The Influence of Celebrity Endorsement Towards Buying Decision Using Online Advertisement

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ABSTRACT

A lot of brands use celebrity endorsement as a way to get people to pay attention to their marketing messages. Advertisers are willing to pay a lot of money to get the endorsements of these celebrities because they are the personal and social favourites most likely to influence consumers' buying decisions and lifestyles. The purpose of this study is to find out how celebrities are used to market to postgraduate students, how postgraduate students decide what to buy, and how the use of celebrities and buying decisions are linked. To do this, a quantitative survey was sent out to 170 postgraduate students by using a non-probability sampling. Findings show that using celebrity endorsement as a marketing strategy has a big effect on postgraduate students' buying decisions. Correlation coefficient analysis is used to identify the relationship between attractive, trustworthy, expertise, and congruence towards buying decisions. The takeaway from this study is that brands should not just choose celebrities based on how they look. Instead, they should use a strategy to choose the right celebrities to represent their brands.

1. INTRODUCTION

Advertising influences people's lives daily through its persuasive communication, which aims to raise awareness about a product or service in order to stimulate purchasing intent. Each year, the marketing environment has been changing rapidly and aggressively to accommodate different consumer patterns and attitudes. Regardless of the product or brand category, consumers believe that these celebrities have a certain level of credibility due to the widespread use of this technique. This phenomenon is known as the halo effect. Using celebrities to represent a company's brand can improve the company's image and help the company gain consumer brand loyalty (Yeo et al., 2019). Nike, for instance, is one of the well-known brands that began to take celebrity endorsement to a new level. In 1984, Nike signed Michael Jordan to endorse their basketball shoe line, which became Nike Air Jordan and gave Nike a new meaning in the eyes of consumers, basketball fans, and Jordan's fans. To popularized golf, Nike has also done the same with Tiger Woods. Golf has become more popular than ever especially among the youth. Through this method, Nike's brand loyalty increased, and they continue to use it in addition to many others.

According to Khan et al. (2020), celebrities are well-known people with strong and friendly looks who influence consumers by being attractive or by making them trust the brand. So, some of the values that marketers need to use to create brand perceptions are celebrity traits, credibility, physical appearance, and image consistency. In marketing research, the effect of famous people endorsing products has been looked at. It means how likely it is that a consumer will buy a certain product. If the buying decision is high, it means that the consumer is more likely to buy the product (Teng et al., 2018). Several authors have also looked at a number of related topics, such as how celebrity endorsement affects product recall, how celebrity endorsement affects credibility and competence, and how celebrity image affects people (Nelson et al., 2017). Using celebrity endorsements is an expensive way to market a brand, but it can give the brand more benefits than drawbacks. Brands that are endorsed can get immediate attention and more media coverage, which makes them more visible on the market (Khan et al. 2016).

Contrary to popular belief, celebrities do not always have a substantial impact on product promotion. A possible interaction effect between negative celebrity publicity and celebrity identification could influence consumers' purchase intent (Maslikhan, 2015). These contradictory findings demonstrate that celebrity endorsement is a multifaceted process subject to a variety of influences. For instance, Hollywood A-lister Johnny Depp and his ex-wife Amber Heard were involved in a domestic violence accusation trial. Prior to the conclusion of the case, the sales of Sauvage by Dior, which Johnny Depp endorsed, had increased by 50 percent (Matthew, 2022). The trial had improved the reputation of both parties. This demonstrates that interest in a certain product is not just based on the brands, but also on endorsements. Similar to the example of English football icon David Beckham and the company Brylcreem hair cream. Beckam had negotiated a six-million-dollar, four-year contract to advertise Brylcreem. Beckham's decision to shave his head during the middle of his contract must have upset his brand. It is quite difficult for a brand spokesperson to advertise hairstyling product without hair. Unfortunately, once Beckham shaved his head, Brylcreem sales plummeted by 25%.

There are many ways to use celebrity endorsements in marketing campaigns. Some common methods include using celebrities to appear in advertisements, to endorse products on social media, and to be brand ambassadors. However, it is not clear which method is most effective in influencing buying decisions. The challenge for most companies is to follow the current trends when celebrity endorsements take place as priority in their marketing strategy for online advertising. Return of investment is something that ought to discuss versus product awareness

and existence. In order for companies to make a decision on using celebrities as the face of their products, a study needs to be done. Therefore, the research objectives of this study are as follows:

1. To determine the impact of celebrity endorsements on the buying decisions of postgraduate students.
2. To identify the factors that influence the effectiveness of celebrity endorsements on the buying decisions of postgraduate students.
3. To identify the relationship between the use of celebrity endorsement and buying decisions.

UiTM's Mass Communication postgraduate students were chosen as the population and sampling of this study because UiTM is the largest public university in Malaysia based on enrolment (MOHE, 2020), students and employed people are the top internet users in Malaysia (Statista, 2022), and postgraduate students studying communication and media should be more media literate and have a better understanding of online advertising and buying online than those who do not study communication and media.

Significantly, this study will benefit companies in deciding whether or not celebrity endorsement will help in affecting consumers' buying decisions and what kind of celebrity will fit their brands. This is supported by Morgan et al. (2018) who stated that knowledge is important for developing theoretical understanding in marketing. From a professional perspective, this study has value for future researchers regarding celebrity endorsement topics.

2. LITERATURE REVIEW

2.1 Celebrity Endorsement

The term "celebrity" refers to individuals who are well-known for their achievements in a specific field. Politicians, athletes, actresses, entertainers, models, and pop singers are all examples of celebrities. According to Schimmelpfennig (2018), a celebrity endorser is a public figure who uses their fame to promote a product or brand through advertisements. Celebrities may serve as spokespeople for brands, lending credibility to their claims and assertions about their products by leveraging their fame.

2.2 Attractiveness, Trustworthiness, Expertise and Congruence

The term "attractiveness" refers not just to a person's physical beauty, but also to the characteristics that customers desire in an endorser, such as academic accomplishment, personality qualities, a certain way of life, and athletic performance (Deshbhag & Mohan 2020). The authors hypothesise, based on source credibility theory and prior research, that regardless of the product category being endorsed, a consumer's perception of the attractiveness of a celebrity endorser will influence the customer's attitude towards the endorsed brand, also known as brand attitude. According to Deshbhag & Mohan (2020), trustworthiness is the consumer's sense of the endorser's sincerity, integrity, and credibility as expressed via their words. According to study conducted by Tzoumaka et al. (2016), the only credibility element that influenced the buying intention of clients was the credibility of sports idols.

Expertise is the knowledge, skill, or competency possessed by the endorsing party (Deshbhag & Mohan 2020). The expertise does not depend on whether the one advertising the product is an expert; rather, it is contingent on how the target audience perceives the individual. When selecting a celebrity to market a product, compatibility between the celebrity and the product should take precedence. The purpose of the idea of congruence is to identify the best match between a product and any connected variable. The level of congruence refers to the degree to

which the most pertinent features of the endorser match with the most vital aspects of the product (Freire et al., 2018).

2.3 Buying Decisions

When it comes to the buying decision behaviour of consumers, it is crucial to understand the many sorts of customers, whose buying decision behaviours vary based on their level of participation and their capacity to discern major variations across brands. This is due to the fact that various sorts of consumers make buying decisions differently. According to Hawkins et al. (2012), "purchasing participation" refers to a buyer's amount of involvement in the act of purchasing a product or service. The first type of consumer buying behaviour model is complicated purchasing behaviour, which refers to customers' significant purchase involvement and their ability to perceive substantial company differences. Dissonance-reducing purchasing behaviour is the second type of shopping behaviour. This form of purchasing behaviour is characterised by clients' high level of purchase involvement and inability to discern meaningful brand differences. Lastly, there is the purchase pattern known as habitual purchasing behaviour. This pertains to the consumers' lack of interest in the purchasing process as well as their inability to distinguish significant brand differences.

2.4 Online Advertising

Online advertising refers to the use of websites and other online venues for the purpose of advertising. In another words, internet advertisements. Promotional messages appear on the screens of computers, desktops, tablets, smart TVs, and smartphones in internet advertising. The purpose of online advertising is to acquire, keep, and expand the consumer base. In addition, it fosters a long-lasting and cost-effective connection with clients by allowing them to learn about products and services whenever and wherever they want, with the intent of making a purchase or repeat purchase (Mishra & Mahalik, 2017).

2.5 Research Framework

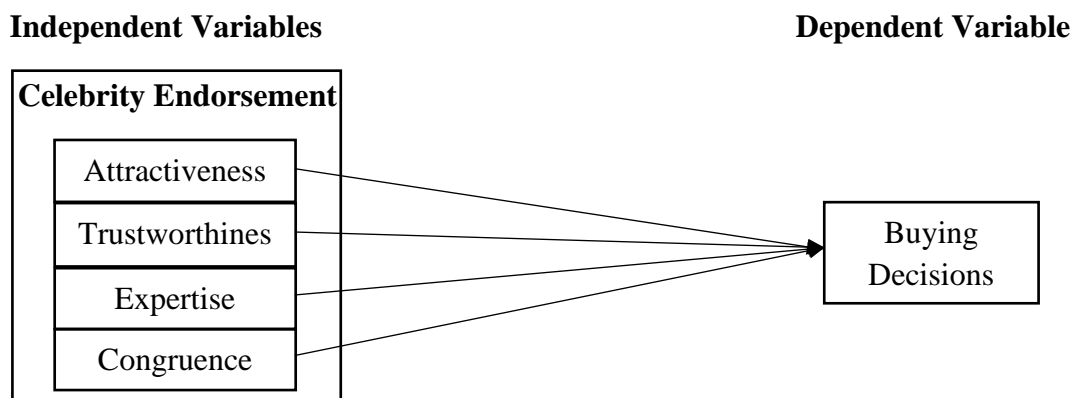**Independent Variables**   **Dependent Variable**

Figure 1: Research Framework on The Relationship of Celebrity Endorsement and Buying Decisions towards Postgraduate Students

2.6 Research Hypotheses

These are the hypotheses to be tested in this study to find the significance of each variable. Further discussion of the findings are discussed in the results section.

H1: There is a significant relationship between attractiveness of celebrity endorsement and postgraduate students' buying decisions.

H2. There is a significant relationship between trustworthiness of celebrity endorsement and postgraduate students' buying decisions.

H3. There is a significant relationship between expertise of celebrity endorsement and postgraduate students' buying decisions.

H4. There is a significant relationship between congruence of celebrity endorsement and postgraduate students' buying decisions.

3. METHODOLOGY

3.1 Research Design

This quantitative study uses an online questionnaire to analyse the relationship between celebrity endorsement and the buying decisions of postgraduate students. In order to gather data, a link to an online questionnaire collection was issued to postgraduate students. To evaluate the impact of celebrity endorsement on the buying decisions of postgraduate students, an English-language four-point Likert scale was adapted from Albaum et al., (2014) (1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree).

3.2 Population and Sampling

UiTM's Mass Communication postgraduate students were chosen as the population and sampling of this study because UiTM is the largest public university in Malaysia based on enrolment (MOHE, 2020), students and employed people are the top internet users in Malaysia (Statista, 2022), and postgraduate students studying communication and media should be more media literate and have a better understanding of online advertising and buying online than those who do not study communication and media. The survey was conducted regardless of the respondents' demographic characteristics, as the study was previously limited to postgraduate students. Non-probability sampling and convenience sampling were employed to choose respondents for this study. According to Krejcie and Morgan's Table (1970), the minimum needed sample size based on the population was 161 respondents, assuming a margin of error of 5% and a degree of confidence of 95%. The Faculty of Communication and Media Studies reports that there are 275 postgraduate students in total. The researcher rounded the number up to 170.

3.3 Instrument Development

This study's results were collected via a questionnaire comprising of closed-ended questions that was distributen via online. In order to test research hypotheses, the questionnaire has been separated into six sections: demographic profile; attractiveness; trustworthiness; expertise; congruence; and buying decisions. Albaum et al., (2014) is a 4-point likert scale beginning with (1) Strongly disagree, (2) Disagree, (3) Agree, and (4) Strongly agree. The instruments for each variable in this study are presented as questionnaires in Table 1.

Table 1: Research Questionnaires

Part	Questions	Sources
A	A1 – Gender A2 – Age A3 – Race A4 – Occupation	Adopt from (Nawi et al., 2019). [5]
B	B1 – I prefer to watch advertisements with physically attractive (beautiful, elegant, classy) endorsers	Adopt from Khan, Marium et al., 2018).

	B2 – I think that attractiveness is an important characteristic for celebrity endorser B3 – I feel that a physically attractive endorser influences my buying decision towards a celebrity endorsed brand B4 – I remember a brand that is endorsed by an attractive celebrity more	[13]
C	C1 – I think the advertisement with a trustworthy (dependable, honest, sincere, reliable) endorser receives less negative recalls C2 – I feel that an advertisement with a trustworthy endorser pushes me to remember that advertisement and the product that is being endorsed C3 – I prefer to buy a product if the celebrity endorser is a trustworthy person C4 – I will stop buying the product if it is endorsed by a celebrity involved in a scandal C5 – I think that a brand endorsed by a trustworthy celebrity is more respectable and desirable	Adopt from (Wang & Scheinbaum, 2017) [30]
D	D1 – I think an advertisement with a celebrity endorser who has expertise (skilled, qualified, knowledgeable, experienced) is more respectable D2 – I pay more attention to advertisements using a celebrity with expertise D3 – I will buy a product if the celebrity endorsing is an expert D4 – I think a brand being endorsed by a celebrity with expertise is more trustable	Adopt from (Wang & Scheinbaum, 2017) [30]
E	E1 – Product and celebrity match influence my buying decision E2 – I believe celebrities use the product they have endorsed E3 – The alignment between endorsers' field and product attributes stimulates my purchase intentions E4 – If the celebrity fits the brand endorsed, it will influence my buying decision	Adopt from Khan, Marium et al., 2018). [13]
F	F1 – Brands endorsed by celebrities are of high quality F2 – Brands endorsed by celebrities influence my buying decisions F3 – If my favourite celebrity endorses a brand, I will buy it F4 – I buy a brand because I like the personality of the celebrity endorser F5 – I buy a brand that is endorsed by my favourite celebrity F6 – I feel happy in buying a brand endorsed by famous celebrity F7 – I would continue to buy the same products from the market irrespective of advertising the same product through any specific celebrity	Adopt from (Tingchi Liu & Brock, 2011) [14]

3.4 Reliability Test

The questions were adopted from previous studies which are in the same field of study. There were 30 respondents selected for the pilot study. According to Whitehead et al. (2015), 30 respondents are sufficient to conduct a pilot test. As for this pilot test, the total reliability score was 0.975 (Good). As can be seen in Table 2 below, for Part B – Endorser Attractiveness value is 0.919, Part C – Endorser Trustworthiness value is 0.910, Part D – Endorser Expertise value is 0.923, Part E – Endorser Congruence value is 0.885, and Part F – Consumers' Purchase. Intention value is 0.930. This indicates that the questionnaire is reliable for this study.

Table 2: Summary of Reliability Test

Section	Cronbach's Alpha (α)	N of Items
Part B: Endorser Attractiveness	0.919	4
Part C: Endorser Trustworthiness	0.910	5
Part D: Endorser Expertise	0.923	4
Part E: Endorser Congruence	0.885	4
Part F: Consumers' Buying Decision	0.930	7

4. RESULTS

4.1 Demographic Profile of Respondents

The survey questionnaire collected data from 170 respondents and were analysed using SPSS software. Table 3 shows the demographic profile of the respondents that have been analysed in terms of gender, age, race and occupation among the postgraduate students. It is important to identify the respondents' background and the findings are as follows; the frequency of male respondents is 47 with a percentage of 28% as compared to female respondents of 123 with a percentage of 72%. The respondents' age is highly distributed at the age range between 31 to 40 (55.3%), between 21 to 30 (35.3%), between 41 to 50 (7%) and between 50 and over (2.4%). Majority of the respondents are Malay (94%), followed by others (6%). In terms of the respondents' job profile, the majority of them are working in the private sector (44%) and others government sector are (22.4%), self-employed (21.1%), students (12%) and unemployed (1.2%).

Table 3: Summary of Demographic Profile

Profile Characteristics	Frequency	Percentage
Gender		
Male	47	28%
Female	123	72%
Age		
21 to 30	60	35.3%
31 to 40	94	55.3%
41 to 50	12	7%
50 and over	4	2.4%
Race		
Malay	159	94%
Chinese	0	-
Indian	0	-
Others	11	6%
Occupation		
Government sector	38	22.4%
Private sector	74	44%
Self-employed	36	21.1%
Student	20	12%
Unemployed	2	1.2%

4.2 The Use of Celebrity Endorsement

A seventeen-item questionnaire was used to identify the use of celebrity endorsement towards postgraduate students. The attractiveness, trustworthiness, expertise, and congruence of the endorser were measured by asking these questions that are presented in Table 4 below. The table presents the mean and standard deviation of the use of celebrity endorsement towards postgraduate students. The results of the descriptive analysis show that *'I think that a brand endorsed by a trustworthy celebrity is more respectable and desirable'* is what most of the postgraduate students felt towards celebrity endorsement with a mean value = 3.17, followed by *'I think an advertisement with a celebrity endorser who has expertise (skilled, qualified, knowledgeable, experienced is more respectable'* (Mean=3.15), *'I believe celebrities use the product they have endorsed'* (Mean=3.06), *'I think that attractiveness is an important characteristic for celebrity endorser'* (Mean=3.05), *'I pay more attention to advertisements using a celebrity with expertise'* (Mean=3.05), *'I think the advertisement with a trustworthy (dependable, honest, sincere, reliable) endorser receives less negative recalls'* (Mean=3.03), *'I feel that an advertisement with a trustworthy endorser pushes me to remember that advertisement and the product that is being endorsed'* (Mean=3.03), '*I prefer to buy a product if the celebrity endorser is a trustworthy person'* (Mean=3.01), '*I prefer to watch advertisements with physically attractive (beautiful, elegant, classy) endorsers'* (Mean=2.99), *'I think a brand being endorsed by a celebrity with expertise is more trustable'* (Mean=2.99), *'I remember a brand that is endorsed by an attractive celebrity more'* (Mean=2.97), *'The alignment between endorsers' field and product attributes stimulate my buying decisions'* (Mean=2.97), *'Product and celebrity match influence my buying decision'* (Mean=2.95), *'If the celebrity fits the brand endorsed, it will influence my buying decision'* (Mean=2.93), *'I feel that a physically attractive endorser influences my buying decision towards a celebrity endorsed brand'* (Mean=2.84), and *'I will stop buying the product if it is endorsed by a celebrity involved in a scandal'* (Mean=2.81).

Table 4: The Use of Celebrity Endorsement Towards Postgraduate Students

Statement	N	Mean	Standard Deviation
I prefer to watch advertisements with physically attractive (beautiful, elegant, classy) endorsers	170	2.99	.761
I think that attractiveness is an important characteristic for celebrity endorser	170	3.05	.763
I feel that a physically attractive endorser influences my buying decision towards a celebrity endorsed brand	170	2.84	.833

I remember a brand that is endorsed by an attractive celebrity more	170	2.97	.801
I think the advertisement with a trustworthy (dependable, honest, sincere, reliable) endorser receives less negative recalls	170	3.03	.753
I feel that an advertisement with a trustworthy endorser pushes me to remember that advertisement and the product that is being endorsed	170	3.03	.761
I prefer to buy a product if the celebrity endorser is a trustworthy person	170	3.01	.822
I will stop buying the product if it is endorsed by a celebrity involved in a scandal	170	2.81	.843
I think that a brand endorsed by a trustworthy celebrity is more respectable and desirable	170	3.17	.847
I think an advertisement with a celebrity endorser who has expertise (skilled, qualified, knowledgeable, experienced) is more respectable	170	3.15	.703
I pay more attention to advertisements using a celebrity with expertise	170	3.05	.767
I will buy a product if the celebrity endorsing is an expert	170	3.03	.722
I think a brand being endorsed by a celebrity with expertise is more trustable	170	2.99	.772
Product and celebrity match influence my buying decision	170	2.95	.789
I believe celebrities use the product they have endorsed	170	3.06	.876
The alignment between endorsers' field and product attributes stimulates my buying decisions	170	2.97	.673
If the celebrity fits the brand endorsed, it will influence my buying decisions	170	2.93	.762

4.3 Postgraduate Students' Buying Decisions

A descriptive analysis representing the factors contributing to buying decisions among postgraduate students are presented in the Table 5. It shows that *'I would continue to buy the same products from the market irrespective of advertising'* is what most of the postgraduate students felt about their buying decisions with a mean value of 3.79. A total of 134 respondents answered "Agree" and 36 respondents answered "Strongly Agree" for this statement. Followed by *'Brands endorsed by celebrities are of high quality'* with a mean value of 3.22 derived from 128 respondents who answered "Agree" and 42 of them answered "Strongly Agree". Next is *'I buy a brand because I like the personality of the celebrity endorser'* with a mean value of 2.97 with respondents answering "Agree" (170). *'I buy a brand that is endorsed by my favourite celebrity'* is the next contributing factor with a mean value of 2.93 with 149 respondents answered "Agree". Next is *'I feel happy in buying a brand endorsed by famous celebrity'* with a mean value of 2.80 derived from 102 respondents who answered "Agree", followed by *'Brands endorsed by celebrities influence my buying decisions'* with a mean value of 2.83 and lastly is *'If my favourite celebrity endorses a brand, I will buy it'* with a mean value of 2.75.

Table 5: Postgraduate Students' Buying Decisions

Statement	N	Mean	Standard Deviation
Brands endorsed by celebrities are of high quality	170	3.22	.590
Brands endorsed by celebrities influence my buying decisions	170	2.83	.540
If my favourite celebrity endorses a brand, I will buy it	170	2.75	.419
I buy a brand because I like the personality of the celebrity endorser	170	2.97	.282
I buy a brand that is endorsed by my favourite celebrity	170	2.93	.317
I feel happy in buying a brand endorsed by famous celebrity	170	2.80	.754
I would continue to buy the same products from the market irrespective of advertising	170	3.79	.391

4.4 Relationship between Celebrity Endorsement and Buying Decisions

Guilford's rules of thumb have been used for this study to assess the strength of the relationships between variables. As referred to Table 6, this indicator helps to answer the third research objective of this study.

Table 6: Guilford's rules of thumb

Correlation Coefficient	Strength of relationship
< 0.20	Negligible relationship
< 0.21 – 0.40	Low correlation, weak relationship
< 0.41 – 0.70	Moderate relationship
< 0.71 – 0.90	High correlation, strong relationship
> 0.90	Very strong relationship

Therefore, Table 7 describes the relationship between the dimensions of celebrity endorsement with buying decisions. Earlier hypotheses can be reported as:

H1: There is significant relationship between attractiveness of celebrity endorsement and postgraduate students' buying decisions

Pearson product correlation of celebrity endorsement attractiveness and buying decision was found to be moderately positive and statistically significant (r = .715, p <.000). Hypotheses accepted.

H2: There is significant relationship between trustworthiness of celebrity endorsement and postgraduate students' buying decisions

Pearson product correlation of celebrity endorsement trustworthiness and buying decision was found to be moderately positive and statistically significant (r = .673, p <.000). Hypotheses accepted.

H3: There is significant relationship between expertise of celebrity endorsement and postgraduate students' buying decisions

Pearson product correlation of celebrity endorsement expertise and buying decision was found to be moderately positive and statistically significant (r = .648, p <.000). Hypotheses accepted. *H4*: There is significant relationship between congruence of celebrity endorsement and postgraduate students' buying decisions

Pearson product correlation of celebrity endorsement congruence and buying decision was found to be strongly positive and statistically significant (r = .862, p <.000). Hypotheses accepted.

Table 7: The Relationship between Celebrity Endorsement and Buying Decisions

Variables	Analysis	Celebrity Endorsement
Attractiveness	Pearson Correlation	.715**
	Sig. (2-tailed)	.000
	N	177
Trustworthiness	Pearson Correlation	.673**
	Sig. (2-tailed)	.000
	N	177
Expertise	Pearson Correlation	.648**
	Sig. (2-tailed)	.000
	N	177
Congruence	Pearson Correlation	.862**
	Sig. (2-tailed)	.000
	N	177

5. DISCUSSION AND CONCLUSION

The findings show that the data may be broken down into three distinct categories: the use of celebrity endorsements, the buying decisions of postgraduate students, and the relationship between celebrity endorsements and buying decisions. It is shown that celebrity endorsement has a favourable and considerable influence on buying decisions online, and that the four factors of attractiveness, trustworthiness, expertise, and congruence play a vital part in the formation of the variables. The contribution of celebrity endorsement may be shown by looking at the correlation values of the four different variables, which are attractiveness, trustworthiness, expertise, and congruence. In addition, the celebrity's congruence with the product is the factor that has the greatest impact on the celebrity endorsement variable. This is followed by the celebrity's attractiveness, trustworthiness, and knowledge.

This may be helpful for marketers, particularly those working in the field of online marketing, to enhance customers' intention to make a purchase by using a celebrity who is associated with the brand or product in question and who is also appealing. This study agrees with the findings of earlier research conducted by Rachbini (2018). In contrast to another study by Shrestha (2019) which found that competence and trustworthiness did not have a role in consumers' decision-making about purchases, the current investigation found the opposite to be true.

According to Priyankara (2017), in order to ensure that the marketing campaign is successful, it is imperative that the celebrity who is selected to appear in the advertising meet all of the criteria listed below. First and foremost, it is essential that the celebrity be well-versed in the product or brand that they are advertising. The second step is for the celebrity to actually use the thing that they are endorsing. Thirdly, the celebrity in question has to have a positive image and personality. Fourthly, in order to present the goods, the celebrity should be able to

communicate well with the audience. Last but not least, the celebrity must have some connection to the product.

In conclusion, the usage of celebrity endorsement can be considered to be one of the marketing tactics that can be used and is worthy of the marketing budget of the firm. Increasing the likelihood that a consumer will make a purchase may be accomplished through the use of celebrity endorsement as a distribution channel. When selecting a celebrity endorser that is a good fit for the firm, marketing managers should give careful consideration to a number of different factors. It is essential to make certain that the histories of famous people are related with their attractiveness, trustworthiness, expertise, and congruence.

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AUTHORS' CONTRIBUTION

NR was responsible for conducting the introduction and literature review sections, while MSMA collected and refined the data. SNI performed the data analysis. ZAL and NAMS also collaborated on writing the methodology section. NR, ZAL, SNI, NAMS and MSMA collectively worked on finalizing the findings and discussion section. ZAL took on the role of coordinating and assisting with drafting the manuscript. All authors thoroughly read and approved the final version of the manuscript.

CONFLICT OF INTEREST

None declared.

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