

The Effectiveness of Celebrity Endorsement in Online Advertisement towards Consumer Purchase Intention

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Abstract

Celebrity endorsement is a type of marketing campaign that involves a well-known celebrity such as movie stars, entertainers, and athletes to endorse the products which include physical products, services, and ideas. It is tough to capture a position in consumers' mind, but celebrity endorsements give the companies an added dimension in keeping the attention of viewers. The presence of celebrities will improve a brand awareness and provide an enormous support needs by promoting the brand's intrinsic value. However, the power of celebrity endorsers in achieving positive attitudes and purchase intentions for the endorsed brand has been questioned by some studies. Therefore, the purpose of this research is to investigate the relationship between celebrity endorsement in online advertisement and consumer's purchasing intention. This study examined the effect of attractiveness, trustworthiness, expertise and product fit of celebrity endorsement towards the consumer purchase intention. The sample is obtained from a total of 200 respondents from all the states in Malaysia. The essential analysis involved are reliability analysis, descriptive statistics analysis, correlation analysis, multiple regression analysis and hypothesis testing. All of the analysis were analyzed using the SPSS Version 25. The findings of this study depicted that attractiveness, trustworthiness and product fit play an important role in ensuring the effectiveness of a celebrity endorsement. Hence, those variables could be a powerful marketing tools for marketers when implementing celebrity endorsement as part of their marketing strategies.

Key-words: Online Advertisement, Celebrity Endorsement, Attractiveness, Trustworthiness, Customer Purchase Intention.

1. Introduction

According to Zafar and Rafique (2012), “throughout this modern age, people seem to disregard all commercials and advertisement when reading through the newspapers and magazines, or watching TV. However, a celebrity's glamour rarely goes unnoticed”. Digital network is a new medium for companies to communicate with the public and audiences. In the digital era, digital marketing especially social media marketing is crucial for all types of businesses from micro (Sufian et al., 2020) to large. Therefore, in order to connect with the customers, marketers have recruited celebrities to support their products in an online advertisement.

Marketing communication has expanded and filled with advertisement in this technology decade, but it is still difficult to get consumers' attraction. It becomes a huge task for the advertisers to create an advertisement that is different from the others. To attract the consumers' attention, currently many advertisers have invested a lot of resources in celebrity endorsement. However, according to Apejoye (2013) , the truth is that many celebrity products and expensive advertisement have failed to draw consumer interest to other items. Apejoye (2013) also states that, “the dimension of source effect models illustrates that it reflects on the audience's understanding of the source's knowledge, confidence and awareness to embrace and respond favorably to the advertising message. In addition, positive communicator characteristics can influence the message that a receiver accepts.

If a celebrity is not accepted by the public, its unacceptableness will impact the product and thus leads to negative outcome. In this case, companies will fail to attract their consumers and eventually will waste a lot of resources. Therefore, it is important to investigate the relationship between the endorsement of celebrities and the credibility perceived by consumers.

Apejoye (2013) states that measuring the effectiveness of the advertisement endorsed in line with the sales revenue, the powerfulness of the product and its public acceptance have always been the subject of discussion. However, a national brand business uses an acceptable celebrity with a global reach to gain the attention of customers for its brand in society, is always a question there. Hence, this research will benefit advertisers and companies to produce an effective advertisement with celebrity for the consumer.

2. Literature Review

Effect of Using Celebrity Endorsement

According to Schiffman and Kanuk (2010), celebrity endorsement is defined as celebrity appearing on behalf of products they may or may not have actual knowledge or experience with. Erdogan and Baker (2000) proposed that major firms have a common practice of using the celebrity for their public relation campaign to endorse corporate or brand imagery. Ilicic and Webster (2011), asserted that in this contemporary market place, celebrities are a common characteristic that reflect the identity, not only of products and brands but also of organizations. Most of the time, the public will know the celebrities more than the products they endorsed. The importance of celebrity endorser is not that they are used by the company to increase the revenue, however, the dominant factor is how they improve the benefits to the company, brand and product (Amos et al., 2008).

Erdogan (1999) stated that marketing communication is important for an organization to formulate a strategy in achieving successful product or service differential benefits. To attempt this, celebrity endorsement is frequently used in the digital marketing campaign. Kansu and Mamuti (2013) also echoed that celebrity endorsement typically lends their names to product or service advertisements for which they may or may not be the experts. It is necessary that an audience have a certain celebrity in life and a degree of attraction as well as respect to be affected by the celebrity endorsement (Ohanian, 1990). Besides, celebrity is not only about creating and attracting the attention of consumers but also to achieve strong recall rates of the products or services message in today's competitive environment (Erdogan, 1999). In relation to celebrity endorsement strategy, a celebrity who has a high positive effect is not enough but having high appropriateness for the brand is a must for them. Wang et al.'s (2013) study proves that celebrity endorsement has directly influenced the consumer's purchase intention. When consumers have good feeling towards the celebrity, their purchase's intention will increase.

Celebrity Endorsement in Online Advertisement

Celebrity endorsement is one of the marketing strategies by which marketers seek to exploit the celebrity's image and reputation in promoting a product or business. For example, in Malaysia, entertainment is what consumers seek from mobile advertising (Hakimi et al., 2019) which is why celebrity endorsement is getting its popularity. Furthermore, web attractiveness is momentous especially for your adults (Pebrianti, 2016) hence the recruitment of celebrities by advertising

companies is escalated. Advertisers are supported by celebrities because of their greater benefits and their immense influence (Ahmed et al., 2012). According to Erdogan (1999), using celebrities in an advertisement is not a recent strategy, yet has developed over the years. Owing to the advent of modern advertising platforms such as radio in 1930's, television in 1950's and internet in 1990's, celebrities have endorsed goods since the late 19th century and evolved further in the 20th century. According to Wood and Burkhalter (2014), an advertiser using celebrity endorsers in traditional offline media is a common practice. However, in today's world where digital media is becoming increasingly popular, marketers and advertisers are finding ways to use brand-promoting celebrities in various online environments. Celebrity endorsements show up in many other ways than advertising such as posting brand names or pictures of a brand in their social media platform (Wood & Burkhalter, 2014). Ohanian (1990) proposed that the marketers and advertisers argue that a communicator's character has a major impact on the persuasiveness of the message.

Chung and Cho (2014) proposed that celebrities today use numerous social networking sites (SNSs) to communicate with their followers in a constant conversation. According to Cunningham and Bright (2012), social media has changed the way fans and celebrities communicate with each other through direct access and the absence of conventional media intermediaries. Stever and Lawson (2013) suggested that websites enable people with limited internet skills to set up personal pages in which they can share with an audience a regular posting of opinions, beliefs, and values, photos, web links and other items of interest. The most obvious reason for using social media is to create a sense of closeness and interaction between celebrities and their fans (Chung & Cho, 2014).

Attractiveness

Olson and Marshuetz (2005) proposed that physical attractiveness has a very powerful effect on the person's ability to convince others, even though he or she is not bent on persuading anyone. According to Erdogan (1999), physical attractiveness does not simply mean physical attractiveness. However, it requires any number of virtues qualities which may be viewed by customers in a celebrity endorser such as intellectual skills, personality traits, lifestyle, and athletic prowess. Attractiveness is another factor that acts as an important role in the communicator's initial decision. Physical attractiveness emphasizes primarily the visual characteristics of the source and celebrities, but has been challenged for body objections, particularly for female images that appeal to personal amusement and male look. Likability is the first important dimension of attractiveness, referring to the "source affection

due to physical appearance, behaviour or other personal characteristics” (Erdogan B. Z., Michael J. Baker, 2000).

According to Wang and Scheinbaum (2017), attractiveness requires the physical appearance externally. Felix and Borges (2014) found that previous research showed different results on the impact of physical attractiveness on the effectiveness of persuasion and advertising. For example, some of the research are not in role to prove that impact of physical attractiveness towards persuasion or consumer willingness to purchase the endorsed product. However, Silvera and Austad (2004) suggested that celebrity endorser with a higher rate of attractiveness can achieve more positive attitude to the advertisement. Moreover, Solnick and Schweitzer (1999) asserted that an attractive negotiator can receive higher offer compared to the unattractive negotiator. Besides, consumers will believe that a celebrity endorser's beauty can improve the attitude of the consumer towards the endorsed brand or attitude towards the company (Wang & Scheinbaum, 2017). Thus, the hypothesis to be examined is:

H1: There is significant relationship between attractiveness of celebrity endorsement towards consumer purchase intention.

Trustworthiness

According to Erdem and Swait (2014), confidence or trustworthiness is a sub-dimension of brand credibility related to the view of consumer of the willingness of companies to fulfill their promises and provide what has been promised. According to Liebowitz, Paliszkiwicz and Gołuchowski (2017), there are three types of trust which are institutional, character-based and process-based trust. Institutional trust defined as trust established and enshrined in the legal system. For example, a dentist endorsing the dental care product as they find it to be. Character-based trust is about consumers as individuals believe the source and it is not fully applicable to celebrity endorsement. For example, a consumer believes the salesman when he or she want to purchase something. Process-based trust as a trust that developed over times. For example, the trust between a consumer and a celebrity due to the reputation.

Goldsmith, Lafferty, and Newell (2000) also found that the trustworthiness of the marketing endorser is among the key factors in ensuring the consumer's desire to buy, the greater the trustworthiness, the higher the optimistic advertising and the attitudes of the brand. The good or service depends on how sincere the celebrity says about the brand. Based on Seiler and Kucza (2017) research, the result shows that trustworthiness is the strongest effect compare to attractiveness and expertise. Furthermore, Seiler and Kucza (2017) recommended that trustworthiness is the most critical if

reputation and the attitude towards the brand are to be positively affected, which eventually affects the customer buying intensity. Thus, the hypothesis to be examined is:

H2: There is a significant relationship between trustworthiness of celebrity endorsement towards consumer purchase intention.

Expertise

According to Silvera and Austad (2004), the expertise credibility is higher than the trustworthiness effects. Goldsmith et al., (2000) defined expertise as the professional of the product endorser who can persuade consumer to buy products. The expertise of the endorser is similar to the qualification of the source and it can directly affect the level of conviction to persuade consumer to buy what is endorsed (Wang & Scheinbaum, 2017). Amos et al. (2008) also found that when the consumer receives the message from the celebrity with high level of expertise, he or she will be easily persuaded by the message in the advertisement.

Amos et al. (2008) suggested that celebrity expertise is one of the reasons that affect recipient's message. Through the research of Seiler and Kucza (2017), the result shows that expertise has positive effects on purchase intention and therefore expertise may be identified as important and effective in testimonial that represent experts as endorser. Thus, the hypothesis to be examined is:

H3: There is a significant relationship between expertise of celebrity endorsement towards consumer purchase intention.

Product Fit

Hussain and Khan (2017) proposed that positive advertisement on reputation, behaviors and behavioral expectations is about whether the product "fit" with the celebrity endorsement. Seno and Lukas (2007) enlightened that the higher the perceived correlation between the respective product characteristics and celebrity features, the easier the consumer establishes a relational link between the two. Meanwhile, according to Erfgen, Zenker and Sattler (2015), "Vampire Effect" will occur if without clear and unique relationship between the endorsed product and the celebrity, it will have quite poor impact as consumers will only keep in mind of the celebrity compared to the product. Vampire effect in the term of celebrity endorsement is defined as celebrity overshadows the product characteristics in the advertisement (Kuvita & Karlíček, 2014). The vampire effect is more likely to occur when there is no relationship between the celebrity and product endorsed (Erdogan, 1999). Based on the research by Kuvita and Karlíček (2014), marketers should be able to strike a balance between

getting their target audience's attention and providing message relevant to the product and brand as a result of unrelated celebrity who has created a gap in the company's communication effort.

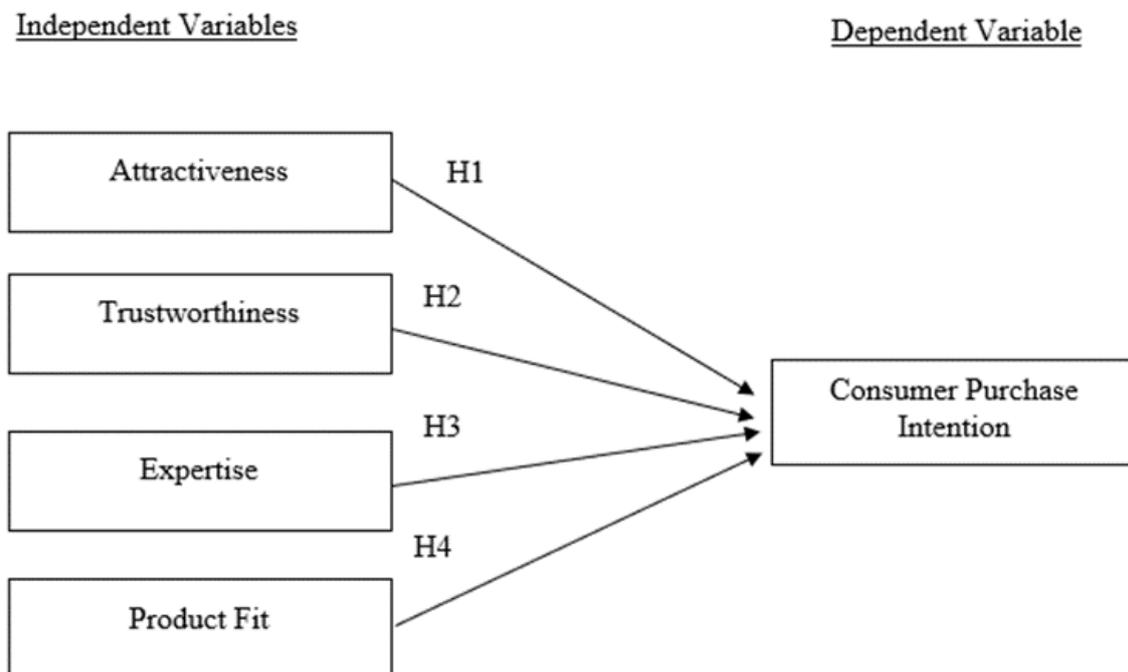
Seno and Lukas (2007) proposed that the identity of celebrity and the image of brand are linked and the image of celebrity and brand are equity drivers. Hussain and Khan (2017) found that celebrity match up with product is more effective in ensuring the successful campaign for celebrity endorsement when compare to other credibility source. Moreover, Choi and Rifon (2012) suggested that high level of congruence between the product and celebrity endorser leads to more favorable attitude toward the advertisement, brand and purchase intention. Thus, the hypothesis to be examined is:

H4: There is a significant relationship between product fit of celebrity endorsement towards consumer purchase intention.

3. Theoretical Framework

The development of the conceptual framework is based on source credibility model (Ohanian, 1990), source attractiveness model (Kahle & Homer, 1985) and match-up hypothesis model (Kamins, 1990). The purpose of the research framework is to determine the interaction between the independent variables and celebrity endorsement in online advertisements towards consumer purchase intention.

Figure 1 - Proposed Theoretical Framework



4. Methodology

This research employed a quantitative method and the questionnaire was used as a tool to collect the data and opinion among the respondents towards the effectiveness of celebrity endorsement in online advertisements. The questionnaire consisted of close-ended questions. Respondents were given five points scale which is in the agreeable term and represents 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5-strongly agree. The questionnaire was constructed using Google Form and distributed via online. Most of the questions were designed and modified from the previous research questions that fit with the research topic.

The sampling technique that was used in this research is non-probability convenience sampling. For time and practical reasons, this approach was chosen because it included the people to which the researcher had direct access. To collect the necessary data for this analysis, the questionnaire was distributed via email and Whatsapp to approximately to 200 respondents across Malaysia.

SPSS was employed in perform all the analyses, testing the formulated hypothesis as well as testing reliability and correlations between variables. Meanwhile, descriptive statistics have created more meaning and allows the researcher to feel numerical data. This includes representing data in a way that illustrates its value beginning with the respondents' demographic data. Multiple regression analysis was applied to assess how dependent variables were specified by the independent variables. This analysis will show how significant the relative contribution of each of the independent variables is. For this study, Pearson's correlation coefficient was used to define the relationship between the variables in the research model, and to illustrate how statistically these variables were linked to each other. The results of the correlation analysis have provided a value between -1 and 1.

5. Results

For the reliability test, the questionnaire of this research consists of 25 items and was distributed to 200 respondents in all the states in Malaysia. The reliability result reveals that each of the variables have a good reliability score as the value of Cronbach's Alpha for all variables are more than 0.7.

Table 1 - Reliability Statistic

Variables	Number of Items	Cronbach's Alpha
Attractiveness	5	0.824
Trustworthiness	5	0.856
Expertise	5	0.772
Product Fit	5	0.795
Consumer Purchase Intention	5	0.872
Overall	25	0.948

Descriptive Analysis for Demographics

The part A in the questionnaire was related to the demographic profile of respondents and it was analysed by using frequency analysis. The questions related to the personal information of the respondents includes gender, age, races, occupation, monthly salary, state and region. It also sought for does the respondents have a social media account, does the respondents watch celebrity endorsement advertisement before and what are the type of social media platform used by the respondents.

Descriptive Statistic for Variables

The result of descriptive statistics for variables are shown in table 2. The independent variables include attractiveness, trustworthiness, expertise and product fit whereas the dependent variable is consumer purchase intention. The result states the overall value of means for all independent variables are more than 3.0 which means majority of the respondents agree with the statement of independent variables in the questionnaires. According to table 2, attractiveness has the highest mean value which is 4.60 and the standard deviation value is 0.622. The independent variable that has second highest mean value is trustworthiness which mean value is 4.55 and the standard deviation value is 0.691. Product fit is in the position of third highest mean value which is 4.18 and the standard deviation is 0.595. Expertise has the smallest mean value which is 3.37 and the standard deviation value is 0.692.

Table 2 - Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Attractiveness	200	1.00	5.00	4.6070	.62200
Trustworthiness	200	1.00	5.00	4.5590	.69175
Expertise	200	1.00	5.00	3.3710	.69206
Product Fit	200	1.20	5.00	4.1830	.59539
Valid N (listwise)	200				

Pearson's Correlation Analysis

Table 3 - Correlations

Correlations						
		Att	Trust	Exp	P.F	P.I
Att	Pearson Correlation	1	.849**	.519**	.796**	.859**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
Trust	Pearson Correlation	.849**	1	.425**	.759**	.832**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
Exp	Pearson Correlation	.519**	.425**	1	.621**	.510**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
P.F	Pearson Correlation	.796**	.759**	.621**	1	.849**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
P.I	Pearson Correlation	.859**	.832**	.510**	.849**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows the result of correlation between independent variable and dependent variable. The larger the coefficient value, indicating the better relationship of the correlated variables.

Based on the findings, attractiveness and purchase intention have a very strong relationship, ($r = 0.859$, $p\text{-value} = 0.00$). Second, trustworthiness and purchase intention also have a very strong relationship, ($r = 0.832$, $p\text{-value} = 0.00$) while expertise and purchase intention have a moderate relationship, ($r = 0.510$, $p\text{-value} = 0.00$) which is the lowest value among the independent variables. Next, the correlation between product fit and purchase intention is very strong ($r = 0.849$, $p\text{-value} = 0.00$). According to the analysis, independent variables of attractiveness, trustworthiness and product fit have significantly correlated relationship with the dependent variable, purchase intention. Even though the correlation of expertise and purchase intention is only in moderate relationship, but both variables have the significant relationship.

In addition, Table 3 also reveals that there is a correlation between two continuous variables. The findings show that attractiveness and trustworthiness have a strong relationship ($r = 0.849$, $p = 0.00$). Meanwhile, the correlation between attractiveness and expertise is moderate, ($r = 0.519$, $p = 0.00$) while attractiveness and product fit have strong relationship, ($r = 0.796$, $p = 0.00$). Besides, trustworthiness and expertise also in a moderate relationship, ($r = 0.425$, $p = 0.00$). There is a strong

relationship between trustworthiness and product fit, ($r = 0.759$, $p = 0.00$). Lastly, expertise has a strong relationship with the product fit, ($r = 0.621$, $p = 0.00$).

Information Correlation of Table 3.

** . Correlation is significant at the 0.01 level (2-tailed).

Att= Attractiveness.

Trust= Trustworthiness.

Exp=Expertise.

P.F=Product Fit.

P.I= Purchase Intention.

Multiple Regression Analysis

Multiple regression analysis is an effective technique used to estimate a variable's unknown value from the known value of two or more variables. The unknown variable is dependent variables (purchase intention) and independent variable (attractiveness, trustworthiness, expertise and product fit) is known value. Independent variables are used to predict the value of the dependent variable. Multiple regression analysis is to evaluate the overall fit and the possible influence of each predictor to the total variance described.

In multiple regression, the R represents the coefficient correlation between the dependent variable and independent variables. The table 4.14 reveals that R value is 0.911 which means that dependent variable and independent variables have a very strong relationship and independent variables can significantly explain the dependent variable in this study.

Moreover, the R Square value in this research is 0.83. This means that there are 83% of the dependent variable (purchase intention) can be explained and determined by the independent variables (attractiveness, trustworthiness, expertise and product fit). However, 17% are influenced by the other factors that are not included in this study.

Table 4 - Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911 ^a	.830	.826	.28608
a. Predictors: (Constant), Product Fit, Expertise, Trustworthiness, Attractiveness				

Based on the ANOVA analysis in Table 5, the F-value is the mean square regression (19.442) divided by the mean square residual (0.082), giving $F=237.553$. The p-value that related to the F-value is very small which is 0.00. Each of these values are being used to determine that the independent variables match the dependent variable accurately. Since the p-value is 0.00 which is smaller than 0.05, it means that independent variables are assured to predict the dependent variable.

Table 5 - Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.768	4	19.442	237.553	.000 ^b
	Residual	15.959	195	.082		
	Total	93.728	199			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Product Fit, Expertise, Trustworthiness, Attractiveness						

Hypothesis Test Analysis

Regression analysis is used to test the validity of the hypothesis in the research. The hypothesis accepted is as t-value is exceed 1.96 and the p-value is lower than 0.05. In contrast, if the t-value is lower than 1.96 and p-value higher than 0.05, which means there is no significant impact of independent variables toward the dependent variable and the hypothesis is rejected. The result of the hypotheses was revealed at Table 6.

Table 6 - Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.050	.157		-.320	.749
	Attractiveness	.372	.069	.337	5.354	.000
	Trustworthiness	.244	.058	.246	4.186	.000
	Expertise	-.023	.038	-.023	-.604	.547
	Product Fit	.472	.064	.409	7.323	.000
a. Dependent Variable: Consumer Purchase Intention						

Based on Table 6, the Beta value of the attractiveness is 0.337, t-value is 5.354 and significant value, p is 0.00. T-value of attractiveness is high, with significant level $p < 0.05$, shows that attractiveness of the celebrity endorsement is significantly affect the consumer purchase intention. Therefore, hypothesis 1 is supported.

The beta value of trustworthiness is 0.246 and t-value is 4.186 at significant level of p-value = 0.000. T-value of trustworthiness is more than 1.96 and the significant level $p < 0.05$. The beta value of trustworthiness is positive which indicates trustworthiness of celebrity endorsement act as one of the important factors to determine the consumer purchase intention. Therefore, hypothesis 2 is supported.

It can be found that the beta value of expertise is -0.023 and t-value = -0.604 with significant level 0.547. The t-value shows are less than 1.96 and the significant level is higher than $p > 0.05$, the beta coefficient is not statistically significant. Hence, expertise of celebrity endorsement is not significantly as a predictor of consumer purchase intention. Therefore, hypothesis 3 is rejected.

The result of Beta value of product fit is 0.409 and t-value is 7.323 at significant level of $p = 0.00$. The beta value of product fit is high which indicates it act as one of the important predictors in determine the consumer purchase intention towards celebrity endorsement. Therefore, hypothesis 4 is supported.

Table 7 - Summary of Hypothesis Testing

Hypothesis	Result
H_1 : There is a significant relationship between attractiveness and consumer purchase intention.	Supported
H_2 : There is a significant relationship between trustworthiness of celebrity endorsement and consumer purchase intention.	Supported
H_3 : There is a significant relationship between expertise of celebrity endorsement and consumer purchase intention.	Rejected

DiH₄: There is a significant relationship between product fit of celebrity endorsement and consumer purchase inten

y endorsement in online advertisement, such as attractiveness, trustworthiness, expertise and product fit. According to Adnan, Jan and Alam (2017), the use of the celebrity endorsers provides brand advertisers a lots of benefits. Celebrity endorsers give them better excessive exposure to the brand, draw the attention of consumers and eventually increase his interest in purchasing the endorsed brand.

Based on the finding, the attractiveness variable has a strong relationship with consumer purchase intention which has the value of $r = 0.859$. This finding is similar Han and Yazdanifard (2015), which state that physical appearance stimulates consumers to feel positive. When the source meets these three characteristics of likeable, identical and friendly to the celebrity, then the user may understand the message and be more likely to cognitively participate in the advertising. According to Wang and Scheinbaum [41], attractiveness of celebrity has positive effect on brand credibility and

directly influence the purchase intention. Similarly, Baniya (2017) proves that influential physical attractiveness has a positive impact on both the attitude towards the brands and the purchase intention since the result is in the range of strong relationship which means that physical attractiveness has a stronger relationship with the buying intention.

Secondly, the result of this study shows a strong relationship between the trustworthiness variable and consumer purchase intention in which $r = 0.832$. Trustworthiness, as its feature, is a significant determinant of source credibility which can affect values, perceptions, attitudes and behaviors (Osei-Frimpong et al., 2019). This finding supports Samad, Iskandar, Ismail, Jogeran, and Kadir (2019) study which reveal that trustworthiness has a strong relationship with the purchase intention. In a similar vein, Wang and Scheinbaum, (2018) claim that endorser trustworthiness is the only element of the source credibility theory that is relevant for airlines consumer who are not heavily involved in airline travel and trustworthiness is more effective for enabling celebrity endorsers than expertise or attractiveness in enhancing brand credibility. In other words, trustworthiness is one of the life 's foremost qualities.

The relationship between expertise and consumer purchase intention in this study is moderate with $r = 0.510$. This finding supports previous research such as Hassan Fathelrahman Mansour and Mohammed Elzubier Diab (2016) who propose that variables of celebrities' expertise and respect were not significant with consumers' purchase behavior and Dellink (2017) who also suggest that attractive of celebrity is more important than the expertise. Therefore, expertise of celebrities is not an important factor towards consumer purchase intention because consumers will more likely to support their admired celebrity or celebrity with high recognition instead of selecting the celebrity with expertise. Hence, the consumers will purchase the product which is endorsed by their admired endorser even though he or she has no knowledge on that product.

Finally, product fit has a strong relationship with consumer purchase intention with r value, 0.849. The finding is supported by previous research where the better the celebrity endorser with product fits, as viewed by customers, the higher the efficacy of advertising endorses (Amos et al., 2008). Similarly, McCormick (2016), reveals that product fit has positive effect on millennials attitude and purchase intention. When teenagers do not feel the unfamiliar celebrity endorser matches properly with the product, they will be less likely to be affected and purchased the advertised product. As according to Dom, Ramli, Chin, and Fern (2016), they proposed that the lack of engagement between the celebrity and the endorsed product may lead consumers to contemplate that the product purchased or paid for thereby reducing the effectiveness of the endorsed advertising. Besides, Muda et al. (2015)

state that advertising a product through a celebrity with a comparatively high product credibility results in a higher advertiser and a higher celebrity prestige compared to the lower product profile. Based on the previous research result, product fit is an important factor which has the positive relationship with the intention to purchase.

This study also reveals that product fit is the most significant factor that influence the effectiveness of celebrity endorsement in online advertisement towards consumer purchase intention. The second most significant factor is attractiveness, followed by trustworthiness and the least significant factor is expertise.

Implication of Study

This study has several theoretical implications in making up for this research gap on the relationship between celebrity endorser and customer purchase intention. Firstly, this study examines the effectiveness of the celebrity endorsement in online advertisement when there are not many studies being conducted on celebrity endorsement and online advertisement particularly in Malaysia. Therefore, the findings of this study could add to the existing literature review on the area. This study could also assist organizations in strategizing their marketing tools in the realm of online marketing.

6. Conclusion and Suggestion for Future Research

There are in total four independents are applied in this research, which are attractiveness, trustworthiness, expertise and product fit. Based on the result, product fit is the most significant factors that affect the effectiveness of celebrity endorsement in online advertisement while expertise is the least significant factor. Therefore, it is important for organizations to ensure that their products match the celebrity endorser as customers are more influenced to purchase if they view the celebrity fit with the product. However, customers are less influenced by the experts that the organization hires to promote and talk about the products. This findings help organization to focus on the most efficient marketing tools so that they can maximize their return from the advertising that they undertake.

Future researchers can carry out the research by using qualitative method in order to get more insight of the relationship between celebrity endorsement and customer purchase intention. Through the qualitative method, the researcher can direct contact with the respondents and receive more opinions from the respondents. Besides, the qualitative method usually uses the open questions, therefore,

researcher can directly get the different completed answers thus making the research result more accurate.

Furthermore, in future research, researchers can separate more age groups and narrow down the range of age in order to determine the result according each of the group. When the research is carried out according to the age groups, the research result will be more useful for the company that using the celebrity in advertisement. It is also recommended that future researcher apply different theory and new variables or apply the mediating variable to investigate the effectiveness of celebrity endorsement in online advertisement. For example, future research can look at research relating celebrity endorsement and social media as in today's market, internet and social media has become an important platform for advertisement.

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