DETERMINANTS OF THE EFFECTIVENESS OF
CELEBRITY ENDORSEMENT IN ADVERTISEMENT

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ABSTRACT
Celebrity endorsement advertisement is an emerging trend nowadays. However, there is no perfect celebrity can endorse all types of brands and generate maximum outcomes. Hence, the success of an advertisement depends on the selection of an endorser. The objective of this research is to find out source model (attractiveness, trustworthiness, expertise) of celebrity endorsement perceived by consumers. Besides, the research also intends to identify the influence of endorser’s nationality (local/foreign) and celebrity endorser/product fit (matched/unmatched) on celebrity endorsement advertisement effectiveness. This research’s scope focused on shoppers in Giant, Mydin and Tesco in Malacca. Questionnaires were distributed to 120 respondents. The data collected were analyzed using descriptive analysis, reliability test, Pearson correlation, and regression analysis. The results showed that expertise, trustworthiness and attractiveness in celebrity are important towards celebrity endorsement advertisement effectiveness. Foreign celebrity endorser appeared to be generating higher celebrity endorsement advertisement effectiveness. Same goes to celebrity endorsers with high “fit” with brands endorsed. The implications and recommendations will be further elaborated.

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INTRODUCTION
The reason for using celebrities as endorsers is due to their huge potential influence. Compared to other endorser types, famous people achieve a higher degree of attention and recall. Celebrities are people who enjoy public recognition by a large share of a certain group of people (Christina, 2003). McCracken (1989) has defined celebrity endorser as “any individual who enjoys public cognition and who uses this cognition on behalf of a consumer by appearing with in an advertisement”. They increase awareness of a company’s advertising, create positive feelings towards brands and are perceived by consumers as more entertaining. Besides, using a celebrity in advertising is more likely to positively affect consumers’ brand attitudes and purchase intention (Schlecht, 2003). Besides, celebrities have an ability to transfer their image to a specific product that being advertised (Wheeler, 2003). Many companies have realised the importance of celebrity endorsement as a marketing communication tool. By using these advertising tools, a company generates a high awareness among
a larger audience as well as an increased market share in short run. Besides, the celebrity endorsement may materially improve financial returns for companies that employ them in their advertising campaigns (Erdogan, Baker, & Tagg, 2001). Finding a right endorser is quite a daunting task; they may or may not benefit the company. First, celebrity source credibility is hypothesised as one of the factors and it has been divided into many types of credibility such as attractiveness, trustworthiness, expertise and so on. Some researchers argue that it is useless for company to employ endorser based on their celebrity source credibility. As they are inconsistencies in the past studies, this study aims to investigate which type of endorser appeared to be better.

Another factor that is often thought to be influencing the effectiveness of celebrity endorsement advertisement is the endorser’s nationality. In fact, some international companies believe that it is more suitable to hire well-known international celebrities such as artists and model as endorsers for advertising purpose, for instance; LV and DKNY. However, the concern of using well-known international celebrities are recently raised as different country or place may have different culture. Some brand marketers argue that different endorser should be used. For example, Nike will choose their local sport stars such as Michael Jordan as endorsers in America but in Asia countries, they will use Asian sport stars like Nakata Hidetoshi.

Celebrity endorser/product fit is also known to be one of the determinants that affects the effectiveness of celebrity endorsement advertisement. For reference, NBA star Yao Ming first appeared on a China telecommunication company, China Unicom’s CDMA mobile phone advertisements as endorser, some doubted that Yao Ming who is staying in United States really uses the mentioned mobile before? Can his sporty and fresh image help shape a good brand image for CDMA? Of course, China Unicom only takes Yao Ming’s fame into consideration and did not analyse the fit of Yao Ming’s endorsement for CDMA mobile phone. In facts, even Michael Jordan, a famous international superstar is not suitable for every brand (Chase, 2000). The internal link between brand and brand endorser is determined by brand element. The elements of a brand decide which kind of endorser should be invited, if they do not match, there will be greater damage on the brand.

Although there are many previous studies done in other countries, there are not many recent studies available, especially in Malaysia. There are many companies which are inclined to use celebrities as an endorser for their product but unfortunately, not every endorser is suitable to become an endorser of a product. In view of this, the main objective of this paper is to examine the effect of “celebrity source credibility”, “celebrity endorser nationality” and “celebrity endorser/product fit” on the effectiveness of “celebrity endorsement advertisement”. The organization of the paper is as follows. Section 2 describes the past studies in the paper. Section 3 explains the framework, hypotheses and the methodology employed by this research. While Section 4 measures the effects of “celebrity source credibility”, “celebrity endorser’s nationality” and “celebrity endorser/product fit” on the effectiveness of celebrity endorsement advertisement, Section 5 concludes the study.

PAST STUDIES
Celebrity Endorsement Advertisement Effectiveness
Celebrity endorsement is being used heavily as a medium of advertising that is, in many respects, is more effective than non-celebrity endorsement. Until now, researcher who has compared the celebrity endorsers with the non-celebrity endorsers, has shown to certain extent, that the celebrity endorsement is more effective at
producing desirable outcomes for the sponsor. They are particularly effective at generating public relationship for a product driven by the insatiable desire in consumers to learn more about the private lives of celebrities (Gamson, 1994). Basically, a company is trying to send various types of information to their target audience. To be able to develop an effective advertising and promotional campaign, a company has to select their endorser appropriate to different channels and media (Till & Schimp, 1998), such as source, message, and receiver (Belch & Belch, 2001). Thus, the brand can be seen as the message the company is trying to send to their audience.

Celebrity Source Credibility (Expertise, Trustworthiness, Attractiveness) and celebrity endorsement advertisement effectiveness

Specific models and conceptual frameworks designed to capture influence or the likelihood of a communicator having an effect on consumer attitudes stem from two related streams of research: source credibility and source attractiveness (Erik, 2009) (also referred to collectively as the source models). Source credibility is comprised of two distinct dimensions—trustworthiness and expertise while source attractiveness is one-dimensional. Ohanian (1990) established the source credibility model and defined expertise as “the extent to which a communicator is perceived to be a source of valid assertions” and Trustworthiness as “the degree of confidence in the communicator’s intent to communicate the assertions he considers most valid”. Source attractiveness does not refer only to physical attractiveness but also related to three more general concepts: similarity, familiarity, and liking. The model holds that the effectiveness of a message depends on the source’s familiarity, likeability, similarity, and attractiveness to the respondent. Familiarity is considered knowledge of the source through exposure, whereas likeability is affection for the source as a result of the sources physical appearance and behaviour (Erik, 2009).

According to the source models, endorsers are effective when they are seen by consumers as trustworthy (Friedman & Friedman, 1976), experts (Woodside & Davenport, 1974), and attractive (McGuire, 1985). Although there are a number of moderating and mediating influences (e.g. fit with product and audience; low vs. high purchase decision; prior attitudes), in general, the more trustworthiness, expertise, and or attractiveness the endorser, the more effective they are in changing the consumer attitude and persuasion (Brinol, Petty, & Tormala, 2004). Empirical evidence in support of source credibility is plentiful. Source credibility is credited with improving consumer confidence (Brinol et al., 2004), altering negative predispositions, increasing product purchase intentions (Harmon & Coney, 1982), and improving consumers’ reactions to advertisements and brands (Goldsmith, Lafferty, & Newell, 2000). Additionally, research has shown that highly credible sources “induce more behavioral compliance than do less credible sources” (Ohanian, 1990). In summary, the source credibility literature reviews provides strong evidence to suggest that the more credible a source is the more effective they are at endorsement.

The source attractiveness model is not as well established as source credibility, yet there have been several studies which support the construct. In fact, Kahle and Homer (1985) find that brand recall in advertisements is enhanced by an attractive source and could lead to a change in attitude and purchase intentions. Ohanian (1991), on the other hand, indicates that attractiveness is not significant in altering purchase intentions although expertiseis. However, Ohanian’s (1991) findings did not rule out the possibility that attractiveness indirectly influence the communication effectiveness. Source credibility is likely to have a larger impact on the
effectiveness of an endorser than source attractiveness (Ohanian, 1991); especially in situations of high buyer involvement (Petty, Cacioppo, & Schuman, 1983).

Amos, Holmes and Strutton (2015) have discovered a positive relationship between expertise, trustworthiness, attractive with celebrity endorsement advertisement effectiveness. Eighty-seven studies are originally identified as worthy of further evaluation. Of this sample, 12 articles are conceptual and another 43 studies fail to report information required to conduct the analysis due to their focus on aspects of celebrity endorsers outside the realm of source. They obtain a correlation of expertise .38 (p < 0.05), trustworthiness .46 (p < 0.05), and attractiveness .38 (p < 0.05) between Celebrity Source Credibility (Ohanian, 1990) and celebrity endorsement effectiveness.

Jain, Roy, Kumar, and Kabra (2010) find a positive relationship between expertise, trustworthiness, attractive and celebrity endorsement advertisement effectiveness. The study reveals a correlation of trustworthiness .79 (p < 0.05) and attractiveness .86 (p < 0.05) between Celebrity Source Credibility (Ohanian, 1990) and celebrity endorsement effectiveness. This finding supports the literature on source credibility (Kamins & Gupta, 1994; Ohanian, 1990).

Celebrity endorser’s nationality and celebrity endorsement advertisement effectiveness

Jain, Roy, Kumar, and Kabra (2010) document a positive relationship between celebrity endorser’s nationality and celebrity endorsement advertisement effectiveness. National celebrities create more favourable consumer attitudes than regional celebrities. A total of 240 respondents (40 per treatment) are selected from colleges, societies, institutes and offices of Ahmedabad city (India). The study find a correlation of .24 (p < 0.05) between a national celebrity and celebrity endorsement advertisement effectiveness. So, national celebrity is more effective in creating positive consumer attitudes than a regional celebrity.

Celebrity endorser / product fit and celebrity endorsement advertisement effectiveness

Amos, Holmes and Strutton (2015) find that the correlation between the celebrity endorser / product fit and celebrity endorsement advertisement effectiveness is positive. As noted by Amos, Holmes and Strutton (2015), 86% of the studies report main effects, 62% of the studies use a survey instrument, and 52% employs a student sample. Exactly 60% of the studies are based on the U.S. market. They find that the result has an overall mean weighted correlation of .44 (p < 0.05) and are statistically significant.

As revealed by Hakimi, Abedniya, and Zaeim (2011), there is a positive correlation between the celebrity endorser / product fit (brand image) and celebrity endorsement advertisement effectiveness, .27 (p < 0.05). Since the direction is positive, the celebrity match-up product has a positive relationship with the brand image. When there is a "fit" between the endorser and the endorsed product, endorser's image helps to construct the image of the brand in consumers' minds (Bahram, Zahra, & Zahra, 2010). Therefore, the celebrity endorser / product fit is found to have a positive relationship with celebrity endorsement advertisement effectiveness.

METHODOLOGY

Research Framework

As shown in Figure 1 for the conceptual framework, the independent variables refer to the celebrity source credibility, celebrity endorser’s nationality and celebrity endorser/product fit, while the dependent variable refers to celebrity endorsement advertisement effectiveness. Source credibility is divided into 3 source effects
as proposed by Ohanian(1990) which are expertise, trustworthiness, and attractiveness. Meanwhile, nationality discussed here simply divided into local celebrity and foreign celebrity. Finally, celebrity endorsement advertisement effectiveness will be measured according to 5 dimensions: positive feeling towards the advertisement (Atkin & Block, 1983; O'Mahony & Meenaghan, 1998), attention grabbing (O'Mahony & Meenaghan, 1998), purchase intention (Atkin & Block, 1983), personality and appeal (Dickenson, 1996), and high recall rates (O'Mahony & Meenaghan, 1998).

Hypothesis Development

Hypothesis development is used to test the perceived relationship between variables. Based on the past studies, the relationship between the dependent variables; celebrity endorsement advertisement effectiveness and the independent variables; Celebrity Source Credibility (Ohanian, 1990), celebrity endorser’s nationality, and celebrity endorser/product fit will determined.

H1: There is significant relationship between Celebrity Source Credibility (Ohanian, 1990) and celebrity endorsement advertisement effectiveness.

H2: Celebrity endorser’s nationality does influence endorsement advertisement effectiveness.

H3: Celebrity endorser/product fit does affect celebrity endorsement advertisement effectiveness.

Data Collection

Gpower software is used to determine the same size and since the model has a maximum of 3 predictors, a sample size of 120 is needed. The responded targeted for the study was shopper in Malacca. A total of 135 set of structured questionnaires are distributed to the shoppers at hypermarket in Malacca which is Giant, Tesco and Mydin. The respondents are required to answer according to the “5-point Likert scale”.

Variables and Measures

The measures are all adapted from published literature as shown in Table 1.
TABLE 1- VARIABLES AND MEASUREMENT

<table>
<thead>
<tr>
<th>Variable name</th>
<th>Source</th>
<th>No. of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebrity Source Credibility</td>
<td>Adapted from Ohanian (1990)</td>
<td>6</td>
</tr>
<tr>
<td>Celebrity Endorser’s nationality</td>
<td>Adapted from Jain, Roy, Kumar, &amp; Kabra (2010)</td>
<td>6</td>
</tr>
<tr>
<td>Celebrity Endorser/Product Fit</td>
<td>Adapted from Strutton (2008)</td>
<td>6</td>
</tr>
</tbody>
</table>

FINDINGS

Profile of Respondents

This section explains demographic profiles among the respondents, which consist of the information: (i) Gender, (ii) Age, (iii) Race, (iv) Nationality. This information is utilized to analyse their profile. A total of 135 sets of questionnaire are distributed to the shoppers but only 120 sets are usable. As shown in table 2, out of 120 respondents, 60 of them are male respondents, comprising 50% of the respondents while 60 of them are female respondents, constituting 50% of the respondents.

Most of the respondents are in their twenties, that is, in the age group of 20-30 years old. They represent the 77.5% of the sample. The second largest group of the respondents is those of age between 31-40 and 41-50, representing 8.3% of the sample population. This is followed by respondents in the age group of 51 and above which make up 5% of all respondents. There is only 1 respondent in the age group below 20.

The majority of the respondents are Malays who contributes 62.5% (75) of the respondents, followed by 35.8% (43), Chinese and 1.7% (2) Indians. In term of nationality, most of the respondents are Malaysian, which occupy 98.3% (118) and the rest are non-Malaysian, which is 1.7% (2).

TABLE 2 - PROFILE OF RESPONDENTS

<table>
<thead>
<tr>
<th>Demographic Profile</th>
<th>Groups</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>60</td>
<td>50.0</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>60</td>
<td>50.0</td>
</tr>
<tr>
<td>Age</td>
<td>Below 20</td>
<td>1</td>
<td>0.8</td>
</tr>
<tr>
<td></td>
<td>20-30</td>
<td>93</td>
<td>77.5</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>10</td>
<td>8.3</td>
</tr>
<tr>
<td></td>
<td>41-50</td>
<td>10</td>
<td>8.3</td>
</tr>
<tr>
<td></td>
<td>51 &amp; above</td>
<td>6</td>
<td>5.0</td>
</tr>
<tr>
<td>Race</td>
<td>Malay</td>
<td>75</td>
<td>62.5</td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
<td>43</td>
<td>35.8</td>
</tr>
<tr>
<td></td>
<td>Indian</td>
<td>2</td>
<td>1.7</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>0</td>
<td>0.0</td>
</tr>
</tbody>
</table>
Data Analysis

The data collected from questionnaires is analysed using Statistic Package for Social Sciences (SPSS) Version 20 for Windows. “Reliability test”, “Pearson correlation”, and “Regression analysis “are conducted in this research.

Reliability test

“Reliability test” is carried out to examine the consistency of the result obtained and to ensure it is free from error (Malholtra & Peterson, 2006). Reliability estimates are determined for the scales based on the “Cronbach’s coefficient alpha”. “Cronbach’s coefficient alpha” is one of the most used reliability statistics to test the reliability of each variable. It verifies the internal consistency or average correlation of items in a survey instrument to measure its reliability. Nunnally (1978) recommends that instruments used in basic research should have reliability of about 0.70 or better.

TABLE 3 “RELIABILITY TEST” ON DEPENDENT VARIABLE AND INDEPENDENT VARIABLES

<table>
<thead>
<tr>
<th>Variable Item</th>
<th>Number of Item</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebrity endorsement advertisement</td>
<td>3</td>
<td>0.719</td>
</tr>
<tr>
<td>effectiveness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Celebrity Source Credibility</td>
<td>6</td>
<td>0.707</td>
</tr>
<tr>
<td>(Ohanian, 1990)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Celebrity Endorser’s Nationality</td>
<td>6</td>
<td>0.717</td>
</tr>
<tr>
<td>Celebrity Endorser/Product Fit</td>
<td>6</td>
<td>0.701</td>
</tr>
</tbody>
</table>

The “Cronbach’s reliability coefficient” of the dependent variable is obtained (0.719). From the reliability test, it is considered that celebrity endorsement advertisement effectiveness is in the range of good reliability. The “Cronbach’s reliability coefficients” of the independent variables are obtained as well. As the items are all above 0.70, it is considered that the items are reliable and that the internal consistency are assumed among all the items in the variables of Celebrity Source Credibility (Ohanian, 1990) (0.707), celebrity endorser’s nationality (0.717), and celebrity endorser/product fit (0.701).

Pearson Correlation
TABLE 4 : PEARSON CORRELATION

<table>
<thead>
<tr>
<th>Variable</th>
<th>Celebrity Endorsement Advertisement Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebrity Source Credibility</td>
<td>0.195*</td>
</tr>
<tr>
<td>Celebrity Endorser’s Nationality</td>
<td>0.206*</td>
</tr>
<tr>
<td>Celebrity Endorser/Product Fit</td>
<td>0.180*</td>
</tr>
</tbody>
</table>

Note: * Correlation is significant at 0.05 level

Based on the correlation analysis, there is a positive correlation found between the celebrity source credibility and celebrity endorsement advertisement effectiveness with the correlation coefficient of 0.195. Besides this, while celebrity endorser’s nationality and celebrity endorsement advertisement effectiveness is positively correlated with correlation coefficient of 0.206, celebrity endorser/product fit is also positively correlated with celebrity endorsement advertisement effectiveness with correlation coefficient of 0.180. All correlation coefficients for the variables are significant at 0.05 level.

Regression results

TABLE 5 : HYPOTHESIS TESTING RESULTS

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Std Beta</th>
<th>Std Error</th>
<th>t-value</th>
<th>Decision</th>
<th>R^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Source Credibility - &gt; Endorsement Advertisement Effectiveness</td>
<td>0.195</td>
<td>0.038</td>
<td>2.155*</td>
<td>Supported</td>
<td>0.038</td>
</tr>
<tr>
<td>H2 Endorser’s Nationality - &gt; Endorsement Advertisement Effectiveness</td>
<td>0.206</td>
<td>0.037</td>
<td>2.288*</td>
<td>Supported</td>
<td>0.042</td>
</tr>
<tr>
<td>H3 Endorser/product Fit - &gt; Celebrity Endorsement Advertisement Effectiveness</td>
<td>0.180</td>
<td>0.039</td>
<td>1.985*</td>
<td>Supported</td>
<td>0.049</td>
</tr>
</tbody>
</table>

*p< 0.05

Respondents Perceived the Source Model of Celebrity Effects on Endorsement Advertisement Effectiveness. (Hypothesis 1)

From the result in descriptive data analysis and reliability test, expert, trustworthy and attractive celebrity endorsers are found to exhibit positive general evaluation on endorsement advertisement effectiveness. Source attractiveness is important in the individual’s initial judgement of another person (Ohanian, 1991). The hypothesis 1 is supported as the respondents perceived the source model of celebrity impacts the endorsement advertisement effectiveness.

The use of attractive celebrities has a positive influence on the emotional reactions of advertising, and O’Mahony and Meenaghan (1998) state that attractive characters used in advertising lead to a more favourable attitude towards the advertising. Recipients of a persuasive message are often more likely to accept the message
if they find the communicator or message source to be physically attractive. In the other word, when a good-looking celebrity is used in an advertisement, viewer’s first impression will be positive even before looking at the products.

When discussing about expertise, most people will associate expertise with sports or athletes, such as Michael Jordan as a legend in basketball endorsed for Nike. This causes the positive evaluation rating on the celebrity endorsers with expertise.

Discussion on positive evaluation of a celebrity is something general. In this case, most respondents could hardly think of a certain celebrity endorser as standard to rate. Besides, different people have different perception on trust and to find the celebrity believable is something inner. Therefore, trustworthiness of a celebrity takes time to build within consumers.

In order to find out whether the celebrity endorsement advertisement effectiveness is affected by the sources model perceived by respondents, this research requires the respondent to ranking the five perspectives: (1) Positive feeling towards the advertisement, (2) Attention grabbing, (3) Purchase intention, (4) Personality and appeal, and lastly (5) High recall rate. The five perspectives are derived from the five dimensions as proposed by previous researches to measure celebrity endorsement advertisement effectiveness.

**Influences of Celebrity Endorser’s Nationality on Celebrity Endorsement Advertisement Effectiveness. (Hypothesis 2)**

Based on the data, hypothesis 2 is supported and in contrary to the past studies, respondents rate highly when evaluating foreign celebrity endorsers. The findings are interesting, in fact, most of the respondents are Malaysian, and they agree that foreign celebrity endorsers are more recognised as famous person. They generally have positive feeling towards the advertisement, which uses foreign celebrities as endorsers. This is because they perceive that these advertisement are normally produced by bigger scale company which have higher production budget.

Besides, as compared to foreign celebrities, local celebrities are perceived as “not as famous as” foreign celebrities. Due to the strong publicity efforts of foreign celebrity agencies, respondents are always exposed to entertainment news reported about foreign celebrities, besides watching their movies or listening to their songs. As a result, they become more familiar with the foreign celebrities instead of local celebrities. This explains why foreign celebrity endorsers are more attention grabbing and also have a higher recall rate.

Malaysians have a tendency in ranking other countries of having higher product quality instead of local products (Ghazali, Othman, Yahya & Ibrahim, 2008). Normally foreign endorsers with strong publicity are from developed country such as United States, Japan, United Kingdom and South Korea. As proposed by Ghazali, Othman, Yahya and Ibrahim (2008), Malaysian consumer normally will attach the country of origin for information to the quality of a product that he or she purchases. Hence, advertisement endorsed by foreign celebrity endorsers is perceived by consumers as related to the product quality. This could lead to higher purchase intention.

This indicates that Malaysian perceives foreign celebrity endorsers to have higher celebrity endorsement advertisement effectiveness because of the positive evaluation towards foreign celebrity endorsers. The reason Malaysian does not demonstrate their preference toward local celebrities can be explained in term of the product quality. Malaysia as a developing country is facing intense competition from developed countries. In general, consumers are inclined to attribute quality to a product that is made in developed countries products (Ghazali
et.al, 2008), while locally made products, that is Malaysian products do not rank as high in the mind of the average local consumer. Foreign celebrity endorsers will normally transfer the meaning of imported products which will lead to positive feeling to quality conscious consumers.

**The Effects of Celebrity Endorser/product Fit Have on Celebrity Endorsement Advertisement Effectiveness. (Hypothesis 3)**

Based on the results in previous chapter, the hypothesis 3 is supported. The results are supported by previous researches where the better the celebrity endorser/product fit, as perceived by consumers, the higher the level of endorsement advertisement effectiveness (Friedman & Friedman, 1976). The respondents overall rated highly positive towards evaluation on celebrity endorsers who are matched with the products endorsed. The absence of connection between the endorser and the product being endorsed may lead consumers to believe that the product has been bought or paid for (Erdogan, 1999), thus lowering the effectiveness of the endorsement advertisement.

Besides, for the overall results, a better celebrity endorser/product fit also causes better outcomes in positives feeling towards the advertisement, increased purchase intention, making endorsed brand more appealing and higher recall rate as compared to low celebrity endorser/product fit. Consumers tend to believe that endorsers act as a model to show what they could benefit with the products endorsed, therefore when there is a “fit” between the endorser and the endorsed product, endorser’s image helps construct the image of the brand in consumers’ minds (Bahram, Zahra, & Zahra, 2010). In short, whenever a celebrity is endorsing the right product, this will somehow indicate to the consumers the value that they will derive from the products.

However, there is an exception in this study, where celebrity endorsers who are unmatched with products they endorsed are somehow more attention grabbing as shown in the result of descriptive analysis. For example, the recent advertisement with unmatched celebrities is Kapersky’s Antivirus software advertisement whereby it was endorsed by Jackie Chan and Dato Lee Chong Wei. The advertisement did not raise much purchase intention but indeed catch a lot of attention.

**SUMMARY AND CONCLUDING REMARKS**

The findings from this research will provide a clearer description on the factors influencing celebrity endorsement advertisement effectiveness. The results confirm the outcomes of Kamins (1990) and Ohanian (1991) about the effect of the celebrity endorser on purchase intentions. In their studies, the positive feeling towards celebrities is found to impress purchase intentions. The results obtained with regard to the influence of celebrity endorser’s nationality, have proven that the local celebrities will not be necessarily causing ethnocentrism in the consumers. In addition to this, the celebrity endorser/product fit is found to be a key determinant of celebrity endorsement effectiveness. As this study only employs the shoppers in Giant, Mydin and Tesco (Malacca) as the respondents, the empirical results could not be generalised to represent the real population. Hence, for future research, investigations in different and bigger areas could be done to enlarge the sample size as well as broaden the empirical contexts. Last but not least, the recommendations in this study could be used by the Malaysian marketers and advertisers to comprehend the shift in the trend of customers’ taste while choosing suitable celebrity endorsers as a strategy to enhance the sales performance efforts.

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