

UNIVERSITI TEKNOLOGI MARA

**EXTENDED TEARS MODEL: THE
INFLUENCE OF MALAYSIAN
CELEBRITY ENTREPRENEURS'
CHARACTERISTICS ON BRAND
IMAGE TOWARDS GENERATION
Z'S PURCHASE INTENTION IN
FASHION BRANDS CONTEXT**

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MSc

May 2026

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CONFIRMATION BY PANEL OF EXAMINERS

I certify that a Panel of Examiners has met on 24 October 2025 to conduct the final examination of Suhailah binti Musrul on her Masters of Science thesis entitled “Extended TEARS Model: The Influence of Malaysian Celebrity Entrepreneurs’ Characteristics on Brand Image Towards Generation Z’s Purchase Intention in Fashion Brands Context” in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The Panel of Examiners recommends that the student be awarded the relevant degree. The Panel of Examiners was as follows:

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I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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ABSTRACT

Today, celebrities are increasingly seen as role models, with numerous people changing their lifestyles based on celebrities' accomplishments in various fields, especially as actors, models, and television presenters. In the growing world of social media marketing, numerous Malaysian influencers and content creators have emerged and created their businesses by launching their brands. This has led Malaysian celebrities to become entrepreneurs by producing, promoting, and selling their brands on top of their real careers, known as celebrity entrepreneurs. They have founded many product categories, and as there are many product categories, this study focuses on fashion brands. Celebrities are evaluated based on perceived personal characteristics such as trustworthiness, expertise, attractiveness, respect, and similarity. The likelihood of purchase intention will increase if celebrity entrepreneurs manage to increase people's perception of the brand's image. Purchase intention is linked to brand image, which comes from consumers' evaluation of the brand. As a result, purchase intention will be higher with a high-level brand image since consumers like and purchase brands that are more familiar to them. Brand image is an asset a firm needs to have to compete in any given industry, especially in the present day where a new target market is coming from the younger generation that is Generation Z. Therefore, this research seeks to determine by using and extending the TEARS model which is how the characteristics of celebrity entrepreneurs such as trustworthiness, expertise, attractiveness, respect, and similarity toward brand image collectively impact the purchase intentions of Generation Z in the context of fashion brands. A purposive sampling technique was employed, and respondents (N = 267) were among Generation Z with purchasing power and disposable income. Data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique. The questionnaire was designed and distributed through an online and offline platform (Google Forms). Out of six hypotheses, four were supported, and two were not. The findings of this study highlighted that the relationship between trustworthiness, respect, similarity, and brand image is supported. Meanwhile, the relationship between expertise, attractiveness, and brand image is not supported. Simultaneously, the relationship between brand image and purchase intention is supported.

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TABLE OF CONTENTS

CONFIRMATION BY PANEL OF EXAMINERS	Page ii
AUTHOR’S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xi
LIST OF FIGURES	xiii
CHAPTER 1: INTRODUCTION	1
1.1 Preamble	1
1.2 Background of Study	1
1.3 Problem Statement	7
1.4 Research Questions	13
1.5 Research Objectives	14
1.6 Significance of the Study	14
1.7.1 Academic Contribution	14
1.7.2 Practical Contribution	15
1.7 Scope of Study	16
1.8 Definition of Terms	18
1.9 Organization of Thesis	19
CHAPTER 2: LITERATURE REVIEW	21
2.1 Preamble	21
2.2 The Underpinning Theory	21
2.2.1 TEARS Model	21
2.2.2 Summary of Past Studies	24
2.3 Conceptualization of Framework	30
2.4 Independent Variables: TEARS Characteristics	35

2.4.1	Trustworthiness	36
2.4.2	Expertise	39
2.4.3	Attractiveness	44
2.4.4	Respect	51
2.4.5	Similarity	55
2.5	Brand Image	59
2.6	Purchase Intention	65
2.7	Development of Hypotheses	70
2.7.1	The Relationship Between TEARS and Brand Image	72
2.7.2	The Relationship Between Brand Image and Purchase Intention	76
2.8	Summary of Proposal Hypotheses for Direct Relationship	78
2.9	Conclusion	79
CHAPTER 3: RESEARCH METHODOLOGY		80
3.1	Preamble	80
3.2	Research Design	80
3.3	Sampling	82
3.3.1	Population of Study	82
3.3.2	Sampling Design	83
	3.3.2.1 Appointment of Enumerators	84
3.3.3	Sampling Frame and Sampling Size	85
3.3.4	Unit of Analysis	87
3.4	Ethical Considerations	87
3.5	Data Collection	88
3.5.1	Secondary Source	89
3.5.2	Primary Data	89
3.5.3	Development of Questionnaire	91
	3.5.3.1 Measures for Trustworthiness	93
	3.5.3.2 Measures for Expertise	94
	3.5.3.3 Measures for Attractiveness	95
	3.5.3.4 Measures of Respect	95
	3.5.3.5 Measures of Similarity	96

3.5.3.6	<i>Measures for Brand Image</i>	97
3.5.3.7	<i>Measures for Purchase Intention</i>	98
3.5.4	Pilot Test	99
3.5.5	Pre-testing	100
3.6	Data Analysis Procedure	101
3.6.1	Partial Least Squares (PLS-SEM)	101
3.6.2	Reasons for Using PLS-SEM	103
3.6.3	Reflective and Formative Construct Specification	105
3.6.4	Model Assessment Using the PLS-SEM Approach	106
3.6.4.1	<i>Assessment of Reflective Measurement Models</i>	108
3.6.4.2	<i>Assessment of Structural Model</i>	110
3.7	Conclusion	112
CHAPTER 4: ANALYSIS OF DATA		113
4.1	Preamble	113
4.2	Data Storing	113
4.3	Data Cleansing	113
4.4	Sampling Results	114
4.4.1	Response Rate	114
4.4.2	Demographic Data on Respondents	116
4.4.3	Screening of Data Characteristics	118
4.4.4	Detection of Missing Data	118
4.4.5	Common Method Bias	118
4.4.6	Sample Characteristic	120
4.4.7	Operationalization of Construct	122
4.5	Assessment of Reflective Measurement Model	123
4.5.1	Internal Consistency Reliability or Composite Reliability (CR)	123
4.5.2	Indicator Reliability or Outer Loading	124
4.5.3	Convergent Validity	125
4.5.4	Discriminant Validity	126
4.5.4.1	<i>Fornell-Larcker's (1981) Criterion</i>	126
4.5.4.2	<i>Heterotrait-Monotrait Ratio of Correlation (HTMT)</i>	127

4.6	Assessment of the Structural Model	128
4.6.1	Assessment of Collinearity Issue	129
4.6.2	Assessment of the Significance and Relevance of the Structural Models' Relationships	129
4.6.3	Assessment of the Level R^2	131
4.6.4	Assessment of the Effect Size (f^2)	133
4.6.5	Assessment of the Predictive Relevance (Q^2)	134
4.7	Summary of Findings on Hypothesized Relationships	134
4.7.1	Hypothesis 1: Trustworthiness – Brand Image	135
4.7.2	Hypothesis 2: Expertise – Brand Image	136
4.7.3	Hypothesis 3: Attractiveness – Brand Image	136
4.7.4	Hypothesis 4: Respect – Brand Image	136
4.7.5	Hypothesis 5: Similarity – Brand Image	136
4.7.6	Hypothesis 6: Brand Image – Purchase Intention	137
4.8	Conclusion	137
	CHAPTER 5: DISCUSSION	138
5.1	Preamble	138
5.2	Summary of the Research Findings	138
5.3	Discussion of the Findings	141
5.3.1	Direct Relationship Between TEARS and Brand Image	141
	5.3.1.1 <i>Trustworthiness – Brand Image Relationship</i>	142
	5.3.1.2 <i>Expertise – Brand Image Relationship</i>	144
	5.3.1.3 <i>Attractiveness – Brand Image Relationship</i>	148
	5.3.1.4 <i>Respect – Brand Image Relationship</i>	151
	5.3.1.5 <i>Similarity – Brand Image Relationship</i>	154
5.3.2	Direct Relationship between Brand Image and Purchase Intention	158
	5.3.2.1 <i>Brand Image – Purchase Intention Relationship</i>	158
5.4	Conclusion	162
	CHAPTER 6: CONCLUSION AND RECOMMENDATION	163
6.1	Preamble	163

6.2	Significance of Findings	163
6.3	Implications for Academic	164
6.4	Implications for Practice	166
6.5	Limitation of Study	168
6.6	Recommendations and Suggestions for Future Research	170
6.7	Conclusion	171
REFERENCES		173
APPENDICES		245
AUTHOR'S PROFILE		284

LIST OF TABLES

Tables	Title	Page
Table 2.1	A Summary to Differentiate Previous Studies Indicates Which Papers Used the TEARS Model	29
Table 2.2	The Sources for Each of the Variables	32
Table 2.3	A Summary of Proposal Hypotheses for Direct Relationships	78
Table 3.1	The Number of Manifest Variables for the Study	92
Table 3.2	The Items Used to Measure Trustworthiness (T)	93
Table 3.3	The Items Used to Measure Expertise (E)	94
Table 3.4	The Items Used to Measure Attractiveness (A)	95
Table 3.5	The Items Used to Measure Respect (R)	96
Table 3.6	The Items Used to Measure Similarity (S)	97
Table 3.7	The Items Used to Measure Brand Image (BI)	98
Table 3.8	The Items Used to Measure Purchase Intention (PI)	99
Table 3.9	The Value of Cronbach's Alpha for Seven Variables	99
Table 3.10	A Comparison between PLS-SEM and CBSEM	102
Table 3.11	The Stages of the Systematic Procedure for Applying PLS-SEM	102
Table 3.12	The Differences between the Reflective and Formative Models	105
Table 3.13	The Various Assessment Elements of the Reflecting Measurement Model	108
Table 3.14	The Steps of the Structural Model Assessment Procedure	110
Table 4.1	The Response Rate of the Distributed Questionnaire	116
Table 4.2	Demographic Data of Respondents	116
Table 4.3	Total Variance Explained	118
Table 4.4	Means, Standard Deviation, Skewness, and Kurtosis	120
Table 4.5	Operationalization of the Main Construct	122
Table 4.6	Assessment of Reflective Measurement Model	124
Table 4.7	Discriminant Validity of Construct – Fornell-Larcker Criterion	126
Table 4.8	Discriminant Validity of Construct-Heterotrait-Monotrait Ratio	127

	of Correlations (HTMT)	
Table 4.9	Collinearity Values Among Exogenous Constructs	129
Table 4.10	Path Coefficients, Observed T-statistics, Confidence Interval Bias, and Significance Level for All Hypotheses	129
Table 4.11	The R-squared (R^2) of the Endogenous Latent Variable	132
Table 4.12	Summary Results of the Effect Size (f^2)	133
Table 4.13	The Results of Predictive Relevance (Q^2) of the Endogenous Latent Variables	134
Table 4.14	The Result for All Hypotheses of the Assessment of the Path Coefficient	135
Table 5.1	Summarizes the Research Gaps, Research Objectives, and Research Findings	139
Table 5.2	Summarises the Research Questions, Hypotheses, and the Findings of the Direct Relationship Between Variables	141

LIST OF FIGURES

Figures	Title	Page
Figure 1.1	The Revenue in the Fashion Market in Malaysia	3
Figure 1.2	The Malaysian Textile Manufacturing Market	8
Figure 2.1	The Framework of Variables Developed by Chaddha et al. (2021)	23
Figure 2.2	The Direct Relationships Between Variables	79
Figure 3.1	Sample Size was Calculated Using the G*Power Software Calculator	86
Figure 3.2	The Systematic Evaluation of the PLS-SEM Process Approach	108
Figure 4.1	The Sample Size by G*Power	115
Figure 4.2	The Calculation of Skewness and Kurtosis	121
Figure 4.3	The Theoretical Framework of the Study (Construct and Indicators)	123

CHAPTER 1

INTRODUCTION

1.1 Preamble

This chapter covers the introduction to the study. It starts with the study's background, briefly explaining how celebrities evolved into entrepreneurs and the influence of celebrity entrepreneurs' characteristics on brand image toward Purchase Intention. Research questions outline the important questions to be answered at the end of this research, while research objectives present the aims intended to be achieved throughout the study. Following this, the study section's significance explains this research's importance and contributions to a few parties. In the scope of the study, the researcher describes the context of the study covered.

1.2 Background of the Study

Presently, celebrities, both global and Malaysian, are being treated as role models, and people are changing their lifestyles based on their favourite celebrities. Celebrities are individuals who are recognized by the general public for their accomplishments in areas such as acting, television or radio presenters, models, singers, musicians, politicians, comedians, celebrity chefs, and famous athletes (Schouten et al., 2021; Guruge, 2018; Morimoto, 2017; Nelson & Deborah, 2017; Bergkvist & Zhou, 2016; Jain & Roy, 2016; Zipporah & Mberia, 2014; Nyarko et al., 2015; Rifon et al., 2015; Apejoye, 2013; Chan et al., 2013; Pedhiwal, 2011; Kotler & Keller, 2012; Alsmadi, 2006; Roll, 2006; Speck et al., 1988; Friedman & Friedman, 1979). Celebrities are viewed as successful role models in many societies. They inspire many consumers and desire to emulate their principles and lives (Schouten et al., 2021; Guruge, 2018; Chan et al., 2013; Alsmadi, 2006). Consequently, most companies would choose celebrities over non-celebrities, influencers, or content creators to participate in promotional campaigns. This act is viewed as more effective in their promotional campaign (Schouten et al., 2021; Guruge, 2018; Bergkvist & Zhou, 2016; Jain & Roy, 2016; Gupta et al., 2015; Udo et al., 2015; Keel & Nataraajan, 2012; O'Mahony & Meenaghan, 1997; Tom et al., 1992; Kamins, 1990; Atkin & Block, 1983).

In the evolving world of social media marketing, there are numerous global and Malaysian influencers and content creators on Facebook, Instagram, YouTube, and TikTok who have emerged and created their businesses by launching their brands, especially Malaysians such as Khairul Aming, Ameera Zaini, Belle Al Yahya, Hafiz Mahamad, and many more (Al-Mujahed, 2025; Lou & Yuan, 2019). This has led Malaysian celebrities to become entrepreneurs, producing, promoting, and selling their brands at the top of their creative careers, such as Siti Nurhaliza, Nur Fazura, Noor Neelofa, Rozita Che Wan, Wawa Zainal, and Janna Nick, amongst others. They have founded many product categories, such as beauty, cosmetics, skincare, food and beverages, value-added investors, fashion, and many more (Al-Mujahed, 2025; New Straits Times, 2024; Lou & Yuan, 2019; Clement, 2019; Brown & Hayes, 2008). As there are numerous definitions of celebrities and various product categories, this study focuses on television presenters, actors or actresses, and models with clothing fashion brands that are commonly used in many market research reports, and contribute to Gross Domestic Product (GDP) (Al-Mujahed, 2025; Kudus et al., 2024; Ahmad et al., 2022; Md Saad & Yaacob, 2021; Mohamad & Hassim, 2021; Zain et al., 2021; Jamrin, 2019; Nuzulrudin & Hussein, 2019; Hassim, 2017, 2014).

The Malaysian fashion industry might not be as big as its neighbors and other countries, but it is growing and maturing rapidly (Al-Mujahed, 2025). Small, medium-sized, and large fashion brands worldwide operate at a national or regional level. A fashion product is a material or immaterial good designed, manufactured, and delivered to the public based on the fashion concept. This can include apparel, footwear, accessories, and more (Al-Mujahed, 2025; Ardhia & Mayangsari, 2020; Herjanto et al., 2020; D'Amico & King, 2013). Remarkably, the revenue in the fashion market is projected to reach USD 2.41 billion in 2025, and it is expected to demonstrate an annual growth rate (CAGR 2025-2029) of 8.58 percent. This results in a projected market volume of USD 3.35 billion by 2029. With a projected market volume of USD 276.40 billion in 2025, most revenue is generated in China. In the fashion market, the number of users is expected to amount to 10.6 million by 2029. User penetration will be 23.2 percent in 2025 and is expected to hit 29.6 percent by 2029. The Average Revenue Per User (ARPU) is expected to be USD 302.10. As displayed in Figure 1.1, the revenue in the fashion market in Malaysia is. In particular, accessories, apparel, and footwear are expected to reach USD 0.71 billion, USD 1.25 billion, and USD 0.45 billion, respectively, by 2025 (Statista Market Insights, 2024).

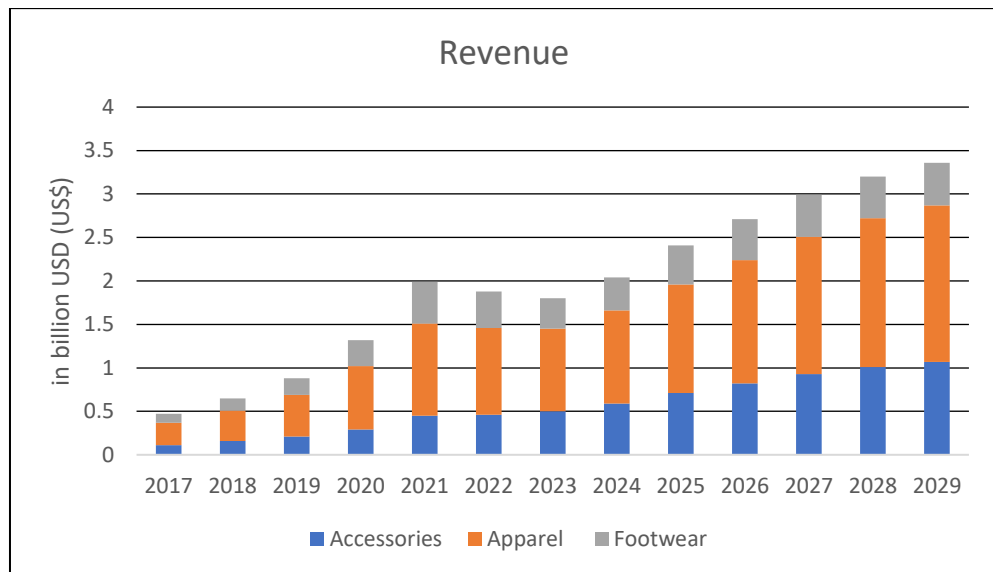


Figure 1.1 The revenue in the Fashion Market in Malaysia

Fashion can be categorized by whether the product is for men, women, children, young people, adults, people with disabilities, or people of plus sizes. The apparel market in Malaysia is expected to grow at an annual rate of 5.25 percent from 2025 to 2029 (CAGR 2025-2029). The apparel market includes all clothing segments produced for private end customers. It is made up of the following product lines: women's apparel, men's apparel, and children's apparel. For example, Malaysia's women's, men's, and children's apparel markets are expected to demonstrate an annual growth rate of 8.55 percent, 5.51 percent, and 4.80 percent from 2025 to 2029 (CAGR 2025-2029), respectively. For each of them, the market is segmented into formal wear, casual wear, sportswear, nightwear, and other types. For instance, Malaysia's running, shirts and blouses, t-shirts, and suits and ensembles market is expected to experience an annual growth rate of 0.24 percent, 5.06 percent, 5.26 percent, and 5.53 percent from 2025 to 2029 (CAGR 2025-2029), respectively. Meanwhile, Malaysia's coats and jackets, and dresses and skirts are projected to experience an annual growth rate of 3.87 percent and 4.27 percent from 2025 to 2029 (CAGR 2025-2029), respectively. Additionally, the footwear market in Malaysia is expected to have an annual growth rate of 0.79 percent from 2025 to 2029 (CAGR 2025-2029) (Statista Market Insights, 2024). Hence, recognizing the growing impact of celebrity on industries and its potential role in the economic development of nations.

Celebrities who run their businesses appear as celebrity entrepreneurs (Herath et al., 2020). Celebrity entrepreneurs are defined as those who are well-known for their success, own or run a business, and also promote their products, brands, and companies

(Herath et al., 2020; Lim et al., 2017; Agrawal & Kamakura, 1995). With the emergence of celebrity entrepreneurs, it is clear that celebrities are engaged differently within companies, highlighting the need for a more sophisticated understanding (Herath et al., 2020). The celebrity's involvement in the company makes them the promoters of their company and its products or services. The products and brands of celebrities are usually publicized and receive wide coverage upon launching events (Herath et al., 2020; Lim et al., 2017; Agrawal & Kamakura, 1995).

Other than receiving coverage by the media, these celebrity entrepreneurs also have the opportunity to enjoy several other advantages. As celebrities, their brands and products are usually more visible and appealing and aid in the development of a distinct market position (Herath et al., 2020; Knoll & Matthes, 2017; Knoll et al., 2017; Gong & Li, 2017; Illicic & Webster, 2011; Spry et al., 2011). They also draw attention, enhance advertising messages, refine the brand image, and allow for expansion into new geographical areas (Dewi et al., 2020; Ugwuanyi et al., 2018; Abdussalam, 2014; Khong & Wu, 2013; Erdogan, 1999). Celebrities can also boost the success of marketing initiatives by drawing global attention and facilitating global market access (Schouten et al., 2021; Guruge, 2018; Ranjbarian et al., 2010), as in general, they are well-known. Markets have developed certain perceptions about them based on their credibility and attractiveness.

Celebrities are evaluated based on perceived personal characteristics or dispositions such as attractiveness, expertise, and trustworthiness (Lasmana & Gunthoro, 2022; Eren-Erdogmus et al., 2016; Cronley et al., 1999). Similarly, Ohanian (1990) evaluated the source's credibility by considering three major dimensions: trustworthiness, expertise, and attractiveness. Meanwhile, Shimp (2003) conducted a study that brilliantly elaborated on the evaluation of the efficacy of celebrities. There are two general attributes, credibility and attractiveness, that contribute to a celebrity's effectiveness in representing brands, and each consists of further distinct sub-attributes. It represents five discrete attributes: trustworthiness and expertise are two dimensions of general attributes of credibility, whereas physical attractiveness, respect, and similarity are dimensions of general attributes of attractiveness.

Erdogan (1999) stated that fans identify certain celebrities with various characteristics such as trustworthiness, dependability, credibility, and attractiveness. When a celebrity promotes a product, all of the celebrity's characteristics are transferred to the product. This significantly impacts consumer sentiments towards the brand and

buying intentions. Likewise, Lasmana and Gunthoro (2022), Eren-Erdogmus et al. (2016), and Sertoglu et al. (2014) claimed that perceptions of the trustworthiness of a particular celebrity include physical appearance, trustworthiness, and expertise. This greatly affected a celebrity's effectiveness as they played a significant role in consumers' intentions to purchase a particular product or service.

Purchase intention is defined as the probability of consumers buying a product or a consumer's conscious plans to make an effort to purchase a brand (Chakraborty, 2019; Fengyang, 2008). Purchase intention, a commonly used marketing method for estimating marketing plan effectiveness, can be used to anticipate market share and sales (Mirabi et al., 2015). Other than that, the intention to purchase a product depends on consumers' understanding of the product or the brand of a specific product (Husna & Satria, 2019; Liyanage, 2019). Celebrity is an element that may influence consumers' buying intention (Schimmelpfennig & Hunt, 2020). The likelihood of purchase intention will increase if celebrity entrepreneurs manage to increase people's perception of the brand's image (Indrasari & Raditya Purnomo, 2018). Purchase intention is linked to brand image, and the brand image comes from the evaluation of the brand by consumers (Dewi et al., 2020; Lee et al., 2019; Setiawan, 2018; Ugwuanyi et al., 2018). As a result, Purchase intention will be higher with a high-level brand image since consumers like and purchase brands that are more familiar to them (Febriati & Respati, 2020; Osei-Frimpong et al., 2019; Malik et al., 2018; Indrasari & Raditya Purnomo, 2018; Chen et al., 2014; Wang et al., 2006; Keller, 2003).

The brand image concept appeared in 1950. Brand image is the brand's tangible and intangible attributes based on the association formed in the consumer's mind. The meaning and intensity depend on the user's personality, attitude towards the brand, social interaction, and brand communication. Brand image is related to consumers' memories of the brand and whether these perceptions are strong or vice versa (Dewi et al., 2020; Ugwuanyi et al., 2018; Kotler & Keller, 2016; Davies & Slater, 2015; Lee et al., 2011; Gardner & Levy, 1999; Keller, 1993). A product with a strong brand image is believed to be of high quality and capable of attracting more customers (Dewi et al., 2020; Ugwuanyi et al., 2018; Ahmed & Nasreen, 2015). Established brands tend to hold a strong position when competing with other brands in the same market. This strong position in the market is caused by strong associations (product quality or how the brand is communicated), which will eventually build a powerful brand image. In other words, the more associations are related, the stronger the brand image is built (Dewi et al.,

2020; Ugwuanyi et al., 2018; Kotler & Keller, 2012; Reza Jalilvand & Samiei, 2012; Hsieh et al., 2004). Brand image accumulates over time and appears in various ways, such as through advertising campaigns, especially by the founders of the brands themselves, and through consumers' direct experiences. It can be stated that brand image is an asset that a firm needs to have to compete in any given industry (Ugwuanyi et al., 2018; Marselina, 2017; Bentley et al., 2015; Aghekyan-Simonian et al., 2012), especially in the present day, where a new market from the younger generation has emerged, which is Generation Z.

Generation Z is defined as those born between 1995 and 2010, as 1995 was a commonly used start year in many market research reports, although this definition may vary in Malaysia and globally due to differing previous scholarly opinions on the precise birth years of this demographic (Brown, 2022; Seemiller et al., 2019; Lanier, 2017; Williams, 2015). The link between global literature and the specific Malaysian Generation Z context in terms of digital adoption and cultural dimension. While global trends connect specific Malaysian Generation Z across regions, particularly in the digital era, unique cultural influences shape different views. The complex connection between global connectivity and local culture influences the specific Malaysian Generation Z's perspective. Comprehend the value differences and cultural orientation of specific Malaysian Generation Z to minimize intergenerational conflicts. Additionally, it offers nuanced insights and strategic lessons for effectively engaging and retaining the specific Malaysian Generation Z (Musa et al., 2025; Brown, 2022; Barhate & Dirani, 2021; Bieleń & Kubiczek, 2020; Chillakuri, 2020; Meola, 2020; Seemiller et al., 2019; Algarate et al., 2018; Cho et al., 2018; Muller & Mullenbach, 2018; Francis & Hoefel, 2018; Chicca & Shellenbarger, 2018).

Generation Z has also evolved into a group that prefers to stay current on trends and does not want to be left behind by trends (Musa et al., 2025; Brown, 2022; Barhate & Dirani, 2021; Bieleń & Kubiczek, 2020; Chillakuri, 2020; Meola, 2020; Seemiller et al., 2019; Algarate et al., 2018; Cho et al., 2018; Muller & Mullenbach, 2018; Francis & Hoefel, 2018; Chicca & Shellenbarger, 2018; Cilliers, 2017). Generation Z is more likely than prior generations to be influenced by celebrities (Djafarova & Bowes, 2021). Generation Z is quickly becoming a profitable market category (Meola, 2020), as half of them have started their careers (Seemiller et al., 2019; Algarate et al., 2018). Consequently, Generation Z's purchasing power and disposable income are poised to increase (Bernama, 2024; Barhate & Dirani, 2021; Bieleń & Kubiczek, 2020;

Chillakuri, 2020; Cho et al., 2018).

Understanding the description of the new generation, it is pertinent for celebrity entrepreneurs to note that Generation Z's purchasing power continuously increases over time (Bernama, 2024; Barhate & Dirani, 2021; Bieleń & Kubiczek, 2020; Chillakuri, 2020; Cho et al., 2018). Generation Z tends to be influenced by social proof. Seeing their admired celebrities using a product (especially the one they produced) can create a fear of missing out, motivating them to consider purchasing (Muller & Mullenbach, 2018; Bencsik et al., 2016). Responding to comments and participating in trends can enhance the celebrity's connection with Generation Z users (Francis & Hoefel, 2018; Singh & Dangmei, 2016; Bejtkovsky, 2016).

Therefore, this research seeks to determine the extended Trustworthiness, Expertise, Attractiveness, Respect, and Similarity (TEARS) model: Malaysian celebrity entrepreneurs' characteristics influence brand image towards Generation Z's purchase intention in the context of fashion brands. Hence, this study seeks to examine how the characteristics of Malaysian celebrity entrepreneurs toward brand image collectively impact the purchase intention of Generation Z in the context of fashion brands.

1.3 Problem Statement

Fashion is one of the world's most important industries, driving a significant part of the global economy. It is one of the key value-creating industries for the world economy (Brydges et al., 2018; Keller et al., 2014). Malaysia's fashion industry holds strong potential for rapid growth and could play a greater role in driving the national economy (Bernama, 2025; Al-Mujahed, 2025). As displayed in Figure 1.2, the Malaysian textile manufacturing market is projected to expand from USD 3.49 billion in 2025 to USD 4.47 billion by 2030, reflecting a compound annual growth rate (CAGR) of 5.1 per cent. This growth is attributed to the robust domestic textile and apparel industry, increasing disposable income, and changing fashion trends. Although the forecast is already an impressive figure, it must not be complacent. The fashion industry's potential needs to be developed further and elevated to greater heights. The fashion industry should be given due emphasis to strengthen itself. Furthermore, local fashion brands have uniqueness, quality, and strength comparable to international brands (Bernama, 2025; Malaysian Investment Development Authority (MIDA), 2025; Al-Mujahed, 2025; Mordor Intelligence, 2025).

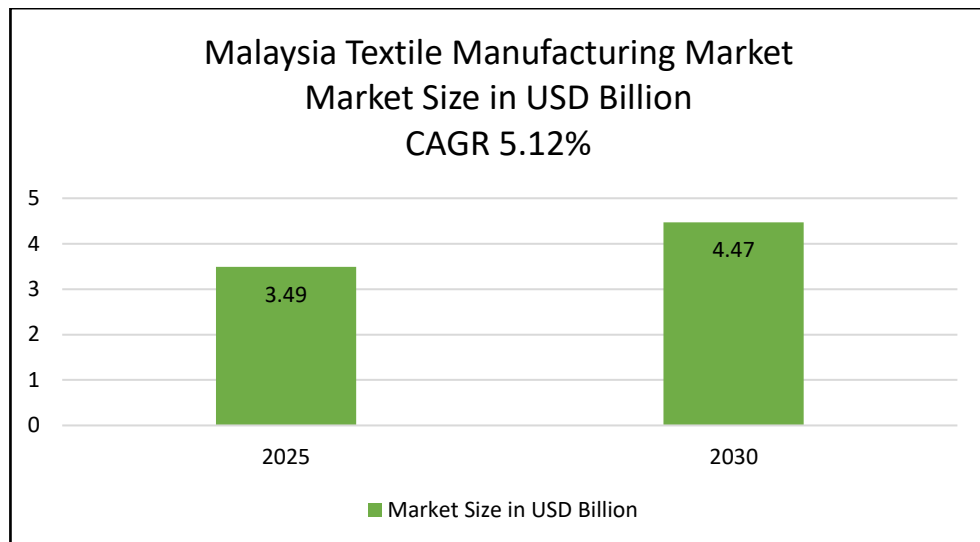


Figure 1.2 The Malaysian Textile Manufacturing Market

Numerous Malaysian celebrities have started to venture into entrepreneurship by launching their brands (New Straits Times, 2024). Celebrity entrepreneurs are well-known people in their fields and usually can influence their fans or consumers, as they possess certain characteristics that can attract and lead fans or consumers to initiate purchases (Schouten et al., 2021; Morimoto, 2017; Wadhera & Chawla, 2017; Nelson & Deborah, 2017; Bergkvist & Zhou, 2016; Jain & Roy, 2016). For instance, trust is an essential factor driving purchases, and consumers want to be confident that the brand is of the right quality and represents the best version of themselves (Lasmana & Gunthoro, 2022; Priester & Petty, 2003; Ohanian, 1991; Atkin & Block, 1983). This might be due to how the public, especially celebrity entrepreneurs' fans or consumers, have developed perceptions that anything conveyed by celebrity entrepreneurs is usually good (Lasmana & Gunthoro, 2022; Adi, 2018; Eren-Erdogmus et al., 2016; Cronley et al., 1999). Celebrity entrepreneurs are effective communicators, using their fame to promote brands and reach fans or consumers, utilizing their name and fame to penetrate the market effectively (Herath et al., 2020; Sukarta et al., 2020; Fink et al., 2020; Chung & Cho, 2017; Lee & Watkins, 2016; Finch, 2015; Chaiken, 1979).

Despite the clear significance of celebrity entrepreneurs in business practices, it is important to note that this area remains relatively underexplored. Acknowledging the growing impact of celebrity entrepreneurship on various industries, especially the fashion industry, and its potential role in the economic development of nations, there is a crucial need to address the characteristics of celebrity entrepreneurs (Herath et al., 2020). When a celebrity assumes the role of an entrepreneur, they become closely

associated with a brand, meaning that celebrity entrepreneurs actively promote their brands and business ventures (Lou & Yuan, 2019). It is important to recognize that celebrity entrepreneurs' companies with easily recognizable or well-known brands are more likely to attract consumers (Clement, 2019; Rahmi & Nizam, 2017; Arslan & Zaman, 2014; Wang & Tsai, 2014; Wijaya, 2013).

Consumers are more likely to purchase brands with a positive or well-known brand image. Hence, the brand image is a crucial signal during the purchasing decision-making process (Dewi et al., 2020; Ugwuanyi et al., 2018; Rahmi & Nizam, 2017; Arslan & Zaman, 2014; Wang & Tsai, 2014; Wijaya, 2013). Furthermore, consumers are more inclined to make a purchase when they perceive an alignment between a celebrity entrepreneur and the brand's image (Venciute et al., 2023; Cespedes-Dominguez, 2021; Von Felbert & Breuer, 2021; Min et al., 2019). In other words, consumers are willing to spend money on brands that align with their needs, and celebrity entrepreneurs' promotional activities can increase revenue and profit sales (Herath et al., 2020; Sukarta et al., 2020; Fink et al., 2020; Chung & Cho, 2017; Lee & Watkins, 2016; Finch, 2015; Pornpitakpan, 2004; Johansson & Sparredal, 2002; Ohanian, 1991; Ohanian, 1990; Chaiken, 1979).

The establishment and maintenance of a compelling brand image emerges as a critical asset for celebrity entrepreneurs seeking to thrive in their respective markets (Dewi et al., 2020; Marselina, 2017). Accordingly, effective brand communication by celebrity entrepreneurs facilitates the recognition and implantation of a brand's image in a consumer's memory and opens up the potential for positive customer reactions and responses (Ugwuanyi et al., 2018; Erdogan et al., 2001; Shimp, 1997; Keller, 1993). Therefore, effective brand communication and well-planned promotional campaigns are crucial for a brand's competitiveness in the market (Venciute et al., 2023; Cespedes-Dominguez, 2021; Ambadar, 2007). In addition, brands must be well-defined, understandable, and aligned with market needs. Celebrity entrepreneurs should make consumers aware of the brand's vision, concept, and differences from competitors. Hence, regular promotions and strategies are essential to attract potential consumers. Celebrity entrepreneurs must be responsive to consumers' needs and wants, aligned to create a strong brand that resonates with them quickly (Von Felbert & Breuer, 2021; Min et al., 2019; Keller, 2014). Consequently, celebrity entrepreneurs who successfully align their brand image with their business ventures subsequently influence purchase intention (Herath et al., 2020; Sukarta et al., 2020; Fink et al., 2020; Lee & Watkins,

2016; Wang et al., 2006; Keller, 2003).

For example, celebrity entrepreneur Noor Neelofa Mohd Noor, a Malaysian actress, model, and television presenter, founded Naelofar Hijab in 2014, selling over 10 million hijabs to over 37 countries. In 2015, it generated RM50 million in sales, with 10 percent coming from international purchases. Naelofar Hijab's mission is to provide affordable, premium-quality options for stylish hijabs, apparel, bags, and accessories. The company has a wide distribution channel, including naelofar.com, Shopee, Luxe Boutique TTDI, One Utama, Isetan KLCC, SOGO KL, and over 500 authorized stockists worldwide. Naelofar Hijab competes with other well-known brands like Ariani and dUCk. Despite issues with plagiarized content, the company continues innovating and simplifying modest fashion (Noor et al., 2024; Baharudin et al., 2021; Bahtar et al., 2020; Azzman & Manaf, 2019; New Straits Times, 2019; The Sun, 2019; Jamrin, 2019).

There was an uproar about the shocking actions of Neelofa, who was criticized after holding a hijab collection launch (Be Lofa) at a famous entertainment club (Zouk), and she apologized through her company for the issue of choosing Zouk as the location for the launch of her hijab collection (Be Lofa), which drew criticism from various quarters. However, in less than a day, all the hijabs sold online were sold out. This is because she might possess all characteristics that can attract and lead consumers to initiate purchases, such as trustworthiness, attractiveness, expertise, respect, and similarity (Kamarulzaman & Shaari, 2023; Jasman et al., 2022; Bazlin et al., 2019; Berita Harian, 2018; New Straits Times, 2018), and this is how the image of the Naelofar brand is widely recognised.

On the contrary, Norjuma Habib Mohamed is a renowned Malaysian celebrity entrepreneur or businesswoman who has faced numerous business failures. She is a former TV3 personality, public figure, lawyer, and internet icon. Her company, Aidijuma's Pom Pom scarf collection, has gained popularity and innovation in the fashion industry. However, she has experienced losses and financial difficulties throughout her journey. Recently, she was declared bankrupt and filed for bankruptcy due to her failure to pay RM260,400 to Famous Up Entertainment. Consequently, she has faced financial challenges and competition from other fashion brands. She is also involved in three charges for voluntarily causing hurt and two for causing mischief. Therefore, she might not possess certain characteristics that a celebrity entrepreneur should have that can attract and lead fans or consumers to initiate purchases of her brands, such as trustworthiness, respect, and similarity (Berita Harian, 2024; Harian

Metro, 2024; Bernama, 2024; Sinar Harian, 2024; New Straits Times, 2024; The Star, 2023; Schouten et al., 2021).

The other is Vivy Sofinas Yusof, a Malaysian entrepreneur, businesswoman, lawyer, TV personality (she also has her reality television series, *Love, Vivy*), and fashion icon (she is a well-known Southeast Asian fashion celebrity). She also co-founded FashionValet and dUCk Group with her husband, Fadzarudin Anuar. The dUCk brand, which started as a lifestyle brand selling headscarves, has grown to include accessories, bags, cosmetics, prayer wear, and ready-to-wear. The main product line is dUCk scarves, which have sold over four million in Malaysia. The brand is known for its limited editions, which are often sold out quickly, often within a day or an hour. Vivy Yusof emphasizes the need for celebrity entrepreneurs to increase their brand awareness to increase purchase intentions (Channel News Asia, 2024; New Straits Times, 2024; The Star, 2024; Kamarulzaman & Shaari, 2023; The Star, 2023; Md Saad & Yaacob, 2021; Zain et al., 2021; Muhammad, 2020).

Recently, Vivy Yusof and her husband, Fadzaruddin Shah Anuar, faced several business challenges that led to the shutdown of FashionValet's e-commerce platform and the couple's resignation from the company. Khazanah and PNB, two government-linked investment companies, sold their stake in FashionValet for RM3.1 million, a major loss from their initial RM47 million investment. They then resigned from FashionValet, claiming full responsibility for the failure of the investment. They apologized for the controversy and disappointment that Khazanah and PNB caused. Following the breach of trust issue involving Khazanah Nasional Berhad (Khazanah) and Permodalan Nasional Berhad (PNB) in the e-commerce platform, Vivy Yusof is understood to have decided to close the operations of her physical store, dUCk Scarves. With such controversy, it might impact all the characteristics a celebrity entrepreneur should possess (trustworthiness, attractiveness, expertise, respect, and similarity), which might affect the overall purchase intention (The Star, 2025; Channel News Asia, 2024; New Straits Times, 2024; The Star, 2024).

Commonly, in order to succeed, celebrity entrepreneurs must possess all five crucial characteristics outlined by Shimp (2003), known as the TEARS model, relevant to today's situation. If celebrity entrepreneurs have all five of these characteristics, consumers should purchase their brands. However, consumers do not always purchase their brands. This is because it does not guarantee that consumers will only purchase brands from celebrity entrepreneurs, as many brands from other competitors, including

influencers and content creators, are also part of the business landscape and have their own brands (Schouten et al., 2021; Al-Mujahed, 2025; Lou & Yuan, 2019; Clement, 2019; Guruge, 2018). There is a gap that influences whether consumers will purchase the brands or not. Therefore, the brand image will reveal whether consumers purchase because of the brand itself or not. When the celebrity entrepreneur has all five of these characteristics (Shimp, 2003), the brand will become famous. When the brand is famous, consumers are more likely to purchase it. However, even if the celebrity entrepreneur is famous, it does not necessarily mean their brand will be famous.

The TEARS model (Shimp, 2003) is the characteristics that are believed to influence consumers to initiate purchase intention. The way and by whom a brand is communicated is believed to increase the brand's image and increase the likelihood of intention to purchase. The likelihood of purchase intention will increase if celebrity entrepreneurs manage to increase people's perception of the brand's image (Indrasari & Raditya Purnomo, 2018). Consumers will purchase a brand with a positive image. Hence, increasing the brand image will increase consumer purchase intention. Increasing a company's brand image is particularly beneficial since it greatly influences consumer purchase intentions (Dewi et al., 2020; Lee et al., 2019; Setiawan, 2018; Ugwuanyi et al., 2018; Indrasari & Raditya Purnomo, 2018). Therefore, the TEARS model (Shimp, 2003) represents the characteristics that help build a brand's image. However, the buying-selling scenario in the present day is dissimilar and more intense with the existence of different generations with different expectations, especially Generation Z (Musa et al., 2025; Brown, 2022; Barhate & Dirani, 2021; Bieleń & Kubiczek, 2020; Chillakuri, 2020; Meola, 2020; Seemiller et al., 2019; Algarate et al., 2018; Cho et al., 2018; Muller & Mullenbach, 2018; Francis & Hoefel, 2018; Chicca & Shellenbarger, 2018).

Therefore, this research intends to examine whether the characteristics of celebrity entrepreneurs, according to the TEARS model (Shimp, 2003), increase purchase intention. Next, the researcher introduces brand image in the framework to assess if celebrity entrepreneurs with those five characteristics will increase the perception of consumers towards the brand. The researcher also aims to explore whether a brand's image will increase and whether that brand will eventually influence consumers to make purchases (Dewi et al., 2020; Lee et al., 2019; Setiawan, 2018; Ugwuanyi et al., 2018; Indrasari & Raditya Purnomo, 2018). This study includes a brand image as a novelty, a new relationship, and a direct relationship to solve the whole

issue between the TEARS model by Shimp (2003) and purchase intention. Hence, the researcher incorporates a brand image into the framework to link the TEARS model by Shimp (2003) and purchase intention, which focuses on Generation Z's purchase intention in the fashion brand context.

In sum, the explained research gaps and issues have resulted in identifying research questions and developing research objectives. These will be further discussed in the following sections.

1.4 Research Questions

Drawing from the introduction and problem statement of the study, the specific research questions to be answered in this study are as follows:

- a) What is the relationship between the trustworthiness of celebrity entrepreneurs and brand image?
- b) What is the relationship between the expertise of celebrity entrepreneurs and brand image?
- c) What is the relationship between the attractiveness of celebrity entrepreneurs and brand image?
- d) What is the relationship between the respect of celebrity entrepreneurs and brand image?
- e) What is the relationship between the similarity of celebrity entrepreneurs and brand image?
- f) What is the relationship between brand image and purchase intention?

1.5 Research Objectives

The following research questions were formulated to accomplish the abovementioned objectives:

- a) To identify the relationship between the trustworthiness of celebrity entrepreneurs and brand image.
- b) To identify the relationship between the expertise of celebrity entrepreneurs and brand image.
- c) To identify the relationship between the attractiveness of celebrity entrepreneurs and brand image.

- d) To identify the relationship between the respect of celebrity entrepreneurs and brand image.
- e) To identify the relationship between the similarity of celebrity entrepreneurs and brand image.
- f) To identify the relationship between brand image and purchase intention.

1.6 Significance of the Study

This research identifies groups of people who can benefit from information about the characteristics of celebrity entrepreneurs using the TEARS model, brand image, and purchase intention. The following subsections elaborate on this study's contributions from both academic and practical perspectives.

1.6.1 Academic Contribution

In this study, Shimp's (2003) TEARS model was employed. The TEARS model has been included and extended into a new conceptual framework, assessed in the context of celebrity entrepreneurs, resulting in an increased body of literature and knowledge. This study also introduced a new relationship in the TEARS model that extended the TEARS model. Furthermore, this study included a brand image as a novelty, a new relationship, and a direct relationship between the TEARS model and purchase intention. Note that almost no study of such relationships has been reported, particularly in terms of how the characteristics of celebrity entrepreneurs toward brand image collectively impact Generation Z's purchase intention.

This study differs from typical TEARS applications (Shimp, 2003) because the researcher introduces brand image in the framework to assess whether celebrity entrepreneurs with those five characteristics (trustworthiness, expertise, attractiveness, respect, and similarity) will increase consumers' perception of the brand. The researcher also aims to explore whether a brand's image will increase and whether that brand will eventually influence consumers to make purchases. The researcher incorporates a brand image into the framework to link the TEARS model by Shimp (2003) and purchase intention, which focuses on Generation Z's purchase intention in the fashion brand context.

The respondent type in this investigation brings some fresh insights for future academics. This study focused on Generation Z, between the ages of 18 and 29, from 1995 to 2006, who have purchasing power and disposable income. Generation Z is one of the most powerful consumer forces in the market today. Most of Malaysia's Generation Z population is now in the workforce, which offers them the disposable income to spend on essentials and non-essentials and to support their lifestyle. Additionally, brands recognised Generation Z's significance as a critical demographic to engage with, particularly as their purchasing power and disposable income increased. Thus, celebrity entrepreneurs must adapt as Generation Z's purchasing power increases.

1.6.2 Practical Contribution

For the researcher, this study allows celebrity entrepreneurs and marketers to gain experience and expertise while conducting this research, since they are in a real-world situation while working for the company. Furthermore, marketers act as a third party, assisting both parties' management and staff in providing essential information and sending feedback from this study to each other, particularly while performing the survey. In addition, the researcher can provide their thoughts and ideas to the business to ensure they can improve their strategies in the future. This is regarded as customer feedback to the organization, whether favorable or negative. Ultimately, this research is utilized as a starting point for additional research into what has been examined theoretically and practically.

Marketers gain a deeper understanding of which traits are crucial to consumers. That is, marketers create a brand image, which is critical to the success of a campaign. This study also aided in the promotion of items, the development of trustworthiness, and the attraction of customers. Moreover, it provided crucial insights to marketers by investigating the major influence of celebrity entrepreneurs. This includes the influence of celebrity entrepreneurs' characteristics such as trustworthiness, expertise, attractiveness, respect, and similarity. Furthermore, this study helped business owners and celebrity entrepreneurs gain a better knowledge of the critical features of celebrity entrepreneurs that contribute to and influence buying intention among customers, particularly Generation Z. This study's findings are useful to individuals and organizations in many business industries trying to make a profit and grow their companies. Additionally, this study can determine the elements that can enhance

Generation Z's buying intention.

1.7 Scope of Study

This study aims to determine how the extended TEARS model (Shimp, 2003) explains the influence of Malaysian celebrity entrepreneurs' characteristics on brand image and Generation Z's purchase intention in the context of fashion brands. The influence of celebrity entrepreneurs is divided into five characteristics: trustworthiness, expertise, attractiveness, respect, and similarity. This is based on the TEARS model (Shimp, 2003) used in this study. Hence, this study sought to examine how the characteristics of Malaysian celebrity entrepreneurs toward brand image collectively impact the purchase intention of Generation Z in the context of fashion brands.

By focusing solely on the fashion brand industry rather than other industries, this study could investigate brand image in a highly visible and symbolic manner. The fashion brands' business primarily relies on branding, and their brands are frequently evaluated on more than just functionality, making brands an important factor in influencing consumer purchase intention. Furthermore, the fashion brand business industry was chosen above other industries for this study because fashion is an important part of consumer identity, social status, and self-expression, particularly among younger generations, otherwise known as Generation Z (Al-Mujahed, 2025; Ardhia & Mayangsari, 2020; Herjanto et al., 2020; Dewi et al., 2020; Ugwuanyi et al., 2018).

Generation Z was born between 1995 and 2010 and is aged 13 to 29. In Malaysia, Generation Z is the largest age group, accounting for 29 per cent of the overall population and having a monthly disposable income of USD 327 million. 28.6 per cent of Malaysians under the age of 25 utilise social media, accounting for nearly a quarter of the total Malaysian population. Generation Z is one of the most powerful consumer forces in the market today. Most of Malaysia's Generation Z population is now in the workforce, which offers them the disposable income to spend on non-essentials or essentials and support their lifestyle. As a result, this study exclusively included Generation Z, between the ages of 18 and 29 from the years 1995 to 2006, who have purchasing power and disposable income (Department of Statistics Malaysia (DOSM), 2025; Human Resources, 2024; Bernama, 2024; The Sun, 2024; Brown, 2022, 2021; New Strait Times, 2021; Malay Mail, 2020; Tjiptono et al., 2020; Nielsen, 2019; Lanier,

2017; Singh & Dangmei, 2016; Tulgan, 2013; Clarke, 2010).

To obtain data for this study, the researcher employed non-probability sampling, where the rationale is that it allows the researcher to observe consumer purchase intention in an honest atmosphere and also has the potential to obtain a more significant number of respondents (Malhotra et al., 2022, 2020; Bougie & Sekaran, 2019). There are five types of sampling techniques under non-probability sampling. The researcher decided to use purposive sampling since the selection of the respondents is based on their knowledge of this study. This sampling technique involves selecting the most profitable subject and putting the respondent in the best position to provide the necessary, accurate, relevant, and valuable information (Kumar et al., 2023; Creswell & Clark, 2017; Kelly, 2010). Another reason why purposive sampling was preferred for this study is that it is the most frequently used in previous studies, which indicates that this sampling technique is acceptable. Other than that, it is cheaper and does not require a list of all aspects of the population (Acharya & Acharya, 2013).

For this study, the researcher identified the number of respondents using the G*Power calculator software (Memon et al., 2020; Faul et al., 2009, 2007; Erdfelder et al., 1998, 1996). According to Faul et al. (2009, 2007), the G* Power calculator is more appropriate and suitable for determining sample size for non-probability research and social and behavioural studies. It is also known for being an excellent freeware program that allows high-precision sample sizes. According to Bougie and Sekaran (2019) and Roscoe et al. (1975), the appropriate sample size for a study should be greater than 30 and not larger than 500 respondents. From the software, 92 respondents is the calculated amount for the minimum sample size the researcher should obtain to answer the research questions and support the hypotheses. For this study, the researcher obtained 267 respondents within 41 days of the data collection period. This amount is considered sufficient for this study, as it falls within the recommended figure range.

The survey instrument was used to determine the study's objectives, provide answers to the research questions, and confirm the research hypothesis. The questionnaire items were adapted from previous studies and restructured to suit the study area. Correspondingly, this method could help researchers obtain some information from various sources and then produce research findings that consist of multiple forms of information. In this study, links to self-administered questionnaires were distributed by enumerators via email or social media, as more and more surveys were conducted online. The advantages of having enumerators were that they were cost-

effective, completed quickly, and could allow access to small and scattered populations (Preston, 2009).

Following this, Partial Least Squares-Structural Equation Modelling (PLS-SEM) was utilised in this study to examine the hypotheses listed in the second chapter. Researchers believe that the main reason for using PLS-SEM is that it can address a set of interrelated questions with a comprehensive method. PLS-SEM is also more suitable for this investigation due to its higher and more accurate prediction capabilities. In addition, PLS-SEM is regarded as a variance-based approach to SEM, as it aims at maximising the explained variance of the endogenous latent construct. Furthermore, PLS-SEM is a better tool for studying complex interactions, especially models with moderators, mediators, or both (Hair et al., 2019, 2017, 2011). Moreover, PLS-SEM is easy and effective, and it has few samples (Chin & Newsted, 1999). Several recent studies have supported the use of PLS-SEM and confirmed that the selected tool is appropriate for the current study (Al Mamun et al., 2023, 2022; Hair & Alamer, 2022; Khan & Ponce, 2022; Sleimi et al., 2022, 2020; Raza et al., 2020).

1.8 Definition of Terms

It is critical to identify each variable from the outset of the study to ensure that they are assessed against the primary criteria, which are independent and dependent variables, and the main criteria. A few terms in this study need to be fully understood. The main terms are extended to the definition in detail. The following are the definitions for the variables that are discussed:

- Trustworthiness within the context of a celebrity is described as the celebrity's honesty, integrity, sincerity, and believability, which instills consumer confidence and acceptance (Shrivastava et al., 2021).
- Expertise within the context of celebrity is described as the source's level of knowledge, experience, qualifications, and problem-solving skills with the promoted brand, product, or sector in a certain field of knowledge (Chaddha et al., 2021).
- Attractiveness refers to the extent of pleasantness and appeal of physical features or qualities that would capture the viewer's interest or are a factor from the viewer's perspective (Abbas et al., 2018).

- Respect refers to being admired or even esteemed due to the celebrity's accomplishments, abilities, appealing personality, and other vital qualities (Hennayake, 2017).
- Similarity refers to the perceived resemblance between a celebrity and a consumer, evaluated based on shared needs, goals, interests, gender, age, ethnicity, and lifestyles (Ha & Lam, 2017).
- Brand image is related to the consumer's memory of the brand and whether these perceptions are strong or vice versa (Dewi et al., 2020).
- Purchase intention refers to the probability that someone will buy a particular product or brand based on the interaction between customer needs, attitudes, and perceptions of the product or the brand (Chakraborty, 2019)

1.9 Organization of Thesis

This introductory chapter presented an overview of how the characteristics of Malaysian celebrity entrepreneurs toward brand image collectively impact the purchase intentions of Generation Z in the context of fashion brands. It also comprises the outline of the problem statement, research questions, research objectives, scope of the study, the significance of the study, and definitions of the key terms used in this study.

In the first chapter, the author explained the background of the study and the problem statement, which highlights the challenges faced by the characteristics of celebrity entrepreneurs, brand image, and purchase intention. The research objectives and questions have been clearly defined, and the significance of the study is justified from both academic and practical perspectives.

Meanwhile, in the second chapter, which includes the literature review, essential supporting literature is critically evaluated to find central concepts relevant to the current research. The second chapter also lays the groundwork for the following chapters, as the following conceptual framework is derived from the previous literature. It also presented the conceptual framework of the research and introduced the research model and related variables. These variables and their measurements are then explained in detail. The research hypotheses are formulated in the respective chapter.

Furthermore, the third chapter provided the methodology to discuss the research design, sampling, instruments, pre-test study, and data collection methods or procedures, all explained in further detail.

Next, in the fourth chapter, the researcher evaluates the Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis to confirm and prove the hypothesized model. Data was saved in SPSS version 27, and the analysis was conducted using SmartPLS version 4.1.0.6. The data's reliability and validity were assessed, concluding with the structural model assessment.

Additionally, the fifth chapter thoroughly discusses the research findings from the previous chapter, examining the six hypotheses and relationships, comparing findings with past literature, answering research questions and objectives, and concluding.

Last but not least, the final chapter, or Chapter Six, discusses the research findings' significance, implications for academic and practice, limitations, and suggestions for future research. Six hypotheses were tested, with four supported and two not supported. The results showed respect as the most impactful factor on brand image, with the highest t-value and a strong relationship with purchase intention. Hypothesis testing was employed to answer the research questions.

CHAPTER 2

LITERATURE REVIEW

2.1 Preamble

This chapter reviews relevant literature on celebrity entrepreneur characteristics, brand image, and purchase intention. This chapter also explains the theoretical basis of the Trustworthiness, Expertise, Attractiveness, Respect, and Similarity (TEARS) model used in this study. The proposed framework is presented along with the sources of each variable for this study. Next, the study variables are thoroughly reviewed to demonstrate their relationship. Finally, the hypotheses for this study are presented as a conclusion to this chapter.

2.2 The Underpinning Theory

To create a relevant conceptual framework for this research, the researcher needs to review and understand the model employed by previous scholars in the related research areas. Note that reviewing past studies aims to identify the most appropriate and relevant variables needed to effectively answer the research questions, achieve the research objectives, and solve the issues addressed in the problem statement in the first chapter. The TEARS model is employed and modified for this research to connect the direct relationships between independent and dependent variables. In the following sections, the TEARS model is explained clearly to provide a better understanding of the research.

2.2.1 TEARS Model

The TEARS model (Shimp, 2003) is central to this study, as it is vital to celebrity entrepreneurs. Using the TEARS model (Shimp, 2003) over other theories, such as the Theory of Planned Behavior (TPB) (Ajzen, 1991), the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1975), or the Technology Acceptance Model (TAM) (Davis, 1989), depends on the study's specific research focus and objectives. The relevance of using the TEARS model (2003) is that it was previously used to examine celebrities who endorsed products of other companies. We evaluated the influence of celebrities

who were business owners on brands and purchase intention. Accordingly, the main purpose of this research is to study and determine the extended TEARS model (Shimp, 2003): the influence of Malaysian celebrity entrepreneurs' characteristics on brand image towards Generation Z's purchase intention in the context of fashion brands.

The TEARS model (Shimp, 2003) is specifically designed to analyze the impact of celebrities on consumer purchase intention, making it particularly suitable for studies that examine the effect of celebrities who are business owners on brands and purchase intention. The TEARS model (Shimp, 2003) has rationalized the effectiveness of celebrities in examining branding-related studies. Notably, the TEARS model (Shimp, 2003) has been employed extensively in the marketing domain to explain marketing communications. This model formed the basis of this study and guided the researcher in determining the key characteristics that consumers admire in a celebrity (Shimp, 2013, 2010, 2008, 2007, 2003).

Regarding celebrities, it is impossible not to mention the TEARS model (Shimp, 2003). The TEARS model (Shimp, 2003) is a well-known model used to examine the effect of celebrities on products, services, or brands based on celebrity characteristics. Many studies of celebrities investigate the celebrity effect construct based on celebrity characteristics. It provides a structured framework to understand how various characteristics of celebrities contribute to their effectiveness. The TEARS model (Shimp, 2003) is the determinant of a celebrity's perceived effectiveness and the variable that drives the effective celebrity. Moreover, the characteristics of the TEARS model (Shimp, 2003) help examine how the effectiveness of a promoted message is patterned (Supriyo & Kumar, 2012; Shimp, 2013, 2010, Folse et al., 2009; Shimp, 2008, 2007, 2003).

The TEARS model emerged from the works of Shimp (2003), who identified five characteristics of a celebrity: trustworthiness, expertise, physical attractiveness, respect, and similarity. This was an expansion into Ohanian's (1990) study, which was based on three of the five characteristics: trustworthiness, expertise, and physical attractiveness. The characteristics are consistent with source credibility and attractiveness theories (Shimp, 2003; McGuire, 1968).

Trustworthiness is the first dimension of celebrity credibility (McCracken, 1989), representing T in the TEARS model (Shimp, 2003). Meanwhile, expertise is the second dimension of celebrity credibility (McCracken, 1989), representing the E in the TEARS model (Shimp, 2003). Then, physical attractiveness denotes the A in the

TEARS model (Shimp, 2003), a key consideration in many celebrity relationships. Notably, attractiveness is the first of the three determinants of celebrity effectiveness (Ohanian, 1990). Respect represents the R in the TEARS model (Shimp, 2003) and the second dimension of the overall attractiveness characteristics, which influences celebrity effectiveness (Shimp, 2003; Byrne et al., 2003). Finally, similarity is the third attractiveness dimension, representing S in the TEARS model (Shimp, 2003), influencing celebrity effectiveness.

According to previous researchers, celebrities who possess trustworthiness, expertise, attractiveness, respect, and similarity will have successful marketing campaigns and influence consumers' purchasing intentions. Most scholars have researched the TEARS model (Shimp, 2003) in connection with celebrity endorsement (Shimp, 2013, 2010, 2008, 2007, 2003). Based on this study, the effect is considered similar or more reliable when determining the extended TEARS model (Shimp, 2003). In particular, the influence of Malaysian celebrity entrepreneurs' characteristics on brand image towards Generation Z's purchase intention in the context of fashion brands. Figure 2.1 displays the framework of variables developed by Chaddha et al. (2021), which will be adapted in this study.

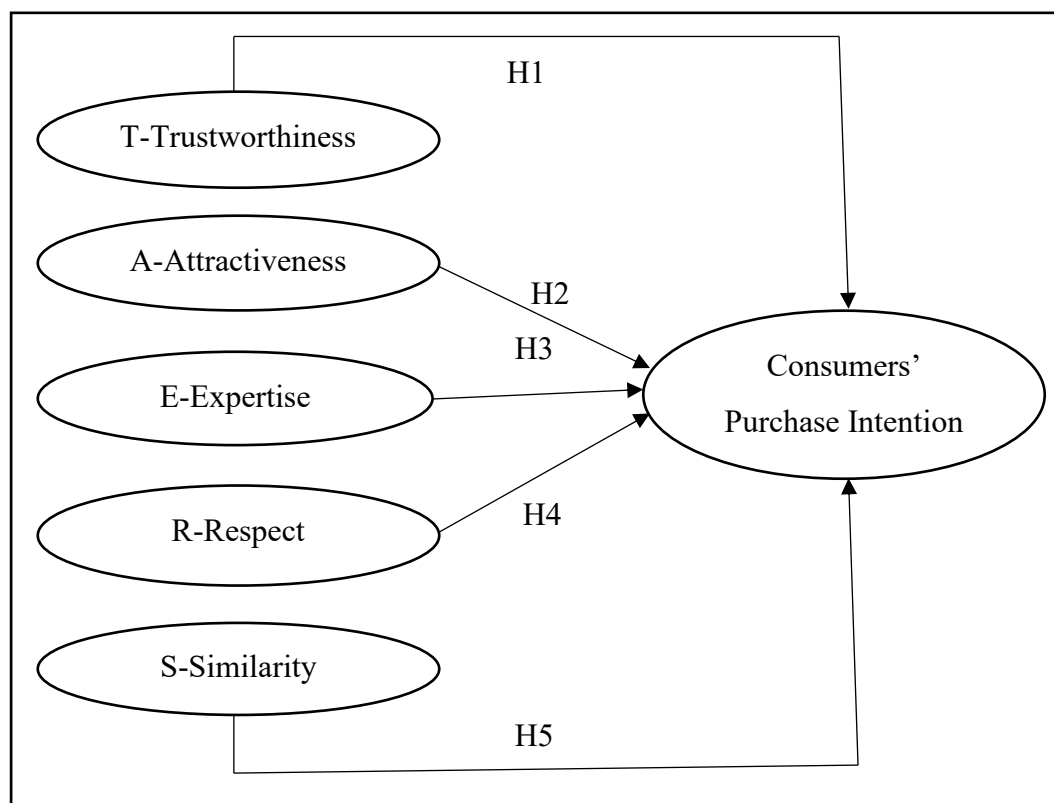


Figure 2.1 The Framework of Variables Developed by Chaddha et al. (2021)

2.2.2 Summary of Past Studies

The TEARS model is highly acceptable and has been widely employed by researchers to examine the relationship between the characteristics of celebrities and expected responses in retail and online contexts. The researcher believes this model is highly employed due to its completeness in describing the process by which an individual decides to make purchases.

Azhar et al. (2024) investigated how factors such as trustworthiness, expertise, attractiveness, respect, and similarity influence consumer responses to influencer marketing campaigns. Specifically, the researcher examined the relationships between each of these factors and consumer responses, and determined whether consumer attitudes influence these relationships. In addition, the TEARS model appears to be more appropriate for this study because it incorporates characteristics of respect and similarity that align well with Eastern cultural norms. Respect and similarity are particularly important in Eastern societies where social harmony and collective values are emphasized. For this empirical study, data were collected from Shah Alam consumers aged 20-40 years old who own TikTok accounts and follow TikTok influencers who share and endorse products on the TikTok platform. Data was collected from 250 people, 200 of whom were classified as valid respondents.

Sharipudin et al. (2023) examined the characteristics of social media influencers (TEARS) as predictors of intention to purchase, and the relationship between social influence and purchase intention among Generation Z. A total of 605 useable responses were collected. The study findings suggest that the four dimensions of the TEARS model were established as predictors for purchase intention among Generation Z consumers, with the exception of respect. Besides, informational and normative influences were significant predictors of purchase intention. The study adds to the growing body of social media influencer impact by revealing the elements that influence Generation Z's purchase intention.

Oteh et al. (2023) tested celebrity endorsement and customer patronage of small and medium-scale enterprises (SMEs) products in the African context, with a focus on trustworthiness, expertise, attractiveness, respect, and similarity (TEARS) model. The findings reveal that celebrity endorsement is not associated with patronage of local footwear, though the TEARS model analysis indicates the direction of consumers' ratings on celebrity endorsement. Factors such as recommendation and quality impact

the consumer's willingness to buy local footwear.

Habibah and Sari (2022) studied the effectiveness of Keanu Angelo as a celebrity endorser in the TEARS model. This study uses the TEARS model theory. The population in this study was people who watched the Pantene advertisement version Bye #Rambutcapek Hello #Rambutkecharged on the Pantene Indonesia YouTube channel, with a sample of 100 respondents. The use of Keanu as a celebrity endorser for Pantene products is effective, as evidenced by the mean value or average value on the TEARS indicator, which is classified into the positive category. And the overall average value is included in the positive category. The dimension that gets the highest average value is the respect dimension, with an average value of 4.23. This indicator discusses Keanu as a celebrity endorser who can represent the products he supports and has an attractive personality. The dimension with the lowest mean or average value is the similarity dimension, with an average value of 2.87.

Chaddha et al. (2021) investigated the impact of celebrity endorsement as an efficient selling tool for the online travel industry. The survey was done on 268 respondents of Delhi-NCR through a structured questionnaire using convenience sampling. The outcomes of the study justified the application of the TEARS model in tourism and the online travel service industry in India. The foremost findings from the study were that the respondents solely get whole recognition and recall of the destination once the advertising is done by a celebrity endorser; it has been found that celebrity endorsers are more convincing and persuasive in better decision-making.

Chaddha et al. (2021) examined the effectiveness of celebrity endorsement in promoting the travel industry. The TEARS model was used as a measure of a celebrity's source credibility. A structured questionnaire was prepared, and the survey was conducted on 322 respondents belonging to Delhi-NCR using nonrandom convenience sampling. The outcomes of the study validated the application of the TEARS model in the Indian travel service industry. The significant observations of this study were that the celebrity endorsement creates strong brand recognition and enhances the recall power of consumers for endorsed tourism services. It was also analyzed that celebrity endorsement can be used as a more convincing and persuasive marketing tool in the Indian travel service industry.

Chaddha et al. (2021) conducted an evaluation of the effectiveness of celebrity endorsers' reputation on the buying intentions of customers towards Digital Wallet in India. The study used the common TEARS model to understand the effect on

purchasing intentions. To achieve the desired objectives, a descriptive study was conducted in which a standardized questionnaire was administered using convenience sampling to 284 respondents residing in the Delhi & NCR area. The results of the study have validated the (limited) application of the TEARS model in India's digital wallet service sector. The purchasing intentions of consumers for the use of digital wallets in India were significantly influenced by all five source reputation constructs and accounted for 42 percent of the variance in purchasing intentions.

Chan et al. (2021) employed the influence of celebrity endorser characteristics on the brand image of Vivo, which has engaged Dato' Sri Siti Nurhaliza (one of Malaysia's top singers) as its endorser. The TEARS model was used as the theoretical foundation to guide the study. A quantitative survey was used to collect responses from 207 Vivo smartphone users, who were selected through the purposive sampling technique. Based on the correlation analysis, all the TEARS dimensions demonstrated a positive and significant influence on the brand image of Vivo. In addition, the results of the multiple regression analysis have shown that trustworthiness, expertise, and similarity were the predictors of brand image. The study concludes that celebrity endorser characteristics, TEARS, are pivotal in building a favourable image of the selected telecommunication brand in Malaysia.

Wei et al. (2021) focused on the relationship between social media influencers and the intention to purchase by Malaysian females. The predictors in this study were TEARS. Based on convenience sampling, primary data were collected from 202 respondents. The results revealed that only source attractiveness and source similarity were positive and significant predictors of intention to purchase. Source similarity had the highest impact on intention to purchase. However, source trustworthiness, source expertise, and source respect showed an insignificant impact on intention to purchase.

Ahmad et al. (2019) tested the impact of young celebrity endorsements in social media advertisements and brand image on the purchase intention of young consumers. From the TEARS Model, similarity and respect have an influence on celebrity endorsement in social media, whereas expertise, physical attractiveness, and trustworthiness do not influence celebrity endorsement in social media. Brand image and celebrity endorsement on social media are also found to be significant antecedents for purchase intention. These findings will provide insights to marketers of businesses who require an understanding of the attributes of young celebrity endorsements on social media advertisements that will appeal to young consumers.

Ernawadi et al. (2019) examined the relationship between celebrity endorsement (TEARS) and purchase intention in the telecommunication device industry. The authors delivered 154 questionnaires to the students, while 79 were retained and valid for the analysis. The empirical findings indicate that only the trustworthiness of celebrity endorsers has positively and significantly affected students' intention to purchase a smartphone. Meanwhile, the four other celebrity endorsement dimensions, which consisted of expertise, physical attractiveness, respect, and similarity of the celebrity endorser, have not significantly affected student intention to purchase a smartphone, partially. On the other hand, all of the celebrity endorsement dimensions have positively and significantly affected student intention to purchase a smartphone simultaneously.

Narongrith (2019) studied the factors that influence celebrity endorsement's effectiveness (TEARS) toward consumer purchase intention. Secondly, to find out what celebrity endorsement can do to shift consumers' perception toward the overall brand, brand awareness, and brand image. Thirdly, what is consumer perception after celebrity endorsement activity? Hypotheses were tested by questionnaire and collected data from 400 respondents who have exposure to any celebrity endorsement within the last six months, especially in the supplementary diet category. The findings of this research showed that attitude toward celebrity, brand image, and brand awareness are the essential factors that mainly impact the consumer purchase intention. In addition, older consumers are more receptive to celebrity endorsement compared to younger consumers.

Udovita (2019) investigated the Sri Lankan modern trade sector, which has gained a significant position in the local economy. It shows a higher degree of contribution in the practical scenario of celebrity endorsements in the Sri Lankan modern trade industry, but empirical knowledge is lacking to investigate how celebrity endorsements work in modern trade industry branding perspectives. The study, based on empirical studies, is based on the TEARS model by Shimp (2003), indicating that trustworthiness, expertise, attractiveness, and respect of the celebrity are key factors that impact celebrity endorsement.

Dissanayake and Weerasiri (2017) focused on evaluating the perceived effectiveness of celebrity endorsement (TEARS) on perceived brand personality. Accordingly, it has examined the relationship between celebrity endorsements and related dimensions with perceived brand personality to explain how it does make results-driven celebrity endorsement. Findings revealed that there is a positive

relationship between perceived effectiveness of celebrity endorsement and perceived brand personality. Accordingly, it was noticed that the attractiveness and trustworthiness of celebrity endorsement prominently influence perceived brand personality, as reported significant levels of coefficient values and probability in both cases. Further, expertness of the celebrity's expertise is also playing a major role.

Koththagoda and Weerasiri (2017) conducted the role of celebrity endorsement (TEARS) on consumer purchase intention within the context of the Sri Lankan telecommunication industry. A simple random sampling method was employed to select the individuals for the sample in Western Province. A total of 385 telecommunication subscribers were selected for the study, and data were analyzed using correlation matrix analysis. The results indicated that trustworthiness, expertise, attractiveness, and respect of the celebrity have a significant relationship with consumer purchase intention.

Freeman and Chen (2015) also explored the relationship between the key attributes of celebrity endorsers, based on the TEARS model, and consumers' purchase intentions. Based on a survey of 318 young adults, the findings show that four of the five TEARS attributes significantly influence consumers' purchase intentions; only one, expertise, does not.

Widjaja (2015) tested the current L'Oréal Paris Fall Repair's celebrity endorsement (TEARS). The primary data of this research comes from 117 completed questionnaires. The result indicates that there is a significant positive impact of L'Oréal Paris Fall Repair's celebrity endorsement (TEARS) on consumer purchase intention, with brand image as a mediating variable.

An uncountable number of studies have employed the TEARS model (Shimp, 2003) in management, retail contexts, or online commerce studies. The TEARS model (Shimp, 2003) is viewed as relevant and suitable, especially in explaining how behavior could be formed and developed. This model is expected to be highly acceptable and adopted in research. Table 2.1 presents a summary to differentiate previous indicates which papers that used the TEARS model (Shimp, 2003).

Table 2.1

A Summary to Differentiate Previous Studies Indicates Which Papers Used the TEARS Model

Authors and Years	Title of Papers
Azhar et al. (2024)	Factors Affecting Consumer Responses to Influencer Marketing Campaigns
Sharipudin et al. (2023)	The Influence of Social Media Influencer (SMI) and Social Influence on Purchase Intention Among Young Consumers
Oteh et al. (2023)	Celebrity Endorsement in the African context: TEARS Model Approach
Habibah and Sari (2022)	The Effectiveness of Using Celebrity Endorsers in Pantene Ads
Chaddha et al. (2021)	Investigating The Impact of Celebrity Endorsement on Consumers' Purchase Intention towards the Online Travel Service Industry in India
Chaddha et al. (2021)	A Study of Analyzing the Effect of Celebrity Endorsement on Consumer Purchase Intentions: Indian Travel Service Industry
Chaddha et al. (2021)	Investigating the Effect of the Credibility of Celebrity Endorsement on the Intent of Consumers to Buy Digital Wallets in India
Chan et al. (2021)	The Influence of Celebrity Endorser Characteristics on Brand Image: A Case Study of Vivo
Wei et al. (2021)	Impact of Social Media Influencers on Purchasing Intention Towards Pet Products. A Quantitative Study among Females in Malaysia
Ahmad et al. (2019)	The Impact of Young Celebrity Endorsements in Social Media Advertisements and Brand Image Towards the Purchase Intention of Young Consumers
Ernawadi et al. (2019)	The Critical Roles of Celebrity Endorsement in Telecommunication Device Industries
Narongrith (2019)	Celebrity Endorsement's Effectiveness toward Consumer Purchase Intention
Udovita (2019)	Impact of Celebrity Brand Endorsement on Consumer

	Buying Behaviour on Modern Trade in Sri Lanka
Dissanayake and Weerasiri (2017)	The Impact of the Perceived Effectiveness of Celebrity Endorsement on Perceived Brand Personality
Koththagoda and Weerasiri (2017)	Celebrity Endorsement and Purchase Intention of the Telecommunication Industry in Sri Lanka
Freeman and Chen (2015)	Wither The Impact of Celebrity Endorsement
Widjaja (2015)	The Impact of L'Oréal Paris Fall Repair's Celebrity Endorsement towards Consumer Purchase Intention with Brand Image as a Mediating Variable

2.3 Conceptualization of Framework

The researcher adopted the TEARS model (Shimp, 2003) as the underpinning model for this current study. The model is modified with inclusive variables from the TEARS model by Shimp (2003). This study intends to determine the extended TEARS model (Shimp, 2003): Malaysian celebrity entrepreneurs' characteristics influence brand image towards Generation Z's purchase intention in the context of fashion brands. Furthermore, this study seeks to examine how celebrity entrepreneurs and brand image collectively impact the purchase intention of Generation Z.

Brand image plays two roles here. One is an independent variable to purchase intention, which later becomes a dependent variable influenced by celebrity entrepreneurs' characteristics (TEARS model). This is because a positive brand image is frequently a significant factor in a consumer's intention to purchase a brand (Adrian, 2023; Adrian et al., 2022; Firdaus & Hermawan, 2022; Haitao, 2022; Febriati & Respati, 2020; Mohamed & Wee, 2020; Wiedmann & Von Mettenheim, 2020; Ahmad et al., 2019; Nuseir, 2019; Indrasari & Raditya Purnomo, 2018; Maulana, 2018; Ivana, 2018; Erida & Rangkuti, 2017; Kwandy, 2017; Koththagoda & Weerasiri, 2017; Yu et al., 2017; Shahid et al., 2017; Takaya, 2017; Elseid & El-Baz, 2016; Ke et al., 2016; Atika et al., 2016; Ruhamak & Rahayu, 2016; Nurlina, 2016; Arifin & Fachrodji, 2015; Charo et al., 2015; Fern et al., 2015; Mambu, 2015; Razy & Lajevardi, 2015; Zhang, 2015; Calvo Porral & Lang, 2015; Prawira & Yasa, 2014; Wang & Tsai, 2014; Chen et al., 2014; Lasander, 2013; Tariq et al., 2013; Aghekyan-Simonian et al., 2012; Wu et al., 2011; Bian & Moutinho, 2011; Burmann et al., 2008; Vazquez-Carrasco & Foxall,

2006; Wang, 2006; Saouma & Chabo, 2005; Del Rio et al., 2001; Baker et al., 1994; Keller, 1993; Mazursky & Jacoby, 1986).

A strong, good brand image instills confidence, familiarity, and perceived value, hence boosting the possibility of a consumer desiring to purchase the product. Essentially, the celebrity's characteristics build the image, which then drives purchase intention, demonstrating the brand image as both a destination and a vehicle in the marketing process (Dewi et al., 2020; Ugwuanyi et al., 2018; Rahmi & Nizam, 2017; Chi et al., 2016; Arslan & Zaman, 2014; Wijaya, 2013).

Brand image is one of the most significant assets of a company since it can influence consumer purchasing decisions (Arifin & Fachrodji, 2015). The brand can serve as a source of brand identification and convey a company's image, allowing it to be employed as a marketing strategy to beat the competition (Mambu, 2015; Ambarwati et al., 2015; Arista & Triastuti, 2011). Notably, a brand's positive brand image would make consumers appreciate the product while also enhancing the company's image over competitors (Rahmi & Nizam, 2017). Accordingly, consumers are more likely to purchase brands with a positive brand image or because the brands are well-known (Arslan & Zaman, 2014; Wijaya, 2013). Thus, a positive brand image is a significant source of difference in the firm and may be generated via media such as advertising (Chi et al., 2016; Arslan & Zaman, 2014).

Consumers are more inclined to acquire well-known brands with a positive brand image. Hence, brand image is a crucial signal during the consumer purchasing decision-making process (Wang & Tsai, 2014). The brand image is the association of consumers with a brand that exists in their minds, the subjective reflection of consumers of the brand, including a set of unique features of the brand (Dewi et al., 2020; Kotler & Keller, 2016; Chi et al., 2016; Davies & Slater, 2015; Lee et al., 2011; Gardner & Levy, 1999; Keller, 1993). Therefore, the brand image is significant when choosing a brand that the company supplies. This indicates that consumers can prioritize the brands if they have an image of a brand that is easily recognized by consumers or a well-known brand (Rahmi & Nizam, 2017). Consumers will purchase a brand with a positive image. Hence, increasing the brand image will increase consumer purchase intentions (Arslan & Zaman, 2014; Samuel & Lianto, 2014). According to Mambu (2015), increasing a company's brand image is particularly beneficial since it greatly influences consumer purchase intentions. Furthermore, Kwandy (2017) noted that the brand's image has a favorable effect on buying intentions, especially if the brand is promoted by celebrity

entrepreneurs.

Past studies have proven that TEARS are the characteristics that are believed to influence consumers to initiate purchase intention (Chaddha et al., 2021; Koththagoda & Weerasiri, 2017). However, the buying-selling scenario in the present day is dissimilar and more intense with the existence of social media and different generations with different expectations. The way and by whom a brand is communicated is believed to increase the brand's image and increase the likelihood of intention to purchase (Dewi et al., 2020; Lee et al., 2019; Setiawan, 2018; Huang, 2017; Kotler & Keller, 2016; Lee & Watkins, 2016; Lahap et al., 2016; Ahmed & Nasreen, 2015; Mirabi et al., 2015; Toldos-Romero & Orozco-Gómez, 2015; Chen et al., 2014; Wang & Yang, 2010; Wang et al., 2006; Keller, 2003). Therefore, the researcher includes a brand image in the framework to connect the TEARS model and purchase intention. Table 2.2 presents the sources for each of the variables employed in this study.

Table 2.2
The Sources for Each of the Variables

Variables	Authors and Years
Trustworthiness	Malik and Guptha (2014), Dom et al. (2016), Toncar et al. (2007), Goldsmith et al. (2000), Shrivastava et al. (2021), Munasinghe et al. (2020), Ahmad et al. (2019), Osei-Frimpong (2019), Guruge (2018), Wang et al. (2017), Moynihan (2004), Erdogan (2001), Shimp (2000), Ohanian (1990), Priester and Petty (2003), O'Mahony and Meenaghan (1997), Koththagoda and Dissanayake (2017), Wei and Lu (2013), Sola (2012), Ketchen et al. (2008), Shimp (2007), Erdogan (1999), Ohanian (1991), Giffin (1967), Hovland and Weiss (1953), de Carvalho (2012), McCracken (1989), Freeman and Chen (2015), Tripp et al. (1994), Gilchrist (2005), Atkin and Block (1983), Wang (2012), Miller and Baseheart (1969), Pandey (2011), Shimp (2003), Parmar and Patel (2015), Jatto (2014), Chekima et al. (2020), Onu et al. (2019), Pokharel and Pradhan (2017), Friedman et al. (1978), Jaffari et al. (2017), Nataraajan and Chawla (1997), Till and Busler (2000), Walker et al. (1992), Wiedmann and Von Mettenheim (2020), Fitri (2018), Adiba et al. (2020), Yoo and Jin (2013), Chan et al. (2021), Lomboan (2013), Chaddha et al. (2021), Dissanayake and Weerasiri (2017), Ing and Furuoka (2007), Yuan and Lau (2020), Lou and Yuan (2019), Al-Mujahed (2025), Wiedmann and Von Mettenheim (2021)
Expertise	Gass and Seiter (2022), Kruglanski and Thompson (1999), Parmar and Patel (2015), Shimp (2003), Wiedmann and Von Mettenheim (2020), Charbonneau and Garlan (2010, 2006, 2005), Biswas et al. (2006), Speck et al. (1988), Erdogan (1999), Chaddha et al. (2021), Priyankara et al. (2017), Muda et al. (2014), Magnini et al. (2008), Clinton and Lewis (2008), Ohanian (1990), Tripp et al. (1994), McCracken (1989), Hovland et al. (1953), Desarbo and Harshman (1985), Goldsmith et al. (2000), Cambridge University Press (2017), Seiler and Kucza (2017), Wang et al. (2017), Sertoglu et al. (2014), Jamil and Rameez ul Hassan (2014), Apejoye (2013), Eli-Zafae (2013), Lord and Putrevi (2009),

	Ericsson and Hakansson (2005), Praet (2001), Fogg and Tseng (1999), Hovland and Weiss (1951), Hovland et al. (1953), Belch and Belch (2013), Clinton et al. (2008), Hakimi and Zaeim (2011), Till and Busler (1998), Hoekman and Bosmans (2010), Ohanian (1991), Shaista et al. (2016), Koththagoda and Weerasiri (2015), Amos et al. (2008), Han and Ki (2010), Ketchen et al. (2008), Magnini et al. (2010), Herstein and Mitki (2008), Wang and Yang (2007), Silvera and Austad (2004), Toncar et al. (2007), Baik et al. (2020), Shimp (2007), Aaker (1997), Aaker and Myers (1987), Hennayake (2017), Chan et al. (2013), Thomas and Johnson (2017), Jaffari et al. (2017), Siemens et al. (2008), Smith et al. (2008), Smith (2005), Bergkvist et al. (2016), McGuire (1985), Hayes and Carr (2015), Gupta et al. (2017), Von Felbert and Breuer (2021), Fitriani et al. (2023), Chan et al. (2021), Adiba et al. (2020), Yoo and Jin (2013), Koththagoda and Weerasiri (2017), Dissanayake and Weerasiri (2017), Freeman and Chen (2015), Ing and Furuoka (2007), Martiningsih and Setyawan (2022), La Ferle and Choi (2005), Khamis (2020), Marwick and Hargittai (2019)
Attractiveness	McCracken (1989), Shimp (2003), Wang and Scheinbaum (2018), Au-Yeung (2012), Bardia et al. (2011), Dom et al. (2016), Ohanian (1990), Debevec and Kernan (1984), Baker and Churchill (1977), Munasinghe et al. (2020), Hennayake (2017), Freeman and Chen (2015), Ahmed et al. (2012), Erdogan (1999), Wei and Lu (2013), Kahle and Homer (1985), Joseph (1982), Ahmed et al. (2014), Sertoglu et al. (2014), Schlecht (2003), Maddux and Rogers (1980), Abbas et al. (2018), Yi and Priscilla (2012), Jayswal et al. (2013), Chen and Huddleston (2009), Koththagoda and Weerasiri (2017), Mansour and Diab (2016), Shaista et al. (2016), Belch and Belch (2013), Ohanian (1991), Ahmed et al. (2015), O'Doherty et al. (2003), Till and Busler (2000), Kamins (1990), Sliburyte (2009), Cohen and Golden (1972), Zhou et al. (2024), Zhou et al. (2020), Bergkvist and Zhou (2016), Zhou and Whitla (2013), Muda et al. (2012), Yi and Priscilla (2012), Amos et al. (2008), Chaiken (1979), Petroschius and Crocker (1989), Petty and Cacioppo (1984), Friedman et al. (1976), Winham and Hampl (2008), Landerth (2001), Caballero et al. (1984), Deshpande and Stayman (1994), Norazah (2014), Chekima et al. (2020), Arora et al. (2019), Ahmad et al. (2019), Guruge (2018), Van der Waltdt et al. (2009), Tingchi-Liu and Brock (2011), Malik et al. (2018), Pokharel and Pradhan (2017), Faizal et al. (2019), Onu et al. (2019), Till and Busler (1998), Wiedmann and Von Mettenheim (2020), Kusnanto et al. (2020), Shimp and Andrews (2013), Johnson and Harrington (1998), Fitri (2018), Yoo and Jin (2013), Fitriani et al. (2023), Annisa and Yusran (2022), Chan et al. (2021), Chaddha et al. (2021), Dissanayake and Weerasiri (2017), Wei et al. (2021), Ing and Furuoka (2007), Martiningsih and Setyawan (2022), Russell (2020), Andita et al. (2021), Anggraeni and Asnawati (2018), Narongrith (2019), Lou and Tse (2021), Mudzakir (2018), AlFarraj et al. (2021), Torres et al. (2019), Alessandro et al. (2023), Kurniawan (2014), Sari and Yulianti (2019), Dion (1972)
Respect	Ahmad et al. (2019), Idris and Baharom (2017), Um and Lee (2015), Shimp (2007), Nguyen (2021), Shimp (2003), Garland (2005), McCracken (1989), La Ferle and Choi (2005), Marshall and Brown (2006), Brown and Marshall (2001), Hennayake (2017), Blum (2018), Belch and Belch (2013), Bryne et al. (2003), Hoffner (1996), Wang and Scheinbaum (2018), Hollensen and Schimmelpfennig (2013), Noser and Zeigler-Hill (2014), Greenwood et al. (2013), Baharom (2017), McCutcheon et al. (2002), Holt and Thompson (2004), Gountas et al. (2012), Uhls and Greenfield (2012), Ortony (1988),

	Ekman & Davidson (1994), Haidt (2003), Fredrickson and Cohn (2008), Fredrickson and Losada (2005), Algae and Haidt (2009), Condon et al. (2014), Zagzebski (2015), Lyubomirsky et al. (2005), Athota (2013), Waugh and Fredrickson (2006), Giulianotti (2015, 2012, 2009, 1999), KhosraviNik (2018), Ahmad et al. (2019), Chan et al. (2021), Fitri (2018), Chaddha et al. (2021), Koththagoda and Weerasiri (2017), Dissanayake and Weerasiri (2017), Freeman and Chen (2015), D'Ambrogio (2023)
Similarity	Saouma and Chabo (2005), Belch and Belch (2013), Erdogan (1999), Buckley and Roach (1981), Byrne et al. (1971), Jackson and Darrow (2005), Qiu et al. (2021), Cuomo et al. (2019), Shimp (2007), Shimp (2010), Cialdini (2007), Ha and Lam (2017), Shimp (2003), Hollensen and Schimmelpfennig (2013), Mehrabian and Blum (2018), Roy et al. (2013), Erdogan (1990), Ohanian (1990), McGuire (1985), Koththagoda and Weerasiri (2015), Song et al. (2008), Markman and Gentner (1993), Clow and Esses (2010), Clow et al. (2008), Graeff (1997), Toldos-Romero and Orozco-Gómez (2015), Kozar and Damhorst (2008), McCracken (1989), Atkin and Block (1983), Freeman and Chen (2015), Martin (1996), Ahmad et al. (2019), Chan et al. (2021), Chaddha et al. (2021), Koththagoda and Weerasiri (2017), Dissanayake and Weerasiri (2017), Wei et al. (2021), Fanoberova and Kuczkowska (2016), Bakewell and Mitchell (2003), Wiedmann and Von Mettenheim (2021), Kaplan (2015), Zhang et al. (2023), Nejad et al. (2014)
Brand Image	Gupta (2017), Bian and Moutinho (2011), Esch et al. (2006), Rindell and Iglesias (2014), Marselina (2017), Setiawan (2018), Ambadar et al. (2007), Persson (2010), Anwar et al. (2011), Watkins et al. (2006), Wheeler (2017), Kotler and Keller (2016), Kotler (2000), Keller (1993), Zeithaml (1988), Richardson et al. (1994), Tanzila et al. (2015), Citra and Santoso (2016), Rahi (2016), Suryoningsih et al. (2016), Putra and Ekawati (2017), Aristyowati et al. (2015), Indrasari and Raditya Purnomo (2018), Rawung et al. (2015), Nurlina (2016), Adrian (2023), Adrian et al. (2022), Hung et al. (2011), Simamora and Sitanggang (2023), Schiffman and Kanuk (2007, 1951), Ahmed and Nasreen (2015), Dobni and Zinkhan (1990), Leenas et al. (2011), Dewi et al. (2020), Reza Jalilvand and Samiei (2012), Roy and Banerjee (2007), Blackwell et al. (2006), Camarero et al. (2010), Hawkins and Mothersbaugh (2013), Choi and Rifon (2012), Iversen and Hem (2008), Hsieh and Li (2008), Burmann et al. (2008), Jia-Xun and Yi (2015), Shimp (2003), Erdem and Swait (2004), Keller (2008), Solms and Turnbull (2002), Jaiprakash and Anjali (2008), Lahap et al. (2016), Zhang (2015), Lasander (2013), Mishra and Datta (2011), Chen et al. (2014), Erida and Rangkuti (2017), Razy and Lajevardi (2015), Del Rio et al. (2001), Mudzakir (2018), Wang and Hairandja (2016), Keller (1993), Aghekyan-Simonian et al. (2012), Saouma and Chabo (2005), Hsieh et al. (2004), Setiadi (2003), Astuti (2023), Astuti and Hastuti (2022), Firdaus and Hermawan (2022), Febriati and Respati (2020), Mohamed and Wee (2020), Takaya (2017), Mambu (2015), Kwandy (2017), Ahmad et al. (2019), Nuseir (2019), Maulana (2018), Ivana (2018), Koththagoda & Weerasiri (2017), Yu et al. (2017), Elseidi and El-Baz (2016), Ke et al. (2016), Atika et al. (2016), Ruhamak and Rahayu (2016), Arifin and Fachrodji (2015), Charo et al. (2015), Fern et al. (2015), Prawira and Yasa (2014), Wang and Tsai (2014), Wang (2006), Shahid et al. (2017), Vazquez-Carrasco and Foxall (2006), Baker et al. (1994), Mazursky and Jacoby (1986), Haitao (2022), Wiedmann and Von Mettenheim (2020), Tariq et al. (2013), Wu et al. (2011), Calvo Porral and Lang (2015)

Purchase Intention	Rahman et al. (2012), Eagly and Chaiken (1993), Jaafar et al. (2012), Mirabi et al. (2015), Ghosh (1990), Sheu (2010), Belch and Belch (2013), Kotler and Armstrong (2010), Kotler and Armstrong (2016), Swinyard (1993), Schimmelpfennig and Hunt (2020), Younus et al. (2015), Forbes et al. (2011), Liyanage (2019), Osei-Frimpong et al. (2019), Ahmad et al. (2019), Ertugan and Mupindu (2019), Naderibani et al. (2016), Chung et al. (2016), Athapaththu and Kulathunga (2018), Chinomona (2016), Jeon (2017), Fengyang (2018), Belch and Belch (2004), Spears and Singh (2004), Schiffman and Kanuk (2000), Grewal et al. (1998), Shah et al. (2021), Shah et al. (2012), Shah and Pillai (2012), Ohanian (1991), Davis (2017), Laroche and Sadokierski (1994), Laroche et al. (1996), Mackenzie et al. (1986), Teng et al. (2007), Dodds et al. (1991), Fishbein and Ajzen (1975), Bagozzi and Burnkrant (1979), Zeithaml (1988), Amoroso et al. (2016), Wang et al. (2012), Roy et al. (2013), Foroudi et al. (2018), Hassan and Jamil (2014), Amos et al. (2008), Jermisittiparsert (2019), Oyeniyi (2014), Belch and Belch (2004), Fandos and Flavian (2006), Chen and Lee (2015), Lin (2011), Gupta and Kishore (2015), Chung et al. (2012), Schiffman and Wisenblit (2015), Phelps and Hoy (1996), Kwek et al. (2010), Toldos-Romero and Orozco-Gómez (2015), Lee et al. (2017), Nurunnisha et al. (2021), Ilicic and Webster (2011), Febriati and Respati (2020), Malik et al. (2018), Munnukka et al. (2017), Lester and McDonald (2015), Wei and Lu (2013), Chi et al. (2009), Bryne et al. (2003), Lafferty and Goldsmith (1999)
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2.4 Independent Variables: TEARS Characteristics

The TEARS model (Shimp, 2003) serves as the foundation for this study. This model emphasizes the key characteristics of celebrity entrepreneurs (trustworthiness, expertise, physical attractiveness, respect, and similarity), which are pivotal for understanding their effectiveness in marketing. The roles consist of the power of celebrity entrepreneurs and confidence in the promoted brand (Lester & McDonald, 2015). The contribution made by the TEARS model (Shimp, 2003) has been referred to in multiple studies such as Okyere and Asamoah (2015), Rachita et al. (2013), Folse et al. (2013), Supriyo and Kumar (2012), and Liu et al. (2010) as a valid verification to conceptualize the notion of the effectiveness of celebrity entrepreneurs (Supriyo & Kumar, 2012; Folse et al., 2009). Each element of the TEARS model (Shimp, 2003) points out the essential aspects to make something easier to recognize. The TEARS model (Shimp, 2003) is for the brand to use as a criterion for celebrity entrepreneurs. It turns out that this model can be used from the consumer's point of view as well.

A celebrity entrepreneur who promotes a brand should possess every aspect of TEARS' characteristics. This builds a positive consumer perception, as consumers pay attention to celebrity entrepreneurs' trustworthiness, expertise, attractiveness, respect, and similarity (Wadhera & Chawla, 2017). Accordingly, the TEARS model (Shimp,

2003) has helped the researchers understand and obtain a better insight into celebrity entrepreneurs by testing all the characteristics mentioned. The TEARS model (Shimp, 2003) of independent variables is crucial in the decision-making process, especially when it involves the characteristics of celebrity entrepreneurs. For this study, the TEARS characteristics are presented as follows:

2.4.1 Trustworthiness

The trustworthiness of a celebrity entrepreneur is a critical or necessary feature of celebrity entrepreneurs (Shrivastava et al., 2021; Malik & Guptha, 2014). Trustworthiness is the most desirable criterion rated by the consumer due to its intangible element that provides value to celebrity entrepreneurs in a positive way (Chan et al., 2021; Moynihan, 2004; Priester & Petty, 2003). Without trustworthiness, the other characteristics possessed by the celebrity entrepreneur are unlikely to be effective in changing consumers' attitudes (Chaddha et al., 2021; Freeman & Chen, 2015; O'Mahony & Meenaghan, 1997). Trustworthiness is most worthy in consumers' eyes as it is the non-physical trait that operates due to belief (Wei et al., 2021; Moynihan, 2004). Trustworthiness is the most valuable and effective tool for making consumers more confident and reliable about the brand (Shrivastava et al., 2021; Ohanian, 1990).

In the context of celebrity entrepreneurs, trustworthiness is defined as the celebrity entrepreneur's honesty, truthfulness, integrity, and believability, which instills consumer confidence and acceptance (Chan et al., 2021; Koththagoda & Dissanayake, 2017; Erdogan, 2001; Shimp, 2000; Erdogan, 1999; Ohanian, 1990). Next, trustworthiness can be defined as the celebrity entrepreneur's passion and a perceived willingness to make a valid claim about the brand that the celebrity entrepreneur promoted (Chaddha et al., 2021; de Carvalho, 2012; McCracken, 1989). Celebrity entrepreneurs who can promote the brands in a non-biased and sincere manner are also one of the meanings of trustworthiness (Shrivastava et al., 2021; Wang, 2012).

Trustworthiness describes the perceived morality or goodness of the source (Wei et al., 2021; Shimp, 2007). In addition, trustworthiness portrays how honest, genuine, or sincere the celebrity entrepreneur is about the brand (Shrivastava et al., 2021; Goldsmith et al., 2000). Honesty or truthfulness is a facet of moral character that connotes positive and virtuous attributes such as integrity, truthfulness, and

straightforwardness (including straightforwardness of conduct: earnestness). Honesty also involves being trustworthy, loyal, fair, and sincere (Chan et al., 2021; Koththagoda & Dissanayake, 2017).

The trustworthiness of the celebrity entrepreneur has a more significant relationship with factors influencing consumers' purchase intention. Therefore, trustworthiness and purchase intention have a strong and positive relationship (Chaddha et al., 2021; Chekima et al., 2020; Onu et al., 2019; Koththagoda & Weerasiri, 2017; Pokharel & Pradhan, 2017; Jaffari et al., 2017; Freeman & Chen, 2015; Wei & Lu, 2013; Natarajan & Chawla, 1997; Till & Busler, 2000; Friedman et al., 1978). Celebrity entrepreneurs without a scandal with a high reputation for trustworthiness are more beneficial as they can increase consumers' purchasing intentions. Celebrity entrepreneurs effectively change consumers' mindsets in favor of the brands, positively impacting the believability and reliability of promotions and influencing consumers' purchase intentions (Atkin & Block, 1983). According to Goldsmith et al. (2000), researchers reported that the trustworthiness of promoting celebrity entrepreneurs is one of the significant factors in consumer purchase intention. Trustworthiness in celebrity entrepreneurs also reduces the effects of rumors (Shrivastava et al., 2021; Chan et al., 2021; Chaddha et al., 2021; Wei et al., 2021; Erdogan, 1999). Then, trustworthiness also positively impacts the effectiveness of celebrity entrepreneurs in promotions (Dom et al., 2016; Parmar & Patel, 2015; Toncar et al., 2007).

In marketing and persuasion, Chan et al. (2021) and Shimp (2007) suggest that a celebrity entrepreneur's trustworthiness, built through perception (honesty and believability), is crucial for source credibility, leading consumers to believe messages, even influencing purchase intentions and strong brand perception. Trustworthiness significantly influences celebrity entrepreneurs' brand image, as demonstrated by various studies. Trustworthiness positively correlates with brand image, as demonstrated by Chan et al. (2021), Adiba et al. (2020), Wiedmann and Von Mettenheim (2020), Fitri (2018), Yoo and Jin (2013), Lomboan (2013), Ing and Furuoka (2007), and Walker et al. (1992). Past research has indicated that the belief consumers place in celebrity entrepreneurs, along with their content and posts, is significantly impacted by their level of trustworthiness (Yuan & Lau, 2020; Lou & Yuan, 2019). Confidence in celebrity entrepreneurs is crucial in influencing consumer perceptions of promoting. As a result, it has been determined that the credibility of celebrity entrepreneurs greatly influences followers, fans, or consumers' chances of

making a purchase (Al-Mujahed, 2025). Trustworthiness has been identified as the most significant factor affecting followers, fans, or consumers' behavior (Wiedmann & Von Mettenheim, 2021).

Consumers believe that celebrity entrepreneurs can convey truth and sincerity to them (Chaddha et al., 2021; Munasinghe et al., 2020; Ahmad et al., 2019; Osei-Frimpong, 2019; Guruge, 2018; Wang et al., 2017). Trust is a firm belief in a celebrity entrepreneur's truth, ability, or strength (Wei et al., 2021; Koththagoda & Dissanayake, 2017). A celebrity entrepreneur's trustworthiness depends primarily on the consumer's perception of the celebrity entrepreneur's promotion motivations (Shrivastava et al., 2021; Jatto, 2014). A promotion that utilizes celebrity entrepreneurs to promote the brand demonstrates trustworthiness, which is a good match between the celebrity entrepreneurs and the brand being promoted. This could deliver the message in a trustworthy manner to the consumer (Chan et al., 2021; Wei & Lu, 2013).

Consumers perceive a celebrity entrepreneur's personality in terms of transferring a message of honesty, credibility, honorable manner, sincerity, fairness, integrity, and believable through promoting (Chaddha et al., 2021; Koththagoda & Dissanayake, 2017; Wei & Lu, 2013; Sola, 2012; Ketchen et al., 2008; Shimp, 2007; Erdogan et al., 2001; Erdogan, 1999; Ohanian, 1991; Ohanian, 1990; Giffin, 1967; Hovland & Weiss, 1953). Furthermore, honesty is linked to improved accuracy of celebrity entrepreneurs' goals, reflecting celebrity entrepreneurs' true values and interests (Wei et al., 2021; Koththagoda & Dissanayake, 2017).

When celebrity entrepreneurs are honest, they speak the truth. The benefits of honesty in celebrity entrepreneurs are typically translated as trustworthiness, contributing to healthy, positive relationships. More broadly, celebrity entrepreneurs present themselves genuinely and sincerely, without pretense, and take responsibility for their feelings and actions. Put differently, celebrity entrepreneurs are people of integrity who act consistently across their lives rather than being one way in the community. As a result, celebrity entrepreneurs believe they are consistently true to themselves. This strength involves accurately representing celebrity entrepreneurs' internal states, intentions, and commitments, publicly and privately. The strength of honesty is often linked to self-concordance, which is the extent to which celebrity entrepreneurs' goals accurately represent their implicit interests and values. Accordingly, honesty allows celebrity entrepreneurs to take responsibility for their feelings and behaviors, own them, and reap benefits (Shrivastava et al., 2021; Chan et al., 2021; Chaddha et al., 2021; Wei

et al., 2021).

Celebrity entrepreneurs are perceived as trustworthy through a built-up perception (Shrivastava et al., 2021; Shimp, 2007). Celebrity entrepreneurs' trustworthiness relates to the extent to which consumers perceive that the celebrity entrepreneurs honestly provide information or use them as their source of information, free of manipulation or deception (Chaddha et al., 2021; Tripp et al., 1994; Ohanian, 1990). It is about consumers seeing celebrity entrepreneurs as honest, sincere, and reliable sources (not deceptive), which heavily influences brand perception, attitude, and buying decisions, with greater perceived honesty boosting credibility.

Another study by Wei et al. (2021), Priester and Petty (2003), and Atkin and Block (1983) proved that a celebrity entrepreneur of high trustworthiness is regarded positively, has higher standards, and has more persuasive power to influence consumers compared to a celebrity entrepreneur of low trustworthiness or an untrustworthy celebrity entrepreneur. Shrivastava et al. (2021) and Priester and Petty (2003) noted that if celebrity entrepreneurs are perceived to be highly trustworthy, a consumer might not scrutinize the promotional message as much and may unthinkingly accept the conclusion as valid.

In conclusion, it thus stems from the perceived willingness of the celebrity entrepreneur to make valid assertions. The more trustworthy celebrity entrepreneurs are, the more effective the celebrity entrepreneurs' opinion resonates with the consumer and the promotion process, and the less risk consumers attach to the fashion brands (Chan et al., 2021; de Carvalho, 2012; Shimp, 2003; Goldsmith et al., 2000; Ohanian, 1990; McCracken, 1989). Remarkably, trustworthy celebrity entrepreneurs have been demonstrated to improve a brand's credibility, alleviate doubts, and promote economic gains (Chaddha et al., 2021; Gilchrist, 2005; Erdogan, 1999).

2.4.2 Expertise

A celebrity entrepreneur is a well-known public figure in a particular field or industry who shares their insights with consumers (Koththagoda & Weerasiri, 2015). From the celebrity entrepreneur's perspective, consumers tend to emulate and enjoy engaging with their favorite celebrity entrepreneurs. Celebrity entrepreneurs must exhibit some expertise (Gass & Seiter, 2022; Wiedmann & Von Mettenheim, 2020; Kruglanski & Thompson, 1999). A celebrity entrepreneur with high expertise gains

more agreement towards the promotion compared to a celebrity entrepreneur with perceived low expertise (Chan et al., 2021; Ohanian, 1990). Celebrity entrepreneurs are viewed as experts due to their prominence in promoting brands linked to their fame, particularly in areas that have contributed to their popularity (Chaddha et al., 2021; Shaista et al., 2016; Biswas et al., 2006). Celebrity entrepreneurs with expertise often give speeches or appearances at events to add star power and attract attention (Von Felbert & Breuer, 2021; Koththagoda & Weerasiri, 2015). Celebrity entrepreneurs with expertise in their relevant areas would improve recognition and recall of the brand more than non-celebrity entrepreneurs (Priyankara et al., 2017; Shaista et al., 2016; Speck et al., 1988).

Expertise refers to sources of information that are considered to have the ability to make true statements (Cambridge University Press, 2017; Erdogan, 1999). Next, expertise refers to how familiar and informed the celebrity entrepreneur is about the promoted brand (Chan et al., 2021; Erdogan, 1999). Expertise is also defined as a promoting celebrity entrepreneur holding professionalism, which can persuade consumers to buy brands (Chaddha et al., 2021; Seiler & Kucza, 2017; Goldsmith et al., 2000; Ohanian, 1990; Desarbo & Harshman, 1985). Von Felbert and Breuer (2021) and Hoekman and Bosmans (2010) claimed that expertise also embodies how much the celebrity entrepreneur knows about the brand's area.

In the context of celebrity entrepreneur, expertise refers to the celebrity entrepreneur's level of knowledge, experience, qualifications, and problem-solving skills with the promoted brand in a certain field of knowledge, quality of having a specific range of ability, or skill in a specified area (Fitriani et al., 2023; Cambridge University Press, 2017; Seiler & Kucza, 2017; Wang et al., 2017; Sertoglu et al., 2014; Jamil & Rameez ul Hassan, 2014; Apejoye, 2013; Eli-Zafoe, 2013; Lord & Putrevi, 2009; Magnini et al., 2008; Ericsson & Hakansson, 2005; Praet, 2001; Fogg & Tseng, 1999; Erdogan, 1999; Ohanian, 1990; McCracken, 1989; Hovland et al., 1953; Hovland & Weiss, 1951). Additionally, celebrity entrepreneur expertise refers to the know-how of celebrity entrepreneurs in a particular sector that impacts the brand (Martiningsih & Setyawan, 2022; Erdogan, 1999). The expertise of a celebrity entrepreneur affects the believability and credibility of a brand (Chan et al., 2021; Biswas et al., 2006).

The perceived expertise of the celebrity entrepreneur is also consistently related to consumers' likelihood to purchase the brand due to the level of persuasiveness that the celebrity entrepreneur holds (Ohanian, 1990). The abilities possessed by celebrity

entrepreneurs enable them to create interesting and relevant material. Such positive experiences using brands and inspirational stories (Baik et al., 2020) can create strong relationships with consumers and influence their actions and purchasing intentions. Celebrity entrepreneurs with expertise usually prove more convincing regarding the brand's quality (Aaker, 1997; Aaker & Myers, 1987) and can easily persuade the customer's buying intention (Ohanian, 1991). Celebrity entrepreneurs can significantly influence consumer purchase intentions by increasing brand remembrance and positively impacting their buying intentions. Their expertise in a specific area positively affects purchase intention. Promotions promoted by celebrity entrepreneurs with experience in a specific field have been proven to positively affect purchase intention. These beliefs, positive recognition, and increased consumer intentions can be easily gained by consumers. Celebrity entrepreneurs with a high degree of knowledge have a greater influence on consumer purchase intention (Martiningsih & Setyawan, 2022; Chaddha et al. 2021; Von Felbert & Breuer, 2021; Adiba et al., 2020; Koththagoda & Weerasiri, 2017; Wang et al., 2017; Seiler & Kucza, 2017; Gupta et al., 2017; Thomas & Johnson, 2017; Jaffari et al., 2017; Freeman & Chen, 2015; Hayes & Carr, 2015; Sertoglu et al., 2014; Jamil & Rameez ul Hassan, 2014; Eli-Zafoe, 2013; Chan et al., 2013; Siemens et al., 2008; Smith et al., 2008; Smith, 2005; Ohanian, 1991; Erdogan, 1999; McGuire, 1985).

Expertise was vital for a celebrity entrepreneur in promotion. When the expertise of a celebrity entrepreneur is perceived as high by the customers, the celebrity entrepreneur easily catches the consumers' attention and inspires them to purchase the promoted brand (Shaista et al., 2016). Expertise positively influences brand image, as shown by previous studies by Fitriani et al. (2023), Chan et al. (2021), Adiba et al. (2020), Wiedmann and Von Mettenheim (2020), Yoo and Jin (2013), and Ing and Furuoka (2007). Apart from that, in the opinion of Wiedmann and Von Mettenheim (2020), when a celebrity entrepreneur demonstrates high expertise and knowledge in a field, this can increase consumer perceptions of the brand's superiority. Celebrity entrepreneurs can build a strong relationship between themselves and the brand, which in turn can influence the resulting brand image in the minds of consumers.

Expertise significantly influences the effectiveness of celebrity entrepreneurs, as highlighted by various studies (Chan et al., 2021; Hennayake, 2017; Parmar & Patel, 2015; Amos et al., 2008; Toncar et al., 2007; Shimp, 2003). Greater levels of expertise correlate with enhanced effectiveness (Parmar & Patel, 2015; Amos et al., 2008; Shimp,

2003), suggesting that a celebrity entrepreneur's perceived level of expertise plays a crucial role in their success. The expertise of a celebrity entrepreneur affects the believability and credibility of a brand (Biswas et al., 2006). The greater the celebrity entrepreneur's perceived level of expertise in a promotion, the more persuasive or effective the promotion is likely to be (Von Felbert & Breuer, 2021; Herstein & Mitki, 2008; Magnini et al., 2008; Wang & Yang, 2007). Silvera and Austad (2004) asserted that the expertise of a celebrity entrepreneur correlates with the validity of the claims concerning the brand and is, therefore, a crucial element in increasing the influence of marketing messages.

The expertise of celebrity entrepreneurs is found in different fields (Chan et al., 2021; Hoekman & Bosmans, 2010). A celebrity entrepreneur with experience is more effective. Celebrity entrepreneurs are experienced, knowledgeable, qualified, and skilled, arguing that celebrity entrepreneurs with high expertise generate more trust and confidence than less knowledgeable celebrity entrepreneurs (Chaddha et al., 2021; Ohanian, 1990). Celebrity entrepreneurs have expertise since they have knowledge, experience, and skills to promote the brand. Briefly put, celebrity entrepreneurs must know the brand, have experience, and have good brand promotion skills (Von Felbert & Breuer, 2021; Sertoglu et al., 2014). Expertise has been associated with competence, qualification, expert ability, mastery, and authoritativeness (Chan et al., 2021; Gupta et al., 2017; Han & Ki, 2010; Magnini et al., 2010; Ketchen et al., 2008).

The celebrity entrepreneur should be knowledgeable and competent in delivering detailed information and legalities regarding the brand. As information receivers, consumers strongly believe in a celebrity entrepreneur having related knowledge and expertise in advocating (Chaddha et al., 2021; Koththagoda & Weerasiri, 2015; Belch & Belch, 2013). If the celebrity entrepreneur advocating the brand has strong knowledge and experience, then they ultimately have differential power to pursue due to their strong credibility (Von Felbert & Breuer, 2021; Priyankara et al., 2017). Celebrity entrepreneurs are knowledgeable about the brands, which makes them more confident (Chan et al., 2021; Jaffari et al., 2017; Hakimi & Zaeim, 2011). An example is that celebrity entrepreneurs are often perceived as knowledgeable about brands since it appears as if they know what works (Chaddha et al., 2021; Amos et al., 2008).

Celebrity entrepreneurs' expertise in conveying brand information is critical (Chaddha et al., 2021). Celebrity entrepreneurs' expertise is based on how much

information they have about the brands they promote. It is useful to specify whether a celebrity entrepreneur is well-versed in a certain field to convey the celebrity entrepreneur's expertise (Von Felbert & Breuer, 2021; Wiedmann & Von Mettenheim, 2020; Charbonneau & Garlan, 2010, 2006, 2005). The expertise of a celebrity entrepreneur is measured by their perceived ability to provide valid and accurate information regarding the brand, serving as a source of validation for consumers (Chaddha et al., 2021; Thomas & Johnson, 2017; Priyankara et al., 2017; Muda et al., 2014; Magnini et al., 2008; Clinton & Lewis, 2008; Erdogan, 1999; Ohanian, 1990; Tripp et al., 1994; McCracken, 1989; Hovland et al., 1953). Celebrity entrepreneurs influence perceptions of the brand's quality and produce a higher recall of brand information than non-celebrity entrepreneurs (Chan et al., 2021; Priyankara et al., 2017; Shaista et al., 2016; Speck et al., 1988). Celebrity entrepreneur expertise is one of the reasons for finding out its influence on consumers as recipients of information (Chaddha et al., 2021; Hennayake, 2017; Clinton et al., 2008).

To be perceived as an expert, a celebrity entrepreneur must be well-informed about a topic, have the required skills to do something, or have a reputable title (Gass & Seiter, 2022; Von Felbert & Breuer, 2021; Wiedmann & Von Mettenheim, 2020; Kruglanski & Thompson, 1999). Each celebrity entrepreneur has skills, uniqueness, and characteristics that can differentiate them in delivering brands when compared to someone who does not have these skills. Highly skilled celebrity entrepreneurs are more successful in persuading consumers (Chan et al., 2021; Bergkvist et al., 2016; Till & Busler, 1998). Research shows that younger audiences or consumers are more likely to believe and engage with celebrity entrepreneurs who offer genuine advice based on their expertise, rather than merely promoting brands for profit (Marwick & Hargittai, 2019).

Previous studies indicate that consumers place a higher value on brands promoted by celebrity entrepreneurs who are seen as experts in the relevant area, as their authority adds legitimacy to the brand's quality (Khamis, 2020). According to Chaddha et al. (2021) and Shimp (2007), if the celebrity entrepreneur is an expert in a given field, it is more convincing to transform the consumer's opinion. Von Felbert and Breuer (2021) and Shimp (2003) stated that a celebrity entrepreneur who is perceived as an expert on a given subject is more persuasive in changing consumers' opinions about a celebrity entrepreneur's area of expertise than a celebrity entrepreneur who is not perceived as possessing the same characteristic.

Celebrity entrepreneurs with high knowledge and skills have a strong power of recommendation as compared to celebrity entrepreneurs with low expertise (Chan et al., 2021; Baik et al., 2020; Ohanian, 1990). Consumers' responses to the celebrity entrepreneur's recommendations seem to vary directly with the celebrity entrepreneur's perceived level of expertise and the target consumer's level of agreement with those recommendations (Chaddha et al., 2021; Priyankara et al., 2017). Since consumers often lack specific brand knowledge, they are willing to rely on recommendations from a trusted authority figure, such as a celebrity entrepreneur (Von Felbert & Breuer, 2021; Herstein & Mitki, 2008; Magnini et al., 2008; Wang & Yang, 2007).

However, in another study, it does not matter whether a celebrity entrepreneur is an expert; what matters is how the consumers perceive a celebrity entrepreneur (Wang et al., 2017; Hovland et al., 1953). Furthermore, the expertise of celebrity entrepreneurs to attract consumers, in reality, consumers do not see such thorough expertise as important in making their purchasing decisions. This is because consumers do not regard expertise as a crucial characteristic. Additionally, being a celebrity entrepreneur does not require someone to be excellent at a certain thing (Narongrith, 2019). Then, consumers do not think the celebrity entrepreneurs are experts on the brands they are promoting, or, by extension, have a good understanding of, or are knowledgeable about, the brand in question. After all, celebrity entrepreneurs promote and sell the brand's fashion regardless of their skills. It can be concluded that consumers consider other factors of celebrity entrepreneurs as more important than their expertise (Narongrith, 2019).

2.4.3 Attractiveness

Research shows that attractive celebrity entrepreneurs are more likely to promote brands and have a greater favorable influence on consumers. They tend to rate commercials and brands more and are more likely to change their beliefs. Physical attractiveness has a stronger influence on consumers' inclination to purchase brands than unattractiveness (Zhou et al., 2024; Zhou et al., 2020; Bergkvist & Zhou, 2016; Dom et al., 2016; Wei & Lu, 2013; Till & Busler, 2000; Kahle & Homer, 1985; Joseph, 1982; Maddux & Rogers, 1980; Cohen & Golden, 1972). Therefore, the visual elements of a promotion that portray a sense of attractiveness in a celebrity entrepreneur develop a positive attitude for consumers to make a purchase (Fitriani et al., 2023; Ahmed et al.,

2014). An effective message also depends on the attractive celebrity entrepreneur's ability to persuade consumers to purchase the brand promoted (Annisa & Yusran, 2022; Sertoglu et al., 2014; Schlecht, 2003).

Attractiveness has many ranks that cannot be determined easily, and it is not easy to define attractiveness in one aspect (Martiningsih & Setyawan, 2022; Caballero et al., 1984). The concept of attractiveness means physical attractiveness and includes concepts or several characteristics that become a celebrity entrepreneur's strengths, such as the whole lifestyle of the celebrity entrepreneur (lifestyle characteristics or power), different aspects of his personality (personality properties or traits), intellectual skills or abilities, way of living, promotion skills, and skills of celebrity entrepreneurs (Chan et al., 2021; Chaddha et al., 2021; Wei et al., 2021; Munasinghe et al., 2020; Hennayake, 2017; Freeman & Chen, 2015; Ahmed et al., 2012; Shimp, 2003; Erdogan, 1999; Ohanian, 1990).

Attractiveness is defined as the characteristics that celebrity entrepreneurs have that make consumers attracted to them. These characteristics include physical appearance, personality perspective, attractive lifestyle, and many more (Chaddha et al., 2021; Mansour & Diab, 2016). In addition, attractiveness refers to the degree of pleasantness and appeal of physical aspects or traits that would pique the consumer's attention or are relevant from the consumer's perspective (Russell, 2020; Abbas et al., 2018; Yi & Priscilla, 2012). Furthermore, attractiveness is described as a celebrity entrepreneur's pleasing appearance that entices consumers to buy their brands (Wei et al., 2021; Ahmed et al., 2014). Attractiveness is also defined as a celebrity entrepreneur who has an attractive outlook, grace, and is cute to consumers (Zhou et al., 2024; Wei & Lu, 2013; Jayswal et al., 2013). The attractiveness of celebrity entrepreneurs refers to consumer views of brand representatives' attractiveness (Fitriani et al., 2023; Ohanian, 1990). Physical attraction refers to the influence of appearance and style on buying intention (Martiningsih & Setyawan, 2022; Andita et al., 2021; Chaddha et al., 2021; Arora et al., 2019; Ahmad et al., 2019; Faizal et al., 2019; Onu et al., 2019; Anggraeni & Asnawati, 2018; Guruge, 2018; Malik et al., 2018).

Celebrity entrepreneurs, who are perceived as attractive, have been found to be more influential in altering beliefs and creating buying intentions than their unattractive counterparts. Celebrity entrepreneurs' attractiveness has a strong and significant relationship with consumers' purchase intentions, with previous studies showing that promotions promoted by attractive celebrity entrepreneurs have a positive association

with purchase intention. Therefore, attractiveness is a crucial factor in influencing consumer purchase intention (Martiningsih & Setyawan, 2022; AlFarraj et al., 2021; Andita et al., 2021; Chaddha et al., 2021; Arora et al., 2019; Ahmad et al., 2019; Faizal et al., 2019; Onu et al., 2019; Torres et al., 2019; Anggraeni & Asnawati, 2018; Guruge, 2018; Malik et al., 2018; Koththagoda & Weerasiri, 2017; Pokharel & Pradhan, 2017; Shaista et al., 2016; Ahmed et al., 2015; Freeman & Chen, 2015; Sertoglu et al., 2014; Tingchi-Liu & Brock, 2011; Van der Walldt et al., 2009; Erdogan, 1999; Petroschius & Crocker, 1989; Kahle & Homer, 1985; Petty & Cacioppo, 1984; Debevec & Kernan, 1984; Chaiken, 1979; Baker & Churchill, 1977; Friedman et al., 1976). This indicates that when promoted celebrity entrepreneurs are perceived as attractive by consumers, it tends to increase their purchase intention towards the promoted brands. The attractiveness of celebrity entrepreneurs becomes a crucial factor that can influence consumer purchase intention in deciding to purchase a brand. Therefore, companies of celebrity entrepreneurs need to have a strong appeal to their target consumers. This can help enhance the effectiveness of promotional campaigns and strengthen consumers' purchase intentions (Andita et al., 2021; Anggraeni & Asnawati, 2018).

Research indicates a strong positive relationship between attractiveness and brand image, with celebrity entrepreneurs' attractiveness significantly increasing a brand's image. Previous studies by Alessandro et al. (2023), Fitriani et al. (2023), Annisa and Yusran (2022), Chan et al. (2021), Adiba et al. (2020), Wiedmann and Von Mettenheim (2020), Kusnanto et al. (2020), Ahmed et al. (2015), Fitri (2018), Kurniawan (2014), Yoo and Jin (2013), Shimp and Andrews (2013), Johnson and Harrington (1998), and Till and Busler (1998) all highlight the importance of attractiveness in brand image. Research by Wiedmann and Von Mettenheim (2020) highlights that positive messages from appealing celebrity entrepreneurs resonate more effectively with consumers, transferring their credibility to the promoted brand. Celebrity entrepreneurs who have the power or ability to promote the brand, give positive inspiration, positive vibes, and popularity to the public, are believed to increase the brand image of the brand. Complementary findings from Fitriani et al. (2023) suggest that an attractive celebrity can positively influence brand perception, leading to greater acceptance and recall among consumers, thus reinforcing the brand's favorable image.

The source of attractiveness is essential as it helps to enhance the effectiveness of promotion and consumer decision-making. Attractive celebrity entrepreneurs

positively influence emotional reactions to promotion. For both genders, especially males, there is a significant impact of attractive female celebrity entrepreneurs over male celebrity entrepreneurs (Annisa & Yusran, 2022; Norazah, 2014). Attractive celebrity entrepreneurs can create a significant persuasive effect in influencing public opinion about brands. Celebrity entrepreneurs' attractiveness can be an important reference for brands to communicate with their potential consumers (Martiningsih & Setyawan, 2022; Chekima et al., 2020). Physical attractiveness positively affects consumer intention toward the brand when comparing the brand with unattractive celebrity entrepreneurs (Chan et al., 2021; Ohanian, 1991). The attractiveness of celebrity entrepreneurs produces significant results as consumers are conscious of celebrity entrepreneurs' attractive appearances (Chaddha et al., 2021; Kahle & Homer, 1985).

Physical attractiveness suggests that a celebrity entrepreneur determines the effectiveness of persuasion. As a result, consumers want to be like the celebrity entrepreneur and want to identify themselves with that celebrity entrepreneur (Wei et al., 2021; Cohen & Golden, 1972). In addition, there are examples of celebrity entrepreneurs who are considered less attractive but represent the image the company wants to create and have. There are a huge number of physically attractive celebrity entrepreneurs who promote a brand. Physical appearance is one of the most powerful criteria in any social interaction. It can be infused with other socially desirable traits like capability, brain powers, social skills, and many more. Attractive celebrity entrepreneurs are presumed to have happy and professional lives compared to unattractive celebrity entrepreneurs (Zhou et al., 2024; Zhou et al., 2020; Bergkvist & Zhou, 2016; Zhou & Whitla, 2013).

According to Zhou et al. (2024) and Shaista et al. (2016), physical attractiveness is an informational idea that involves effects that are indirect, prevalent, and certain; produces a definite pattern of valid differences; and best culture in its effects, while referring to Fitriani et al. (2023) and Ohanian (1991), beauty is a greater judgment than any recommendation. This is due to the fact that a celebrity entrepreneur's physical attractiveness significantly influences social appraisal and acceptance, effectively capturing consumer attention in both print and electronic media due to its strong social recognition.

Annisa and Yusran (2022) and Erdogan (1999) mentioned that consumers see a physically attractive celebrity entrepreneur and form a favorable perception. The

attraction feature does not mainly include a pleasant physical appearance. However, it includes the lifestyle and personality dimension of the celebrity entrepreneur. Celebrity entrepreneurs who are perceived as attractive can easily influence the customers' values (Martiningsih & Setyawan, 2022; Debevec & Kernan, 1984). Physical attractiveness is an informal cue involving subtle, pervasive, and inescapable effects. Previous researchers supported the idea of using attractive celebrity entrepreneurs in promotions rather than average-looking celebrity entrepreneurs. Previous researchers noted that consumers endeavor to boost their appeal and charm and certainly respond to the celebrity entrepreneurs who resemble them (Chan et al., 2021; Erdogan, 1999). Further, Muda et al. (2012) explained that celebrity entrepreneurs have the power to create an immediate effect by extending their specific charm and identity to the promoted brand. These charms, as well as identities, then become attached to the brand as part of its image.

Celebrity entrepreneurs' appeal is particularly effective at validating the brands involved (Chaddha et al., 2021; Chen & Huddleston, 2009). Celebrity entrepreneur attraction is also recognized as continually changing and appealing to consumers (Wei et al., 2021; Koththagoda & Weerasiri, 2017; Chen & Huddleston, 2009). Consumers tend to view celebrity entrepreneurs more favorably because consumers perceive them as more attractive (Zhou et al., 2024; Amos et al., 2008).

According to Fitriani et al. (2023) and Kamins (1990), the attractiveness of a celebrity entrepreneur creates the perception in consumers' minds that the brand promoted increases the celebrity entrepreneur's attractiveness and that it will similarly increase their brand. In addition, the physical attractiveness of a celebrity entrepreneur is important for promoting a brand. Annisa and Yusran (2022) and Belch and Belch (2013) contended that celebrity entrepreneur companies spend substantial amounts of money, and celebrity entrepreneurs promote brands. This is due to the fact that celebrity entrepreneurs have what they call stopping power that they can use to make promotional messages stand out in a cluttered media environment.

Martiningsih and Setyawan (2022) and Ohanian (1990) depict attractiveness in five physical characteristics: attractive, classy, handsome or beautiful, elegant, and sexy. Attractiveness was related to the loveliness of famous celebrity entrepreneurs. Attractiveness also impacts consumers' attitudes since they want to appear attractive, stylish, and glamorous like celebrity entrepreneurs. Brands that are associated with a celebrity entrepreneur's physical attractiveness, like apparel, strongly rely on the

physical attractiveness of the celebrity entrepreneur. For example, if a young girl finds Katrina Kaif (actress) attractive and beautiful, she (Katrina Kaif) can influence the consumer's intention toward the brands she promotes since those girls believe that it will help them appear attractive, too. Indian celebrity entrepreneurs like Bollywood stars (Veet by Katrina) exposed themselves by wearing miniskirts or attention-capturing dresses in promotions, creating more attention towards the opposite gender. Such appearance makes them more attractive and easier to recall. On the other hand, Pakistani celebrity entrepreneurs are important within social restraints and religious limits.

The study of many researchers demonstrates that exterior and physical beauty or attractive faces are important factor that helps in determining the effectiveness of the celebrity entrepreneur (Chan et al., 2021; Winham & Hampl, 2008; O'Doherty et al., 2003; Joseph, 1982; Kahle & Hamer, 1985; Baker & Churchill, 1977). However, contrary to this, the more attractive celebrity entrepreneurs are not that good for promotion. The attractiveness and outer appearance or beauty and outlook are not the only factors that count, but the non-physical attributes also matter in the effectiveness of the celebrity entrepreneur, like achievements in insight, tact, and intelligence (Sliburyte, 2009; Bower & Landerth, 2001; Kamins, 1990; Caballero et al., 1984), relating to the cultural group of the consumer (Chaddha et al., 2021; Deshpande & Stayman, 1994).

Consumers tend to have positive stereotypes about physically attractive celebrity entrepreneurs or what consumers see as attractive celebrity entrepreneurs (Wei et al., 2021; Erdogan, 1999; Debevec & Kernan, 1984; Baker & Churchill, 1977). A celebrity entrepreneur's physical attractiveness affects persuasive communication. This is achieved through identification, which happens when a consumer accepts the information delivered by an attractive celebrity entrepreneur simply because the consumer wants to identify with the celebrity entrepreneur (Zhou et al., 2024; Cohen & Golden, 1972).

Furthermore, attractiveness or physical characteristics affect consumers' mindsets since they want to appear alluring, chic, classy, handsome, beautiful, elegant, sexy, and glamorous like celebrity entrepreneurs. They believe purchasing and using the brand helps them appear more attractive (Fitriani et al., 2023; Dom et al., 2016; Ohanian, 1990; Debevec & Kernan, 1984; Baker & Churchill, 1977). Attractiveness was a degree that provoked the attention of consumers. It is not restricted to the size of the body. Nonetheless, it consists of all physical characteristics such as hair color, facial

features, and physical appearance (Annisa & Yusran, 2022; Yi & Priscilla, 2012). However, consumers also consider non-physical attributes to play a vital role compared to physical attributes (Mudzakir, 2018).

Many researchers have proven that outer and physical attractiveness are two elements that contribute to the effectiveness of celebrity entrepreneurs (Martiningsih & Setyawan, 2022; McCracken, 1989; Shimp, 2003). The physical attractiveness of celebrity entrepreneurs is interconnected with the consumer's initial judgment, which is stimulated by the qualities and characteristics of the celebrity entrepreneurs, such as body height and weight, and facial attractiveness (Chan et al., 2021; Wang & Scheinbaum, 2018; Au-Yeung, 2012; Bardia et al., 2011).

Physical attractiveness influences consumer perception, with celebrity entrepreneurs often serving as icons that motivate consumer trends (Martiningsih & Setyawan, 2022; Narongrith, 2019; Ohanian, 1990). However, studies indicate that consumers may prefer celebrity entrepreneurs with average attractiveness and size, as perceived similarities can foster more positive brand attitudes (Lou & Tse, 2021).

Celebrity entrepreneurs can be appealing for several reasons, including the attractiveness and personal charisma of celebrity entrepreneurs, which can influence consumers' purchase intention. Consumers are more likely to opt for brands that are promoted by a celebrity entrepreneur than brands that are not. Some consumers may be attracted to celebrity entrepreneurs for their beauty and intelligence (Narongrith, 2019; Mudzakir, 2018; Sliburyte, 2009; Deshpande & Stayman, 1994; Kamins, 1990). Therefore, both beauty or appearance and intelligence are essential (Caballero et al., 1984).

Attractiveness in celebrity entrepreneurs involves both physical and non-physical attributes, including lifestyle, power, personality, and intellectual skills (Fitriani et al., 2023; Martiningsih & Setyawan, 2022; Annisa & Yusran, 2022; AlFarraj et al., 2021; Wei et al., 2021; Chan et al., 2021; Munasinghe et al., 2020; Sari & Yulianti, 2019; Torres et al., 2019; Mudzakir, 2018; Wang & Scheinbaum, 2018; Hennayake, 2017; Dom et al., 2016; Freeman & Chen, 2015; Yi & Priscilla, 2012; Ahmed et al., 2012; Au-Yeung, 2012; Bardia et al., 2011; Sliburyte, 2009; Winham & Hampl, 2008; Shimp, 2003; O'Doherty et al., 2003; Bower & Landerth, 2001; Erdogan, 1999; Deshpande & Stayman, 1994; Ohanian, 1990; Kamins, 1990; McCracken, 1989; Kahle & Hamer, 1985; Caballero et al., 1984; Debevec & Kernan, 1984; Joseph, 1982; Baker & Churchill, 1977; Dion, 1972). The overall appeal encompasses admiration and

personality, highlighting the importance of both types of attributes in defining celebrity entrepreneurs' attractiveness (AlFarraj et al., 2021; Torres et al., 2019).

Research by Kahle and Homer (1985) indicates that consumers favor purchasing a brand when promoted by an attractive celebrity entrepreneur as opposed to an unattractive one. Conversely, Bower and Landerth (2001) contend that the effectiveness of attractive celebrity entrepreneurs in promotion is diminished by the challenge of defining attractiveness through a singular characteristic (Caballero et al., 1984).

In conclusion, celebrity entrepreneurs with attractive characteristics are perceived to increase their brand image by promoting brands and providing positive vibes and inspiration. Their promotional strategies leveraging power and attractiveness are essential for raising the brand image of labels (Narongrith, 2019). A celebrity entrepreneur and their brand image can mutually influence one another. To maintain a positive consumer perception of promoted brands, the celebrity entrepreneur must uphold their integrity, with attractiveness being a key factor in increasing brand image. Therefore, celebrity entrepreneurs' companies or brands need to pay attention to the attractiveness of their brands and ensure that their brand image is also positive. This can help increase consumer purchase intention and the success of the brand in the market (Annisa & Yusran, 2022).

2.4.4 Respect

Respect as an essential element (Chaddha et al., 2021; Shimp, 2013, 2010, 2008, 2007, 2003). Respect is deemed a vital determinant of young celebrity entrepreneurs (KhosraviNik, 2018). Respect is a common norm for people in Malaysia or among Asians, a country with a highly collectivistic culture, and this is an important criterion that aligns with the study of Um and Lee (2015). In this context, celebrity entrepreneurs are considered respected icons or role models in the Malaysian community (Ahmad et al., 2019; Idris & Baharom, 2017). Respect in the TEARS model relates to consumers' admiration for the celebrity entrepreneur; this respect is built upon the celebrity entrepreneur's qualities and achievements (Nguyen, 2021; Shimp, 2013, 2010, 2008, 2007, 2003).

Respect refers to the quality of being admired or even esteemed due to the celebrity entrepreneur's accomplishments or abilities (Chan et al., 2021; Shimp, 2013, 2010, 2008, 2007, 2003). Next, respect is the admiration that arises from acceptance

and the desire to model certain behaviors (Nguyen, 2021; Chan et al., 2021; Chaddha et al., 2021; Wei et al., 2021; Mehrabian & Blum, 2018).

Furthermore, respect has a significant relationship with customers' purchase intentions (Chaddha et al., 2021; KhosraviNik, 2018; Koththagoda & Weerasiri, 2017; Freeman & Chen, 2015). Respect toward a celebrity entrepreneur induces the need to associate and can stimulate purchase intention (Chaddha et al., 2021). Previous studies found that there are positive relationships between the respect of celebrity entrepreneurs and the brand image (Chan et al., 2021; Ahmad et al., 2019; Fitri, 2018). Respect also impacts celebrity effectiveness (Shimp, 2007, 2003). Wang and Scheinbaum (2018) and Hollensen and Schimmelpfennig (2013) have emphasized respect as a variable that significantly affects the success of a celebrity entrepreneur, as carried out by Shimp (2007, 2003).

Celebrity entrepreneurs are usually associated with high status due to their recognition, and the extra qualities and power they gain via repeated media exposure (Nguyen, 2021; La Ferle & Choi, 2005). Respect for a celebrity entrepreneur highlights their outstanding performance, appealing attributes, and public admiration toward them (Chan et al., 2021; Marshall & Brown, 2006; Brown & Marshall, 2001). Consumers have always had much respect for celebrity entrepreneurs. Consumers also admired celebrity entrepreneurs. Consumers thought celebrity entrepreneurs had to be extremely talented to have a career in the public eye and be on television all the time (Nguyen, 2021; Chan et al., 2021; Chaddha et al., 2021; Wei et al., 2021; Ahmad et al., 2019).

Celebrity entrepreneurs involve prominent and influential persons with highly revered and respected opinions. When respected celebrity entrepreneurs enter into promotion relationships with various brands, their respect may extend to the brands they are linked to (Chaddha et al., 2021; Shimp, 2013, 2010, 2008, 2007, 2003). Using respected celebrity entrepreneurs as the voice or message carrier is more effective than using an ordinary celebrity. Celebrity entrepreneurs can deliver meanings to promotions with extra subtlety, depth, and power (Wei et al., 2021; Charbonneau & Garland, 2005).

Celebrity entrepreneurs are respected for their appealing personalities, stance on pressing societal issues, athletic prowess, acting ability, and other vital qualities (Wei et al., 2021; Hennayake, 2017). Shimp (2007, 2003) contends further that consumers respect a celebrity entrepreneur's standpoints, such as the environment, politics, and lifestyle. Celebrity entrepreneurs who are respected are also generally liked (Nguyen, 2021; Chan et al., 2021; Chaddha et al., 2021; Wei et al., 2021; Belch & Belch, 2013;

Byrne et al., 2003; Hoffner, 1996).

Consumers acquire the bulk of their knowledge, ideas, and skills by copying from celebrity entrepreneurs. However, consumers pay far more attention to celebrity entrepreneurs' habits and behaviors than ordinary community members. Prior research has revealed that the desire to become celebrity entrepreneurs is associated with individuals' self-esteem (Nguyen, 2021; Noser & Zeigler-Hill, 2014) and social self-concepts (Chan et al., 2021; Greenwood et al., 2013). Celebrity entrepreneurs who gained prominence through professional promotions have become role models for their consumers. Additionally, celebrity entrepreneurs often have a strong social media presence and may be perceived as relatable or aspirational figures. Ultimately, consumers' reasons for respecting celebrity entrepreneurs can vary greatly (Chaddha et al., 2021; Wang & Scheinbaum, 2018).

Personal qualities are the characteristics, attributes, or personality characteristics that reflect celebrity entrepreneurs' identity. Celebrity entrepreneurs with high self-esteem do not rely on external sources for validation. Using celebrity entrepreneurs' fame and maintaining high standards, celebrity entrepreneurs can create respected brands (Wei et al., 2021; Baharom, 2017).

Because of celebrity entrepreneurs' fame and frequent appearances in the media, celebrity entrepreneurs are often linked to a high social standing and have extra characteristics and influence (Chung & Cho, 2017; Ambadar, 2007; La Ferle & Choi, 2005; Chaiken, 1979). Wei et al. (2021) and Uhls and Greenfield (2012) defined fame as the idea of being known by large numbers of people who are not perceptually present to any given individual. According to Nguyen (2021) and Gountas et al. (2012), fame is a powerful cultural magnet. The concept of fame has been associated with celebrity entrepreneurs, wealth, attractiveness, and social recognition. Furthermore, prestige is a form of social status based on the respect and admiration of members of one's community.

Celebrity entrepreneurs are objects of entertainment, adoration, and admiration for consumers. These feelings of fondness and admiration may help consumers build a sense of reverence and respect for celebrity entrepreneurs. Consumers who regard celebrity entrepreneurs as idols and who try to emulate those celebrity entrepreneurs (Nguyen, 2021; McCutcheon et al., 2002; McCracken, 1989) may continuously engage and maintain relationships with celebrity entrepreneurs and invest energy and money in celebrity entrepreneurs (Chan et al., 2021; Holt & Thompson, 2004). Consumers often

respect celebrity entrepreneurs since they have achieved high fame and success in their field. Celebrity entrepreneurs may be admired for their talent, work ethic, or cultural impact (Chaddha et al., 2021; Hennayake, 2017).

Admiration can be considered as respect and warm approval. It is an emotional response involving appreciation, delight, esteem, reverence, and surprise. Admiration is regarded as one of the emotions of appreciation, or moral emotions, triggered by positive appraisals of excellence. It is present when seeing extraordinary skills, talent, or achievement displays. It has been discovered that by admiring celebrity entrepreneurs who are perceived to share similar interests and attributes, consumers may develop positive thinking about their own lives and may become more active in seeking new opportunities or engaging in self-growth (Chan et al., 2021; Ortony, 1988).

Admiration is considered an extension of the basic emotion family (Chaddha et al., 2021; Ekman & Davidson, 1994) and is categorized as one of the moral emotions. Moral emotions are those linked to the interests or welfare of celebrity entrepreneurs as a whole (Wei et al., 2021; Haidt, 2003). In other words, the unique other-focusing characteristics of moral emotions determine the celebrity entrepreneur's important role in eliciting prosocial or goal-directed behaviors that have potential benefits to consumers (Nguyen, 2021; Fredrickson & Cohn, 2008; Fredrickson & Losada, 2005).

In positive emotion research, admiration has been described as a type of appreciation emotion (Chan et al., 2021; Ortony, 1988), triggered by positive appraisals of excellence. Admiration is the emotional response when seeing extraordinary displays of skills, talents, or achievements. It is included as one of the other praising emotions that motivate self-improvement (Chaddha et al., 2021; Algoe & Haidt, 2009). These positive emotions, such as elevation, gratitude, and admiration, are theorized to influence behavior in a functional, adaptive manner and predict or contribute to a consumer's overall well-being or happiness (Wei et al., 2021; Condon et al., 2014).

Admiration, as one type of positive moral emotion relating to consumers' responses to good deeds and moral exemplars (Nguyen, 2021; Haidt, 2003), motivates consumers to emulate admired celebrity entrepreneurs in the relevant respect (Chan et al., 2021; Zagzebski, 2015). Admiration can benefit consumers' happiness perceptions by changing their cognitions and motivations (Chaddha et al., 2021; Lyubomirsky et al., 2005). Prior research indicates that acting on moral emotions concerning virtues can promote happiness (Wei et al., 2021; Athota, 2013). The emotion of admiration can also facilitate the development of celebrity entrepreneurs' relationships with consumers

through increasing self-other overlap (Nguyen, 2021; Waugh & Fredrickson, 2006), that is, taking the consumer's perspective.

In addition, admiring someone or celebrity entrepreneurs in common and sharing such experiences can increase the social and sociological relevance of communication flows through the creation of good communication and atmosphere. A positive communication atmosphere helps strengthen personal connections, promote emotional ties, and enable a feeling of common concerns (Chan et al., 2021; Giulianotti, 2015, 2012, 2009, 1999).

In conclusion, the positive emotion of admiration may help empower individuals to engage in social and cultural communications within the fan communities and in a much wider context of multimedia culture. It is important to capture personal experiences of how admiration for celebrity entrepreneurs affects consumers (Nguyen, 2021; Chan et al., 2021; Chaddha et al., 2021; Wei et al., 2021; KhosraviNik, 2018). Consumers have a more positive perception of brands when highly regarded celebrity entrepreneurs promote them, as influenced by their admiration for the celebrity entrepreneurs. Utilizing a well-known celebrity entrepreneur to promote a brand is more impactful than utilizing a regular model or ordinary celebrity (D'Ambrogio et al., 2023).

2.4.5 Similarity

A customer may relate themselves to the celebrity entrepreneurs. Consumers are more easily influenced when they find similarities between themselves and celebrity entrepreneurs (Qiu et al., 2021; Shimp, 2013, 2010, 2008, 2007, 2003). The similarity suggests that consumers can identify and find themselves in celebrity entrepreneurs, creating connectivity (Chan et al., 2021; Koththagoda & Weerasiri, 2015; Erdogan, 1999). If a consumer can identify with the celebrity, the consumer can be influenced more easily by a celebrity entrepreneur who is similar to them. Similar to celebrity entrepreneurs, attraction to celebrity entrepreneurs often goes hand in hand when a consumer views a promotion (Chaddha et al., 2021; Buckley & Roach, 1981). The more similar the celebrity entrepreneur and the brand, the more positive the consumers' response to the promotion (Qiu et al., 2021; Chan et al., 2021; Chaddha et al., 2021; Wei et al., 2021; Martin, 1996).

The similarity refers to a perceived likeness between the celebrity entrepreneurs and the message's target consumer (Wei et al., 2021; Mehrabian & Blum, 2018; Roy et

al., 2013; Belch & Belch, 2013; Erdogan, 1990; Ohanian, 1990; McGuire, 1985). Similarity is known as likeness and correspondence, which refers to the state of being nearly identical or the same (Qiu et al., 2021; Ha & Lam, 2017). Furthermore, similarity refers to individuals or celebrity entrepreneurs who share characteristics such as demographics, experience, passions, opinions, social standing, and habits that social media users can detect (Fanoberova & Kuczkowska, 2016).

The similarity is the hypothetical similarity between the celebrity entrepreneurs and the consumer. Consumers are more influenced by celebrity entrepreneurs who are like them. Consumers identify with the celebrity entrepreneur's common interests or lifestyles, and in this way, better cohesiveness is created. Additionally, similarity refers to the alignment of people in their beliefs, values, or other traits that impact how followers, fans, or consumers are influenced in their interactions with a specific celebrity entrepreneur. Consumers seek entertainment and validation from peers or celebrity entrepreneurs. This coming together of thoughts and actions is crucial for forming connections and spreading information (Qiu et al., 2021; Chan et al., 2021; Chaddha et al., 2021; Wei et al., 2021; Shimp, 2013, 2010, 2008, 2007, 2003).

Celebrity entrepreneurs' similarity significantly influences consumers' purchasing intentions, with their similarity being the strongest predictor (Wei et al., 2021; Chaddha et al., 2021; Koththagoda & Weerasiri, 2017; Freeman & Chen, 2015; Kozar & Damhorst, 2008). Hollensen and Schimmelpfennig (2013) have emphasized similarity as a variable that significantly affects the success of a celebrity entrepreneur, as suggested by Shimp (2007, 2003). Furthermore, the similarity impacts celebrity entrepreneurs' effectiveness (Shimp, 2007, 2003). In addition, previous studies found that positive relationships exist between celebrity entrepreneurs' similarity and brand image, with similarities in their characteristics predicting factors contributing to the brand image (Chan et al., 2021; Ahmad et al., 2019; Fitri, 2018).

Similarity to target consumers regarding demography and personality traits (Qiu et al., 2021; Chan et al., 2021; Chaddha et al., 2021; Wei et al., 2021; Jackson & Darrow, 2005). Similarity in terms of demographics is also crucial. For example, some Malaysians would prefer celebrity entrepreneurs from their own country, whom they are proud of (Qiu et al., 2021; Cuomo et al., 2019). Changes in culture and societal influences, as well as commonalities within each generation, have been discovered as disparities between generations (Bakewell & Mitchell, 2003).

While celebrity entrepreneurs can represent certain positive demographic information, such as gender, age, and status, celebrity entrepreneurs can offer these elements with greater precision (Chan et al., 2021; McCracken, 1989). Similarity symbolizes the degree to which a celebrity entrepreneur matches a consumer in terms of characteristics pertinent to the celebrity entrepreneur's relationship, such as age, gender, and ethnicity. It is based on the assumption that consumers prefer celebrity entrepreneurs with whom they share common features (Chaddha et al., 2021; Shimp, 2013, 2010, 2008, 2007, 2003).

Perceived similarity was influenced by the perceived age of a celebrity entrepreneur. Older women who were 60 to 80 years old and felt more similar to celebrity entrepreneurs in a promotion had strong positive beliefs about the celebrity entrepreneurs' appearance, fashionability, and purchase intention. The celebrity entrepreneurs' age influenced the perceived similarity and positively affected beliefs about the celebrity entrepreneurs' appearance in terms of perceived attractiveness (Wei et al., 2021; Kozar & Damhorst, 2008).

Previous research found that similarity in perceived attitudes had the biggest effect on attraction to a same-sex individual, followed by similarity in attire, with attractiveness of clothes having the least effect (Qiu et al., 2021; Buckley & Roach, 1981). Thus, women may be more attracted to celebrity entrepreneurs in promotions when they are similar to the celebrity entrepreneurs. For example, the young generation or Generation Z does not want their lifestyle or personality to appear older than their age, so they try to find clothes that match their preferences. If those clothes do not match their preferences, their purchase intention decreases (Chan et al., 2021; Toldos-Romero & Orozco-Gómez, 2015).

If the consumers feel that the source of the message is similar to celebrity entrepreneurs' attitude, perspective, activity, origin, social status, or lifestyle, this message positively impacts consumers (Chaddha et al., 2021; Koththagoda & Weerasiri, 2015; Song et al., 2008; Ohanian, 1990). Suppose consumers seem to have an attachment to the brand. In that case, celebrity entrepreneurs represent the lifestyle, allowing consumers to make choices that match their preferences (Wei et al., 2021; Graeff, 1997).

Celebrity entrepreneurs, sometimes known as the most influential force in the fashion sector, can make a lot of money conducting brand promotions in this era (Wiedmann & Von Mettenheim, 2021). Celebrity entrepreneurs can persuade their

followers, fans, or consumers to buy the brand depending on their opinion. Considering celebrity entrepreneurs have the potential to make something become a vogue and a to have fashion because consumers copy their style, consumers believe they will have the same lifestyles as celebrity entrepreneurs if they utilize the same things.

In the case of Indian and Pakistani celebrity entrepreneurs, interestingly, many similarities exist even in some cases with the same religion (Shah Rukh Khan, Salman Khan, and Shahid Afridi). However, belief differences are also noticed (Kareena Kapoor and Mahnoor Baloch). Apart from these other attributes of celebrity entrepreneurs, whether from India or Pakistan, they are almost the same. Still, levels of attachment with local celebrity entrepreneurs are somehow considered higher than those of Indian celebrity entrepreneurs due to similarities in beliefs and the origin of the country (Qiu et al., 2021; Jamil & Rameez ul Hassan, 2014).

A feeling of similarity must exist for one consumer to be attracted to another celebrity entrepreneur (Chan et al., 2021; Byrne et al., 1971). A similarity focus induces feelings of sameness and contributes to spillover effects between an evaluated base and a target (Chaddha et al., 2021; Markman & Gentner, 1993). For instance, when a woman is in a similarity focus, she emphasizes the similarities between herself and the celebrity entrepreneurs, and focusing on similarities is likely to trigger a process whereby the feelings evoked by the celebrity entrepreneurs are transferred to the brand being evaluated (Wei et al., 2021; Clow & Esses, 2010; Clow et al., 2008).

Consumers might view some of the meanings the celebrity entrepreneurs represent to be relevant to their ideal self-image, emulate their style or behaviors, and purchase those brands promoted by the celebrity entrepreneurs, hoping that they become similar to them (Qiu et al., 2021; Chan et al., 2021; Chaddha et al., 2021; Wei et al., 2021; Erdogan, 1999; McCracken, 1989; Atkin & Block, 1983). According to Kaplan (2015), the content posted by key celebrity entrepreneurs regarding their day-to-day activities can impact their social standing and influence consumers, fans, or followers. Zhang et al. (2023) suggest that individuals or celebrity entrepreneurs who share common interests have a greater impact on a person's buying decision compared to those with conflicting opinions. Nejad et al. (2014) claimed that if a consumer is enthusiastic about the image or reputation of a celebrity entrepreneur, they are inclined to purchase the brand promoted by the celebrity entrepreneur (Nejad et al., 2014).

In conclusion, similarity between the consumer and the celebrity entrepreneurs is particularly essential when there is a broad range of brands on offer and where

consumers are heterogeneous (Qiu et al., 2021; Shimp, 2013, 2010, 2008, 2007, 2003; Erdogan, 1999). Consumers like celebrity entrepreneurs who are similar to consumers. Whether the similarity is in opinions, personality traits, background, or lifestyle, this fact seems to hold (Chan et al., 2021; Cialdini, 2007). Consumers who share similar opinions with celebrity entrepreneurs (Chaddha et al., 2021; Freeman & Chen, 2015).

2.5 Brand Image

Brand image significantly impacts consumers' purchase intention, according to various studies (Adrian, 2023; Adrian et al., 2022; Firdaus & Hermawan, 2022; Haitao, 2022; Febriati & Respati, 2020; Mohamed & Wee, 2020; Wiedmann & Von Mettenheim, 2020; Ahmad et al., 2019; Nuseir, 2019; Indrasari & Raditya Purnomo, 2018; Maulana, 2018; Ivana, 2018; Erida & Rangkuti, 2017; Kwandy, 2017; Koththagoda & Weerasiri, 2017; Yu et al., 2017; Shahid et al., 2017; Takaya, 2017; Elseid & El-Baz, 2016; Ke et al., 2016; Atika et al., 2016; Ruhamak & Rahayu, 2016; Nurlina, 2016; Arifin & Fachrodji, 2015; Charo et al., 2015; Fern et al., 2015; Mambu, 2015; Razy & Lajevardi, 2015; Zhang, 2015; Calvo Porral & Lang, 2015; Prawira & Yasa, 2014; Wang & Tsai, 2014; Chen et al., 2014; Lasander, 2013; Tariq et al., 2013; Aghekyan-Simonian et al., 2012; Wu et al., 2011; Bian & Moutinho, 2011; Burmann et al., 2008; Vazquez-Carrasco & Foxall, 2006; Wang, 2006; Saouma & Chabo, 2005; Del Rio et al., 2001; Baker et al., 1994; Keller, 1993; Mazursky & Jacoby, 1986). Stronger brand images lead to higher purchase intentions, as noted by Razy and Lajevardi (2015), Mambu (2015), and Chen et al. (2014). The importance of brand image is emphasized as a critical factor influencing consumer purchase intention (Burmann et al., 2008), and its strength increases when celebrity entrepreneurs present the brand (Kwandy, 2017). Enhancing a celebrity entrepreneur company's brand image significantly impacts consumer purchasing intentions (Mambu, 2015; Chen et al., 2014), with higher brand images resulting in higher purchase intentions (Indrasari & Raditya Purnomo, 2018). As brand image improves, the value of purchase intention rises, and vice versa (Takaya, 2017). Consumers with a positive brand image are more likely to make purchases (Bian & Moutinho, 2011).

A brand is a name, term, sign, symbol, or design that identifies and differentiates a product seller from competitors, as defined by Kotler and Keller (2016), Watkins et al. (2006), and Kotler (2000). A brand has three primary functions. One is navigation,

which helps consumers choose from vast choices. Two, reassurance that the brand can communicate its quality of the brand through trust. Third is engagement, where brands use distinctive associations, language, and imagery to encourage customers to identify with the brand (Adrian, 2023; Wheeler, 2017). Defined brand image as consumers' perceptions of a brand, influenced by brand associations in their memory. This perception is linked to their strong recollection of the brand and is built upon their interactions with the brand (Firdaus & Hermawan, 2022; Dewi et al., 2020; Kotler & Keller, 2016; Ahmed & Nasreen, 2015; Leenas et al., 2011; Keller, 1993; Dobni & Zinkhan, 1990).

Brand image, a concept established in 1950, encompasses both tangible and intangible attributes associated with a brand in consumers' minds. Its significance and strength are influenced by individual personality, brand attitudes, social interactions, and communication. A robust brand image correlates with high product quality perceptions and customer attraction. Strong associations, such as product quality and communication strategy, bolster a brand's competitive position. Brand image, viewed as a vital asset, develops over time through advertising and direct consumer experiences (Dewi et al., 2020; Ugwuanyi et al., 2018; Marselina, 2017; Kotler & Keller, 2016; Davies & Slater, 2015; Bentley et al., 2015; Aghekyan-Simonian et al., 2012; Kotler & Keller, 2012; Reza Jalilvand & Samiei, 2012; Lee et al., 2011; Hsieh et al., 2004; Gardner & Levy, 1999; Keller, 1993).

Brand image plays a major role in purchase intention. This is attributed to the fact that consumers already prefer a brand. They would buy brands from it without thinking twice (Simamora & Sitanggang, 2023; Rawung et al., 2015; Johansson & Sparredal, 2002). Research by Hung et al. (2011) stated that when buying luxury brands, consumers have purchase intention since they want to demonstrate to society their pride and purchasing power, and want to be socially accepted. This is what makes the purchase intention of luxury brands influenced by social factors.

Brand image interprets the accumulation of information consumers receive, causing purchase intention (Simamora & Sitanggang, 2023). For example, when talking about Nike, most consumers spontaneously know that Nike is a sports apparel company. Brand image is crucial since consumers decide whether or not that brand is the one for them. It is the identifier that identifies a consumer's personality and lifestyle. This can motivate consumer purchase intention (Astuti, 2023; Bian & Moutinho, 2011). Furthermore, brand image is the consumers' general perception and feeling toward

brands, which affects consumer purchase intention (Adrian et al., 2022; Zhang, 2015; Lasander, 2013). Also, Saouma and Chabo (2005) stated that customers are positively affected by the celebrity entrepreneur toward a brand and increased customer purchase intention.

New emerging celebrity entrepreneurs portray different characteristics, which result in different brand images (Astuti & Hastuti, 2022; Gupta, 2017). The brand image concept appeared in 1950. The brand image reflects the total personality of the brand itself. In other words, it is the impression in the consumers' minds. Brand image accumulates over time and appears in various ways, such as consistent advertising campaigns and consumers' direct experience (Firdaus & Hermawan, 2022; Kotler & Keller, 2016; Ahmed & Nasreen, 2015; Keller, 1993; Dobni & Zinkhan, 1990). Furthermore, celebrity entrepreneurs with a strong and favorable brand image are associated with beliefs towards a brand and have a high tendency to purchase a particular brand as brand image increases their beliefs (Adrian, 2023; Tanzila et al., 2015; Bian & Moutinho, 2011; Schiffman and Kanuk, 2007; Esch et al., 2006; Schiffman and Kanuk, 1951). Especially in a turbulent, mature, and competitive market, brand image can create belief, credibility, differentiation, and consistency to make the brand outstanding (Simamora & Sitanggang, 2023; Rindell & Iglesias, 2014).

Brand image is the asset that a celebrity entrepreneur's company must own to compete in the industry since brand image is a valuable and important company asset (Astuti, 2023; Marselina, 2017). Brand image is one of the initial aspects of recognizing a product brand. The most vital aspects of brand image are first impressions and information development (Adrian et al., 2022; Setiawan, 2018). Consumers need to recognize and remember the brand, as it is the basic functionality and importance of brand image. Brand image measures the strength of a brand's existence in consumers' minds (Astuti & Hastuti, 2022; Ambadar et al., 2007). Brand image can affect how a brand is perceived by consumers in terms of quality and determine their attitudes and affection towards a brand (Firdaus & Hermawan, 2022; Bian & Moutinho, 2011; Persson, 2010; Esch et al., 2006), and it also becomes more critical when consumers have to choose a brand over other competing brands (Adrian, 2023; Anwar et al., 2011).

Celebrity entrepreneurs' ideas reflect the brand's personality and their feelings, thoughts, and expectations towards the brand (Simamora & Sitanggang, 2023; Kotler & Keller, 2016; Ahmed & Nasreen, 2015; Keller, 1993; Dobni & Zinkhan, 1990). The brand's image relates to the attitude in the form of beliefs and preferences. This offers

a sense of association and consumer confidence (Astuti, 2023; Ahmed & Nasreen, 2015; Leenas et al., 2011). Accordingly, the brand image does not exist in the features, technology, or the actual brand itself. Rather, it is something brought out by celebrity entrepreneurs or consumers. Brand image is often used as an extrinsic cue when consumers evaluate a brand before purchasing (Adrian et al., 2022; Richardson et al., 1994; Zeithaml, 1988).

Brand image is an important aspect that is related to the brand. If the brand produced is good and of good quality, then the brand has a value that is more in the minds of consumers to improve the brand image (Astuti & Hastuti, 2022; Citra & Santoso, 2016). Astuti and Hastuti (2022) and Rahi (2016) argued that brand image needs to be planned, developed, supported, and maintained to gain excellence. Astuti (2023) and Hawkins and Mothersbaugh (2013) also highlighted that brand image consists of intangible values, including imagery and feelings, attributed to the consumers' associations with the brand over time. Simamora and Sitanggang (2023) and Choi and Rifon (2012) attested that celebrity entrepreneurs have become a pivotal marketing and branding element that consumers search for in a brand.

Consumers tend to positively perceive pioneer brands, which are the first brands in a product category, even though other brands appear (Firdaus & Hermawan, 2022; Suryonaningsih et al., 2016). Marketers need to carry out an intensive strategy to increase the brand image in the hearts of consumers. Adrian et al. (2022) and Putra and Ekawati (2017) argue that a strong brand image provides a major advantage for the company, such as creating a competitive advantage. A good brand image will positively impact the company as it can satisfy its consumers and increase consumer attractiveness to use a product (Adrian, 2023; Aristyowati et al., 2015).

Established brands are typically more competitive than other brands in the same market. This strong market position results from strong associations, which will eventually lead to a compelling brand image. In other words, the more associations are linked, the stronger the brand image becomes (Simamora & Sitanggang, 2023; Reza Jalilvand & Samiei, 2012). Brand image is one of the primary motivators for consumers to buy (Astuti, 2023; Persson, 2010; Esch et al., 2006). Typically, the brand image reflects the consumer's feelings and thoughts about the brand (Astuti & Hastuti, 2022; Roy & Banerjee, 2007).

Brand image significantly influences consumer decision-making and choice behavior, particularly when searching for an alternative brand. A celebrity entrepreneur

appearing in a promotion compared to a non-celebrity entrepreneur influences the customer's purchase decision (Firdaus & Hermawan, 2022; Mishra & Datta, 2011; Zeithaml, 1988). Companies can use the brand as a signal to effectively convey information about quality to consumers (Adrian, 2023; Erdem & Swait, 2004).

Brand image is also utilized to help consumers recall a particular brand and information from its promotion, allowing consumers to visualize its brand image (Simamora & Sitanggang, 2023; Blackwell et al., 2006). Presenting a unique brand image enables consumers to recognize a brand, evaluate the brand, minimize risks in deciding to purchase the brand, and elevate satisfaction. A strong brand image of a brand is perceived as high quality and able to attract more loyal customers (Astuti, 2023; Ahmed & Nasreen, 2015). Brand image has also been suggested to be an organization's or cultural activity's hallmark that sets it apart from others (Adrian et al., 2022; Camarero et al., 2010).

Mostly, the brand image portrays the consumer's feelings and thoughts about the brand (Astuti & Hastuti, 2022; Roy & Banerjee, 2007). Brand image is the personal symbolism consumers associate with the brand, including all the descriptive and evaluative brand-related knowledge (Firdaus & Hermawan, 2022; Iversen & Hem, 2008). When celebrity entrepreneurs have a favorable brand image, the brand's communications have a more significant impact compared to a competitor's brand communication (Adrian, 2023; Hsieh & Li, 2008). Thus, brand image is a crucial factor in a buyer's behavior (Simamora & Sitanggang, 2023; Burmann et al., 2008). The marketing activities are aimed at influencing the perception and establishing the brand image in the minds of consumers. Brand image can also reflect the consumer's characteristics by expressing themselves through purchasing the specific brand (Astuti, 2023; Jia-Xun & Yi, 2015).

Brand image is how consumers perceive the meaning of or what a certain brand represents (Adrian et al., 2022; Lahap et al., 2016). Celebrity entrepreneurs can positively impact brand image, boost sales, and bring benefits to the brands they represent. Consumer assessment of a brand is viewed from celebrity entrepreneur factors and the brand image of the brand. Brand image can indicate a certain quality level, so satisfied buyers can choose brands more easily (Adrian, 2023; Adrian et al., 2022). Adrian (2023) and Shimp (2003) mentioned that brand image can be considered a type of association that arises in the minds of consumers when remembering a particular brand. A pleasant or unpleasant feeling towards a brand shapes that image

and is stored in the consumer's memory. A good and positive brand image creates a good impression in the minds of consumers who consume a brand.

A well-established brand image can help consumers perceive the brand's characteristics more easily. The brand is also associated with memory. A good brand tends to hold a concept or identity within a consumer's mind, and then, once there is any trigger or signal, consumers become automatically aware of the brand (Astuti & Hastuti, 2022; Keller, 2008). Furthermore, the brand accumulates over time and is built into consumers' memories (Firdaus & Hermawan, 2022; Solms & Turnbull, 2002). The brand can be reflected as the overall evaluation or attitude towards the brand, which can be a view of the rational thinking process of the consumers (Adrian, 2023; Jaiprakash & Anjali, 2008).

Celebrity entrepreneurs have different aspects that can influence consumer perception of a brand image. Celebrity entrepreneurs do affect brand image (Simamora & Sitanggang, 2023; Mudzakir, 2018), and a positive brand image is achieved through celebrity entrepreneurs (Adrian et al., 2022; Wang & Hairandja, 2016). Aghekyan-Simonian et al. (2012) stated that a good brand image can get a positive preference and influence consumers' intentions toward the brand or brand image.

A successful brand image enables consumers to identify the needs that the brand satisfies and to differentiate the brand from its competitors, consequently increasing the likelihood that consumers will purchase the brand (Astuti & Hastuti, 2022; Hsieh et al., 2004). Usually, consumers who consider a brand to have a positive image are encouraged to buy or use the brand (Firdaus & Hermawan, 2022; Setiadi, 2003). The company's good image makes consumers believe in the brand (Astuti, 2023; Astuti & Hastuti, 2022). Tanzila et al. (2015) argue that a company needs to build a brand image to create belief for consumers to purchase.

In conclusion, a strong brand image fosters consumer confidence and perceived value, significantly influencing purchase intentions. Celebrities contribute to this image, which is essential for effective marketing and differentiating a company in a competitive landscape. A positive brand image enhances consumer appreciation and loyalty, leading to higher purchase likelihood, especially for well-known brands. This association, alongside unique brand features, plays a critical role in consumer decision-making. Ultimately, improving brand image is advantageous as it directly correlates with increased consumer purchase intentions, particularly when promoted by celebrity entrepreneurs (Dewi et al., 2020; Ugwuanyi et al., 2018; Rahmi & Nizam, 2017; Chi et

al., 2016; Arslan & Zaman, 2014; Wijaya, 2013).

2.6 Purchase Intention

The purchase intention is the dependent variable that is assessed against the celebrity entrepreneurs. Several elements are included in purchase intention, for instance, the consumer's willingness to consider buying the brand, the buying intention of the brand in the future, and the repurchase decision (Shah et al., 2021; Rahman et al., 2012). A consumer might want to purchase a specific brand (Nurunnisha et al., 2021; Jaafar et al., 2012). Purchase intention serves as a crucial predictor of the buying process, as highlighted by various studies (Shah et al., 2021; Fengyang, 2018; Mirabi et al., 2015; Belch & Belch, 2004; Spears & Singh, 2004; Schiffman & Kanuk, 2000; Grewal et al., 1998; Ghosh, 1990).

Many external factors easily affect consumers' purchase intentions during their decision-making processes (Sheu, 2010). The decision-making process is widely used in marketing to structure sales and marketing campaigns (Mirabi et al., 2015). In the book 'Principles of Marketing', Kotler and Armstrong (2010) listed the steps related to purchasing intention: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Relating to purchasing intention, the purchase decision addresses it. Belch and Belch (2013), Kotler and Armstrong (2010), and Sheu (2010) claimed that consumers will go through all processes before they decide to brand a certain brand or to repurchase a certain brand.

In addition, those motivations are not the only thing that can affect purchase intention. It is also affected by internal and external motivations throughout the purchasing process (Mirabi et al., 2015). Kotler and Armstrong (2016) proposed six different stages before consumers decide to buy a brand: awareness, knowledge, interest, preference, persuasion, and purchase. According to Swinyard (1993), measuring scale, purchase intention can be divided into four categories: purchase propensity, brand trial tendency, purchase intention, and purchase behavior.

For instance, during the purchase process, their purchase intention can be affected by the brand attributes, price of the brand, quality, and celebrity entrepreneurs' performance as perceived by consumers. Some of the factors that may influence a consumer's purchase intention include packaging, celebrity entrepreneurs' performance, brand features, promotion, the perceived value of the brand by the

consumer, and celebrity entrepreneurs (Schimmelpfennig & Hunt, 2020; Younus et al., 2015). Moreover, when consumers treat celebrity entrepreneurs as their reference group, they often want to imitate them to feel successful (Shah et al., 2021; Forbes et al., 2011).

Consumer purchases vary according to the celebrity entrepreneurs' selection, use, the method of evaluation, and the moment of disposal. Consumers think that using a celebrity entrepreneur-promoted brand that represents their social status makes them appear more glamorous and confident (Nurunnisha et al., 2021; Osei-Frimpong et al., 2019; Ahmad et al., 2019; Ertugan & Mupindu, 2019).

Consumers' purchase intentions indicate that consumers follow the required brand needs, seek information on the desired brand from various sources, and evaluate purchase options and decisions (Shah et al., 2021; Naderibani et al., 2016). According to Chung et al. (2016), purchase intention is consumer behavior after evaluating the overall brand and emotional reactions to taking certain actions on a brand. Celebrity entrepreneurs need knowledge about a brand's purchase intention to predict consumer behavior in the future. According to Nurunnisha et al. (2021) and Athapaththu and Kulathunga (2018), purchase intention is the willingness of consumers to buy brands offered by a company, and the factors that influence purchase intention are brand image.

Purchase intention refers to a consumer's conscious motivation and plan to exert effort in purchasing a specific brand (Nurunnisha et al., 2021; Gupta & Kishore, 2015; Mirabi et al., 2015; Belch & Belch, 2004; Schiffman & Kanuk, 2000; Grewal et al., 1998). Defined by various scholars, it encompasses the tendency or probability to buy a brand under certain conditions, as highlighted by sources including Shah et al. (2021), Fengyang (2018), Spears and Singh (2004), and Eagly and Chaiken (1993). Accurately predicting the buying process hinges on the effective use of purchase intention (Nurunnisha et al., 2021; Fengyang, 2018; Mirabi et al., 2015; Belch & Belch, 2004; Spears & Singh, 2004; Schiffman & Kanuk, 2000; Grewal et al., 1998; Ghosh, 1990). In addition, purchase intention is a decision formed or made by consumers through promotions to buy brands from a certain brand (Shah et al., 2021; Shah et al., 2012; Shah & Pillai, 2012). Purchase intention also refers to a plan to buy something for use in the future. Still, before this, a cognitive process works behind the scenes where several factors of consumer perception about a brand or source person matter. The complexity of purchase intention is usually related to consumers' behaviors, perceptions, and attitudes (Shah et al., 2021; Ohanian, 1991).

Furthermore, purchase intention is defined as consumers' potential transaction behavior and purchase likelihood after evaluating a brand (Nurunnisha et al., 2021; Davis, 2017; Schiffman & Kanuk, 2000). Purchase intention, or a customer's buying intention, is the likelihood that he or she will buy a particular brand in the future, in response to his or her need for the brand, knowledge about the brand, opinions about the brand, and the manufacturing company or brand. Based on external information and consumer evaluation of a brand, consumers may either have high or low purchase intention. Consumers are more likely to purchase a product with a high purchase intention, whereas they are less likely to purchase a brand with a low purchase intention. Consumers search their previous experiences for information regarding the brands they intend to purchase. Once the correct amount of information is obtained, the consumer starts to evaluate and consider alternatives for the brand needed (Nurunnisha et al., 2021).

Purchase intention refers to an individual's intention to purchase a specific brand that he or she has chosen for himself or herself after a confident evaluation (Shah et al., 2021; Laroche et al., 1996; Laroche & Sadokierski, 1994; Mackenzie et al., 1986). To understand one's purchase intention of a specific brand, one has to assess and consider all brands available in the market (Nurunnisha et al., 2021; Teng et al., 2007). Purchase intention is also a measure of the willingness to buy a brand (Shah et al., 2021; Dodds et al., 1991).

Purchase intention is the likelihood of a consumer buying a particular brand (Nurunnisha et al., 2021; Schiffman & Kanuk, 2000; Dodds et al., 1991; Fishbein & Ajzen, 1975). A greater willingness to buy a brand means the probability is higher, but not necessarily to buy it. On the contrary, a lower willingness does not mean an absolute impossibility to buy (Shah et al., 2021; Nurunnisha et al., 2021; Febriati & Respati, 2020; Schimmelpfennig & Hunt, 2020). Defined purchase intention as a personal behavioral tendency toward a particular brand (Shah et al., 2021; Bagozzi & Burnkrant, 1979). Purchase intention is determined by a consumer's perceived benefit and value (Nurunnisha et al., 2021; Grewal et al., 1998; Dodds et al., 1991; Zeithaml, 1988). Purchase intention measures the strength of a person's intention to carry out certain behaviors or make decisions to buy brands (Shah et al., 2021; Amoroso et al., 2016). Consumers, in their purchase intention, certainly make many considerations, such as the brand image, when they buy.

The consumer will likely buy the brand after watching the brand's promotion. Purchase intention can be categorized as a consumer behavior. It can be perceived as a positive or negative behavior that consumers exhibit towards the brand, and it is visible through their purchase intention (Nurunnisha et al., 2021; Wang et al., 2012). Consumers' purchase intention can be affected since consumers are inspired to become like a celebrity entrepreneur and accept the information given by the celebrity entrepreneur (Shah et al., 2021; Roy et al., 2013). Creating consumer experiences with the brand is also very important. Consumers need to experience a brand to ensure the brand lands in the consumer's consideration set. This action increases the chance of purchase intention. The reason is that consumers will evaluate a brand based on their previous experience. As a result, purchase intention occurs before the buying stage (Nurunnisha et al., 2021; Foroudi et al., 2018).

A celebrity entrepreneur can affect consumer purchase intention if the consumer gets a positive vibe toward the promotion, which eventually leads them to buy the brand. When a celebrity entrepreneur offers a positive opinion about a certain brand, it develops a purchase intention for the consumer (Shah et al., 2021; Davis, 2017). Consumers can easily pick up information and develop an interest in the promotions due to the celebrity entrepreneur's involvement, which may lead to consumer purchase intention (Hassan & Jamil, 2014). Consumers would have positive opinions when a celebrity entrepreneur advocates a brand, as it increases purchase intention (Jermisittiparsert, 2019; Oyeniya, 2014; Amos et al., 2008).

Purchase intention is the desire to acquire a brand based on the appropriateness of the purchasing purpose with the brand's traits or characteristics (Shah et al., 2021; Belch & Belch, 2004). Nurunnisha et al. (2021) and Fandos and Flavian (2006) explain that purchase intention is a consumer behavior that can be predicted to occur shortly before the repurchase of a brand. Thus, it can be concluded that purchase intention includes the consumer's interest in buying a brand (Nurunnisha et al., 2021 & Fandos & Flavian, 2006). Purchase intention can be explained as the probability of consumers visiting a store providing services or purchasing a brand, which is a decision driven by consumers' perceived value and benefits (Shah et al., 2021; Chen & Lee, 2015). According to Nurunnisha et al. (2021) and Lin (2011), purchase intention is interpreted as the possibility of future behavioral orientation reflected by a consumer in buying a brand presented in a promotion.

Purchase intention can be used to determine the degree of turning consumers to buy a particular brand. Consequently, consumers' purchase decisions can also be predicted from their intentions (Shah et al., 2021; Chung et al., 2012). As consumers' actual purchase behavior is particularly important in marketing, purchase intention has become a widely researched topic (Nurunnisha et al., 2021; Schiffman & Wisenblit, 2015). Purchase intention demonstrates the probability that the person would purchase a brand (Shah et al., 2021; Phelps & Hoy, 1996). Struggling to buy a brand in the future is a sensible idea (Nurunnisha et al., 2021; Spears & Singh, 2004). It was an element of customer cognitive behavior on how customers planned to purchase a particular brand (Shah et al., 2021; Kwek et al., 2010). Furthermore, the positive relationship between consumers and the brand also results in higher purchase intention (Nurunnisha et al., 2021; Toldos-Romero & Orozco-Gómez, 2015). While there are positives for purchase intention, there are negatives as well. In some cases, purchase intention decreases due to the consumer's preference (Shah et al., 2021; Lee et al., 2017).

Consumer attachment to the celebrity entrepreneur directly impacts their desire to buy the promoted brand (Nurunnisha et al., 2021; Ilicic & Webster, 2011). In Malaysia, celebrity entrepreneurs have a positive and significant impact on consumers' purchase intention (Febriati & Respati, 2020; Osei-Frimpong et al., 2019; Malik et al., 2018; Munnukka et al., 2017; Lester & McDonald, 2015; Wei & Lu, 2013; Chi et al., 2009). Consumers have positive opinions when a celebrity entrepreneur promotes a brand, as it increases purchase intention (Shah et al., 2021; Jermisittiparsert, 2019; Oyeniyi, 2014; Amos et al., 2008).

Consumers' purchase intention can be positively influenced by celebrity entrepreneurs whom they admire. Celebrity entrepreneurs can generate a more positive response as well as better purchasing intentions when consumers understand and feel positively towards a given promotion (Nurunnisha et al., 2021; Byrne et al., 2003; Lafferty & Goldsmith, 1999). The higher the consumer's purchasing intention, the more likely he or she is to purchase the brand being promoted. Consequently, consumers are more convinced when celebrity entrepreneurs talk about their brands (Febriati & Respati, 2020; Osei-Frimpong et al., 2019; Malik et al., 2018; Munnukka et al., 2017; Lester & McDonald, 2015; Wei & Lu, 2013; Chi et al., 2009).

Purchase intention reflects the likelihood that consumers will buy a product and is a vital marketing metric for gauging the effectiveness of marketing strategies, predicting market share, and sales. It is influenced by consumers' understanding of a

brand, as well as external factors like celebrity entrepreneurs, which can enhance brand perception. A positive brand image, shaped by consumer evaluations, correlates with an increased purchase intention, leading consumers to favor well-known brands (Schimmelpfennig & Hunt, 2020; Febriati & Respati, 2020; Dewi et al., 2020; Lee et al., 2019; Chakraborty, 2019; Osei-Frimpong et al., 2019; Husna & Satria, 2019; Liyanage, 2019; Setiawan, 2018; Ugwuanyi et al., 2018; Malik et al., 2018; Indrasari & Raditya Purnomo, 2018; Mirabi et al., 2015; Chen et al., 2014; Fengyang, 2008; Wang et al., 2006; Keller, 2003).

In conclusion, the purchase intention is a key dependent variable influenced by consumer willingness to buy a brand, future buying intent, and repurchase decisions. It serves as a significant predictor in the buying process, shaped by various external factors affecting consumer decision-making. Motivations and assessments of internal and external factors drive the stages consumers go through, including need recognition, information search, and evaluation of alternatives before making a purchase. It encompasses attributes such as brand quality, celebrity entrepreneurs, packaging, and perceived value, significantly impacting consumer behavior and their likelihood to purchase. Additionally, purchase intention reflects a consumer's cognitive process and predispositions influenced by their evaluations and experiences with the brand, requiring consideration of overall brand factors before a final decision is made. Ultimately, it determines the strength and likelihood of buying a particular brand in the future (Schimmelpfennig & Hunt, 2020; Febriati & Respati, 2020; Dewi et al., 2020; Lee et al., 2019; Chakraborty, 2019; Osei-Frimpong et al., 2019; Husna & Satria, 2019; Liyanage, 2019; Setiawan, 2018; Ugwuanyi et al., 2018; Malik et al., 2018; Indrasari & Raditya Purnomo, 2018).

2.7 Development of Hypotheses

According to the study's objectives and the research question's niche, the following hypotheses have been assessed in line with the variable relationships discovered in the conceptual framework. Research hypotheses are the specific testable predictions made about this study's independent and dependent variables. Hypotheses are couched in terms of the particular independent and dependent variables that will be used in this study.

Research is not complete unless the data is collected and analyzed. Data collection can occur after the research variables are derived and the framework is developed. A framework is important as it demonstrates the linkages and relationships between variables. Developing a conceptual framework requires thorough work in identifying a theory or model to refer to and adapt to achieve the study's aims and objectives. Moreover, identifying the right underpinning theory would provide some insights and guidelines for the researcher on how to conduct the research. Once the underpinning theory is identified, the conceptual framework can be developed. Wacker (1998) listed the importance of theories to both academicians and practitioners since they provide a framework for analysis, an efficient method for field development, and a clear explanation for the pragmatic world.

Once the underpinning theory is identified, the conceptual framework can be developed. Miles and Huberman (1994) defined a conceptual framework as a visual or written product that explains, either graphically or in narrative form, the main things to be studied, the key factors, concepts, or variables, and the presumed relationships among them. A conceptual framework helps the researchers assess and refine goals, develop realistic and relevant research questions, choose the appropriate research method, identify potential research threats, and conclude a study (Maxwell, 2013), and, most importantly, assist them in tackling the issues identified in the problem statement.

In previous subsections, the literature reviews made on each variable related to this study were presented. To develop the framework of this study, the TEARS model by Shimp (2003) was adopted as the underpinning theory. The model presents the process of decision-making that simultaneously leads to an individual's intention to purchase. This model is highly accepted and employed for purchase intention studies. As a result, most of the variables in this study were obtained from the study itself. In order to ensure that the final results could be generalized, the TEARS model (Shimp, 2003) was referred to. Therefore, a total of six hypotheses explaining the direct relationships between the research variables are presented in the following subsections.

Based on the proposed framework, as indicated in Figure 2.2, six hypotheses are related to the direct effects of the TEARS model (Shimp, 2003) (trustworthiness, expertise, attractiveness, respect, and similarity) and brand image on the dependent variable of purchase intention. The hypotheses below were developed as a result of the literature review process, as well as readings conducted by the researcher on the TEARS model (Shimp, 2003), which had been adopted.

2.7.1 The Relationship Between TEARS and Brand Image

Trustworthiness is the initial aspect of the TEARS model. It can be referred to as the perception and belief that can be shaped efficiently through the celebrity entrepreneur's believability, integrity, and honesty. Trustworthiness is a crucial aspect of the potential credibility that allows brands to influence the behavior of the targeted consumers. The brand needs to have this potential characteristic of trust. An absence of this aspect makes characteristic of credible sources ineffective and unproductive, and unable to transform consumers' perceptions. These characteristics of celebrity entrepreneurs allow them to create a belief between the brand and the consumers. This allows various promoting entities to attract potential consumers to their brands (Husna & Satria, 2019; Oyeniyi, 2014; Moynihan, 2004; Till & Busler, 2000; Natarajan & Chawla, 1997).

Effective promotion by a trustworthy celebrity entrepreneur should thus enhance the credibility of the brand image, assuage negative attitudes toward the brand (Ketchen et al., 2008; Gilchrist, 2005). Consumers find brands promoted by celebrity entrepreneurs trustworthy, and consumers purchase brands that their favorite celebrity entrepreneurs promote. It suggests consumers believe their favorite celebrity entrepreneurs, whom they idolize, and frequently purchase their brands (Kaur et al., 2021).

The trustworthiness of celebrity entrepreneurs is essential for influencing consumer behavior and purchase intentions. It encompasses characteristics such as honesty, integrity, and sincerity, which instill confidence in customers. Research shows that a strong perception of trustworthiness enhances credibility and positively impacts brand image, leading consumers to have stronger beliefs in promotional messages. Additionally, genuine and unbiased promotion by celebrity entrepreneurs is crucial for fostering consumer belief. Overall, high trustworthiness allows celebrity entrepreneurs to effectively influence consumer decisions and retain positive relationships, with honesty playing a vital role in their perceived value and effectiveness in marketing (Chan et al., 2021; Chaddha et al., 2021; de Carvalho, 2012). Therefore, previous studies found that trustworthiness has a positive relationship and influences brand image (Chan et al., 2021; Adiba et al., 2020; Wiedmann & Von Mettenheim, 2020; Fitri, 2018; Lomboan, 2013; Ing & Furuoka, 2007; Yoo & Jin, 2013; Walker et al., 1992).

Next, expertise is another vital characteristic and the second potential aspect of the TEARS model. It is a crucial aspect that refers to the ability of the celebrity entrepreneur to enhance the potential aspects like knowledge, information, skills, and experience regarding the promoted brand. The expertise of the celebrity entrepreneur assists the brand in transferring appropriate and accurate information regarding the promoted brand (Hennayake, 2017; Parmar & Patel, 2015; Magnini et al., 2008; Amos et al., 2008; Biswas et al., 2006; Silvera & Austad, 2004).

A celebrity entrepreneur is a prominent figure who influences consumer purchase intention through their expertise in a specific field. Their credibility and effectiveness in brand promotion are significantly enhanced when they possess high levels of knowledge and experience related to the brand they promote. Research indicates that consumers are more likely to respond positively to promotions delivered by celebrity entrepreneurs with perceived expertise, as this increases brand image and purchase intentions. Expertise not only reinforces the brand's image but also fosters a strong connection between the celebrity entrepreneurs and the brand, thereby influencing consumer purchase intention. Overall, the level of expertise of a celebrity entrepreneur plays a crucial role in the effectiveness of their promotional activities, impacting consumer belief and the perceived quality of the brand (Chaddha et al., 2021; Priyankara et al., 2017). Therefore, previous studies found that expertise has a positive relationship with brand image (Fitriani et al., 2023; Chan et al., 2021; Adiba et al., 2020; Wiedmann & Von Mettenheim, 2020; Yoo & Jin, 2013; Ing & Furuoka, 2007).

In addition, attractiveness is an essential component that allows the brand to attract various consumers and effectively shape their purchase intention. Personality, characteristics, lifestyle, and skills are potentially attractive characteristics that attract the media's attention. Celebrity entrepreneurs have attractive characteristics that prove to be productive. Only excellent and attractive characteristics are insufficient to produce productive results, as communicating appropriate and accurate information is vital. Physical appearance and attractiveness are essential components that tend to drive the consumer's needs and transform their purchase intention (Husna & Satria, 2019; Agam, 2017; Hassan & Jamil, 2014; Silvera & Austad, 2004).

Research indicates that attractive celebrity entrepreneurs significantly enhance brand promotion and positively influence consumer purchase intention. Their physical attractiveness leads to a greater likelihood of favorable consumer perceptions and increased purchasing intentions compared to unattractive counterparts. Attractiveness

encompasses various traits, including physical appearance, personality, lifestyle, and persuasive abilities. It plays a crucial role in shaping brand image, where attractive celebrity entrepreneurs are viewed as capable promoters who inspire positive associations. Overall, the influence of celebrity entrepreneurs' attractiveness on consumer purchasing intention is a key factor in effective marketing strategies (Chan et al., 2021). In previous studies, attractiveness has a positive relationship and influence on brand image (Fitriani et al., 2023; Annisa & Yusran, 2022; Chan et al., 2021; Adiba et al., 2020; Wiedmann & Von Mettenheim, 2020; Kusnanto et al., 2020; Fitri, 2018; Ahmed et al., 2015; Shimp & Andrews, 2013; Yoo & Jin, 2013; Till & Busler, 1998; Johnson & Harrington, 1998).

Furthermore, celebrity entrepreneurs are often respected for their effective and productive work in their respective fields. For instance, the actor is appreciated and respected for their acting and abilities. Consumer personalities who are respected and appreciated tend to become more productive celebrity entrepreneurs, as they already have a fan or consumer base that follows them. The influential association between the respected and appreciated celebrity entrepreneur and the promoting entity or brand allows them to enhance the brand image. It tends to transfer characteristics of celebrity entrepreneurs to the brand, from which consumers provide the same respect and appreciation to the brand (Ahmad et al., 2019; Idris & Baharom, 2017; Hennayake, 2017; Freeman & Chen, 2015; Charbonneau & Garlan, 2005).

An appealing personality and being admired are the most influential characteristics of a celebrity entrepreneur. These are followed by the celebrity entrepreneurs' acting or singing ability or athletic prowess. If celebrity entrepreneurs are respected or well-liked, consumers are far more likely to purchase the brands they promote (Freeman & Chen, 2015). Hence, respect was employed as a variable in previous research studies and has been proven to have a significant relationship with celebrity entrepreneurs.

Respect is a crucial element in the perception of celebrity entrepreneurs, particularly within collectivistic cultures like Malaysia. It fosters admiration based on their achievements and qualities, which in turn influences consumers' purchase intention and brand image. Respected celebrity entrepreneurs are viewed as role models and possess high social standing due to media exposure. Their fame channels admiration, which facilitates a connection with audiences, prompting them to emulate behaviors and engage with various brands. This admiration, distinguished as a moral

emotion, can drive self-improvement and positive consumer intention, highlighting the intertwining of personal qualities, fame, and the respect commanded by these figures in society (Nguyen, 2021; Chan et al., 2021). Therefore, the previous studies by Chan et al. (2021), Ahmad et al. (2019), and Fitri (2018) presented that there is a positive relationship between respect for celebrities and brand image.

Additionally, similarity can refer to the similar aspects observed in the targeted consumers and the selected celebrity entrepreneur. Those similar aspects can be age, ethnicity, religion, gender, and many more. It allows the targeted consumers to find similar characteristics in the personality or life of the celebrity entrepreneur, which tends to attract the consumers positively and productively. The ethnicity of the celebrity entrepreneur plays a vital role in the effective promotion of the brand, as various individuals of the same ethnicity tend to connect with the celebrity entrepreneur and the brand efficiently. Effectiveness in this process can enable celebrity entrepreneurs to attract a maximum number of consumers since brand branding produces valuable results (Djafarova & Bowes, 2021; Cialdini, 2007; Leskovec et al., 2007).

Consumers felt they had much in common with celebrity entrepreneurs (Kozar & Damhorst, 2008). Consumers also feel they share opinions similar to those of celebrity entrepreneurs. Similarity emerged as the third most important factor, consistent with previous studies. If consumers perceive themselves to have a greater similarity with celebrity entrepreneurs or feel consumers have something in common with celebrity entrepreneurs, then consumers are more likely to purchase the brand in question (Freeman & Chen, 2015).

Celebrity entrepreneurs significantly influence consumer purchase intention through perceived similarity. Consumers are more easily swayed by celebrity entrepreneurs when they identify common traits, interests, or lifestyles. This similarity creates a connection that enhances consumers' responses to promotions, as the perceived likeness between the celebrity entrepreneurs and the consumer boosts attractiveness and purchasing intent. Similarities can include demographics, experiences, and values, with consumers relating positively to celebrity entrepreneurs who match their age group. Ultimately, consumers are likely to adopt styles or brands associated with celebrity entrepreneurs they perceive as similar, reinforcing their self-image and influencing brand image (Chaddha et al., 2021). The previous studies by Chan et al. (2021), Ahmad et al. (2019), Fitri (2018), and Shimp (2003) exhibited positive relationships between the similarity of celebrity entrepreneurs and brand

image. Hence, the researcher suggests the following hypotheses:

H1: There is a positive relationship between trustworthiness and brand image.

H2: There is a positive relationship between expertise and brand image.

H3: There is a positive relationship between attractiveness and brand image.

H4: There is a positive relationship between respect and brand image.

H5: There is a positive relationship between similarity and brand image.

2.7.2 The Relationship Between Brand Image and Purchase Intention

This study includes a brand image as a novelty, a new relationship, and a direct relationship to solve the whole issue between the TEARS model by Shimp (2003) and purchase intention. The brand image represents the overall perception of the brand and is formed from the information and experience of the brand. The image of the brand relates to attitudes in the form of beliefs and preferences towards a brand. The high and low brand image impacts purchase intention. Thus, a brand with a good brand will lead to consumers purchasing the brand (Bian & Moutinho, 2011).

Brand image refers to the memory scheme of a brand, which contains consumer interpretation of attributes, strengths, usage, situation, users, marketer characteristics, and maker characteristics of the brand. The brand image could be viewed as the consumers' perception of a given brand's characteristics and attributes. This includes its physical build, psychological performance, and performance capability (Sengupta, 2014). Past researchers have supported the claim of Keller (1993) that when consumers clearly remember a brand, they are likely to create the brand image of the products (Esch et al., 2006; Schuiling & Kapferer, 2004).

Brand image is the perception of consumers of a company or its brand. Consumers see brand image as an important thing in a brand since it reflects the image of a brand created by celebrity entrepreneurs to differentiate it from competitors. Building and maintaining a strong brand image is crucial for a celebrity entrepreneur's company to attract consumer buying intention (Chinomona, 2016). The better the brand image of a brand, the higher the consumer's intention to buy, since consumers consider the quality of the brand to be guaranteed (Shah et al., 2021; Jeon, 2017).

The empirical findings across these studies suggest that a strong brand image has a distinct and affirmative influence on shaping consumers' purchase intention. Past studies have consistently affirmed a significant relationship between brand image and purchase intention (Adrian, 2023; Adrian et al., 2022; Firdaus & Hermawan, 2022; Haitao, 2022; Febriati & Respati, 2020; Mohamed & Wee, 2020; Wiedmann & Von Mettenheim, 2020; Ahmad et al., 2019; Nuseir, 2019; Indrasari & Raditya Purnomo, 2018; Maulana, 2018; Ivana, 2018; Erida & Rangkuti, 2017; Kwandy, 2017; Koththagoda & Weerasiri, 2017; Yu et al., 2017; Shahid et al., 2017; Takaya, 2017; Elseid & El-Baz, 2016; Ke et al., 2016; Atika et al., 2016; Ruhamak & Rahayu, 2016; Nurlina, 2016; Arifin & Fachrodji, 2015; Charo et al., 2015; Fern et al., 2015; Mambu, 2015; Razy & Lajevardi, 2015; Zhang, 2015; Calvo Porral & Lang, 2015; Prawira & Yasa, 2014; Wang & Tsai, 2014; Chen et al., 2014; Lasander, 2013; Tariq et al., 2013; Aghekyan-Simonian et al., 2012; Wu et al., 2011; Bian & Moutinho, 2011; Burmann et al., 2008; Vazquez-Carrasco & Foxall, 2006; Wang, 2006; Saouma & Chabo, 2005; Del Rio et al., 2001; Baker et al., 1994; Keller, 1993; Mazursky & Jacoby, 1986). This indicates that if the brand image has increased, then the value of purchase intention increases and vice versa.

Brand image significantly influences consumers' purchase intentions, with studies indicating that stronger brand images correlate with higher purchase intentions. The concept encompasses consumers' perceptions influenced by their interactions with the brand and is built over time through advertising and experiences. Brands serve critical functions such as navigation, reassurance, and engagement, and play a vital role in consumer decision-making. Celebrity entrepreneurs contribute positively to brand image and consumer purchasing intention, as their characteristics shape the brand's persona. The importance of brand image extends beyond product attributes; it encapsulates consumer beliefs and preferences, impacting purchasing decisions significantly in competitive markets (Dewi et al., 2020; Ugwuanyi et al., 2018; Rahmi & Nizam, 2017). Thus, the researcher suggested the following hypothesis:

H6: There is a positive relationship between brand image and purchase intention.

2.8 Summary of Proposed Hypotheses for Direct Relationships

The conceptual framework has been developed after a careful review of the literature. Key constructs have been defined, and underlying theories have been examined to form hypotheses. The conceptual framework for this study was developed and restructured based on previous studies. The direct relationship between independent and dependent variables is demonstrated through a conceptual framework. The contents and attributes used in the key paper are similar to those of the present research.

From the literature presented earlier, a total of six hypotheses have been developed. Table 2.3 displays a summary of proposal hypotheses for direct relationships that present all six proposed hypotheses. The first five hypotheses explained the direct relationships between TEARS and brand image. Meanwhile, the last hypothesis explained the relationships between brand image and purchase intention.

Next, as Figure 2.2 displays the direct relationships between variables, it is the main element of a conceptual framework. This study aims to determine the extended TEARS model: the influence of Malaysian celebrity entrepreneurs' characteristics on brand image towards Generation Z's purchase intention in the fashion brands context. Hence, this study seeks to examine how celebrity entrepreneurs and brand image collectively impact the purchase intention of Generation Z.

Table 2.3
A Summary of Proposal Hypotheses for Direct Relationships

Hypothesis 1	There is a positive relationship between the trustworthiness of celebrity entrepreneurs and brand image.
Hypothesis 2	There is a positive relationship between the expertise of celebrity entrepreneurs and brand image.
Hypothesis 3	There is a positive relationship between the attractiveness of celebrity entrepreneurs and brand image.
Hypothesis 4	There is a positive relationship between the respect of celebrity entrepreneurs and brand image.
Hypothesis 5	There is a positive relationship between the similarity of celebrity entrepreneurs and brand image.
Hypothesis 6	There is a positive relationship between brand image and purchase intention.

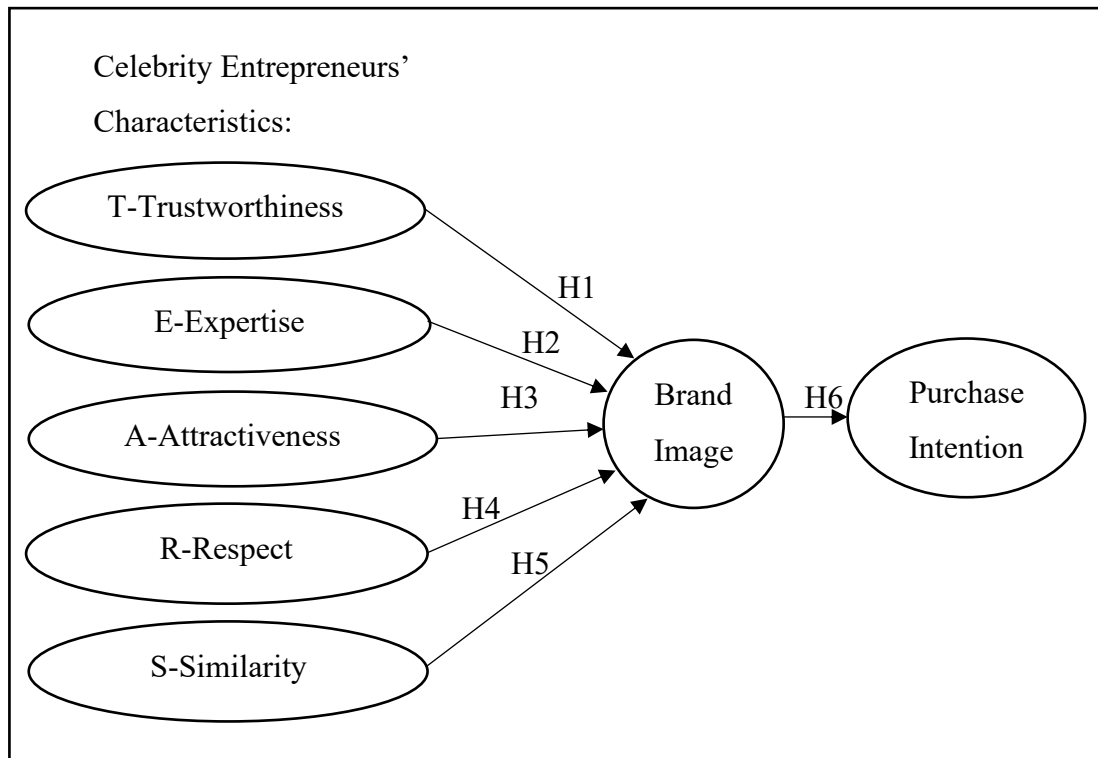


Figure 2.2 The Direct Relationships Between Variables

2.9 Conclusion

To sum up, this chapter began with a review of the theory related to this study, using the TEARS model as the underpinning theory in developing a framework that aided in identifying the study's focus. The conceptualization of the framework and the source of variables were then discussed. Following that, a literature review of the variables was discussed further to explain the direct paths of the study. The discussions expanded on the relationships between variables and provided a complete picture of the framework. Finally, this study highlighted a proposed research framework, and the research hypotheses were developed based on the discussions and arguments undertaken in the literature review.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Preamble

The researcher discusses the methodology employed to test all six hypotheses in this chapter. The researcher begins by explaining the research design and then moves on to the data collection method, which includes how the questionnaire set is created. The researcher also details the pre-test and how all the data were analyzed with PLS-SEM.

3.2 Research Design

The research design established a strategy for gathering, measuring, and analyzing data, allowing the researcher to answer the research questions and achieve the research objectives (Kumar & Ramana, 2019; Blumberg et al., 2014). There are four types of research designs: exploratory study, descriptive study, hypothesis testing, and case study. A descriptive research design was employed for this study. This is attributed to the fact that the researcher believes that a descriptive research design was able to further investigate the problems to explore valuable information, develop the profile of the respondents, determine the nature of relationships among variables, and determine market characteristics and perceptions (Malhotra, 2020; Bougie & Sekaran, 2019; Malhotra et al., 2017). Furthermore, the relationships between the hypotheses developed in the second chapter are proven.

This study employed a quantitative research design, which refers to empirical research that aims to explain social phenomena or human problems using numerical data and statistical analysis to evaluate theories of variables or constructs. This is necessary to determine whether the theory under investigation generates valid conclusions and outcomes that explain the area of interest (Black, 1999; Haase, 1995). Moreover, quantitative research sought to establish universal laws in social behavior by measuring and analyzing causal relationships between variables within a conceptual framework (Yilmaz, 2013).

As for the type of investigation, this study is a correlational study. A correlational study is an effective research methodology that allows for the investigation of topics without ethical or practical coercion of participants. It requires fewer resources, less stringent control, and a reduced time commitment, while also identifying relationships in real-world contexts. This enhances the external validity and generalisability of findings. Moreover, it helps pinpoint potential relationships between variables for further exploration through more rigorous methods and can analyse complex phenomena involving multiple variables (Putri et al., 2025).

Correlational was preferred since the researcher is interested in describing the essential variables associated with the problems. Since this study's type is correlational and focuses on the intention to purchase, the findings should be derived from real potential customers (real environment). Therefore, the study is in a non-contrived setting with minimal interference from the researcher (Bougie & Sekaran, 2019). Note that minimal interference from the researcher is essential to ensure the results are valid and accurate, and thus can be replicated shortly. It also sought to establish relationships between independent and dependent variables, and if such relationships are discovered, a regression equation can be utilised to make predictions for a specific population (Simon & Goes, 2013; Salkind, 2010). Due to the nature of the research design, the data can be subjected to statistical tests such as correlation and regression to better understand the relationship between variables.

This study examines the influence of Malaysian celebrity entrepreneurs' characteristics on brand image on Generation Z's purchase intention in the context of fashion brands. Hence, this study sought to examine how the characteristics of Malaysian celebrity entrepreneurs toward brand image collectively impact the purchase intentions of Generation Z in the context of fashion brands. In addition, this study has a cross-sectional time horizon (Bougie & Sekaran, 2019), which indicates that the data collected is limited to a specific period of Malaysians' current perspectives on purchase intention.

In conclusion, to achieve the research objectives and answer all research questions stated in the first chapter, the researcher employed the web survey method with Google Forms to gather data. The survey method was selected for this study since it is the most frequently applied strategy to answer the who, what, where, how much, and how many questions. Meanwhile, the items for the survey were adapted from previous studies, where the items were rephrased to suit the study. According to Rowley

(2014), it is common for quantitative research to employ the survey method for data collection. By employing the survey method, the researcher can obtain a more significant number of respondents (Saunders et al., 2015; Rowley, 2014). Consequently, findings obtained from data collection were generalized (Rowley, 2014). This study employed a hypothesis-testing design to establish the relationships between the characteristics of Malaysian celebrity entrepreneurs toward a brand image that collectively impacts the purchase intention of Generation Z in the context of fashion brands.

3.3 Sampling

3.3.1 Population of the Study

Population is the totality or aggregate of all study members, subjects, and objects who meet specific characteristics or requirements (Polit & Hungler, 1999). Malaysia's population in 2025 is projected to be around 33.85 million people. Meanwhile, population projections for Malaysia in 2024 and 2023 are 33.46 million people and 33.06 million people, respectively. Remarkably, in 2050, it is projected to grow to 44,289,772 people, a 26 percent increase from 2023. Note that Malaysia's population is 0.42 percent of the world's total population. However, the country's population is unevenly distributed, with 79 percent of citizens living in Peninsular Malaysia, which is less than 40 percent of the country's total area (Department of Statistics Malaysia (DOSM), 2025; Bernama, 2024; The Sun, 2024; Malay Mail, 2020; New Strait Times, 2021; Nielsen, 2019).

Generation Z comprises around 26 percent of Malaysia's population, or roughly 8.476 million people (Vincent & Ahmad, 2021). Generation Z was born between 1995 and 2010, known for being digital natives who grew up with the internet. Generation Z has unique characteristics that set them apart from the Millennials and Baby Boomers, particularly in how they consume content and relate to brands. They are also independent in their decision-making process. Generation Z is among the most influential consumer groups in the current market. A significant portion of Malaysia's Generation Z population is now part of the workforce, providing them with disposable income to spend on essentials or non-essentials and supporting their lifestyle. As a result, this study exclusively includes Generation Z, between the ages of

18 and 29 years old from years 1995 to 2006, who have purchasing power, disposable income, future market, and potential role in the economic development of nations (Department of Statistics Malaysia (DOSM), 2025; Human Resources, 2024; Bernama, 2024; The Sun, 2024; Brown, 2022, 2021; New Strait Times, 2021; Malay Mail, 2020; Tjiptono et al., 2020; Nielsen, 2019; Lanier, 2017; Singh & Dangmei, 2016; Tulgan, 2013; Clarke, 2010).

3.3.2 Sampling Design

Sampling is defined as the act, process, or technique of selecting a suitable sample or a representative part of a population to determine the parameters or characteristics of the entire population. Sampling can also be defined as choosing a population subset to form an opinion about the entire population. Meanwhile, sample design refers to the plans and methods to select a sample from the target population and the estimation technique formula for computing the sample statistics. These statistics are the estimates used to infer the population parameters (Salant & Dillman, 2004, 1994).

The sampling technique has two types: probability and non-probability. For this study, non-probability sampling was used. In particular, non-probability sampling was used for this study. This is attributed to the fact that this study examines consumer purchase intention in a non-contrived setting, and the potential number of respondents is substantial (Malhotra, 2020; Bougie & Sekaran, 2019; Malhotra et al., 2017).

There are five sampling techniques under non-probability sampling: convenience sampling, voluntary response sampling, purposive sampling, snowball sampling, and quota sampling. For this study, purposive sampling was employed since the respondents were selected by the researcher based on their knowledge of this study. This sampling technique involves selecting the most profitable subject and putting the respondent in the best position to provide the necessary, accurate, most relevant, and most valuable information (Kelly, 2010). In addition, to gather information, the researcher first determines what needs to be learned before seeking out potential respondents with that knowledge or expertise (Creswell & Clark, 2017). Accordingly, purposive sampling is the most widely utilized, less expensive, and does not require a list of all population aspects (Acharya et al., 2013).

The researcher believes purposive sampling can assist the researcher in obtaining information from a select group of respondents. The researcher intends to have members of Generation Z participate in answering the questionnaires. The researcher is interested in obtaining information and feedback from Generation Z, which has purchasing power, disposable income, future market, and potential role in the economic development of nations. Under purposive sampling, a blast of questionnaire distribution based on the researcher's judgment is required to ensure an accurate result (Malhotra, 2020; Malhotra et al., 2017; Sarstedt et al., 2017). Conversely, randomly distributing the questionnaires may be inappropriate as the obtained data will not be usable, and it may not truly represent the population.

Distribute the questionnaires online and offline; use a hybrid approach, which is to send links via email or social media (online) while printing QR codes on flyers (offline) that offer paper versions alongside digital ones, ensuring clear instructions and incentives for maximum reach across digital and non-digital audiences (Malhotra, 2020). To ensure that only those who are aged between 18 and 29 years will answer the survey, the age range is provided in the description of the survey. In addition, the questions were set to be "compulsory to answer" to avoid any incomplete surveys.

Using a hybrid approach combining online and offline questionnaires can complicate the generalisation of findings due to differing response patterns influenced by digital access and engagement. Each method captures unique respondent profiles, as online surveys may exclude those without internet access, while offline ones might overlook tech-savvy individuals. This can lead to measurement effects and biases, requiring researchers to carefully compare data and validate results to accurately generalise findings across diverse groups (Malhotra, 2020).

3.3.2.1 Appointment of Enumerators

Enumerators are Generation Z born between 1995 and 2006 (ages 18 to 29), and also fresh graduates. These enumerators are reputable and have a positive influence on individuals. Enumerators are assigned to share and distribute the online survey to the intended audience. Enumerators must be able to communicate with people from various cultural and socioeconomic backgrounds to explain the survey, especially to those who are unfamiliar with the research. Accordingly, the enumerators were briefed and guided before the data collection began. Note that enumerators must carefully follow the

instructions on how to select respondents.

Enumerators chose Generation Z members born between 1995 and 2006 and aged 18 to 29 years old (Brown, 2022, 2021; Singh & Dangmei, 2016; Tulgan, 2013; Clarke, 2010). Generation Z is highly active in purchasing celebrity entrepreneurs' fashion brands online or offline. These respondents are credible and kindly influential people. They understand how the characteristics of Malaysian celebrity entrepreneurs toward brand image collectively impact the purchase intention of Generation Z in the context of fashion brands. Furthermore, enumerators appointed for this study distributed the survey by randomly sharing the online survey link via a web survey called Google Forms, depending on the enumerators' surroundings and contact with people. Note that the enumerators are responsible for fully utilizing their vast networks to generate a certain number of valid responses from the respondents.

The online data collection approach ensures that only accurate and reliable data is collected. The survey link was sent to the potential responder by the enumerators. An online survey approach was employed for this study because of the low response bias (Anufriyeva et al., 2022), low cost, and speedy data collection of this design (Creswell, 2014). Furthermore, respondents do not need to be anxious about being negatively appraised by the researcher, and they can react at their leisure (Burns et al., 2015). The age and range are mentioned in the survey description to guarantee that only people aged 18 to 29 are included. Furthermore, the items are marked as mandatory to respond to, eliminating any gaps in the survey.

3.3.3 Sampling Frame and Sampling Size

A sample frame is the list of members of the population of interest from which a probability sample is selected. However, a sample frame does not always include all members of the population of interest. Despite that, the sampling frame is a critical component in probability sampling (Cochran, 1977). The respondents for this study must comprise people of Generation Z aged between 18 and 29 years old from 1995 to 2006, who have purchasing power, disposable income, future market, and potential role in the economic development of nations. Any responses that do not meet the criteria are considered invalid and not included in the analysis (Brown, 2022, 2021; Singh & Dangmei, 2016; Tulgan, 2013; Clarke, 2010).

Next, sample size refers to the total number of subjects. According to Bougie and Sekaran (2019), Roscoe et al. (1975) suggested a rule of thumb for determining the sample size. The author recommended that the appropriate sample size for a study should be greater than 30 and not larger than 500 respondents. Furthermore, it should be at least several times (preferably ten times or more) larger than the number of variables in the study.

The researcher determined the number of respondents for this survey using the G*Power calculator program. Identifying the appropriate number of respondents for research is crucial. Hence, an accurate sample size is required for proposals and articles (Prajapati et al., 2010; Cunningham & McCrum-Gardner, 2007), leading the researcher to use the calculator.

G*Power was introduced by Erdfelder et al. (1996) and further improved into G*Power 2 and G*Power 3 for better calculation performance (Faul et al., 2009; 2007). Currently, the G*Power software calculator is the most often used program by researchers to determine the proper sample size. The researcher uses software to repeat the input based on the requisite power, significance level, and effect size (Cohen, 2013).

As mentioned earlier, this study is a non-probability study. According to Faul et al. (2009, 2007), this calculator is more appropriate and suitable for determining sample size for non-probability research and social and behavioral studies. It is also known for being an excellent freeware program that allows high-precision sample sizes (Cunningham & McCrum-Gardner, 2007). From the software, 92 respondents were calculated for the minimum number of samples the researcher should target. As displayed in Figure 3.1, the sample size was calculated using the G*Power software calculator.

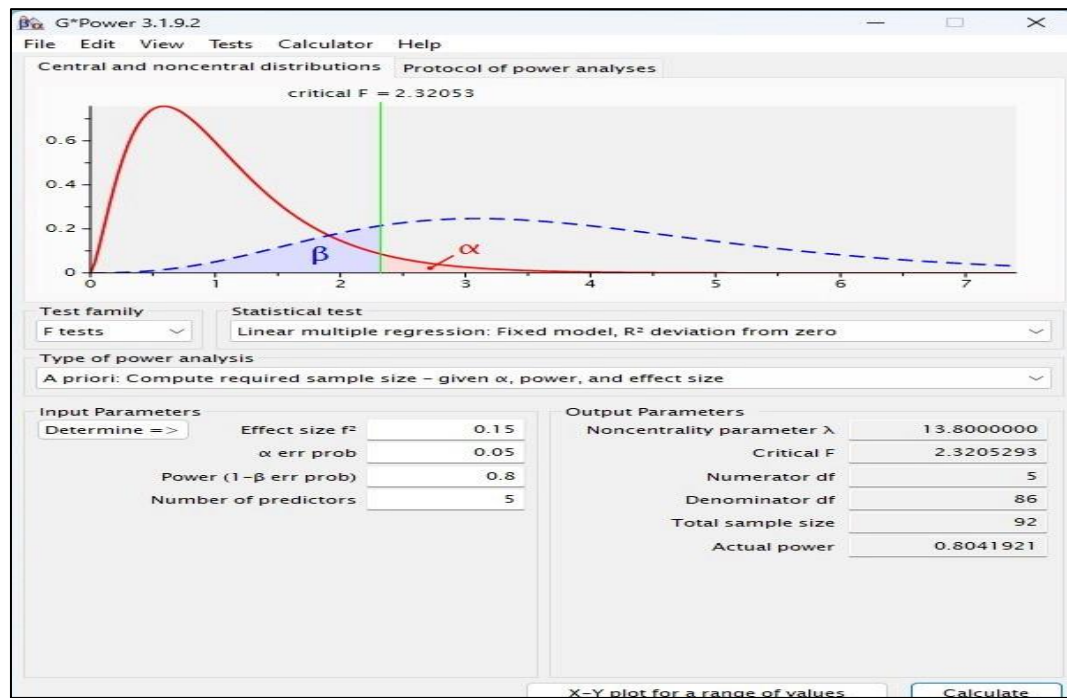


Figure 3.1 Sample Size was Calculated Using the G*Power Software Calculator

3.3.4 Unit of Analysis

The main purpose of this research is to study and determine the extended Trustworthiness, Expertise, Attractiveness, Respect, and Similarity (TEARS) model: the influence of Malaysian celebrity entrepreneurs' characteristics on brand image towards Generation Z's purchase intention in the fashion brands context. The population of interest for the study is defined as individuals, groups, or organizations that are potentially useful units of analysis and to whom the study results are generalized or transferred (Casteel & Bridier, 2021). Thus, by precisely describing the target group, the researcher can easily discover the relevant data collection sources (Zikmund et al., 2015; Zikmund & Babin, 2013; Zikmund et al., 2003). Furthermore, the variables in this study were analyzed individually, the data obtained from each respondent was examined individually, and the information gathered from each respondent was treated as a separate data source (Bougie & Sekaran, 2019).

3.4 Ethical Considerations

The first ethical consideration for the researcher is that all information gathered through the questionnaire be reported accurately and not falsified. The responses provided by respondents cannot be modified or altered in any way. Meanwhile, the

second consideration is that to achieve the researcher's objectives, emphasis should not be placed on certain aspects of the research over others of equal significance, and numbers must be quoted in their context. The researcher must not distort or manipulate any information or results. Third, the researcher's beliefs and expectations must not influence the results, which must be free of bias. The researcher also must ensure that the information gathered from respondents is used solely for research purposes. Furthermore, the researcher must address the ethical concerns of the research. That is, they have the option to participate or not. After receiving all necessary information, participants are free to decide whether or not to participate in the study, and they also have the right to privacy. By the agreement, the researcher ensures that the respondent's information is kept private, confidential, or anonymous (Du Plooy-Cilliers et al., 2014).

Before proceeding with studies that involve online surveys, it is critical to obtain ethical approval (Singh & Sagar, 2021). The data must be encoded to ensure data confidentiality during the research process. According to Neuman (2014), the research was conducted with human rights, privacy, secrecy, and voluntary participation. Therefore, research ethics refers to applying moral standards and professional codes of conduct to data collection on research subjects, specifically the active acceptance of participants' rights to privacy, confidentiality, and informed consent.

There are numerous reasons why ethical research is critical. Among their primary goals are knowledge expansion and other research objectives. Since scientific research relies on collaboration between individuals and groups, mutual respect and fairness are essential values when working together. This process ensures that participants understand and are aware of the process and provide as honest feedback as possible. This also ensures that participants do not feel obligated to complete the survey and are free to leave at any time they wish to. If participants have any questions about the research's ethical aspects, they can contact the researcher, the supervisor, or UiTM's Ethics Committee using the contact information provided on the surveys. Moreover, the information provided by study participants was kept strictly confidential and used only for educational purposes.

3.5 Data Collection

Data collection is defined as the process by which a researcher collects and measures the information required based on the research variables. It is conducted in a

predetermined and structured manner. Data collection is crucial as it allows the researcher to collect the information necessary to answer the research questions and evaluate the results. Data collection methods encompass all of the tools and instruments available to a researcher for data collection. Note that different data collection methods are appropriate depending on whether the researcher conducts a quantitative or qualitative analysis (Saunders et al., 2015; Strauss & Corbin, 1998).

3.5.1 Secondary Source

Before beginning any study or research, the researcher must first gain a clear and improved understanding of the research topic. Readings must be reviewed to gain a comprehensive understanding. Gathering input from a secondary source means conducting a thorough reading of various sources, allowing the researcher to have a clearer and better understanding of the study area. Additionally, to ensure the facts can and will support the arguments, the data must come from reliable sources (Bougie & Sekaran, 2019; Maree, 2016).

Information considered secondary data is gathered to complete this study by reading numerous journals, articles, past theses, textbooks, websites, and online newspapers. These are vital as they provide the researcher with results that explain similar scenarios from various contexts, allow the researcher to identify the common variables in the study field, highlight areas that can be improved, obtain new ideas for analyzing data, observe the changes in trends in the study area, and help confirm the variables that have not been researched. In addition, these assist the researcher in understanding certain definitions and methods that can be used in completing this research, provide the researcher with a great deal of the latest figures and statistics, and help the researcher complete this study.

3.5.2 Primary Data

This study employed correlational research, and primary data were gathered by distributing questionnaires to participants (Malhotra, 2012). Primary data are originally collected by a researcher for the specific purpose of addressing the problem at hand. Primary data collection involves all six marketing research steps: problem definition, development of an approach to the problem, research design formulation, fieldwork or

data collection, data preparation and analysis, and report preparation and presentation. The primary data is critical to answering the previously mentioned research questions (Malhotra, 2010).

The instrument items were adapted from previous studies discovered in published articles and tailored to the needs of this study, as well as subjected to rigorous validity and reliability tests. This allows the researcher to investigate the extent and nature of differences in people's characteristics, attitudes, and behaviors due to geographic and social context differences. The purpose in most situations is to collect data for statistical analysis (Preston, 2009).

The survey technique employed in this study is to determine the research objectives, provide answers to the research questions, and validate the research hypotheses. A survey approach that investigates a population sample can provide a quantitative or numerical portrayal of a population's trends, attitudes, or opinions (Creswell, 2014). Notably, a survey is a primary data collection method that asks a representative sample of people to complete a questionnaire. In empirical research, a survey conveys the concept of the study, which entails gathering the necessary data from the target individuals and locations (Denscombe, 2017). In addition, quantitative research frequently uses surveys to shed light on relationships between variables, particularly cause-and-effect relationships (Saunders et al., 2015). In this study, self-administered questionnaires are distributed by enumerators via e-mail or social media. An increasing number of surveys are being conducted online since they are astonishingly inexpensive, can be completed in a short period, and allow access to small and dispersed populations (Preston, 2009).

A survey via Google Forms is acceptable, but one must be aware of and flag potential biases from online sources, like sampling bias, wording bias, and response bias, to ensure the data is accurate. Be mindful of issues such as who responds (sampling bias), how questions are phrased (wording bias), and the tendency for respondents to give answers they believe are more socially acceptable (response bias) (Preston, 2009).

A questionnaire is a set of predetermined questions used to collect data from survey participants (Malhotra et al., 2012). Questionnaires are used in explanatory research. This type of research allows for examining and explaining variable relationships, particularly cause-and-effect relationships. Therefore, it is the best data collection method for this study. A questionnaire encompasses all data collection techniques in which each individual is requested to respond to the same set of questions

in a predetermined order. Additionally, it is one of the most widely used data collection methods. The questionnaire is an efficient method for collecting responses from a substantial sample before quantitative analysis since each respondent answers the same set of questions. Thus, a self-administered questionnaire is the design of a questionnaire (Saunders et al., 2015).

3.5.3 Development of Questionnaire

The primary focus of this study is on how the characteristics of Malaysian celebrity entrepreneurs toward brand image collectively impact the purchase intention of Generation Z in the context of fashion brands. The questionnaire set was prepared in Malay and English under the same link to cater to individuals with no English proficiency. Questions are easy to comprehend as the wording used is straightforward. On the first page or introduction, respondents are provided with a brief explanation of the study's goal and additional details ensuring their participation is kept confidential (Alessi & Martin, 2010).

The instruments in this study are measured using nonmetric nominal and ordinal scales, while using metric measurement scales, which are interval. The nominal scale information is used to categorize the various types of participants into small categories. For example, gender or marital status. In addition, certain items are ranked on an ordinal scale. Meanwhile, ordinal scales are used to assess respondents' preferences for monthly income, educational level, feelings, and level of satisfaction, among other things. Interval scales, on the other hand, are used with a particular emphasis on assessing all of the items that measure the Latent Variable (LV) to gauge respondents' feedback.

The Likert scale is a basic and widely used scaling technique in social science research. Rensis Likert invented the Likert scale in 1932 as part of his doctoral dissertation (Likert, 2017). As a psychometric tool, this scale contains several hypotheses from the research study. Although the original Likert scale had five symmetrical and balanced points, it has evolved with a range of measurement alternatives from two points to eleven points. There is an ongoing debate among scholars about the ideal number of options on a Likert-type scale.

The five-point Likert scale was selected for this study since the five options reduce respondents' frustration level, improve respondents' patience level in answering

the questions, increase the response rate along with quality, and encourage completeness of answers (Babakus & Mangold, 1992). Furthermore, respondents deem a five-point Likert scale easily understandable and allow them to voice their opinions (Marton-Williams, 1986). Moreover, a five-point Likert scale is used since it is the most commonly used in research (Coleman et al., 2000). This type of scale requires participants or respondents to answer a series of items by expressing either 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, or 1 = strongly disagree (Croasmun & Ostrom, 2011). The number of manifest variables for the study is presented in Table 3.1.

Table 3.1
The Number of Manifest Variables for the Study

Part	Measurement	Number of Items
A	Demographic data	5
B	Trustworthiness	5
C	Expertise	5
D	Attractiveness	5
E	Respect	5
F	Similarity	5
G	Brand Image	6
H	Purchase Intention	5

In studying the relationships between all variables, questions are categorized into eight parts, labeled from Part A to Part H. As summarized in Table 3.1, Part A contains five questions that seek to understand the demographic backgrounds of the respondents. Parts B to H cover the variables, and the five-point Likert scale employed to evaluate them. Respondents must indicate their best choice by clicking the appropriate space provided on the online survey. In particular, Part B consists of five items related to questions regarding Trustworthiness (T) and five items for Part C that relate to Expertise (E). Part D contains five items regarding Attractiveness (A) and five items for Respect (R) under Part E. Part F consists of five items related to Similarity (S), Part G consists of six items that relate to Brand Image (BI), and lastly, Part H consists of five items that relate to Purchase Intention (PI).

3.5.3.1 Measures for Trustworthiness

The statements and questions for this variable, the questionnaire items were adapted from Narongrith (2019). The total number of items for this variable is five. A five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree is used. Respondents will be requested to indicate whether they agree or disagree with each statement. Table 3.2 presents the items used to measure Trustworthiness (T), with scale items as follows:

- T1 Malaysian celebrity entrepreneurs are trustworthy.
- T2 Malaysian celebrity entrepreneurs are honest.
- T3 Malaysian celebrity entrepreneurs provide true statements for promoted fashion brands.
- T4 Malaysian celebrity entrepreneurs provide a reliable source of information.
- T5 Malaysian celebrity entrepreneurs are sincere.

Table 3.2
The Items Used to Measure Trustworthiness (T)

Trustworthiness			
Items Label	Original Measure Item (Original Questionnaire Items)	Source from which the item is based and Cronbach's Alpha	Measure Item For This Research (Modified Questionnaire Items)
T1	Celebrity is trustworthy.	Citation: Narongrith (2019) Cronbach's Alpha: 0.920	Malaysian celebrity entrepreneurs are trustworthy.
T2	Celebrity is honest.		Malaysian celebrity entrepreneurs are honest.
T3	Celebrity is dependable.		Malaysian celebrity entrepreneurs provide true statements for promoted fashion brands.
T4	Celebrity is reliable.		Malaysian celebrity entrepreneurs provide a reliable source of information.
T5	Celebrity is sincere		Malaysian celebrity entrepreneurs are sincere.

3.5.3.2 Measures for Expertise

The statements and questions for this variable, the questionnaire items were adapted from Narongrith (2019). The total number of items for this variable is five. A five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree is used. Respondents will be requested to indicate whether they agree or disagree with each statement. Table 3.3 presents the items used to measure Expertise (E), with scale items as follows:

- E1 Malaysian celebrity entrepreneurs are qualified to promote the brand.
- E2 Malaysian celebrity entrepreneurs are knowledgeable.
- E3 Malaysian celebrity entrepreneurs are experts in their field.
- E4 Malaysian celebrity entrepreneurs possess good experience.
- E5 Malaysian celebrity entrepreneurs are skillful.

Table 3.3
The Items Used to Measure Expertise (E)

Expertise			
Items Label	Original Measure Item (Original Questionnaire Items)	Source from which the item is based and Cronbach's Alpha	Measure Item For This Research (Modified Questionnaire Items)
E1	Celebrity is qualified to endorse the brand.	Citation: Narongrith (2019) Cronbach's Alpha: 0.927	Malaysian celebrity entrepreneurs are qualified to promote the brand.
E2	Celebrity is knowledgeable.		Malaysian celebrity entrepreneurs are knowledgeable.
E3	Celebrity is an expert in their field.		Malaysian celebrity entrepreneurs are experts in their field.
E4	Celebrity possesses good experience.		Malaysian celebrity entrepreneurs possess good experience.
E5	Celebrity is skillful.		Malaysian celebrity entrepreneurs are skillful.

3.5.3.3 Measures for Attractiveness

The statements and questions for this variable, the questionnaire items were adapted from Narongrith (2019). The total number of items for this variable is five. A five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree is used. Respondents will be requested to indicate whether they agree or disagree with each statement. Table 3.4 presents the items used to measure Attractiveness (A), with scale items as follows:

- A1 Malaysian celebrity entrepreneurs are good-looking.
- A2 Malaysian celebrity entrepreneurs are attractive.
- A3 Malaysian celebrity entrepreneurs are stylish.
- A4 Malaysian celebrity entrepreneurs are appealing.
- A5 Malaysian celebrity entrepreneurs are classy.

Table 3.4
The Items Used to Measure Attractiveness (A)

Attractiveness			
Items Label	Original Measure Item (Original Questionnaire Items)	Source from which the item is based and Cronbach's Alpha	Measure Item For This Research (Modified Questionnaire Items)
A1	Celebrity is good-looking.	Citation: Narongrith (2019) Cronbach's Alpha: 0.913	Malaysian celebrity entrepreneurs are good-looking.
A2	Celebrity is attractive.		Malaysian celebrity entrepreneurs are attractive.
A3	Celebrity is stylish.		Malaysian celebrity entrepreneurs are stylish.
A4	Celebrity is appealing.		Malaysian celebrity entrepreneurs are appealing.
A5	Celebrity is classy.		Malaysian celebrity entrepreneurs are classy.

3.5.3.4 Measures for Respect

The statements and questions for this variable, the questionnaire items were adapted from Narongrith (2019). The total number of items for this variable is five. A five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree is

used. Respondents will be requested to indicate whether they agree or disagree with each statement. Table 3.5 presents the items used to measure Respect (R), with scale items as follows:

- R1 The personal qualities of Malaysian celebrity entrepreneurs are important.
- R2 Accomplishments of Malaysian celebrity entrepreneurs are essential.
- R3 Malaysian celebrity entrepreneurs' self-esteem is important.
- R4 Pride of Malaysian celebrity entrepreneurs can build confidence.
- R5 The abilities of Malaysian celebrity entrepreneurs are important.

Table 3.5
The Items Used to Measure Respect (R)

Respect			
Items Label	Original Measure Item (Original Questionnaire Items)	A source from which the item is based, and Cronbach's Alpha	Measure Item For This Research (Modified Questionnaire Items)
R1	The personal quality of a celebrity is important.	Citation: Narongrith (2019) Cronbach's Alpha: 0.898	The personal qualities of Malaysian celebrity entrepreneurs are important.
R2	The accomplishment of a celebrity is essential.		Accomplishments of Malaysian celebrity entrepreneurs are essential.
R3	A celebrity's self-esteem is important.		Malaysian celebrity entrepreneurs' self-esteem is important.
R4	Pride of celebrity can build confidence.		Pride of Malaysian celebrity entrepreneurs can build confidence.
R5	Controversy can disrespect celebrities.		The abilities of Malaysian celebrity entrepreneurs are important.

3.5.3.5 Measures for Similarity

The statements and questions for this variable, the questionnaire items were adapted from Narongrith (2019). The total number of items for this variable is five. A five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree is used. Respondents will be requested to indicate whether they agree or disagree with each

statement. Table 3.6 presents the items used to measure the Similarity (S), with scale items as follows:

- S1 Malaysian celebrity entrepreneurs and I have a similar fashion sense.
- S2 Malaysian celebrity entrepreneur and I have similar interests.
- S3 Malaysian celebrity entrepreneur and I have similar perspectives.
- S4 I have a preference similar to that of Malaysian celebrity entrepreneurs.
- S5 I perceive the same value as Malaysian celebrity entrepreneurs.

Table 3.6
The Items Used to Measure Similarity (S)

Similarity			
Items Label	Original Measure Item (Original Questionnaire Items)	A source from which the item is based, and Cronbach's Alpha	Measure Item For This Research (Modified Questionnaire Items)
S1	Celebrities and I have similar lifestyles.	Citation: Narongrith (2019) Cronbach's Alpha: 0.936	Malaysian celebrity entrepreneurs and I have a similar fashion sense.
S2	Celebrity attitude influences my beliefs.		Malaysian celebrity entrepreneur and I have similar interests.
S3	My characteristics are influenced by celebrity.		Malaysian celebrity entrepreneur and I have similar perspectives.
S4	I have a similar preference for celebrities.		I have a preference similar to that of Malaysian celebrity entrepreneurs.
S5	I perceive the same value of celebrity.		I perceive the same value as Malaysian celebrity entrepreneurs.

3.5.3.6 Measure for Brand Image

The statements and questions for this variable, the questionnaire items were adapted from Narongrith (2019). The total number of items for this variable is six. A five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree is used. Respondents will be requested to indicate whether they agree or disagree with each statement. Table 3.7 presents the items used to measure the Brand Image (BI), with scale items as follows:

- BI1 I think that the brand is friendly.
- BI2 I think that the brand is modern.
- BI3 I think that the brand is useful.
- BI4 I think that the brand is popular.
- BI5 I think that the brand is gentle.
- BI6 I think that the brand is different from other brands.

Table 3.7
The Items Used to Measure Brand Image (BI)

Brand Image			
Items Label	Original Measure Item (Original Questionnaire Items)	A source from which the item is based, and Cronbach's Alpha	Measure Item For This Research (Modified Questionnaire Items)
BI1	I think that the brand is friendly.	Citation: Low and Lamb Jr (2000) Cronbach's Alpha: 0.787	I think that the brand is friendly.
BI2	I think that the brand is modern.		I think that the brand is modern.
BI3	I think that the brand is useful.		I think that the brand is useful.
BI4	I think that the brand is popular.		I think that the brand is popular.
BI5	I think that the brand is gentle.		I think that the brand is gentle.
BI6	I think that the brand is artificial.		I think that the brand is different from other brands.

3.5.3.7 Measures for Purchase Intention

The statements and questions for this variable, the questionnaire items were adapted from Narongrith (2019). The total number of items for this variable is five. A five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree is used. Respondents will be requested to indicate whether they agree or disagree with each statement. Table 3.8 presents the items used to measure Purchase Intention (PI), with scale items as follows:

- PI1 I would consider the brand as my first choice.
- PI2 I would encourage relatives or friends to consume the brand.

- PI3 I would recommend the brand to someone.
- PI4 I would say positive things about the brand.
- PI5 I would consider buying the brand.

Table 3.8
The Items Used to Measure Purchase Intention (PI)

Purchase Intention			
Items Label	Original Measure Item (Original Questionnaire Items)	A source from which the item is based, and Cronbach's Alpha	Measure Item For This Research (Modified Questionnaire Items)
PI1	I would consider the product as my first choice.	Citation: Khong and Wu (2013) Cronbach's Alpha: 0.940	I would consider the brand as my first choice.
PI2	I would encourage relatives or friends to consume the product.		I would encourage relatives or friends to consume the brand.
PI3	I would recommend the product to someone.		I would recommend the brand to someone.
PI4	I would say positive things about the product.		I would say positive things about the brand.
PI5	I would consider buying the product.		I would consider buying the brand.

3.5.4 Pilot Test

To test the reliability, internal consistency, and stability of the instrument, a pilot test was conducted where 30 sets of questionnaires were distributed via Google Forms to the respondents. Table 3.9 displays the value of Cronbach's Alpha for seven variables. The construct with the highest value for Cronbach's Alpha was Similarity, with 0.959, and the lowest was brand image, with 0.904. All constructs tested were found to be reliable and valid as the Cronbach's Alpha values exceeded the threshold of 0.90 (Saunders et al., 2015). Hence, the reliability of the instrument was met.

Table 3.9
The Value of Cronbach's Alpha for Seven Variables

Items (Variable)	Cronbach's Alpha	Number of Items
Trustworthiness	0.930	5

Expertise	0.929	5
Attractiveness	0.924	5
Respect	0.923	5
Similarity	0.959	5
Brand Image	0.904	6
Purchase Intention	0.938	5

3.5.5 Pre-Testing

Developing a questionnaire requires a rigorous process. Adapting and merely modifying where the researcher feels necessary cannot ensure the quality. The draft questionnaires must undergo multilayer reviews by supervisors, field experts, and samples of respondents. Hence, pre-testing is the process of ensuring the correct questions are established, the proper terms are used, the structure and sequence of the questions are in order, and the questions will not confuse future respondents (Voicu & Babonea, 2012, 1997; Dumitru et al., 2011).

Pre-testing entails administering a test to a smaller group of participants to determine the relevance and understandability of the questions (Bougie & Sekaran, 2019). Pre-testing was conducted to improve poor data quality and minimize or avoid the deletion of items during the measurement model evaluation (Memon et al., 2021). Therefore, before the sharing of the survey link, a pre-test was undertaken involving a total of six respondents, who were academicians, industrialists, and potential respondents. Accordingly, their opinions and feedback regarding the questions must be carefully considered.

According to Czaja (1998), as reported by Voicu and Babonea (2012, 1997) and Dumitru et al. (2011), the minimum and maximum number of people or experts involved in the pre-test is between three and eight. Therefore, six people were considered relevant and sufficient for this study to review the questions.

It is critical to consider the need for expert assessment of the research subject when developing the questionnaire. The study questions were developed with the variables investigated in previous studies in mind. Therefore, for an instrument to be considered valid, its research objectives and questions must be correlated. This practice results in the instrument being present with clarity, coherence, and ease, leaving no room for confusion. However, since they are not part of the population, these experts

are excluded from the study.

It is noted that the concept investigated is clear; despite that, a few alterations are required. A respondent takes around 10 to 15 minutes to complete the survey, depending on the speed of their internet connection. Considering the minimal feedback during the pre-test, the entire set was retained without modification.

3.6 Data Analysis Procedure

3.6.1 Partial Least Squares (PLS-SEM)

Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis is an alternative to Covariance-Based Structural Equation Modeling (CBSEM). PLS-SEM is sometimes known as composite-based SEM, component-based SEM, or, most of the time, variance-based SEM. PLS-SEM can relate a set of independent variables to multiple dependent variables. Notably, PLS-SEM is most suitable when the research aim is to predict or explore a model (Hair et al., 2025; Hair & Alamer, 2022; Garson, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Garson, 2018, 2017; Hair et al., 2017; Garson, 2016).

PLS-SEM is divided into two sub-models: the measurement and structural models. A measurement model analyzes the relationships between observed and unobserved variables (Ramayah et al., 2018). Before evaluating the structural model, researchers must ensure that the measurement models meet all prerequisites, such as internal consistency reliability, indicator reliability, convergent validity, and discriminant validity (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017). A structural model is a type of analysis that determines the relationship between unobserved variables by determining which independent variables directly or indirectly affect the dependent variable (Ramayah et al., 2018).

PLS-SEM was used to validate the reliability and validity of the instrument and the research framework. The total variance is used to determine the parameters in the variance-based approach of PLS-SEM (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2017). Several recent studies (Hair et al., 2025; Hair & Alamer, 2022; Khan et al., 2022; Khan & Ponce, 2022; Sleimi et al., 2022; Raza & Khan, 2022; Hair et al., 2021; Hair, 2021; Raza et al., 2021, 2020; Sleimi, 2020; Sleimi

& Musleh, 2020; Al Mamun et al., 2019; Setiyono et al., 2019; Hair et al., 2019; Hair et al., 2017) support the use of PLS-SEM, confirming that the tool is appropriate for the current study. Table 3.10 explains and illustrates a comparison between PLS-SEM and CBSEM.

Table 3.10
A Comparison between PLS-SEM and CBSEM

Criteria	PLS-SEM	CBSEM
Objective	Predicting the key target construct. Exploratory or extension of an existing structural theory	Theory testing, theory confirmation, or comparing alternative theories
Approach	Prediction-oriented	Parameter-oriented
Assumption	Variance-based	Covariance-based
Parameter Estimates	Consistent with indicators and the sample size increase	Consistent
Measurement model specification	Can be modeled in either a reflective or formative model	Typically used only with a reflective model
Model Complexity	Large complexity	Small to moderate complexity
Sample Size	Relatively smaller sample size	Require a bigger sample size
Model evaluation	Using latent variable scores in subsequent analysis	Suitable for researchers who require a higher global goodness-of-fit criterion.

For this study, PLS-SEM was utilized, and this application has eight stages of procedures. However, for this study, only seven stages are required as this study does not require any advanced analysis, and no moderating or mediating factors are included in the framework. Table 3.11 illustrates the stages of the systematic procedure for applying PLS-SEM, which will be further discussed in the following chapter. (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017; Hair et al., 2014; Hair, 2014).

Table 3.11
The Stages of the Systematic Procedure for Applying PLS-SEM

Stage 1: Specifying the structural model
Stage 2: Specifying the measurement model
Stage 3: Data collection and examination
Stage 4: PLS path estimation

Stage 5: Assessing PLS-SEM for the reflective and formative measurement Model.
Stage 6: Assessing PLS-SEM results of the structural model
Stage 7: Interpretation of results and drawing a conclusion

3.6.2 Reasons for Using PLS-SEM

PLS-SEM was employed in this study to examine the hypotheses listed in the second chapter. The decision to use PLS-SEM over other methods, such as Analysis of Moment Structures (AMOS) and Statistical Package for the Social Sciences (SPSS), is attributed to PLS-SEM being the trending method for analyzing data. In marketing, obtaining normal data related to consumer behavior is challenging and tends to change over time. A major point of contention has been the claim that PLS-SEM can always be used with small sample sizes. However, a recent study suggests this claim is generally unjustified and proposes two methods for estimating the minimum sample size in PLS-SEM. Another point of contention is the ad hoc way in which PLS-PM has been developed and the lack of analytic proof to support its main feature, which is the sampling distribution of PLS-SEM weights. However, PLS-SEM is still considered preferable (over CBSEM) when it is unknown whether the data's nature is a common factor or composite-based. Usually, the data is nonnormal and is frequently used in business (Hair et al., 2025; Hair & Alamer, 2022; Garson, 2022; Khan et al., 2022; Khan & Ponce, 2022; Sleimi et al., 2022; Raza & Khan, 2022; Hair et al., 2021; Hair, 2021; Raza et al., 2021, 2020; Sleimi, 2020; Sleimi & Musleh, 2020; Al Mamun et al., 2019; Hair et al., 2019; Setiyono et al., 2019; Ramayah et al., 2018; Joseph et al., 2017; Hair et al., 2017; Garson, 2018, 2017; Hair et al., 2014; Hair, 2014; Garson, 2016; Mateos-Aparicio, 2011; Hair et al., 2011; Chin & Newsted, 1999).

The researcher believes that PLS-SEM can tackle a set of interrelated questions with one comprehensive method. Furthermore, the collected data is not normally distributed. In addition, the data will be analyzed to obtain results that answer the research questions and prove the hypotheses. Moreover, the inner model, which is the complete model, explains the strength of the relationship between variables in the construct (Joseph et al., 2017; Mateos-Aparicio, 2011).

PLS-SEM is a better analysis method, considering the limited sample size necessary and the normality of multivariate data. PLS-SEM is also better suited to the

purpose of this investigation because of its higher prediction capabilities. Furthermore, PLS-SEM maximizes the specified variance of the endogenous Latent Variable (LV) by analyzing partial model connections in a sequence of ordinary least squares regressions. PLS-SEM is also favorable for studying complex interactions, especially models with moderators, mediators, or both (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017; Joseph et al., 2017; Hair et al., 2014; Hair, 2014; Hair et al., 2013; Hair et al., 2012; Hair et al., 2011). Since it allows researchers to analyze the association between multiple Latent Variables (LVs) simultaneously, PLS-SEM is a common tool for dealing with both formative and reflective indicator measurement models (Chin & Newsted, 1999).

PLS-SEM is simple and effective with small sample sizes and sophisticated research models. The rule of thumb reasonably estimates the required minimum sample size (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017; Joseph et al., 2017; Hair et al., 2014; Hair, 2014; Hair et al., 2013; Hair et al., 2012; Hair et al., 2011). Even though PLS-SEM can be employed with any sample size, it is sufficient to ensure validity and reliability. Barclay and Smith (1995) recommended a minimum sample size of ten times the number of formative indicators per construct for the outer model and ten times the number of path relationships directed towards a particular construct for the inner model.

The outer model's job is to assess the goodness of the measurements employed in the study using the constructs' reliability and validity. Individual indicator reliabilities, internal consistency reliabilities for each construct's composite measure, and convergent and discriminant validities are routinely examined in this approach. Meanwhile, route coefficient analysis refers to the inner model, which represents the whole model and describes the strength of the relationship between variables in the construct (Mateos-Aparicio, 2011). Notably, this inner component assesses the prediction power of the study model. The analysis of inner model estimates is not limited to the direct relationship (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017; Hair et al., 2014; Hair, 2014; Hair et al., 2013; Hair et al., 2012; Hair et al., 2011).

The researcher employs this statistical program in data analysis to produce results that answer the study questions and prove the hypotheses. PLS-SEM was preferred for data analysis for various reasons, all of which are directly tied to the benefits and qualities of the instrument itself. As such, PLS-SEM can readily compute

cause-and-effect connection models that include both components due to the large number of respondents in this study. As stated earlier, the researcher decided to gather data using an online survey using purposive sampling to ensure the researcher did not influence the data collection.

3.6.3 Reflective and Formative Construct Specification

SEM consists of two sub-models, which are the structural model and the measurement model. As mentioned earlier, measurement models are dedicated to defining and measuring the Latent Variables (LVs) within SEMs. Measurement models depict the relationship between LVs and their observable indicators (measures). There are two types of indicators: reflective and formative. Table 3.12 explains and illustrates the differences between the reflective and formative models.

Table 3.12

The Differences between the Reflective and Formative Models

Reflective Model	Formative Model
The direction of causality is from construct to items.	The direction of causality is from items to the construct.
Indicators are manifestations of the construct.	Indicators are defining characteristics of the construct.
Changes in the indicators should not cause changes in the construct.	Changes in the indicators should cause changes in the construct.
Changes in the construct do cause changes in the indicators.	Changes in the construct do not cause changes in the indicators.
Indicators should be interchangeable.	Indicators need not be interchangeable.
Indicators should have the same content or indicators with a common theme.	Indicators need not have the same or similar content, nor do they need to share a common theme.
Dropping an indicator may not alter the conceptual domain of the construct.	Dropping an indicator may alter the conceptual domain of the construct.
Indicators are expected to co-vary with each other.	Not necessary for indicators to co-vary with each other.
Nomological net of the indicators should not differ.	Nomological net of the indicators may differ.
Indicators are required to have the same antecedents and consequences.	Indicators are not required to have the same antecedents and consequences.

Source: Jarvis et al. (2003)

Reflective indicators represent the effects of the LVs (LVs cause the indicators) (Chin, 1998; Coltman et al., 2008). The LVs under reflective indicators measure the same underlying phenomenon. Reflective indicators change according to changes to the LV they measure, which refers to internal consistency (Jarvis et al., 2003), indicating that all reflective indicators should correlate positively.

The formative indicators come from or cause the LV (Coltman et al., 2008; Chin, 1998). Note that formative indicators do not necessarily have to correlate (Jarvis et al., 2003). This is attributable to the lack of direct causal relationships between LV and the formative indicators (Urbach & Ahlemann, 2010).

In general, reflective indicators are more commonly used in psychological and management studies, and only a small percentage of studies have embarked on formative indicators, which focus mainly on economics and sociology (Coltman et al., 2008; Urbach & Ahlemann, 2010). Most researchers applied reflective indicators extensively without enough justification (Henseler & Schubert, 2023). Some studies require a formative construct; researchers view it as reflective. Hence, the validation process was conducted using a reflective measurement technique. This is considered inappropriate and considerably unethical, and consequently, no valid result would be obtained after the research is completed (Howell et al., 2007).

However, according to Urbach and Ahlemann (2010), formative constructs are considered to have an epistemological, logical, and statistical problem. Bagozzi (2007) has stated that formative measurement is applicable. Nonetheless, it is only within a limited range of cases and under restrictive assumptions.

This study has no formative constructs since no multidimensional concepts of indicators are needed to explain the construct, and no indicators are involved (Coltman et al., 2008; Jarvis et al., 2003).

3.6.4 Model Assessment Using the PLS-SEM Approach

PLS-SEM was used to analyze the study for both measurement and structural studies. The first step in the evaluation process is to assess the data's reliability and validity. When evaluating the model's measurement, it is critical to understand how well the indicators measure the latent or emergent dimensions. It considers convergent and discriminant validity when determining the validity of a measurement model. The

convergent and discriminant validity of the loading, the Average Variance Extracted (AVE), and the Composite Reliability (CR) are all frequently investigated.

In research, all obtained data must be evaluated, and model evaluation is a systematic evaluation of the hypothesis conveyed through structural modeling (Urbach & Ahlemann, 2010). In general, the major purpose of the assessment is to observe if the structural model meets the essential quality requirements of the empirical research. Although it does not offer an established global Goodness-of-Fit (GoF) criterion, the PLS statistical tool can be utilized for model assessment by calculating model parameter estimates (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017; Hair et al., 2014; Hair, 2014; Hair et al., 2013; Hair et al., 2012; Hair et al., 2011; Henseler et al., 2009).

Nonetheless, since this study focuses on the disparity between the observed or approximated values of the dependent variables and the values predicted by the model in the questions, the PLS-SEM technique can provide a reasonable process for model assessment. The model goes through a two-stage process, as stated by Chin (1998). The measurement model (the outer model) can be evaluated in the first step, while the structural model (the inner model) can be evaluated in the second stage. Accordingly, the findings of both measurement and structural models must be produced utilizing a set of nonparametric evaluation criteria and processes such as bootstrapping and blindfolding (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017; Hair et al., 2014; Hair, 2014; Hair et al., 2013; Hair et al., 2012; Hair et al., 2011).

As previously stated and explored, there are two sorts of models in SEM: structural models and measurement models. Meanwhile, the measuring model is classified into two types: the reflecting measurement model and the formative measurement model. Hair et al. (2025), Hair and Alamer (2022), Hair et al. (2021), Hair (2021), Hair et al. (2019), Hair et al. (2017), Hair et al. (2014), Hair (2014), Hair et al. (2013), Hair et al. (2012), and Hair et al. (2011) detailed the systematic evaluation of the PLS-SEM process approach in Figure 3.2.

Stage 5: Evaluation of the Measurement Model	
Stage 5a: Reflective Measurement Model	Stage 5b: Formative Measurement Model
Indicator reliability.	Convergent validity.
Internal consistency (Cronbach's Alpha (α), Composite Reliability (Pc), reliability coefficient (Pa)).	Collinearity among indicators.
Convergent validity (average variance extracted).	Significance and relevance of outer weights.
Discriminant validity (HTMT).	
↓	
Stage 6: Evaluation of the Structural Model	
Collinearity (VIF).	
Significance and relevance of the structural model relationships (path coefficients).	
Explanatory power (Coefficients of Determination, R^2).	
Predictive power (PLS predict procedure).	
Model comparisons.	

Figure 3.2 The Systematic Evaluation of the PLS-SEM Process Approach

3.6.4.1 Assessment of Reflective Measurement Models

The guidelines offered by Lewis et al. (2005) and Straub et al. (2004) can be used to evaluate a reflective measurement model. Reflecting measurement models are assessed using four analyses, as illustrated in Figure 3.2. Table 3.13 provides a detailed explanation of the various assessment elements of the reflecting measurement model.

Table 3.13
The Various Assessment Elements of the Reflecting Measurement Model

Assessment Aspects	Criteria	Accepted Value or Conditions	Related References
Indicator Reliability Factor Loading	Indicator Loadings	Loadings of the indicators should be significant at 0.40 and above.	Hair et al. (2025), Hair and Alamer (2022), Hair et al. (2021), Hair (2021), Hair et al. (2019), Hair et

			al. (2017), Hair et al. (2014), Hair (2014), Hair et al. (2013), Hair et al. (2012), and Hair et al. (2011), Hulland (1999)
	Significance of the Loadings (t-value)	Significant at 0.50 and above	Hair et al. (2025), Hair and Alamer (2022), Hair et al. (2021), Hair (2021), Hair et al. (2019), Hair et al. (2017), Hair et al. (2014), Hair (2014), Hair et al. (2013), Hair et al. (2012), and Hair et al. (2011), Chin (1998)
Internal Consistent Reliability	Composite Reliability (CR)	CR values of 0.60 to 0.70 are acceptable in exploratory research.	Hair et al. (2025), Hair and Alamer (2022), Hair et al. (2021), Hair (2021), Hair et al. (2019), Hair et al. (2017), Hair et al. (2014), Hair (2014), Hair et al. (2013), Hair et al. (2012), and Hair et al. (2011), Gefen et al. (2000), Fornell and Larcker (1981)
		CR values of 0.70 to 0.90 can be regarded as satisfactory.	
		CR values above 0.90 (specifically above 0.95) are undesirable because they indicate that all indicator variables are measuring the same phenomenon.	
		It should be at 0.70 or higher to indicate adequate convergence or internal consistency.	
Convergent Validity	Average Variance Extracted (AVE)	Proposed threshold value: $AVE > 0.50$	Hair et al. (2025), Hair and Alamer (2022), Hair et al. (2021), Hair (2021), Hair et al. (2019), Hair et al. (2017), Hair et al. (2014), Hair (2014), Hair et al. (2013), Hair et al. (2012), and Hair et al. (2011), Hulland (1999), Barclay et al. (1995), Fornell and Larcker (1981)

Discriminant Validity	Fornell and Larker Criterion	AVE of each LV should be greater than the construct's highest squared correlation with any other construct.	Hair et al. (2025), Hair and Alamer (2022), Hair et al. (2021), Hair (2021), Hair et al. (2019), Hair et al. (2017), Hair et al. (2014), Hair (2014), Hair et al. (2013), Hair et al. (2012), and Hair et al. (2011), Fornell and Larcker (1981)
	Heterotrait-Monotrait (HTMT)	HTMT values should not exceed 0.90 and 0.85, respectively, for constructs to be considered valid	Henseler et al. (2015), Kline (2011), Gold et al. (2001)

3.6.4.2 Assessment of Structural Model

The structural model is examined in the second stage of the PLS-SEM technique. The inner or structural model displays the relationships between the Latent Variables (LVs) (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017; Hair et al., 2014; Hair, 2014; Hair et al., 2013; Hair et al., 2012; Hair et al., 2011). Maximizing the variance explained, or R^2 , for the endogenous latent construct and establishing the size and significance of all Path Coefficients (β) models are the primary goals of structural model evaluation. The structural model of SEMs is evaluated in two ways: explanatory power and predictive power. It was evaluated for explanatory power using the Coefficient of Determination (R^2) and Effect Size (f^2). Three criteria were evaluated in predictive power, which are Predictive Relevance (Q^2) and Relative Influence (q^2). Table 3.14 summarizes the steps of the structural model assessment procedure in detail.

Table 3.14
The Steps of the Structural Model Assessment Procedure

Step 1: Assess the structural model for collinearity issues.
Step 2: Assess the significance and relevance of the structural model relationships.
Step 3: Assess the model's explanatory power.

Step 4: Assess the model's predictive power.

Step 5: Model comparison.

The standard procedure for evaluating the structural model includes calculating the Coefficient of Determination (R^2), the blindfolding-based cross-validated redundancy measure (Q^2), and the statistical significance and relevance of path coefficients (β). The coefficient is the sum of the combined effects of the external and endogenous Latent Variables (LVs) on the endogenous Latent Variable (LV). In other words, the coefficient represents the variation in the endogenous construct that can be explained by all of the exogenous constructs linked to it. The R^2 value ranges from 0 to 1, with higher values indicating greater forecasting accuracy (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017; Hair et al., 2014; Hair, 2014; Hair et al., 2013; Hair et al., 2012; Hair et al., 2011).

An effect-size test will determine the effect of several independent variables on the dependent variable. Instead of evaluating the R^2 values of all endogenous constructs, the change in R^2 value is examined when a specified exogenous construct is excluded from the model. It can be used to determine whether the omitted exogenous construct significantly impacts the endogenous constructs (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017; Hair et al., 2014; Hair, 2014; Hair et al., 2013; Hair et al., 2012; Hair et al., 2011). Here is an example of how to calculate the Effect Size (f^2):

$$f^2 = (R^2 \text{ included} - R^2 \text{ excluded}) / (1 - R^2 \text{ included}) \quad (3.1)$$

According to Cohen's f^2 evaluation guidelines, the exogenous Latent Variable (LV) will have impact sizes of 0.02, 0.15, and 0.35 (Cohen, 2013). A value of less than 0.02 indicates no effect exists, where R^2 includes and R^2 excludes are the R^2 provided for the dependent latent constructs when the predictor Latent Variable (LV) is included or excluded from the structural model, respectively. Note that an Effect Size (f^2) less than 0.02 indicates that no effect exists.

The Stone-Geisser Q^2 value measures a model's predictive power or relevance outside the sample. The path model's predictive value for a given dependent construct is indicated when the Q^2 value for the relevant reflective endogenous Latent Variable

(LV) is greater than zero. The prediction error will be used to calculate the Q^2 value, which is used to assess predictive significance.

3.7 Conclusion

This third chapter presented a detailed methodology and explained how the data should be theoretically analyzed, including the research design, instrument construction and administration, data collection techniques, and data analysis procedures. The next chapter discusses a brief yet concise survey design to guide how the data is analyzed.

CHAPTER 4

ANALYSIS OF DATA

4.1 Preamble

In this chapter, the researcher assesses the study and outcome of the Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis in confirming and proving the hypothesized model provided in Chapter Two. Data were saved in data analysis software, Statistical Package for the Social Sciences (SPSS) version 27, before the data were transferred to PLS-SEM for further analysis. This chapter explains the sampling procedure, detecting any missing values and common method bias, before proceeding with the analysis using SmartPLS version 4.1.0.6. With SmartPLS version 4.1.0.6, the researcher conducted several studies to assess and discuss the reflection for outer loading and outer weight. Once completed, the researcher analyzes the data's reliability and validity and concludes it with the structural model assessment.

4.2 Data Storing

Data obtained from respondents of this study were stored in data analysis software: SPSS version 27 and MS Excel 2019. The researcher was careful during the data entry to avoid mistyping errors that might affect the findings and discussion. The data were thoroughly and carefully reviewed for missing values or incorrect figures. The description of the question items and their codes were recorded and documented.

4.3 Data Cleansing

Data cleansing is a process of detecting and removing any errors and inconsistencies from data collected by respondents when they answer the questionnaire sets. Note that errors may happen due to mistyping, misspelling, or missing information (Rahm & Do, 2000; Narin, 1999). As reported by Narin (1999), there are two main data errors: respondent errors and data entry errors. Respondent errors occur when respondents purposely give a false answer or write an unclear answer. On the other hand, data entry errors happen when the researcher leaves the data sheet blank, although the respondents provided valid answers when answering the questionnaires. In this

study, the researcher collected the data using a survey instrument through Google Forms. The survey's overall design did not allow respondents to skip any question without answering it first. At the end of the data collection, the researcher obtained 267 sets of completed answered online surveys a month after the administration.

4.4 Sampling Results

This research focused on Generation Z. Generally, they refer to those born between 1995 and 2010. Generation Z makes up 26 percent of Malaysia's population and has unique characteristics that differentiate them from Baby Boomers, Generation X, and Generation Y (Millennials), particularly in terms of content consumption and brand relationships. Generation Z in Malaysia is currently the largest age group, representing 29 percent of the entire population with a total monthly disposable income of USD327 million (Department of Statistics Malaysia (DOSM), 2025; The Sun, 2024; New Straits Times, 2021; Malay Mail, 2020; Tjiptono et al., 2020; Nielsen, 2019; Lanier, 2017). The target respondents for this study are people aged between 18 and 29 (born between 1995 and 2006). However, there was no record of the exact population figure for such an age group. The researcher gathered responses from May 21, 2024, until June 30, 2024. Although data were collected through the online survey, the researcher employed purposive sampling to enhance generalizability and minimize bias. This technique was discovered to be the best and most appropriate technique to obtain data for this study.

4.4.1 Response Rate

Bougie and Sekaran (2019) and Roscoe et al. (1975) suggested a rule of thumb in determining the sample size. They recommended that the appropriate sample size for a study should be greater than 30 and not larger than 500 respondents. For this study, the researcher obtained 267 respondents within 41 days of the data collection period. This amount is considered sufficient for this study as it falls within the recommended figure range. Previous studies by Azhar et al. (2024), Habibah and Sari (2022), Chan et al. (2021), Wei et al. (2021), Ernawadi et al. (2019), and Widjaja (2015) were also considered sufficient, as they fall within the recommended figure range (greater than 30 and not larger than 500 respondents). Furthermore, the researcher used software named

G*Power to identify the minimum number of respondents considered suitable for this study. The following diagram in Figure 4.1 illustrates the sample size by G*Power needed for this study. The calculator from this G*Power software revealed that 92 respondents were sufficient. Accordingly, the researcher perceived a total number of 267 responses as suitable and significant for conducting the study.

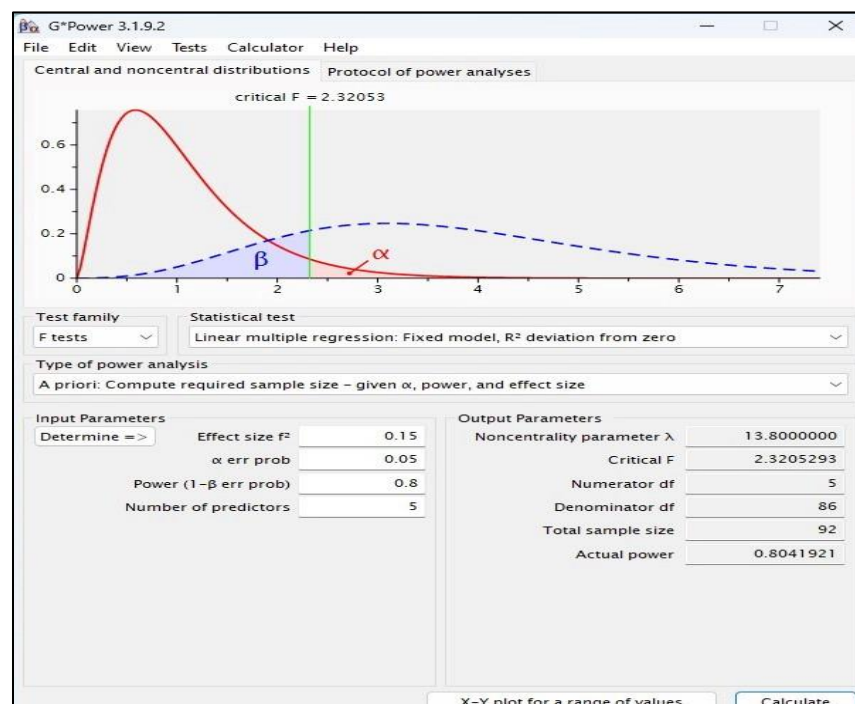


Figure 4.1 The Sample Size by G*Power

Table 4.1 summarizes the response rate of the distributed questionnaire from the data collection. Since the researcher conducted an online and an offline survey, no specific number of questionnaires was distributed. However, the researcher obtained 267 sets of thoroughly answered questionnaires that were recorded on Google Sheets prior to being transferred to SPSS version 27. The researcher employed purposive sampling, and enumerators were appointed for this study. The survey was distributed by randomly sharing the online link via a web survey called Google Forms, depending on the enumerator's surroundings and contact with people. The enumerators are responsible for fully utilizing their vast networks to generate a certain number of valid responses from the respondents. The enumerators consist of Generation Z members born between 1995 and 2006 (ages 18 to 29). Generation Z is very active in acquiring celebrity entrepreneurs' online and offline fashion brands. These enumerators are reputable and have a positive influence on individuals. In addition, they must

understand how the characteristics of Malaysian celebrity entrepreneurs toward Brand Image (BI) collectively impact Generation Z's purchase Intentions (PI) in the context of fashion brands.

Table 4.1
The Response Rate of the Distributed Questionnaire

	Number of questionnaires	Percentage/Reasons
Total questionnaire distributed	n/a	n/a
Completed questionnaire obtained	267	100%
Unusable questionnaire	0	0
Usable questionnaire	267	100%

4.4.2 Demographic Data on Respondents

Table 4.2
Demographic Data of Respondents

Demographic Characteristics	Frequency	%
Gender		
Male	37	13.9
Female	230	86.1
Total	267	100.0
Age		
18 – 20 years old	14	5.2
21 – 23 years old	154	57.7
24 – 26 years old	51	19.1
27 – 29 years old	48	18.0
Total	267	100.0
Marital status		
Single	235	88.0
Married	30	11.2
Divorced	1	0.4
Widowed	1	0.4
Total	267	100.0
Monthly income		
Less than RM1000	180	67.3
RM1001 – RM3000	62	23.3
RM3001 – RM5000	22	8.3
RM5001- RM7000	3	1.1
More than RM7000	0	0
Total	267	100.0

Occupation		
Government sector	7	3.0
Private sector	63	24.0
Self-employed	5	2.0
Student	174	65.0
Housewife	4	1.0
Unemployed	9	3.0
Others	5	2.0
Total	267	100.0

Table 4.2 displays demographic data of respondents. The demographic section includes the respondent's gender, age, marital status, monthly income, and occupation. The information helps the researcher understand the background of the respondents. The survey instrument was prepared in Malay and English under the same link to cater to individuals with no English proficiency.

Most respondents are females, with 86.1 percent, followed by male respondents, with 13.9 percent. As for age, as expected, the majority of respondents are aged between 21 and 23 years old at 57.7 percent. Followed by people aged between 24 and 26 years old, 27 and 29 years old, and 18 and 20 years old, with percentages of 19.1 percent, 18 percent, and 5.2 percent, respectively. This study focused on those between 18 and 29 years old, considering that they tend to prioritize financial matters after high school.

Since the study focuses on Generation Z people aged between 18 and 29 (born between 1995 and 2006), findings suggest that most respondents are single (88 percent) compared to married with 11.2 percent, followed by divorced and widowed with both 0.4 percent. As for monthly income, most of the respondents receive a monthly income below RM 1000 per month (67.3 percent). This might be attributed to the fact that most respondents are still studying (65 percent). Despite that, they are attracted to purchasing Malaysian celebrity entrepreneurs' fashion brands. Meanwhile, 23.3 percent of respondents receive RM 1001 to RM3000 monthly, 8.3 percent receive an amount between RM3001 to RM5000, and 1.1 percent receive between RM5001 to RM7000.

Next, about occupation, it comprises people working in the private sector (24 percent), government sector three percent, self-employed only two percent, followed by housewives, unemployed, and others one percent, three percent, and two percent, respectively. Findings reveal that most respondents are students, with 65 percent. A previous study by Marques et al. (2025) also revealed that most respondents are

students, and their study also included Generation Z in the 21 to 23-year-old age range.

4.4.3 Screening of Data Characteristics

This section discusses the analysis undertaken to verify the collected data. It is vital to ensure that the data obtained and used for the high-level analysis are valid and complete. A few analyses were conducted to verify the normality of the data. This is to ensure the data do not have any missing values and to verify that there is no potential for common method bias.

4.4.4 Detection of Missing Data

In this study, no missing values were reported. The researcher used a web survey to collect data (<https://www.google.com/forms/about/>) and set a mandatory field for every question. This guarantees that no respondent can proceed to the next question or section if a question is left unanswered. In short, the system only accepts a complete response. Therefore, all the recorded responses were full and had no missing values.

4.4.5 Common Method Bias

Table 4.3
Total Variance Explained

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.070	39.083	39.083	14.070	39.083	39.083
2	3.802	10.562	49.645			
3	2.644	7.346	56.991			
4	2.294	6.371	63.362			
5	1.369	3.802	67.164			
6	1.141	3.171	70.335			
7	1.109	3.080	73.415			
8	.719	1.998	75.413			
9	.621	1.724	77.137			
10	.590	1.638	78.775			
11	.568	1.576	80.351			

12	.534	1.483	81.835			
13	.516	1.434	83.268			
14	.487	1.352	84.621			
15	.466	1.293	85.914			
16	.409	1.135	87.050			
17	.406	1.128	88.177			
18	.376	1.045	89.222			
19	.347	.965	90.187			
20	.327	.908	91.095			
21	.319	.886	91.981			
22	.291	.810	92.790			
23	.267	.743	93.533			
24	.259	.719	94.252			
25	.230	.639	94.890			
26	.217	.603	95.493			
27	.213	.592	96.086			
28	.205	.571	96.656			
29	.193	.537	97.193			
30	.178	.495	97.689			
31	.169	.469	98.158			
32	.159	.441	98.599			
33	.144	.400	98.999			
34	.142	.394	99.393			
35	.115	.321	99.713			
36	.103	.287	100.000			

Extraction Method: Principal Component Analysis.

Method biases are a common problem in any business study, in general, and in the marketing context. Some common reasons include the use of a survey for data collection, and most of the questions assess respondents' cognitive ability or perceptions. Moreover, not all people are willing to spend their time reading and answering carefully (Mackenzie & Podsakoff, 2012; Podsakoff et al., 2003). Thus, the researcher undertook several steps before administering the questionnaire as outlined in Chapter Three.

Data gathered from the survey must also be investigated for its potential common method bias (ex-post statistical approach). Podsakoff and Organ (1986) claimed that if the variables all load on one factor or one factor explains the majority of

the variance, common method bias may be an issue. This study adopted Harman's one-factor test, as reported in a study done by Chang et al. (2019), and it is the most widely employed (Podsakoff et al., 2003). The result obtained should be less than 50 percent to ensure that the findings are free from biases. Based on Table 4.3, which displays total variance explained, the percentage of variance is recorded to be only 39 percent. Therefore, the result reveals that neither a single factor nor a general factor accounts for most of the covariance in the measure.

4.4.6 Sample Characteristic

Normality is the most fundamental assumption in multivariate analysis, and large variations in the normal distribution indicate invalid statistically assessed results (Hair et al., 2025; Hair & Alamer, 2022; Hair et al., 2021; Hair, 2021; Hair et al., 2019; Hair et al., 2017; Hair et al., 2014; Hair, 2014; Hair et al., 2013; Hair et al., 2012; Hair et al., 2011). Several statistical test options can be employed to assess for normality, including mean, standard deviation, skewness, and kurtosis. The researcher runs the normality test for this study using SPSS version 27 and an online application (<https://webpower.psychstat.org/models/kurtosis/>). Skewness refers to the degree of symmetry of the distribution, whereas Kurtosis refers to the degree of peakedness of the distribution (Rose et al., 2015).

According to Cain et al. (2017), the skewness and kurtosis must be zero for the data to be perfectly normal. However, the data do not need to be perfectly normal. It is sufficient if the data is approximately normal. A positive skewness value occurs when the value is positive, and a negative skewness value occurs when the score is clustered negatively. In contrast, a peak score for kurtosis is considered positive, whereas a flatter value indicates negative kurtosis.

Table 4.4
Means, Standard Deviation, Skewness, and Kurtosis

Descriptive Statistics							
Latent Variable	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Trustworthiness	267	3.0180	.68779	-.207	.149	.519	.297

Expertise	267	3.3558	.71166	.069	.149	.143	.297
Attractiveness	267	3.7476	.73614	-.489	.149	.879	.297
Respect	267	4.1453	.78683	-.975	.149	1.040	.297
Similarity	267	2.9963	.80552	-.355	.149	.717	.297
Brand Image	267	3.5949	.71002	-.325	.149	.647	.297
Purchase Intention	267	3.4232	.72126	-.205	.149	.414	.297
Valid N (listwise)	267						

To calculate both skewness and kurtosis, a simple rule of thumb is applied in which the absolute values (both skewness and kurtosis) must be divided by the standard error (of skewness and kurtosis), and the result has to be within the range of ± 1.96 (Mat Roni, 2021). Referring to Table 4.4, which displays means, standard deviation, skewness, and kurtosis, all variables in this study were approximately abnormal. Therefore, the researcher can conclude that the variables in this study are abnormally distributed.

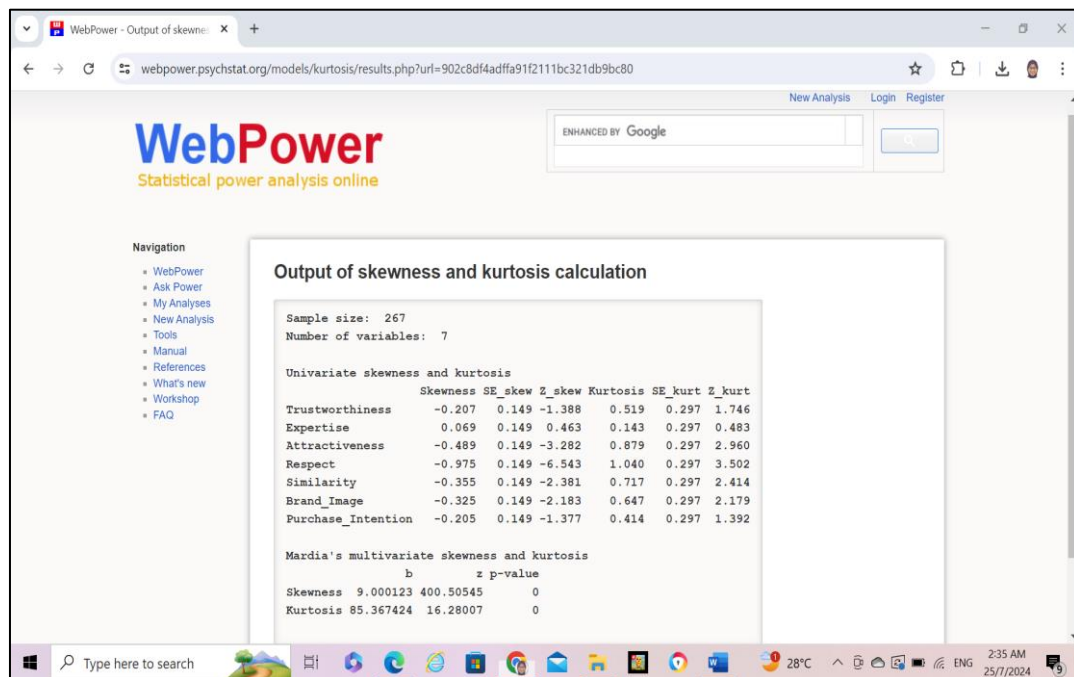


Figure 4.2 The Calculation of Skewness and Kurtosis

To support the analyses of the results using SPSS, an online application is also used to evaluate the data normality. According to Cain et al. (2017), the p-value has to be greater than 0.05, and the kurtosis score must be 20.0 and below for data to be considered normally distributed. From the diagram in Figure 4.2 that displays the

calculation of skewness and kurtosis, the p-value is revealed to be less than 0.05, and the kurtosis result is recorded to be 85.367424. Hence, the variables are not normal, and this result supports the result obtained using SPSS.

4.4.7 Operationalization of Construct

Table 4.5 displays operationalization of the main construct, which summarizes the constructs in the model, and the codes used to represent each construct and indicator in SmartPLS version 4.1.0.6. Meanwhile, Figure 4.3 displays the theoretical framework of the study (construct and indicators).

Table 4.5
Operationalization of the Main Construct

Construct	Operationalization	Code for Construct	Code for Indicators
Trustworthiness	Reflective	T	T1, T2, T3, T4, T5
Expertise	Reflective	E	E5, E1, E2, E3, E4
Attractiveness	Reflective	A	A1, A2, A3, A4, A5
Respect	Reflective	R	R1, R2, R3, R4, R5
Similarity	Reflective	S	S1, S2, S3, S4, S5
Brand Image	Reflective	BI	BI1, BI2, BI3, BI4, BI5, BI6
Purchase Intention	Reflective	PI	PI1, PI2, PI3, PI4, PI5

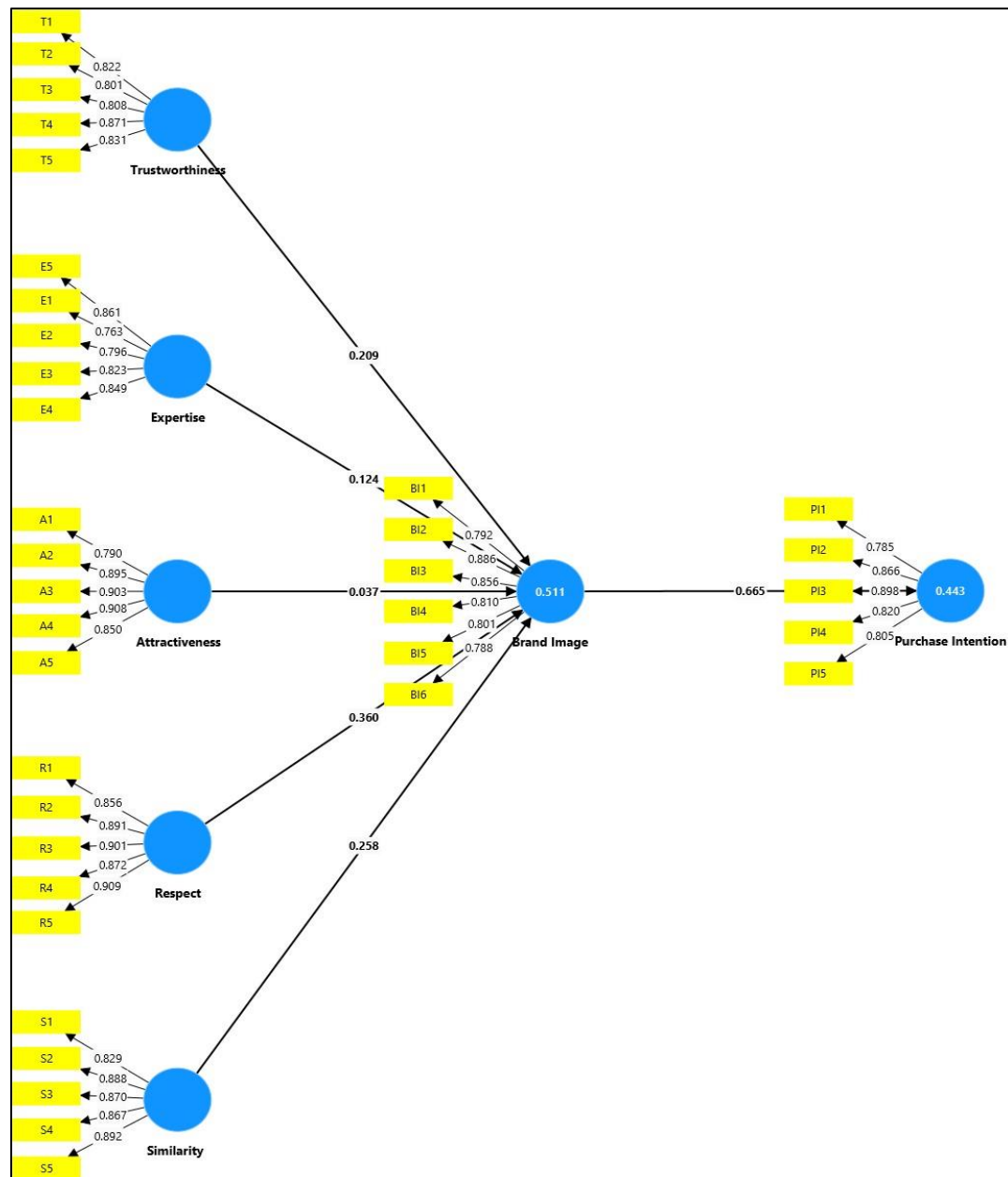


Figure 4.3 The Theoretical Framework of the Study (Construct and Indicators)

4.5 Assessment of the Reflective Measurement Model

4.5.1 Internal Consistency Reliability or Composite Reliability (CR)

In previous studies, Cronbach's Alpha was employed to measure internal consistency. However, it was replaced with Composite Reliability (CR) as it was considered capable of overcoming certain limitations of Cronbach's Alpha, and Composite Reliability (CR) may lead to higher estimates of true reliability (Garson, 2022, 2018, 2017, 2016; Hair et al., 2017; Bagozzi & Yi, 1988). Notably, the measurement has to exceed the threshold value of 0.70 to be considered satisfactory

(Henseler et al., 2012). Note that anything above 0.95 is not suggested since it indicates that all variables measure the same phenomenon (Hair et al., 2017). Table 4.6 indicates that the Composite Reliability (CR) of each construct ranges from 0.910 to 0.948, and the figure is greater than the suggested value of 0.70 but does not exceed 0.95. Hence, this indicates that all constructs are acceptable and reliable, suggesting that the items representing the constructs have satisfactory internal consistency.

4.5.2 Indicator Reliability or Outer Loading

The indicator reliability of the measurement is measured by examining the item loadings. An established rule of thumb by Hair et al. (2017) suggests that the Latent Variable (LV) should explain at least 50 percent of indicator variance. This supports another rule of thumb: loadings are considered significant when the value is at 0.708 at the level of 0.05. From Table 4.6, which displays assessment of the reflective measurement model, the outer loadings are recorded from 0.763 to 0.909, with no items recorded under 0.70. Therefore, even if the outer loadings are below 0.70, the loadings are considered acceptable. According to Byrne (2010) and Chin (1998), the Average Variance Extracted (AVE) must be above 0.60. Thus, this indicates that all items and variables are significant and no items need to be deleted.

Table 4.6
Assessment of the Reflective Measurement Model

Latent Variable	Indicators	Outer Loading	T Value	Composite Reliability (CR)	Average Variance Extracted (AVE)
Trustworthiness	T1	0.822	30.884	0.915	0.684
	T2	0.801	22.425		
	T3	0.808	24.770		
	T4	0.871	45.778		
	T5	0.831	32.764		
Expertise	E5	0.861	39.869	0.910	0.671
	E1	0.763	25.934		
	E2	0.796	22.713		
	E3	0.823	32.998		
	E4	0.849	37.740		
	A1	0.790	16.625		
	A2	0.895	55.121		

Attractiveness	A3	0.903	55.742	0.940	0.758
	A4	0.908	70.847		
	A5	0.850	40.192		
Respect	R1	0.856	32.957	0.948	0.785
	R2	0.891	47.603		
	R3	0.901	45.410		
	R4	0.872	42.026		
	R5	0.909	62.776		
Similarity	S1	0.829	28.969	0.939	0.756
	S2	0.888	47.314		
	S3	0.870	32.035		
	S4	0.867	36.063		
	S5	0.892	54.626		
Brand Image	BI1	0.792	15.742	0.926	0.677
	BI2	0.886	49.459		
	BI3	0.856	33.930		
	BI4	0.810	19.127		
	BI5	0.801	25.663		
	BI6	0.788	23.321		
Purchase Intention	PI1	0.785	25.199	0.920	0.699
	PI2	0.866	33.341		
	PI3	0.898	56.543		
	PI4	0.820	31.941		
	PI5	0.805	23.189		

a. Composite Reliability (CR) = (square of the summation of the factor loadings) / (square of the summation of the factor loadings) + (square of the summation of the error variance)

b. Average Variance Extracted (AVE) = (summation of the square of the factor loadings) / (summation of the square of the factor loadings) + (summation of the error variance)

4.5.3 Convergent Validity

Convergent validity is the degree to which individual indicators reflect a construct compared to indicators measuring other constructs (Urbach & Ahlemann, 2010). Hair et al. (2017; 2014) referred to it as the extent to which a measure correlates positively with alternative measures of the same construct, labeled as Average Variance Extracted (AVE). The Average Variance Extracted (AVE) values should not be below 0.50 to be acceptable. Table 4.6 indicates that the Average Variance Extracted (AVE) values for all constructs range from 0.671 to 0.785, exceeding the recommended threshold value of 0.50. Therefore, the study's measurement model has demonstrated adequate convergent validity.

4.5.4 Discriminant Validity

Discriminant validity is the extent to which a construct is truly distinct and unique from other constructs by empirical standards (Garson, 2022, 2018, 2017; Hair et al., 2017; Garson, 2016; Hair et al., 2014; Hair, 2014). There are three criteria to assess discriminant validity: the Cross Loading Criterion, the Fornell and Larcker (1981) Criterion, and the Heterotrait-Monotrait (HTMT) ratio of correlations. However, the Cross-Loading Criterion was not used for this study as the researcher had no issues with Composite Reliability (CR) and Average Variance Extracted (AVE) earlier.

4.5.4.1 Fornell-Larcker's (1981) Criterion

Table 4.7

Discriminant Validity of Construct – Fornell-Larcker Criterion

Latent Variable	Attractiveness	Brand Image	Expertise	Purchase Intention	Respect	Similarity	Trustworthiness
Attractiveness	0.870						
Brand Image	0.525	0.823					
Expertise	0.574	0.524	0.819				
Purchase Intention	0.407	0.665	0.449	0.836			
Respect	0.566	0.521	0.323	0.359	0.886		
Similarity	0.459	0.516	0.457	0.387	0.230	0.869	
Trustworthiness	0.457	0.508	0.696	0.465	0.196	0.488	0.827

Fornell and Larcker's Criterion compares the square root of Average Variance Extracted (AVE) values with the Latent Variables (LVs). To establish discriminant validity, the AVE is larger than the squared correlation with any other construct. All reflective constructs can be analyzed using Fornell and Larcker's Criterion (Hair et al., 2017; Hair, 2014). The main idea of Fornell-Larcker is that constructs share more variance with their associated indicators than with any other construct (Hair et al., 2017). Table 4.7, which displays discriminant validity of construct – Fornell-Larcker Criterion, suggests that the values recorded are lower than the square root of the Average Variance Extracted (AVE) that is bolded on the diagonal. Hence, the result confirmed that the Fornell-Larcker Criterion is met, indicating adequate discriminant validity for all reflective constructs.

4.5.4.2 Heterotrait-Monotrait Ratio of Correlation (HTMT)

Recently, it was discovered that Cross-Loading and the Fornell-Larcker Criterion for discriminant validity are unsatisfactory. Consequently, Henseler et al (2015) introduced the Heterotrait-Monotrait Ratio of Correlation (HTMT) to tackle the issues (Garson, 2022, 2018, 2017; Hair et al., 2017; Garson, 2016). According to Henseler et al. (2015), the Heterotrait-Monotrait Ratio of Correlation (HTMT) refers to the ratio of correlations within the construct to those between constructs. The Heterotrait-Monotrait Ratio of Correlation (HTMT) values should not exceed 0.90 and 0.85, respectively, for constructs to be considered valid. The value should not be closer to 1.0, as this would indicate the constructs to be very similar. Therefore, the constructs lack discriminant validity (Garson, 2022, 2018, 2017; Hair et al., 2017; Garson, 2016; Henseler et al., 2015).

Table 4.8
Discriminant Validity of Construct-Heterotrait-Monotrait Ratio of Correlations (HTMT)

Latent Variables	Attractiveness	Brand Image	Expertise	Purchase Intention	Respect	Similarity	Trustworthiness
Attractiveness							
Brand Image	0.576						
Expertise	0.637	0.584					
Purchase Intention	0.448	0.740	0.504				
Respect	0.611	0.565	0.353	0.390			
Similarity	0.499	0.565	0.504	0.429	0.245		
Trustworthiness	0.502	0.559	0.779	0.518	0.207	0.535	

Referring to Table 4.8, which displays discriminant validity of Construct-Heterotrait-Monotrait Ratio of Correlations (HTMT), the values obtained for the Heterotrait-Monotrait Ratio of Correlation (HTMT) for all constructs are lower than 0.85, as the highest figure is only at 0.779. Based on previous scholars, the values obtained are considered reliable and valid and can be further analyzed, which means no remedies are needed.

4.6 Assessment of the Structural Model

After the evaluation and the assessment of the measurement, the next step is to examine the structural model. In the structural model, exogenous and endogenous refer to two different constructs. Exogenous refers to the latent constructs with arrows representing the structural path relationships, pointing towards them. On the other hand, endogenous refers to latent constructs explained by other constructs through structural path relationships of arrows pointing at them (Garson, 2022, 2018, 2017, 2016). The structural model assessment is based on the five-step guidelines provided by Hair et al. (2017) as presented:

Step 1: Assess the structural model for collinearity issues

Step 2: Assess the significance and relevance of the structural model
relationships

Step 3: Assess the level of R^2

Step 4: Assess the effect size f^2

Step 5: Assess the predictive relevance of Q^2

As mentioned in Chapter Two, this study employed the Trustworthiness, Expertise, Attractiveness, Respect, and Similarity (TEARS) model as the underpinning model. Apart from that, the researcher introduced brand image as one of the connecting variables. The researcher intends to prove that the existence of Brand Image will create a positive relationship with Purchase Intention.

Chapter Two stated that the TEARS model better facilitates the association of customers' minds with a celebrity entrepreneur's characteristics. Due to that, this study has no mediating or moderating variables. With that, only direct relationships are assessed and analyzed in this study, and the results are presented below from 4.6.1 to 4.6.5.

4.6.1 Assessment of Collinearity Issue

Table 4.9
Collinearity Values Among Exogenous Constructs

Exogenous Constructs	Endogenous Constructs	VIF
T	BI	2.109
E	BI	2.331
A	BI	2.114
R	BI	1.489
S	BI	1.454
BI	PI	1.000

Six sets of constructs were evaluated for collinearity in the structural model:

1. Trustworthiness as a predictor of brand image.
2. Expertise as a predictor of brand image.
3. Attractiveness as a predictor of brand image.
4. Respect as a predictor of brand image.
5. Similarity as a predictor of brand image.
6. Brand image as a predictor of purchase intention.

As presented in Table 4.9, which displays collinearity values among exogenous constructs, the values of VIF for all exogenous constructs in the structural model are below the recommended threshold value of 3.3. The values range from 1.000 to 2.331. Hence, these results indicate no significant levels of collinearity among the exogenous constructs (Hair et al., 2017).

4.6.2 Assessment of the Significance and Relevance of the Structural Models' Relationships

Table 4.10
Path Coefficients, Observed T-statistics, Confidence Interval Bias, and Significance Level for All Hypotheses

Hypotheses	Path Coefficient	Standard Error	T-Values	2.5%	97.5%	Result
Trustworthiness-> Brand Image	0.209	0.071	2.921*	0.073	0.356	Significant

Expertise->Brand Image	0.124	0.079	1.563	-0.038	0.272	Not Significant
Attractiveness->Brand Image	0.037	0.081	0.457	-0.123	0.197	Not Significant
Respect->Brand Image	0.360	0.060	6.014**	0.238	0.474	Significant
Similarity->Brand Image	0.258	0.058	4.416**	0.137	0.365	Significant
Brand Image->Purchase Intention	0.665	0.042	15.713**	0.571	0.738	Significant

Note : *t-values >1.645 (p<0.05); **t-values>2.33 (p<0.01) (one-tailed test)

The Path Coefficient (β) between the Latent Variables (LVs) is a vital criterion for assessing the predictive power of the structural model. The Path Coefficient (β) evaluation is based on the magnitude, significance, and sign (Chin, 1998; Urbach & Ahlemann, 2010). The magnitude of the Path Coefficient (β) indicates the strength of the relationship between the Latent Variables (LVs), and the sign of the Path Coefficient (β) needs to correspond to the pre-proposed hypotheses (Urbach & Ahlemann, 2010). Path Coefficients (β) have standardized values between -1 and +1, with -1 representing a strong negative relationship and +1 representing a strong positive relationship (Hair et al., 2017).

According to Henseler et al. (2009), the Path Coefficient (β) values must be at least 0.050 to be considered significant, as the closer the value (β) to zero, the coefficients are usually insignificant (Hair et al., 2017). Moreover, determining whether the coefficient is significant depends on its standard error and t-values (t-values >1.645; t-values>2.33). The values can be obtained using a resampling technique, such as bootstrapping (Hair et al., 2017). The values of the Path Coefficient (β) and the significance of the path (t-value) are presented in Table 4.10.

From this first construct set, four hypotheses out of six are accepted. The accepted variables are Trustworthiness (T), Respect (R), and similarity (S) with β 0.209 (t-value = 2.921), β 0.360 (t-value = 6.014), and β 0.258 (t-value = 4.416), respectively. However, results in Table 4.10 also indicate that Expertise (E) and Attractiveness (A) are not significant in a Brand Image (BI). Meanwhile, Expertise (E) has a considerably accepted β (0.124) that is greater than 0.050, as suggested by Henseler et al. (2009). However, the t-value for Expertise (E) is only 1.563, which is below 1.645. Meanwhile, Attractiveness (A) has a not considerably accepted β (0.037) that is less than 0.050 than at least 0.050, as suggested by Henseler et al. (2009), and the t-value for Attractiveness

(A) is only 0.457, which is below 1.645. As a conclusion for this first set, Hypothesis One (H1), Hypothesis Four (H4), and Hypothesis Five (H5) are accepted. In contrast, Hypothesis Two (2) and Hypothesis Three (3) fail to be accepted.

In the second set of constructs, the researcher examines the relationships between Brand Image (BI) and Purchase Intention (PI). From Table 4.10 that displays Path Coefficients, Observed T-statistics, Confidence Interval Bias, and Significance Level for all hypotheses, the Path Coefficient between Brand Image (BI) and Purchase Intention (PI) is significant, with $\beta = 0.665$ and a t-value of 15.713. Hence, Hypothesis Six (H6) is accepted.

Within the structural model, the connected paths represent hypotheses that the researcher tries to prove an answer to. Based on the analysis conducted on the structural model, the findings allow the researcher to confirm or disconfirm the proposed hypotheses and understand the strength of the relationships between dependent and independent variables. To examine the results using the SmartPLS version 4.1.0.6, the PLS Algorithm and bootstrapping were employed, where the bootstrapping generated 5,000 samples from 267 cases, and the results are presented in Table 4.10. The researcher used the path assessment results to determine the proposed hypotheses' acceptance or rejection. Hypothesis Two (H2) and Hypothesis Three (H3) failed to be supported. Hypothesis One (H1), Hypothesis Four (H4), and Hypothesis Five (H5) were about the relationships between Trustworthiness (T), Respect (R), Similarity (S), and Brand Image (BI), respectively. Hypothesis Six (H6) was the relationship between Brand Image (BI) and Purchase Intention (PI). In conclusion, four out of six hypotheses were supported.

4.6.3 Assessment of the Level R^2

The next step in assessing the structural model is the Coefficient of Determination (R^2). R^2 is defined as the amount of variance in the construct explained by the model (Hair et al., 2017; Chin, 2009). This assessment aims to measure the model's predictive accuracy and evaluate the relationships between the endogenous Latent Variables (LVs) of the model (Götz et al., 2009). This implies that R^2 is a crucial criterion for assessing the explanatory power of the structural model, and it should be calculated for each endogenous Latent Variable (LV) in the model.

According to Cohen (2013), R^2 values of 0.26, 0.13, or 0.02 are considered substantial, moderate, or weak, respectively. Chin (1998) states that an R^2 value of 0.67 is considered substantial, 0.33 is moderate, and 0.19 is weak. Hair et al. (2017) note that R^2 values of 0.75, 0.50, or 0.25 are classified as substantial, moderate, or weak, respectively. Generally, values must be sufficiently high to achieve a minimum level of explanatory power (Urbach & Ahlemann, 2010; Henseler et al., 2009; Chin, 1998). However, Henseler et al. (2012) and Henseler (2010, 2007) argue that a moderate R^2 value is acceptable when the endogenous Latent Variable (LV) is explained by multiple exogenous variables. Additionally, Henseler et al. (2009) assert that if the number of exogenous variables is high, the R^2 value must be substantial. Conversely, if the value is weak, the result is questionable.

Table 4.11
The R-squared (R^2) of the Endogenous Latent Variable

Endogenous Latent Variable	R-squared (R^2)
Brand Image	0.511
Purchase Intention	0.443

Table 4.11, which displays the R-squared (R^2) of the Endogenous Latent Variable, summarizes the R^2 results for both construct sets. Trustworthiness (T), Expertise (E), Attractiveness (A), Respect (R), and Similarity (S) explain 51.1 percent of Brand Image (BI). The table also suggests that Brand Image (BI) can explain 44.3 percent of Purchase Intention (PI).

Referring to Chin (1998), the R^2 values for both constructs, brand image (BI) and Purchase Intention (PI), can be considered moderate as the values are greater than 33 percent. However, the constructs can also be considered substantial, referring to the cut-off variance values provided by Cohen (2013) at 0.26.

As mentioned, Brand Image (BI) and Purchase Intention (PI) are recorded to have R^2 values of 0.511 and 0.443, considered moderate by previous scholars. According to Henseler et al. (2009), moderate R^2 values are acceptable when a few exogenous Latent Variables (LVs) explain endogenous Latent Variables (LVs). The acceptable Coefficient of Determination (R^2) values demonstrate the exploratory power.

4.6.4 Assessment of the Effect Size (f^2)

As referred to by Cohen (2013), the Effect Size (f^2) is a measure used to assess the relative impact of a predictor construct on an endogenous construct. It means it refers to the impact of an independent Latent Variable (LV) on a dependent Latent Variable (LV) (Henseler et al., 2009). The Effect Size (f^2) can be evaluated using Cohen's suggested values: 0.35, 0.15, and 0.02 are considered substantial, medium, and small Effect Size (f^2), respectively. The Effect Size (f^2) can be calculated using the following formula:

$$f^2 = (R^2 \text{ included} - R^2 \text{ excluded}) / (1 - R^2 \text{ included}) \quad (4.1)$$

In this study, the researcher used SmartPLS version 4.1.0.6. The software has calculated the Effect Size (f^2), which is computed in Table 4.12.

Table 4.12
Summary Results of the Effect Size (f^2)

Exogenous Latent Variable	The effect size (f^2)	
	BI	PI
Trustworthiness	0.042	n/a
Expertise	0.013	n/a
Attractiveness	0.001	n/a
Respect	0.177	n/a
Similarity	0.094	n/a
Brand Image	n/a	0.794

From Table 4.12 that summary results of the Effect Size (f^2), Trustworthiness (T), Expertise (E), and Similarity have a small Effect Size (f^2) with their endogenous Latent Variable (LV); Brand Image (BI) is 0.042, 0.013, and 0.094, respectively. In addition, the results are recorded under this assessment of Effect Size (f^2), where Attractiveness (A) practically does not affect the endogenous Latent Variables (LVs) of Brand Image, with values of only 0.001.

Table 4.12 tabulates that Respect (R) has a medium Effect Size (f^2) on the endogenous Latent Variables (LVs) of Brand Image (BI) with 0.177. Lastly, the table shows the Effect Size (f^2) result between Purchase Intention (PI) and Brand Image (BI).

The result obtained shows that the Effect Size (f^2) between the two Latent Variables (LVs) is substantial, with 0.794.

4.6.5 Assessment of the Predictive Relevance (Q^2)

The last assessment for the structural model is the assessment of Predictive Relevance (Q^2), the Stone-Geisser test that was introduced by Geisser in 1975 and Stone in 1974. This assessment will also prove the accuracy of the R^2 made earlier and predict the future (Urbach & Ahlemann, 2010). According to Chin (1998), the Stone-Geisser (Q^2) reflects an index of goodness of reconstruction by model and parameter estimations. To conduct this test, the blindfolding procedure must be performed for a specified omission distance, D , which is the range between five and ten, and the researcher opted for seven for this study (Hair et al., 2017; Urbach & Ahlemann, 2010; Chin, 2009).

The blindfolding procedure will systematically assume that some cases are missing from the sample, and the model parameters are estimated to predict the missing value (Urbach & Ahlemann, 2010). According to Hair et al. (2017), Geisser (1975), and Stone (1974), the Q^2 has to be larger than zero to indicate that exogenous constructs have Predictive Relevance (Q^2) over endogenous constructs.

Table 4.13
The Results of Predictive Relevance (Q^2) of the Endogenous Latent Variables

	Q^2predict	RMSE	MAE
Brand Image	0.478	0.730	0.570
Purchase Intention	0.285	0.854	0.654

Table 4.13 represents the results of Predictive Relevance (Q^2) of the endogenous latent variables that have been measured in this study. All endogenous variables have values greater than zero, which indicates that the exogenous constructs have predictive relevance for the endogenous construct under investigation.

4.7 Summary of Findings on Hypothesized Relationships

The analysis of the hypotheses was divided based on the research questions provided in Chapter One. This study assessed six direct hypotheses for seven variables

under independent variables, connecting variables, and dependent variables. The variables under independent variables are Trustworthiness (T), Expertise (E), Attractiveness (A), Respect (R), and Similarity (S). The variable that represents the connecting variable is the Brand Image (BI). As for the response, the dependent variable is Purchase Intention (PI). The result for all hypotheses of the assessment of the Path Coefficient is presented in Table 4.14.

Table 4.14
The Result for All Hypotheses of the Assessment of the Path Coefficient

Hypotheses or Statements		Results
H1	There is a positive relationship between trustworthiness and brand image.	Supported
H2	There is a positive relationship between expertise and brand image.	Not Supported
H3	There is a positive relationship between attractiveness and brand image.	Not Supported
H4	There is a positive relationship between respect and brand image.	Supported
H5	There is a positive relationship between similarity and brand image.	Supported
H6	There is a positive relationship between brand image and purchase intention.	Supported

4.7.1 Hypothesis 1: Trustworthiness – Brand Image

Hypothesis One (H1) indicated the relationship between Trustworthiness (T) and Brand Image (BI). As displayed in Table 4.10, the hypothesized relationship was positive. The hypothesis relating Trustworthiness (T) to the Brand Image (BI) was supported as the structural Path Coefficient (β) was positive, $\beta = 0.209$. The t-value for this relationship is recorded at 2.921, greater than 1.645, and the p-value is recorded at 0.004, less than 0.05. For that reason, the hypothesis is accepted.

4.7.2 Hypothesis 2: Expertise – Brand Image

Hypothesis Two (H2) indicated a relationship between Expertise (E) and Brand Image (BI). As provided in Table 4.10, the relationship between expertise and Brand Image (BI) is negative and not supported. The Path Coefficient (β) for the relationship is $\beta = 0.124$. The t-value for the relationship is less than 1.645, which is only 1.563. Furthermore, the p-value is greater than 0.05, recorded at 0.118. Hence, the hypothesis is rejected.

4.7.3 Hypothesis 3: Attractiveness – Brand Image

Hypothesis Three (H3) indicated the relationship between Attractiveness (A) and Brand Image (BI). As indicated in Table 4.10, there is a negative relationship between Attractiveness (A) and Brand Image (BI), which is not supported. The Path Coefficient (β) for the relationship is $\beta = 0.037$. The t-value for the relationship is less than 1.645, which is only 0.457. Furthermore, the p-value is greater than 0.05, recorded at 0.648. Thus, the hypothesis is rejected.

4.7.4 Hypothesis 4: Respect – Brand Image

Hypothesis Four (H4) indicated the relationship between Respect (R) and Brand Image (BI). As depicted in Table 4.10, the hypothesized relationship was positive; the hypothesis relating Respect (R) to the Brand Image (BI) was supported as the structural Path Coefficient (β) was positive, $\beta=0.360$. The t-value for this relationship is recorded at 6.014, greater than 1.645, and the p-value is recorded at 0.000, less than 0.05. Therefore, the hypothesis is accepted.

4.7.5 Hypothesis 5: Similarity – Brand Image

Hypothesis Five (H5) indicated the relationship between Similarity (S) and Brand Image (BI). As provided in Table 4.10, the hypothesized relationship was positive. The hypothesis relating Similarity (S) to the Brand Image (BI) was supported as the structural Path Coefficient (β) was positive, $\beta = 0.258$. The t-value for this relationship is recorded at 4.416, greater than 1.645, and the p-value is recorded at

0.000, less than 0.05. With that, the hypothesis is accepted.

4.7.6 Hypothesis 6: Brand Image – Purchase Intention

Hypothesis Six (H6) indicated the relationship between Brand Image (BI) and Purchase Intention (PI). As depicted in Table 4.10, the hypothesized relationship was positive. The hypothesis relating similarity to the Brand Image (BI) was supported as the structural Path Coefficient (β) was positive, $\beta = 0.665$. The t-value for this relationship is recorded at 15.713, greater than 1.645, and the p-value is recorded at 0.000, less than 0.05. For that reason, the hypothesis is accepted.

4.8 Conclusion

Chapter Four presents the data analysis procedures to evaluate the conceptualized model using PLS path modeling. SmartPLS version 4.1.0.6 investigated the relationships between Trustworthiness (T), Expertise (E), Attractiveness (A), Respect (R), Similarity (S), Brand Image (BI), and Purchase Intention (PI). The measurement model was assessed through confirmatory factor analysis and adjusted according to established guidelines to confirm reliability and validity. Based on the analyses conducted, the model demonstrated satisfactory reliability and validity.

Based on the measurement model analysis, the structural model from the TEARS model was evaluated and confirmed. In addition, the Path Coefficients (β) were assessed for significance to determine whether hypotheses were accepted or rejected. From the results, four out of six hypotheses were accepted. The accepted variables are Trustworthiness (T), Respect (R), and similarity (S) with β 0.209 (t-value = 2.921), β 0.360 (t-value = 6.014), and β 0.258 (t-value = 4.416), respectively. However, Expertise (E) and Attractiveness (A) are not significant in a Brand Image (BI). Expertise (E) has a considerably accepted β (0.124), and the t-value for Expertise (E) is only 1.563. Meanwhile, Attractiveness (A) has a not considerably accepted β (0.037) and the t-value for Attractiveness (A) is only 0.457. Furthermore, the Path Coefficient between Brand Image (BI) and Purchase Intention (PI) is significant, with $\beta = 0.665$ and a t-value of 15.713. Hence, Hypothesis Six (H6) is accepted. The following chapter discusses the results by addressing the research objectives and questions outlined in Chapter One.

CHAPTER 5

DISCUSSION

5.1 Preamble

The chapter thoroughly discusses the findings presented in the previous chapter. It begins with a summary of research findings before further discussing all six hypotheses and direct relationships developed in Chapter Two. The discussions highlight whether findings are consistent or contradict past literature. It also answers all research questions and objectives outlined in the first chapter. At the end of this chapter, a conclusion is presented.

5.2 Summary of the Research Findings

Statistical tools, SPSS version 27 and SmartPLS version 4.1.0.6, were employed in this study to examine and verify the relationships between six variables under the Trustworthiness, Expertise, Attractiveness, Respect, and Similarity (TEARS) model. All six hypotheses were assessed quantitatively. The six variables that were evaluated, namely Trustworthiness (T), Expertise (E), Attractiveness (A), Respect (R), Similarity (S), Brand Image (BI), and Purchase Intention (PI), were adapted from previous studies. The research framework in Chapter Two proposed positive relationships between the independent, connecting, and dependent variables. It also proposed that the whole model works as a process or stages involved in how a Purchase Intention (PI) happens. PLS-SEM was employed to assess the framework of the six variables. The assessment revealed that not all celebrity entrepreneurs' characteristics have positive relationships with variables under the connecting variables.

Expertise and attractiveness do not have a significant relationship with brand image (BI). The t-value was less than 1.645, and the p-value was greater than 0.05. Therefore, Hypothesis Two (H2) and Hypothesis Three (H3) failed to be accepted. The relationships between trustworthiness, respect, and similarity with a Brand Image (BI), which are Hypothesis One (H1), Hypothesis Four (H4), and Hypothesis Five (H5), had positive relationships. The t-value and p-value were less than 1.645 and greater than 0.05, respectively. This indicates that Hypothesis One (H1), Hypothesis Four (H4), and

Hypothesis Five (H5) were accepted.

Meanwhile, the findings for Hypothesis Six (H6), as provided in the results in Chapter Four, suggested that the hypothesis was accepted and represented the relationship between Brand Image (BI) and Purchase Intention (PI). From the findings, the Brand Image (BI) had a positive relationship with Purchase Intention (PI). The t-value was less than 1.645, and the p-value was greater than 0.05. Table 5.1 summarizes the research gaps, research objectives, and research findings of the study.

Table 5.1
Summarizes the Research Gaps, Research Objectives, and Research Findings

Research Gaps	Research Objectives	Research Findings
Celebrity entrepreneurs must have all the characteristics introduced by Shimp (2003) to succeed. Therefore, this research intends to examine whether the characteristics of celebrity entrepreneurs according to the TEARS model will enhance Purchase Intention (PI) (Shimp, 2003). Therefore, this study includes Brand Image (BI) as a novelty, a new relationship, and a direct relationship between the TEARS model and Purchase Intention (PI). Previous research has demonstrated that the TEARS model has characteristics that encourage customers to buy (Shimp, 2003). However, the current buying-selling dynamic is distinct, as is the presence of multiple generations with varying expectations. As a result, the researcher incorporates a Brand Image (BI) into the framework to link the	1. To identify the relationship between the trustworthiness of celebrity entrepreneurs and brand image.	1. Findings supported relationships between trustworthiness and brand image.
	2. To identify the relationship between the expertise of celebrity entrepreneurs and brand image	2. Expertise did not positively and significantly impact the brand image.
	3. To identify the relationship between the attractiveness of celebrity entrepreneurs and brand image.	3. From the analysis, results showed that attractiveness did not have significant relationship with brand image.
	4. To identify the relationship between respect of celebrity entrepreneurs and brand image.	4. There was a direct positive relationship between respect and brand image.
	5. To identify the relationship between the similarity of celebrity entrepreneurs and brand image.	5. There was a direct positive relationship between similarity and brand image.

TEARS model and Purchase Intention (PI) that focuses on Generation Z's Purchase Intention (PI) in the fashion brand context (Wijaya et al., 2014; Shimp, 2003).		
Brand Image (BI) leads to a knowledge gap that must be addressed in this study. Consumers are more likely to purchase products with a positive Brand Image (BI) or because the products are well-known (Wijaya, 2013; Arslan & Zaman, 2014). Consumers are more inclined to acquire products or well-known brands with a positive brand image (BI); Brand Image (BI) is a crucial signal during the consumer purchasing decision-making process (Wang & Tsai, 2014). A Brand Image (BI) is very significant in choosing a product or service that the company supplies because consumers can rely on the products or services if they have the Brand Image (BI) that is easily recognized by consumers or brands that have been well-known (Rahmi & Nizam, 2017). Consumers will purchase a brand with a positive image. Hence, improving the Brand Image (BI) will enhance consumer Purchase Intention (PI), as it is good for the business or industry, especially in the fashion industry, and	6. To identify the relationship between Brand Image (BI) and Purchase Intention (PI).	6. The result revealed that the relationship between Brand Image (BI) and Purchase Intention (PI) was positively strong and significant.

increases sales, revenue, and profit.		
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5.3 Discussion of the Findings

The discussion of the findings is presented through the arrangement of the variables in the literature review and the proposed framework presented in Chapter Two. Although the hypotheses, research questions, and research objectives will not be listed accordingly, the researcher will still address each of them in a manner that is easy to understand. The discussion is presented as follows for a better overall understanding to match the earlier literature review.

5.3.1 Direct Relationship Between TEARS and Brand Image

The following discussion addresses the study's research questions and objectives regarding trustworthiness, expertise, attractiveness, respect, similarity, and Brand Image (BI). Table 5.2 summarises the research questions, hypotheses, and the findings of the direct relationship between variables stated earlier for a clearer view.

Table 5.2
Summarises the Research Questions, Hypotheses, and the Findings of the Direct Relationship Between Variables

Research Questions	Hypotheses	Findings
RQ1: What is the relationship between the trustworthiness of celebrity entrepreneurs and brand image?	H1: There is a positive relationship between the trustworthiness of celebrity entrepreneurs and brand image.	Supported
RQ2: What is the relationship between the expertise of celebrity entrepreneurs and brand image?	H2: There is a positive relationship between the expertise of celebrity entrepreneurs and brand image.	Not Supported
RQ3: What is the relationship between the attractiveness of celebrity entrepreneurs and brand image?	H3: There is a positive relationship between the attractiveness of celebrity entrepreneurs and brand image.	Not Supported
RQ4: What is the relationship between respect for celebrity entrepreneurs and brand image?	H4: There is a positive relationship between respect for celebrity entrepreneurs and brand image.	Supported
RQ5: What is the relationship between the similarity of celebrity	H5: There is a positive relationship between the similarity of celebrity	Supported

entrepreneurs and brand image?	entrepreneurs and brand image.	
RQ6: What is the relationship between brand image and purchase intention?	H6: There is a positive relationship between brand image and purchase intention.	Supported

5.3.1.1 Trustworthiness – Brand Image Relationship

The first variable for this study is trustworthiness. Trustworthiness is a celebrity entrepreneur's honesty, integrity, and believability, which, in this study, fosters customer confidence and acceptance. It is a combination of values that creates positive features and increases message acceptance (Munasinghe et al., 2020; Ahmad et al., 2019; Osei-Frimpong, 2019; Guruge, 2018; Feleke, 2018; Wang et al., 2017; Wei & Lu, 2013; Shimp, 2007; Erdogan, 2001; Shimp, 2000; Erdogan, 1999; Ohanian, 1990; McCracken, 1989). Notably, trustworthiness is a crucial non-physical trait that boosts customer confidence and reliability in a brand, especially among celebrity entrepreneurs, and is essential for building customer faith (Malik & Guptha, 2014; Moynihan, 2004; Ohanian, 1990). Celebrity entrepreneurs with high levels of trustworthiness are preferred since they enhance customer purchase decisions (Humaira et al., 2017).

This study aims to understand the relationship between trustworthiness and Brand Image (BI). The results of the analysis revealed that the hypothesis was supported. The relationship between trustworthiness and Brand Image (BI) was positive. Thus, Hypothesis One (H1) was supported. Based on survey results regarding celebrity entrepreneur trustworthiness using five indicators, the findings of this study are consistent with or similar to past studies conducted by several researchers: Chan et al. (2021), Wiedmann and Von Mettenheim (2020), Adiba et al. (2020), Fitri (2018), Yoo Jin (2013), Lomboan (2013), Ing dan Furuoka (2007), and Walker et al. (1992). Therefore, a finding of this research proves that a celebrity entrepreneur's trustworthiness has a positive effect on Brand Image (BI). However, Wei et al. (2021) did not find a significant impact of trustworthiness on purchase intention.

The findings of this research prove that a celebrity entrepreneur's trustworthiness has a positive effect on Brand Image (BI). This suggests that the better the level of celebrity entrepreneur trustworthiness is, the higher the level of the Brand Image (BI) will be, which is precisely the case for fashion brands. Therefore, Generation Z respondents agree that celebrity entrepreneurs are trustworthy since they are

dependable sources. Furthermore, consumers or Generation Z believe celebrity entrepreneurs perform best when promoting a fashion brand. It finally leads to an increase in consumer or Generation Z interest. In essence, celebrity entrepreneurs with credibility and honesty can increase their company's Brand Image (BI). Additionally, credibility can provide trustworthiness for fans or consumers of Generation Z. Interestingly, this can help increase celebrity entrepreneurs' self-awareness in the public eye (Narongrith, 2019).

Promotions have an extensive and significant role in increasing Brand Image (BI). It demonstrates that the trustworthiness of celebrity entrepreneurs can introduce a Brand Image (BI). This is attributed to the fact that celebrity entrepreneurs convey messages grounded in reality, promote their fashion brands honestly, offer positive reviews without disparaging other brands, confidently promote their fashion brands, update with exciting content, create captions or speeches when promoting their fashion brands, and have a good attitude (Chan et al., 2021; Wiedmann & Von Mettenheim, 2020; Adiba et al., 2020; Khan et al., 2016; Dom et al., 2016; Toncar et al., 2007). Thus, this research noted that trustworthiness and Brand Image (BI) have a positive relationship.

Celebrity entrepreneurs are considered credible sources of information about the fashion brands they promote. This is due to the fact that consumers or Generation Z are more likely to trust a fashion brand promoted by celebrity entrepreneurs they like and are familiar with (Khan et al., 2016). Personality traits like sincerity can be related to a celebrity's trustworthiness as an entrepreneur (Chan et al., 2021; Wiedmann & Von Mettenheim, 2020; Adiba et al., 2020; Narongrith, 2019). Therefore, trustworthiness has been proven to have a significant relationship with the Brand Image (BI) in this study.

Many people mistakenly assume that being an influential celebrity entrepreneur requires being famous. However, in reality, to be an effective celebrity entrepreneur, the crucial thing is to have trust and credibility, be liked, and be able to influence. Celebrity entrepreneurs have the power to influence their consumers' or Generation Z's behavior and opinions (Baik et al., 2020). Therefore, trustworthiness has been proven to have a significant relationship with the Brand Image (BI) in this study.

The success of celebrity entrepreneurs depends on customers or Generation Z, as it influences the level of perception of how reliable the celebrity entrepreneurs are and to what extent, for easy decision-making. This is determined by Generation Z or

customers' confidence level in the fashion brand promoted by celebrity entrepreneurs (Chan et al., 2021; Wiedmann & Von Mettenheim, 2020; Adiba et al., 2020; Norazah, 2014). Hence, this study asserted that trustworthiness and Brand Image (BI) have a positive relationship.

In conclusion, when a celebrity entrepreneur is trustworthy, consumers or Generation Z are more likely to have confidence in the fashion brand and the celebrity entrepreneur's company. Fashion brands help celebrity entrepreneurs' companies build trust and credibility, which can offer them a competitive edge. Fashion brands can also help celebrity entrepreneurs' companies attract new customers or Generation Z, retain existing ones, and increase business value (Chan et al., 2021; Wiedmann & Von Mettenheim, 2020; Adiba et al., 2020; Narongrith, 2019). This study concluded that trustworthiness is a critical factor in increasing a favorable Brand Image (BI).

5.3.1.2 Expertise – Brand Image Relationship

The second variable for this study is expertise. In this study, expertise in celebrity entrepreneurs refers to the credibility and knowledge of a celebrity entrepreneur regarding a brand. The level of knowledge, experience, qualifications, and problem-solving skills influences the brand. Notably, celebrity entrepreneur expertise serves as a source of validator certification for consumers, generating more confidence. In other words, experts are experienced, knowledgeable, qualified, and skilled, and celebrity entrepreneurs' knowledge and experience in a specific sector impact the brand. Their perceived expertise can persuade consumers to purchase the brand (Chaddha et al., 2021; Humaira & Hurriyah, 2017; Priyankara et al., 2017; Seiler & Kucza, 2017; Wang, et al., 2017; Sertoglu et al., 2014; Jamil & Rameez ul Hassan, 2014; Muda et al., 2014; Apejoye, 2013; Eli-Zafoe, 2013; Lord & Putrevu, 2009; Magnini et al., 2008; Clinton & Lewis, 2008; Ericsson & Hakansson, 2005; Praet, 2001; Goldsmith et.al., 2000; Fogg & Tseng, 1999; Erdogan, 1999; Ohanian, 1990; Tripp et al., 1994; Desarbo & Harshman, 1985; McCracken, 1989; Hovland et al., 1953; Hovland & Weiss, 1951).

The second objective for this study is to understand the relationship between the expertise of celebrity entrepreneurs and brand image. The objective leads to the hypothesis that expertise has a positive relationship with brand image. From the analysis conducted, the result showed that the hypothesis was not supported. Thus, hypothesis Two was rejected. This indicates that, as much as the expertise of celebrity

entrepreneurs to attract consumers, in reality, consumers of Generation Z do not see such thorough expertise as important in making their purchasing decisions. Therefore, based on the hypothesis test result, this research proves that a celebrity entrepreneur's expertise has no positive effect on Brand Image (BI).

Findings from the conducted Narongrith (2019) supported the result of this study. The finding revealed that expertise seems to have no effect on shifting consumer perception. This can indicate that being a celebrity entrepreneur does not require someone to be excellent at a certain thing (Narongrith, 2019). In addition, a study conducted by Wei et al. (2021), Gupta et al. (2015), and Freeman and Chen (2015) also obtained a result that there was no significant relationship between expertise and purchase intention. Furthermore, Till and Busler (2000) also obtained that expertise does not lead to an increase in purchase intention. However, studies conducted by Fitriani et al. (2023), Chan et al. (2021), Adiba et al. (2020), Wiedmann and Von Mettenheim (2020), Yoo and Jin (2013), and Ing and Furuoka (2007) have shown that the expertise of celebrity entrepreneurs does have a significant and positive relationship with brand image.

Many previous scholars, such as Fitriani et al. (2023), Martiningsih and Setyawan (2022), Chaddha et al. (2021), Von Felbert and Breuer (2021), Chan et al. (2021), Wei et al. (2021), Adiba et al. (2020), Wiedmann and Von Mettenheim (2020), Narongrith (2019), Udovita (2019), Shimp (2003), and Ohanian (1990), have discussed in detail the importance of the expertise of celebrity entrepreneurs. It is believed that such expertise is able to assist potential consumers in making their purchase decision and initiate purchase action. Such a scenario is expected to happen because the expertise of celebrity entrepreneurs should be important to potential consumers.

Nevertheless, in this study, the researcher obtained a contradictory result. Findings contradict most prior literature. Most research presents expertise as an important factor in increasing the persuasiveness of advertising messages and contends that the expertise of a celebrity can lead to a positive attitude change and thereby generate purchase intentions. In fact, Evans (1988) found that celebrity entrepreneurs who promote brands perceived as far from their own fields of expertise can indirectly hurt consumers' perceived images, resulting in negative purchase intentions. Presumably, this is because respondents do not think the celebrity entrepreneurs are experts on the brands they are promoting, or, by extension, have a good understanding of, or are knowledgeable about, the brand in question. Therefore, this study has found

that expertise is not a critical factor in brand image. In this study, expertise was reported to have no significant relationship with the Brand Image (BI) since consumers or Generation Z do not regard expertise as a crucial characteristic. After all, celebrity entrepreneurs promote and sell the brand's fashion regardless of their skills. It can be concluded that Generation Z considers other factors of celebrity entrepreneurs as more important than their expertise.

Although celebrity entrepreneurs are not necessarily experts in their field, they can act as brand spokespersons and extend their expertise to a fashion brand. Celebrity entrepreneurs can act as fashion brand spokespersons, leveraging their popularity, status, and expertise for a fashion brand. This can help consumers or Generation Z have confidence in the fashion brand and be more willing to buy from it. Notably, an expert in the celebrity entrepreneurs' field is a celebrity entrepreneur who has in-depth knowledge, skills, and other proof of expertise. In essence, consumers or Generation Z should perceive the celebrity entrepreneurs as experts, and the celebrity entrepreneur should be compatible with the fashion brand (Chaddha et al., 2021; Muda et al., 2014). This study proves this since respondents, or Generation Z, do not view celebrity entrepreneurs as experts. However, they perceive celebrity entrepreneurs who can act as brand spokespersons. As a result, the expertise of celebrity entrepreneurs has not been deemed a significant determinant of Brand Image (BI).

Celebrity entrepreneurs are often talented and successful in expressing their skills. A talented celebrity entrepreneur can develop, maintain, and express their skill with effort, practice, and support. Furthermore, celebrity entrepreneurs are often used in fashion brand promotions since they can help influence Generation Z or customers' Purchase Intention (PI) (Narongrith, 2019). Meanwhile, expert celebrity entrepreneurs can build a strong relationship between themselves and the fashion brand, influencing the resulting Brand Image (BI) in the minds of consumers or Generation Z (Johne, 2023). However, in this study, expertise has been proven not to have a significant relationship with the Brand Image (BI) since consumers or Generation Z do not see expertise as an important characteristic. From Generation Z's point of view, celebrity entrepreneurs promote and sell the brand's fashion. Generation Z does not care if celebrity entrepreneurs have the expertise or not.

Celebrity entrepreneurs play a crucial role in marketing strategies for promoting fashion brands. They are essential for marketing campaigns, as fashion brands take into account the celebrity entrepreneur's image and following. The celebrity entrepreneur's

image should reflect the values of the fashion brand, and they must have a significant following to effectively reach the intended consumers, particularly Generation Z. Additionally, some celebrity entrepreneurs possess expertise in various fields. Those known as knowledge celebrity entrepreneurs offer self-created knowledge fashion brands to consumers in both online and offline stores (Narongrith, 2019). However, this study has shown that expertise does not significantly impact Brand Image (BI). This is because Generation Z focuses on fashion brands showcased by celebrity entrepreneurs and seeks to keep up with trends, driving their intention to purchase. Generation Z is less concerned about whether celebrity entrepreneurs are experts in their fields or not.

In addition, celebrity entrepreneurs' expertise is not similar to qualifications, which directly does not influence consumers or Generation Z to purchase the fashion brands promoted. Expertise is less critical because Generation Z consumers are more educated and research information themselves (Jamil & Rameez ul Hassan, 2014; Muda et al., 2014; Apejoye, 2013; Eli-Zafoe, 2013). Therefore, expertise has been proven not to have a significant relationship with Brand Image (BI).

Celebrity entrepreneurs with the wrong expertise may hinder their companies' ability to effectively promote fashion brands as they fail to provide concrete fashion brand information to the consumers, particularly Generation Z. These will be detrimental to the celebrity entrepreneurs' company since they can decrease Generation Z's fashion brand recall and motivation to purchase (Chaddha et al., 2021; Humaira & Hurriyah, 2017; Priyankara et al., 2017; Seiler & Kucza, 2017; Wang et al., 2017). Hence, this study noted that expertise does not significantly influence Brand Image (BI). The expertise of celebrity entrepreneurs who are associated with a fashion brand must be relevant to the fashion brand being delivered. Therefore, celebrity entrepreneurs need to be reflective, considering that promoting a brand with expertise is one aspect that has been proven effective in improving the image (Udayana, 2015).

In brief, expert celebrity entrepreneurs can instill confidence in customers or Generation Z with regard to how celebrity entrepreneurs promote their fashion brands. This includes celebrity entrepreneurs who are knowledgeable about their fashion brand, have experience, and have strong promotional skills (Koththagoda & Weerasiri, 2017, 2015). However, expertise has been proven not to have a significant relationship with Brand Image (BI) since respondents or Generation Z merely focus on fashion brands and follow fashion brands' trends from celebrity entrepreneurs.

5.3.1.3 Attractiveness – Brand Image Relationship

The third variable for this study is attractiveness. In this study, attractiveness is the pleasantness and appeal of physical aspects or traits that pique consumers' attention. Celebrity entrepreneurship's pleasing appearance, attractive outlook, and grace entice consumers to purchase goods. The attractiveness of celebrity entrepreneurs refers to consumers' views of brand representatives' attractiveness. Meanwhile, physical attraction influences people's appearance and style to affect buying intention (Risidiana, 2020; Abbas et al., 2018; Ahmed et al., 2014; Wei & Lu, 2013; Jayswal et al., 2013; Yi & Priscilla, 2012; Ohanian, 1990).

This study aims to understand the relationship between attractiveness and Brand Image (BI). The results of the analysis revealed that the hypothesis was not supported. The relationship between attractiveness and Brand Image (BI) was at a non-positive level. Thus, Hypothesis Three (H3) was not supported. The findings of this research prove that a celebrity entrepreneur's attractiveness has no positive effect on Brand Image (BI). This is due to the fact that most respondents of Generation Z consider non-physical attributes to play a vital role compared to physical attributes. This result is supported by the previous study conducted by Mudzakir (2018) that attractiveness does not significantly affect the Brand Image (BI). Also, a study conducted by Fitriani et al. (2023), Hani et al. (2018), and Ohanian (1991) obtained a result that there was no significant relationship between attractiveness and Purchase Intention (PI).

However, the previous studies found contradictory results where attractiveness positively influences the brand image (Alessandro et al., 2023; Fitriani et al., 2023; Annisa & Yusran, 2022; Chan et al., 2021; Adiba et al., 2020; Wiedmann & Von Mettenheim, 2020; Kusnanto et al., 2020; Fitri, 2018; Ahmed et al., 2015; Kurniawan, 2014; Shimp & Andrews, 2013; Yoo & Jin, 2013; Till & Busler, 1998; Johnson & Harrington, 1998). Furthermore, the attractiveness of celebrity entrepreneurs is also a significant predictor of customers' buying intention, with previous studies indicating a strong relationship between attractiveness and purchase intention (Martiningsih & Setyawan, 2022; AlFarraj et al., 2021; Andita et al., 2021; Chaddha et al., 2021; Arora et al., 2019;

Ahmad et al., 2019; Faizal et al., 2019; Onu et al., 2019; Torres et al., 2019; Anggraeni & Asnawati, 2018; Guruge, 2018; Malik et al., 2018; Koththagoda & Weerasiri, 2017; Pokharel & Pradhan, 2017; Shaista et al., 2016; Ahmed et al., 2015;

Freeman & Chen, 2015; Sertoglu et al., 2014; Tingchi-Liu & Brock, 2011; Van der Walddt et al., 2009; Erdogan, 1999; Petroschius & Crocker, 1989; Kahle & Homer, 1985; Petty & Cacioppo, 1984; Debevec & Kernan, 1984; Chaiken, 1979; Baker & Churchill, 1977; Friedman et al, 1976).

In addition, the research findings of Wiedmann and Von Mettenheim (2020) state that the attractiveness of celebrity entrepreneurs has special relevance in creating brand image. The statement emphasized that positive messages conveyed by celebrity entrepreneurs who are considered interesting by the consumer will be more effective. If a celebrity entrepreneur is considered attractive, then their belief can be transferred to the brand they are promoting. The celebrity entrepreneur's appeal can help shape the brand's image as something that is valued. Research conducted by Fitriani et al. (2023) states that if an attractive celebrity entrepreneur can create a positive impression of the brand, it will tend to be more accepted and remembered by the consumer, which in turn can strengthen the positive image of the brand.

Additionally, physical attractiveness can have an effect on consumer perception. To illustrate, celebrity entrepreneurs can show or portray the way they dress, or even better, become a fashion icon. This can motivate their fans or consumers of Generation Z to follow the trends that the celebrity entrepreneurs follow (Martiningsih & Setyawan, 2022; Narongrith, 2019; Ohanian, 1990). However, highly attractive celebrity entrepreneurs do not always produce favorable results. Researchers have found that perceived similarities lead consumers to be more likely to prefer celebrity entrepreneurs with a normal level of attractiveness and who are average-sized, which in turn promotes positive attitudes toward a brand (Lou & Tse, 2021).

In the fashion industry, where aesthetic appeal is dominant, the impact of a celebrity entrepreneur's attractiveness is beneficial to a brand. Celebrity entrepreneurs can be appealing for several reasons, including the attractiveness, personal charisma, and authenticity of celebrity entrepreneurs, which have become a key factor in marketing effectiveness, influencing Generation Z consumers' Purchase Intention (PI). Generation Z consumers are more likely to opt for fashion brands that are promoted by a celebrity entrepreneur than fashion brands that are not. Some Generation Z consumers may be attracted to celebrity entrepreneurs for their beauty and intelligence (Narongrith, 2019; Mudzakir, 2018; Kamins, 1990; Sliburyte, 2009; Deshpande & Stayman, 1994). In this study, the results proved that attractiveness does not have a significant relationship with Brand Image (BI) since both beauty and intelligence are essential

(Caballero et al., 1984).

Furthermore, the concept of attractiveness encompasses physical attributes, such as physical beauty, and non-physical attributes, such as lifestyle, nature, power, personality, intellectual skills, and promotion skills. In particular, non-physical attributes like insight, tact, intelligence, kindness, sociability, and charm also play a significant role in determining the effectiveness of celebrity entrepreneurs (Fitriani et al., 2023; Martiningsih & Setyawan, 2022; Annisa & Yusran, 2022; AlFarraj et al., 2021; Wei et al., 2021; Chan et al., 2021; Munasinghe et al., 2020; Sari & Yulianti, 2019; Torres et al., 2019; Mudzakir, 2018; Wang & Scheinbaum, 2018; Hennayake, 2017; Dom et al., 2016; Freeman & Chen, 2015; Yi & Priscilla, 2012; Ahmed et al., 2012; Au-Yeung, 2012; Bardia et al., 2011; Sliburyte, 2009; Winham & Hampl, 2008; Shimp, 2003; O'Doherty et al., 2003; Bower & Landerth, 2001; Erdogan, 1999; Deshpande & Stayman, 1994; Ohanian, 1990; Kamins, 1990; McCracken, 1989; Kahle & Hamer, 1985; Caballero et al., 1984; Debevec & Kernan, 1984; Joseph, 1982; Baker & Churchill, 1977; Dion, 1972). This is especially true when interacting with Generation Z or a customer's cultural group (Chaddha et al., 2021; Deshpande & Stayman, 1994). Accordingly, the result of this study revealed no relationship or support between attractiveness and Brand Image (BI). This is due to the fact that almost all respondents of Generation Z agree that both physical and non-physical attributes are vital, not only physical attributes (Sari & Yulianti, 2019).

According to Kahle and Homer (1985), consumers or Generation Z were more likely to purchase a portrayed fashion brand in a promotion with an attractive celebrity entrepreneur than an unattractive celebrity entrepreneur. However, Bower and Landerth (2001) argued that attractive celebrity entrepreneurs are less effective in promoting due to the complexity of defining attractiveness through one aspect (Caballero et al., 1984). Hence, in this study, attractiveness has been proven not to have a significant relationship with Brand Image (BI) (Mudzakir, 2018). As a result, the attractiveness of celebrity entrepreneurs has not been deemed a significant determinant of Brand Image (BI).

Celebrity entrepreneur attractiveness can serve as an important reference for brands to communicate with their potential consumers (Chekima et al., 2020). Celebrity entrepreneurs who have attractive characteristics are believed to increase their Brand Image (BI). They have the ability to promote the fashion brand and offer positive inspiration, positive vibes, and popularity to the public or Generation Z. Accordingly, they are viewed as contributing to the increase of the Brand Image (BI) of its fashion

brand. Hence, celebrity entrepreneurs' promotion strategy with power and attractiveness indicators will be used for fashion brands to increase their Brand Image (BI) (Narongrith, 2019). However, in this study, attractiveness has been proven not to have a significant relationship with Brand Image (BI).

In conclusion, a celebrity entrepreneur and Brand Image (BI) can influence each other. Hence, a celebrity entrepreneur needs to maintain their integrity to ensure that the promoted fashion brands have a positive perception, positive in the eyes and minds of consumers or Generation Z. Therefore, attractiveness is a crucial factor that must be considered in increasing a Brand Image (BI). Note that attractiveness is one factor that influences Brand Image (BI) (Annisa & Yusran, 2022). However, this study discovered that attractiveness has been proven not to have a significant relationship with Brand Image (BI).

5.3.1.4 Respect – Brand Image Relationship

The fourth variable for this study is respect. In this study, respect is the admiration or esteem a celebrity entrepreneur receives due to their accomplishments or abilities. It is a profound appreciation for someone's traits, accomplishments, or talents. Respect is a practical or substantive component of personal appeal and a feeling of deep admiration for someone's qualities, achievements, or abilities (Hennayake, 2017; Belch & Belch, 2013; La Ferle & Choi, 2005; Shimp, 2003; Hoffner, 1996).

The fourth objective of this study is to understand the relationship between respect and Brand Image (BI). The results of the analysis showed that the hypothesis was supported. The relationship between respect and Brand Image (BI) was positive. Thus, Hypothesis Four (H4) was supported. The results of this study have been supported by existing literature, which includes Chan et al. (2021), Ahmad et al. (2019), and Fitri (2018). Hollensen and Schimmelpfennig (2013) also emphasized respect as a variable that significantly affects the success of a celebrity entrepreneur, as suggested by Shimp (2003). Hence, respect was employed as a variable in this research study and has been proven to have a significant relationship with Brand Image (BI). As a result, respect is deemed a vital determinant of Brand Image (BI). However, Sharipudin et al. (2023) and Wei et al. (2021) found that respect did not have a positive and significant impact on the purchasing intention of consumers.

Personal qualities are the characteristics, attributes, or personality characteristics that reflect celebrity entrepreneurs' identity. A celebrity entrepreneur's personal qualities are essential since they can influence the public, consumers, or Generation Z, and society, and celebrity entrepreneurs can be inspirational figures and role models for consumers or Generation Z (AlFarraj et al., 2021; Torres et al., 2019; Narongrith, 2019). Therefore, respect has been proven to have a significant relationship with Brand Image (BI) in this study.

Celebrity entrepreneurs' abilities are fundamental since they can influence consumers, brands, and society. This, in turn, can help celebrity entrepreneurs to positively influence consumer or Generation Z and help fashion brands stand out from competitors (AlFarraj et al., 2021; Torres et al., 2019; Narongrith, 2019). Hence, respect has been proven to have a significant relationship with Brand Image (BI) in this study.

Celebrity entrepreneurs all need to have pride, or self-confidence, in their abilities and their accomplishments. Pride boosts celebrity entrepreneurs' self-esteem and motivates them to act positively. Furthermore, validation from others or Generation Z further reinforces them (Narongrith, 2019). While balancing entertainment and business presents challenges, celebrity entrepreneurs' commitment remains strong. The same dedication that fuelled celebrity entrepreneurs' success in performing now drives their entrepreneurial ventures. With authenticity, quality, and smart promotion, celebrity entrepreneurs continue winning over consumers of Generation Z while pursuing fresh creative outlets (Chan et al., 2021; Shimp, 2013, 2010, 2008, 2007, 2003). So, respect has been proven to have a significant relationship with Brand Image (BI) in this research.

Self-esteem is principal for well-being as it affects how celebrity entrepreneurs think, feel, and behave. Celebrity entrepreneurs with high self-esteem tend to have better relationships with consumers of Generation Z and more success in business. That is, self-esteem can impact a celebrity entrepreneur's well-being, which influences how celebrity entrepreneurs make decisions. Celebrity entrepreneurs with healthy self-esteem have a healthy relationship with themselves, helping them maintain healthy relationships with consumers or Generation Z. At the same time, celebrity entrepreneurs with a positive view of themselves understand their potential and are inspired to take on new challenges in business. Moreover, celebrity entrepreneurs with high self-esteem have a strong sense of self-worth and confidence, which helps them cope with challenges and setbacks in business. Although celebrity entrepreneurs with high self-

esteem are they do not rely on external sources for validation, they may appreciate maintaining a great appearance or running a successful business. These celebrity entrepreneurs tend to have a humble nature and are kind, as well as great social people (Chan et al., 2021; Narongrith, 2019). Therefore, respect has been proven to have a significant relationship with Brand Image (BI) in this study.

Celebrity entrepreneurs are objects of entertainment, adoration, and admiration for consumers or Generation Z. These feelings of fondness and admiration may help consumers or Generation Z build a sense of reverence and respect for celebrity entrepreneurs. Consumers or Generation Z who regard celebrity entrepreneurs as idols will try to emulate those celebrity entrepreneurs (AlFarraj et al., 2021; Torres et al., 2019; McCutcheon et al., 2002; McCracken, 1989) and may continuously engage and maintain relationships with celebrity entrepreneurs and also invest energy and money in celebrity entrepreneurs' fashion brands (Holt & Thompson, 2004). Accordingly, celebrity entrepreneurs can promote diversity and inclusivity since they are well-known and admired by many consumers from various groups, especially Generation Z. Furthermore, celebrity entrepreneurs can influence society through their advice, which can spread through social networks. Consumers or Generation Z may follow celebrity entrepreneurs' advice to become more like the celebrity entrepreneurs they admire (AlFarraj et al., 2021; Torres et al., 2019; Narongrith, 2019). Numerous Generation Z members admire celebrity entrepreneurs and idolize their fashion, lifestyles, and talents. Overall, this research revealed that respect has been proven to have a significant relationship with Brand Image (BI).

A celebrity entrepreneur's respect can positively affect a brand's image, as consumers or Generation Z may view a brand as more credible, prestigious, and desirable when well-liked celebrity entrepreneurs promote it. This can lead to better brand exposure, awareness, and higher brand memory. Respect can also help with celebrity entrepreneurs' reputations. Interestingly, this can help increase celebrity entrepreneurs' self-awareness in the public eye (Narongrith, 2019). Therefore, this study discovered that respect had been proven to have a significant relationship with a Brand Image (BI) (Nguyen, 2021; Ahmad et al., 2019; Mehrabian and Blum, 2018; Wang & Scheinbaum, 2018; Idris & Baharom, 2017; Hennayake, 2017).

Malaysian Generation Z prioritises respect for celebrity entrepreneurs over attractiveness. As digital natives, Malaysian Generation Z are sceptical and desire authentic connections, seeing attractiveness as fleeting and often manipulative. Genuine

respect rooted in shared values and proven capability fosters lasting influence and consumer belief. Malaysian Generation Z gravitates towards relatable and ethical celebrity entrepreneurs who embody empathy and social responsibility, ultimately valuing character and meaningful contributions over mere physical appeal (Gan, 2025; Chan et al., 2021; Freeman & Chen, 2015).

Malaysian Generation Z prioritises respect over traditional expertise when it comes to celebrity entrepreneurs. This demographic values purpose-driven work, open communication, and authenticity. Malaysian Generation Z seek celebrity entrepreneurs who embody their ideals and demonstrate integrity, making lifestyle portrayal more persuasive than mere credentials. Consequently, respect earned through genuine connections enhances engagement and influences purchasing decisions among this Malaysian Generation Z, especially when celebrity entrepreneurs align with their social causes and cultural trends (Gan, 2025; Chan et al., 2021; Freeman & Chen, 2015).

5.3.1.5 Similarity – Brand Image Relationship

The fifth variable for this study is similarity. In this study, the similarity is a presumed resemblance between a celebrity entrepreneur and a customer based on shared requirements, objectives, hobbies, and lifestyles. It can be quantified by the message's source and recipient, and can also be defined as likeness. The similarity is a perceived resemblance between a message's source and receiver. This demonstrates that consumers are easily attracted to messages from someone with whom they share a sense of similarity. It is based on the assumption that consumers prefer celebrity entrepreneurs with whom they share common features, such as needs, goals, interests, gender, age, ethnicity, values, preferences, beliefs, behaviors, characteristics, and lifestyle. The similarity is a hypothetical similarity between celebrity entrepreneurs and consumers, demonstrating that consumers can identify and find themselves in them, creating connectivity (Mehrabian & Blum, 2018; Ha & Lam, 2017; Allen et al., 2014; Roy et al., 2013; Bao et al., 2011; Erdogan, 1990; Ohanian, 1990; McGuire, 1985; Gudykunst, 1985).

This study aims to understand the relationship between similarity and Brand Image (BI). The results of the analysis indicated that the hypothesis was supported. The relationship between similarity and Brand Image (BI) was positive. Thus, Hypothesis Five (H5) was supported. Existing literature supports this study's findings, including

Chan et al. (2021), Ahmad et al. (2019), Fitri (2018), Hollensen and Schimmelpfennig (2013), and Shimp (2003). This suggests the similarity characteristic supports the findings obtained regarding consumers' perceptions of celebrity entrepreneurs' Brand Image (BI).

Celebrity entrepreneurs have a powerful impact on fashion brands. They can influence consumers' fashion sense in several ways, including what they wear daily, such as scarves, jeans, accessories, bags, T-shirts, and sneakers, inspiring consumers or Generation Z and becoming trends. Celebrity entrepreneurs promoting a fashion brand can help consumers, or Generation Z, identify with it and increase their interest in purchasing. Consequently, consumers or Generation Z may be willing to pay a premium price for fashion brands promoted by their favorite celebrity entrepreneurs (Narongrith, 2019). In addition, the similarity in dress had the next greatest effect (Buckley & Roach, 1981). Consumers or Generation Z tend to align with the fashion sense, similarly to celebrity entrepreneurs. A celebrity entrepreneur's and Generation Z consumers' similarity to a fashion brand can positively impact a brand's image. Celebrity entrepreneurs and Generation Z consumers' similarity to a fashion brand can all help increase a favorable Brand Image (BI) (Chan et al., 2021). Therefore, similarity has been proven to have a significant relationship with Brand Image (BI) in this study.

Consumers or Generation Z may develop preferences similar to those of celebrity entrepreneurs that consumers or Generation Z identify with, such as their values, lifestyle, or image. This can lead to consumers or Generation Z adopting the celebrity entrepreneur's beliefs, attitudes, and behaviors. Note that consumers or Generation Z may be influenced by celebrity entrepreneurs who can help create a positive Brand Image (BI) (Chan et al., 2021; Narongrith, 2019). Thus, in this study, similarity has been proven to have a significant relationship with Brand Image (BI).

Customers or Generation Z, who share the same characteristics or style as celebrity entrepreneurs, as well as emotional similarities and also similarities in terms of age, gender, and social status, are believed to increase the Brand Image (BI) of celebrity entrepreneurs' fashion brands (Mehrabian & Blum, 2018; Ha & Lam, 2017; Roy et al., 2013). An example of a style icon is Neelofa, a Malaysian actress. Many Generation Zers aspire to dress like her and follow her style rigorously due to her influence (Chan et al., 2021; Narongrith, 2019). Therefore, similarity has been proven to have a significant relationship with Brand Image (BI) in this study.

Consumers or Generation Z seem to have an attachment to celebrity entrepreneurs' fashion brands, and celebrity entrepreneurs represent the lifestyle, allowing them to make decisions similar to their preferences for celebrity entrepreneurs (Graeff, 1997). Consumers or Generation Z want their lifestyles or personalities to appear younger than their age. Hence, they dress similarly to their preferences with celebrity entrepreneurs. If the clothing preferences of consumers or Generation Z match those of celebrity entrepreneurs, their Purchase Intention (PI) tends to increase (Toldos-Romero & Orozco-Gómez, 2015). They will also be influenced if a celebrity entrepreneur who supports a brand has a good preference (Syaugy & Wuisan, 2023; Shimp & Andrews, 2013). Hence, similarity has been proven to have a significant relationship with Brand Image (BI) in this study.

There are an abundance of ways that celebrity entrepreneurs and consumers of Generation Z can share value. On the one hand, celebrity entrepreneurs can influence consumer or Generation Z choices and positively impact a fashion brand's perception. On the other hand, consumers or Generation Z may be more likely to opt for fashion brands promoted by celebrity entrepreneurs and may be persuaded to adopt the celebrity entrepreneur's beliefs and behaviors. In celebrity entrepreneur Brand Image (BI), celebrity entrepreneurs can benefit brands through their appearances, voices, and humor. Fashion brands can also benefit from a celebrity entrepreneur's reputation and prestige. In celebrity entrepreneurs' similarity, consumers or Generation Z may be more likely to be attuned to a persuasive message if they identify with the source of the message (Chan et al., 2021; Narongrith, 2019). Thus, similarity has been proven to have a significant relationship with Brand Image (BI) in this study.

The more Generation Z consumers recognize that a celebrity entrepreneur is similar, the more they attempt to know more about the celebrity entrepreneur (Chan et al., 2021; Narongrith, 2019). Narongrith, 2019). This study has proven that Generation Z tends to associate with like-minded celebrity entrepreneurs, and the result has proven a significant relationship between similarity and Brand Image (BI).

Similarity can be measured if the celebrity entrepreneurs and consumers or Generation Z have similar interests (Saouma & Chabo, 2005; Erdogan, 1999; Buckley & Roach, 1981; Byrne et al., 1971). Consumers or Generation Z identify with the celebrity entrepreneurs' similar interests, and in this way, better cohesiveness is created. The study by Ohanian (1990) and Koththagoda and Weerasiri (2015) confirms that if consumers or Generation Z perceive the source of the message as similar to their

perspective of celebrity entrepreneurs, this message positively impacts consumers or Generation Z (Chan et al., 2021; Narongrith, 2019; Song et al., 2008). Therefore, similarity has been proven to have a significant relationship with Brand Image (BI) in this research.

With similarity, it is very basic and essential for both parties (consumers or Generation Z and celebrity entrepreneurs) to be on the same page. If consumers and celebrity entrepreneurs have different preferences, it could reduce the interest in the celebrity entrepreneurs. Then, if consumers have no similarity, they will ignore most of the opinions that celebrity entrepreneurs show or express (Narongrith, 2019).

Most celebrity entrepreneurs have both private and public social media accounts. The private account is used for their personal life, while their public account is used to post about their lifestyle, opinions, and work for their fans or consumers. Both new and recent fans or consumers can choose to follow whoever they prefer, but normally they choose those who have similar preferences or lifestyles (Narongrith, 2019).

Celebrity entrepreneurs can be relatable to Malaysian Generation Z, who prioritise lifestyle inspiration over expertise. Their connection to relatable lifestyle choices, particularly in fashion, influences brand desirability more than the celebrity entrepreneurs' actual expertise in that area. Similarities between celebrity entrepreneurs and consumers significantly affect purchase intentions for this demographic (Ahmad et al., 2025).

Attractiveness captures attention, but for Malaysian Generation Z, similarity is crucial for building belief and emotional connections that influence their purchasing decisions. Malaysian Generation Z value shared personality traits and ethical values over mere physical beauty, seeking genuine connections with relatable role models and brands that resonate with their identities and social values. Malaysian Generation Z prefer celebrity entrepreneurs who embody realism rather than perfection, resulting in a deeper belief than traditional attractiveness could provide (Ahmad et al., 2025).

In conclusion, celebrity entrepreneurs resonate more with Malaysian Generation Z due to the importance of similarity, which fosters relatability and perceived authenticity. This demographic is influenced by celebrity entrepreneurs who share their background and values, leading to stronger belief in their recommendations and promoting purchase intentions. Malaysian Generation Z prefers genuine connections over conventional ones. Malaysian Generation Z seek figures who embody authenticity,

transparency, and shared experiences, making similarity a critical characteristic in consumer behaviour and believing in promotions (Ahmad et al., 2025).

5.3.2 Direct Relationship between Brand Image and Purchase Intention

5.3.2.1 Brand Image – Purchase Intention Relationship

The sixth variable for this study is the Brand Image (BI). This study defines Brand Image (BI) as a crucial asset for celebrity entrepreneurs' companies to compete in their industry. It is a brand's first impression and information development, reflecting consumers' attitudes, beliefs, preferences, and feelings toward the brand. Notably, Brand Image (BI) is linked to consumer recollection and strong perceptions, playing a role in purchasing decisions and recalling information from promotions. It is a personal symbolism associated with the brand, including descriptive and evaluative knowledge. For instance, a favorable Brand Image (BI) leads to a more significant impact on brand communications than competitors'. In addition, Brand Image (BI) is how consumers address the meaning of a brand and affects Purchase Intention (PI). Thus, Brand Image (BI) is a critical factor influencing consumer Purchase Intention (PI) (Dewi et al., 2020; Setiawan, 2018; Marselina, 2017; Keller, 1993; Keller, 1998; Kotler & Keller, 2016; Ahmed & Nasreen, 2015; Dobni, & Zinkhan, 1990; Rageh Ismail & Spinelli, 2012; Iversen & Hem, 2008; Hsieh & Li, 2008; Blackwell et al., 2006; Lee et al., 2011; John, 2023; Burmann et al., 2008; Zeithaml, 1988; Richardson et al., 1994; Zhang, 2015; Lasander, 2013).

This study aims to understand the relationship between Brand Image (BI) and Purchase Intention (PI). The results of the analysis revealed that the hypothesis was supported. The relationship between Brand Image (BI) and Purchase Intention (PI) was positive. Thus, Hypothesis Six (H6) was supported. The findings of this study are consistent or similar with past studies by several researchers; Adrian (2023), Adrian et al. (2022), Firdaus and Hermawan (2022), Haitao (2022), Febriati and Respati (2020), Mohamed and Wee (2020), Wiedmann and Von Mettenheim (2020), Ahmad et al. (2019), Nuseir (2019), Indrasari and Raditya Purnomo (2018), Maulana (2018), Ivana (2018), Erida and Rangkuti (2017), Kwandy (2017), Koththagoda and Weerasiri (2017), Yu et al. (2017), Shahid et al. (2017), Takaya (2017), Elseid and El-Baz (2016), Ke et al. (2016), Atika et al. (2016), Ruhamak and Rahayu (2016), Nurlina (2016), Arifin and

Fachrodji (2015), Charo et al. (2015), Fern et al. (2015), Mambu (2015), Razy and Lajevardi (2015), Zhang (2015), Calvo Porral & Lang (2015), Prawira and Yasa (2014), Wang and Tsai (2014), Chen et al. (2014), Lasander (2013), Tariq et al. (2013), Aghekyan-Simonian et al. (2012), Wu et al. (2011), Bian and Moutinho (2011), Burmann et al. (2008), Vazquez-Carrasco and Foxall (2006), Wang (2006), Saouma and Chabo (2005), Del Rio et al. (2001), Baker et al. (1994), Keller (1993), and Mazursky and Jacoby (1986). Therefore, Brand Image (BI) had a positive and significant effect on Purchase Intention (PI). However, a previous study by Tsabitah and Anggraeni (2021) shows that brand image has no effect on purchase intention.

A finding of this research proves that Brand Image (BI) has a positive effect on Purchase Intention (PI). This suggests that the better the level of Brand Image (BI) is, the stronger the customers' intention to purchase fashion brands will be. Most of the respondents, or Generation Z, agree that the quality of the fashion brands is good since they have excellent specifications at an affordable price. Since most respondents of Generation Z are students, affordability is essential. Accordingly, respondents or Generation Z also believe that celebrity entrepreneur fashion brands always develop and innovate their brands. The excellent marketing strategy of fashion brands has been proven effective since most of the respondents, or Generation Z, agree that they are familiar with this celebrity entrepreneur fashion brand's marketing strategy. Based on survey results regarding Brand Image (BI) using six indicators, a higher Brand Image (BI) will lead to higher Purchase Intention (PI). This is in line with the previous study by Wang (2006). As a result, Brand Image (BI) is essential as it can influence the consumer's preference and intention to buy a fashion brand. Empirically, this research finding is also consistent with a prior study conducted by Shahid et al. (2017), concluding that Brand Image (BI) positively affects Purchase Intention (PI).

This study's results strongly support the previous types of research conducted in the related field. Previous studies have mentioned that Brand Image (BI) substantially affects the customers' intention to purchase, as supported by the findings of Vazquez-Carrasco and Foxall (2006). Statistically, this study indicates a bond between Brand Image (BI) and consumer Purchase Intention (PI). A positive Brand Image (BI) attracts new customers, or Generation Z, and increases Purchase Intention (PI) as well. In many research studies, Brand Image (BI) has proved itself to be a stronger factor in influencing the Purchase Intention (PI) of customers (Mazursky & Jacoby, 1986). The Brand Image (BI) reveals various information about the class of the brand, and the

correlation between price, quality, and service quality. Moreover, the Brand Image (BI) develops customer preferences, affiliation, and a sense of identification with the brand, resulting in Purchase Intention (PI) (Dewi et al., 2020; Baker et al., 1994; Mazursky & Jacoby, 1986).

Brand Image (BI) is critical since it is responsible for building customers' positive perception (Alhaddad, 2015) and dedication toward the fashion brand example (Malik et al., 2012), which in turn is responsible for future Purchase Intention (PI) (Calvo Porral & Lang, 2015). These findings were confirmed by Tariq et al. (2013) and Wu et al. (2011), who also recognized the effect of Brand Image (BI) on Purchase Intention (PI). According to Wijaya (2013), Brand Image (BI) guides consumers when making decisions. A good and positive Brand Image (BI) can increase consumer purchase interest in a fashion brand. Meanwhile, Haitao (2022) stated that Brand Image (BI) influences consumer Purchase Intention (PI). Therefore, Brand Image (BI) has been proven to have a significant relationship with Purchase Intention (PI) in this study.

The positive role of a fashion brand's image can influence consumers' Purchase Intention (PI) since consumers tend to be more interested in purchasing from fashion brands that they consider to have positive credibility and reputation. This supports the research findings of Wiedmann and Von Mettenheim (2020), who stated that a positive Brand Image (BI) could ultimately direct consumers to purchase the fashion brand being promoted. Therefore, Brand Image (BI) has been proven to have a significant relationship with Purchase Intention in this study.

This research study was conducted to gain insight into the impact of Brand Image (BI) and Purchase Intention (PI). The results of the studies have been supported by existing literature. Brand Image (BI) plays a role in consumers' decisions to purchase a particular brand (Adrian, 2023; Zeithaml, 1988). Another study discovered that Brand Image (BI) significantly influences the Purchase Intention (PI) of fashion brands (Eze et al., 2012). Hence, Brand Image (BI) was employed as a variable in this research study and has been proven to have a significant relationship with Purchase Intention (PI). As a result, Brand Image (BI) is deemed a vital determinant of Purchase Intention (PI) amongst young consumers or Generation Z.

Celebrity entrepreneurs increase Brand Image (BI) through their experiences with a fashion brand, such as learning about it. A better Brand Image (BI) can lead to a higher purchase intention. At the same time, consumers are more likely to buy a fashion brand with a good brand image, especially when they perceive the brand as high quality

or used by famous people like celebrity entrepreneurs. Other than that, a positive Brand Image (BI) develops a favorable response from a customer based on their higher self-image. When customers wear a celebrity entrepreneur's fashion brand, they feel good and perceive themselves as having a higher status, increasing their future Purchase Intention (PI) (Adrian et al., 2022; Low & Lamb Jr, 2000). Hence, this study concluded that Brand Image (BI) and Purchase Intention (PI) have a positive relationship.

A friendly fashion brand creates positive emotional and cognitive outcomes for its customers. Fashion brands can announce their ecological stance in marketing, communications, and labeling. Note that fashion brand popularity is a key factor for celebrity entrepreneurs. It is defined as the level of interest consumers have in a fashion brand compared to its competitors, and can also be viewed as a fashion brand's authority over consumers (Firdaus & Hermawan, 2022; Low & Lamb Jr, 2000). So, Brand Image (BI) has been proven to have a significant relationship with Purchase Intention (PI) in this study.

Fashion brands are useful for consumers and celebrity entrepreneurs' companies. Fashion brands help consumers make choices by simplifying the process and creating trust. Consequently, consumers can easily identify a fashion brand and what to expect. Fashion brands help celebrity entrepreneurs' companies build trust and credibility, which can give them a competitive edge. Fashion brands can also help celebrity entrepreneurs attract new customers or Generation Z, retain existing ones, and increase business value (Febriati & Respati, 2020; Low & Lamb Jr, 2000). Overall, Brand Image (BI) has been proven to have a significant relationship with Purchase Intention (PI) in this study.

A celebrity entrepreneur's fashion brand differs from other brands as it has unique qualities and characteristics that set it apart from its competitors. These qualities attract customers and make a business credible in the market. A fashion brand can differentiate itself from others by creating a distinctive identity that resonates with the target consumer, delivering a unique experience at the point of purchase, innovating, redesigning packaging, and creating a new advertising campaign. A fashion brand's differentiation is crucial since a credible fashion brand can charge a higher price without negatively impacting sales (Adrian, 2023; Adrian et al., 2022; Firdaus & Hermawan, 2022; Febriati & Respati, 2020; Rindell & Iglesias, 2014; Low & Lamb Jr, 2000). Thus, Brand Image (BI) has been proven to have a significant relationship with Purchase Intention (PI) in this study.

According to Wang and Yang (2010), the strength of a Brand Image (BI) is determined by its stability, favorability, and uniqueness. That is, the consistency of quality performance, the likeability of fashion brand attributes, and the distinctiveness of fashion brand features generate stronger credibility and position in the customer-evoked set. This way, Chauhan (2013), Adrian (2023), Adrian et al. (2022), Firdaus and Hermawan (2022), and Febriati and Respati (2020) concluded that a strong Brand Image (BI) becomes a customer benchmark in making a decision. Therefore, Brand Image (BI) has been proven to have a significant relationship with purchase intention in this study.

Dewi et al. (2020) and Erdogan (1999) argued that using celebrity entrepreneurs in promotions makes it easier to increase the attention of the fashion brand. The campaigns have managed to influence how customers think about the fashion brand and how customers take pride in owning a fashion brand. This further indicates that celebrity entrepreneurs have substantially impacted the brand's image. Hence, Brand Image (BI) has been proven to have a significant relationship with Purchase Intention (PI) in this study.

5.4 Conclusion

This chapter discusses the study. Accordingly, six hypotheses were developed from seven variables. Four hypotheses were supported by the analysis, and the remaining two were not supported. The results revealed that trustworthiness, respect, and similarity had a significant relationship with Brand Image (BI). Furthermore, the results indicated that expertise and attractiveness had no significant relationship with Brand Image (BI). In addition, this study demonstrates that Brand Image (BI) positively and significantly influences Purchase Intention (PI). The next chapter will discuss the contribution of this study and its implications for academic and practice.

CHAPTER 6

CONCLUSION AND RECOMMENDATION

6.1 Preamble

This final chapter provides a detailed discussion of the conclusion and recommendations regarding the significance of the research findings and their implications for academicians and practice. Furthermore, the limitations of this study, along with suggestions for future research, are included. This study's main purpose and gap of this study concern the actions and efforts taken by celebrity entrepreneurs in promoting the context of a discussion of the influence of Malaysian celebrity entrepreneurs' characteristics on Brand Image (BI) towards Generation Z's Purchase Intention (PI) in the fashion brands context.

Six hypotheses were evaluated, and the results revealed that four hypotheses were supported, and the remaining two were discovered not to be supported. Considering that respondents for this study were Generation Z and the study context is Malaysian celebrity entrepreneurs' characteristics on Brand Image (BI) towards Generation Z's Purchase Intention (PI) in the context of fashion brands, some of the unsupported results were unsurprising. The result demonstrated that Respect (R) was the most impactful factor on the Brand Image (BI). The Brand Image (BI) was recorded to have the highest t-value with Purchase Intention (PI). As expected, Brand Image (BI) strongly correlated with Purchase Intention (PI). In addition, hypothesis testing was employed to assess the hypotheses and to answer the research questions.

6.2 Significance of Findings

The Trustworthiness, Expertise, Attractiveness, Respect, and Similarity (TEARS) model is central and forms the basis of this study. The TEARS model emerged from the works of Shimp (2003), who identified five characteristics of a celebrity: trustworthiness, expertise, physical attractiveness, respect, and similarity. Generally, celebrity entrepreneurs must have all those characteristics. The TEARS model guided the researcher in determining the key characteristics of celebrity entrepreneurs that

consumers admire. Past studies have demonstrated that the TEARS model is the characteristic that is believed to influence consumers to initiate Purchase Intention (PI). Similarly, according to previous researchers, celebrity entrepreneurs who possess all these characteristics will influence consumers' purchasing intentions.

The focus of this study was to understand the influence of Malaysian celebrity entrepreneurs' characteristics on Brand Image (BI) towards Generation Z's Purchase Intention (PI) in the context of fashion brands. This study examines Brand Image (BI) as a novelty, a new relationship, and a direct link between the TEARS model by Shimp (2003) and Purchase Intention (PI). Notably, the contemporary buying-selling dynamic is unique, as is the presence of numerous generations with differing expectations. Therefore, the researcher includes a Brand Image (BI) into the framework to link the TEARS model by Shimp (2003) and Purchase Intention (PI), focusing on Generation Z's Purchase Intention (PI) in the context of fashion brands.

In short, all celebrity entrepreneurs must have those five important characteristics (Trustworthiness, Expertise, Attractiveness, Respect, and Similarity). Hence, we introduced Brand image (BI) in the framework to assess if all Malaysian celebrity entrepreneurs who must have those five characteristics manage to increase their Brand Image (BI) and increase the likelihood of intention to purchase. The result of the findings revealed that four hypotheses were supported, which are Hypothesis One (H1): Trustworthiness (T), Hypothesis Four (H4): Respect (R), Hypothesis Five (H5): Similarity (S), and Hypothesis Six (H6): Brand Image (BI). Meanwhile, the remaining two were reported to be unsupported, which are Hypothesis Two (H2): Expertise (E) and Hypothesis Three (H3): Attractiveness (A).

6.3 Implications for Academic

This section highlights the academic implications that arose from the study. The TEARS model (Shimp, 2003) is a famous model used to seek and understand how celebrities promote companies' brands. This research examines how Malaysian celebrity entrepreneurs' characteristics influence Brand Image (BI) towards Generation Z's Purchase Intention (PI) in the context of fashion brands. Based on these findings, a celebrity entrepreneur who promotes a brand should possess every aspect of TEARS' characteristics. This builds a positive consumer perception, as consumers pay attention to celebrity entrepreneurs' trustworthiness, expertise, attractiveness, respect, and

similarity. Accordingly, the TEARS model (Shimp, 2003) has helped the researchers understand and obtain a better insight into celebrity entrepreneurs by testing all the characteristics mentioned.

Past research has also indicated that a celebrity viewed positively can confidently build a Brand Image (BI), strengthening the notion that Malaysian celebrity entrepreneurs used for fashion brand promotion should be well-known to the Malaysian public. Therefore, global brands that intend to penetrate Malaysian markets should adopt a marketing strategy to localize their fashion brand by building a connection with Malaysian consumers using Malaysian celebrity entrepreneurs instead of signing costly contracts with international celebrity entrepreneurs.

Generation Z is one of the most powerful consumer forces in the market today. Whether entering university, starting their first job, or buying their first home, half of this generation is transitioning into adulthood, and consequently, their purchasing power and disposable income are poised to increase. Furthermore, most of Malaysia's Generation Z population is now in the workforce, offering them disposable income to spend on non-essentials or essentials to support their lifestyle (Pataki-Bittó & Kapusy, 2021; Goh & Okumus, 2020; Goh & Lee, 2018). As Generation Z enters adulthood, their influence will grow, making them even more powerful advocates of their preferred fashion brands (Chicca & Shellenbarger, 2018; Seemiller & Grace, 2016).

Fashion brands are coping with the requirements of Generation Z. Generation Z is adding new pathways to fashion by putting forth their thoughts regarding creative styles and designs being sought. Notably, Generation Z prefers to purchase more and is always eager to add the latest designs and patterns to their existing collection (Cilliers, 2017). Researchers have reported that they like to follow the trend. Furthermore, they make new fashion trends viral indirectly by posting photos of their new look. Simultaneously, they are bold and have more confidence in their fashion choices. Moreover, they do not spend on expensive fashionable brands since the crowd is presently financially dependent. They also tend to become bored when the trends remain stagnant and are often on the search for the latest updates.

Characteristics of Generation Z do not stop them from trusting new products, irrespective of whether they are emerging markets or developed markets. Generation Z is smarter with regard to obtaining information to make their purchase decisions. They do all preliminary searches prior to buying fashion brands. They also desire to avail themselves of unique, modern, or latest fashion brands and are not rigid in emerging

markets. Since they have high purchasing power, fashion brands that align with values and prioritize transparency in celebrity entrepreneurs' practices will be more successful in attracting and retaining them (Barhate & Dirani, 2021; Bieleń & Kubiczek, 2020; Chillakuri, 2020; Cho et al., 2018).

This study's results reveal that expertise and attractiveness do not have a significant relationship with Brand Image (BI). Meanwhile, the relationships between trustworthiness, respect, and similarity had significant relationships with Brand Image (BI). Furthermore, the relationship between Brand Image (BI) and Purchase Intention (PI) is significant. Note that the results obtained from this study are applicable to other developing or developed economies, as cultural differences may impact the findings, as the literature has proven. This may provide a holistic view of celebrity entrepreneurs' perceptions across cultures. Moreover, it is believed that more up-to-date studies on a wider geographical area would be important to the literature and understanding of this phenomenon and marketing communication strategy to a larger extent. However, it is impossible to evaluate the research results on the whole target population in terms of both the research sample size and the respondents' demographic characteristics. Therefore, additional research is required in the future in terms of different sample sizes and demographic characteristics within the framework of the subject of this study.

6.4 Implications for Practice

The research concluded a few important attributes that Malaysian celebrity entrepreneurs can utilize to promote brands successfully. This includes trustworthiness, expertise, attractiveness, respect, and similarity. In addition, exploring consumers' perceptions of the brand would have offered more reliable indicators about how the Brand Image (BI) has increased. That is, consumers' perceptions of a Brand Image (BI) would increase the width of the study, and is something that highly influences future researchers in the area to investigate.

Identifying the Brand Image (BI) benefits of fashion brands will help practitioners establish effective marketing strategies. Note that it is essential to understand Brand Image (BI) dimension judgments from the consumers' point of view and whether these image dimensions are parallel to their perceptions, expectations, needs, and goals. Knowing this may assist managers in developing a marketing strategy based on consumers' perceptions and meanings of the product. Hence, to create a

successful brand, marketing managers should be more devoted to building a Brand Image (BI) as part of their branding strategy. Additionally, maintaining and strengthening the Brand Image (BI) will hopefully position the brand positively in the minds of consumers. Therefore, there is a need to understand the crucial role of three branding strategies: a Brand Image (BI) to enhance its appeal.

Most respondents in this study are 21 to 23 years old, or students or young persons with limited investment money. Therefore, the potential for bias exists due to the different Purchase Intention (PI) among other age groups. Thus, future studies might examine different age and education groups. Moreover, the growing economy and increased competitiveness have forced celebrity entrepreneurs' companies to increase their efficiency and productivity in the provision of their brands. Results also suggested that hypotheses explaining the relationships between expertise and attractiveness with Brand Image (BI) variables were weak or had no positive relationship.

Additionally, this study's results suggest that Generation Z focuses more on celebrity characteristics of trustworthiness, respect, and similarity. This indicates that expertise and attractiveness are of lesser significance to Generation Z. They perceive that, whether expert or not, they would purchase products from celebrity entrepreneurs. Similarly, attractive or not, they will purchase a brand of celebrity entrepreneurs. The findings can guide celebrity entrepreneur companies to better target and strategize to attract consumers since different consumers display different attitudes and behaviors towards a brand.

In terms of practicality, promoting and marketing managers and celebrity entrepreneurs can effectively use the present findings to enhance a brand's image, which is a critical asset of any firm. With positive results for the Brand Image (BI), the present study proves that Malaysian celebrity entrepreneurs positively impact sales and brand recognition for promotional purposes. As the literature highlights, celebrity entrepreneurs are a useful strategic tool for marketers to build Brand Image (BI). On top of that, the study also provides vital insights for marketing and branding managers on specific characteristics of celebrity entrepreneurs to focus on for their brands.

Companies continue to engage celebrity entrepreneurs in their marketing communication efforts, as this will increase the image of their brand in consumers' minds. Accordingly, celebrity entrepreneurs should become a strategic marketing communication practice for firms that must break through the promotional clutter and stand out. The researcher strongly believes that the study contributes to the topic of

Malaysian celebrity entrepreneurs. This is due to the fact that it is based on a firm in a market that is essentially undiscovered and unexplored within the topic. Furthermore, these findings are reliable and demonstrate that Malaysian celebrity entrepreneurs can significantly impact a firm's revenues and Brand Image (BI). In other words, a study conducted on many firms within different industries would increase reliability. It would provide information on whether Malaysian celebrity entrepreneurs work effectively as marketing communication strategies in different industries and markets.

Fashion brands could strategically leverage results, which are crucial for fashion brands to refine marketing strategies and make informed business decisions. By analysing consumer behaviour, brands can tailor their approaches to better connect with target audiences. Furthermore, analysing results enables marketers to predict future trends. In addition, results from customer interactions and sales reports aid in strategy development. This results in tailored marketing messages that resonate with consumers. Brands that implement a data-driven approach see significant benefits in customer satisfaction (Al-Mujahed, 2025).

6.5 Limitations of the Study

Every research study could never be conducted without limitations; this research is no exception. Similar to other research, the possibility of increasing the reliability and validity of this research might have also existed by addressing a few methodological issues, which could have been better managed. However, they were out of the researcher's control. As such, several limitations have been identified, and the researcher hopes these can be improved in the future. In particular, one of the limitations is that this study focused on Generation Z only and did not include other generations, which are Generation X and Generation Y. Therefore, the results may be biased toward Generation Z only.

The results obtained from this study cannot represent the whole Generation Z population in Malaysia due to differences in opinions and definitions from previous scholars on the years when Generation Z was born. In addition, this study also did not include a global or international perspective (Brown, 2022, 2021; Tjiptono et al., 2020; Lanier, 2017; Singh & Dangmei, 2016; Tulgan, 2013; Clarke, 2010).

This research study targets 18 to 29-year-old respondents. This was a challenge as there was a lack of accessibility and reach towards Generation Z in such a brief

period. Most respondents in this study are 21 to 23 years old and are students with limited money to invest. Furthermore, most respondents are female, indicating an imbalance between male respondents. For this study, the researcher obtained 267 respondents within only 41 days of the data collection period. In general, 267 is an acceptable amount according to Roscoe et al. (1975). However, considering the total population of Generation Z is high in Malaysia, and previous studies obtained more respondents than in this study, this can be viewed as a poor. For example, in previous studies by Koththagoda and Weerasiri (2017), data were collected from 385 respondents as the sample.

In order to minimise interference and to avoid biases, this study employed a purposive sampling technique. Although there were other techniques that may seem relevant to be employed, purposive sampling was considered the most suitable for this study. To obtain the data, the researcher required assistance from several enumerators. The researcher was very careful in selecting the right enumerators. The enumerators are those who are aged between 18 and 29 years old, they are considered well-known persons, reputable, and have a positive influence on individuals. These people had assisted the researcher in getting a list of potential respondents to answer the online questionnaire, with the hope of gaining genuine responses. However, through this sampling technique, the respondent rates were quite low. This might be due to the minimum control the researcher had over the Generation Z. Better rates may be obtained if another type of sampling were employed, such as consensus sampling. As a result, the findings from this study cannot be generalized.

The last limitation of this study is that, although the online questionnaire seems convenient, it failed to obtain many Generation Z individuals to answer the survey questions. The researcher preferred the online survey mainly to obtain high response rates since the target respondents of this study are Generation Z, who have purchasing power and disposable income. With how it is described, Generation Z may not be inclined to read and spend much time answering the questions. Unlike traditional questionnaire distribution, no token of appreciation can be provided upon completing the online survey. Therefore, encouraging or attracting Generation Z to click the online survey link would be very challenging as, from their point of view, the link or the set is irrelevant to them. According to Chang and Vowles (2013), an online survey experiences bias issues. That is, online survey accuracy depends on the participant's subjective understanding of the questions listed in the online poll. Thus, a participant's

answer may not be completely accurate and may not represent reality.

6.6 Recommendations and Suggestions for Future Research

The previous section summarized the limitations that this research faced. Thus, the limitations bring forth avenues for conducting future research. Meanwhile, this section is based on the recommendations and suggestions for future research to understand the topic to a larger extent. This is to present even more reliability and provide clear, specific, and realistic suggestions to future researchers.

Future researchers should focus on refining the constructs used in this study. Replication of this construct is highly encouraged by increasing the research effort by obtaining better samples. Future research perhaps could go across to the neighboring countries, such as Thailand, Singapore, Indonesia, and Brunei, to have better results on how the influence of celebrity entrepreneurs' characteristics on brand image in those countries could really influence buyers. Although those countries and Malaysia are neighbours, the purchasing behaviour might be different due to differences in preferences, lifestyle, currency, and economic conditions. This study can expand to both local and global celebrity entrepreneurs. This is comparable between local and global findings, which is vital for future knowledge.

Other than suggesting data should be getting across the nation, future research also may want to focus on different generations other than Generation Z. Generation X (Baby Boomers) and Generation Y (Millennials) should be included as well. Millennials (Generation Y) and baby boomers (Generation X) are those who have high purchasing power and stable financial conditions. This could indicate that this generation would have better disposable income. Hence, exploring other ages or generational cohorts would be beneficial. Therefore, this study could be expanded to millennial consumers (Generation Y) or baby boomer consumers (Generation X) (Masserini, 2024; Pataki-Bittó & Kapusy, 2021; Goh & Okumus, 2020; Goh & Lee, 2018; Chicca & Shellenbarger, 2018; Seemiller & Grace, 2016).

Next, future study would be expanding the current framework by adding a moderator variable, as after analysing and discussing the results, it was found that moderating variables may be needed. For better results, apart from getting data from the suggested sample frame, the future researcher may include cultural variables. With the moderating variables, better results could be obtained that might be more relevant in the

future. Such findings not only will enhance the body of knowledge but may also help the celebrity entrepreneurs to improve their selling technique and increase their revenues.

In addition, future researchers can collect data through face-to-face interviews with respondents. This is attributed to the fact that face-to-face interviews can quickly obtain responses, especially in hard-to-reach areas, and can lead to more honest and unbiased answers. Thus, by directly conversing with the respondents, the researchers may obtain more precise and reliable data that reflects personal opinions and perceptions (Salkind, 2006). Additionally, future studies may be conducted over a longer period. Note that accessibility and reachability towards Generation Z over such a long period are better, and it takes more than two months to obtain more respondents. Thus, a longer-term (or longitudinal) study can provide more in-depth outputs and insights.

The final suggestion for future studies can be made by implementing other relevant sampling techniques, such as consensus sampling, to gain affordable benefits over purposive sampling techniques. Notably, consensus sampling can be employed to select the representative observations to approximate the distribution of the whole data set based on the proposal probability distribution (Fischler & Bolles, 1981).

6.7 Conclusion

This study presented an integrated analysis of the Purchase Intention (PI) process. Its outcome provides a new perspective on the relationships between the characteristics of celebrity entrepreneurs and Brand Image (BI), as well as the relationship between Brand Image (BI) and Purchase Intention (PI). As a result, Brand Image (BI) supports the relationships between trustworthiness, respect, and similarity. However, brand image does not support the relationships between expertise and attractiveness. Meanwhile, the relationships between Brand Image (BI) and Purchase Intention (PI) are supported.

The continuous environmental changes require academics to continue to study this matter. This study has many more rooms to explore. To ensure this study is able to cover almost every aspect, the researcher decided to employ the commonly used variables for this study. The underpinning model adopted by the researcher was the TEARS model. This model was originally introduced in 2003 by Shimp. Celebrity

entrepreneurs must have all the characteristics of trustworthiness, expertise, attractiveness, respect, and similarity, as introduced by Shimp (2003) in the TEARS model, to succeed in business and their brands. A person's reaction will only take place after a person has gone through a series of processes of evaluation. Therefore, this research intends to examine the characteristics of celebrity entrepreneurs according to the TEARS model to enhance Purchase Intention (PI) (Shimp, 2003). All celebrity entrepreneurs must have those five characteristics. Hence, we introduced Brand Image (BI) in the framework to assess if they increase their Brand Image (BI) and the likelihood of Purchase Intention (PI). As mentioned in Chapters One and Three, Generation Z is the generation that has just started their lives. Most of them have recently graduated, which means they do not yet have stable finances, even though this generation has purchasing power.

Out of seven variables, six hypotheses were developed and evaluated using SmartPLS version 4.1.0.6 to prove the relationships and Purchase Intention (PI) process. The results were presented in Chapter Four and discussed thoroughly in Chapter Five. Accordingly, four hypotheses were supported; the remaining two were not, since they contradicted past studies. The main reasons would possibly be different sampling frames and different generations. Most past studies were conducted among Generation Y as study subjects. However, this study focused on Generation Z. Therefore, it has been deemed that different generations require different marketing tactics. Hence, contradictory results are expected. The findings of this study can enrich the body of knowledge and be insightful readings for future researchers. At the end of this study, the researcher could briefly conclude that celebrity entrepreneurs must have all the characteristics in the TEARS model introduced by Shimp (2003) to increase the Brand Image (BI) and the likelihood of intention to purchase.

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APPENDICES

APPENDIX A1

12/29/24, 11:54 AM

EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS ON BRAND IMAGE TOWARDS GENERATION Z'S PURCHASE INTENTION IN FASHION BRANDS CONTEXT

Dear respected Respondent,

I am Suhailah binti Musrul, a Master's student from the Faculty of Business and Management (BA750), Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka conducting research on the extended TEARS model: the influence of Malaysian celebrity entrepreneurs' characteristics on brand image towards Generation Z's purchase intention in fashion brands context.

Please note that only those between the ages of 18 to 29 years are welcome to participate in this research. The information collected from this survey will be used for the purpose of the thesis, which is a compulsory requirement for completing the Master of Science (Business Management). This research is only for academic purposes.

The confidentiality of your feedback on this questionnaire is guaranteed. If there is any inquiry, please do not hesitate to ask me a question. Please take your time reading the instructions in the enclosure carefully and completing the questionnaire accordingly. Thank you for taking the time to participate in this questionnaire.

Best regards,
Suhailah binti Musrul
016-5401344
suhailahbintimusrul@gmail.com

Responden yang dihormati,

Saya Suhailah binti Musrul, pelajar Sarjana dari Fakulti Perniagaan dan Pengurusan (BA750), Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka menjalankan penyelidikan mengenai model TEARS dipanjangkan: pengaruh ciri-ciri usahawan selebriti Malaysia terhadap imej jenama terhadap Generasi Z punya niat pembelian dalam konteks jenama fesyen.

Sila ambil perhatian bahawa hanya mereka yang berumur antara 18 hingga 29 tahun dialu-alukan untuk mengambil bahagian dalam penyelidikan ini. Maklumat yang dikumpul

APPENDIX A2

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

daripada tinjauan ini akan digunakan untuk tujuan tesis, yang merupakan syarat wajib untuk melengkapkan Sarjana Sains (Pengurusan Perniagaan). Penyelidikan ini hanya untuk tujuan akademik.

Maklum balas anda secara sulit mengenai soal selidik ini dijamin. Jika ada sebarang pertanyaan, sila jangan teragak-agak untuk bertanya soalan kepada saya. Sila luangkan masa anda membaca arahan dalam lampiran dengan teliti dan lengkapkan soal selidik dengan sewajarnya. Terima kasih kerana meluangkan masa untuk mengambil bahagian dalam soal selidik ini.

Selamat sejahtera,
Suhailah binti Musrul
016-5401344
suhailahbintimusrul@gmail.com

* Indicates required question

SECTION A: DEMOGRAPHIC DATA
BAHAGIAN A: DATA DEMOGRAFI

Instruction: Please tick at your answer choice for the following statements.
Arahan: Sila tandakan pada pilihan jawapan anda bagi pernyataan berikut.

1. Gender: *

Jantina:

☐ Male Lelaki

☐ Female Perempuan

APPENDIX A3

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

2. Age: *

Umur:

☐ 18 - 20 years old 18 - 20 tahun

☐ 21 - 23 years old 21 - 23 tahun

☐ 24 - 26 years old 24 - 26 tahun

☐ 27 - 29 years old 27 - 29 tahun

3. Marital status: *

Status perkahwinan:

☐ Single Bujang

☐ Married Berkahwin

☐ Divorced Berceraai

☐ Widowed Balu

4. Monthly income: *

Pendapatan bulanan:

☐ Less than RM1000 Kurang daripada RM1000

☐ RM1001 - RM3000 RM1001 - RM3000

☐ RM3001 - RM5000 RM3001 - RM5000

☐ RM5001 - RM7000 RM5001 - RM7000

☐ More than RM7000 Lebih daripada RM7000

APPENDIX A4

12/29/24, 11:54 AM

EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

5. Highest education level: *

Tahap pendidikan tertinggi:

- ☐ Sijil Pelajaran Malaysia (SPM) Sijil Pelajaran Malaysia (SPM)
- ☐ Sijil Tinggi Persekolahan Malaysia (STPM) / Diploma / A-Level Sijil Tinggi Persekolahan Malaysia (STPM) / Diploma / A-Level
- ☐ Bachelor's Degree Ijazah Sarjana Muda
- ☐ Master's Degree Ijazah Sarjana
- ☐ Doctor of Philosophy (PhD) Doktor Falsafah (PhD)
- ☐ Others Lain-lain

6. Occupation: *

Pekerjaan:

- ☐ Government sector Sektor kerajaan
- ☐ Private sector Sektor swasta
- ☐ Self-employed Bekerja sendiri
- ☐ Student Pelajar
- ☐ Housewife Suri rumah
- ☐ Unemployed Menganggur
- ☐ Others Lain-lain

SECTION B: TRUSTWORTHINESS

BAHAGIAN B: KEPERCAYAAN

Trustworthiness is defined as the value of confidence.

Kebolehppercayaan ditakrifkan sebagai nilai keyakinan.

Instruction: Please tick at your answer choice for the following statements.

Arahan: Sila tandakan pada pilihan jawapan anda bagi pernyataan berikut.

APPENDIX A5

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

1. Strongly disagree
Sangat tidak setuju

2. Disagree
Tidak bersetuju

3. Neutral
Neutral

4. Agree
Setuju

5. Strongly agree
Sangat bersetuju

1. Malaysian celebrity entrepreneurs are trustworthy. *

Usahawan selebriti Malaysia boleh dipercayai.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

2. Malaysian celebrity entrepreneurs are honest. *

Usahawan selebriti Malaysia jujur.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

3. Malaysian celebrity entrepreneurs provide true statements for promoted fashion brands. *

Usahawan selebriti Malaysia memberikan kenyataan yang benar untuk jenama fesyen yang dipromosikan.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

APPENDIX A6

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

4. Malaysian celebrity entrepreneurs provide a reliable source of information. *

Usahawan selebriti Malaysia menyediakan sumber maklumat yang boleh dipercayai.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

5. Malaysian celebrity entrepreneurs are sincere. *

Usahawan selebriti Malaysia ikhlas.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

SECTION C: EXPERTISE

BAHAGIAN C: KEPAKARAN

Expertise is defined as a high level of knowledge or skill.

Kepakaran ditakrifkan sebagai tahap pengetahuan atau kemahiran yang tinggi.

Instruction: Please tick at your answer choice for the following statements.

Arahan: Sila tandakan pada pilihan jawapan anda bagi pernyataan berikut.

1. Strongly disagree
Sangat tidak setuju

2. Disagree
Tidak bersetuju

3. Neutral
Neutral

4. Agree
Setuju

5. Strongly agree
Sangat bersetuju

APPENDIX A7

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

1. Malaysian celebrity entrepreneurs are qualified to promote the brand. *

Usahawan selebriti Malaysia layak untuk mempromosikan jenama tersebut.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

2. Malaysian celebrity entrepreneurs are knowledgeable. *

Usahawan selebriti Malaysia berilmu.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

3. Malaysian celebrity entrepreneurs are experts in their field. *

Usahawan selebriti Malaysia adalah pakar dalam bidang mereka.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

4. Malaysian celebrity entrepreneurs possess good experience. *

Usahawan selebriti Malaysia mempunyai pengalaman yang baik.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

APPENDIX A8

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

5. Malaysian celebrity entrepreneurs are skillful. *
Usahawan selebriti Malaysia memang mahir.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

SECTION D: ATTRACTIVENESS
BAHAGIAN D: TARIKAN

Attractiveness refers to pleasantness and appealing features or qualities that would pique interest.
Daya tarikan merujuk kepada ciri atau kualiti yang menyenangkan dan menarik yang akan menarik minat.

Instruction: Please tick at your answer choice for the following statements.
Arahan: Sila tandakan pada pilihan jawapan anda bagi pernyataan berikut.

1. Strongly disagree
Sangat tidak setuju

2. Disagree
Tidak bersetuju

3. Neutral
Neutral

4. Agree
Setuju

5. Strongly agree
Sangat bersetuju

1. Malaysian celebrity entrepreneurs are good-looking. *
Usahawan selebriti Malaysia sangat tampan atau cantik rupawan.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

APPENDIX A9

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

2. Malaysian celebrity entrepreneurs are attractive. *
Usahawan selebriti Malaysia menarik.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

3. Malaysian celebrity entrepreneurs are stylish. *
Usahawan selebriti Malaysia bergaya.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

4. Malaysian celebrity entrepreneurs are appealing. *
Usahawan selebriti Malaysia menarik perhatian.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

5. Malaysian celebrity entrepreneurs are classy. *
Usahawan selebriti Malaysia berkelas.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

SECTION E: RESPECT
BAHAGIAN E: HORMAT

APPENDIX A10

12/29/24, 11:54 AM

EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

Respect refers to a feeling of deep admiration for someone based on their qualities, achievements, or abilities.

Hormat merujuk kepada perasaan kagum yang mendalam terhadap seseorang berdasarkan kualiti, pencapaian atau kebolehan mereka.

Instruction: Please tick at your answer choice for the following statements.

Arahan: Sila tandakan pada pilihan jawapan anda bagi pernyataan berikut.

1. Strongly disagree
Sangat tidak setuju
2. Disagree
Tidak bersetuju
3. Neutral
Neutral
4. Agree
Setuju
5. Strongly agree
Sangat bersetuju

1. The personal qualities of Malaysian celebrity entrepreneurs are important. *
- Kualiti peribadi usahawan selebriti Malaysia adalah penting.*

	1	2	3	4	5	
Strongly disagree <i>Sangat tidak setuju</i>	☐	☐	☐	☐	☐	Strongly agree <i>Sangat bersetuju</i>

2. Accomplishments of Malaysian celebrity entrepreneurs are essential. *
- Pencapaian usahawan selebriti Malaysia adalah penting.*

	1	2	3	4	5	
Strongly disagree <i>Sangat tidak setuju</i>	☐	☐	☐	☐	☐	Strongly agree <i>Sangat bersetuju</i>

APPENDIX A11

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

3. Malaysian celebrity entrepreneurs' self-esteem is important. *
Harga diri usahawan selebriti Malaysia adalah penting.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

4. Pride of Malaysian celebrity entrepreneurs can build confidence. *
Kebanggaan usahawan selebriti Malaysia boleh membina keyakinan.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

5. The abilities of Malaysian celebrity entrepreneurs are important. *
Kebolehan usahawan selebriti Malaysia adalah penting.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

SECTION F: SIMILARITY
BAHAGIAN F: PERSAMAAN

Similarity is defined as resemblance and correspondence—the state of being almost the same or the same.
Persamaan ditakrifkan sebagai persamaan dan surat-menyurat—keadaan yang hampir sama atau sama.

Instruction: Please tick at your answer choice for the following statements.
Arahan: Sila tandakan pada pilihan jawapan anda bagi pernyataan berikut.

1. Strongly disagree
Sangat tidak setuju

2. Disagree
Tidak bersetuju

APPENDIX A12

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

3. Neutral
Neutral

4. Agree
Setuju

5. Strongly agree
Sangat bersetuju

1. Malaysian celebrity entrepreneurs and I have a similar fashion sense. *

Saya dan usahawan selebriti Malaysia mempunyai selera fesyen yang sama.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

2. Malaysian celebrity entrepreneur and I have similar interests. *

Saya dan usahawan selebriti Malaysia mempunyai minat yang sama.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

3. Malaysian celebrity entrepreneur and I have similar perspectives. *

Saya dan usahawan selebriti Malaysia mempunyai perspektif yang sama.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

APPENDIX A13

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

4. I have a similar preference with Malaysian celebrity entrepreneurs. *

Saya mempunyai keutamaan yang sama dengan usahawan selebriti Malaysia.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

5. I perceive the same value as Malaysian celebrity entrepreneurs. *

Saya merasakan nilai yang sama seperti usahawan selebriti Malaysia.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

SECTION G: BRAND IMAGE

BAHAGIAN G: IMEJ JENAMA

Brand image refers to the perception that customers have, which is usually reflected in their minds.

Imej jenama merujuk kepada persepsi yang dimiliki oleh pelanggan, yang biasanya tercermin dalam fikiran mereka.

Instruction: Please tick at your answer choice for the following statements.

Arahan: Sila tandakan pada pilihan jawapan anda bagi pernyataan berikut.

1. Strongly disagree
Sangat tidak setuju

2. Disagree
Tidak bersetuju

3. Neutral
Neutral

4. Agree
Setuju

5. Strongly agree
Sangat bersetuju

APPENDIX A14

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

1. I think that the brand is friendly. *
Saya fikir jenama itu mesra.

1 2 3 4 5

Strongly disagree
Saya tidak bersetuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

2. I think that the brand is modern. *
Saya fikir jenama itu moden.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

3. I think that the brand is useful. *
Saya fikir jenama itu berguna.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

4. I think that the brand is popular. *
Saya fikir jenama itu popular.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

APPENDIX A15

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

5. I think that the brand is gentle. *
Saya fikir jenama itu lembut.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

6. I think that the brand is different from other brands. *
Saya fikir jenama itu berbeza daripada jenama lain.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

SECTION H: PURCHASE INTENTION
BAHAGIAN H: NIAT MEMBELI

Purchase intention refers to the probability that someone will buy a particular product based on the interaction between customer needs, attitudes, and perceptions of the product or the brand.
Niat membeli merujuk kepada kebarangkalian seseorang akan membeli produk tertentu berdasarkan interaksi antara keperluan, sikap dan persepsi pelanggan terhadap produk atau jenama tersebut.

Instruction: Please tick at your answer choice for the following statements.
Arahan: Sila tandakan pada pilihan jawapan anda bagi pernyataan berikut.

1. Strongly disagree
Sangat tidak setuju

2. Disagree
Tidak bersetuju

3. Neutral
Neutral

4. Agree
Setuju

5. Strongly agree
Sangat bersetuju

APPENDIX A16

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

1. I would consider the brand as my first choice. *

Saya akan menganggap jenama itu sebagai pilihan pertama saya.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

2. I would encourage relatives or friends to consume the brand. *

Saya akan menggalakkan saudaramara atau rakan-rakan untuk mengambil jenama itu.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

3. I would recommend the brand to someone. *

Saya akan mengesyorkan jenama itu kepada seseorang.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

4. I would say positive things about the brand. *

Saya akan mengatakan perkara yang positif tentang jenama itu.

1 2 3 4 5

Strongly disagree Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ Strongly agree Sangat bersetuju

APPENDIX A17

12/29/24, 11:54 AM EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS O...

5. I would consider buying the brand. *

Saya akan mempertimbangkan untuk membeli jenama itu.

1 2 3 4 5

Strongly disagree
Sangat tidak setuju

☐ ☐ ☐ ☐ ☐

Strongly agree
Sangat bersetuju

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Google Forms

APPENDIX B

Letter of Appointment as Enumerator for Postgraduate Research Student

www.uitm.edu.my



Cawangan Melaka

TO WHOM IT MAY CONCERN

Date:

Dear Sir/Madam,

Re: APPOINTMENT AS ENUMERATOR FOR POSTGRADUATE RESEARCH STUDENT

The above matter is referred to.

We are pleased to inform you that you have been appointed as an enumerator for research titled: EXTENDED TEARS MODEL: THE INFLUENCE OF MALAYSIAN CELEBRITY ENTREPRENEURS' CHARACTERISTICS ON BRAND IMAGE TOWARDS GENERATION Z'S PURCHASE INTENTION IN FASHION BRANDS CONTEXT from May 21, 2024, until June 30, 2024.

Your main responsibility is to gather data from a survey among Generation Z are very active in acquiring celebrity entrepreneurs online and offline fashion brands. Further details on duties as an Enumerator and a link to the online survey will be provided to you through your email for your information and compliance.

Your kind assistance is greatly appreciated with gratitude, and we thank you in advance.

Thank you.

Yours faithfully,

Dr. Geetha A/P Muthusamy
Co-Supervisor
UiTM (Caw. Melaka) Kampus Bandaraya

Universiti Teknologi MARA
Cawangan Melaka
Kampus Bandaraya Melaka
75300 Melaka, MALAYSIA
Tel: +606-285 7000
Faks: +606-285 7014



APPENDIX C

Certificate of Proofreading



APPENDIX D1

Protocol and Consent Form

1/20/25, 6:32 PM	Research Ethics	REC 4 / 2020/BM Pind. 2(2020)
Research Ethics Committee Research Management Centre Universiti Teknologi MARA 40450 SHAH ALAM Tel: 03-5544-8069, Faks: 03-5544-2096/2767 Subject Information Sheet		
 Research Title Extended TEARS Model: The Influence of Malaysian Celebrity Entrepreneurs' Characteristics on Brand Image towards Generation Z's Purchase Intention in Fashion Brands Context.		
 Introduction of Research Today, celebrities are increasingly seen as role models, with numerous people changing their lifestyles based on celebrity's accomplishments in various fields, especially as actors, models, and television presenters. In the growing world of social media marketing, numerous Malaysian influencers and content creators have emerged and created their businesses by launching their brands. This has led Malaysian celebrities to become entrepreneurs by producing, promoting, and selling their brands on top of their real careers known as celebrity entrepreneurs. They have founded many product categories and as there are many product categories, this study focuses on fashion brands. Celebrities are evaluated based on perceived personal characteristics such as trustworthiness, expertise, attractiveness, respect, and expertise. The likelihood of purchase intention will increase if celebrity entrepreneurs manage to increase people's perception of the brand's image. Purchase intention is linked to brand image, and the brand image comes from consumers' evaluation of the brand. As a result, purchase intention will be higher with a high-level brand image since consumers like and purchase brands that are more familiar to them. Brand image is an asset a firm needs to have to compete in any given industry, especially in the present day where a new target market is coming from the younger generation that is Generation Z. Therefore, this research seeks to determine by using and extending the TEARS model which are how the characteristics of celebrity entrepreneurs such as trustworthiness, expertise, attractiveness, respect, and similarity toward brand image collectively impact the purchase intentions of Generation Z in the context of fashion brands.		
 Purpose of Research The purpose of this study is to the influence of Malaysian celebrity entrepreneurs' characteristics on brand image towards Generation Z's purchase intention in the fashion brands context. Hence, this study seeks to examine how the characteristics of celebrity entrepreneurs toward brand image collectively impact the purchase intentions of Generation Z.		
 Research Procedure		

APPENDIX D2

Protocol and Consent Form

1/20/25, 6:32 PM

Research Ethics

To conduct a research study, thoroughly read secondary sources like journals, articles, and textbooks to understand similar scenarios, identify common variables, improve methods, confirm unresearched variables, and ensure argument validity. This study utilizes primary data collection through questionnaires distributed to participants, involving six steps of the marketing research process: problem definition, research design formulation, fieldwork, data preparation and analysis, and report preparation. The survey technique will be adapted from previous studies and subjected to rigorous validity and reliability tests. The study will use a bilingual, confidential questionnaire in Bahasa and English, measuring responses using nonmetric and metric scales. The Likert scale will be used to gauge respondents' feedback, reducing frustration and improving patience. A rigorous questionnaire development process involves multilayer checks by supervisors, field experts (academician, industrial), and potential respondents. Pre-testing ensures correct questions, word usage, and structure. Questions are developed with previous study variables in mind and presented clearly.

Participation in Research

Your participation in this research is entirely voluntary. You may refuse to take part in the study or you may withdraw yourself from participation in the research at any time without penalty.

Benefit of Research

This study uses Shimp's TEARS model to examine the impact of celebrity entrepreneurs on Generation Z's purchase intentions. The model is extended to include a brand image as a novelty, a new relationship, and a direct relationship between the model and purchase intention. The research focuses on Generation Z, aged 18 to 29 years old, who have purchasing power and disposable income. Brands must recognize this demographic's importance and adapt their strategies accordingly. The study allows both celebrity entrepreneurs and marketers to gain experience and expertise in real-world situations. Marketers can gain insights into the most essential traits of celebrity entrepreneurs, such as trustworthiness, expertise, attractiveness, respect, and similarity. The findings will be useful for individuals and organizations in various business industries, helping them identify elements that can enhance Generation Z's buying intention and make a profit.

Research Risk

This study focuses on Generation Z people aged 18 to 29 years old, who have purchasing power, disposable income, and powerful consumer forces. However, due to discrepancies in perspectives and definitions, it cannot represent the entire Generation Z population. To address this, the study will use a purposive sampling strategy to reduce interference and eliminate biases. Data collection will be impeded by unrepresentative answers and indifferent respondents. To address these concerns, the questionnaires will be built on Google Forms and distributed on social media sites. However, the online questionnaire may not be as effective as traditional questionnaires, as users may be put off reading and spend too much time answering questions. Enticing users to follow the link to the online survey would be challenging due to the lack of appreciation for completing the survey.

Confidentiality

If you have any queries, please do not hesitate to contact me, Suhailah binti Musrul at 016-5401344 and also drop me an email at suhailahbintimusrul@gmail.com

APPENDIX D3

Protocol and Consent Form

1/20/25, 6:32 PM
Research Ethics

Consent Form¹

To become a subject in the research, you or your legal guardian are required to sign this Consent Form. I herewith confirm that I have met the requirement of age and am capable of acting on behalf of myself / as a legal guardian as follow:

1. I understand the nature and scope of the research being undertaken.
2. I have read and understood all the terms and conditions of my participation in the research.
3. All my questions relating to this research and my participation therein have been answered to my satisfaction.
4. I voluntarily agree to take part in this research, to follow the study procedures and to provide all necessary information to the investigators as requested.
5. I may at any time choose to withdraw from this research without giving any reason.
6. I have received a copy of the Subjects Information Sheet and Consent Form.
7. Except for damages resulting from negligent or malicious conduct of the researcher(s), I hereby release and discharge UiTM and all participating researchers from all liability associated with, arising out of, or related to my participation. I agree to hold them harmless from any harm or loss that may be incurred by me due to my participation in the research.

Name of Subject/Legally authorized representative (LAR)	Signature
I.C No	Date
Name of Witness ²	Signature
I.C No	Date
Name of Consent Taker	Signature
I.C No	Date

¹ Original signed copy is to be retained by the Principal Investigator.

² Delete whichever is not applicable.

APPENDIX E

Approval Letter from UiTM Research Ethics Committee

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UNIVERSITI
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MARA

Pejabat
Timbalan Naib Canselor
(Penyelidikan dan Inovasi)

Reference : 600-TNCPI (5/1/6)
Our reference : REC/05/2024 (PG/MR/192)
Date : 5 ذو القعدة 1445H
13 May 2024

Ms Suhailah Musrul - 2022261762
(Supervisor: Dr Azlin Zanariah Bahtar)
Faculty of Business and Management
UiTM Melaka Branch
Bandaraya Melaka Campus,
110 Off Jalan Hang Tuah
75350 MELAKA

and Greetings
وسلام عليكم ورحمة الله وبركاته

Ms

APPROVAL LETTER - UiTM RESEARCH ETHICS COMMITTEE

Thank you for submitting your research proposal to the Research Ethics Committee (REC). After considering your application, the Committee approved your proposal titled "Extended TEARS Model: The Influence of Malaysian Celebrity Entrepreneurs' Characteristics on Brand Image towards Generation Z's Purchase Intention in Fashion Brands Context" in Bandaraya Melaka. Details of the approval are as follows:

Ref. number:	REC/05/2024 (PG/MR/192)
Approval Period:	13 May 2024 until 31 August 2024
Authorised personnel:	1. Suhailah Musrul 2. Dr Azlin Zanariah Bahtar

The UiTM Research Ethics Committee operates in accordance to the ICH Good Clinical Practice Guidelines, Malaysian Good Clinical Practice Guidelines and the Declaration of Helsinki. The approval of this project is conditional upon your continuing compliance with these guidelines and declaration.

We draw to your attention the requirement that a report on this research, must be submitted every 12 months from the date of the approval or on the completion of the project, whichever occurs first. Failure to submit reports will result in withdrawal of consent for the project to proceed. Amendments, if any, to the study documents are to be submitted to the REC for approval.

If you require further information, please contact the REC Secretariat at 03-55448069/03-55442794 or email at recsecretariat@uitm.edu.my.

اوسها، تقوى، موليا

"MALAYSIA MADANI"

"BERKHIDMAT UNTUK NEGARA"

Yours sincerely,

(EMERITUS PROFESSOR/DATO' DR RAYMOND AZMAN ALI)
Chairman
UiTM Research Ethics Committee

c.c.: Deputy Rector (PJIM&A), UiTM Melaka Branch

Universiti Teknologi MARA
Aras 3, Bangunan Wawasan
40450 Shah Alam, Selangor, MALAYSIA
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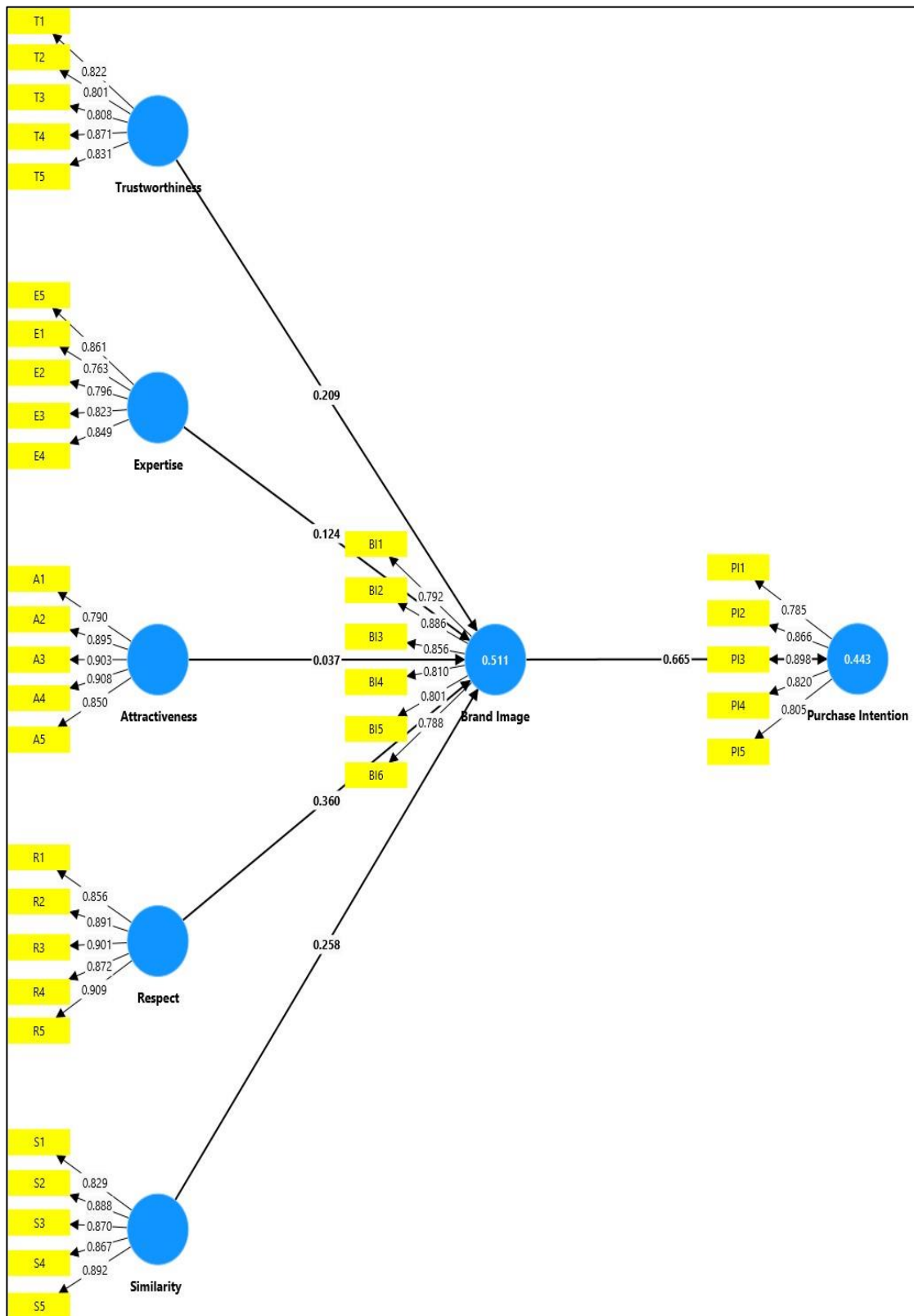
APPENDIX F

Skewness And Kurtosis Results -SPAA V22

Descriptive Statistics							
Latent Variable	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Trustworthiness	267	3.0180	.68779	-.207	.149	.519	.297
Expertise	267	3.3558	.71166	.069	.149	.143	.297
Attractiveness	267	3.7476	.73614	-.489	.149	.879	.297
Respect	267	4.1453	.78683	-.975	.149	1.040	.297
Similarity	267	2.9963	.80552	-.355	.149	.717	.297
Brand Image	267	3.5949	.71002	-.325	.149	.647	.297
Purchase Intention	267	3.4232	.72126	-.205	.149	.414	.297
Valid N (listwise)	267						

APPENDIX G

PLS Algorithm with All Indicator Loading



APPENDIX H

Skewness And Kurtosis Results

Descriptive Statistics							
Latent Variable	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Trustworthiness	267	3.0180	.68779	-.207	.149	.519	.297
Expertise	267	3.3558	.71166	.069	.149	.143	.297
Attractiveness	267	3.7476	.73614	-.489	.149	.879	.297
Respect	267	4.1453	.78683	-.975	.149	1.040	.297
Similarity	267	2.9963	.80552	-.355	.149	.717	.297
Brand Image	267	3.5949	.71002	-.325	.149	.647	.297
Purchase Intention	267	3.4232	.72126	-.205	.149	.414	.297
Valid N (listwise)	267						

APPENDIX I

VIF For Structural PLS Collinearity Statistics (VIF)– Inner Model – List

	VIF
Attractiveness -> Brand Image	2.114
Brand Image -> Purchase Intention	1.000
Expertise -> Brand Image	2.331
Respect -> Brand Image	1.489
Similarity -> Brand Image	1.454
Trustworthiness -> Brand Image	2.109

Collinearity Statistics (VIF) – Inner Model -Matrix

	Attractiveness	Brand Image	Expertise	Purchase Intention	Respect	Similarity	Trustworthiness
Attractiveness		2.114					
Brand Image				1.000			
Expertise		2.331					
Purchase Intention							
Respect		1.489					
Similarity		1.454					
Trustworthiness		2.109					

APPENDIX J

Outer Loading

	Attractiveness	Brand Image	Expertise	Purchase Intention	Respect	Similarity	Trustworthiness
A1	0.790						
A2	0.895						
A3	0.903						
A4	0.908						
A5	0.850						
BI1		0.792					
BI2		0.886					
BI3		0.856					
BI4		0.810					
BI5		0.801					
BI6		0.788					
E5			0.861				
E1			0.763				
E2			0.796				
E3			0.823				
E4			0.849				
PI1				0.785			
PI2				0.866			
PI3				0.898			
PI4				0.820			
PI5				0.805			
R1					0.856		
R2					0.891		
R3					0.901		
R4					0.872		
R5					0.909		
S1						0.829	
S2						0.888	
S3						0.870	
S4						0.867	
S5						0.892	
T1							0.822
T2							0.801
T3							0.808
T4							0.871
T5							0.831

Construct Validity And Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attractiveness	0.919	0.924	0.940	0.758
Brand Image	0.904	0.905	0.926	0.677
Expertise	0.877	0.882	0.910	0.671
Purchase Intention	0.892	0.896	0.920	0.699
Respect	0.931	0.934	0.948	0.785
Similarity	0.919	0.924	0.939	0.756
Trustworthiness	0.885	0.892	0.915	0.684

Discriminant Validity

	Attractiveness	Brand Image	Expertise	Purchase Intention	Respect	Similarity	Trustworthiness
Attractiveness							
Brand Image	0.576						
Expertise	0.637	0.584					
Purchase Intention	0.448	0.740	0.504				
Respect	0.611	0.565	0.353	0.390			
Similarity	0.499	0.565	0.504	0.429	0.245		
Trustworthiness	0.502	0.559	0.779	0.518	0.207	0.535	

Fornell-Larcker

	Attractiveness	Brand Image	Expertise	Purchase Intention	Respect	Similarity	Trustworthiness
Attractiveness	0.870						
Brand Image	0.525	0.823					
Expertise	0.574	0.524	0.819				
Purchase Intention	0.407	0.665	0.449	0.836			
Respect	0.566	0.521	0.323	0.359	0.886		
Similarity	0.459	0.516	0.457	0.387	0.230	0.869	
Trustworthiness	0.457	0.508	0.696	0.465	0.196	0.488	0.827

Heterotrait-Monotrait Ratio (HTMT)

	Attractiveness	Brand Image	Expertise	Purchase Intention	Respect	Similarity	Trustworthiness
Attractiveness							
Brand Image	0.576						
Expertise	0.637	0.584					
Purchase Intention	0.448	0.740	0.504				
Respect	0.611	0.565	0.353	0.390			
Similarity	0.499	0.565	0.504	0.429	0.245		
Trustworthiness	0.502	0.559	0.779	0.518	0.207	0.535	

Cross Loading

	Attractiveness	Brand Image	Expertise	Purchase Intention	Respect	Similarity	Trustworthiness
A1	0.790	0.410	0.346	0.277	0.504	0.328	0.303
A2	0.895	0.501	0.520	0.359	0.550	0.387	0.385
A3	0.903	0.451	0.502	0.385	0.486	0.397	0.410
A4	0.908	0.473	0.502	0.376	0.490	0.434	0.418
A5	0.850	0.445	0.616	0.369	0.432	0.449	0.471
BI1	0.467	0.792	0.409	0.517	0.441	0.458	0.397
BI2	0.515	0.886	0.489	0.550	0.446	0.419	0.473
BI3	0.383	0.856	0.432	0.591	0.473	0.326	0.417
BI4	0.482	0.810	0.426	0.503	0.426	0.441	0.429

BI5	0.395	0.801	0.438	0.514	0.369	0.507	0.398
BI6	0.352	0.788	0.391	0.604	0.412	0.403	0.390
E5	0.454	0.487	0.861	0.435	0.253	0.456	0.634
E1	0.549	0.448	0.763	0.327	0.366	0.333	0.534
E2	0.496	0.365	0.796	0.311	0.258	0.346	0.540
E3	0.389	0.398	0.823	0.391	0.169	0.308	0.556
E4	0.461	0.429	0.849	0.362	0.268	0.410	0.574
PI1	0.297	0.505	0.355	0.785	0.188	0.393	0.371
PI2	0.329	0.588	0.407	0.866	0.273	0.290	0.416
PI3	0.393	0.604	0.420	0.898	0.330	0.309	0.414
PI4	0.311	0.536	0.372	0.820	0.303	0.324	0.391
PI5	0.367	0.540	0.319	0.805	0.400	0.313	0.348
R1	0.452	0.417	0.176	0.234	0.856	0.130	0.069
R2	0.513	0.477	0.273	0.304	0.891	0.191	0.167
R3	0.495	0.439	0.292	0.299	0.901	0.198	0.161
R4	0.528	0.467	0.395	0.368	0.872	0.274	0.268
R5	0.515	0.499	0.288	0.372	0.909	0.218	0.190
S1	0.396	0.419	0.394	0.314	0.208	0.829	0.400
S2	0.408	0.457	0.431	0.321	0.231	0.888	0.452
S3	0.372	0.390	0.362	0.310	0.156	0.870	0.408
S4	0.410	0.462	0.416	0.352	0.201	0.867	0.418
S5	0.406	0.500	0.381	0.376	0.199	0.892	0.438
T1	0.374	0.416	0.525	0.402	0.165	0.377	0.822
T2	0.319	0.308	0.478	0.314	0.095	0.355	0.801
T3	0.390	0.441	0.626	0.420	0.186	0.391	0.808
T4	0.440	0.458	0.621	0.425	0.182	0.486	0.871
T5	0.352	0.445	0.600	0.343	0.162	0.392	0.831

The Shapiro-Wilk Test = P > 0.05 (SPSS)

Descriptives				
			Statistic	Std. Error
Trustworthiness	Mean		3.0180	.04209
	95% Confidence Interval for Mean	Lower Bound	2.9351	
		Upper Bound	3.1009	
	5% Trimmed Mean		3.0275	
	Median		3.0000	
	Variance		.473	
	Std. Deviation		.68779	
	Minimum		1.00	
	Maximum		5.00	

	Range		4.00	
	Interquartile Range		.80	
	Skewness		-.207	.149
	Kurtosis		.519	.297
Expertise	Mean		3.3558	.04355
	95% Confidence Interval for Mean	Lower Bound	3.2701	
		Upper Bound	3.4416	
	5% Trimmed Mean		3.3484	
	Median		3.4000	
	Variance		.506	
	Std. Deviation		.71166	
	Minimum		1.20	
	Maximum		5.00	
	Range		3.80	
	Interquartile Range		.80	
	Skewness		.069	.149
	Kurtosis		.143	.297
Attractiveness	Mean		3.7476	.04505
	95% Confidence Interval for Mean	Lower Bound	3.6589	
		Upper Bound	3.8363	
	5% Trimmed Mean		3.7770	
	Median		3.8000	
	Variance		.542	
	Std. Deviation		.73614	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		.80	
	Skewness		-.489	.149
	Kurtosis		.879	.297
Respect	Mean		4.1453	.04815
	95% Confidence Interval for Mean	Lower Bound	4.0505	
		Upper Bound	4.2401	
	5% Trimmed Mean		4.2047	
	Median		4.2000	
	Variance		.619	
	Std. Deviation		.78683	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		-.975	.149
	Kurtosis		1.040	.297

Similarity	Mean		2.9963	.04930
	95% Confidence Interval for Mean	Lower Bound	2.8992	
		Upper Bound	3.0933	
	5% Trimmed Mean		3.0134	
	Median		3.0000	
	Variance		.649	
	Std. Deviation		.80552	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		.60	
	Skewness		-.355	.149
	Kurtosis		.717	.297
Brand Image	Mean		3.5949	.04345
	95% Confidence Interval for Mean	Lower Bound	3.5093	
		Upper Bound	3.6804	
	5% Trimmed Mean		3.6070	
	Median		3.6667	
	Variance		.504	
	Std. Deviation		.71002	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		-.325	.149
	Kurtosis		.647	.297
Purchase Intention	Mean		3.4232	.04414
	95% Confidence Interval for Mean	Lower Bound	3.3363	
		Upper Bound	3.5101	
	5% Trimmed Mean		3.4316	
	Median		3.4000	
	Variance		.520	
	Std. Deviation		.72126	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		-.205	.149
	Kurtosis		.414	.297

Average Variance Extracted (AVE)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attractiveness	0.919	0.924	0.940	0.758
Brand Image	0.904	0.905	0.926	0.677
Expertise	0.877	0.882	0.910	0.671
Purchase Intention	0.892	0.896	0.920	0.699
Respect	0.931	0.934	0.948	0.785
Similarity	0.919	0.924	0.939	0.756
Trustworthiness	0.885	0.892	0.915	0.684

Composite Reliability (CR)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attractiveness	0.919	0.924	0.940	0.758
Brand Image	0.904	0.905	0.926	0.677
Expertise	0.877	0.882	0.910	0.671
Purchase Intention	0.892	0.896	0.920	0.699
Respect	0.931	0.934	0.948	0.785
Similarity	0.919	0.924	0.939	0.756
Trustworthiness	0.885	0.892	0.915	0.684

Model Fit

	Saturated model	Estimated model
SRMR	0.056	0.061
d_ ULS	2.113	2.478
d_ G	0.917	0.925
Chi-square	1390.069	1399.046
NFI	0.824	0.823

Collinearity Statistics (VIF)– Outer Model – List

	VIF
A1	2.012
A2	3.121
A3	3.778
A4	3.972
A5	2.530
BI1	2.136
BI2	3.445
BI3	2.652
BI4	2.380
BI5	2.148
BI6	1.972
E5	2.542
E1	1.647
E2	1.953
E3	2.130
E4	2.403
PI1	1.913
PI2	2.941
PI3	3.363
PI4	2.193

PI5	2.055
R1	3.139
R2	3.249
R3	3.669
R4	3.629
R5	4.229
S1	2.613
S2	3.414
S3	2.891
S4	3.008
S5	3.443
T1	2.342
T2	2.347
T3	2.021
T4	2.605
T5	2.102

Path Coefficients – Confidence Intervals Bias Corrected

	Original sample (O)	Sample mean (M)	Bias	2.5%	97.5%
Attractiveness -> Brand Image	0.037	0.040	0.003	- 0.123	0.197
Brand Image -> Purchase Intention	0.665	0.667	0.002	0.571	0.738
Expertise -> Brand Image	0.124	0.124	0.000	- 0.038	0.272
Respect -> Brand Image	0.360	0.358	- 0.002	0.238	0.474
Similarity -> Brand Image	0.258	0.260	0.002	0.137	0.365
Trustworthiness -> Brand Image	0.209	0.208	- 0.001	0.073	0.356

Path Coefficients – Mean, STDEV, T Values, P Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Attractiveness -> Brand Image	0.037	0.040	0.081	0.457	0.648
Brand Image -> Purchase Intention	0.665	0.667	0.042	15.713	0.000
Expertise -> Brand Image	0.124	0.124	0.079	1.563	0.118
Respect -> Brand Image	0.360	0.358	0.060	6.014	0.000
Similarity -> Brand Image	0.258	0.260	0.058	4.416	0.000
Trustworthiness -> Brand Image	0.209	0.208	0.071	2.921	0.004

R-Square – Overview

	R-square	R-square adjusted
Brand Image	0.511	0.501
Purchase Intention	0.443	0.440

F-Square – Matrix

	Attractiveness	Brand Image	Expertise	Purchase Intention	Respect	Similarity	Trustworthiness
Attractiveness		0.001					
Brand Image				0.794			
Expertise		0.013					
Purchase Intention							
Respect		0.177					
Similarity		0.094					

Trustworthiness		0.042					
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F-Square - List

	f-square
Attractiveness -> Brand Image	0.001
Brand Image -> Purchase Intention	0.794
Expertise -> Brand Image	0.013
Respect -> Brand Image	0.177
Similarity -> Brand Image	0.094
Trustworthiness -> Brand Image	0.042

PLSPredict LV Summary – PLS-SEM

	Q ² predict	RMSE	MAE
Brand Image	0.478	0.730	0.570
Purchase Intention	0.285	0.854	0.654

AUTHOR'S PROFILE



Suhailah binti Musrul obtained her Bachelor's Degree in Business Administration (Hons) Marketing from Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka. She then continued her Master's Degree in Master of Science (Business Management) at the same institution. Currently, she is a full-time student pursuing a Master's Degree. She has published one Scopus-indexed article and one MyCite (Malaysian Citation Index)-indexed article during her studies. With her skills, knowledge, and passion for research, she continues her journey towards a related institute.

LIST OF PUBLICATIONS

- Musrul, S., & Bahtar, A. Z. (2025). Unveiling the Role of Celebrity Entrepreneur Characteristics in Brand Image Formation: A Literature Review. *Public Organization Review*. <https://doi.org/10.1007/s11115-025-00889-y>
- Musrul, S., & Bahtar, A. Z. (2025). The Impact of Brand Image on Purchase Intention – A Conceptual Framework. *International Journal of Business and Technology Management*, 7(2), 310-314. <https://doi.org/10.55057/ijbtm.2025.7.2.27>

LIST OF ATTENDED CONFERENCES

- The Impact of Celebrity Entrepreneurs' Characteristics on Brand Image - A Conceptual Framework (International Conference on Economic and Social Progress ICESP - 2024) - 28 January 2024