

The Impact of Celebrity Endorsement on Millennials' Purchase Intention towards Local Health and Beauty Product

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Abstract

The growth in the local beauty and health products in Malaysia have surged rapidly, so does the trend in using celebrity endorsements making this study is crucial to help determine its success due to the large investment involved. Therefore, the objective of this study is to examines the extent at which millennials has been impacted by celebrity endorsement on their purchase intention for local health and beauty products. Quantitative method has been used and 313 data were collected among millennials in Selangor, Malaysia. The result of the study revealed that celebrity attractiveness has a high impact on respondents in developing their purchase intention for local and health beauty products. Meanwhile celebrity credibility shows the moderate impact on millennials. The result of this study offer valuable insight for marketing practitioner in regards to the use of celebrity as endorsers that may or may not trigger millennial's in the product use.

Keywords: Purchase intention, consumer behavior, celebrity endorsement, health and beauty products.

1. Introduction

The rise of local health and beauty companies in Malaysia leads to the dynamic and competitive environment. To excel in the market, companies invests large amount of money by designing a creative marketing initiatives. Local health and beauty companies have begun to make use and employ well known celebrity, admired and idolized to endorse their products and differentiate their products from contending companies. The characteristics of celebrity such as the cool, spirited an exciting personality may lead to emotional attachment with the brands' endorsed (Srivastava & Sharma, 2016). Companies have splurged substantial money for hiring celebrity as an endorser with the perception that the use of celebrity make advertisement more believable and thus produce favorable advertisement results. Furthermore, earlier research has demonstrated that

celebrities are impactful in promoting products and the celebrity may have a significant effect on the associations of a brand (Munnukka, Uusitalo, & Toivonen, 2016). This is the reason why companies using celebrities as their brand endorser. For instance, Safi, a health and beauty brand has been using several celebrities such as Fazura, Ayda Jebat, Fattah Amin, Nora Danish, and currently Sarah Hilderbrand as their brand ambassador.

As a role model for young consumer, celebrity may influence young consumer in making decision to purchase health and beauty products (Ahmad, Rahman, & Rahman, 2015). Advertisement said to become more effective with the use of familiar celebrity (McCormic, 2016) and their role are more important to influence consumers. However, celebrity endorsement also found to have a negative effect on the behavior of consumers and failed to deliver value when the endorsed celebrity involved in any illegal activities or scandals (Carlson, Donovan, Deitz, Bauer, & Lala, 2020). Negative information leads to negative perception of the endorsed products as well as negatively affect the companies' performance and sales (McCartney, 2014). In addition to this, celebrities may also overshadow the brand and it does not automatically benefit the brands thus may impair brand recall (Zhou & Whitla, 2013).

The above mentioned problems leads to the point to the purpose of this study with the aim to (1) determine the demographic profile of millennials in Selangor responded in this study and (2) to investigate the extent at which celebrity endorsement affect millennial's purchase intention on local health and beauty products. The findings of this study will be useful to help practitioner and academician to find out the impactful factors in celebrity endorsement dimensions that influence the millennial's purchase intention.

2. Literature Reviews

2.1 Celebrity endorsement and purchase intention

Marketers actively seek strategies intended to gain customer attention and differentiate their brand from competing companies. Celebrity endorsement is a universal method of modern marketing in improving the advertisements' effectiveness. According to Bergkvist (2016), celebrity endorsement is "an agreement between and individual who enjoys public recognition and an entity to use the celebrity for the purpose of promoting the entity". Previously, celebrity has been classified into numerous group such as actors/actresses, politicians, CEO and professional athlete. However, recently Morimoto (2017), extend the definition of celebrity that real people featured on reality television shows also perceived as celebrities due to their popularity. For example, Jehan Musa from Raja Lawak reality shows program in Malaysia was appointed as ambassador for Secret Skin White Kawaii Collagen brand. Many companies began utilizing celebrity endorsement in their advertisement because they believed that the use of celebrities in advertisement have given them the greater and positive effect on brand, product as well as their customers' purchase intention particularly when celebrity endorses a single brand (Gong & Li, 2017; Illicic & Webster, 2011). The consumer may produce favorable response to the brand-endorser when there is a positive connection with the celebrity. (Carlson, Donovan, Deitz, Bauer, & Lala, 2020).

In addition, according to Yang (2018), celebrities who endorsed the brand are more likely to

influence persuasion. For instance, a study conducted by Eren-Erdogm, Lak, and Cicek (2016) found that celebrity characteristic may influence the purchase of both non-durable and durable products. The intention of purchase can be influenced by the image of the endorsing celebrities (Hani, Marwan, & Andra, 2018). Celebrity endorsement may position the brand in the consumers' mind, retain and attract consumer attention towards the brands (Pileliene & Grigaliunaite, 2017) and thus positively affect the brand recall as well as the brand equity (Munnukka, Uusitalo, & Toivonen, 2016). In Malaysia for example, celebrity endorsement has a significant impact on their purchase intention (Wei & Wu, 2013). However, in some cases, celebrity endorser also found to have a negative effect on buying behavior when society associate negative event with the celebrity endorser (Pradhan & Sethi, 2015). The unfavorable effect may damage the sales, profit and also the company reputation. Therefore, selecting the right celebrities are very crucial in order to avoid undesirable result to the companies.

2.2 Celebrity credibility and purchase intention

Prior studies have revealed that source credibility is a main factor influencing consumer attitudes towards celebrity endorsement (Gong & Li, 2017; McCormic, 2016). Celebrity credibility is persuasive and positively affecting consumer beliefs, attitudes and opinions (Park & Lin, 2020). Celebrity credibility refers to the favorable characteristics of an endorser that may influence consumer's acceptance on their message (Ohanian, 1990). Two dimensions were found in the source credibility, i.e. expertise and trustworthiness (Jaffari & Hunjra, 2017). Singh and Banaerjee (2018) asserted that consumers may have a positive attitude towards advertised brand when the celebrity has a high credibility and thus influence the purchase intention. However, the effects of celebrity credibility were affected differently by product categories (Pileliene et. al. 2017; Hani et. al., 2018) and celebrity categories (Marimoto, 2018). For the product categories, the success of celebrity endorsement depending on consumer involvement on the product. For instance, research done by Singh & Banarjee (2020) found a negative relation for celebrity credibility and purchase intention for the high involvement product meanwhile for celebrity categories, Marimoto (2018) found that talented and unique celebrity category in Japan was perceived less credible in over-the-counter drug advertising compared to other celebrity categories (e.g actor/actresses, athletes) and the use of female celebrities for beauty products increase credibility of the endorsement (McCormic, 2016).

2.3 Celebrity attractiveness and purchase intention

Solomon and Michael (2017) referring celebrity attractiveness as the endorser's physical appearance, personality, likeability, and similarity to the consumer. Early study relate three attributes associated to attractiveness: likeability, similarity and familiarity of the endorser and the consumer (Ohanian, 1991). Likeability of the celebrity based on attributes such as values or physical looks, as well as the bond of similarity where the viewer or reader feels they have or would like to have a similar self-image of the celebrity (McCartney, 2014). The previous study stated that physically attractive spokespersons for both celebrity and non-celebrity were having a positive impact on brand attitude and buying intentions (Gong & Li, 2017; Muda, Musa, & Putit, 2012). Adi (2018) claimed the consumer perception influenced by celebrity attractiveness. Physically attractive person is more successful at changing belief. Celebrity attractiveness attracts attention to the products, leading the consumer to purchase the endorsed product (Eren-

Erdogm, Lak, and Cicek, 2016). In other words, an attractive celebrity may lead to persuade consumer to purchase the endorsed product. However, a study conducted by Park and Lin (2020) found contradict result when celebrity attractiveness failed to influence purchase intention. Hani, Marwan and Andra (2018), in the Lebanese Jewelry settings also have shown an insignificant impact of celebrity attractiveness and the consumer purchase intention. This finding suggested that the consumer tends to trust the brand rather than the celebrity who endorsed the jewelry. It can be explained that attractiveness not only refer to physical attractiveness (weight, height and the beauty of the face) but it also includes other attributes such as intellectual skills, personality properties and lifestyle power (Erdogen, 1999).

2.4 The fit between celebrity and the endorsed brand and purchase intention

Companies invest large amount of money on celebrity endorsement with the aim to leverage celebrity value in capturing customer attention and thus generating profit. The fit between product and the celebrity defined as the similarity or consistency between the celebrity and the product (Bergkvist, Hjalmarson, & Magi, 2016). According to McCormic (2016), the celebrity that fit with the endorsed brand would have a significant impact on the advertising effectiveness as well as purchase intention (Gong & Li, 2017). When the celebrity and the brand is strong, ultimately result in greater impact on purchase intention and improve the endorsement effectiveness (Carlson, Donovan, Deitz, Bauer & Lala, 2020). A study on millennials also shown that they are likely to be influenced to purchase the product when there is a fit between the celebrity and the product (McCormic, 2016). Perceptions of fit between celebrity and product increased when celebrity acquired experience, knowledge or skills related to the product (Carlson, Donovan, Deitz, Bauer, & Lala, 2020). However, the negative effects on celebrity endorsements also has been reported due to mismatch between celebrity and the product. The study done by Yoo and Jin, (2015) found that when the celebrity-product fit was low, it will negatively affect the perceived trustworthiness and the celebrity attractiveness.

3. Methodology

For this study, quantitative approach was used to meet the research objectives. To capture the respondent's respond, scales from past research were used to measure most of the construct. Source of credibility and source of attractiveness were relied on items from Ohanian (1991) while the fit between the celebrity and the endorsed product was measured using items suggested by Schimdt and Hitchon (1999). The data among the millennials generational cohort from 17 years old to 36 years old were collected using online survey and Malaysian celebrity was selected for one product category: local/ domestic beauty and health produ

4. Result Analysis

In this section, results of demographic profiles and the aim of the study are presented and discussed thoroughly to further comprehend the purpose of the study. The respondents for this research are millennials in Selangor. As shown in Table 1, out of 313 respondents, 86 were male which represents 27.5% and 227 were female which represents 72.5%. Then, 36.7% of

respondents involve in this study was in age group between 22 to 26 years old. Meanwhile, the least respondents involve in this study was in age group between 32 to 38 years old with 50 respondents which represent 16%. It also shows that the majority races involve in this study were Malay with 294 respondents which represent 93.9% and the least respondents were Indian with 5 respondents which represent 1.6%. Besides that, it also shows respondents with single status were majority respondents involved in this study with 228 respondents (72.8%). With respect to educational background of the respondent, 213 respondents had Degree which represents 68.1% and the least respondents with PhD qualification were involved in this study with only a respondent (1.0%). Lastly, most respondents involved in this were students (50.2%) with income less than RM1000 per month (52.4%).

Table 1: Demographic Profile of respondents

Demographic Variables		Frequency	(%)
Gender	Male	86	27.5
	Female	227	72.5
Age	17-21	95	30.4
	22-26	115	36.7
	27-31	53	16.9
	32-38	50	16.0
Race	Malay	294	93.9
	Chinese	6	1.9
	India	5	1.6
	Others	8	2.6
Marital Status	Single	228	72.8
	Married	84	26.8
	Divorced	1	0.3
Highest education	SPM	10	3.2
	STPM/ Certificate	9	2.9
	Foundation	4	1.3
	Diploma	52	16.6
	Degree	213	68.1
	Master	22	7.0
	PhD	3	1.0
Religion	Islam	302	96.5
	Buddhism	2	.6
	Christianity	3	1.0
	Hindunism	5	1.6
	Other religion	1	.3
Occupation	Student	157	50.2
	Business	21	6.7
	Housewife	13	4.2
	Employed	122	39.0
Income	Less than RM 1000	164	52.4
	RM 1001-RM 2000	46	14.7
	RM 2001-RM 3000	32	10.2
	RM 3001 - RM 4000	16	5.1
	RM4001- RM 5000	14	4.5
	More than RM 5001	41	13.1

Table 2 shows result of the impact of celebrity endorsements on millennials purchase intention. The findings indicate that millennials have been influenced by celebrity attractiveness in their purchase intention of local health and beauty products. Mostly the millennials admitted that celebrity's attractiveness which is good looking of the celebrity influence them to purchase the product's endorsed. Thus, the impact of celebrity attractiveness on millennials' purchase intention was perceived as significant. Then, the first three characteristic of celebrity endorsement that influence millennials' purchase intention are: (1) Celebrity is good looking ($\mu=4.03$, $SD=0.784$), (2) celebrity is stylish ($\mu=3.73$, $SD=0.872$), and (3) the celebrity is attractive ($\mu=3.71$, $SD=0.958$). Meanwhile, the lowest three characteristics of celebrity that affect the millennial's purchase intention are: (1) The celebrity is trustworthy ($\mu=3.13$, $SD=0.852$), (2) The celebrity is expert ($\mu=3.13$, $SD=1.109$), (3) The celebrity is honest ($\mu=3.12$, $SD=0.843$).

Table 2: Effects of celebrity endorsement on purchase intention of local health and beauty products among millennials in Selangor.

Celebrity Endorsement	Mean (μ)	Standard Deviation (SD)
Celebrity Attractiveness		
This person is attractive.	3.71	0.958
This person is classy.	3.54	0.933
This person is good looking	4.03	0.784
This person is stylish.	3.73	0.872
This person is appealing.	3.70	0.858
Celebrity Credibility		
This person is dependable.	3.41	0.926
This person is honest.	3.12	0.843
This person is reliable.	3.21	0.905
This person is sincere.	3.17	0.881
This person is trustworthy.	3.13	0.852
This person is expert.	3.13	1.109
This person is experienced.	3.53	1.006
This person is knowledgeable.	3.19	0.949
This person is qualified.	3.23	1.005
This person is skilled.	3.35	1.026
The Fit Between Endorser and The Endorsed Product		
It makes sense that this celebrity endorses this product.	3.40	0.999
The image between the endorser and the endorsed product are connected.	3.43	1.014
The image between the endorser and the endorsed product are related.	3.44	1.021
The image between the endorser and the endorsed product are linked.	3.44	0.953
There is a logical connection between endorser and endorsed product.	3.42	0.955

5. Discussions

The above findings provide evidence on the impact of celebrity endorsements towards millennial's purchase intention on local health and beauty product. The results highlights that celebrity's attractiveness constitute as the most significant impact of celebrity endorsement on millennial purchase intention for local health and beauty product. Most millennials perceived that celebrity with good looking evoked significantly on purchase intention of local health and beauty products. This findings is consistence with a study conducted by Gong and Li (2017) who posited that the celebrity with physically attractiveness led to the favorable attitude and had a positive impact on purchase intention.

Furthermore, findings reveals that millennials attracted to the celebrity that is stylish hence causing them to develop the purchase intention of local health and beauty products. It perhaps due to the millennials that are extremely conscious about their look will imitate celebrity's style to express their self- confidence and to gain acceptance among peers.

Thirdly ranked as indicated in the study is that when the celebrity is attractive it will give an impact on millennial's purchase intention, indicating that millennials can form their purchase intention by just viewing celebrity photo's in the advertisement. This findings also support the research evidence showing an attractive celebrity may lead to persuade consumer to purchase the endorsed product (Eren-Erdogm et al., 2016).

Then, the lowest ranked as perceived by millennials is associated with celebrity's credibility. The millennials responded when the celebrity is honest it will enhance the likelihood of purchase. It perhaps due to the perception of millennials that they thought the celebrity's job is to endorsed the product and that celebrity probably doesn't consume or use those product in their real life. This finding can relate to the prior research conducted by Singh and Banaerjee (2018), who found that the lowest the celebrity's credibility, the less impact imposed on consumer purchase intention.

6. Conclusion

In summary, celebrity attractiveness has the greatest impact on the millennial purchase intention. Because the celebrity in this study is a famous Malaysian actress, most millennials considered her attractive and stylish in local health and beauty influence them. In practice, this study suggests marketer should consider celebrity attractiveness as one of the significant cue to form consumer purchase intention and use physically attractive celebrity to endorse and promote their product which will be more effective to attract the attention of the millennials.

This study further suggests on additional future research directions. Firstly, this study was conducted at Selangor, so it is possible that the results may not be generalized to the rest of millennials in Malaysia. Thus, future research is suggested to conduct study for different age groups and gender in Malaysia where more comparisons and generalizations can be made.

Second, only one celebrity was used in the study thus might influence the results. Future study should conduct a study on multiple celebrities in advertisements to better understand the effects of celebrity endorsements on purchase intention.

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