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The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

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RECTOR'S MESSAGE



I would like to extend my gratitude for your visit to FBM Insights Volume 8, a publication brought forth by the esteemed Faculty of Business and Management, UiTM Kedah Branch. This bulletin endeavours to present a concise and beneficial collection of important insights and research findings derived from the domain of social sciences.

FBM Insights aims to simplify complex social science concepts into easily digestible bullet points, making valuable knowledge more accessible to a wider audience. In this bulletin, each article provides a glimpse into the diverse and dynamic world of social sciences, including psychology, sociology, economics, finance, and other pertinent fields. Through concise and informative summaries, the intention is to promote a deeper understanding of human behaviour, societal trends and the multifarious factors that shape our world.

My heartfelt appreciation is proffered to the dedicated researchers and scholars whose works form the foundation of this bulletin, contributing significantly to the ever-changing landscape of knowledge in social sciences. In navigating the modern era's challenges and opportunities, the intrinsic value of social science research in guiding policy decisions and fostering social cohesion cannot be overstated.

I sincerely hope that this bulletin will spark readers' curiosity and inspire them to delve deeper into the myriad facets of human society and behaviour. Irrespective of whether you are a student, educator, or policymaker, I firmly believe that this publication will serve as an invaluable resource in your quest for knowledge.

Once again, thank you for embarking on this journey of discovery with us. Together, let us explore the captivating world of social sciences and its profound impact on our lives.

Thank you.

Prof. Dr. Roshima Haji Said

Rector
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UNRAVELING THE EFFECTS OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTION

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Celebrity endorsement as a strategic marketing tool has gained considerable attention due to its potential influence on consumer purchase intentions. Furthermore, celebrity endorsement has grown in popularity as a marketing strategy firms use to improve brand visibility and influence consumer behaviour. Companies can leverage their celebrities and use their influence to promote their own products and services.

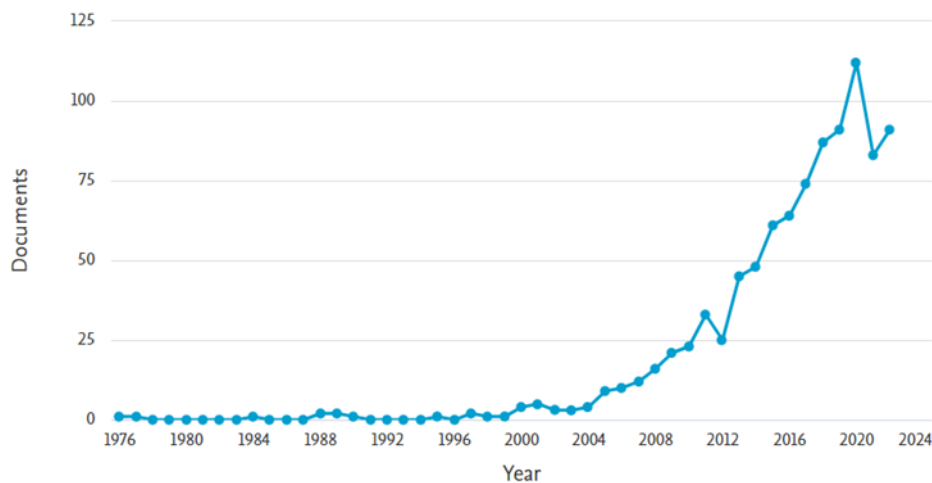


Figure 1: Documents by year

Figure 1 depicts the trends of documents from 1976 to 2023, with 937 articles available from SCOPUS database. Based on the illustration above, Friedman et al. (1976) published the first paper in the *Journal of Advertising*, addressing four types of endorsers: celebrity, student, professional expert, and company president. Researchers conclude it is worthwhile for advertisers to use an endorsement for a product rather than an advertisement without an endorsement.

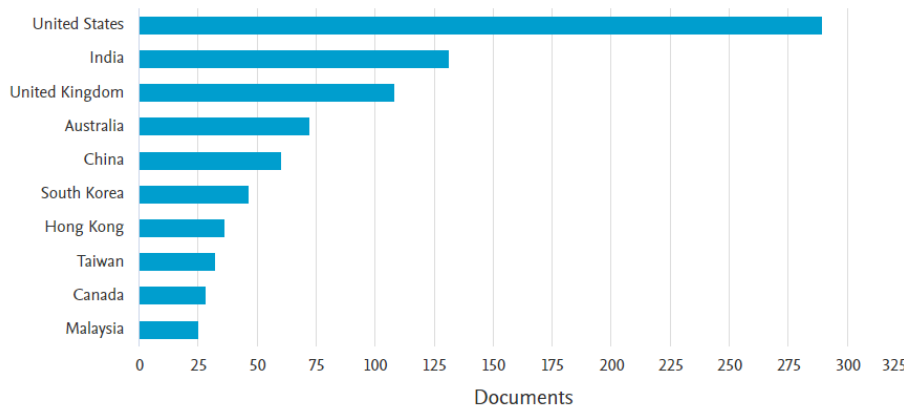


Figure 2: Documents by country

Figure 2, articles on a particular subject based on country. The United States (US) published the most documents (289 different types), followed by India (131), the United Kingdom (108), Australia (72), and China (60).

Credibility and attractiveness

Celebrity endorsement capitalises on the credibility associated with celebrities to influence consumer purchase intentions. Celebrities are often seen as trustworthy and knowledgeable, qualities that can be transferred to endorsed products or brands. Consumers tend to place confidence in the expertise of celebrities, which positively influences their purchase intentions.

The attractiveness and relatability of celebrities play a pivotal role in shaping consumer purchase intentions. When consumers perceive celebrities as appealing, likeable, and relatable, they are increasingly inclined to develop positive attitudes towards the endorsed products. Pelau et al. (2022) found that celebrities, being the primary focal point of the advertisement, garnered significant attention as the first and most extended object watched, while ensuring that the product or logo also received considerable viewership. Furthermore, consumers may identify celebrities, leading to heightened motivation to emulate their behaviour and purchase the endorsed products or brands.

Social influence

Celebrity endorsement harnesses the power of social influence, as celebrities often function as role models or influential figures. Social influence strengthens the persuasive impact of celebrity endorsement on consumer purchase intention, as individuals are inclined to conform to societal norms and trends. Celebrities can also evoke positive emotions such as admiration, excitement, and trust, significantly impacting consumers' purchase intentions. A study by Özer et al. (2022) suggested that practitioners should acknowledge consumers' emotional and cognitive bonding with celebrities, and brands. A deeper emotional and cognitive bond between consumers, celebrities and brands, leads to heightened consumer loyalty towards the latter.

While celebrity endorsement offers numerous benefits, it is not without risks. Consumers may question the authenticity and genuineness of celebrity endorsements, especially in cases where there is a perceived incongruence between the celebrity's image and the endorsed product or brand. These concerns can impact consumer perceptions and dampen purchase intentions, highlighting the importance of maintaining authenticity and credibility in celebrity endorsement strategies.

In conclusion, celebrity endorsement exerts a substantial influence on consumer purchase intentions. The credibility, attractiveness, social influence, emotional connection, and brand associated with celebrities contribute to shaping consumer perceptions, attitudes, and intentions

to purchase. Marketers should carefully consider the selection and management of celebrity endorsements to optimize their impact on consumer purchase intention and maximize the effectiveness of their marketing endeavors. With positive trend of documents recorded in SCOPUS database, it is worthwhile to understand the influence of celebrity endorsement on consumer purchase intentions and the ramifications for marketers.

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