Siti Nurhaliza and purchase intention among university students in Malaysia

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ABSTRACT

In this decade, advertising market has become more competitive and everywhere. Thus, in this article, we look into essential characteristics of an effective endorser. This study adapted the Ohanian’s tri-component and model of celebrity endorsement. Although the tri-component of celebrity credibility scale has been widely used in European countries, but the information on the essential characteristics of a credible celebrity in Malaysia are still in its infancy and inadequate. Source Credibility which consists of attractiveness, trustworthiness and expertise while Source Attractiveness includes familiarity and likability are discussed and examined. An empirical study was carried out which hypothesized five-factor celebrity credibility scale and using a self-administration online questionnaire. Respondents were 200 undergraduate students from local universities in Malaysia. The sample were segmented into five zones, namely north, south, east, west (Peninsular Malaysia) and West Malaysia (Sabah & Sarawak). The celebrity chosen is Dato’ Siti Nurhaliza. Data were analyzed by using exploratory and confirmatory factor analyses. The final model shows that four-factor model consists of trustworthiness, expertise, attractiveness and likability. This study offers media practitioners a pave way for consumer responses to celebrity endorsement in Malaysian students market.

Keywords: celebrity endorsement, credibility, attractiveness, advertising, Malaysia.
BACKGROUND OF STUDY

In this decade, advertisement activities has become more colorful, while celebrity endorsement is among the most popular advertising strategies used in today’s market. Consumers now are more aware of many things than before due to the exposure of various media channels, such as television, magazines, and social media. Consequently, media were used by marketers to advertise their products, services and brands. Current trend shows that more marketers prefer to use celebrities to represent their product/service and communicate with the audience. Celebrities are individuals who adore specific public recognition and receive attention by a large group of fans. They have some common attributes such as attractive, extraordinary lifestyle, or special skills. As a result, the increasing popularity of celebrity endorsement is well reflected in the vast amounts of advertisement invested by companies. Celebrity endorsement is now a billion dollar industry (Kambitsis, Harahousou, Theodorakis & Chatzibeis, 2002). Enormous amounts of money are invested by marketers into celebrity endorsement contracts every year, who believe that celebrities are the most effective spokesperson for their products and brands (Hsu & McDonald, 2002; Yap & Hamid, 2014). In addition, giving a brand a spokesperson is a good strategy for demonstrating the brand’s personality (Rashid, 2012). Elberse and Verleun (2012) found that by partnering with a celebrity endorser, some brands recorded a 20 percent sales jump. Likewise, in Malaysia, celebrity endorsement has been widely used in promotion strategy. Recent advertisements expose Malaysia’s famous actors and actresses like Zul Ariffin endorses Fisherman’s Friend (lozenges) and Nescafe (coffee), Lisa Surihani with Marigold Peel Fresh (fruit juice), Fazura endorses Colgate Optic White (toothpaste), while Dato’ Siti Nurhaliza endorses Cadbury (chocolate). Additionally, around 56% of Malaysians show willingness to spend on their favorite celebrity, while 30% would buy the product in which the celebrity endorsed (Khong, 2013).
Celebrity endorsement has become one of the most preferable strategies in promoting a product or service. Celebrities are likable and popular, thus, they are more powerful in making sure the product they endorsed is more noticeable. Even though this strategy is the most commonly used by marketers nowadays, but there are some companies in Malaysia are superfluous to use this strategy in promoting its product. With regard to celebrity endorsement, the problems faced by marketers in Malaysia are that they do not aware of the essential characteristics of a credible celebrity endorser and the effects of consumer’s response to celebrity advertising. Although Ohanian’s (1990) tri-component of celebrity credibility scale has been widely used in Europe country, but there is also essential to validate the scale in the Malaysian market to see whether it is beneficial to the marketers in promoting their product/service. Therefore, the purpose of this study is to evaluate the effect of different credibility dimensions on this vital measure of purchase intention among local university students in Malaysia.

The purpose of this research is to determine the effectiveness of various credibility dimensions on consumer’s purchase intention in the Malaysian setting. Specifically, this study aims to:

1. identify the applicability of Ohanian’s tri-component celebrity credibility scale in Malaysian market;
2. improve a more understanding measurement of celebrity credibility by expending the existing scale in source of attractiveness, namely familiarity and likability dimensions;
3. measure the effect of five credibility dimensions on Malaysia’s consumer purchase intention.

This research aims to provide a clear explanation on the effectiveness of tri-component scale by Ohanian (1990) and expending the existing scale in source of attractiveness, which are familiarity and likability dimensions. Moreover, this research contributes to the knowledge on the difference between the cognitive and behavioral effect of celebrity endorsement. In Ohanian’s studies (1990, 1991), a difference will be made between consumer’s intention to consider purchase and definitely purchase as to differentiate between the cognitive and behavioral reaction of consumer to the celebrity endorsement. As
we know that celebrity can increase the product sale through endorsement. It can help advertiser to know the effect of the different credibility dimensions on this measure of advertising effectiveness in Malaysia market and also helps them for choosing a better spokesperson to endorse the product effectively and get the purchase intention of the consumers.

LITERATURE REVIEW

Celebrity Endorsement

According to McCracken (1989), celebrity endorsement is a personality who benefits from public recognition and utilizes this acknowledgment on behalf of a consumer product by endorsing it to the public. Celebrity is also someone who is well-known due to his/her achievement especially in the areas of entertainment such as films, music, writing, or sports. Celebrity endorsement involves a celebrity who gives his/her expert comment on the product or just being associated with a particular product and appointed as the spokesperson for that particular product (Seno & Lukas, 2007). Consumers agreed that celebrity endorser is able to gain their attention towards the brand whenever they saw the advertisement featuring the celebrity (Low & Lim, 2012). Celebrity endorser becomes a role model to the young generation nowadays. The celebrity endorser is able to influence the young consumers based on the three sources which are familiarity, likability and similarity (Tellis, 2004). Celebrities who are credible can persuade consumers to believe about a brand if they have relevant knowledge, skills or experience and are perceived to be unbiased (Ohanian, 1990).

Celebrities can be an influential group and also a powerful asset for marketers. Besides, celebrity endorsement advertisement is not only reaching to the targeted audiences but also may attract new audience. Celebrities can give testimonials about the benefits of using a product, endorse a product, or act as a spokesperson for a brand (Blackwell, Miniard & Engel, 2006). Marketers often choose celebrity
endorsers who are attractive, credible, or who have expertise while at the same time matching up with the desired brand image (Hakimi, Abedniya & Zaeim, 2011). Knowledgeable and skillful celebrity endorsers who are perceived to have expertise in a particular area can make consumers more willing to purchase the brand (Ohanian, 1991). The trustworthiness of the celebrity is supportive element underlying source credibility, but research has shown that it is not a factor in increasing consumers’ intention to try a brand (Hakimi et al., 2011; Ohanian, 1991; Kan, 2013). Most of the Malaysian celebrity endorsers came from different segments, such as the entertainment world (Dato’ Siti Nurhaliza and Aaron Aziz), the sports world (Datuk Lee Chong Wei and Datuk Nicol David), and business personalities (Dato’ Seri Dr. Hasmizah Othman aka Dato’ Vida, and Dato’ Aliff Syukri). All these people serve as effective endorsers by paid commercial endorsements.

The Source Model

Source credibility

Source credibility has been divided into variety of dimensions such as trustworthiness, expertness, dynamism, objectivity, safety, qualification, competence, attractiveness, likability, authoritativeness, character, believability and sociability (Pornpitakpan, 2003a). Instead of variety of dimensions, as emphasized by Hovland, Janis and Kelley (1953), expertise is the most important factor in measuring source credibility. Expertise is defined as “the extent to which a communicator is perceived to be a source of valid assertions” (Erdogan, 1999, p.298) while trustworthiness refers to the audience’s confidence in the source’s ability and intention to make valid assertion (Hovland, Janis & Kelley, 1953) (adapted from Kan, 2013). Ohanian’s (1990) scale measures celebrity endorser’s perceived credibility to consist of endorser’s expertise, trustworthiness and attractiveness. This scale is usually used for celebrity. According to McCracken (1989), the effectiveness of the celebrity endorser comes from an endorsement process known as “meaning transfer” beginning from the properties shown by the celebrity, to move from the celebrity to consumer good, and from good to consumer. Goldsmith, Lafferty and Newell (2000) found that credibility of a corporate had its strong influential on attitude toward the brand, whereby
credibility of endorser has the strongest effect on attitude toward the advertisement. Majority of the credible message source is seen as more persuasive (Pornpitakpan, 2003b).

**Source attractiveness**

Attractiveness is the stereotype of positive association to a person (Erdogan, 1999, p.299). Endorsers who perceived to be attractive are more likely to lead others to purchase intention. Attractiveness is an influential factor to evaluate the effectiveness of an endorser (van der Waldt, van Loggerenberg & Wehmeyer, 2009). Advertisers most likely prefer to use physically attractive models as compared to the unattractive ones. They believe that with an attractive person, people are more likely to be influenced and thus indirectly should demonstrate an effective respond to the advertised products. Schlecht (2003) opines that endorser’s attractiveness is important when creating effective advertisement message. The effectiveness of a message is depends on the source familiarity which mean the skill or knowledge of the source through expose, and likeability which the affection of the source based on his/her physical behavior and appearance (van der Waldt, van Loggerenberg & Wehmeyer, 2009). The study comes out with a general conclusion that physical attractiveness is an important clue to an individual’s initial judgment of other individual (Pornpitakpan, 2003a). According to Methaq (2012), the rational of paying millions of dollars to these actors and athletes is that the message will add credibility to the advertisement. Ohanian (1990) study have shown that effectiveness of using credible spokesperson enhance the persuasiveness of the message. The communicator’s perceived attractiveness, trustworthiness and expertise will affect the purchase intention (Hovland, 1953). Methaq (2012) mentioned a credible endorser has shown a positive effect on consumer’s attitude toward advertisement, which means that endorser’s credibility has a direct relationship with the advertisement.

**Trustworthiness**

According to Tellis (2004), trustworthiness is the willingness of the source to make true claims. The trust paradigm in communication is the listener’s degree of confidence in, and level of acceptance of, the
speaker and the message (Ohanian, 1990). For example, consumers would consider most advertisers to have their own interest in stating the claim of their product. Thus, by choosing an independent model or spokesperson in an advertisement helps to reduce this perceived bias. However, audience generally will know the spokesperson or model is paid. The effectiveness of the endorsement depends on whether the audience’s perception of the endorser as trustworthy overcomes any perceived bias that arises from the audience’s knowledge of the payment (Tellis, 2004). Numerous studies support the effect of trustworthiness on the attitude change. For instance, in the context of fear arousing communication, Miller and Baseheart (1969) (adapted in Ohanian, 1990) investigated the impact of source trustworthiness on the persuasibility of the communication. The result indicated that when the celebrity perceived high trustworthy, the message will be more effective and indirectly change attitude. But, when trustworthiness is low, the relationship was not significant. As we know, celebrity who is liked will also be trusted. Hence, trustworthiness of the celebrity is a vital construct in persuasion and attitude change research.

**Expertise**

Research investigating source expertise in persuasion communication generally indicates that the source’s perceived expertise has a positive impact on attitude change (Ohanian, 1990). Undoubtedly an expert salesperson gets more number of customers purchasing their product as compared to the non-expert salesperson. According to van der Waldt et al. (2009), expertise is the degree in which the endorser perceived to have a well knowledge, experience and skill to promote the product. In summary, spokespersons and models which are considered as experts are perceived by the target population to have the specialized knowledge in a particular field and as a result, a significantly higher number of customers will purchase the product.

**Purchase intention**

Purchase intention can be defined as individuals intend to buy a specific product which they have chosen for themselves after certain evaluation. Consumer purchase intention is the decision making process used
by consumers relating to a market deal in the form of purchase of the products and services from a seller (Khan, Ahmad Ghauri & Majeed, 2012). Celebrities with expert knowledge would be suitable for celebrity endorsement in persuading consumers. Thus, purchase intention plays an important role in the marketing field (Fatihin & Izian, 2013). Purchase intention could still be influenced by other factors such as promotion, word of mouth, budget problems or failure to get some products in the store. In summary, if consumers saw their admired celebrity in the store advertisement, it might influence them to make a purchase on the product.

**Celebrity and Product Match-Up Model**

The match up hypothesis means that a celebrity endorser may enhance the relationship between product and advertisement based on the evaluation of the characteristics of the product and the attractiveness basis, with the image portrayed by the celebrity (Pornpitakpan, 2003a). For example, study shows that when a celebrity physical attractiveness matches up with attractiveness of the product, there will be a positive impact on the advertisement and the product. However, when the product is not match up to user attractiveness, there will be no impact on them. This is also emphasized by Lim and Yazdanifard (2014). Fokan (1980) mentioned product match-up is a key to promotional effectiveness followed by the researcher on endorser product and brand. Before a brand decides to use a celebrity endorser, it is vital to make sure that they fit into the overall marketing campaign and it reaches the targeted group of consumers (Lim & Yazdanifard, 2014). The match-up means the image of the model or spokesperson and the product he/she endorses should merge so that advertisement message will be effective to the target audience. Thus, advertised product is highly depends on the suitability of the model and the product.

**Celebrity Endorsement in Malaysia**

In Malaysia, the use of celebrity endorsement has become one of the advertising strategies in today’s market (de Run, Butt & Nee, 2010). For example, Dato’ Siti Nurhaliza endorses Cadbury chocolate while Zul Ariffin and Maya Karin endorse Nescafe. This shows that by having celebrities to endorse a product,
it will not only increase the brand image but also increase the level of credibility and belief among the consumers. As we know that celebrity endorsement is a popular marketing approach to make a product more noticeable, attractive and compelling to consumers. Wei and Wu (2013) found that 56% of Malaysians are willing to spend on their admired celebrities while 30% would buy the product they endorsed. A study by de Run, Butt and Nee (2010) on the influence of role model on young adults purchase behavior in Malaysia found that the standardized beta coefficient for celebrity’s role model (0.548) is higher as compared to parent (0.176) as a role model. This phenomenon shows that celebrity has a great influence on consumer purchasing intention. Therefore, marketers targeting the consumers should use celebrity as spokesperson to endorse their brands or product.

**METHODOLOGY**

As an expansion of Ohanian’s (1990, 1991) study and source attractiveness model by McGuire (1985), this will be a quantitative research using exploratory and descriptive factor analysis to validate the dimensions of source credibility and correlation analysis to measure the impact of consumers purchase intention. The location for this research is selected public universities in Malaysia and the target respondents are those staying in respective university hostel during their study period. The sample is students from public universities in Malaysia. The public university’s students were chosen due to convenience in data collection and also they are matured enough to make their own purchase decision. The total respondents in this study are 200 students from five different public universities, segmented into five zones which are north, south, east, west (Peninsular Malaysia) and West Malaysia (Sabah & Sarawak).

A self-administered online questionnaire survey was sent through Google.doc within a period of two months. The questionnaire consists of three parts. Part One relates to the respondent’s profile. Part Two contains items about source credibility toward celebrity endorsement. In this part, the researcher selects
the most credible source of celebrity endorsement in Malaysia, Dato’ Siti Nurhaliza. She is chosen because of her ‘brand name’ and is well-known local and abroad. A research by Abdul Rashid, Nallamuthu and Md. Sidin (2002) about consumer’s familiarity toward advertising by celebrity found that Dato’ Siti Nurhaliza gets the highest range among the three ethnic groups which are Malays (96.6%), Chinese (81.3%) and Indians (80%). Besides, she has also launched her own cosmetic and skin care product, Simplysiti. Dato’ Siti also won a lot of awards in her career and business. The respondents were asked to give opinion on the most appropriate type of product for Dato’ Siti Nurhaliza to endorse in advertisement. After that, the respondents were asked to perceive Dato’ Siti Nurhaliza as endorser to the product, in terms of attractiveness, trustworthiness, expertise, likability and familiarity, and rate the celebrity by using semantic differential scale. Part Three relates to the impact of consumers’ purchase intention.

The SPSS software is used to analyze the data. The mean value, standard deviation and factor analysis will be adapted to measure from the previous study. This study adopted Kan’s (2013) and Ohanian’s (1990) credibility scale and the sub-scales of likability and familiarity to further testing the credibility construct. In SEM, the fit indices are used to determine the model acceptability. So, absolute fit and incremental fit are the type of fit indices used to determine the overall fit model in this study. The absolute fit indices are to determine a prior model whether fit the sample data and also to justify the proposed model. For absolute fit, the chi-square is a general goodness-fit test for the model fit. Typically, a model is fit if the index is less than 0.05 (Barrett, 2007). In additions, goodness-of-fit index (GFI) and adjusted-goodness-of-fit index (AGFI) are also used to measure the model fit. GFI values considered as acceptable fit is equal to or greater than 0.90 while those above 0.95 is good model fit. GFI is less than or equal to 1. A value of 1 indicates a perfect fit. GFI tends to be larger as sample size increases. GFI index is the multiple R square in multiple regression that it represents the overall amount of the covariation among the observed variables that can be accounted for by the hypothesized model.
AGFI adjusts the GFI for degree of freedom, resulting in lower values for models with more parameters. AGFI should also be at least .90, close to 1 indicates good fit. AGFI may underestimate fit for small sample sizes. AGFI’s use has been declining and it is no longer considered a preferred measure of goodness of fit. AGFI > 0.9 indicates good fit. However, the root mean square error of approximation (RMSEA) means the lower the value, the reasonable the model fit. Commonly, the RMSEA value of less than 0.08 is reasonably fit. For the incremental fit indices which mean based on the comparison of the fit a proposed model to a null model (Widaman & Thompson, 2003). For the incremental fit indices mostly use comparative fit index (CFI) because it’s relative insensitivity to model complexity (Hair, Anderson, Tatham & Black, 2010). CFI value is 0.90 and above that consider acceptable perfect fit model (Widaman & Thompson, 2003). All the indices (chi-squared, GFI, AGFI, RMSEA and CFI) were selected for this study. For Root Mean Square Residual (RMR), the smaller the RMR, the model better. RMR of zero indicates a perfectly fit. The RMR closer to 0 for a model being tested, the better the model fit. The RMR value smaller than 0.05 indicates good fit, while Standardized Root Mean Square Residual (SRMR), SRMR less than 0.05 means good fit. Therefore, the smaller the SRMR, the better the model fits. SRMR equal to 0 indicates perfect fit while the value less than .08 is considered good fit. SRMR tends to be lower due to larger sample size in the model.

RESULTS

Profile of the Respondents

Table 1 presents a summary of the respondents’ characteristics. Majority of the respondents were female (62.5%) and 48.5% are in the age of 23 years old. Almost half of the respondents spend between RM100-RM499 per month in campus.
Table 1. Profile of Respondents (n=200)

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Number</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>75</td>
<td>37.5</td>
</tr>
<tr>
<td>Female</td>
<td>125</td>
<td>62.5</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 year old</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>21 year old</td>
<td>21</td>
<td>10.5</td>
</tr>
<tr>
<td>22 year old</td>
<td>48</td>
<td>24.0</td>
</tr>
<tr>
<td>23 year old</td>
<td>97</td>
<td>48.5</td>
</tr>
<tr>
<td>24 year old</td>
<td>19</td>
<td>9.5</td>
</tr>
<tr>
<td>25 year old</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>Monthly expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RM0-RM99</td>
<td>24</td>
<td>12.0</td>
</tr>
<tr>
<td>RM100-RM499</td>
<td>99</td>
<td>49.5</td>
</tr>
<tr>
<td>RM500-RM999</td>
<td>53</td>
<td>26.5</td>
</tr>
<tr>
<td>RM1000 and above</td>
<td>24</td>
<td>12.0</td>
</tr>
</tbody>
</table>

Product Endorsed by Celebrity

Based on the findings, Dato’ Siti Nurhaliza is associated with various products. The list of the products is shown in Table 2. From the data below, the most appropriate product types they thought Dato’ Siti Nurhaliza should endorse is cosmetic (39%) followed by Costume/Shawls/Batik (20%).

Table 2. Products to be endorsed by Celebrity

<table>
<thead>
<tr>
<th>Product</th>
<th>Number</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cosmetic</td>
<td>78</td>
<td>39.0</td>
</tr>
<tr>
<td>Costume/Shawls/Batik</td>
<td>40</td>
<td>20.0</td>
</tr>
<tr>
<td>Perfume</td>
<td>13</td>
<td>6.5</td>
</tr>
<tr>
<td>Nutrition products</td>
<td>12</td>
<td>6.0</td>
</tr>
<tr>
<td>Jewelry</td>
<td>10</td>
<td>5.0</td>
</tr>
<tr>
<td>Hair Care</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>Sports item</td>
<td>8</td>
<td>4.0</td>
</tr>
<tr>
<td>Charity event</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Daily products</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Watch</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>Gadget/smart phones</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>Contact lens</td>
<td>4</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Results of Confirmatory Factor Analysis

The five-factor measurement model is tested and due to the high correlation between familiarity and likability, these two constructs were combined to one construct and renamed as likability. After
combining the constructs which only have four factors (attractiveness, trustworthiness, expertise and likability), the measurement model is satisfactorily fit (Chi-square=115.648, df=59, p-value= 0.000, CFI=0.97, NFI=0.94, TLI=0.96, PNFI=0.73 and PCFI=0.73). The RMSEA score is 0.069 fulfills the goodness-of-fit. The correlations between each construct are satisfied, attractiveness and trustworthiness is 0.25, trustworthiness and expertise is 0.67, while expertise and likability is 0.60. Overall, the confirmatory factor analysis fits in the measurement model of celebrity credibility endorsement. With regards to the objectives one and two of the research, it can be concluded that the “attractiveness”, “trustworthiness”, “expertise”, and “likability” can be used to measure celebrity credibility scale in Malaysia market. The validated four-factor credibility scale will be used for hypotheses testing. Based on the Figure 1, the results indicated that the measurement model was a good-fit with the value of Chi-square=134.700, df=61, p-value=0.000, CFI=0.960, NFI=0.930, PNFI=0.728, PCFI=0.751, while RMSEA=0.078.

Figure 1. Measurement Model of the Four-Factor Celebrity Credibility Scale
Discriminant validity is achieved when the measurement model is free from redundant items and the correlation between each pair of latent exogenous construct is less than 0.85. From Table 3, construct reliability (CR) value must be ≥ 0.60 in order to achieve construct reliability. Thus, all the constructs - expertise, trustworthiness and likability are above 0.9, except attractiveness is 0.77, while for the Average Variance Extracted (AVE), the value must be ≥ 0.50. AVE means the average percentage of variance explained by the items in constructs. Table 3 also shows that all the AVE values in the constructs are above 0.7 while only attractiveness is 0.57. The higher value of AVE is trustworthiness (0.76) followed by expertise (0.75) and likability (0.74). The rules for discriminant validity are that Maximum Shared Squared Variance (MSV) and Average Shared Variance (ASV) should be less than AVE (Hair, Black, Babin & Anderson, 2010). The measurement model obtained using AMOS is satisfactory fit (Chi-square=134.70, df=61, p-value=0.000, CFI=0.96, NFI=0.93, TLI=0.949, PNFI=0.728 and PCFI=0.751). Hence, the RMSEA score is less than 0.08 or below indicates a reasonable fit. Therefore, RMSEA is 0.78 and it indicates acceptable fit. Thus, discriminant validity is achieved.

| Table 3. Factor Validity Test Results and Discriminant Validity |
|-----------------|---------------|-------|-------|-------|-------|-------|-------|
| Expertise (1)   | 0.901         | 0.751 | 0.456 | 0.286 | 0.867 |
| Attract (2)     | 0.772         | 0.570 | 0.202 | 0.103 | 0.212 | 0.755 |
| Trust (3)       | 0.904         | 0.758 | 0.456 | 0.272 | 0.675 | 0.248 | 0.871 |
| Likability (4)  | 0.920         | 0.743 | 0.356 | 0.285 | 0.597 | 0.449 | 0.546 | 0.862 |

Partial Aggregation of SEM Analyses

The resulted measurement model after CFA is assembled and presented as a structural model in Figure 2 which shows the good-fit value of Chi-square=25.012, df=5, ratio=5.002, p-value=.000, CFI=.947, NFI=.935, TLI=.894, PNFI=.468, PCFI=.474, and RMSEA=0.142. Additionally, the RMR score is 0.020 and well below the <0.08 RMR guideline. So, the structural model in Figure 2 is considered fit.

Besides, the standardized beta of celebrity endorsement is 0.61, while the value $R^2$ is 0.38, which indicate the contribution of celebrity endorsement in purchase intention is 38%. However, in Figure 2, the factor
loading for items in the measurement model for celebrity endorsement. We found out that one of the factor loading, namely item attractiveness is .34 (lower than 0.6) which suggest need to be deleted in order to achieve unidimensionality. The RMSEA value is .142 (lower than 0.08). This resulted the fitness index show in the measurement model is poorly fit. This situation happens when some items have low factor loading. Thus, the respective item has to be deleted. The deletion for item attractiveness is made and the model is re-specified and run as shown in Figure 3.

Since all factor loadings exceed the required value of 0.7, this could assume that the unidimensionality for measurement model celebrity endorsement has been achieved. But, from Figure 3, the fitness indexes are not much difference as in Figure 2. We can see that Chi-square=6.692, df=2, ratio=3.346, p-value=0.035, CFI=0.986, NFI=0.98, TLI=0.959, PNFI=0.327, PCFI=0.329, RMSEA=0.109, and RMR=0.019. Overall, the fitness indexes did not improved much even though the low factor loading is deleted. Compared with Figure 2, the standardized beta of celebrity endorsement in Figure 3 is 0.62 while the value $R^2$ is similar (0.38), which indicates that after the model is re-specified, there is no contribution toward purchase intention. Hence, we retain attractiveness in the model. The final structural model can be referred to Figure 4.
DISCUSSION

This research is to create a valid and reliable measuring tool of celebrity endorser effectiveness based on the source Credibility scale (Ohanian, 1990) and source Attractiveness model (McGuire, 1985). The exploratory factor analysis listed out four factors namely attractiveness, trustworthiness, expertise and likability which showed the validity of source credibility and attractiveness. From the result, we found the three dimensions which define celebrity credibility in the Ohanian’s (1990) scale had confirmed that the dimensions of familiarity and likability can expand the celebrity credibility scale. The two additional dimensions are under source Attractiveness model (McGuire, 1985) which deemed as non-physical attributes. The finding is paralleled to Lae and Talib (2014) who found that trustworthiness, expertise and attractiveness of celebrity endorser have significant relationship to purchase intention for sport products.

The overall five constructs have been validated through confirmatory factor analysis. The result shows that familiarity and likability are highly correlated to each another. Hence, this indicates that the familiarity and likability are loaded on the same factor in the initial exploratory factor analysis. This means that if a celebrity is familiar to a target audience then they will also like the celebrity. The result of this study also revealed Dato’ Siti’s trustworthiness and expertise have the highest impact towards purchase intention. This means Dato’ Siti is credible in consumer perception and also becomes an important factor that influences their purchase intention.
The findings of this research have several meanings in the context of Malaysia’s students market. First, this study has confirmed that Ohanian’s (1990) celebrity credibility is valid for the Malaysian students market. As in Hong Kong and U.S., celebrity credibility in Malaysia is also a multi-dimensional construct which includes the criteria of attractiveness, trustworthiness and expertise. Second, the two additional dimensions, i.e. familiarity and likability are to provide a more comprehensive measurement of celebrity credibility but we found that these two dimensions have similar characteristics thus were combined and renamed as likability. The last findings in this study identified the impact on celebrity credibility toward consumer purchase intention. It shows that the attractiveness, trustworthiness, expertise and likability of Dato’ Siti Nurhaliza work together to contribute to consumer purchase intention. According to the results of this study, trustworthiness and expertise has great impact to celebrity selection in Malaysian market. That is not to say that the dimension of attractiveness can be neglected as the credibility dimension must work together to increase the effectiveness of advertisement. This study suggested that the effective persuasive communication still depends on celebrity endorsement.

The widely use of celebrity endorsement in advertising means that the marketers are looking for celebrities who can convince Malaysians to purchase. Thus, based on the findings of this research and previous research, celebrity endorser perceived by consumers must have attractiveness, trustworthiness, expertise and likability. Marketers in Malaysia who wish to have a high return on investment should consider these four factors of celebrity credibility scale. In the Malaysian context, promotional strategies are varied, but not all advertising activities can drive the consumers to purchase. So, marketers and advertisers should ensure that celebrity endorsement can be part of integrated marketing communication.

LIMITATION OF THIS STUDY AND SUGGESTION FOR FUTURE RESEARCH
This research is without limitations. The information gathered in this research mostly states the celebrity endorsements from the aspect of the undergraduate students market, using only one of the Malaysian celebrities. However, the items of celebrity credibility measure might not be appropriate to fully capture
the celebrity endorsement of Dato’ Siti Nurhaliza. Next, the research is only limited to undergraduate students aged between 20 and 25. This sample does not represent the entire population of Malaysia’s youth. Future research may use probability sample to increase the generalization of the findings, and using larger sample will have more accurate and difference in analysis. Future research might include investigation of how spokesperson influences the purchase attitude of generation Y toward the endorsed brand. Likewise, this study could be expanded to various celebrity races such as Datuk Lee Chong Wei, Datuk Nicol David and others. The survey can also be expanded to determine the different gender views on celebrity credibility. Gender views could provide different effects on the celebrity and endorsed product on consumer perception.

CONCLUSION

In conclusion, this study has extended the theory of celebrity credibility and tested the impact on public university students’ purchase intention in Malaysia. The objective of this research is to develop and validate the effective scale of celebrity credibility and test its effectiveness in bringing out the students responses. The finding shows that the impact of celebrity endorsement on consumers’ purchase intention. The results show that purchase intention can be affected by source attractiveness, where two underlying constructs are proposed namely familiarity and likability. Celebrity endorsements are truly profitable if the marketers know the power of celebrity in convincing the consumers. To sum up, this study contributes to the media practitioners and marketers to consider the selection of characteristics of celebrity endorsement toward the youth market in Malaysia.

REFERENCES


