ผลกระทบของการใช้ผู้มีชื่อเสียงในการสนับสนุนสินค้า
ต่อความตั้งใจซื้อของผู้บริโภคชาวมาเลเซีย
THE IMPACT OF CELEBRITY ENDORSEMENT
ON THE PURCHASE INTENTION OF MALAYSIAN CONSUMERS

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บทคัดย่อ

อุตสาหกรรมสื่อเติบโตขึ้นอย่างรวดเร็ว ในศตวรรษที่ 21 หลายองค์กรทั่วโลกใช้การสนับสนุนสินค้าโดยผู้มีชื่อเสียงเป็นกลยุทธ์ทางการตลาดที่สำคัญในการกระตุ้นการตัดสินใจซื้อของผู้บริโภค การศึกษานี้สำรวจอิทธิพลของการใช้ผู้มีชื่อเสียงในการสนับสนุนสินค้าที่มีต่อความตั้งใจในการซื้อของผู้บริโภคในประเทศมาเลเซีย การศึกษานี้สร้างแบบจำลองของผลกระทบของคุณลักษณะของผู้มีชื่อเสียง (เช่น ความน่าดึงดูด ความคุ้นเคย ความน่าเชื่อถือ และการมีชื่อเสียงเชิงลบ) ต่อความตั้งใจในการซื้อของผู้บริโภคชาวมาเลเซีย ข้อมูลหลักจะถูกเก็บรวบรวมผ่านแบบสอบถามออนไลน์จากผู้บริโภคชาวมาเลเซีย แบบสำรวจ 258 ฉบับ ผลการวิจัยระบุว่าลักษณะของผู้มีชื่อเสียงมีอิทธิพลเชิงบวกต่อความตั้งใจในการซื้อของผู้บริโภคชาวมาเลเซีย ดังนั้น การศึกษานี้จึงยืนยันว่าผู้บริโภคชาวมาเลเซียมองว่าความน่าดึงดูดใจของผู้มีชื่อเสียงเป็นองค์ประกอบสำคัญในการตัดสินใจซื้อ นอกจากนี้ ผลการวิจัยยังเผยให้เห็นว่าผู้บริโภคชาวมาเลเซียมีทัศนคติที่ดีต่อผลิตภัณฑ์และบริการของบริษัทที่รับรองโดยผู้มีชื่อเสียงที่พวกเขาคุ้นเคย ผลการวิจัยยังเน้นว่าผู้บริโภคมองภาพสาธารณะของบริษัทในเชิงบวกเมื่อ ผู้มีชื่อเสียงที่น่าเชื่อถือสนับสนุนผลิตภัณฑ์และบริการของบริษัท ในทำนองเดียวกัน การประชาสัมพันธ์เชิงลบของผู้มีชื่อเสียงมีอิทธิพลอย่างมากต่อความตั้งใจในการซื้อของผู้บริโภคในมาเลเซีย ดังนั้น จึงแนะนำว่าผู้ปฏิบัติงานสามารถใช้การรับรองจากผู้มีชื่อเสียงเพื่อส่งเสริมการซื้อของผู้บริโภค

Keywords: การสนับสนุนโดยผู้มีชื่อเสียง ความน่าดึงดูด ความน่าเชื่อถือ ภาพลักษณ์เชิงลบ ความตั้งใจซื้อ

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Abstract

In the twenty-first century, the media industry has grown rapidly. Several organizations throughout the globe have used celebrity endorsement as a key marketing tactic to induce consumers' purchase decisions. This study explores the influence of celebrity endorsement on consumers' purchase intention in Malaysia. The research constructs a model of the impacts of celebrity characteristics (i.e., attractiveness, familiarity, trustworthiness, and negative publicity) on Malaysian consumers' purchase intention. Primary data are collected through an online questionnaire from Malaysian consumers. Particularly, 258 survey responses.

Findings indicate that celebrity characteristics have a positive influence on the purchase intention of Malaysian consumers. Hence, it confirms that Malaysian consumers perceived the attractiveness of celebrities as a significant component in making a purchase decision. Furthermore, the results reveal that Malaysian consumers exhibited a positive attitude towards the firm's products and services endorsed by the celebrity they are familiar with. The findings also highlight that the consumers viewed the company's public image positively when a trustworthy celebrity supported the firm's products and services. Similarly, negative publicity of celebrities dramatically influenced consumers' purchase intention in Malaysia. Therefore, it suggests that practitioners can utilize celebrity endorsement to encourage consumer purchases.

Keywords: Celebrity endorsement, Attractiveness, Trustworthiness, Negative publicity, Purchase intention

Introduction

Due to the rapid advancement of technology, consumers tend to change their preferences and desires toward a company's products and services more frequently (Minola, et al., 2021). The emerging concept of celebrity endorsement has grown concurrently as the corporations needed to attract consumers in the market and compete with their competitors in making sales and acquiring market shares. As a result, many companies from different industries increasingly employ celebrities (i.e., social celebrities, athlete celebrities, professional singers, famous actors and actresses, etc.) as their brand spokesperson and representative (Chen, et al., 2018). According to Thwaites, et al. (2012) 's study, celebrity endorsement can effectively increase the attractiveness of the firm's advertisement, but it also creates a negative effect on the consumer's attitude towards the brand when these ads show reckless behavior. Hwang, & Zhang (2018) reported that the social influence of celebrities in an online platform can affect consumers' purchase decisions and behavior. It is then undeniable that celebrity endorsement is an important marketing strategy as this kind of brand representative can potentially influence consumers' attitudes (Gopal, 2021).

In the literature, several studies have examined the influences of celebrity endorsement on purchasing behavior, publicizing viability, brand acknowledgement, and brand review (Hollensen, et al., 2013). Notedly, Zhou, & Whitla (2013) purposed that there is a growing interest in the impact of negative information on celebrities acting as the brand endorsement in this era of aggressive media.

Thus, it is worthwhile to study the impact of celebrity endorsement on purchase intention by adding empirical evidence to the current literature from an emerging economy (Tiwari, & Manral, 2021). Hence, this study aims to explore the impact of celebrity endorsement on purchase intention in Malaysia in order to investigate the potential influences of celebrity endorsement on purchase intention among Malaysian consumers. Specifically, firms can use the findings of this study as key criteria in selecting their brand representative for business recovery post-pandemic Covid-19 crisis.

Aims

The research objectives of this study are:

(i) To examine the impact of celebrity attractiveness on purchase intention among Malaysian consumers.

(ii) To examine the impact of celebrity familiarity on purchase intention among Malaysian consumers.

(iii) To examine the impact of celebrity trustworthiness on purchase intention among Malaysian consumers.

(iv) To examine the impact of celebrities' negative publicity on purchase intention among Malaysian consumers.

This paper is organized as follows. The paper begins with an introduction and is followed by the foundations of the theoretical framework in the literature review section. The conceptual framework and the formation of the research hypothesis are presented in the third section. Next, the research design and methodology are clearly explained in the fourth section, followed by the data analysis and results shown in the fifth section. Lastly, the discussion is in the sixth section, and the conclusion summarizes all discussed topics in the seventh section.

Literature Review

Celebrity Endorsement

A spokesperson or brand representative refers to a single entity that provides communication services for the public welfare of an organization, which has been used widely in different industries (Aghekyan-Simonian, et al., 2012). Celebrity endorsement is a widely used marketing strategy and is referred to as an advertisement that attempts to attract consumers through famous personalities or celebrities in boosting the sales of the company's products and services (Erdogan, 1999). Nowadays, several companies worldwide attempt to stimulate the sales of their products and services to the target consumers through celebrity endorsements, thereby transmitting celebrity awareness and brand credibility (Lien, Wen, Huang, & Wu, 2015). Using brand support by well-known personalities is one of the most effective methods to improve the quality of communication and enhance brand awareness among consumers (Singh, & Banerjee 2018). As a result, utilizing celebrity endorsement in advertising has become a critical component of marketing strategies.

Over the past decades, the concept of celebrity endorsement has been adopted by a variety of industries worldwide (Ryu, et al., 2008). For instance, consumer goods companies often invite

celebrities from the entertainment industry to be their brand representatives in encouraging consumers' purchase decisions. Besides, employing athlete celebrities can also be seen frequently in today's advertising, such as the partnership between the Nike brand and Jordan, a famous athlete celebrity; creates a positive public image and builds brand awareness simultaneously. This beneficial relationship between the Nike brand and Jordan has produced an Air Jordan series, which enriched multibillion-dollar brand equity. In addition, Tzoumaka, Tsiotsou, & Siomkos, G. (2016) has conducted a study and discussed that the consumer perceptions of the athlete celebrities' expertise and trustworthiness have a potential influence on consumers' purchase intention towards the products and services of the brand. Furthermore, the social influence of celebrity endorsement has led to a tremendous effect on purchase intention among consumers in the fashion industry, as reported by Ali, Shah, & Khan (2018). Also, the study of Atkin, & Block (1983) revealed that consumers perceive brand image more positively when the company employs celebrity-endorsed advertisements than those non-celebrity endorsed campaigns. Therefore, several companies have spent a large amount of investment to have celebrity endorsement as a means to promote their brand.

Purchase Intention

In the literature, several studies revealed that various personal dimensions and social influences can affect one's intentions in making decisions (Mamun, et al., 2020). According to Younus, et al. (2015), purchase intention is a crucial component determining whether a consumer will purchase a product or consume a service after conducting self-evaluation (Younus, et al., 2015). Specifically, purchase intention is a combination of consumer preferences and the probability of purchasing products and services (Dam, 2020). Similarly, Martin-Consuegra, et al. (2018) indicated that consumers' purchase intention is highly correlated with the brands, product attitudes, and preferences. Purchase intentions are, therefore, the consumers' likelihood to purchase companies' products and services, judging from their past purchase experience (Ma, 2007). Besides, consumers also weigh their purchase intention based on the extent to which the brand meets and exceeds their satisfaction and expectations (Cui, et al., 2019).

Business sectors are increasingly interested in examining potential factors that can affect their consumers' purchase intention. For instance, Yang (2017) uncovered a significant correlation between purchase intention and eco-friendly skincare products. The study presented that consumers' purchase intention has a significant impact on purchasing eco-friendly skincare products to preserve the world environment.

Malaysia's consumer economic level has increased in the 21st century due to the expansion of pensions, leading to a high purchasing power (Jazz, 2016). In addition, people today have a strong aesthetic desire to age gracefully and live a meaningful life, so they become more selective with the products and services to use in daily life (Benson, 2021). Malaysian consumers are willing to purchase the products and services endorsed by their favored celebrities. The celebrities have created a positive attitude towards the brand compared to those that do not have celebrity endorsement as a marketing strategy (Parmar, & Patel, 2014). Therefore, it is crucial to diagnose determinants that can influence

consumers' purchase intention to launch effective marketing campaigns in promoting the products and services of the firm.

As discussed previously, celebrity endorsement has a potential impact on consumers' purchase intention; it is essential to explore the characteristics of celebrity endorsement, as reported by Apejoye (2013). This study examines four celebrity endorsement's characteristics, namely attractiveness, familiarity, trustworthiness, and negative publicity that may have a significant effect on Malaysian consumers' purchase intention as presented in Figure 1. The study aims to examine the potential impacts of celebrities' attractiveness, familiarity, trustworthiness, and negative publicity on consumers' purchase intention in Malaysia.
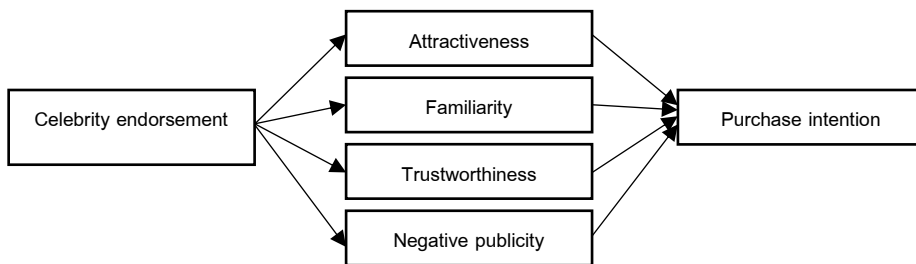

Figure 1: Conceptual framework

Attractiveness

The first characteristic of celebrity endorsement is celebrities' attractiveness, as the levels of attractiveness of brand representatives can affect the validity of messages. The use of the attractiveness concept in advertising improves brand recognition and projects positive attitudes toward the brand among consumers, leading to an instant purchase intention (Ha, & Lam, 2017). Thus, the attractiveness of celebrities, especially in terms of their appearance, can increase the levels of the impression when consumers view advertising of the brand, as highlighted by Wang, & Scheinbaum (2018). As a result, the consumer's positive attitude towards the brand based on the attractiveness of celebrities might have a significant impact on purchase intention. Hence, this study proposes the following hypothesis:

H1: Celebrities' attractiveness significantly affects Malaysian consumers' purchase intention.

Familiarity

In the literature, the term 'familiarity' can be explained as a close acquaintance or strong bond with someone or something in daily life. Familiarity of a celebrity endorser is referred to as the extent to which personal exposure feels familiar with the sources of information through advertising media (Belch, & Belch 2001). It is vital to the organizations of all shapes and sizes to realize the importance of familiarity concept as consumers tend to make purchase decisions based on the degree of their emotions to feel close with the celebrity endorser in the advertising (Osei-Frimpong, et al., 2019). According to the study of Ha, & Lam (2017), consumers tend to have a positive attitude towards the companies' products and services when they feel familiar with brand representatives. Therefore,

consumers can easily feel a strong bond with a familiar brand's celebrity endorser, which may induce their purchase intention. As such, this study proposes the following hypothesis:

H2: Celebrities' familiarity significantly affects Malaysian consumers' purchase intention.

Trustworthiness

Trust is referred to as a positive feeling towards the reliability of something or someone. Trustworthiness is one of the most powerful features that drive the relationship between a brand and its consumers (Everard, & Galletta, 2006). In addition, the study of Kim, et al. (2009) revealed that consumers gradually grow when they begin to have confidence in the brand's integrity, leading to a purchase decision of products and services. Hence, a celebrity's trustworthiness can enhance the degree of consumers' trust towards the brand's products and services as high dependability positively affects consumers' attitudes (Mat, et al., 2019). For instance, Tzoumaka, et al. (2016) reported that consumers are more likely to purchase sports-related products endorsed by male athlete celebrities than female athlete celebrities as consumers perceived higher trustworthiness from the male athlete. Furthermore, Francis (2013) found that a high consumer's trust towards the brand can increase willingness to purchase premium products and services, especially when the celebrity endorsers create a positive public brand image. This study, therefore, proposes the following hypothesis:

H3: Celebrities' trustworthiness significantly affects Malaysian consumers' purchase intention.

Negative publicity

Not only a positive public brand image that celebrity endorsers bring, but they can also create a negative feeling among consumers towards the brand when inappropriate behavior of the brand representative is seen publicly (Zipporah, et al., 2014). For instance, a recent incident occurred in China, Fang Bing Bing, a Chinese actress, was accused of tax evasion that caused a fine worth 129 million dollars (BBC News, 2018). In addition, Montblanc and Swisse brands have decided to terminate the celebrity endorsement contract immediately due to a negative public image (Liu, 2019). Apart from that, Tripp, et al. (1994) discussed that celebrity endorsers representing several brands' products and services simultaneously can negatively affect consumers' attitudes towards the brand, causing negative publicity. As a result, consumers' purchase intention may receive potential effects from celebrities' negative publicity (Um, 2013). Based upon the discussion, this study proposes the following hypothesis.

H4: Celebrities' negative publicity significantly affects Malaysian consumers' purchase intention.

Research Methodology

This study explores the impact of celebrity endorsement on the purchase intention of Malaysian consumers through a positivist perspective, which collects primary data by using a self-administered questionnaire and statically analyzes the received responses. This research carried out surveys through Google Forms, an online questionnaire platform, which is one the most convenient

methods for the respondents to complete the questionnaire. The questionnaire contains two sections, which are section A, and section B. Section A reports the attractiveness of the celebrities, familiarity of the celebrities and trustworthiness of the celebrities. Section B reports the negative publicity of the celebrities, purchase intention of the participants' and demographic profile of the participants such as gender, age, race, level of education and monthly income. The responses used for data analysis comprises of 258 surveys, and the questionnaire is distributed to Malaysian consumers living in Malaysia via several online community platforms by using a convenience sampling technique due to limited resources for data collection during the pandemic. Respondents are required to provide answers to the questions based on their purchase intention and characteristics of celebrity endorsement through a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree). This study employs previously tested scales that are widely used by several researchers in management journals as shown in Table 1.

Table1: Measurement items for all variables

Constructs	Measures	Main Sources
Attractiveness of celebrities	A1: I prefer to watch advertisements with attractive endorsers. (such as beautiful, elegant, classy)	Adapted from Ha, & Lam, (2017); Wang, & Scheinbaum, (2018)
	A2: I think that attractiveness is an important characteristic for celebrity endorsers.	
	A3: I think an attractive endorser will influence my purchase intention of a brand endorsed by a celebrity	
	A4: The appearance of a celebrity in an advertisement would prompt me to buy the product.	
	A5: I will remember a brand being endorsed by an attractive celebrity.	
Familiarity of celebrities	F1: I often see the celebrity on the TV.	Adapted from Ha, & Lam, (2017)
	F2: I often see the celebrity's on the stage or in the cinema.	
	F3: I often see the celebrity's on the internet.	
	F4: I often see the celebrity's on the advertising boards.	
	F5: I often listen to the celebrity over the radio.	

Table1 (Continued)

Constructs	Measures	Main Sources
Trustworthiness of celebrities	T1: I think advertisement that have a trusted celebrity receive fewer negative recalls. (eg reliable, honest, sincere, reliable) T2: I think an advertisement with a trusted endorser will encourage me to remember the advertisement and the endorsed product. T3: If the celebrity endorser is a trustworthy person, I am more willing to buy a sproduct. T4: I think a brand endorsed by a trusted celebrity is more worthy of respect and desirable.	Adapted from Ha, & Lam, (2017); Wang, & Scheinbaum, (2018)
Negative Publicity	N1: I feel unattractive to the celebrities who fall into negative publicity. N2: I feel untrustworthiness to the celebrities who fall into negative publicity. N3: Celebrities who fall into negative publicity will influence my purchase intention towards a celebrity endorsed brand. N4: Celebrities who fall into negative publicity are not respectable and desirable	Adapted from Zhou, & Whitla, (2013)
Purchase Intention	P1: I will seek more information on this product. P2: Brands endorsed by celebrities draw my attention. P3: I will try this product when I see it. P4: I buy a brand that is endorsed by my favourite celebrity. P5: I had been motivated to purchase this product due to the celebrity appearances in the advertisement.	Adapted from Ha, & Lam, (2017); Khan, et al., (2019)

Results

This study adopts IBM SPSS (version 27) to analyse 258 qualified responses in examining the impact of celebrity endorsement on the purchase intention of Malaysian consumers. Before conducting the data analysis, this study employs several techniques to test for the reliability of the received responses. As reported in Table 2, the result of KMO is 0.793, greater than 0.70, indicating that there are sufficient entries for each factor. Additionally, the result of Bartlett's test for both independent and dependent variables are significant ($P < 0.001$), indicating a good correlation as the correlation is not close to zero.

Table 2: KMO and Bartlett's Test

KMO and Bartlett's Test		Independent Variables	Dependent Variable
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.793	0.834
Bartlett's Test of Sphericity	Approx. Chi-Square	566.756	487.763
	df	6	10
	Sig.	0.000	0.000

Furthermore, as can be seen from Table 3, the first component accounts for 73.854% of the total variance, greater than 60%. Costello and Osborne (2005) believed that 60% or more are acceptable variances explained by the factor analysis.

Table 3: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Attractiveness	2.954	73.854	73.854	2.954	73.854	73.854
Familiarity	0.477	11.930	85.785			
Trustworthiness	0.348	8.708	94.493			
Negative Publicity	0.220	5.507	100.000			

Next, measuring Cronbach's alpha coefficient is the most common method to ensure the internal reliability in quantitative research. Table 4 reports a range of alpha coefficients above 0.8, indicating a good reliability (Sekaran,2003). Furthermore, the standardized Cronbach's alpha value is 0.882, indicating a good reliability and consistency of the measurement items.

Table 4: Cronbach Coefficient Alpha

Cronbach's Alpha	0.879
Cronbach's Alpha Based on Standardised Items	0.882

In addition to the reliability test, Table 5 reports that Cronbach's alpha values of purchase intention is 0.823. The Cronbach's alpha values of the independent variables are Negative Publicity (0.882), followed by Attractiveness (0.873), Trustworthiness (0.857) and Familiarity (0.843). The results exhibit that all independent and dependent variables have Cronbach's alpha values greater than 0.7, indicating that the measurement items are acceptable and consistent. Therefore,

the measurement items used for data analysis of this study are reliable based upon the reliability test discussed above.

Table 5: Reliability Test

Standardised Variables			
Variable	Correlation with Total	Cronbach Alpha	No. of items
Attractiveness	0.872	0.873	5
Familiarity	0.841	0.843	5
Trustworthiness	0.857	0.857	4
Negative Publicity	0.879	0.882	4
Purchase Intention	0.829	0.823	5

According to Schober and Boer (2018), if the value of the correlation coefficient is between 0-0.3, it is a negligible relationship; if the range is between 0.10 to 0.39, it is a weak relationship; if the range is between 0.40 to 0.69, it is a medium relationship; if the value is between 0.70 to 0.89, it is a strong correlation. Finally, if the values range from 0.0 to 1.0, this is a solid correlation. As can be seen from Table 6, the values of the correlation coefficient of the independent variables are between 0.40-0.69, namely, there is a moderately positive correlation between attractiveness (0.669), familiarity (0.635), trustworthiness (0.676) and negative publicity (0.666). This indicates that there is a moderately positive correlation between purchase intentions and other independent variables. Therefore, these four independent variables have a positive impact on consumers' purchase intention.

Table 6: Pearson Correlation Coefficient Analysis

	ATT	FAM	TRU	NP	PI
ATT	1.0				
FAM	0.713	1.0			
TRU	0.734	0.628	1.0		
NP	0.573	0.576	0.680	1.0	
PI	0.669	0.635	0.676	0.666	1.0

Note: ATT: Attractiveness; FAM: Familiarity; TRU: Trustworthiness; NP: Negative Publicity; PI: Purchase Intention

Before testing the research hypotheses, it is important to view the demographic information obtained from the 258 respondents. According to Table 7, 100% of respondents aged above 16 years old. There are 86 male respondents, 170 female respondents, and 2 respondents prefer not to say are tested. Male respondents account for 33.3%, female respondents 65.9% and prefer not to say

0.8%. Of the 258 respondents, respondents aged between 21 and 25 accounts for the highest proportion of 154, representing 59.7%. It is followed by 48 respondents, with 18.6% aged between 16 and 20 years old. There are 31 respondents aged between 26 and 30, accounting for 12.0%. The age group of over 30 years old has the lowest number of respondents, with 25 respondents each, representing 9.7%.

After that, the Chinese respondents represent the highest proportion among 258 respondents, which is 93 respondents with 36.0%. The second highest is the group of Malay, which is 54 respondents with 20.9%. The third highest is the group of Bumiputera Sabah, which is 41 respondents with 15.9%. Bumiputera Sarawak is slightly lower compared to the Bumiputera Sabah, which is 40 respondents with 15.5%. There are 30 respondents with 11.6% of the Indian respondents.

In the level of education category, 143 out of 258 respondents, with 55.4% have bachelor's degrees. The second highest are high school respondents, 57 respondents with 22.0%. Next, there are 43 respondents who hold the academic qualification of Diploma with 16.7 %. Lastly, there are 15 respondents who hold a postgraduate degree with 5.8%.

Most respondents' monthly salary is in the lower level, with 154 respondents in the group with RM1000 or less, accounting for 59.7%. The second highest group are those with a monthly income of RM1,001 to RM2,000, with 42 respondents or 16.3%. Next, 38 respondents earn monthly income RM2001 to RM3000, accounting for 14.7%. Last but not least, 24 respondents earn a monthly salary of above RM3000, accounting for 9.3%.

Table 7: Demographic Profile

Variable	Frequency	Percentage (%)	Variable	Frequency	Percentage (%)
Gender			**Age**		
Male	86	33.3	16-20 years old	48	18.6
Female	170	65.9	21-25 years old	154	59.7
Prefer not to say	2	0.8	26-30 years old	31	12.0
			Over 30 years old	25	9.7
Race			**Level Education**		
Malay	54	20.9	Highschool	57	22.1
Chinese	93	36.0	Diploma	43	16.7
Indian	30	11.6	Bachelor Degree	143	55.4
Bumiputera Sabah	41	15.9	Postgraduate Degree	15	5.8
Bumiputera Sarawak	40	15.5			
Monthly Income					
RM1000 or less	154	59.7			
RM1001-RM2000	42	16.3			
RM2001-RM3000	38	14.7			
Above RM3000	24	9.3			

For hypothesis testing, this study adopts multiple regression analysis. Table 8 reports a model summary resulting from the multivariate correlation coefficient, R is a measure of a dependent variable of quality prediction (purchase intention), with a value of 0.597. This is considered a good prediction. Furthermore, R^2 is 0.590, indicating that 59% of the independent variables are significant for the analysis and investigation of regression lines. This suggests that the purchasing behavior of 59% of Malaysian consumers is significantly influenced by all independent variables (celebrity attractiveness, familiarity, trustworthiness, and negative publicity).

Table 8: Model Summary

R	R-Square	Adjusted R Square	Std. Error of the Estimate
0.773	0.597	0.590	0.45092

Note: Predictors: Attractiveness, Familiarity, Trustworthiness, Negative Publicity Dependent Variable: Purchase Intention

According to the Anova results shown in Table 9, the prediction of the dependent variable by each variable is statistically significant. The result of F value is 93.611 with the significance value less than p-value 0.05 ($p < 0.05$), therefore, the regression model fits the data well, and all the assumptions are accepted by a linear equation.

Table 9: The results of Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	76.134	4	19.033	93.611	0.000
	Residual	51.441	253	0.203		
	Total	127.575	257			

Note: a. Dependent Variable: PURCHASE_INTENTION

Predictors: (Constant), Negative_Publicity, Attractiveness, Familiarity, Trustworthiness

In addition, the equation from the regression analysis is shown in Table 10. It represents B0=0.758, meaning that all the independent variables can explain the part of purchase intention. B1= 0.204 exhibits that with each additional celebrity attractiveness under other variables, the consumers purchase intention predicted to increase by 0.204. B2 = 0.165 represents an increase of 0.165 in consumers' purchase intention predicted by each celebrity familiarity. B3= 0.177 means that each unit increase customer participation once, consumers' purchase intention will increase by 0.177. B4= 0.261 means that the consumers' purchase intention of each negative publicity will increase by 0.261. As a result, negative publicity has a strong influence on consumers' purchase intention (0.261), followed

by celebrities' attractiveness (0.204), celebrities' trustworthiness (0.177), and celebrities' familiarity (0.165). Therefore, the multiple regression equation form as:

Purchase Intention

=0.758+0.204 (ATT) +0.165 (FAM) +0.177 (TRU) +0.261 (NP)

Table 10: Coefficients Table

Model	Unstandardised Coefficients B	t	Sig
I (Constant)	0.758	4.283	0.000
Attractiveness	0.204	3.427	0.001
Familiarity	0.165	2.980	0.003
Trustworthiness	0.177	2.863	0.005
Negative Publicity	0.261	5.351	0.000

The results of hypothesis testing are explained as follows. According to Table 11, the significance value of attractiveness is less than p-value 0.05 (p < 0.05), that is 0.001. The results show that celebrities' attractiveness significantly affects purchase intention among Malaysian consumers. Therefore, H1 is accepted. Next, the significance value of familiarity is less than p-value 0.05 (p < 0.05), that is 0.003. These results confirm that celebrities' familiarity significantly affects purchase intention among Malaysian consumers, thus accepting H2. Additionally, the significance value of trustworthiness is less than p-value 0.05 (p < 0.05), that is 0.005. The results exhibit that celebrities' trustworthiness significantly affects purchase intention among Malaysian consumers. As a result, H3 is accepted. Finally, the significance value of negative publicity is less than p-value 0.05 (p < 0.05), which is 0.000. Therefore, H4 is accepted.

Table 11: The Results of Hypothesis Testing

Hypothesis	Path	Std. Beta	t-value	p-value	Decision
H1	ATT→PI	0.204	3.427	0.001	Accepted
H2	FAM→PI	0.165	2.980	0.003	Accepted
H3	TRU→PI	0.177	2.863	0.005	Accepted
H4	NP→PI	0.261	5.351	0.000	Accepted

Conclusions and Discussion

The first objective of this study is to examine the impact of celebrity attractiveness on purchase intention among Malaysian consumers. The results of this study confirm that celebrities' attractiveness has a significant influence on consumers' purchase intention in Malaysia. This finding is consistent with the previous study that reports a positive attitude towards brand public image when the consumers feel impressed by the brand representatives (Ha, & Lam, 2017; Wang, & Scheinbaum,

2018). Thus, this study recommends that companies can invite celebrity endorsers who have an attractive and positive appearance to encourage consumers' purchase intention of their products and services.

In addition, the second research objective of this study is to examine the impact of celebrity familiarity on purchase intention among Malaysian consumers. The results illustrate a potential influence of celebrity familiarity on consumers' purchase intention in Malaysia. The celebrities' familiarity can be considered as a powerful dimension as it significantly influences Malaysian consumers' purchase intention. This finding is in-line with the previous research that discussed the levels of the closeness of consumers toward brand's representatives have a potential impact on purchase decisions (Osei-Frimpong, et al., 2019). Besides, Ha, & Lam (2017) discussed that consumers will perceive the companies' products and services positively when they feel familiar with the endorsers. The findings of this study extend these insights by uncovering that celebrities' familiarity has a crucial impact on consumers' purchase intention in Malaysia. Therefore, companies can apply these insights by selecting a celebrity endorser that their consumers feel familiar with to boost the sales of products and services.

Furthermore, the third research objective of this study is to examine the impact of celebrity trustworthiness on purchase intention among Malaysian consumers. This study reveals that celebrities' trustworthiness can be adopted as an effective criterion when selecting a brand representative. This study found that Malaysian consumers tend to purchase products and services from a reliable and trustworthy brand endorsement, which is consistent with the previous studies (Francis, 2013; Kim, et al., 2009; Mat, et al., 2019). As a result, companies need to employ brand representatives who can build trust with their consumers because they are likely to purchase products and services when trustworthiness is perceived.

Lastly, the fourth research objective of this study is to examine the impact of celebrities' negative publicity on purchase intention among Malaysian consumers. This study demonstrates that celebrities' negative publicity has a significant influence on consumers' purchase intention in Malaysia. The finding provides additional evidence as Zipporah, et al. (2014) pointed out that using celebrity endorsers can be a two-edged sword because they can either bring a positive or negative public image towards the companies' products and services. Hence, it suggests that companies need to carefully designate celebrity endorsers who are likely to have a positive public image in promoting their products and services in Malaysia.

Suggestion

Based upon the statistical analysis, all research hypotheses are significantly accepted, leading to the insights that discuss celebrities' attractiveness, familiarity, trustworthiness, and negative publicity have potential impacts on Malaysian consumers' purchase intention. The findings of this study contribute to the knowledge as follows. Celebrities' attractiveness is an important determinant influencing the purchase intention of Malaysian consumers. In addition, celebrity attractiveness can bring effectiveness to advertising and increase brand recognition to potential consumers. In this age

of advanced technology and rapidly changing world, organizations need to realize the importance of celebrities' familiarity as it determines consumers' willingness to purchase products and services. The greater the consumers are familiar with the celebrity endorsers, the greater the significant effects on their purchase intentions. Furthermore, celebrities' familiarity has a strong correlation in influencing consumers' purchase intention in Malaysia. Besides, celebrities' trustworthiness has a significant impact on consumers' purchase intention among consumers. In fact, this study shows that celebrity endorsement that is trustworthy as perceived by consumers is more likely to acquire consumers in purchasing companies' products and services. Apart from the positive attitude that celebrity endorses bring to the brand, negative publicity can also influence consumers' purchase intention. Indeed, a good reputation adds value to both the brand and the celebrity. While there is a risk that unfavorable publicity may harm the company, leading the consumers to have a negative opinion of the celebrity and the items advertised. Ignoring such a significant endorsement issue might result in consumer losses due to a lack of confidence in the brand. As a result, businesses and marketers must pay greater care when selecting and recruiting a celebrity as brand ambassadors. Therefore, celebrities who complement the brand image will enhance the brand-consumer relationships and boost customers' trust and professional appearance. It is then vital for companies to be aware of the impacts of attractiveness, familiarity, trustworthiness, and negative publicity when using celebrity endorsers as these criteria significantly affect consumers' purchase intention, especially in Malaysia.

Notedly, it is not possible to finish the research without describing its limitations; this study has gathered primary data from selected groups of consumers in Malaysia so future research can increase a wide range of respondents to validate the findings. Also, the discoveries of this research are to some degree constrained, and a few of these restrictions provide roads for future investigation. The inquiry is centered on the impact of four characteristics of celebrities. In any case, the analyst did not look at the coordinate or directing part of consumers' feelings, which may play a critical role in their buying choice. Future research can look at the relative impacts of other components such as temperament and financial components as arbitrators. For celebrities' negative publicity, this study has not examined specific types of negative publicity. Therefore, certain genres of negative exposure, such as homicide, alcoholism, extortion, and sexual assault, can be considered in future research.

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