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## The Influence of Celebrity Endorsement in Consumer Purchase Decision: A Study of Malaysia Fashion Consumers in Urban Agglomeration

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### **Abstract:**

*The main purpose of this study is to explore the relationship between celebrity endorsement and consumer purchase decision which leads to three research objectives. The first objective of this study is to examine the relationship between celebrity endorsement and purchase decision in fashion industry. The second objective is to identify what is the most significant factor in celebrity endorsement that influences purchase decision in fashion industry. And lastly, the objective of this study is to determine whether there are any differences in purchase decision between consumer profile groups (gender, generation, education level, occupation, personal income) towards celebrity endorsement in fashion industry. The data was collected using online questionnaire via Google Form and convenience sampling technique was used to identify the target respondents. The questionnaire was answered by 161 respondents that live in Kuala Lumpur and Selangor which required them to provide their experience and/or opinion on the influence of celebrity endorsement in purchase decision which focuses on fashion industry. The data was analyzed using SPSS version 20. The result showed that all dimensions of independent factor have a positive relationship with dependent factor. However, trustworthiness is the most significant factor in this study and there are no differences detected between groups for each demographic profile.*

**Keyword:** Consumer purchase, celebrity endorsement, fashion industry

### **1. Introduction**

This study is about the influence of celebrity endorsement in consumer purchase decision in Malaysian fashion industry. Celebrities have been used extensively in advertisement as public always feels fascinated with celebrity and this lead the widespread influence on fashion (Pujawati and Noraini, 2015; Hadia, 2006). For example, in modest fashion market, Malaysia Digest (2017) mention that modest wear market has relatively evolved as the purchasing power is on the rise and so many brands have started to incorporate modest styles into their collections. Example of modest wear style icons are Neelofa, a Malaysian actress as many Malaysian women want to dress like her and follow her style rigorously due to her aura, while singer-songwriter, Yuna also has an eclectic taste in fashion with her casual street style which is always done effortlessly with trendy pieces.

While various fashion industry examples have coincidentally appeared in general celebrity endorsement research, their specific fashion contexts have been neglected. Therefore, this chapter presents the discussion on background of the study, problem statement, research question, research purpose and objective, scope of the study, significant of the study, limitation of the study and operational definition about the study of celebrity endorsement.

The use of celebrities in advertisements and promotion campaigns is one of the topical strategies of many brands (Garima and Abhinav, 2014) and according to Syed et al. (2016), celebrity endorsement is an emerging trend nowadays as it makes a product differentiable in the marketplace in this competitive era (Afsheen and Samreen, 2016). Khong and Wu (2013) also mentioned that celebrity endorsement is a popular marketing approach to making a product more noticeable, attractive and compelling to consumers.

The usage of celebrity is due to several factors, and one of the prominent is due to high competition among companies. Celebrity endorsement is often used to attract more consumers to purchase their products and services (Ilham et al., 2016). According to Garima and Abhinav (2014), the purpose of celebrity endorsement may be to get attention from the target audience, to obtain easy acceptability of the products and prolonged association, or for the purpose of product recall. Khong and Wu (2013) stated in their research that many Malaysians are willing to spend money on the products and services endorsed by their favourite celebrities.

There is an increasing number of studies have examined the ways in which celebrities were being used in promoting the business with a view to provide useful information for effective decision making. Previous studies have proposed many variables in celebrity endorsement that have influenced the consumer purchase decision. However, there was a mixed conclusion as well on this topic from the past researchers. This is why the purpose of this research is rather specific, that is to examine the influence of celebrity endorsement on Gen X and Gen Y consumer purchase decision in urban agglomeration area. This study focuses on what variables in celebrity endorsement that have impacted the consumer purchase decision in the fashion industry. Nonetheless, this will be further investigated on several relevance variables that suitable to the target audience in Malaysia context.

In Malaysia, celebrities have been widely used in advertisement. To influence consumers to purchase product and/or services, celebrity endorsement is one of the marketing strategies to be used by the marketers. According to Kara et al. (2013) content analyses have found that celebrity endorsement was the most frequently used appeal in television commercials for youth products and was the second most frequently used appeal in youth magazine advertisements.

One example of the company in Malaysia that uses celebrity to promote their brand and products is a smartphone provider's company, Oppo. Oppo uses famous local celebrities such as Dato' Sri Siti Nurhaliza, Fattah Amin, Nora Danish and other famous celebrities to advertise their smartphones. By endorsing these famous celebrities, it makes the smartphone more noticeable and attractive to the consumers. However, investing on celebrities in advertisement is not cheap but companies are willing to invest billions of dollars in paying celebrities for their endorsements in advertising campaigns because celebrity is a powerful mechanism in transferring the meaning of their brands to the consumers (Ulun Akturan, 2011). Therefore, endorsing celebrities can also be seen as a tool to build brand image (Khong and Wu, 2013) and also increases the level of credibility among consumers.

Seno and Lukas (2007) mention in their research that celebrity endorsement proved to be more efficient in affect than other type of endorsement. Rashid et al. (2014) also stated that celebrity advertisement has positive significant relationship to consumers than non-celebrity advertisement. Celebrity advertisement draws more attention to consumers compared to non-celebrity advertisement and marketers believe that celebrities influence consumers and give greater advertisement benefits because consumers view celebrities as their role models (Mwendwa and Hellen, 2014).

Celebrity endorsement also affects the effectiveness of advertising, brand recall and recognition, and as well as purchase intentions (Spry et al., 2011). This is because celebrity has their own characteristics that are widely known by the consumers and there is also a level of trust in the product endorsed by celebrity. Khan (2014) concluded that celebrity advertisements have a positive effect on consumer purchase behaviour to purchase a product compared to non-celebrity advertisements. That is why celebrity is commonly used to maximize the impact of an advertisement (Pujawati and Noraini, 2015).

According to Bowon (2013), fashion industry is a global industry with estimated sales of USD755 billion in 2010. Celebrity and fashion have always intertwined throughout history, using one another to advance their agendas as they have mutual objectives (Sean, 2017). Glenn and Jose (2014) also mention in their research that the most frequent type of celebrity endorsement falls into fashion as these are felt to provide a better exposure and consumer reach for the advertisement message.

To endorse a celebrity, the company needs to bear high cost in advertising. Despite the high costs, many fashion brands frequently use celebrities in brand and image building and positioning (Schroder and Mai, 2006). Celebrity that endorsing the fashion brand while wearing and discussing a certain fashion brand could stimulate word-of-mouth discussion, which in turn could motivate consumer to visit the fashion store (Glenn and Jose, 2014). With celebrities being featured in more than 25% of television commercials in 2003, 100 billion dollars were spent on US TV advertisements showing that celebrity endorsements can be a very lucrative means of dominating any industry, not just fashion industry (Nam-Hyun, 2016).

In short, celebrities are widely used in fashion industry because celebrity can promote or create fashion trends as they are always in the public eye (<https://spark.adobe.com/page/TWwgi/> accessed on May 2017). The fashion industry is easily influenced and supported by celebrity endorsements as it gives immediate guarantee on the exposure of a product to the audience (Carlye, 2016).

The rise in product diversity, and the rivalry of products and services, has increased the amount spent on promotional initiatives by many companies (Khong and Wu, 2013). Advertisement helps to deliver messages to target audiences and facilitate marketing programs of the products and services (Mwendwa and Hellen, 2014). Approximately 56% of Malaysians are willing to spend on their favourite celebrities while 30% would buy the products endorsed by celebrity (Anon, 2011). Celebrity endorsement involves substantial costs and does not immediately guarantee success in marketing promotion. Companies in Malaysia spend millions on celebrity endorsements (Tan, 2011).

Today celebrity endorsement has become one of the most popular forms of advertising (Choi and Rifon, 2007). Afsheen and Samreen (2016) have identified that celebrity endorsement has significant role in developing a brand image in the minds of consumer which ultimately influence their buying behaviour.

Hence, there is a need to study how celebrity endorsement influences consumer purchase decision. Although, many previous studies are done in other countries, not many recent studies are available, especially in Malaysia (Syed et al., 2016). There is also little research focused on influence of celebrity endorsement in fashion industry (Khong and Wu, 2013; Church-Gibson, 2011). Therefore, the aim of this study is to explore the relationship between celebrity endorsement and consumer purchase decision in fashion industry.

### 1.1. Research Question

With reference to the above problem statements, outlined below are the research questions of this study. This study seeks to answer these following research questions.

- RQ1: Is there any positive relationship between celebrity endorsement and purchase decision in fashion industry?
- RQ2: What is the most significant factor in celebrity endorsement that influences purchase decision in fashion industry?
- RQ3: Is there any differences in purchase decision between consumer profile groups (gender, generation, education level, occupation, personal income) towards celebrity endorsement in fashion industry?

### 1.2. Research Purpose and Objective

The purpose of this study is to explore the factors that influence purchase decision towards celebrity endorsement among consumers in Kuala Lumpur and Selangor. The following objectives were proposed to achieve this purpose and answered the research questions.

- R01: To examine the relationship between celebrity endorsement and purchase decision in fashion industry.
- R02: To identify the most significant factor in celebrity endorsement that influences purchase decision in fashion industry.
- R03: To determine whether there are any differences in purchase decision between consumer profile group (gender, generation, education level, occupation, personal income) towards celebrity endorsement in fashion industry.

## 2. Literature Review

There is an increasing number of studies concerning on the influence of celebrity endorsement have been put forwarded to explain the influence, impact, effectiveness and problems. These previous studies examined the ways in which celebrities were used in promoting the industry's business with a view to provide useful information for effective decision making (Ibok, 2013). The literature review discusses on how those researches were carried out with regards to the influence of celebrity endorsement and its relationships with consumer purchase decision.

This chapter reviewed the literature that focuses on one dependent variable (DV) which is consumer purchase decision and one independent variable (IV) under celebrity endorsement which has five dimensions; trustworthiness, expertise, attractiveness popularity and public image. The items of each of the attributes were discussed in the literature review that also covers on the purchase decision process and as well as the consumer personality from Big Five Model. The framework is then to be used to develop five hypotheses and the next chapter will explain the methodology used and how the research was conducted to address the research problem.

By referring to the attributes of the existing literature review, as shown in Figure 1 for the conceptual framework, the independent variable is celebrity endorsement while the dependent variable refers to the consumer purchase decision. There are five dimensions under celebrity endorsement which are trustworthiness, celebrity endorser's expertise, celebrity endorser's attractiveness, celebrity endorser's popularity and public image of the celebrity. This framework will be used to examine the hypotheses testing in the studies.

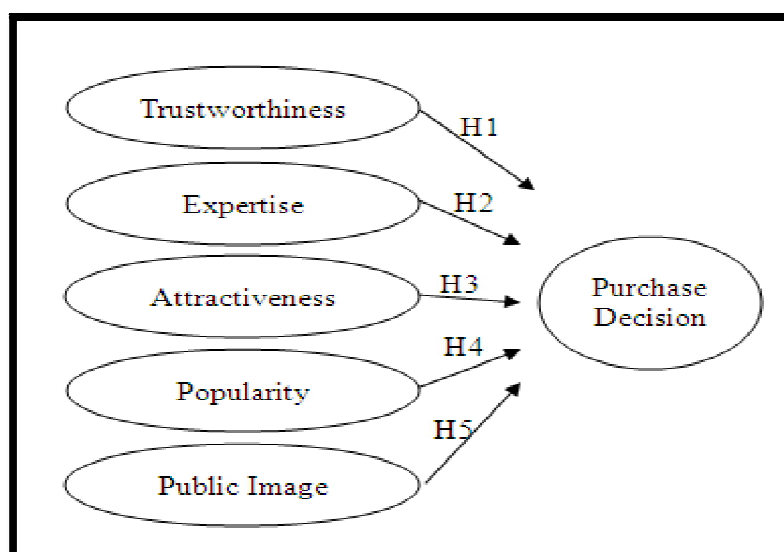


Figure 1: Conceptual Framework and Hypotheses of the Study

According to Ashwini and Sapna(2015), celebrity is a known personality with a status whose actions and words are noticed by a majority in the society, which gives the celebrity a specific image. Celebrity is an individual that received public attention through mass media. On the other hand, endorsement refers to an act of giving public approval or support to someone (dictionary.cambridge.org accessed on May 2017). There for, celebrity endorsement is a form of advertising

campaign or advertising tactic used by organization to promote brand recognition, brand recall and differentiation by using the status of a celebrity appealing to the market (Ashwini and Sapna, 2015)

In the case of celebrity endorsement, consumers are satisfied due to the transfer of image of the endorsing celebrity by acquiring the product or service, and by the recognition they receive (Ashwini and Sapna, 2015). Endorsement is one of the most popular marketing strategies for many businesses. This celebrity endorsement has also been quite effective in influencing consumers' buying decision (Garima and Abhinav, 2014). According to Khong and Wu(2013), celebrity endorsement is a popular marketing approach to make a product more noticeable, attractive and compelling to consumers. Celebrity endorsement is seen as a strategy focusing on improved market performance and subsequently improving the profitability of the company (Ibok, 2013).

A successful endorsement can increase consumer's purchase decision and preference toward brands directly or indirectly (Goh, 2013). That is also why many companies realize the importance of using celebrity endorsement as a marketing communication tool in improving the financial returns for companies (Erdogan, Baker and Tagg, 2001). There are few attributes identified that supported celebrity endorsement based on the past researches. The attributes are as below.

Trust is a firm belief in the truth, ability or strength of someone while trustworthiness is the ability to be relied on as honest or truthful. In a context of celebrity endorsement, trustworthiness implies that celebrity is dependable and can be relied upon by customers (Ibok, 2013). The trustworthiness of a celebrity is the most important and necessary feature of the celebrity (Garima and Abhinav, 2014).

The success of celebrity endorsement depends on customer trust because it established the level of perception on how reliable the celebrity is and for easy decision making due to high level of confidence in the product endorsed (Norazah, 2014). Evidently, there is a positive relationship between trustworthiness and celebrity endorsement in previous studies. Marketers prefer celebrity with high level of trustworthiness because it enhanced customer purchase decision compared to celebrity with low level of trust from customer (Humaira et al., 2017).

Expertise is defined as a skill or knowledge in a particular field. In a context of celebrity endorsement, according to Khong and Wu(2013), expertise refers to the skills, knowledge or experience possessed by an endorser in the product and/or services endorsed. Humaira et al.,(2017) also stated that expertise is the extent to which the endorser is perceived to be knowledgeable, skillful and experienced. In Khong and Wu, (2013) previous study, Silvera and Austad (2004) found that expertise of an endorser relates to validity of claims concerning the product; thus, this is considered to be an important factor in increasing the persuasiveness of marketing messages.

Celebrities with the right expertise enable organizations to have effective product advertisement because they provide concrete product information to the customers. These will be favourable to the organization because it can result in an increase in consumers' brand recall and motivation to purchase (Ibok, 2013). Thus, celebrity expertise has a significant influence in consumer purchase decision.

Cambridge Dictionary defined attractiveness as the quality of being appealing or sexually alluring to look at in a person. According to Khong and Wu(2013), attractiveness can be defined as the endorser's appealing nature such as physical beauty, personality, familiarity and likeability to consumers. Previous studies stated that attractiveness has a positive relationship with consumers' purchase decision.

Source of attractiveness is essential because it helps to enhance the effectiveness of advertising and consumer decision making (Norazah, 2014). Research by Syed et al.,(2016) found out that attractive celebrities positively influence on the emotional reactions of advertising. Klaus and Bailey (2008) also identified that both genders but especially male, there is significant impacts by attractive female celebrity than attractive male celebrity.

The persuasion of attractiveness happens when consumers are motivated to associate themselves with endorsers, who are deemed to be appealing to them in terms of their preferences, beliefs, behaviours or attitudes (Khong and Wu, 2013). Thus, the more customer is attracted by the celebrity, the greater the possibility that his or her endorsement will be accepted by the customers.

Popularity is defined as the state or condition of being liked, admired, or supported by many people. Roshan et al.,(2017) stated that when people like the celebrity they will also like the accompanying brand and therefore celebrities are used in commercials and advertisements. Celebrities are taking the opportunities to make full benefits of their popularity whilst it lasts because it was revealed that consumers find popular celebrity are more attractive and influential as compared to non-popular celebrity (Israel et al., 2015). However, according to Saravana and Arvind (2015), affective reaction to a widely popular celebrity is likely to result in a biased evaluation. Thus, higher popularity of the celebrity will result in higher acceptance by the consumers.

Public is a person that is exposed to general view while image is the optical counterpart of a person. In a context of celebrity endorsement, public image is defined as people perception towards the celebrity. Celebrity image can have a positive or negative effect on consumers' attitude towards the endorsed product (Afsheen and Samreen, 2016).

According to Ibok (2013), celebrity's public image should be taken very seriously when adopting celebrities in product advertisement because it can increase or decrease product acceptance among consumers with their perceived characteristics. Ricardo and Caroline(2014) stated that consumers agreed that controversial behaviour by celebrities can have a negative influence on their choice of product. Ibok (2013) study stated that as the public image of the celebrity increases, their effectiveness in creating the desired advertising impact will also increase which will help in consumer purchase decision.

### 2.1. Purchase Decision

Oxford dictionary defined purchase as something acquire by paying for it while decision is defined as an action or a process of deciding a conclusion or resolution reached after consideration. Thus, purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand during some specified time period.

Purchase decision is depending on how the process carried and faced by the customer (Wilson and Chosniel, 2013). The consumer does not make purchase decisions in isolation. A number of factors have been identified as shown in Figure 2 that may influence consumer decision making (Wilson and Chosniel, 2013).

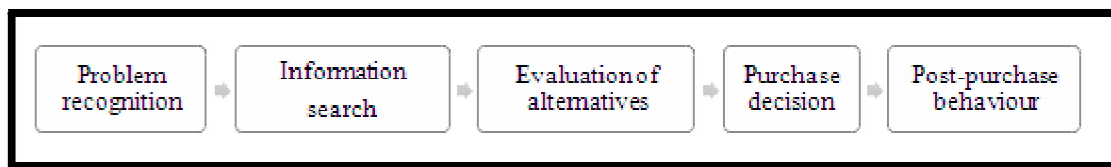


Figure 2: Five-Stage Purchase Decision Making Process  
Source: Adapted from Hawkins Et Al, 2011; Kotler and Keller 2009

According to Rong Zeng (2013), purchase decision process is defined as a series of interrelated activities that leads to a choice between alternatives. The five stages of the purchase decision process model are problem recognition, searching for information, evaluating of alternatives, purchase decision, and post-purchase behaviour (Kotler and Keller, 2009). The details are explained below.

In the problem recognition stage, the process begins when the consumer recognises a problem or needs in response to internal or external stimuli. The consumer decision making process can be stimulated if the desired state exceeds the actual state, and this can lead to products or service acquisition and consumption. The consumer may not be motivated to move to the stages if problem recognition is not stimulated in the problem recognition stage (Hoyer and Macinnis, 2010).

After consumer recognizes the problem, the next step is searching for information to reduce uncertainty and perceived risk to reach a buying decision (Hoyer and Macinnis, 2010). Consumer will collect relevant information, make comparison and finally identify what can be considered as the best solution. The information search stage ends when consumer find what they think to be the best solution.

The next step is evaluating and selecting alternatives. Blackwell et al. (2006) defined evaluation of alternatives as the standards and specifications used to compare different products and brands. Consumer may evaluate alternatives based on how they will satisfy their needs, or they may be looking for a special benefit from a product or service.

The process of selecting a specific product involves matching consumer personality and purchase characteristics. Once the evaluation is done, this is where decision making takes place (Kotler and Keller, 2009).

Longenecker et al., (2010) state that customer satisfaction should be considered as a post-purchase evaluation which includes multiple criteria such as product attributes, performance and service. This may result with customer satisfaction and consumer loyalty after the evaluation process is done. Customer satisfaction is generated when the customer's perceived product performance matches or exceeds their minimum expectations. A satisfactory purchase reduces the consumer's perceived risk level for their next purchase decision and encourages the consumer to repeat the same purchase behaviour in the future, thereby increasing consumer loyalty.

Thus, it is important to evaluate the purchase decision in this study. The influence of celebrity endorsement in fashion industry towards purchase decision will be tested in order to identify the factors that influencing the purchase decision.

### 2.2. The role of Celebrity in Fashion Industry

According to Cambridge dictionary, fashion is defined as a popular trend, especially in styles of dress and ornament or manners of behaviour while industry is defined as economic activity concerned with the processing of raw materials and manufacture of goods in factories. Thus, fashion industry is best defined as a dynamic global enterprise devoted to the business of making and selling clothes in the marketplace.

Fashion captures style, identity and culture in the wearer and it allows people to express themselves through a style of dress, etiquette, and socializing. According to Sean (2017), celebrities and fashion have always intertwined with one another. Wigley (2015) stated that there is apparently a significant role of celebrities in fashion industry. Schroder and Mai (2006) also stated that there are a significant number of examples in fashion brands that are increasingly influenced by celebrities.

According to Sarah (2016) fashion industry continues to introduce us to new styles every season but it would not be where it is today without the help of influential fashion icons. Fashion brands is easily influenced and supported by celebrity to build their brand images as celebrity draws attention and generates publicity by taking pictures of their outfit and share it with friends, family, and fans on social media (Schroder and Mai, 2006; Carlye, 2016; Sarah, 2016). As a result, consumers perceive brands and products associated with those celebrities as being more prestigious, of higher quality or otherwise more desirable (Wigley, 2015).

### 2.3. Relationship between Celebrity Endorsement and Purchase Decision

Previous studies claimed that there is a positive relationship between celebrity endorsement and purchase decision. However, Khorkova (2012) found that celebrity endorsement would be more effective in an Eastern culture compared to Western culture. There are few attributes of celebrity endorsement identified from most of the previous studies that could enhance the buying behaviour of customer.

According to Moynihan (2004), trustworthiness is most worthy in the eyes of customer because it is the non-physical trait that operates due to trust. Garima and Abhinav (2014) finding revealed that properties such as expertise and trustworthiness cause a celebrity endorser to become a source of persuasive information, and this creates a sense of certainty. Humaira et al., (2017) also stated that attractiveness impacts consumer's attitudes because they want to look attractive, stylish and glamorous like celebrities. When people like the celebrity, they will also like the accompanying brand and therefore celebrities are used in commercials and advertisements (Roshan et al., 2017). Therefore, we can say that there is a positive relationship between celebrity endorsement and purchase decision.

### 3. Methodology

This chapter briefly explained method of data analysis to be performed in this research. The chapter also reviewed research design, research instrument, and data collection procedure for obtaining the findings that according to the research objectives. In this study, questionnaire was used for data collection. The questionnaire had three sections: respondent profile, celebrity endorsement and purchase decision. A five-point level of agreement Likert scale was chosen to measure responses to each item. SPSS version 20 was utilised to produce all method of data analysis.

The aim of this study is to explore the relationships between celebrity endorsement and consumer purchase decision in fashion industry. Thus, the conclusive design to be selected in this study is cross-sectional since it is more relevant for this study. To enable the researcher to conduct a formalized and structured research process, it is common that cross-sectional design to be used since it has a quantitative approach and the quantitative character (Christensen et al., 2010). Therefore, the questionnaire will be developed as the research instrument for this study.

The population of the studies is limited to Kuala Lumpur and Selangor due to reason of convenience, time saving and accessibility. Other reason for limiting the studies to Kuala Lumpur and Selangor is because these areas are areas with a densely populated population and enough to represent for the whole population in Malaysia. Purchase decision of consumer will be measured using questions that measure the influence of celebrity endorsement in fashion industry.

The number of participants is taken according to the number of questions in the questionnaire which is 35 questions and assuming one question equivalence to five respondents. Thus, the total number of participants selected for this study is 175 respondents from Kuala Lumpur and Selangor with different gender, generation and preferences through online questionnaire. The method of the primary data gathering will be obtained by distributing a questionnaire to the respective respondents. The questionnaire will be measured using Likert Scale. The questionnaire will be distributed to the respondent via Google Form to those reside in Kuala Lumpur and Selangor. For this study, types of secondary data used in this are from existing journals, articles and internet; and most of the secondary data was conducted in South Asia. Meaning, there was limited studies conducted in other part of Asia. Thus, secondary data can only act as reference to conduct this study.

Level	Scale
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Table 1: Likert Scale to Be Used In the Questionnaire for This Study  
Source: Level of Agreement, Vagias, 2006

After conducting pilot study to the developed questionnaires, two items are identified as not significant to be used as dimensions of celebrity endorsement. The items are dropped from the final study and new group of components is created. Thus, there are changes in the conceptual framework as shown in Figure 3 and there are also changes on the hypotheses. New hypotheses are developed to study the relationship between celebrity endorsement and consumer purchase decision as below.

- NH1: Is there any significant relationship between Celebrity Trustworthiness in Consumer Purchase Decision?
- NH2: Does Celebrity Popularity Influence Consumer Purchase Decision?
- NH3: Does Public Image of a Celebrity Endorser affect Consumer Purchase Decision?

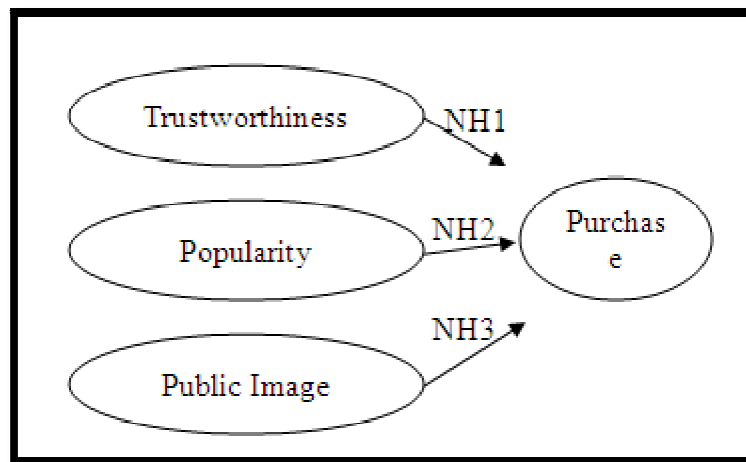


Figure 3: Final Conceptual Framework and Hypotheses of the Study After Performing Pilot Study

#### 4. Data Analysis

This chapter illustrates the results from the analysis of the data collected from the questionnaire which includes the descriptive analysis on the demographic data of respondents, data validity and reliability test of the independent variable and dependent variable, normality tests of data distribution, t-test and ANOVA for the hypotheses, and also correlation analysis of the research objectives. All data is collected via Google Form and analyzed using SPSS version 20.

This presented the results of the data analysis. First, data analysis techniques on demographic characteristics of respondents were applied. Factor analysis and reliability analysis were used to test the accuracy of data in terms of sampling size and validity of the final variables used in this study and all instruments construct is valid and acceptable.

The demographic profile of the respondents was explained through descriptive analysis. Before analyzing the data in-depth, descriptive statistics reports were generated so that the researcher is familiar with the data and understands the relationships between variables (Hair and Anderson, 2010; Malhotra, 2010). This analysis utilized frequencies and percentages to identify data characteristics which covered on five categories as showed below.

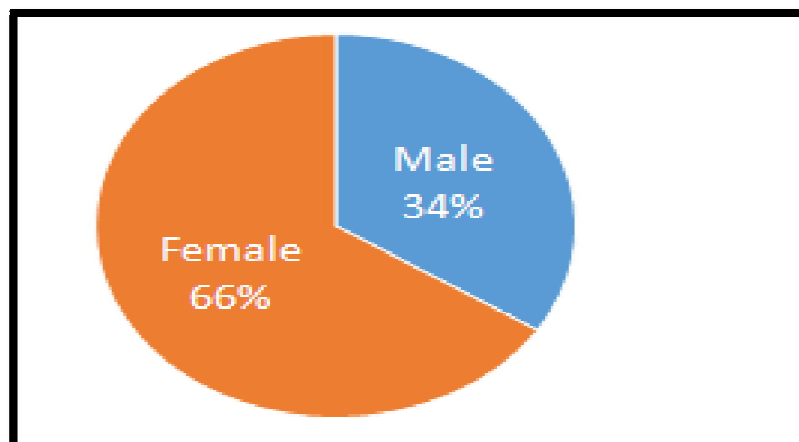


Figure 4: Total Respondents According to their Gender

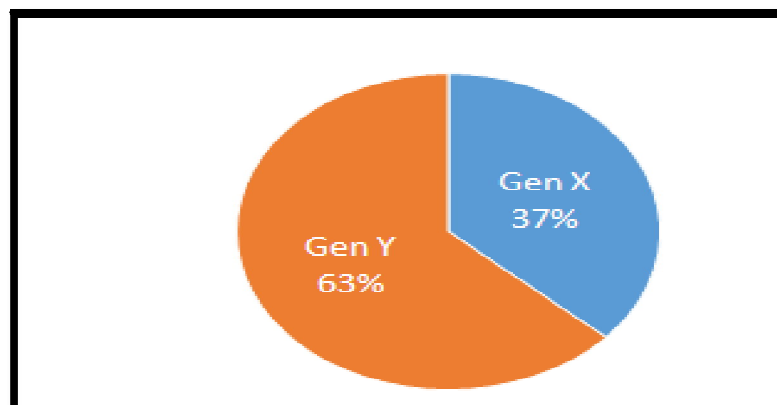


Figure 5: Total Respondents According to their Generation

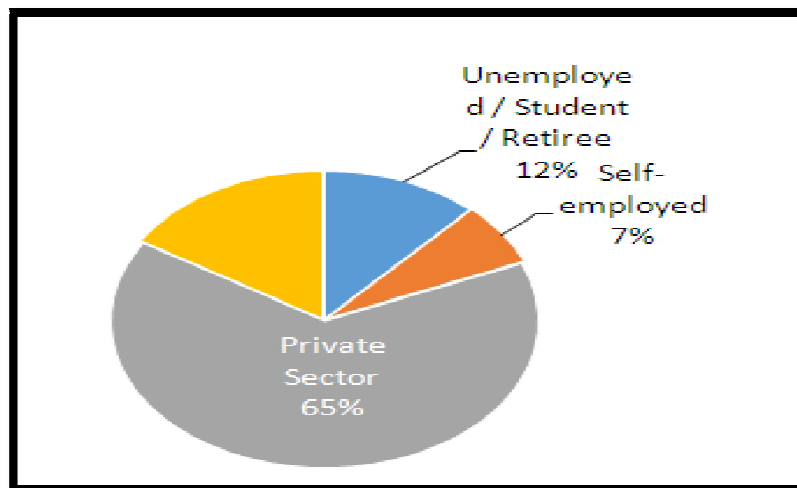


Figure 6: Total Respondents According to their Occupation

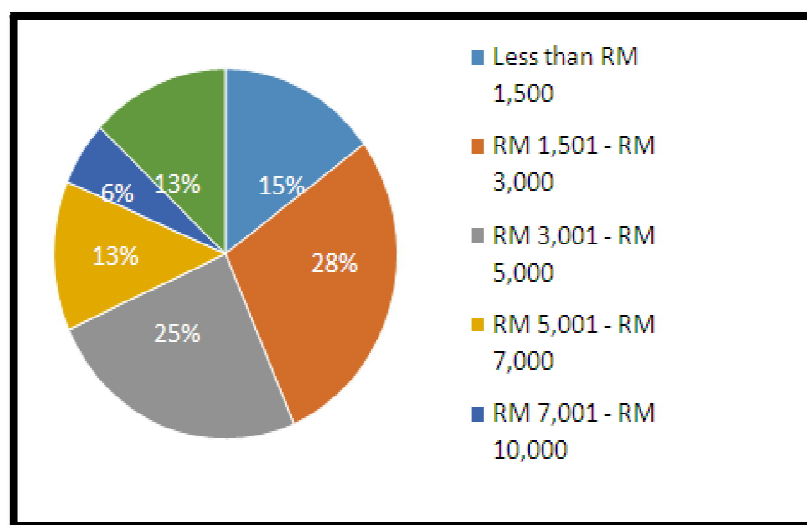


Figure 7: Total Respondents According to their Monthly Income

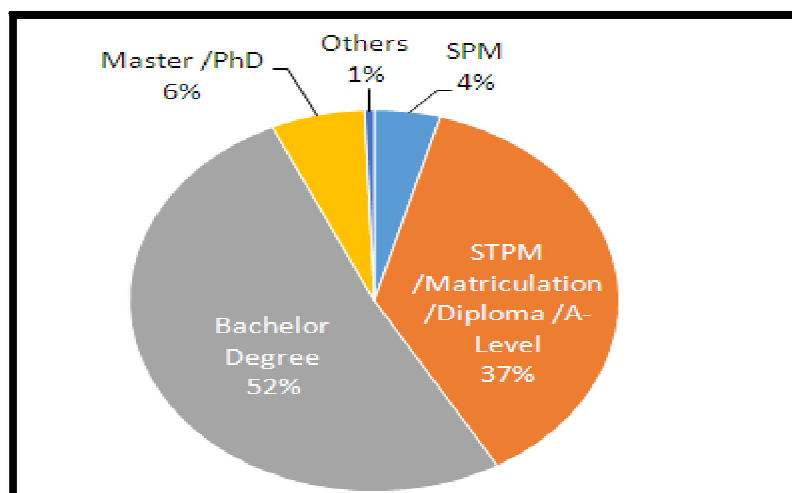


Figure 8: Total Respondents According to their Education Level

The questionnaires were distributed randomly to all respondents in Kuala Lumpur and Selangor. The number of sample size used in this study is according to Tabachnick and Fidell (2013) formula of “50 + 8m” where “m” is the number of factors. After performing pilot study, the factors to be used reduced from five factors to three factors. Thus, the number for “m” is three. The total number of respondents required for this study is 74 respondents as per Figure 4. There was a total of 161 respondents responded to the questionnaire in the Google Form. And therefore, the response rate is equal to 100%. The data is collected in a month and there is no unusable data detected from the responses.



$$\begin{aligned}
 N &= \text{Number of respondents} \\
 m &= \text{Number of IVs} \\
 N &= 50 + 8m \\
 N &= 50 + 8(3) \\
 N &= 74
 \end{aligned}$$

Figure 9: Tabachnick and Fidell (2013) Formula to Find Minimum Sample Size

#### 4.1. KMO and Bartlett's Test

In order to determine if the data is suitable, KMO and Bartlett's test is used in this study. KMO is a statistic that measures the sampling adequacy which varies between 0 and 1 while Bartlett's test of sphericity is a test for null hypothesis which would indicate the significant of the factors (www.ibm.com accessed on December 2017). KMO value of greater than 0.6 indicates a good sample size while Bartlett's test considered valid and significantly appropriate with  $p < 0.05$  (Rong Zeng, 2013). Table 3 shows that KMO for this study has reached enough sample size with the value of 0.909 and the result of Bartlett's test showed that there are positive relationships among the factors with the score of 0.000.

KMO	Bartlett 'S Test
0.909	$p = 0.000$ , $df = 210$

Table 2: KMO and Bartlett's Test

Table 4 shows that KMO for this study has reached enough sample size with the value of 0.804 and the result of Bartlett's test showed that there are positive relationships among the factors with the score of 0.000. It also shows the output of the extraction which score more than 0.30 and the data is valid and significant (Field, 2009).

KMO	Bartlett 's Test
0.840	$p = 0.000$ , $df = 105$

Table 3: KMO and Bartlett's Test for Celebrity Endorsement

#### 4.2. Reliability Analysis

All the instruments were tested for the consistency reliability of the items by using the reliability analysis. Sekaran (2000) suggested that if the construct have reliability more than or equal to 0.7 of CA, then the items are statistically reliable and acceptable. In Table 5, the result shows that only two items are reliable and acceptable with the alpha coefficient above 0.7 which are Trustworthiness and Purchase Decision. Popularity and Public Image score below 0.69 due to low number of questions between items heterogeneous constructs (Mohsen T. and Reg D., 2011).

Item	Cronbach's Alpha	N of Items
Trustworthiness	0.924	8
Popularity	0.193	3
Public Image	0.642	2
Purchase Decision	0.849	8

Table 4: Reliability Analysis on Actual Study

#### 4.3. Normality Analysis

In order to determine how well-modeled, the data set is, normal distribution is conducted to prove a normal univariate distribution as suggested by Trochim and Donnelly (2006). Common problems are skewed distributions which can be either positively skewed or negatively skewed (Rong Zeng, 2013). Problems may also appear when the distribution is too flat (platykurtic) or too peaked (leptokurtic) (Manning and Munro, 2007).

Distributions of the four variables were examined for skewness through SPSS in this research. Table 6 illustrates that the skewness and kurtosis values for each of the variables are normally distributed. This is because the skewness and kurtosis value were in between range  $\pm 2$  (Trochim and Donnelly, 2006; Field, 2000; Field 2009; Gravetter and Wallnau, 2014)

Variables	Skewness	Kurtosis
Trustworthiness	-0.294	0.053
Popularity	0.089	0.724
Public Image	-0.517	0.678
Purchase Decision	0.824	0.957

Table 5: Result of Normality test

#### 4.4. Multicollinearity Test

The multicollinearity test was conducted mainly to confirm on the validity of the instrument constructs and to determine the unique contribution of the factors (Field, 2000) and also to test if there is any multicollinearity issue in this study. A tolerance value close to 1 means there is little multicollinearity, whereas a value close to 0 (www.unc.edu access on December 2017) and the value of VIF is 10 and above, it is suggested that multicollinearity may be problematic (www.statisticssolutions.com accessed on December 2017)

Table 7 shows that there is no evidence of collinearity problem in this study as the tolerance was more than 0.10 and VIF value was less than 10 for each item in independence variable (O'Brien, 2007)

Dimensions of Independent Variable	Co linearity Statistics	
	Tolerance	VIF
Trustworthiness	0.494	2.026
Popularity	0.785	1.274
Public Image	0.533	1.877

Table 6: Results of co linearity test towards  
Online purchase intention

#### 4.5. Hypotheses Testing

The main purpose of this study is to explore the relationship between trustworthiness, expertise, attractiveness, popularity and public image toward consumer purchase decision. Therefore, the hypotheses were developed to identify the significant relationship among the factors. However, relationship for expertise and attractiveness is not covered in this analysis because the items are no longer valid after pilot study.

After identifying that there is no collinearity problem detected in this study, regression analysis has been carried out to further explain about the relationship between independent variable and dependent variable. The relationship is significant when the value of p-value is less than the value of alpha (K.C. Ling et al. (2010) and Washington et al. (2010)

#### 4.6. Relationship between Trustworthiness in Consumer Purchase Decision

Table 8 shows the result of regression analysis between trustworthiness orientation and consumer purchase decision. The p-value for the relationship trustworthiness and consumer purchase decision is less than 0.01 with beta score 0.673. The result is showing a significant relationship as per explained by Washington et al. (2010).

Model	Consumer Purchase Decision		
	Unstandardized Coefficient, B	Standardized Coefficient, $\beta$	p-value
Popularity Orientation	0.506	0.431	0.000
Adjusted R Square	0.449		
R Square	0.186		
F Statistic	6.029		

Table 7: Result of Linear Regression Analysis between Trustworthiness  
Orientation and Consumer Purchase Decision

#### 4.7. Relationship between Popularity in Consumer Purchase Decision

Table 9 shows the result of regression analysis between popularity orientation and consumer purchase decision. The p-value for the relationship popularity and consumer purchase decision is less than 0.01 with beta score 0.431. The result shows a significant relationship as per explained by Washington et al. (2010).

Model	Consumer Purchase Decision		
	Unstandardized Coefficient, B	Standardized Coefficient, $\beta$	p-value
Trustworthiness Orientation	0.59	0.673	0
Adjusted R Square	0.449		
R Square	0.452		
F Statistic	131.339		

Table 7: Result of Linear Regression Analysis between Popularity  
Orientation and Consumer Purchase Decision

#### 4.8. Relationship between Public Images in Consumer Purchase Decision

Table 10 shows the result of regression analysis between public image orientation and consumer purchase decision. The p-value for the relationship public image and consumer purchase decision is less than 0.01 with beta score 0.431. The result is showing a significant relationship as per explained by Washington et al. (2010).

Variables	Hypotheses	Result
Trustworthiness	NH1: Is there any significant relationship between Celebrity Trustworthiness in Consumer Purchase Decision?	Supported
Popularity	NH2: Does Celebrity Popularity Influence Consumer Purchase Decision?	Supported
Public Image	NH3: Does Public Image of a Celebrity Endorser affect Consumer Purchase Decision?	Supported

*Table 9: Result of Linear Regression Analysis between Public Image Orientation and Consumer Purchase Decision*

This research originally used five hypotheses to investigate the influence of celebrity endorsement and purchase decision. However, it dropped to three hypotheses due to the items was dropped after preliminary test. It investigated the relationship between trustworthiness and purchase decision, the relationship between popularity and purchase decision, and the relationship between public image and purchase decision. Table 11 presents the research hypotheses and their relationships with independent and dependent variables.

Variables	Hypotheses	Result
Trustworthiness	NH1: Is there any significant relationship between Celebrity Trustworthiness in Consumer Purchase Decision?	Supported
Popularity	NH2: Does Celebrity Popularity Influence Consumer Purchase Decision?	Supported
Public Image	NH3: Does Public Image of a Celebrity Endorser affect Consumer Purchase Decision?	Supported

*Table 10: Summary of the Findings for the Hypotheses*

In brief, the findings show that trust worth inessattributes positively influence consumer purchase decision; popularity attributes positively influence consumer purchase decision;and public imageattributes positively influence consumer purchase decision. However, from the finding, the best relationship for purchase decision istrustworthiness.

## 5. Conclusion

This chapter aims to explore the factor that influences consumer purchase decision in fashion industry. This chapter will discuss and concluded the findings derived from data analysis. The aim of this chapter is to explore the factors that influence the purchase decision based on research questions and research objectives. Then, the recommendations will be provided based on the result.

This research aims to explore the factors that influenced consumer purchase decision in fashion industry. The main research findings that will be discussed in this section are based on the research objectives.

- R01: To examine the relationship between celebrity endorsement and purchase decision in fashion industry.
- R02: To identify the most significant factor in celebrity endorsement that influences purchase decision in fashion industry.
- R03: To determine whether there are any differences in purchase decision between consumer profile group (gender, generation, education level, occupation, personal income, consumer personality) towards celebrity endorsement in fashion industry.

### 5.1. The Relationship between Celebrity Endorsement and Purchase Decision in Fashion Industry

To achieve R01, five hypotheses have been developed for this study as shown in section 3.11. However, there are changes in hypotheses as the items are dropped from five items to three items. Thus, there are only three hypotheses conducted in this study. To test the hypotheses, regression analysis has been conducted in this study.

- NH1: There is significant relationship between Celebrity Trustworthiness in Consumer Purchase Decision.

The results show that trustworthiness has a significant relationship with purchase decision with correlation level of 0.000 and beta score of 0.673. It means, if there is an increase of one item under trustworthiness, the score of purchase decision is expected to increase by 0.673. The results show that trustworthiness is the best determinant of purchase decision consistent with the existing literature. The trustworthiness of a celebrity is the most important and necessary feature of the celebrity because the success of celebrity endorsement depends on the level of perception on how reliable the celebrity is (Garima and Abhinav, 2014; Norazah, 2014). Therefore, it can be concluded that in this study that a trustworthy celebrity is an important factor that influencing the consumer purchase decision in fashion industry.

- NH2: Celebrity Popularity does influence Consumer Purchase Decision.

The results show that popularity of the celebrity has the least significant relationship with purchase decision with correlation level of 0.000 and beta score of 0.431. It means, if there is an increase of one item under popularity, the score of purchase decision is expected to increase by 0.431. The results show that consumer respond favourably toward popularity of the celebrities. Based on this study, the researcher also found that popularity of the celebrity is considered important that will affect the consumer purchase decision in fashion industry.

- NH3: Public Image of a Celebrity Endorser does affect Consumer Purchase Decision.

The results show that public image of the celebrity has a slightly significant relationship with purchase decision with correlation level of 0.000 and beta score of 0.539. It means, if there is an increase of one item under public image, the score of purchase decision is expected to increase by 0.539. The results show that consumer respond favourably toward public image of the celebrities. Celebrity image can have a positive or negative effect on consumers' attitude towards the endorsed product (Afsheen and Samreen, 2016). Based on this study, the researcher also found that public image of the celebrity is considered important that will affect the consumer purchase decision in fashion industry.

## 5.2. The Most Significant Factor in Celebrity Endorsement That Influences Purchase Decision In Fashion Industry

Through regression results, the value of standard coefficient ( $\beta$ ) among the independent factors range from the weakest relationship to the highest beta score. The significant factor that influences purchase decision in fashion industry is as shown in Table 12.

Relationship	Association Through Linear Regression Analysis
Trustworthiness and Purchase Decision	$\beta = 0.673, p < 0.000$
Popularity and Purchase Decision	$\beta = 0.431, p < 0.000$
Public Image and Purchase Decision	$\beta = 0.539, p < 0.000$

Table 12: The Association between All Independent Factors and Dependent Factor

Through this result, the weakest relationship is popularity with the beta score of 0.431 followed by public image with the beta score 0.539. The highest association with the beta score of 0.673 is trustworthiness. It means that trustworthiness has become a significant factor in order to determine the consumer purchase decision in fashion industry. In short, trustworthiness is the most important factor that influences consumer purchase decision. Empirical evidence strongly supports the positive relationship between trustworthiness and purchase decision. Therefore, this result is acceptable and the RO2 has been answered.

To conclude, all of the objectives in this study are achieved. All of the dimensions in the independent variable which are trustworthiness, popularity and public image have a positively significant relationship with purchase decision. The entire tested hypotheses have been supported. The most significant factor in this study is trustworthiness. Based on the findings, there was no difference between the groups that tested within demographic profile in this study. Since all the objectives have been achieved, the discussions and findings of this study could be used as further guideline for the purpose of research study.

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