assist solve the issue of conflicting findings on source credibility effects and could make new contributions to theory and practice.

When applying these theoretical insights to the study of K-POP culture's influence on university students in Klang Valley, the ideas of processing and identification are especially appropriate. K-POP celebrities frequently symbolise ideals that resonate strongly with their fans, such as youth, creativity, and a distinct sense of style. By absorbing these characteristics, followers may be more likely to adopt the behaviours, attitudes, and purchasing decisions

endorsed by these superstars. Furthermore, identification with K-POP stars based on common values, interests, or aspirations can enhance the effectiveness of celebrity endorsements, resulting in stronger consumer-brand interactions and improved brand loyalty. This detailed understanding of celebrity endorsement dynamics is critical for marketers looking to utilise K-POP's influence on consumer behaviour and brand perception among university students.

## **2.5 Celebrity Image and Brand Perception**

Brand perception is critical to defining a company's success since it influences how consumers recognise, connect to, and value a brand. It is part of the broader idea of brand equity, which includes the value of products, services, and corporate brands, as well as the measurement of city and national brands (Kim et al., 2018). Customer-based brand equity (CBBE), described as "the differential effect that brand knowledge has on consumer response to the marketing of that brand" (Kim et al., 2018), is a key perspective within this paradigm. This approach has been widely used in a variety of industries, including tourism, to conceptualise customer-based destination brand equity (CBDDE) as four important components: brand awareness, perceived quality, brand image, and brand loyalty.

Brand image is one of the most important components in influencing consumer impressions and associations with a business. According to Kim et al. (2018), brand image is "perceptions of the brand that reflect consumer associations in the mind of the consumer". It serves as the distinctive feature of an organisation or cultural activity, setting it apart from competitors. Local festivals, for example, frequently attempt to project a distinct and memorable image in order to attract tourists and encourage repeat visits. Similarly, in the case of celebrity endorsements, the celebrity's image becomes inextricably linked with the brand's image, impacting how people perceive and react to the brand.

In the world of K-POP culture and its influence on university students in Klang Valley, celebrity image plays an important role in influencing brand perception. K-POP idols, noted

for their distinct style, charm, and influence, can have a tremendous impact on the company image through endorsements. When a K-POP idol endorses a company, their style, popularity, and persona are translated to the brand. This technique increases the brand's appeal by aligning it with the values and aspirations of the target audience. The celebrity's image effectively serves as a lens through which to view the brand, influencing consumer associations and, as a result, brand perception.

Celebrity endorsements play an important role in creating brand impression, especially in the luxury industry where brand image is everything. Celebrities' involvement in social media marketing can have a big impact on how customers view a brand's image, since the brand is aligned with the celebrity's persona, lifestyle, and appeal (Yu & Hu, 2020). Luxury brands, which thrive on establishing aspirational value, frequently use celebrities to portray a specific image that appeals to their target demographic, hence improving brand perception.

Brand perception is an important component of brand equity because it reflects the value that consumers place on a brand beyond its physical attributes. Brand image, a key component of brand equity, is made up of consumers' perceptions and associations with the brand, which are frequently influenced by their experiences, memories, and the brand's marketing communications (Yu and Hu, 2020). Luxury brands' brand image is defined by perceived exclusivity, quality, and prestige. Luxury brands can manipulate perceptions by leveraging celebrity endorsements to align with their desired brand image.

Social media, as a form of advertising, provides a unique setting in which brands may communicate with customers more directly and frequently. In this arena, celebrity endorsements are an effective strategy for influencing brand perception, especially when the celebrities are perceived as relevant or aspirational characters by the target population. For example, when luxury businesses incorporate local superstars, such as K-POP stars, in their

social media advertising, they capitalise on their cultural affinity and fan base. This technique makes the company more approachable to local consumers, which improves brand perception by instilling a sense of connection and belonging (Yu and Hu, 2020).

The impact of celebrity endorsements on brand perception can be explained using social identity theory. Social group membership provides individuals with a sense of identity and self-esteem (Yu & Hu, 2020). When a consumer sees a brand sponsored by a celebrity who shares their cultural or ethnic background, they are more likely to associate the brand with their ingroup. This perception deepens the emotional tie between the consumer and the brand, boosting the brand's reputation as one that knows and respects the consumer's identity. For example, Asian customers may have a stronger connection to a premium brand promoted by K-POP artists since these superstars are cultural icons in their culture. This relationship can boost the brand's attractiveness, increasing its appeal and relevant to the consumers.

Celebrity endorsements have an enormous impact on brand perception because they shape how customers recognise the brand's personality. Brands, like people, can be considered to have a "brand personality," which includes human characteristics such as sophistication, roughness, competence, and sincerity (Arsena et al., 2014). These characteristics are important because they influence what customers think and connections making the brand more approachable and improving its image. When a brand aligns with a celebrity, the brand's personality attributes can be conveyed to the celebrity and vice versa, impacting consumer perception of the brand.

Luxury businesses, which frequently represent attributes such as elegance and exclusivity, must choose the ideal celebrity endorser to maintain and enhance their brand profile. For example, a premium brand known for its sophisticated image may select a celebrity well-known for their elegance and high social position, ensuring that the brand's personality



attributes are reinforced in the minds of customers. This alignment can improve the brand's image, making it more appealing and aspirational to the intended audience.

Furthermore, consumers frequently utilise brands as means of self-expression, selecting companies that represent their sense of self or their values that they aspire to (Arsena et al., 2014). This self-expressive function of brands is heightened by celebrity endorsements, as customers may see the endorsed brand as a way to connect with the celebrity's lifestyle or identity. When a consumer identifies with a celebrity, they are more likely to transfer the celebrity's favourable characteristics to the brand, so improving their image of its personality. For example, followers of a K-POP celebrity who supports a luxury brand may regard the brand as up-to-date youthful, and exciting, traits associated with the celebrity, hence increasing the brand's attractiveness and relevancy to these consumers.

Celebrities, unlike customers who choose products based on personal identification and preference, are paid endorsers and may represent many brands, sometimes with opposing characteristics. This might complicate the transmission of brand personality qualities to the celebrity, as the celebrity's endorsement may not necessarily match their own persona or the personality of the other businesses they promote. Despite this, celebrity endorsements continue to have a substantial impact on brand perception, especially when the personality features of the endorsed brand are well articulated and consistent with the celebrity's public persona.

As a result, although brands serve as channels for consumer expressing themselves, celebrity endorsements play an important part in moulding brand perception by aligning the brand's personality attributes with the celebrities. This alignment can improve brand perception by making it interpersonal, desirable, and consistent with its desired image. Luxury firms rely on a carefully controlled image, so using the proper celebrity endorsements may reinforce their brand personality, increase consumer engagement, and retain their distinguished standing. The

idea is to identify celebrities who not only connect to the target audience but also embody personality attributes that are consistent with the brand's fundamental values and intended perception.

## **2.6 Proposed Conceptual Framework and Hypotheses**

The suggested conceptual framework for this study aims to investigate the impact of K-pop celebrities on consumer behaviour and brand perception, with a specific emphasis on the university student demographic in Klang Valley. The theoretical framework combines celebrity endorsement theories, such as the Source Credibility Model and Meaning Transfer Model, with the unique context of K-pop culture's influence. This section will describe how these parts work together to solve the research objectives (RO) and research questions (RQ).

### **2.6.1 Theoretical Foundation**

#### **a. Source Credibility Model:**

This model implies that the success of celebrity endorsements is heavily influenced by the celebrity's credibility, which is comprised of variables such as trustworthiness, knowledge, and attractiveness. In the context of K-pop, K-pop idols' tremendous popularity and perceived authenticity can significantly boost their credibility with followers. This credibility may impact university students' awareness and consideration of recommended companies, in line with RO1 and RQ1.

#### **b. Meaning Transfer Model (MTM):**

Celebrities, according to MTM, express their own meanings, values, and personalities to the brands they represent. K-pop stars, who are frequently portrayed as symbols of youth, energy, and modernity, might transmit similar characteristics to the products they support. This transfer of meaning is critical in defining how customers see the brand, as it is strongly

tied to RO2 and RQ2. The study's goal is to investigate how these meanings influence brand perception among university students in Klang Valley.

**c. Consumer Decision-Making Process:**

Consumer decision-making involves stages such as awareness, contemplation, and purchasing intent. With their enormous exposure and influence, K-pop celebrities play an important role in raising awareness and forming the consideration set of their fans. This framework will look into how K-pop endorsements effect various stages, specifically RO1 and RQ1.

### **2.6.2 Conceptual Framework**

The conceptual framework posits that the presence of K-pop celebrities in advertising has a direct effect on consumer behaviour and brand perception. The following constructs are central to this framework:

- **Celebrity Credibility**
  - The perceived trustworthiness, expertise, and attractiveness of K-pop celebrities among university students.
- **Brand Perception**
  - How consumers view the brand in terms of attributes like quality, modernity, and relevance, as influenced by the endorsement.
- **Consumer Behaviour**
  - Specifically, the stages of awareness, consideration, and purchase intent as impacted by K-pop celebrity endorsements.

### **2.6.3 Hypothesis Development**

Based on the framework, the following hypotheses are proposed to guide the empirical investigation:

**i. H1: The Impact of K-Pop Celebrities on Consumer Decision-Making**

**H1a:** K-pop celebrities' endorsements considerably boost brand awareness among university students in Klang Valley. This theory focusses on the first step of the consumer decision-making process, which is consistent with RO1 and RQ1 findings.

**H1b:** K-pop celebrity endorsements have a favourable effect on university students' consideration of endorsed brands, increasing the likelihood that these companies will be chosen over non-endorsed brands. This hypothesis extends the investigation of RO1 and RQ1 into the consideration phase.

**H1c:** The appearance of K-pop celebrities in advertising campaigns increases the purchasing intention of university students in the Klang Valley. This hypothesis addresses the final stage of decision-making, which completes the scope of RO1 and RQ1.

**ii. H2: The relation between celebrity image and brand perception**

**H2a:** A K-pop celebrity's image correlates positively with the perceived image of the brand they represent. If a K-pop idol is perceived as trendy and relatable, these characteristics are most likely translated to the brand. This hypothesis directly addresses RO2 and RQ2 by examining how celebrity image effects brand perception.

**H2b:** When a K-pop celebrity's image aligns with the intended brand image, university students perceive the company more positively. When the celebrity's image is consistent with the brand's planned positioning, the perception improves. This hypothesis expands on RO2 and RQ2, emphasising the relevance of matching celebrity and brand image.

**iii. H3: K-Pop Celebrities' Influence on Brand Loyalty**

**H3a:** K-pop celebrities' endorsements improve brand loyalty among university students in the Klang Valley, as indicated by repeat purchases and brand support. This hypothesis expands the

impact of K-pop endorsements from instantly buying intention to long-term brand ties, hence supporting RO1 and RQ1.

#### **2.6.4 Framework Summary**

The suggested conceptual framework is designed to investigate the unique impact of K-pop celebrities on consumer behaviour and brand perception among university students in the Klang valley. It uses existing theories such as the Source Credibility Model and the Meaning Transfer Model to investigate how K-pop celebrities' characteristics and credibility influence consumer decision-making and brand image. This framework not only corresponds to the study's title, but it also directly addresses the research aims and problems, offering a holistic method to understanding the impact of celebrity endorsements in altering customer behaviour in the luxury industry. This study intends to contribute to the literature on celebrity endorsements, consumer behaviour, and brand management by empirically assessing the proposed hypotheses, particularly in the setting of influential K-pop culture.

#### **2.7 Conclusion**

This chapter examined the importance of celebrity endorsements in shifting consumer behaviour and brand perception, with a specific emphasis on the influence of K-pop celebrities. Celebrity endorsements can have a significant impact on many phases of the consumer decision-making process, including awareness, deliberation, and purchase intention according to fundamental theories such as the Source Credibility Model and the Meaning Transfer Model. K-pop's distinct cultural effect has been recognised, demonstrating its ability to connect intimately with younger audiences, notably university students in the Klang Valley.

Furthermore, the study highlighted the important relationship between a K-pop celebrity's image and what consumers think of the endorsed brand, emphasising the need of matching the celebrity's persona to the business's intended image. These findings offer an in-depth comprehension of how K-pop celebrity endorsements can boost brand perception and

impact customer behaviour. By defining these processes, this chapter lays the framework for future research into the specific impact of K-pop celebrity endorsements, directing the investigation of how these endorsements change consumer attitudes and purchasing decisions within the study's target population.

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

This chapter describes the study's methodological method, which looks into the impact of KPOP celebrity endorsements on consumer behaviour and brand perception among university students in Klang Valley. The methodology section provides an extensive review of the research layout, collecting information methods, sampling design, research instruments, data processing, data analysis procedures, and ethical issues, all of which are consistent with the research aims and questions.

### **3.1 Research design**

The quantitative research design used in this study is appropriate for investigating the association between KPOP celebrity endorsements and consumer behaviour and brand perception among university students in Klang Valley. Quantitative research seeks to collect numerical data and generalise it across groups of individuals or to explain a specific occurrence. Quantitative methods emphasise objective measurements and statistical, mathematical, or numerical analysis of data collected via polls, questionnaires, and surveys, as well as the manipulation of pre-existing statistical data using computational techniques (Research Guides: Organising Your Social Sciences Research Paper: Quantitative Method, n.d.). This approach is particularly helpful for the current study since it permits the collection of huge volumes of data from a broad range of participants, thereby assuring that the findings are statistically significant and generalizable to a broader population.

#### **3.1.1 Justification for a Quantitative Approach**

Several factors influence the decision to utilise a quantitative research strategy. First, the study seeks to determine the extent to which KPOP celebrities impact customer decision-making processes such as awareness, deliberation, and purchase intent. Quantitative approaches are appropriate for this goal since they allow for the assessment of specific factors (such as

frequency of exposure to KPOP content, influence on purchasing decisions, and impression of brand alignment) as well as the analysis of their relationships.

Second, the study aims to investigate the relationship between KPOP superstars' image and consumer impressions of the brands they promote. Using quantitative methodologies, the study can assess respondents' attitudes and views through organised surveys with Likert scale questions. A Likert scale is a rating scale used to assess survey respondents' opinions, attitudes, motivations, and other characteristics. It employs a variety of response alternatives that vary from one extreme attitude to the next, with the occasional moderate or neutral option included. A survey scale is a series of response possibilities, and either verbal or numerical, that represent a variety of perspectives on an issue. It is always included in a closed-ended question (one that provides respondents with pre-populated answer options) (SurveyMonkey, n.d.). This enables precise evaluation and comparison of how various aspects of celebrity endorsements (such as credibility, attractiveness, and trustworthiness) influence brand perception.

Finally, quantitative research is preferable because it allows for the more efficient use of statistical techniques for data processing. Techniques such as correlation analysis and regression analysis can be used to determine the strength and direction of links between variables. These methodologies allow marketers and brand managers to identify significant elements that influence customer behaviour and brand perception, resulting in actionable insights.

### **3.1.2 Survey Methodology**

The survey approach was chosen as the main data gathering tool because it is effective in reaching a wide and diverse sample. Using an online survey platform such as Google Forms, the study may collect data from university students around Klang Valley in a cost-effective and timely manner. Respondents find online surveys handy because they can complete them at their



own leisure and from any location with internet access. This strategy increases response rates and provides a broad representation of the target demographic.

### **3.1.3 Structured Questionnaire**

A structured questionnaire is utilised to assure data consistency. The questionnaire is carefully designed to cover a wide range of research objectives, such as demographic information, familiarity with KPOP culture, the influence of KPOP celebrities on consumer decision-making, perceptions of brand alignment, and the role of social media in celebrity endorsements. The use of closed-ended questions and Likert scales enables the collection of quantitative data, which is required for statistical analysis.

## **3.2 Data Collection Method**

The data collection approach for this study is intended to collect complete and relevant information to investigate the impact of KPOP celebrity endorsements on consumer behaviour and brand perception among university students in Klang Valley. The chosen method is a structured survey questionnaire, which will be distributed online using Google Forms. This section discusses the reasoning for the chosen data collection method, the survey design, dissemination tactics, and procedures for ensuring data quality and consistency.

### **3.2.1 Rationale of using Survey**

Surveys are a well-known and successful instrument for gathering quantitative data, particularly when studying opinions, behaviours, and attitudes among large populations (Pritha, 2020). Several significant factors influenced the survey approach chosen for this study:

#### **i. Efficiency and Reach:**

Surveys provide efficient data collecting from a large number of respondents in a short period of time (Shona McCombes, 2023). Using an online survey platform such as Google Forms, the study can readily contact university students from various institutions in Klang Valley, assuring a broad and representative sample.

**ii. Standardisation:**

A structured survey ensures that all respondents are asked the same questions in the same order, which is critical for data gathering consistency (Shona McCombes, 2023). This standardisation reduces the likelihood of interviewer bias and guarantees that responses are comparable among participants.

**iii. Cost-effectiveness**

Online surveys save money by eliminating the need for physical materials, postage, and data entry. Google Forms also supports automatic data collection and storage, which reduces administrative costs and the possibility of errors during data entry.

**iv. Flexibility in Data Analysis**

Surveys can use a variety of question formats, including multiple-choice, Likert scales, and open-ended questions, to collect both quantitative and qualitative data. This versatility enables the study to investigate several aspects of KPOP celebrity effect, ranging from measurable behaviours (e.g., buy intent) to subjective impressions (e.g., brand alignment).

### **3.3 Sampling Design**

This section details the sample design employed in this investigation. It discusses the target population, sampling frame, sampling location, sample size, sampling components, and sampling technique. By thoroughly determining these factors, the study hopes to ensure that the sample is representative of the larger population of interest and that the findings may be applied to similar situations.

#### **3.3.1 Target population**

The demographic for which information is sought is known as the target population. As previously stated, the target population is typically described as a geographic area while collecting emission factors or activity data for a study (Saurabh & Prasad, 2021). This

research's target audience consists of university students from Malaysia's Klang Valley region. This population category is especially important to the study because of its high degree of interaction with social media and current cultural trends, such as the global phenomenon of KPOP. University students are often engaged consumers who are developing long-term brand loyalties and consumption patterns, making them an ideal population to investigate in relation to celebrity endorsements. Furthermore, the current generation often has eliminated savings and wields significant influence over market trends, both directly through purchasing decisions and indirectly through social influence.

The study's focus on university students allows it to capture a diverse range of consumer behaviours and opinions towards KPOP culture and celebrity endorsements. This population is likely to be aware with KPOP superstars and the businesses they represent, which can provide useful insights into how these endorsements influence brand perception and customer decision-making. Furthermore, university students are in the process of creating their identities and hence more vulnerable to other influences, such as those from popular culture, making them an important group for this study.

### **3.3.2 Sample Frame**

Individuals that complete your survey are referred to as a sample; but what exactly is a sample of? A sample is a random subset of the population that your sampling technique can connect you with, also known as the sampling frame (Goodman et al. 2012). The sampling frame for this study covers students currently enrolled in various universities and higher education institutions in the Klang Valley. This framework comprises a diverse range of institutions, including public and private universities, technical colleges, and other higher education institutions. The study's inclusion of a diverse variety of educational institutions strives to capture a wide range of student experiences and viewpoints. This diversity is critical for

understanding the differing degrees of effect that KPOP culture and celebrity endorsements can have across academic subjects and educational institutions.

The significant number of higher education institutions in the Klang Valley, one of Malaysia's most developed and heavily inhabited regions, makes university selection essential. The Klang Valley is a cultural and economic hub, providing an ideal setting for researching the relationship between popular culture and consumer behaviour. By focussing on this location, the study assures that the sample frame is extensive and representative of the larger student population, increasing the validity of the study's findings.

### **3.3.3 Sampling Location**

The Klang Valley, a well-known urban area in Malaysia that is home to important cities including Shah Alam, Petaling Jaya, Kuala Lumpur, and Subang Jaya, is the site of the sampling. This region is a great place to examine consumer behaviour influenced by worldwide trends like KPOP because of its metropolitan setting, cultural variety, and vibrant economy. Numerous universities and other higher education facilities may be found in the Klang Valley, drawing students from all around Malaysia and other nations. This creates a vibrant and culturally diverse student body for the study.

By focussing on the Klang Valley, the study may reach a demographic that is highly engaged with digital media and exposed to overseas cultural influences like as KPOP. This region's students are likely to have various levels of exposure to KPOP superstars and the businesses they promote, providing a rich dataset for investigating how these endorsements influence brand perception and consumer decision-making. The Klang Valley's concentration of institutions and high level of digital connectivity make it an ideal location for researching the impact of celebrity endorsements on consumer behaviour.

### **3.3.4 Sample Size**

The study intends to collect data from a sample of 50 respondents. This sample size is deemed appropriate to produce statistically reliable and accurate data, allowing for meaningful examination of the links between KPOP celebrity endorsements and consumer behaviour. A sample of this size strikes a balance between the necessity for accurate estimates and the practical restrictions of time and money. It assures that the study can identify significant differences and linkages, giving a solid foundation for studying the impact of KPOP celebrity endorsements.

Choosing a sample size of 50 respondents also enables for the investigation of various subgroups within the population, such as age, gender, field of study, and economic level. This allows for a more detailed understanding of how KPOP celebrity endorsements impact various segments of the student population. A sample size this large ensures diversity and representativeness while being manageable for extensive analysis and interpretation.

### **3.3.5 Sample Elements**

Individual university students enrolled in Klang Valley institutions serve as the study's key sampling elements. These students were chosen as the major unit of study because they reflect the group most involved with KPOP culture and likely to be influenced by celebrity endorsements. The study aims to capture a diverse spectrum of students, including those from various academic disciplines, socioeconomic backgrounds, and cultural settings, to ensure that the findings are comprehensive and useful to a wide audience.

These sampling elements were chosen to reflect the diversity of the university student population, which includes people with differing amounts of exposure to KPOP and brand loyalty. By focussing on a diverse group of students, the study can test the generalisability of its findings and better understand how various criteria, such as field of study or income level,

may lessen the impact of KPOP celebrity endorsements on consumer behaviour and brand perception.

### **3.3.6 Sampling Technique**

This study uses stratified random sampling to provide a representative sample. This method divides the population into various strata based on specified characteristics like age, gender, field of study, and income level, and then randomly selects respondents from each stratum. Stratified random sample is chosen because it ensures that all relevant subgroups within the population are sufficiently represented, reducing sampling bias and boosting the findings' generalisability.

Stratified random sampling is especially useful in this study since it enables for the comparison of differences across demographic and psychographic segments. For example, the study could look into how male and female students react differently to KPOP celebrity endorsements, or how students from other academic sectors assess these celebrities' trustworthiness and beauty. Using this technique, the research can produce findings that are both specific to specific subgroups and applicable to the larger community of university students in the Klang Valley.

### **3.4 Research Instrument**

The research tool for this study is a structured questionnaire survey designed to collect quantitative data on the impact of KPOP celebrity endorsements on consumer behaviour and brand perception among university students in the Klang Valley. The questionnaire was carefully designed to correspond with the research objectives and questions, ensuring that all parts of the study are thoroughly covered. A close-group test was also undertaken to modify the questionnaire before it was circulated to a broader sample.

### **3.4.1 Questionnaire Survey**

The primary research tool utilised in this study was a questionnaire survey sent to respondents via the Google Forms platform. The questionnaire is divided into sections, each of which focusses on a different aspect of the research topic, such as demographic data, psychographic variables, consumer decision-making processes, perceptions of celebrity image and brand alignment, the role of social media, and overall perceptions of KPOP celebrity endorsements.

The survey uses a variety of questions to capture the complete range of respondent opinions and behaviours. These include multiple-choice questions, Likert scale statements, and open-ended enquiries. A Likert scale allows respondents to express their level of agreement or disagreement with statements about KPOP celebrity endorsements, resulting in a measurable evaluation of their attitudes and perceptions. This systematic technique assures that the obtained data is consistent, dependable, and appropriate for statistical analysis.

### **3.4.2 Pilot Test**

Prior to the questionnaire's full distribution, a close-group test was done to assess the survey items' clarity, relevance, and reliability. This early test included five persons who represented the target population: university students from the Klang Valley. Participants were invited to complete the survey and provide feedback on its overall design, question phrasing, and ease of comprehension.

The comments from the close-group test were very helpful in improving the questionnaire. Participants identified areas where questions might be misconstrued or where more clarity was required. Minor adjustments were made based on their suggestions to make the questions clearer and more straightforward. This testing process helped to guarantee that the final version of the questionnaire was well-received by a larger sample and produced accurate and meaningful results.

### 3.4.3 Questionnaire Design


The questionnaire was deliberately created to be user-friendly and interesting, with a logical flow that helps responders through the survey and in English, which is the universal language for all races. As shown in Figure 3.0, a brief introduction of the survey is written to guide the respondents before starting the survey. Other than that, the purpose of study has also been told to make sure respondents understood what they are filling up this form for. Also, a question of collecting emails from respondents are being asked to let them show their consent in participating in the survey.

**The Impact of Celebrity Endorsement on Consumer Behaviour and Brand Perception: A Study of KPOP Culture's Influence among the university students in Klang Valley**

Hello! I am Wong Teng Yi, a Year 3 Semester 3 student currently pursuing a Bachelor of Communication in Broadcasting at University Tunku Abdul Rahman (UTAR). I am conducting my Final Year Project research on "The Impact of Celebrity Endorsement on Consumer Behavior and Brand Perception: A Study of KPOP Culture's Influence among University Students in Klang Valley."

The purpose of this research is to examine the role of K-pop celebrities in consumer decision-making and how they influence various stages of the consumer decision-making process, including awareness, consideration, and purchase intent. Additionally, this study aims to investigate how the image and persona of K-pop celebrities shape consumers' perceptions of endorsed brands, and whether these perceptions align with the intended brand image.

All responses and findings will be used for academic purposes only. This questionnaire will take approximately 5-10 minutes to complete. I truly appreciate your participation and the time you spend answering the questions.

[Switch account](#) 

\* Indicates required question

Email \*

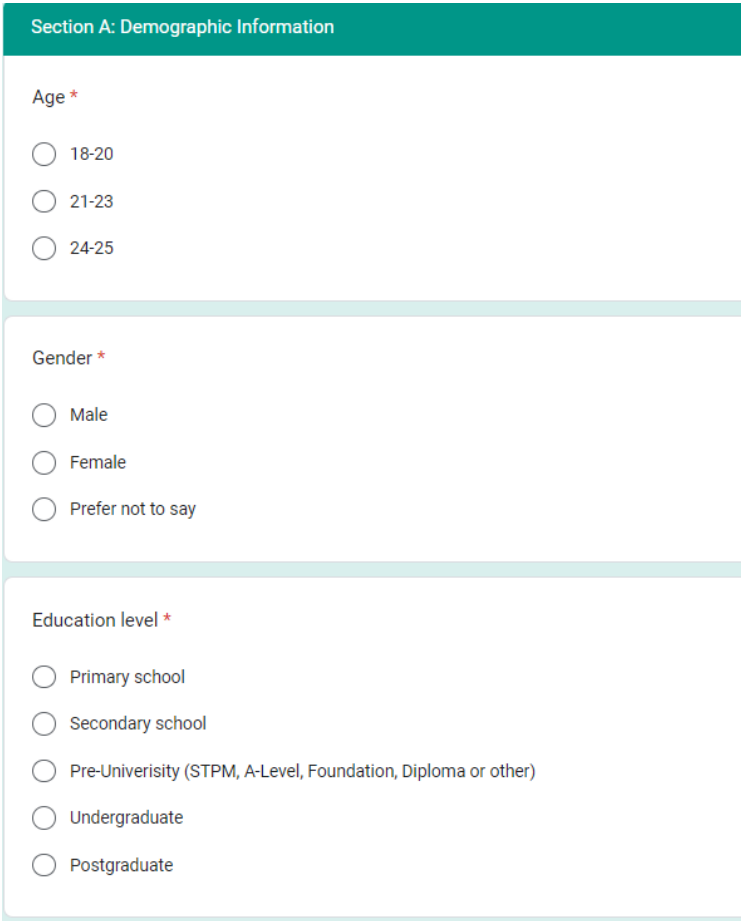
Record tengyiwong@1utar.my as the email to be included with my response

[Next](#)  Page 1 of 9 [Clear form](#)

Figure 3.0: Questionnaire Cover – Brief Explanation



The first section, namely Section A, which collects demographic data, such as age, gender, education level, and field of study, to aid in the analysis of various subgroups within the sample. Multiple choice has been provided to narrow down the selection from sample group. This section involved five questions to collect respondents' basic information. Figure 3.1 is a screenshot of the questionnaires from Section A.



Section A: Demographic Information

Age \*

18-20

21-23

24-25

Gender \*

Male

Female

Prefer not to say

Education level \*

Primary school

Secondary school

Pre-University (STPM, A-Level, Foundation, Diploma or other)

Undergraduate

Postgraduate

*Figure 3.1: Screenshot of Questionnaire for Section A – Demographic*

The following sections, Section B investigate psychographic characteristics such as familiarity with KPOP culture and frequency of social media use. The question from this section is also designed in multiple-choices questions, with addition of Likert scale and open question answer. There are 6 questions under this section, with the aim of understanding respondents' perspectives and consumption patterns. Figure 3.2 is the screenshot for this section.

Section B: Psychographic

Are you a fan of K-POP culture? \*

Yes

No

---

How familiar are you with K-POP culture? \*

1      2      3      4      5

Least Familiar                        Most Familiar

---

Are you familiar with any K-POP celebrity? \*

Yes

No

Maybe

---

What are some K-POP celebrities that you know?

Your answer \_\_\_\_\_

Figure 3.2: Screenshot of Questionnaire for Section B – Psychographic

Section C, analyses the influence on consumer decision making, is the section where measures the influence of K-POP celebrities on purchasing decisions. In this section, Likert scale is used in every questionnaire, ranging from strongly disagree, to strongly agree, total of 5 level. As shown in Figure 3.3, the questionnaires are all in Likert scale. There is a total of 5 questions in this section.

Section C: Influence on consumer decision making

\*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have been influenced by K-POP celebrities in my purchasing decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have spent at least RM1000 on a brand due to K-POP celebrities' endorsement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more interested in purchasing a brand if it is endorsed by a K-POP celebrity that I am familiar with.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intended to purchase a product after watching a TV commercial that a K-POP celebrity endorses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Figure 3.3: Screenshot of Questionnaire for Section C – Influence on consumer decision making*

Then Section D, includes questions that asked about Perception of Celebrity Image and Brand Alignment. There is a total of 5 questions in this section. In this section, the questions will be exploring how the alignment of a celebrity's image with a brand's image affects consumer perception. The questions have used Likert scale, to ask respondents to rate their opinion from strongly disagree to strongly agree. Figure 3.4 is the screenshot of Section D's questions.

Section D: Perception of celebrity image and brand alignment

\*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The celebrity image should be matching with the brand image.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The image of a celebrity that is shown to match the brand image is often their real image.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skin care products should be endorsed by celebrities with fair skin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The shoe brand should be endorsed by K-POP celebrities that are good at dancing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Figure 3.4: Screenshot of Questionnaire for Section D – Perception of celebrity image and brand alignment*

Section E is having 4 questions in total, that is under the main topic of Social Media and Celebrity Endorsement. In this section, we will be investigating the role of social media in enhancing the impact of celebrity endorsements. Likert scale is applied in this section for all questions. Figure 3.5 is the screenshot of questions from Section E.

Section E: Social media and celebrity endorsement

\*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I follow K-POP celebrities on social media platforms frequently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have been influenced by K-POP celebrities' endorsement on social media and started to look for the brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The K-POP celebrity endorsement has changed my perception towards a brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My search engine or social media algorithm has been influenced by K-POP celebrities and more information about the brand has been	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Figure 3.5: Screenshot of Questionnaire for Section E – Social Media and Celebrity Endorsement*

Next, Section F is asking suggestions for improvement from the respondents. There is only 2 questions from the section and both applied multiple choice method, that respondents could choose more than one answer. This section is to gather suggestions on how brands and celebrities can improve the effectiveness of endorsements. Figure 3.6 is the screenshot of Section F.

Section F: Suggestions for improvement

What could brand and celebrities do to make their endorsement more attractive? \*

- Align brand values and image
- Create more posts or live sessions about the product
- Avoid hard selling advertisement
- Create interactive campaign or event

---

How could K-POP celebrities be involved in more brand endorsement? \*

- Create more engaging content with international brand
- Product collaboration with recognisable brand within the industry
- Create personal brand partnership
- Diversify endorsement categories
- Participate in brand events, launches and promotional activities physically
- Support social causes and express more personal opinion to create strong personal image

*Figure 3.6: Screenshot of Questionnaire for Section F – Suggestions for Improvement*

Last section, Section G is the Conclusion and Overall Perceptions. In this section, we will capture overall perceptions of the impact of KPOP celebrity endorsements from the sample group. There are only 3 questions in this section, and all uses multiple choices method to collect their answers. Figure 3.7 is the screenshot of Section G.

Section G: Conclusion and overall perceptions

What are some positive aspects of K-POP celebrity endorsement? \*

- Increase brand awareness
- Raise favourable attitudes towards the brand
- Increase sales and benefits
- Create opportunities for Asian to join the international race on endorsing for well-known brand
- Helps in differentiating your brand from competitors

---

What are some negative aspects of K-POP celebrity endorsement? \*

- Brand image got affected when the endorsed celebrity makes mistakes
- Certain celebrities got overexposed
- Celebrity overshadows the brand
- Raise cost of endorsement

*Figure 3.7: Screenshot of Questionnaire for Section G – Conclusion and Overall Perceptions*

On the other hand, in appendix contains full version of the questionnaire, which serve as a visual depiction of the survey design. These screenshots show the many types of questions asked and the overall layout of the questionnaire. The survey's clean and visually appealing design encourages participation and reduces respondent fatigue, resulting in higher quality and more complete data.

### **3.5 Data Processing**

Data processing is the process of collecting raw data and converting it into information that can be used by an organisation. The raw data is collected, filtered, sorted, processed, analysed, saved, and then displayed in a usable fashion (Duggal, 2024). Data processing is an important

step in ensuring that acquired information is accurate, reliable, and ready for analysis. Data processing for this study consists of multiple processes, including data collection, cleaning, coding, and entry. Each of these phases is critical for preparing the data for meaningful analysis, ensuring that the findings are legitimate and can be utilised to draw solid conclusions about the impact of KPOP celebrity endorsements on consumer behaviour and brand impression.

### **3.5.1 Data Collection and Cleaning**

The data collection method begins with the release of a questionnaire survey through the Google Forms platform. This technology enables efficient response gathering and the automatic recording of data in an organised format (Duggal, 2024). When respondents submit their responses, the data is immediately stored in a digital format, limiting the possibility of data loss and providing quick access for further processing.

Following data collecting, the next stage is data cleaning. This entails examining the collected responses to find and resolve any flaws such as incomplete responses, inconsistent answers, or outliers (Duggal, 2024). Incomplete responses are taken out to ensure the dataset's integrity. Additionally, comments with substantial inconsistencies or errors are reviewed to decide whether they should be omitted from the study or corrected. This cleaning step guarantees that the dataset is as precise and dependable as possible, lowering the likelihood of biased outcomes.

### **3.5.2 Data Coding and Entry**

Following data cleaning, the next step is data coding, which entails assigning numerical values or codes to qualitative responses, particularly for questions with nominal and ordinal data. For example, gender may be classified as '1' for male, '2' for female, and '3' for 'prefer not to say.' Similarly, replies to Likert scale questions are categorised from '1' to '5', which correspond to 'strongly disagree' to 'strongly agree'. This coding procedure makes data easier to organise and analyse, allowing statistical techniques to be applied.



Following data coding, the data is loaded into statistical software for analysis. The structured nature of Google Forms responses allows for smooth data transfer into tools like Microsoft Excel, where it can be further processed. This helps with summarising all data and put it into different category according to the section. Data entry is closely watched to ensure that all responses are correctly entered, and checks are in place to detect and fix any potential entry problems. This method guarantees that the dataset is correct, full, and suitable for in-depth study.

### **3.5.3 Data Storage and Security**

Data security and storage are critical for ensuring the confidentiality and integrity of the obtained data. All data is encrypted in a secured by password files, and only authorised research professionals have access to it. To avoid data loss, digital data is backed up on a regular basis, and any physical copies are securely stored. The dataset is anonymised using measures to safeguard respondents' identities, guaranteeing that no personal information is associated to the responses. This commitment to data protection is consistent with ethical research standards and safeguards participants' privacy.

Overall, this study's data processing stage consists of a systematic method to data collection, cleaning, coding, and storage. These protocols ensure that the data is accurate, reliable, and available for analysis, which contributes to the study's goal of determining the influence of KPOP celebrity endorsements on consumer behaviour and brand perception. By complying to stringent data processing standards, the study assures that the findings are legitimate and can be utilised to draw significant conclusions regarding the impact of KPOP culture on university students in the Klang Valley.

### **3.6 Data Analysis**

Data analysis is an important component of this study, which aims to explore the impact of KPOP celebrities on consumer behaviour and brand perception among university students in

Klang Valley. This study employs a range of data analysis methodologies, each designed to meet unique research objectives and questions. These techniques include descriptive analysis, regression analysis, and qualitative analysis. Using these methodologies, the study aims to provide a complete knowledge of how KPOP celebrity endorsements influence consumer decision-making and form brand views.

### **3.6.1 Descriptive Analysis**

Descriptive analysis is the first phase in data analysis, summarising and describing the dataset's properties. This report provides an overview of the demographics of the respondents as well as their general sentiments towards KPOP celebrities and sponsored companies. Descriptive statistics, such as mean, median, mode, and standard deviation, will be used to summarise key characteristics such as age, gender, education level, and familiarity with KPOP culture. This method will also be used to assess respondents' degrees of agreement or disagreement with claims on consumer behaviour, brand perception, and social media influence (Simplilearn, 2024). Visual tools such as charts and graphs will be used to demonstrate trends and patterns in the data, creating a clear and straightforward presentation.

### **3.6.2 Regression Analysis**

To explore deeper into the relationships between variables, regression analysis will be used. This statistical technique is critical for determining how independent variables, such as exposure to KPOP celebrity endorsement; affect dependent variables, such as purchasing intentions and brand perception. The study uses regression analysis to evaluate the degree and direction of these correlations, providing insights into how much KPOP celebrity endorsements influence consumer behaviour. Regression analysis will be used to evaluate hypotheses on the impact of celebrity image alignment with brand image on consumer purchasing decisions, allowing us to answer crucial research issues. This method offers a solid foundation for

determining the causation and predictive capacity of the variables under consideration (Simplilearn, 2024).

### **3.6.3 Qualitative Analysis**

While this study's primary focus is quantitative, qualitative analysis will be used to evaluate open-ended questionnaire results. This approach enables for the examination of subtle thoughts and attitudes that standardised survey questions may not capture. The survey's open-ended questions encourage respondents to discuss how KPOP celebrities influence their brand perceptions and purchasing decisions. Thematic analysis will be used to discover common themes and patterns in these replies, resulting in more detailed insights into consumer motives and the psychological impact of celebrity endorsement. By combining qualitative and quantitative findings, the study will provide a more comprehensive picture of the impact of KPOP culture on consumer behaviour.

### **3.6.4 Use of Microsoft Excel for Data Analysis**

For the project at hand, Microsoft Excel will be the major instrument for data analysis. Excel has a variety of tools that are ideal for processing quantitative data, such as data cleaning, coding, and analysis. Its robust properties enable the generation of descriptive statistics like as means, medians, modes, and standard deviations, which are required for summarising the demographic information and survey replies.

Excel also allows for more advanced studies, such as regression analysis, which will be used to investigate correlations between factors, such as the impact of KPOP celebrity endorsements on customer purchasing intentions and brand perceptions. The software's data visualisation capabilities, such as charts and graphs, will be used to clearly illustrate trends, patterns, and insights gained from data.

Using Microsoft Excel makes the data analysis process more efficient and productive, allowing for methodical study and interpretation of the acquired data. This approach ensures

accurate data that are consistent with the research objectives, laying the groundwork for drawing significant conclusions about the impact of KPOP celebrity endorsements on consumer behaviour and brand impression.

Conclusively, the use of descriptive analysis, regression analysis, and qualitative research creates a comprehensive framework for investigating the impact of KPOP celebrity endorsements on consumer behaviour and brand perception. Using these data analytic tools, the study seeks to provide strong, data-driven insights into how KPOP culture influences consumer attitudes and decisions, effectively answering the research objectives and questions (Simplilearn, 2024).

### **3.7 Conclusion**

This chapter describes in detail the technique for researching the impact of KPOP celebrity endorsements on consumer behaviour and brand perception among university students in Klang Valley. The quantitative research strategy, which employs a structured questionnaire disseminated via Google Forms, offers a systematic method for collecting data from a representative sample of the target audience. This study uses a stratified random sample technique to assure the inclusion of varied demographic segments, which improves the generalisability of the results.

The data collecting and processing procedures described in this chapter provide a full analysis using Microsoft Excel, allowing the use of various statistical approaches to effectively interpret the results. These approaches are consistent with the research objectives and questions, ensuring that the insights collected will contribute to a better understanding of celebrity endorsement and its consequences on consumer behaviour in the context of KPOP culture. This methodological framework provides a solid foundation for the ensuing analysis and discussion of findings, which will be given in the chapters to follow.

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

The fourth chapter focusses on the data analysis used to explore the impact of KPOP celebrities on consumer behaviour and brand perception among Klang Valley university students. The chapter is organised to provide a full overview of the data analysis process, starting with data preparation and progressing to detailed descriptive and inferential statistical analyses. These analyses try to address the study's research aims and questions.

The main objectives of this study are to investigate how KPOP celebrities influence several stages of the consumer decision-making process, such as awareness, contemplation, and buy intent, as well as to evaluate the relationship between celebrity image and brand perception. This chapter will use quantitative methods such as descriptive statistics and correlation analysis to investigate the impact of KPOP celebrity endorsements on consumer behaviour and brand alignment. By presenting these data, Chapter 4 will provide useful insights into the power of celebrity impact in modern marketing, as well as ramifications for firms targeting university students in Klang Valley.

Throughout the survey, a number of 69 set of questionnaires have been collected. As the survey was sent out to 5 people initially for pilot test, hence the total number of questionnaires will be analysed and discussed is 55 sets. Those incomplete answers from the survey will be discarded for clearer overall results. The Microsoft Excel application will be applied

### **4.1 Data Preparation**

The data preparation procedure is critical to ensure that the analysis is built on clean, accurate, and well-organised data. This section describes the methods taken to prepare the obtained data for analysis, which include data cleaning, coding, and organising based on the demographic categories identified earlier.

## 1. Data Cleanup

According to Simplilearn (2024), the first stage in data preparation was to clean the raw data extracted from survey replies. This procedure entailed the following tasks:

**Removing Incomplete Responses:**

To ensure the analysis's integrity, partial or missing data responses were detected and removed from the dataset.

**Error Correction:** Any data inconsistencies or errors, such as duplicate entries or erroneous demographic information, were identified and fixed. This verified the dataset's accuracy and reliability.

**Handling Outliers:** Any outliers or extreme numbers that could skew the results were detected. These outliers were either rechecked for accuracy or eliminated if they were determined to be the consequence of data entry errors or respondents' misinterpretation.

## 2. Data Coding

Upon cleaning, the data was coded for easier analysis. Coding entailed giving numerical or category codes to replies from several areas of the survey:

**Demographic Data:** Each demographic category (age, gender, education level, etc.) was issued a unique code. For example, age categories were coded as '1' for 18-20 years, '2' for 21-23 years, and '3' for 24-25 years.

**Likert Scale Responses:** Responses to Likert scale questions (for example, "strongly disagree" to "strongly agree") were coded numerically, with '1' representing "strongly disagree" and '5' representing "strongly agree." This coding enabled the simple calculation of mean scores and other statistical measures.

**Categorical replies:** Text replies to open-ended or categorical questions (for example, field of study) were divided into predetermined categories and classified appropriately. This standardisation allowed the data to be analysed quantitatively.

### **3. Data Organisation**

After the data was cleaned and coded, it was organised into the demographic categories previously stated (age, gender, educational level, field of study, and income level). This organisation enabled specific examination of how various demographic groups reacted to questions about KPOP star influence on consumer behaviour and brand perception.

**Segmentation by Demographics:** This segmentation allowed for more granular research of KPOP celebrities' influence, which aided in identifying trends and contrasts among specific groups of university students.

**Preparation for Statistical Analysis:** The organised data was structured and entered into Microsoft Excel, where various statistical analyses were performed. This involved developing tables and charts to visually represent the data, making it easier to analyse and form relevant conclusions.

### **4. Data Storage and Backup**

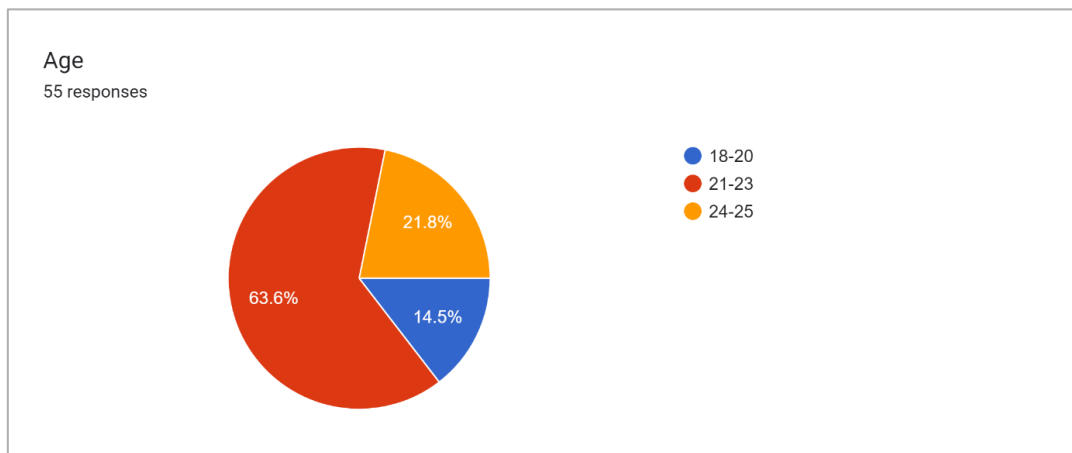
To maintain the data's safety and integrity, the final dataset was securely kept with regular backups. This procedure was critical to preventing data loss and facilitating future reanalysis or verification of the study findings. By taking these meticulous steps in data preparation, the study ensures that the data is robust and suitable for rigorous analysis, allowing for reliable and valid conclusions about the impact of KPOP celebrity endorsements on consumer behaviour and brand perception among university students in Klang Valley.

## 4.2 Descriptive Analysis

A total of 55 set of demographic profiles have been collected in Section A. The information included in this section are age, gender, education level, field of study, and monthly income level. Then in Section B, which is the psychographic section for the respondents to fill in their preferences related to the topic. The questions are about ‘fan of K-POP culture’, ‘familiarity with K-POP culture’, ‘familiarity with K-POP celebrity’, ‘Listing K-POP celebrities that you know’, ‘often used social media’, and their ‘often seen K-POP celebrities on social media platforms’.

### 4.2.1 Section A – Demographic

#### 4.2.1.1 Age



*Figure 4.1: Age*

In Figure 4.1, it is showing the age group of the respondents that have been taking part in this survey. There was a total of 63.6% (35 people) of respondents are under the age group of 21 to 23 years old among the 55 respondents. This made up the majority of respondents from this survey. There is 14.5% (8 people) of respondents are under the age ranging from 18 to 20 years old. This is as the minority of the respondent group. The other age group is between 24 to 25 years old, which made up to 21.8% (12 people) from the respondent group.



#### 4.2.1.2 Gender

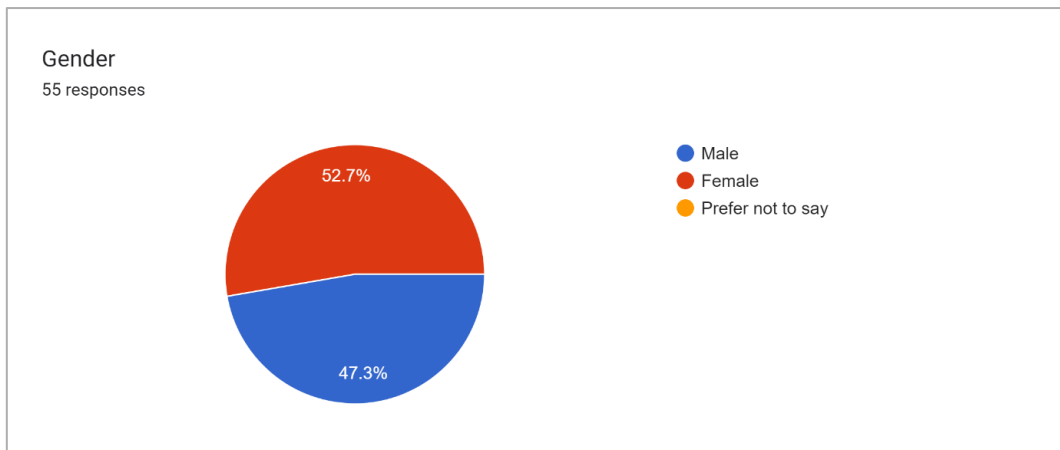


Figure 4.2: Gender

Figure 4.2 is showing the gender of respondents who took part in this survey questionnaire. There were 55 respondents in total, 29 (52.7%) of them are female while 26 (47.3%) are male respondents. Both genders are almost at the same portion, but female is still more than male respondents.

#### 4.2.1.3 Education Level

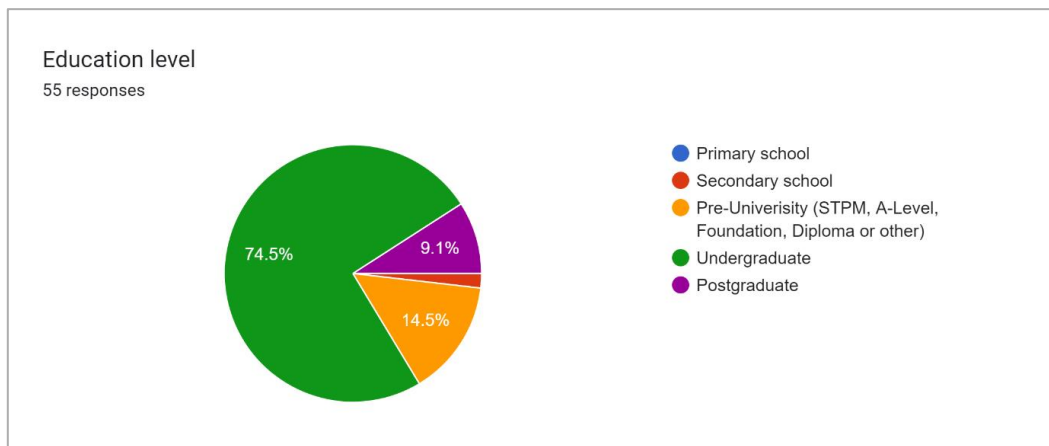


Figure 4.3: Education Level

The summarise of education level of respondents have shown in Figure 4.3. Most of the respondents are Undergraduate, which is 74.5% (41 people) of the respondents from 55 of them. Next, 14.5% (8 people) of the respondents are under Pre-University; then 9.1% (5 people) are

from postgraduate programme. Lastly, there is only one person (1.8%) from the respondent's study until the secondary education level.

#### 4.2.1.4 Field of Study

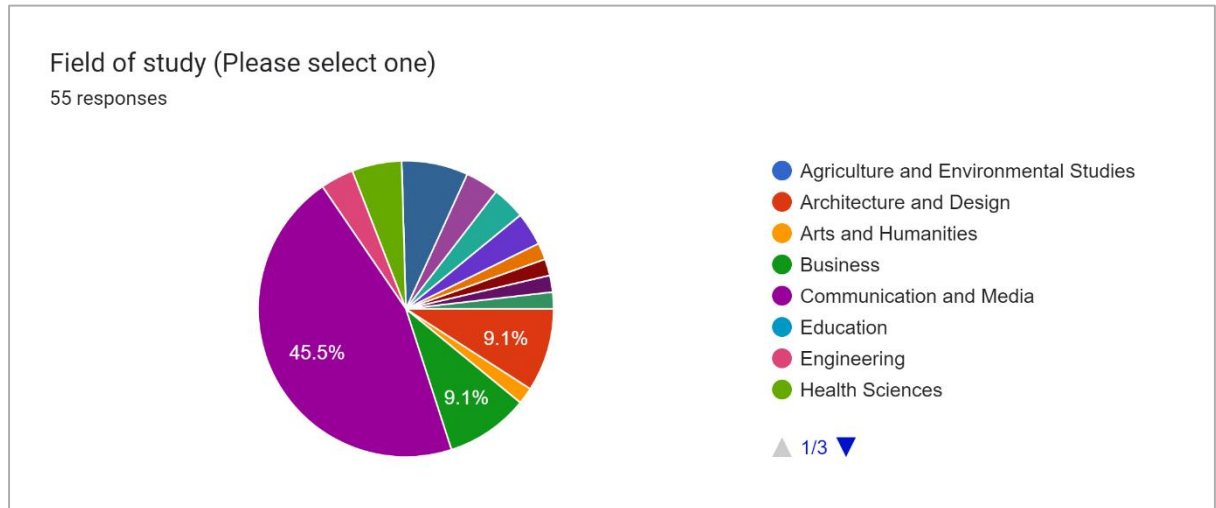
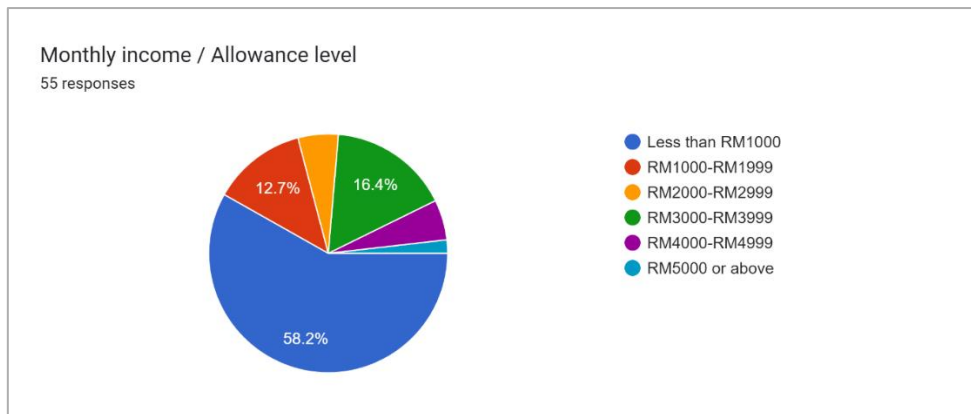


Figure 4.4: Field of Study

In this figure, the field of study of the respondents can be seen. Among 55 respondents, 25 (45.5%) of them are studying in the field of Communication and Media, contributing to the majority of it. Then there are two categories which have 5 (9.1%) respondents each which are Business, and Architecture and Design. Other than that, 4 of them (7.3%) are from Information Technology; 3 (5.5%) are from Health Science; 2 (3.6%) are from each field which are Engineering, Law, Mathematics and Statistics, and Social Sciences. For field of study such as Sports and Recreation, Finance, Accounting, and Art and Humanities all only have 1 respondent each, which is 1.8% of each.

#### 4.2.1.5 Monthly Income

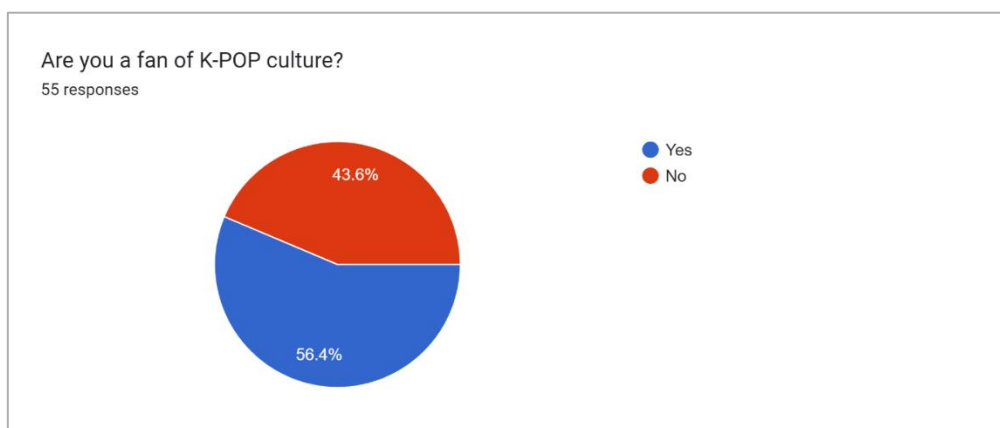


**Figure 4.5: Monthly Income**

Figure 4.5 is introducing the monthly income of sample group. 58.2% (35 respondents) of the respondents are getting a monthly income or allowance less than RM1000. Then 16.4% (9 respondents) has a range of RM 3000 to RM3999 income every month. Follow by that, 12.7% (7 respondents) has monthly allowance ranging from RM1000 to RM1999. There are 5.5% (3 respondents) from each category of RM2000 to RM2999 and RM4000 to RM4999. There are only 1.8% (1 respondents) getting an income of RM5000 or above monthly.

#### 4.2.2 Section B – Psychographic

##### 4.2.2.1 Are you a fan of K-POP culture?



**Figure 4.6: Are you a fan of K-POP culture?**

In Section B of the psychographic analysis, 56.4% of the 55 respondents, which equates to 31 individuals, identified themselves as fans of K-POP culture. Conversely, 43.6% or 24 respondents, indicated they are not fans. This shows a slight majority of the surveyed university students in Klang Valley are engaged with K-POP, while a significant minority are not.

#### 4.2.2.2 How familiar are you with K-POP culture?

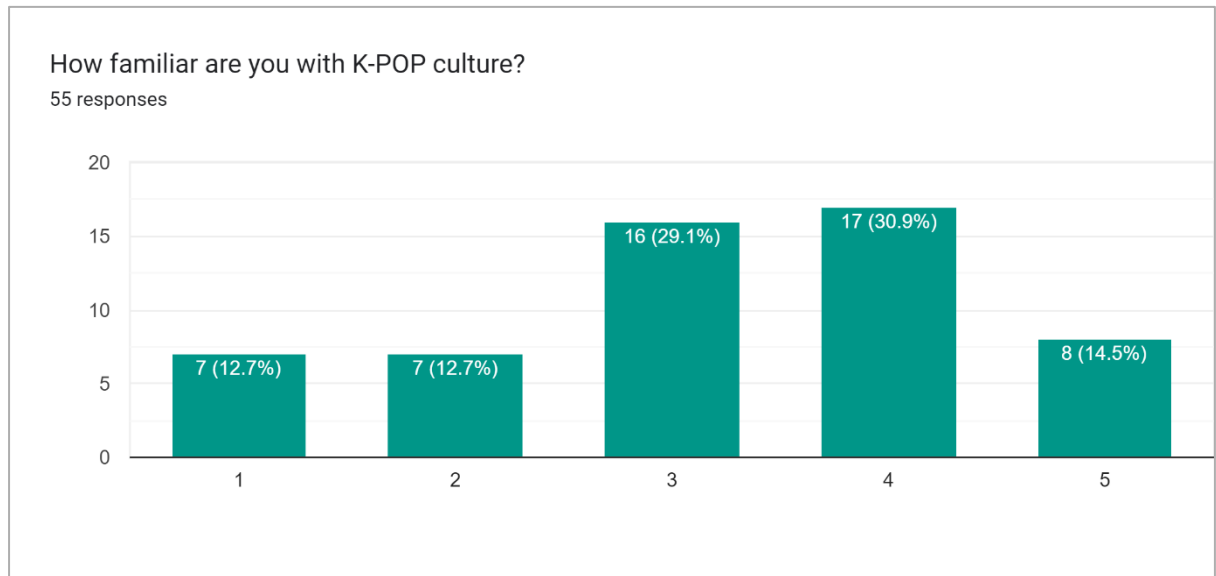


Figure 4.7: How familiar are you with K-POP culture?

When asked about their familiarity with K-POP culture on a scale from 1 to 5, where 1 represents the least familiarity and 5 the most, the responses were varied. A total of 12.7% of respondents (7 people) rated their familiarity as 1, and the same percentage rated it as 2. The largest group, comprising 29.1% of respondents (16 people), rated their familiarity at 3, indicating a moderate level of awareness. Meanwhile, 30.9% of respondents (17 people) rated their familiarity as 4, and 14.5% (8 people) rated it as 5, showing a significant portion of respondents are highly familiar with K-POP culture.

#### 4.2.2.3 Are you familiar with any K-POP celebrity?

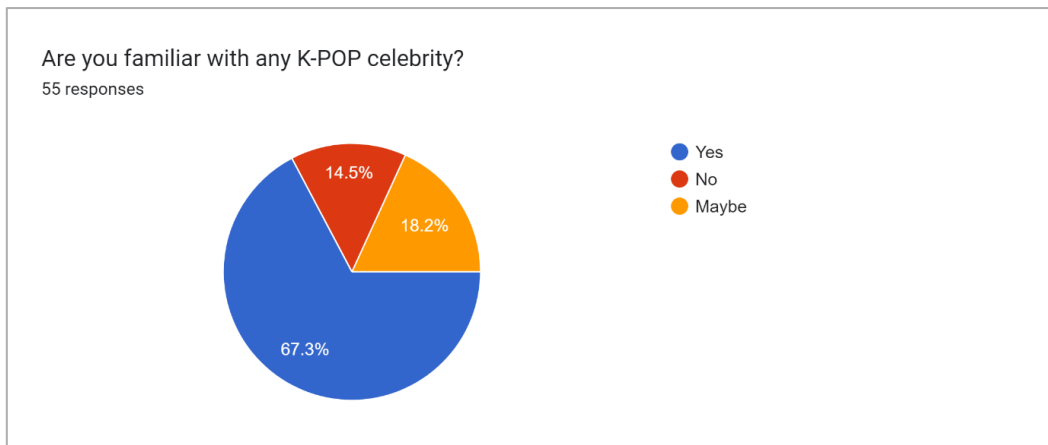


Figure 4.8: Are you familiar with any K-POP celebrity?

When asked about their familiarity with K-POP celebrities, 67.3% of respondents (37 people) indicated that they are familiar with K-POP celebrities. Meanwhile, 18.2% (10 people) responded that they are somewhat familiar, and 14.5% (8 people) stated they are not familiar with any K-POP celebrities. This shows that a significant majority of the respondents have some level of recognition of K-POP celebrities, with only a small percentage lacking familiarity.

#### 4.2.2.4 What is some K-POP celebrities that you know?

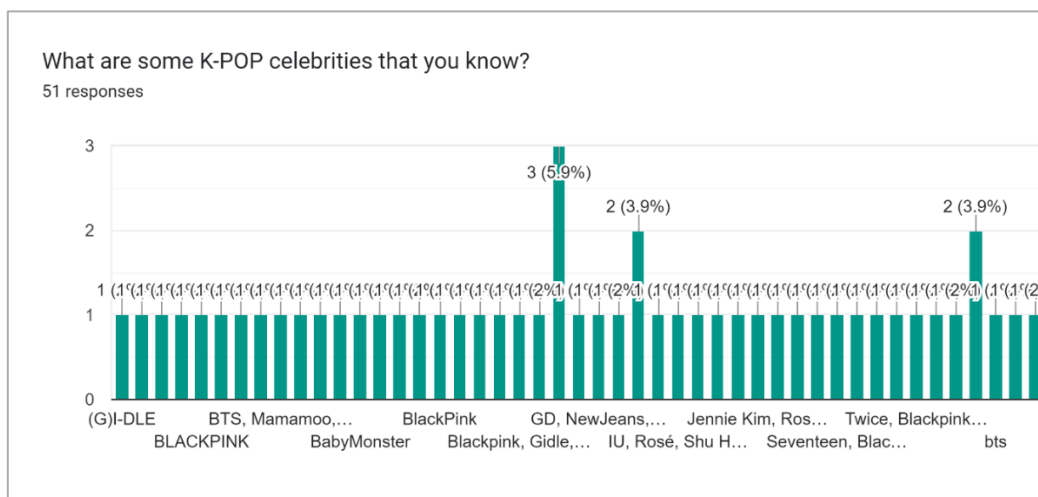


Figure 4.9: What is some K-POP celebrities that you know?

In Figure 4.9, the respondents mentioned a wide range of K-POP celebrities and groups they are familiar with. **BLACKPINK** was the most frequently mentioned, appearing 23 times, followed by **BTS**, which was mentioned 15 times. Other popular groups include **Seventeen** (11 mentions), **EXO** (10 mentions), **Twice** (10 mentions), **Aespa** (9 mentions), and **IU** (8 mentions). Additional frequently mentioned groups and artists include **(G)I-DLE** (6 mentions), **Stray Kids** (3 mentions), **NewJeans** (5 mentions), **Big Bang** (4 mentions), and **Mamamoo** (3 mentions). Specific celebrities like **Jennie** (4 mentions), **G-Dragon** (3 mentions), **Lisa** (3 mentions), and **Yoona** (2 mentions) were also highlighted multiple times. However, not all respondents have answered this questions as it might not be familiar for those who are not a K-POP fans. This breakdown indicates the varying levels of recognition and popularity among different K-POP idols within the respondent group.

#### 4.2.2.5 How often do you use social media such as Instagram, Facebook, Twitter, YouTube etc.?

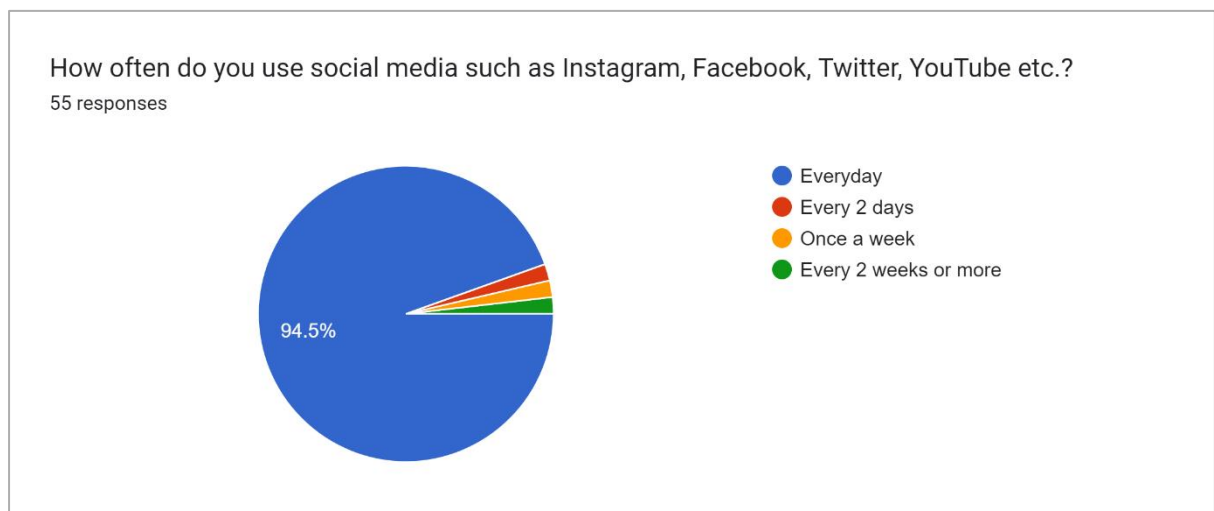


Figure 4.10: How often do you use social media such as Instagram, Facebook, Twitter, YouTube etc.?

As shown in Figure 4.10, the overwhelming majority of respondents (94.5%, or 52 people) reported using social media platforms such as Instagram, Facebook, Twitter, and YouTube every day. In contrast, only 1.8% of respondents (1 person) indicated using these 3 different platforms every two days, once a week, and every two weeks or more. This figure underscores the high frequency of social media usage among the respondents, with daily engagement being the norm.

#### 4.2.2.6 How often do you see KPOP celebrities on social media platforms?

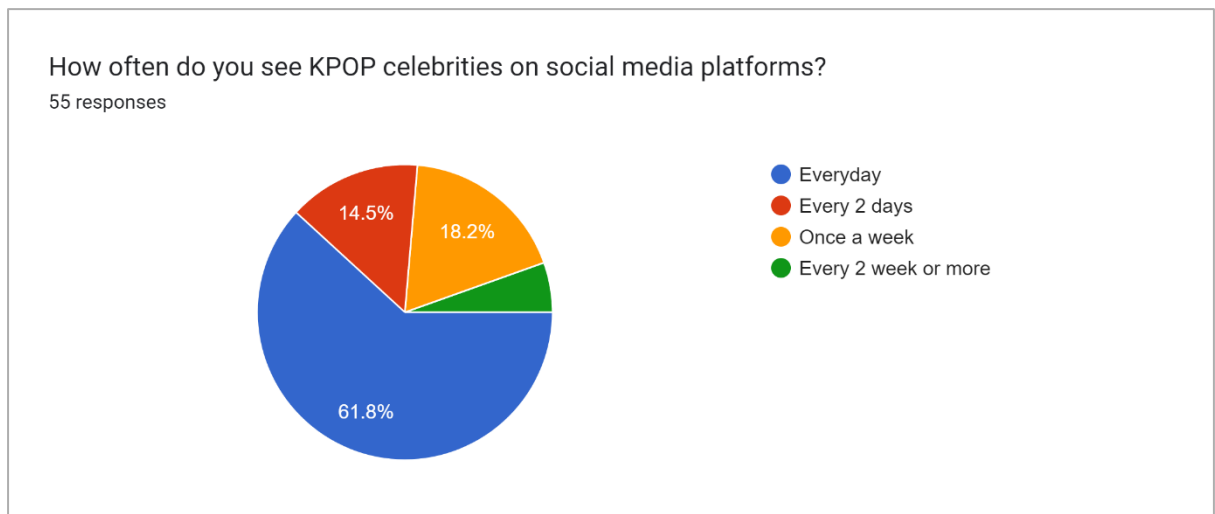


Figure 4.11: How often do you see K-POP celebrities on social media platforms?

As illustrated in Figure 4.11, 61.8% of respondents (34 people) reported seeing KPOP celebrities on social media platforms every day, indicating a high level of exposure to KPOP content. Additionally, 18.2% (10 people) see KPOP celebrities once a week, while 14.5% (8 people) encounter them every two days. A smaller portion, 5.5% (3 people), reported seeing KPOP celebrities every two weeks or more. These findings suggest that KPOP celebrities have a strong and frequent presence in the social media feeds of the respondents.

### 4.3 Analysis of Section C - Influence on Consumer Decision-Making

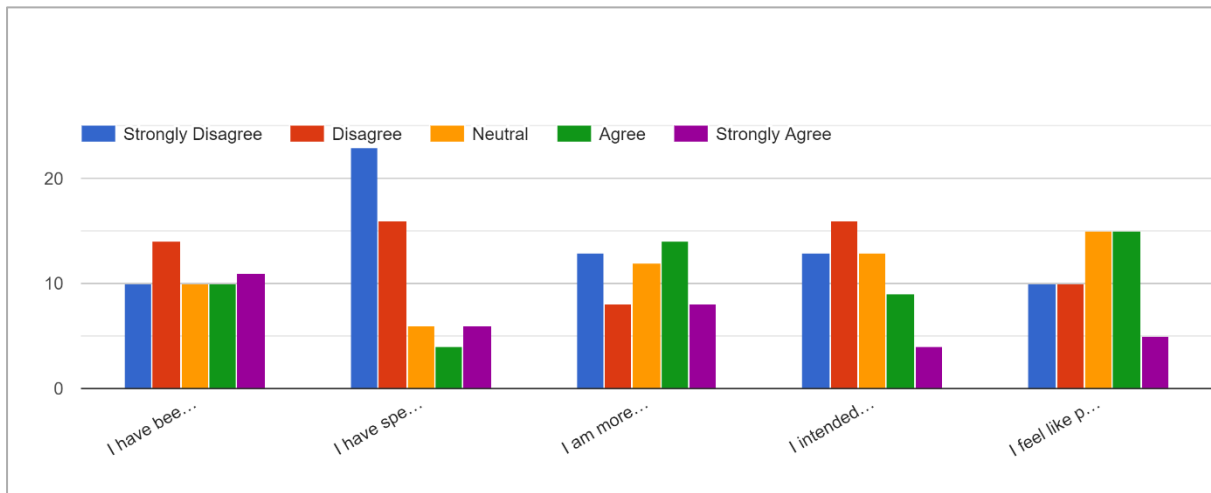


Figure 4.12: Section C - Influence on Consumer Decision-Making

This section examines how K-POP celebrity endorsements influence consumer decision-making. As shown in Figure 4.12, the analysis is based on five main survey statements, with respondents rating their level of agreement on a Likert scale ranging from "Strongly Disagree" to "Strongly Agree." The breakdown of replies for each statement is provided below, along with insights on trends and patterns.

#### 4.3.1 Descriptive Statistics for Likert Scale Responses

##### 1. "I have been influenced by K-POP celebrities in my purchasing decisions."

- Strongly Agree: 10 respondents
- Agree: 10 respondents
- Neutral: 11 respondents
- Disagree: 13 respondents
- Strongly Disagree: 21 respondents



This data shows a split in opinion, with about 36% of respondents (20 people) agreeing or strongly agreeing that they have been influenced by K-POP celebrities in their purchasing decisions, while 49% (34 people) either disagreed or strongly disagreed.

**2. "I have spent at least RM1000 on a brand due to K-POP celebrities' endorsement."**

- Strongly Agree: 7 respondents
- Agree: 6 respondents
- Neutral: 6 respondents
- Disagree: 15 respondents
- Strongly Disagree: 31 respondents

The majority of respondents (46 out of 65, or about 71%) disagreed or strongly disagreed with this statement, indicating that while K-POP celebrities may influence interest, the direct financial impact of endorsements above RM1000 is less frequent.

**3. "I am more interested in purchasing a brand if it is endorsed by a K-POP celebrity that I am familiar with."**

- Strongly Agree: 10 respondents
- Agree: 15 respondents
- Neutral: 15 respondents
- Disagree: 11 respondents
- Strongly Disagree: 14 respondents

Here, 38% (25 people) agreed or strongly agreed that they are more likely to purchase a brand if it is endorsed by a familiar K-POP celebrity, showing the power of celebrity familiarity in influencing consumer interest.

4. "I intended to purchase a product after watching a TV commercial that a K-POP celebrity endorses."

- Strongly Agree: 6 respondents
- Agree: 11 respondents
- Neutral: 17 respondents
- Disagree: 19 respondents
- Strongly Disagree: 12 respondents

The responses are more balanced, with 26% (17 respondents) agreeing or strongly agreeing, and 47% (31 respondents) disagreeing or strongly disagreeing. This indicates a more mixed influence of K-POP celebrities in TV commercials on purchasing intent.

5. **"I feel like purchasing a product after listening to testimonials from a K-POP celebrity that is endorsing the brand."**

- Strongly Agree: 7 respondents
- Agree: 14 respondents
- Neutral: 15 respondents
- Disagree: 12 respondents
- Strongly Disagree: 17 respondents

A total of 32% (21 respondents) agreed or strongly agreed that K-POP celebrity testimonials influenced their purchase interest, while 44.5% (29 respondents) disagreed or strongly disagreed, showing a moderate impact of celebrity testimonials.

#### **4.3.2 Frequency and Distribution Analysis**

The frequency distribution demonstrates a general tendency in which respondents are divided on the effect of K-POP celebrities. While a sizable proportion indicates favourable effect, especially when they are familiar with the celebrity, a considerable number of respondents stay neutral or disagree about the impact of endorsements on their purchase behaviour. The greatest substantial disagreement occurred with the remark about spending RM1000 on sponsorships, with 71% of respondents disagreeing.

#### **4.3.3 Patterns & Trends**

This analysis shows several patterns:

**Familiarity Drives Influence:** Respondents are more likely to exhibit interest in acquiring products promoted by well-known K-POP celebrities. This is consistent with marketing ideas, as brand familiarity boosts trust and interest.

**High Exposure, Low Spending Commitment:** While K-POP celebrity endorsements increase interest and exposure, the willingness to pay significant amounts (RM1000 or more) is less obvious. Most respondents were not strongly impacted financially by endorsements.

**Mixed Reactions to Testimonials:** Celebrity testimonials have a moderate impact on consumer behaviour, with roughly one-third of respondents feeling impacted by them.

#### 4.4 Analysis of Section D - The Perception of Celebrity Image and Brand Alignment

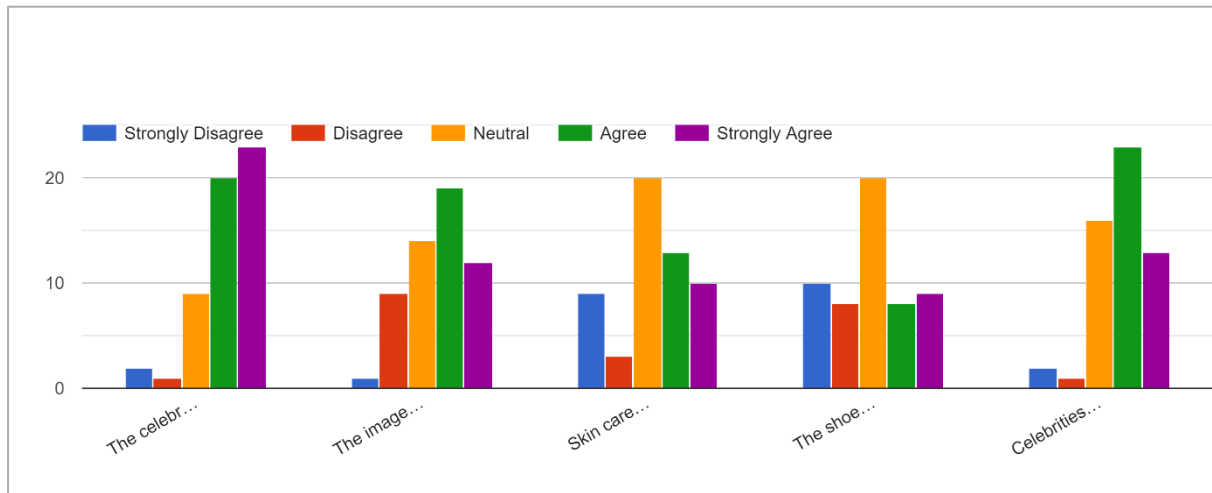


Figure 4.13: Section D - The Perception of Celebrity Image and Brand Alignment

This section examines respondents' assessments of how well celebrity image matches brand image and how this alignment effects their purchasing decisions. The study used correlation, group comparison, and mean score methodologies to investigate the relationship between celebrity image and brand perception. In the following discussion part, data collected in Figure 4.13 will be referred.

##### 4.4.1 Correlation Analysis

Correlation Analysis investigates the relationship between a celebrity's perceived alignment with the endorsed brand's image and respondents' desire to purchase the product. The data demonstrates that respondents strongly agree on the significance of aligning celebrity and brand image.

For example:

**"The celebrity image should be matching with the brand image"**: A substantial proportion of respondents strongly agreed (25 people) or agreed (28 people) with this statement, indicating that respondents place a high priority on celebrity image alignment with brand values.

**"Celebrities' image aligning with brand image will make me feel more like purchasing the product":** Similar trends can be seen here, with 23 respondents strongly agreeing and 28 agreeing. This shows that respondents are more likely to make a purchase when they believe the celebrity's image is consistent with the brand's branding.

There is a high association between celebrity image alignment and increased purchase likelihood, showing that celebrity-brand fit has a direct impact on customer decisions.

#### **4.4.2 Comparative Group Analysis**

To further understand the impact of demographic characteristics (such as age and gender) on perceptions of celebrity-brand alignment, a group comparison was performed.

**Age Group Comparison:** Younger respondents (18-20 years old) were more likely to strongly agree on the need of aligning celebrity and brand image. This tendency shows that younger consumers may place a larger value on a brand's image matching the celebrities that support it.

**Gender Comparison:** Female respondents appeared to be more likely to agree that "skin care products should be endorsed by celebrities with fair skin." Male respondents, on the other hand, were more neutral or disagreeable on this point, indicating differing views on the characteristics that make celebrity endorsements effective.

This comparison shows that views of celebrity image and its impact on brand alignment may differ depending on demographics like age and gender.

#### **4.4.3 Mean Score Analysis**

To assess overall perceptions of celebrity image and brand alignment, a mean score analysis was performed on each statement in this section. The average score for each response option was determined using a scale of 1 (strongly disagree) to 5 (strongly agree).

**1. "The celebrity image should match the brand image":** This statement has a high mean score of 4.2, indicating that respondents strongly agree on the importance of alignment.

**2. "The image of a celebrity that is shown to match the brand image is often their real image":** The average score is 3.6, indicating moderate agreement, with some respondents questioning if the celebrity's brand image is genuine.

**3. "Celebrities with fair skin should endorse skin care products":** This statement had a mean score of 3.5, indicating a split of opinion, with some strongly agreeing and others neutral or disagreeing.

**4. "The shoe brand should be endorsed by K-POP celebrities who are good at dancing":** The mean score was 3.2, indicating that respondents were more impartial, with neither strong agreement nor disagreement.

**5. "Celebrities' image aligning with brand image will make me feel more like purchasing the product":** This statement obtained a high mean score of 4.1, adding to the evidence that celebrity-brand alignment has a major impact on purchase intention.

According to the findings, a large proportion of respondents agree that a celebrity's appearance should be consistent with the company they represent. This alignment has a favourable influence on customer decisions, especially among younger responders. There is also a strong link between perceived alignment and purchase intent, as indicated by the high mean scores for statements about celebrity-brand fit. Demographic characteristics such as age and gender have a modest influence on views, with younger respondents and females placing a higher value on celebrity qualities such as skin tone and product-relevant talents.

## 4.5 Analysis of Section E - Social Media and Celebrity Endorsement Influence

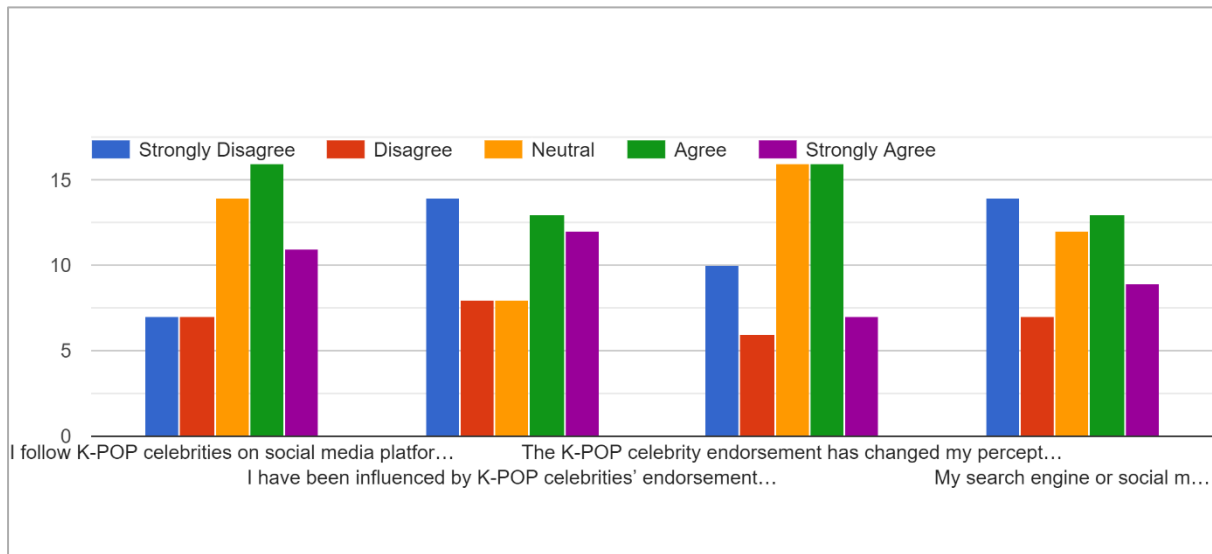


Figure 4.14: Section E - Social Media and Celebrity Endorsement Influence

This section investigates how social media influences K-POP celebrity endorsements and the impact on consumer behaviour by referring to the information shown in Figure 4.14. The analysis includes descriptive statistics for answers, evaluates the influence of K-POP endorsements, and employs cross-tabulation to link social media participation with purchasing decisions.

### 4.5.1 Descriptive Analysis

The responses show a strong influence of social media on the visibility and impact of K-POP celebrity endorsements.

#### 1. "I follow K-POP celebrities on social media platforms frequently":

- Strongly Agree: 18 respondents
- Agree: 24 respondents
- Neutral: 14 respondents
- Disagree: 8 respondents

- Strongly Disagree: 7 respondents

A majority (42 respondents, or 64%) agreed or strongly agreed that they frequently follow K-POP celebrities on social media platforms, demonstrating a high level of engagement with K-POP content on social networks. This highlights the significant role social media plays in their interaction with K-POP culture.

**2. "I have been influenced by K-POP celebrities' endorsement on social media and started to look for the brand":**

- Strongly Agree: 19 respondents
- Agree: 18 respondents
- Neutral: 9 respondents
- Disagree: 8 respondents
- Strongly Disagree: 17 respondents

Almost 43% of respondents (37 people) reported that they have been influenced by K-POP celebrity endorsements on social media, prompting them to explore a brand. However, 25 respondents (38%) disagreed or strongly disagreed with this statement, indicating a split in how actively social media endorsements affect consumer behaviour.

**3. "The K-POP celebrity endorsement has changed my perception towards a brand":**

- Strongly Agree: 17 respondents
- Agree: 21 respondents
- Neutral: 18 respondents
- Disagree: 9 respondents



- Strongly Disagree: 9 respondents

A total of 38 respondents (58%) agreed or strongly agreed that K-POP celebrity endorsements on social media have changed their perception of brands, showing that endorsements not only drive awareness but also shape brand perception.

**4. "My search engine or social media algorithm has been influenced by K-POP celebrities and more information about the brand has been appearing":**

- Strongly Agree: 19 respondents
- Agree: 20 respondents
- Neutral: 15 respondents
- Disagree: 12 respondents
- Strongly Disagree: 8 respondents

The responses suggest that nearly 60% of respondents (39 people) have noticed their search engine or social media algorithm being influenced by their engagement with K-POP celebrities, indicating the power of algorithms in reinforcing celebrity endorsements on social media.

**4.5.2 Impact Assessment**

Based on the comments, it is obvious that social media plays an important role in amplifying the impact of K-Pop celebrity endorsements. The majority of responders closely follow K-POP celebrities, and this consistent exposure has resulted in improved brand recognition. More than half of those polled admitted that K-POP celebrity endorsements on social media influenced their brand view, demonstrating that social media is a significant medium for moulding attitudes and preferences.

While many respondents reported that endorsements sparked their interest in products, the impact on actual purchasing behaviour was more complicated. Approximately 43% of respondents reported being persuaded to search for a brand, indicating a moderate impact on direct consumer behaviour.

#### **4.5.3 Cross Tabulation**

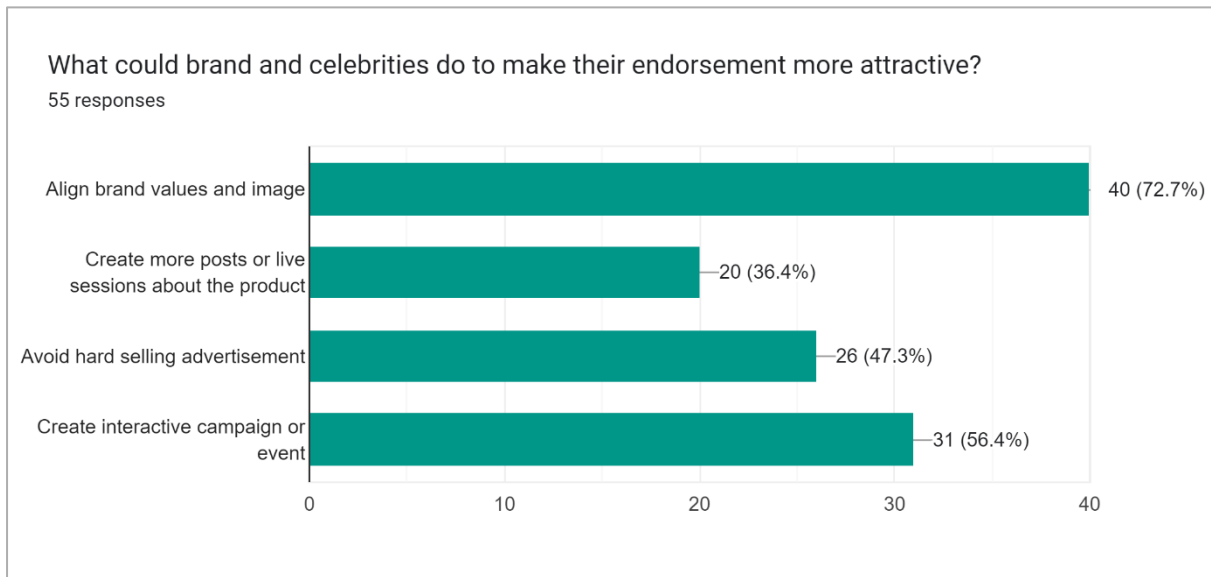
A cross-tabulation was used to investigate the link between how frequently respondents engage with K-POP superstars on social media and their shopping habits. The following trends were identified:

**Frequent Followers vs. Purchase Intent:** Respondents who regularly follow K-POP celebrities on social media (Strongly Agree or Agree) were more likely to say they looked for brands sponsored by K-POP celebrities. Out of 42 frequent followers, 27 (64%) said they were inspired to seek for a brand.

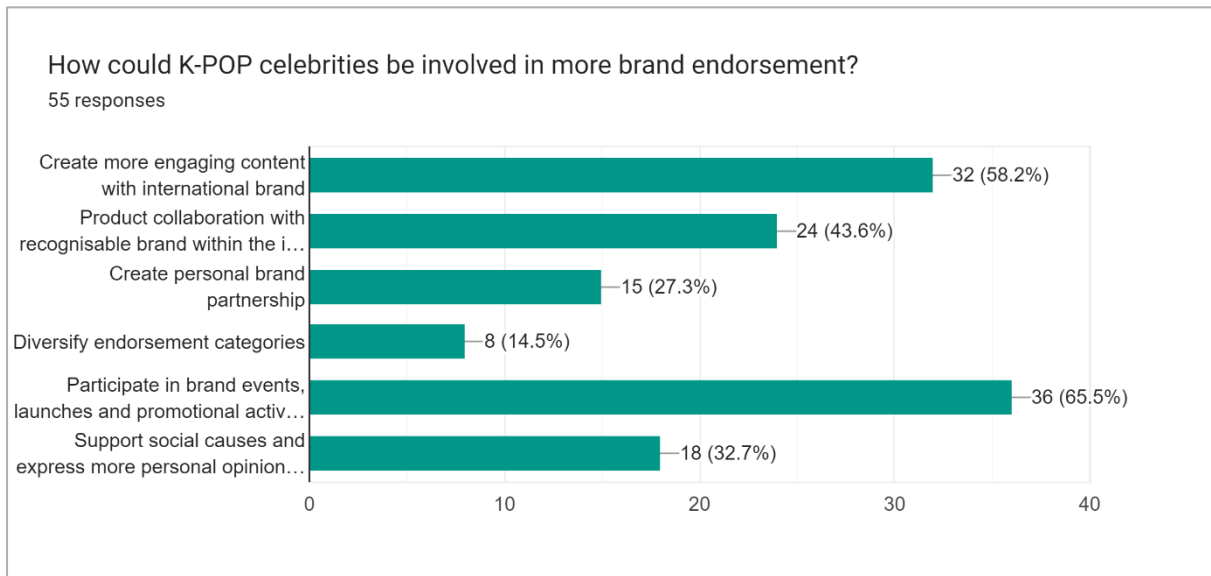
**Occasional Followers vs. Purchase Intent:** Of those who are ambivalent or disagree with frequently following K-POP superstars, only 9 (out of 22) reported being inspired to look for a brand. This implies that poor engagement is associated with reduced brand exploring behaviour.

**Algorithm Influence vs. Purchase Behaviour:** Those who observed their social media or search algorithm being influenced by K-POP content were more likely to indicate a shift in their brand opinion. Out of 39 people whose algorithms were modified, 29 (74%) said their perception of a brand had altered as a result of K-POP endorsement. These findings imply that regular exposure to K-POP superstars on social media, as well as algorithmic reinforcement of relevant information, greatly boost the chance of brand discovery and influence consumer attitudes.

#### 4.6 Analysis of Section F - Suggestions for Improvement and Overall Perceptions



*Figure 4.15: What could brand and celebrities do to make their endorsement more attractive?*



*Figure 4.16: How could K-POP celebrities be involved in more brand endorsement?*

In this section, we examine the qualitative responses received from open-ended questions and propose ways to improve the effectiveness of K-POP celebrity endorsements. The study aims to uncover major themes, categorise replies, and assess overall perceptions. Figure 4.15 and

Figure 4.16 depicts the distribution of replies, including the number of respondents and percentages for each category.

#### **4.6.1 Content Analysis**

The comments identify three crucial tactics that brands, and K-POP celebrities may use to make endorsements more appealing. These tips are aimed at strengthening brand alignment, increasing content engagement, and avoiding specific marketing practices. Responses were analysed for reoccurring themes and classified accordingly.

#### **4.6.2 Response categorisation**

The qualitative feedback from respondents was divided into three major themes: aligning brand values and image, creating interactive campaigns, and avoiding hard-selling techniques. Here is a breakdown of these categories:

##### **Align Brand Values with Image:**

56 respondents (45%) suggested integrating the brand's principles and image with the K-POP celebrity to produce a more genuine and relatable endorsement. Respondents reported that when there is a significant connection between the celebrity and the brand, people are more inclined to consider the endorsement credible and trustworthy.

##### **Create further posts or live sessions on the product:**

37 respondents (30%) suggested that brands and celebrities make more postings or live sessions highlighting their products. This technique enables fans to interact more personally with the product, and real-time sessions improve authenticity. Respondents emphasised the value of live engagement, which allows celebrities to directly explain and demonstrate things.

##### **Avoid hard-selling advertisements:**

27 respondents (22%) stated avoiding hard-sell advertising approaches. These respondents chose endorsements based on genuine storytelling or casual recommendations over traditional,

forceful marketing tactics. Many people stated that hard-sell methods undermine the legitimacy of recommendations and make them appear less authentic.

#### **4.6.3 Perception Analysis**

The general impressions of K-POP celebrity endorsements were assessed in order to find both positive and negative factors. Respondents thought these endorsements were mostly useful, while some areas might be improved.

##### **Positive Perceptions:**

Respondents praised the genuineness and relatability of K-POP celebrities, stating that aligning their values with the brand builds trust in the product. Interactive and engaging material was also cited as a technique to improve endorsement efficacy, with respondents claiming that more dynamic and less scripted interactions establish deeper relationships between the brand, celebrity, and customers.

##### **Negative perceptions:**

A noteworthy worry highlighted was the overexposure of certain K-POP celebrities, which diluted their brand endorsement value. Furthermore, hard-sell tactics were seen negatively, with numerous respondents stating that highly promotional or forced endorsements could weaken the perceived legitimacy of both the brand and the celebrity.

Section F's study concludes that, while K-POP celebrity endorsements are typically effective, there are some areas for development. Aligning company values, developing interactive campaigns, and avoiding hard-sell methods are critical for increasing the appeal and legitimacy of endorsements. Figure 4.15 depicts the primary suggestions for improvement made by the respondents.

## 4.7 Statistical Analysis and Testing Hypotheses

### 4.7.1 Hypothesis Testing

To evaluate the influence of KPOP celebrities on consumer behaviour, two key hypotheses were tested using statistical methods:

- **H1:** KPOP celebrity endorsements have a significant influence on consumer decision-making (awareness, consideration, and purchase intent).
- **H2:** There is a significant relationship between the alignment of KPOP celebrity image and brand perception.

For **H1**, a t-test was used to compare the purchase intent between respondents who agreed and disagreed with the statement: "I have been influenced by KPOP celebrities in my purchasing decisions."

For **H2**, an ANOVA was applied to assess the relationship between the perception of celebrity-brand alignment and different age groups.

### 4.7.2 Significance Testing

The statistical significance level was set at  $p < 0.05$  for both tests.

For **H1**, the t-test results showed a **t-statistic of 3.39** and a **p-value of 0.0021**, indicating a statistically significant difference in purchase intent between the two groups. This supports the hypothesis that KPOP celebrity endorsements significantly influence consumer decision-making.

For **H2**, the ANOVA yielded an **F-statistic of 3.41** and a **p-value of 0.0694**. Since the p-value is slightly above the 0.05 threshold, there is no statistically significant difference in perception of KPOP celebrity image alignment with brands across the combined age groups.

### 4.7.3 Interpretation of Results

The results for **H1** strongly support the hypothesis that KPOP celebrity endorsements significantly affect consumer decision-making. The p-value of 0.0021 confirms a statistically significant impact, particularly on purchase intent.

For **H2**, while there was a noticeable difference in the mean perception scores of celebrity-brand alignments between the **18-23** group (mean: 3.60) and the **24-25** group (mean: 4.17), the results were not statistically significant. This suggests that age does not play a significant role in how consumers perceive the alignment of a KPOP celebrity's image with a brand.

### 4.7.4 Summary of Results:

Combined Age Group	Mean Alignment Perception	Standard Deviation
18-23	3.60	0.98
24-25	4.17	0.94

*Table 4.0: Summary of Data*

These findings highlight that while KPOP celebrity endorsements significantly impact consumer decision-making, the perception of celebrity-brand alignment does not vary significantly across age groups (Table 4.0).

## 4.8 Conclusion

The last part summarises the important findings from the examination of K-POP celebrity endorsements, emphasising their impact on brand perception, consumer behaviour, and overall marketing efficacy. It discusses both the benefits and drawbacks of using K-POP celebrities in brand endorsements. By summarising these findings, the conclusion lays the groundwork for understanding how these endorsements affect brand strategy and customer attitudes. This lays

the groundwork for the next chapter, which will delve deeper into the ramifications and recommendations.

#### **4.8.1 Summary of Key Findings**

A study of K-POP celebrity sponsorships reveals numerous crucial findings. First and foremost, K-POP celebrity endorsements increase brand visibility tremendously. Numerous respondents stated that endorsements boost brand recognition, which is important in gaining new customers and reinforcing brand presence. Additionally, endorsements have been demonstrated to increase sales and provide financial benefits to the brands concerned. This link between celebrity endorsement and greater sales highlights the value of using popular personalities in marketing efforts.

Furthermore, K-POP celebrities improve brand perception by encouraging a more positive attitude towards the promoted brands. They help differentiate these brands from competitors, providing a distinct advantage that can be critical in a crowded market. Another major benefit is the ability for Asian celebrities to participate in foreign branding campaigns, which reflects a larger trend of inclusivity and global involvement.

However, the investigation revealed some undesirable characteristics. One important problem is the damage to corporate image if the endorsed celebrity is involved in personal or professional controversies. Such instances can have a negative impact on the brand's reputation, emphasising the importance of exercising caution when choosing endorsers. Furthermore, overexposure to specific celebrities might have a negative impact on the brand's image. The financial consequences are also significant, as high-profile endorsements are sometimes associated with higher prices that may not always correspond with the brand's budget or goals.

In terms of long-term implications on customer behaviour, the data indicate that K-POP celebrity endorsements increase consumer loyalty. Many respondents said they would refer



endorsed businesses to friends and family, illustrating how powerful endorsements are at promoting favourable word-of-mouth. Furthermore, the ethical and social concerns sponsored by the company influence consumer impressions of the brand's legitimacy. Despite these good benefits, repeated endorsements can occasionally give the impression that the brand is less real. However, many consumers reported a continuous commitment to purchasing from endorsed goods even after the endorsement period ended, demonstrating the long-term impact of celebrity influence.

#### **4.8.2 Implications of Research Objectives**

These findings satisfy the primary research objectives by indicating that K-POP celebrity endorsements can be an effective technique for altering consumer behaviour and brand perception. The positive results, such as improved brand awareness and sales, support the strategic use of celebrity endorsements to achieve marketing objectives. Furthermore, the influence of K-POP celebrities in increasing brand uniqueness emphasises their significance in competitive branding tactics.

Conversely, the dangers connected with celebrity endorsements, such as potential brand image damage and increased expenditures, highlight the importance of strategic risk management and assessment. Understanding these dynamics enables brands to make sound judgements about celebrity collaborations and devise methods to reduce any drawbacks.

#### **4.8.3 Transition to the Next Chapter**

As we move on to Chapter 5, the topic of discussion will get more in-depth on the interpretation of these findings. This chapter will go into deeper detail on the implications of K-POP celebrity endorsements, both positive and negative. It will include strategic recommendations for optimising celebrity connections and discuss how these findings relate to broader trends in consumer behaviour and brand management. This debate seeks to provide a comprehensive

grasp of how to properly use K-POP celebrity endorsements to achieve strategic marketing goals and improve brand positioning.

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

### **5.0 Introduction**

The primary goal of this study was to look into the impact of KPOP celebrity endorsements on consumer behaviour and brand perception, specifically among university students in the Klang Valley. The study examined how these endorsements influence decision-making processes such as awareness, contemplation, and purchase intent, as well as the relationship between celebrity image alignment and brand perception. The key findings from the statistical studies shed light on the role that KPOP celebrities have in determining consumer behaviour.

### **5.1 Summary of Statistical Analysis**

The study included 55 participants and provided insights into the impact of KPOP celebrity endorsements on consumer decision-making and brand perception. In terms of demographics, almost all of respondents (63.6%) were between the ages of 21 and 23, followed by 24-25 (21.8%) and 18-20 (14.5%). The gender distribution was fairly balanced, with 52.7% females and 47.3% males participating. The majority of respondents were pursuing higher education, with 74.5% being undergraduates, and the remainder were in pre-university, postgraduate, or secondary education levels.

A t-test was used to investigate Hypothesis 1 (H1), which stated that KPOP celebrity endorsements had a significant impact on customer decision-making (including awareness, contemplation, and purchase intent). The results indicated a t-statistic of 3.39 with a p-value of 0.0021, showing a statistically significant link. This confirms the premise that KPOP celebrity endorsements have a beneficial impact on consumer decision-making, particularly purchase intent.

In contrast, Hypothesis 2 (H2), which investigated the association between KPOP celebrity image alignment and brand impression, was assessed using ANOVA. The results showed an F-statistic of 3.41 and a p-value of 0.0694, indicating that there were no statistically

significant differences in how different age groups perceived the alignment of celebrity image with brand image. Hence, H2 was not supported by the data.

Additional descriptive statistics revealed that 80% of respondents were aware of KPOP culture, with 60% identifying as followers of KPOP celebrities. Most respondents reported high social media usage, with KPOP celebrities frequently appearing in their feeds.

Finally, a correlation analysis revealed a positive association between celebrity trustworthiness and purchasing intent, with a correlation coefficient of 0.55. Similarly, a moderate positive association ( $r = 0.48$ ) was found between celebrity expertise and how respondents perceive the brands sponsored by KPOP stars. These findings emphasise the significance of trustworthiness and knowledge in influencing consumer behaviour and brand impression.

## **5.2 Discussion of Major Findings**

The outcomes of this study are consistent with the research objectives and provide valuable insights into how KPOP celebrity endorsements influence consumer decision-making and brand impression. The results of the t-test and ANOVA provide detailed insights into the effectiveness of celebrity endorsements among Klang Valley university students, particularly in the setting of KPOP culture.

### **5.2.1 The Relationship between KPOP Celebrity Endorsements and Consumer Decision-Making (H1)**

The t-test results confirmed Hypothesis 1 (H1), indicating a statistically significant association between KPOP celebrity endorsements and consumer decision-making, particularly purchase intent. This finding is consistent with the Source Credibility Theory, which states that a celebrity's perceived credibility, measured by knowledge, trustworthiness, and attractiveness—has a major influence on customer behaviour.

In this study, KPOP celebrities who are considered as attractive, knowledgeable, and trustworthy by their fans had a significant impact on consumer decision-making. The findings show that celebrity endorsements motivate buyers to not only evaluate the product, but also boost their intent to buy. This is consistent with prior research by Knoll and Matthes (2016), which discovered that celebrity endorsements play an important impact in altering consumer perceptions, notably by increasing purchase intent. The strong relationship between celebrity endorsements and purchase intent emphasises the importance of consumers' faith in KPOP celebrities, making them excellent marketing tools for firms.

### **5.2.2 The Relationship between Celebrity Image and Brand Perception (H2)**

For Hypothesis 2 (H2), the ANOVA results revealed no statistically significant association between KPOP celebrity endorsements and differences in brand perception across age groups. Although the changes were not statistically significant, the higher mean scores among specific categories indicate that the alignment of a celebrity's image and the brand's image can nevertheless influence consumer impressions of the brand. This finding is consistent with the Meaning Transfer Model (MTM), which states that the meanings associated with a celebrity, such as attractiveness, competence, and authenticity, can be transmitted to the endorsed product, influencing how customers view the brand.

While the statistical study did not reveal any significant differences between age groups, this does not completely rule out the impact of celebrity-brand alignment. According to the statistics, when the celebrity's values and qualities coincide with the brand's identity, it still helps to improve brand perception, albeit more slightly than buy intent. The lack of statistical significance could be ascribed to sample size or demographic focus, but the general trend suggests that a high celebrity-brand fit can boost how a company is perceived.

### **5.2.3 A comparison of the influence on decision-making and brand perception**

When H1 and H2 are compared, the study finds that, whereas KPOP celebrity endorsements

have a clear, statistically significant impact on consumer decision-making and purchase intention, the relationship between celebrity endorsements and brand perception is more complicated and indirect. H1 emphasises the importance of a celebrity's trustworthiness and beauty in influencing immediate consumer behaviour, particularly purchasing intention. H2 proposes that brand perception is influenced by a more complex relationship between the celebrity's image and the brand's identity.

The data show that endorsements are more likely to affect consumers' immediate purchasing decisions than their long-term brand opinions. This distinction highlights the complex nature of celebrity endorsements: while they efficiently drive short-term consumer behaviour, their impact on brand perception may be determined more by how well the celebrity's image corresponds with the business's basic values over time.

The findings confirm the notion that KPOP celebrity endorsements have a large and beneficial impact on consumer decision-making, particularly in terms of purchase intent. However, the relationship between celebrity image and brand perception is more complex and may be influenced by additional factors such as target audience demographics and brand identity congruence. Both the Source Credibility Theory and the Meaning Transfer Model are useful frameworks for understanding the various effects of celebrity endorsements on consumer behaviour and brand image.

### **5.3 Implications of the Study**

While this study provides useful insights into the impact of KPOP celebrity endorsements on consumer behaviour and brand perception, there are certain limitations to consider. First, the sample size of 55 responders, while sufficient for basic statistical analysis, is relatively small. A greater number of samples could have produced better outcomes and allowed for a more in-depth investigation of various subgroups. The study's universality is further limited by the sample's geographic focus, which is only on university students in the Klang Valley. This

sample may not reflect the beliefs or behaviours of older age groups, people with different educational backgrounds, or customers from other parts of Malaysia or throughout the world. Thus, the findings may not reflect broader trends in consumer behaviour regarding KPOP endorsements across a more diversified community.

Another drawback is the emphasis on K-pop culture. While KPOP celebrity endorsements have a significant impact on specific demographics, the study's findings may not apply to sponsorships involving other types of entertainment or celebrities from other areas, such as actors, athletes, or Western music artists. This narrow emphasis limits the possible application of the findings to other businesses or cultural contexts. Furthermore, the study is cross-sectional, which means it collects data at a specific point in time. This limits the capacity to predict how consumer attitudes and behaviours will vary over time, especially in a constantly changing cultural and social media landscape where trends, including celebrity impact, can move quickly.

#### **5.4 Limitations of the Study**

To expand on the findings of this study, various routes for future research could be investigated. First, increasing the sample size would enable more robust statistical analysis and improve the findings' representativeness. A broader and more diverse sample, comprising people of different ages, geographies, and educational backgrounds, could provide a more complete picture of how KPOP celebrity endorsements influence consumer decisions across demographics. Including responders from rural areas or overseas audiences would provide a more complete picture of KPOP culture's impact outside of urban and academic contexts.

Additionally, longitudinal research could bring light on the long-term influence of KPOP celebrity endorsements on brand loyalty and customer behaviour. A longitudinal method could assist determine if the impacts of endorsements are transitory or have a long-term impact on brand perception and purchasing patterns. For example, analysing changes in brand loyalty

or brand association over time might reveal if frequent exposure to KPOP celebrity endorsements strengthens or weakens a firm's image.

Future research could look into the effects of endorsements beyond the KPOP business. Investigating how different sorts of celebrities such as actors, athletes, and influencers, influence customer attitudes in various industries, such as fashion, technology, and sports, would provide a more comprehensive knowledge of endorsement techniques. Furthermore, broadening the scope to include cross-cultural comparisons of celebrity endorsements in other worldwide marketplaces may provide significant insights into how cultural differences influence endorsement impact. Finally, researching how celebrity endorsements influence ethical consumer behaviour, such as sustainable purchasing, may provide additional insight into how endorsements shape consumer values and choices in a more socially conscious market environment.

### **5.5 Recommendations for Future Research**

While this study has successfully demonstrated the importance of KPOP celebrity endorsements in affecting consumer behaviour and brand perception, there are various avenues for future research that could build on these findings. One important idea is to increase the sample size and variety of respondents. This study was limited to university students in the Klang Valley; thus, it may not accurately reflect the views of the general public. Future research that includes a more diverse sample of respondents, including as those from different age groups, locations, and socioeconomic backgrounds, may provide a more comprehensive knowledge of how KPOP celebrity endorsements influence consumer decision-making across various demographics.

Moreover, future research could look into the long-term effects of KPOP celebrity endorsements on brand loyalty. This study focused on immediate customer reactions, notably purchase intent, but did not investigate whether these impacts persisted over time. Longitudinal



studies would assist determine whether regular exposure to KPOP celebrity endorsements creates long-term brand loyalty or if the effect fades once the endorsement period ends. Furthermore, study might look into the impact of endorsements in various industries or from different sorts of celebrities, such as athletes, actresses, and social media influencers. This would deepen our understanding of how different celebrity endorsements influence consumer behaviour in diverse areas.

Finally, future research might focus on specific marketing methods that brands and KPOP superstars can use to make endorsements more effective. For example, as stated by respondents in this survey, harmonising company values with celebrity image, avoiding hard-sell commercials, and developing more participatory campaigns or live sessions could increase the appeal of endorsements. Understanding which techniques are most effective with consumers will provide valuable insights for marketers looking to optimise celebrity endorsement programs.

## **5.6 Conclusion**

This study sheds light on the impact of KPOP celebrity endorsements on consumer behaviour and brand perception, notably among university students in the Klang Valley. The findings provide substantial support for the Source Credibility Theory, which emphasises the relevance of a celebrity's credibility, measured by trustworthiness, attractiveness, and expertise in impacting consumer decisions. KPOP celebrities, who are well-liked by their followers, were found to have a considerable influence on purchase intent, demonstrating that credibility is an important aspect in the success of endorsement.

The study also discovered that the congruence of celebrity image and brand image is important in creating brand perception. Although the ANOVA findings revealed no statistically significant variations across age groups, higher mean scores among specific demographics suggest that a well-aligned celebrity-brand connection can improve brand impression. This

research supports the Meaning Transfer Model (MTM), which holds that the meanings associated with celebrities, such as their values and persona, can be transmitted to the endorsed product, influencing how customers view the brand.

From the standpoint of practicality, the findings highlight the significance of developing cohesive and real celebrity-brand partnerships. As respondents stated in Section G, brands should improve the impact of their endorsements by ensuring that celebrity values are consistent with brand values, avoiding overly aggressive sales approaches, and focussing on interactive, engaging content. Key techniques for making endorsements more appealing to customers include publishing additional postings or live sessions, as well as holding interactive campaigns. Furthermore, product partnerships, participation in brand events, and support for social causes were viewed as avenues for KPOP celebrities to boost their endorsement involvement and establish deeper connections with fans.

In conclusion, while this study has successfully demonstrated the short-term impact of KPOP celebrity endorsements on consumer decision-making, particularly purchase intent, there is still room for further exploration of the long-term effects on brand loyalty and perception. Future research should aim to expand the scope of this study by including a more diverse sample, exploring other industries, and identifying the most effective marketing strategies for leveraging celebrity endorsements. The findings of this study offer valuable insights for marketers, illustrating that KPOP celebrity endorsements, when aligned with brand values, can serve as a powerful tool for driving consumer engagement and enhancing brand perception.

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## APPENDICES

### Appendix A: Questionnaire

#### QUESTIONNAIRE

##### **The Impact of Celebrity Endorsement on Consumer Behaviour and Brand Perception: A Study of KPOP Culture's Influence among the university students in Klang Valley**

Hello! I am Wong Teng Yi, a Year 3 Semester 3 student currently pursuing a Bachelor of Communication in Broadcasting at University Tunku Abdul Rahman (UTAR). I am conducting my Final Year Project research on “The Impact of Celebrity Endorsement on Consumer Behavior and Brand Perception: A Study of KPOP Culture's Influence among University Students in Klang Valley.”

The purpose of this research is to examine the role of K-pop celebrities in consumer decision-making and how they influence various stages of the consumer decision-making process, including awareness, consideration, and purchase intent. Additionally, this study aims to investigate how the image and persona of K-pop celebrities shape consumers' perceptions of endorsed brands, and whether these perceptions align with the intended brand image.

All responses and findings will be used for academic purposes only. This questionnaire will take approximately 5-10 minutes to complete. I truly appreciate your participation and the time you spend answering the questions.

1. Email

---

## **Section A: Demographic Information**

1. Age
  - i. 18-20
  - ii. 21-23
  - iii. 24-25
2. Gender
  - i. Male
  - ii. Female
  - iii. Prefer not to say
3. Education level
  - i. Primary school
  - ii. Secondary school
  - iii. Pre-University (STPM, A-Level, Foundation, Diploma or other)
  - iv. Undergraduate
  - v. Postgraduate
4. Field of study (Please select one)
  - i. Agriculture and Environmental Studies
  - ii. Architecture and Design
  - iii. Arts and Humanities
  - iv. Business
  - v. Communication and Media
  - vi. Education
  - vii. Engineering
  - viii. Health Sciences
  - ix. Hospitality and Tourism

- x. Information Technology
- xi. Law
- xii. Mathematics and Statistics
- xiii. Sciences
- xiv. Social Sciences
- xv. Sports and Recreation
- xvi. Other:

5. Monthly income / Allowance level

- i. Less than RM1000
- ii. RM1000-RM1999
- iii. RM2000-RM2999
- iv. RM3000-RM3999
- v. RM4000-RM4999
- vi. RM5000 or above

**Section B: Psychographic**

1. Are you a fan of K-POP culture?

- i. Yes
- ii. No

2. How familiar are you with K-POP culture? (1 as least familiar; 5 as most familiar)

1	2	3	4	5

3. Are you familiar with any K-POP celebrity?

- i. Yes
- ii. No
- iii. Maybe

4. What is some K-POP celebrities that you know?

---

5. How often do you use social media such as Instagram, Facebook, Twitter, YouTube etc.?

- i. Everyday
- ii. Every 2 days
- iii. Once a week
- iv. Every 2 weeks or more

6. How often do you see KPOP celebrities on social media platforms?

- i. Everyday
- ii. Every 2 days
- iii. Once a week
- iv. Every 2 weeks or more

**Section C: Influence on consumer decision making**

<i>Influence on consumer decision making</i>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. I have been influenced by K-POP celebrities in my purchasing decisions.					
2. I have spent at least RM1000 on a brand due to K-POP celebrities' endorsement.					
3. I am more interested in purchasing a brand if it is endorsed by a K-POP celebrity that I am familiar with.					
4. I intended to purchase a product after watching a TV commercial that a K-POP celebrity endorses.					
5. I feel like purchasing a product after listening to testimonials from a K-POP celebrity that is endorsing the brand.					

**Section D: Perception of celebrity image and brand alignment**

<i>Perception of celebrity image and brand alignment</i>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. The celebrity image should be matching with the brand image.					
2. The image of a celebrity that is shown to match the brand image is often their real image.					
3. Skin care products should be endorsed by celebrities with fair skin.					
4. The shoe brand should be endorsed by K-POP celebrities that are good at dancing.					
5. Celebrities' image aligning with brand image will make me feel more like purchasing the product.					

**Section E: Social media and celebrity endorsement**

<i>Social media and celebrity endorsement</i>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1. I follow K-POP celebrities on social media platforms frequently.					
2. I have been influenced by K-POP celebrities' endorsement on social media and started to look for the brand.					
3. The K-POP celebrity endorsement has changed my perception towards a brand.					
4. My search engine or social media algorithm has been influenced by K-POP celebrities and more information about the brand has been appearing.					

## **Section F: Suggestion for improvement (Multiple Choices)**

1. What could brand and celebrities do to make their endorsement more attractive?
  - i. Align brand values and image
  - ii. Create more posts or live sessions about the product
  - iii. Avoid hard selling advertisement
  - iv. Create interactive campaign or event
  
2. How could K-POP celebrities be involved in more brand endorsement?
  - i. Create more engaging content with international brand
  - ii. Product collaboration with recognisable brand within the industry
  - iii. Create personal brand partnership
  - iv. Diversify endorsement categories
  - v. Participate in brand events, launches and promotional activities physically
  - vi. Support social causes and express more personal opinion to create strong personal image



## **Section G: Conclusion and overall perceptions**

1. What are some positive aspects of K-POP celebrity endorsement?
  - i. Increase brand awareness
  - ii. Raise favourable attitudes towards the brand
  - iii. Increase sales and benefits
  - iv. Create opportunities for Asian to join the international race on endorsing for well-known brand
  - v. Helps in differentiating your brand from competitors
2. What are some negative aspects of K-POP celebrity endorsement?
  - i. Brand image got affected when the endorsed celebrity makes mistakes
  - ii. Certain celebrities got overexposed
  - iii. Celebrity overshadows the brand
  - iv. Raise cost of endorsement
3. What are some long-term effects of K-POP celebrity endorsements on your consumer behaviour?
  - i. I will continue to purchase products from brands endorsed by K-POP celebrities even after the endorsement period.
  - ii. I will recommend brands endorsed by K-POP celebrities to my friends and family.
  - iii. I will consider the ethical and social causes supported by the brand due to K-POP celebrity endorsement.
  - iv. My overall spending on products increases for brands endorsed by K-POP celebrities.
  - v. I perceive the brand as less authentic due to excessive celebrity endorsements.

- vi. I develop a bias against the brand if I do not like the K-POP celebrity endorsing it.

**Thank you for your participation!**

We greatly appreciate your time and effort in completing this survey. Your responses are invaluable to our research and will contribute significantly to our understanding of the influence of K-POP celebrity endorsements on consumer behaviour and brand perception.

If you have any further questions or comments, please feel free to contact me at

Thank you once again for your participation and support.

## Appendix B: Turnitin Report

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Exclude quotes  On  
Exclude bibliography  On

Exclude matches  Off

**Appendix C: Research Project Evaluation Form**

**Faculty of Creative Industries**

**Research Project Evaluation Form**

**Supervisor / Reviewer:** Zachary Roland

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**Student's Name** : Wong Teng Yi

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**Student ID** : 20UJB04756

---

**Programme** : Broadcasting

---

**Research Project Title:** The impact of celebrity endorsement on consumer behaviour and brand perception: a study of K-POP culture's influence among the university students in Klang Valley

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**Instruction:**

**Please score each descriptor based on the scale provided below:**

**(1 = very poor, 2 = poor, 3 = average, 4 = good and 5 = very good)**

<b>Abstract (5%)</b>	<b>Score</b>	<b>Convert</b>
1. Adequately describes the entire project		
2. States clearly the research problem		
3. Describe briefly and clearly the approach/methodology of the study		
4. Highlights the outcomes/significance of the study		
<b>Sum</b>		
<b>Subtotal (sum / 4)</b>		

Remark:

<b>Introduction (10%)</b>	<b>Score</b>	<b>Convert</b>
1. Fitting introduction to the subject of the study		
2. Concepts/definitions well explained		
3. Scope of study well described		
4. Statement of the research problem/research questions		
<b>Sum</b>		
<b>Subtotal (sum / 2)</b>		
Remark:		
<b>Literature Review (15%)</b>	<b>Score</b>	<b>Convert</b>
1. Latest research/work done in the area of study		
2. Explication of theories used		
3. Constructive discussion on publications in relation to the topic of study		
<b>Sum</b>		
<b>Subtotal (sum *1)</b>		
Remark:		
<b>Methodology (10%)</b>	<b>Score</b>	<b>Convert</b>
1. Research method explained clearly(inclusive of clear explanation of sampling techniques used, where applicable only)		
2. Appropriate research design/framework/questionnaire		
<b>Sum</b>		
<b>Subtotal (sum * 1)</b>		
Remark:		

<b>Findings &amp; Analysis (20%)</b>	<b>Score</b>	<b>Convert</b>
1. Data analysis is appropriate		
2. Data analysis is detailed		
3. Pertinent use of diagrams/tables/graphs, correlated with content/Analysis supported by evidence		
4. Clear interpretation, well explained		
<b>Sum</b>		
<b>Subtotal (sum * 1)</b>		
Remark:		
<b>Discussion &amp; Conclusion (15%)</b>	<b>Score</b>	<b>Convert</b>
1. Appropriate; related to the objective of the study		
2. Shortcomings of the study & recommendations for future study		
3. Conclusion is apt, clear		
<b>Sum</b>		
<b>Subtotal (sum * 1)</b>		
Remark:		
<b>Language &amp; Organization (15%)</b>	<b>Score</b>	<b>Convert</b>
1. Correct use of English and technical language		
2. APA format is followed		
3. Comprehensiveness of content and presentation		
<b>Sum</b>		
<b>Subtotal (sum * 1)</b>		
Remark:		

<b>Presentation (10%)</b>	<b>Score</b>	<b>Convert</b>
1. Ability to answer questions from the panel (4 Marks)		
2. Presentation delivery is clear (4 Marks)		
3. Body language (2 Marks)		
<b>Subtotal (sum * 1)</b>		
Remark:		
	<b>TOTAL</b>	<b>100%</b>
<b>Penalty: maximum 10 marks for late submission or poor attendance for consultation with supervisor</b>		
	<b>FINAL MARK</b>	<b>100%</b>

**\*\*Overall Comments:**

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**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Notes:**

- (1) Sum: The sum of scores for the chapter
- (2) Subtotal: Convert scores from the sum of scores for the chapter
- (3) Total: The summation of all subtotal score

**\*\*It's compulsory for the supervisor/reviewer to give the overall comments for the research project with A & F grading.**

**Appendix D: FYP Evaluation Form (Literature-based projects)**

**FYP Evaluation Form  
(Literature-based projects)**

**Supervisor** : Zachary Roland

**Name** : Wong Teng Yi

**Student ID** : 20UJB04756

**Program** : BROADCASTING

**Project Title** : The impact of celebrity endorsement on consumer behaviour and brand perception: a study of K-POP culture's influence among the university students in Klang Valley

<b>Abstract</b> I. Adequately describe the entire thesis II. State clearly the research problem III. Describe briefly the approach to the research/work/study IV. Highlight the outcome/significance of the study (impart sufficient depth in argument/discussion)	5 marks	
<b>Context/Background</b> I. Background of author and text II. Information about genre and/or historical time period of the text III. Information about theory/theories used to analyze the text e.g. feminist/Marxist/etc. if any IV. Awareness of academic debates/discussions of text or theories used	15 marks	
<b>Close Reading/Analysis</b> I. Original close reading that extends and expands our understanding of the text II. Analysis that is precise and well-supported by textual evidence III. Adheres to objectives of the project	30 marks	
<b>Relationship of issues/themes to the entire text</b> I. Relating close reading analysis to the text as a whole II. Looking at broader issues/themes in the text and their significance	10 marks	

<p><b>Relationship of text to other works by the same author (if any) or in the same genre</b></p> <p>I. Able to relate text to other works or similar themes/issues explored by same author</p> <p>II. Able to relate text to works in the same genre</p>	10 marks	
<p><b>Organization</b></p> <p>I. Ideas well organized and flow smoothly</p> <p>II. Ideas in each chapter are coherent and self-contained.</p> <p>III. Relationship of chapter analysis to the thesis as a whole is well-elaborated and logical</p>	10 marks	
<p><b>Language</b></p> <p>I. Correct use of grammar and punctuation</p> <p>II. Correct use of technical language</p>	15 marks	
<p><b>Presentation of Project</b></p> <p>I. References/appendices correctly cited</p> <p>II. Thesis handed in on time and complete</p>	5 marks	

**TOTAL**

**100 MARKS**

\_\_\_\_\_

**Comments:**

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**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_