THE EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOUR IN KLANG VALLEY MALAYSIA

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Abstract

Influencers or celebrities have been gaining a lot of attention and marketers are looking to utilise the credibility of celebrities to increase the sales of their products. Celebrities significantly influence the buying behaviour of social media users. Generation Y has become more obsessed with the celebrities as well as their actions by concentrating on what these celebrities wear as well as the types of products that they use. However, most marketers are still considering celebrity endorsement from the traditional marketing perspective. Lack of focus on influencers popular on emerging new media technologies is a setback for most marketers. Also, marketers do not look at the attributes to consider before endorsing new-media celebrities. A quantitative analysis was carried out to investigate how celebrity attributes could influence online consumer behaviour. A sample size of 136 respondents participated in the survey and findings showed that attributes such as credibility and attractiveness of the celebrity could influence the behaviours of consumers when they interact with associated brands.

Keywords: *Celebrity, Endorsement, Consumer Behaviour, Influencer, Attractiveness*

1.0 Introduction

Celebrity endorsement is without a doubt gaining popularity around the world and in Klang Valley, Malaysia. Most practitioners believe that this marketing technique does indeed influence sales positively. A single celebrity endorsement can increase sales revenue by almost 4% (Olenski, 2016). Optimy (2017) argues that celebrity endorsement can be defined as a marketing strategy that involves the use of single or multiple celebrities to promote and advertise a product and/or service. An organization that engages in this approach is focused on influencing the purchasing intention and decision of the celebrity's fan base.

Past studies have focused on different aspects of celebrity endorsement. For instance, some studies have focused on how various attributes of the celebrity in question, such as trustworthiness,

expertise, and attractiveness, affects the ability of the celebrity endorsement in influencing the purchasing decisions of targeted consumers (Aziz, Omar, & Ariffin, 2019; Ahmad, Idris, Alias, & Tuong, 2020). Others have focused on how the experiences of the target audience determine the impact of the endorsement, particularly in influencing their purchasing decisions (Yan, 2018).

Ahmad et al. (2020) highlight a noteworthy point, the focus of their paper is on the credibility of a celebrity endorser, and not the emergence of new media and technology. In fact, the researcher of this study found only a few peer-reviewed past studies that investigated the effect of celebrity endorsement in a digitalized marketing environment. In their study, Ahmad et al. (2019) established that Young celebrities significantly influence the buying behaviour of social media users. However, these researchers were keen to expand their definition of celebrity to include figures that are simply popular on the internet.

Ranten (2017) is another example of an academic but non-peer-reviewed source that discussed celebrity endorsement in a digital world. The source precisely studied how celebrity endorsement is incorporated in social media marketing to establish that the technique is mostly used in Facebook marketing. Like in the case of Ahmad et al. (2019), this researcher was keen to consider online influencers as celebrities who can be used to endorse products online. However, Scouten, Janssen, & Verspaget (2018) suggest that notable differences between traditional celebrity endorsement and influencer endorsement exist. Besides, they argued that influencer marketing is more effective than the first.

1.1 Problem Statement

Existing studies have shown that the modern generations, such as generation Y is well-educated, tech-proficient, diverse, and large. At the same time, this generation is aware of the marketing techniques compared to other generations and celebrities still influence this generation because they perceive them as attractive, realistic, likeable, and efficient (Chang, Lu, & Yang, 2018). According to writers, such as the Lay-Yee, Kok-Siew, and Yin-Fah (2013), the generation Y has become more obsessed with the celebrities as well as their actions by concentrating on what these celebrities wear as well as the types of products that they use. This fact shows using celebrities to endorse brands is still an effective technique for luring the members of the generation Y to make purchases. In that context, it is worth noting that celebrity endorsement is not a new marketing trend; it has existed since the 19th century.

The recorded incidence occurred in 1893, when Britain actress Lillie Langtry endorsed Pears Soap Product by appearing in their promotional materials (Han & Yazdanifard, (2015). According to these two researchers, the technique has evolved over the years by adapting to changing media and the marketing environment. However, past studies on the impact of celebrity endorsement on consumer behaviour have two problems (Gomez, 2019; Lunardo, Gergaud & Livat, 2015). The first problem is that they perceive the celebrity concept from the perspective set upon by traditional media, namely television, print, and radio. The second one is that they do not consider environmental changes emerging as a result of new technology. These studies seem to ignore changes in consumer demands and behaviour that is caused by the emergence of new technology and media. This study addresses the two problems by pursuing the following aim and objectives because there is imminent pressure for marketers in organizations to capture these people's attention since they are more informative and more updated and show great caution in attention-craving.

2.0 Literature Review

2.1 Consumer Behaviour

Stankevich (2017) is keen to note that consumer behaviour refers to the process customers take to make their purchase decision. It includes both the intention and actual purchase of the product. Auf, Meddour, Saoula, & Majid (2018) indicate that from a research perspective, consumer behaviour is the study of how people decide to purchase a product. It incorporates the needs to be fulfilled, the underlying motivation, and the thought process a customer undergoes before finally deciding to purchase or neglect a certain product or service (Stankevich, 2017; Auf et al., 2018).

As indicated by Stankenvich (2017), businesses are always concerned with how they can influence consumer behaviour positively. Therefore, numerous studies that aim to identify factors affecting consumer behaviour exists. Qazzafi (2020) is an example of such a study. In his qualitative study, this researcher established that factors affecting consumer behaviour can be categorized into four groups namely, psychological factors, economic factors, social factors, and personal factors.

Hanaysha (2018) studied how social media marketing, store environment, perceived value, corporate social responsibility, and sale promotion affect the purchasing decision of consumers in the Klang Valley, retail market. The researcher established that corporate social responsibility, store environment, and perceived value had a significant positive effect on the behaviour. Interestingly, the researcher established that sales promotion had a negative effect while social media marketing has a non-significant effect.

Jan, Haque, Abdullar, Anis & Faisal-E-Alam (2019) focused on how advertising elements affect the buying behaviour of consumers of Klang Valley skincare products. The researcher established perceived usefulness of the advertisement had a significant positive impact on consumer behaviour. The features of the advertisement also had a notable impact. In another study, Farah, Ahmad, Muqarrab, Turi and Bashir (2018), established that perceived value, firm reputation, and trusts were some of the factors that significantly influence the behaviour of online shoppers in Klang Valley, Malaysia.

In essence, many other studies indicate that consumer behaviour can be affected by numerous and complex factors. The effect could be dependent on several things, such as the model of business and the location of customers (Farah et al., 2018; Jan et al., 2019).

2.2 Celebrity Endorsement

Celebrity endorsement is the independent variable of the proposed study. As earlier indicated, it refers to a marketing strategy that involves the use of a single or multiple celebrities to promote and advertise a product and/or service (Optimy, 2017). While celebrity endorsement is a widely studied field, some controversies exist when it comes to academically defining who a celebrity is. Some academically accepted perceptions and definitions of a celebrity are that they are individuals, groups or even a pet belonging to a social elite group that commonly feature in the mass media (Lunardo, Gergaud & Livat, 2015). These researchers argue that celebrities are idolized, especially by young people. People who admire celebrities tend to derive some sense of identity from these

public figures. Celebrity also seems to set standards that members of the public are likely to aspire towards achieving.

Lunardo et al. (2015) suggest that celebrities cannot exist without the mass media. The mass media sets the narrative that is responsible for making an individual popular and admired to the point whereby he or she is considered a celebrity. The earliest definition of celebrity by Daniel Boorstin further highlighted the importance of mass media in developing and popularizing a celebrity. The researcher suggested that celebrities are people who are 'known for their well-knownness' (Vinovrški & Van Krieken, 2019). In other words, Daniel Boorstin suggested that celebrities are a by-product of fame.

Even though Boorstin's definition and viewpoint of celebrity have been criticized as being narrow, past studies on celebrities have always appreciated the role of the mass media (Lunardo et al., 2015). One thing that is for sure is that celebrities cannot exist without some form of mass media, be it print, radio or television. Unfortunately, the studies tend to focus on the traditional mass media, and ignore the fact that new media is leading to the emergence of new types and categories of celebrities (Gomez, 2019; Vinovrški & Van Krieken, 2019). It is important to pay attention to the developments because this new group of celebrities can equally have a significant effect on various business aspects, including consumer behaviour.

Fortunately, Gomez (2019) appears to pay attention to this new development. In a study on the influence of celebrities, this researcher viewed celebrities from different perspectives. For starters, the researcher indicates that there is a clear traditional perspective of celebrity. The traditional perspective refers to persons or pets that enjoy public attention because of traditional mass media. The definition has two key elements: the traditional mass media and public attention. From this perspective, mass media refer to common media channels used to reach an audience. They include TV, Radio and Print. Public attention is important because one cannot become a celebrity without it. According to the traditional perspective, one attains public attention using the mass media.

Apart from the traditional perspective, Gomez (2019) suggests that there is a digital perspective to the definition and construct of celebrity. As the name suggests, the new perspective is being driven by the rise of digital technology, particularly social media. The researcher indicates social media is creating a new brand of celebrities. Such celebrities can utilize digital technologies to attain the public attention needed to transform them from ordinary individuals to celebrities. Also, worth noting is that this author differentiates celebrities from influencers. Influencers can attract sizeable attention, but not equivalent to that commanded by traditional mass media celebrities. However, within the social media and general digital technology arena, some celebrities can command mass sized public attention. Such individuals should be considered as social media or general internet celebrities. For these reasons, it is apparent that the celebrity endorsement happens according to the type of product and audience involvement.

2.3 Traditional Celebrity and Consumer Behaviour

As highlighted by Gomez (2022), traditional celebrity refers to individuals, groups or pets that attain public attention through traditional media. Ahmed, Seedani, Ahuja, and Paryani (2015) is an example of a study that view celebrity endorsement from the defined traditional perspective. In this study, the researchers studied over 200 respondents to determine whether celebrity endorsement does indeed affect their buying behaviour. They established that the participants of

the study perceived celebrity-endorsed advertisements to be more attractive than non-endorsed ones. They also established that a positive and significant relationship exists between celebrity endorsement and buying behaviour. Endorsement also has a significant positive impact on brand perception.

Adam and Hussain (2017) studied 300 women in Karachi to determine the impact of celebrity endorsement on consumer buying behaviour in the cosmetic industry. According to the research framework adopted by the researchers, four elements of celebrity endorsement are likely to affect the purchase intention of the consumers. These elements are credibility, attractiveness, product/celebrity match up, and meaning transferred. After testing their developed hypothesis, the researcher concluded only two of the four factors, namely credibility and meaning transfer, had a significant positive impact on consumer purchase intention. Worth noting is that credibility is made up of expertise and trustworthiness. The study suggests that consumers in the cosmetic industry trust someone who can demonstrate a high level of expertise.

2.4 Online Influencer/Celebrities and Consumer Behaviour

Schouten, Janssen, & Verspaget (2020) compared the impact of celebrity endorsement and influencer marketing. While they make a clear distinction between celebrity endorsement and influencers endorsement, they tend to agree that the latter group can also be considered celebrities. These authors refer to social media influencers as micro-celebrities. Microcelebrities are different from traditional celebrities in that they usually created their fame using social media platforms while the latter derive the fame from the role, they play in the traditional mass media.

Worth noting is that Schouten et al. (2020) indicate that micro-celebrities (social media influencers) could have a more significant impact on consumer behaviour than traditional celebrities. The pronounced positive impact is because consumer tends to identify and trust influencers more than traditional celebrities. In other words, they can relate to the influencers more than with the traditional celebrities.

While Gurunge (2018) goal was to compared celebrity endorsement and social media influencer marketing as if the two are distinct elements. In other words, social media influencer marketing is an advancement of celebrity endorsement. The extension occurred in a bid towards conforming to media and technological development. Since social media is just but an extension, the researcher suggests that attributes that measure the effectiveness of celebrity endorsement can also be applied to the technique. To be precise, the effectiveness of social media influencers is likely to be affected by trustworthiness, expertise, attractiveness, influencer-product match, and authenticity. Nevertheless, certain extra-factors, such as reach, relevance, resonance, and engagement have to be considered when determining the influence of social media celebrity on consumer buying behaviour.

Shariffadeen & Manaf (2020) specifically studied whether Instagram celebrity endorsement affects the purchasing behaviour of consumers in Klang Valley, Malaysia. Using a sample size of 630 respondents, the researcher concluded that the endorsement is likely to result in a positive impact. Instagram promoted parasocial relationships, which was responsible for resulting in positive purchase intention.

2.5 Research Framework

A framework adopted from Gurunge's (2018) study was adopted for this study. This framework was adopted after conducting both domain and technical literature reviews. It considers some of the elements related to the classical celebrity endorsement model and social science theory. It also takes into account the two types of celebrities that are likely to influence consumers, these are the traditional celebrities and the new crop of social media celebrities.
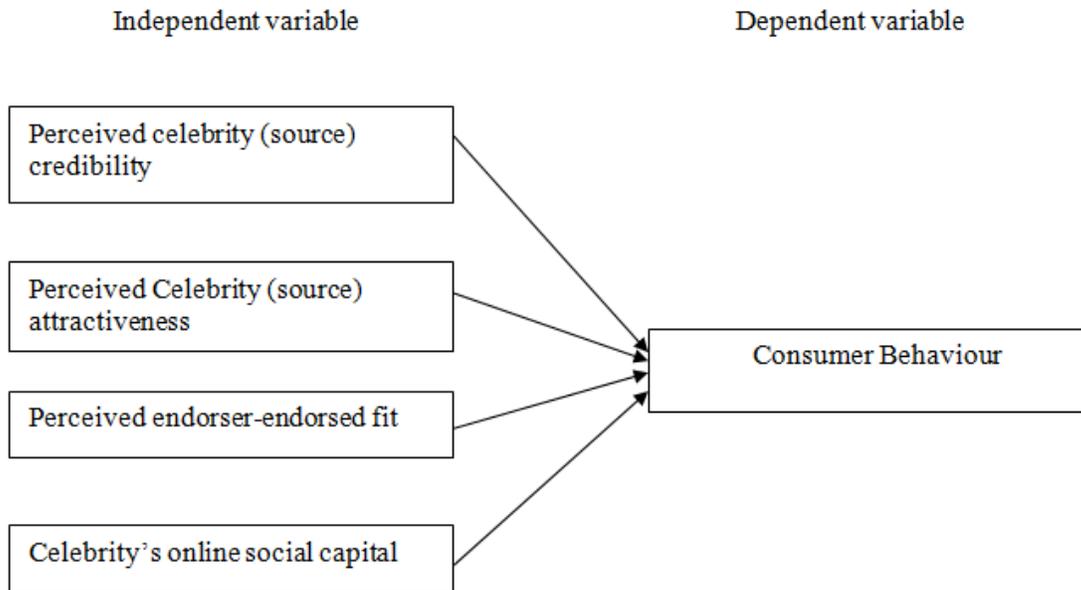
Figure 1: Proposed Research Model

3.0 Methodology

The study adopted a deductive research approach. The approach involves developing the theoretical framework and its accompanying hypothesis before the data analysis and consequently testing it. It is different from inductive which allows for the development of theory only after data has been collected and analysed. Deductive reasoning is particularly appropriate for quantitative data, whereby the researcher wishes to statistically test the developed hypothesis and theory and thus confirm or reject it (Groenland, 2019). The study adopted a survey research strategy. The method was selected because it enables the researcher to collect data from a huge number of respondents. As a result, the researcher can come up with results that are more likely to be representative of the viewpoint of the wider population (Laaksonen, 2018). The research was conducted through an online survey, whereby a questionnaire was developed using online platforms such as Google forms. The link of the developed questionnaire was in turn distributed through email and social media platforms. The researcher adopted a quantitative research method. Quantitative research involves the collection of numeric based data. Compared with qualitative

research, it enables the researcher to collect objective results arguably because he or she can measure and quantify the response of the respondent.

The target population of this study are consumers in Klang Valley. However, the population is extremely large and hence cannot be fully reached. Therefore, this researcher adopted a systematic sampling technique. A systematic sampling technique is a probability sampling technique that involves units to be included in the sample at a predetermined regular interval (Kth) (Etikan & Bala, 2017). The research included every 5th respondent in the final sample list. Apart from it being a probability technique and hence appropriate for a quantitative study, it was selected because it does not make it mandatory for the researcher to have the entire list of the population or a sample frame. The formula highlighted by Schoemann, Boulton, and Short (2017) was used to estimate the sample size of this study. This formula indicates that for quantitative research that involved multi-linear regression analysis, the sample size should be minimum sample size+8K. According to Jenkins & Quintana-Ascencio (2020), the minimum sample size should be 100 for a population that does not exceed 1000 members of the population. In the formula, K represents the number of predictors (independent variables). This study had four independent variables. Therefore, the sample size was 100+36, to make 136 respondents.

The research applied both descriptive and inferential statistics to analyse the quantitative data collected. Data collected was tested on reliability and validity to check its suitability. Descriptive statistics are used to highlight the general statistics of the data sets. It highlights demographic issues, central tendencies, and standard deviation attributes of the data set. On the other hand, multi-linear regression and correlation analysis is used to test hypothesis and make inference about the relationship between the independent and dependent variables (Goertzen, 2017).

4.0 Data Analysis

4.1 Demographic profile of respondents

The particular characteristics of the research participants' demographics were carried out in this section. These included; gender, nationality, age grouping, Level of education, and marital status. Out of a total of 136 respondents, the majority of the research participants (55.2%) were females, while 44.8% were males. The findings show that the majority (80.3%) were of Malaysian nationality, whereas 19.7% indicated that they were not Malaysian nationals. Findings reveal that majority (41.4%) of the individuals were aged between 18 and 25 years, 27.6% were aged between 26 and 35 years, 20.7% were aged between 36 and 45 years, 6.9% were aged between 36 and 55 years while 3.4% were aged above 55 years. Most respondents (58.6%) had a degree education level, 27.6% had a foundation level of education, and 13.8% had a Master's degree. The majority of the research participants (55.2%) were married, while 44.8% of them were single.

4.2 Reliability

Cronbach's Alpha was used to assess the study's reliability for the factor of food presentation. By analyzing how all items on a survey related to each other and the entire test-internal coherence of data, the Cronbach's Alpha reliability coefficient indicates internal consistency. The idea of

reliability is stated as a coefficient ranging from 0.0 to 1.00. Cronbach's alpha values greater than 0.7 imply that the factor is reliable.

Table 1: Cronbach Alpha

Construct	Cronbach's Alpha
Celebrity Credibility	.746
Celebrity Attractiveness	.740
Endorse-Endorsed Fit	.804
Celebrity Online Social Capital	.705

4.2 Regression Analysis and Anova

Regression analysis was used in testing the effect of celebrity endorsement on consumer behaviour in Malaysia. The factors of celebrity credibility, celebrity attractiveness, endorse-endorsed fit, and celebrity online social capital were used to predict consumer behaviour.

Table 2: Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829[a]	.688	.677	.46544

The R-squared value was found to be 0.688 which implies that the relationship between celebrity endorsement and consumer behaviour is strong. The findings imply that celebrity endorsement account for 68.8% of the variation in consumer behaviour.

Table 3: Anova

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.967	4	13.242	61.125	.000[b]
	Residual	24.046	111	.217		
	Total	77.013	115			

ANOVA results reveal an F-value of 61.125 and a p-value of 0.000 at 95% significance level which implies that the model of celebrity endorsement in predicting consumer behaviour is significant. Since the p-value was below 0.05, the null hypothesis was rejected as there is no significant relationship between celebrity endorsement and consumer behaviour. Therefore, there is a significant relationship between celebrity endorsement and consumer behaviour. Similarly, Jan et al. (2019) investigated how advertising components influence customers' purchasing decisions for Klang Valley skincare products, finding that the perceived utility of the campaign had a substantial beneficial effect on consumer behaviour.

Farah et al. (2018) discovered that perceived value, business reputation, and trusts are some of the variables that have a substantial impact on online consumer behaviour in Klang Valley. Similarly, Hanaysha (2018) investigated how social media marketing, shop atmosphere, value perception, corporate social responsibility, and sale promotion influence customers' buying decisions in the Klang Valley retail sector. Corporate social responsibility, shop atmosphere, and perceived value all had a substantial beneficial impact on behaviour, according to the study. Surprisingly, the researchers discovered that sales promotion had a negative impact, while social media marketing has a positive impact.

4.3 Hypothesis Testing

The correlation coefficient, which reflects the strength of the hypothesized linear connection between the factors is used to assess correlation. A correlation value of zero implies that no linear connection exists between two continuous factors while a Pearson correlation of -1 or +1 indicates that the relationship is perfect. The correlation coefficient approaches 1 as the connection between variables becomes stronger. If the coefficient is positive, the variables are closely linked, which means that when one variable's value rises, the values of the other rise as well (Behm et al 2013). If the coefficient is negative, the factors are inversely linked, indicating that if one variable's value increases, the value of the other variable decreases. Pearson correlation was used to assess the relationship strength that exists between celebrity credibility, celebrity attractiveness, endorse-endorsed fit, celebrity online social capital and consumer behaviour factors.

Table 4: Overall Correlation Analysis

Correlations		Celebrity Credibility	Celebrity Attractiveness	Endorse-Endorsed Fit	Celebrity Online Social Capital	Consumer Behavior
Celebrity Credibility	Pearson Correlation	1	.752**	.803**	.731**	.700**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	116	116	116	116	116
Celebrity Attractiveness	Pearson Correlation	.752**	1	.771**	.875**	.731**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	116	116	116	116	116
Endorse-Endorsed Fit	Pearson Correlation	.803**	.771**	1	.706**	.812**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	116	116	116	116	116
Celebrity Online Social Capital	Pearson Correlation	.731**	.875**	.706**	1	.674**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	116	116	116	116	116
Consumer Behavior	Pearson Correlation	.700**	.731**	.812**	.674**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	116	116	116	116	116

The findings reveal that the association of the factors of celebrity credibility, celebrity attractiveness, endorse-endorsed fit, celebrity online social capital and consumer behaviour factors was between 0.674 and 0.875. The significance value of the relationship factors was 0.000 for all the relationships of the factors. Therefore, there is a strong and significant relationship between celebrity credibility, celebrity attractiveness, endorse-endorsed fit, celebrity online social capital and consumer behaviour factors. In terms of generating positive marketing evaluations that enhance endorser reputation and brand awareness, a good match between a celebrity and a business is more profitable than a bad fit (Min, Chang, Jai & Ziegler, 2019). A congruent product-endorser link is more likely to persuade consumers to buy the endorsed brand by translating cultural connotations from their brand identification to the goods.

Furthermore, numerous studies show that a celebrity spokesperson has a greater impact on consumer sentiments and purchase intent than a non-celebrity spokesperson. The more relevant or coherent a celebrity/brand combination is seen to be, the more positive the response to marketing will be in terms of personality and purchasing intent. A poor fit between brand and celebrity may be stimulating, prompting individuals to think more deeply and expand on the content. The compatibility between the endorsers with the brand is critical. The customer's impression of the brand may suffer if there is a mismatch. A celebrity's expertise, according to Qureshi & Malik (2017), is more convincing in terms of boosting purchase inclinations. Expert celebrity endorsers are shown to be more convincing and can easily persuade consumers to buy.

5.0 Discussion

The study analysed the impact of celebrity credibility on consumer behaviour in Malaysia. The descriptive statistics findings show that the respondents were in strong agreement with the statements that show a positive effect of celebrity on consumer behaviour. This shows that consumers hold the perception that celebrity credibility affects their purchase intention positively. The inferential statistics findings also support the finding that the relationship is positive. Pearson's correlation coefficient analysis shows that the effect of celebrity credibility rises to statistically significant levels.

The findings of this study on the relationship between celebrity credibility and consumer behaviour is consistent with the findings of other researchers. Singh & Banerjee (2018) examined the impact of celebrity credibility on brand attitudes, advertisement attitude and purchase intention in India. The quantitative research study included 380 participants. It found a statistically significant relationship between celebrity credibility and brand attitudes and advertisement attitude. Brand attitudes and advertising attitudes were found to mediate the relationship between celebrity credibility and purchase intention. Suki (2014) meanwhile looked at the relationship between celebrity credibility and brand attitude and purchase intention for Muslims and non-muslims.

 The quantitative research study also found a positive and statistically significant relationship. However, the study found that the effect was stronger for the non-Muslim members of the sample of 250 participants. Rai & Sharma (2013) did a broader study in which they assessed the effect of celebrity attributes on consumer behaviour. The quantitative research study examined the effects of eight different attributes on consumer purchase behaviour. One of the aspects assessed was celebrity credibility. The study also found a positive and statistically significant relationship between celebrity credibility and consumer purchase behaviour. These studies show that the

findings of the present study are accurate. Studies done both within Malaysia and elsewhere have shown that the relationship is positive. It can thus be concluded that the effect of celebrity credibility aspect of celebrity endorsement on consumer behaviour is positive and statistically significant.

The study analysed the effect of celebrity attractiveness on consumer behaviour in Malaysia. The descriptive statistics findings and the findings of the inferential statistics both show that the relationship is positive and statistically significant. The descriptive statistics findings show that the relationship is positive since the respondents largely agreed or strongly agreed with statements that suggest the existence of a positive relationship. Pearson's correlation coefficient analysis confirms that the relationship is positive. It also shows that the relationship rises to a statistically significant level.

These findings are consistent with the findings of other studies in the extant literature. In their study, Rai & Sharma (2013) also examined celebrity attractiveness among the eight attributes that they examined. The study found that celebrity attractiveness has a positive and statistically significant effect on consumer purchase behaviour. In a study in the context of Malaysia, Wei & Wu (2013) looked at the impact of celebrity endorsements on consumer behavioural intentions. The quantitative research study examined the effects of source attractiveness, source credibility and the fit between the endorser and the endorsed on the behavioural intentions of Malaysians. The study found that celebrity attractiveness was a significant positive factor that is essential to the effectiveness of celebrity endorsements in Malaysia. Thomas & Johnson (2016) looked specifically at the case of celebrity attractiveness and how it affects the behaviour of people following social advertisements.

The quantitative research study found that celebrity attractiveness has a positive and statistically significant effect on attitudes towards advertising and the comprehension level for messages in the advertisements. Lord et al. (2019), meanwhile, looked at the link between attractiveness and trustworthiness of celebrity endorsers among other things. The study also found a positive and statistically significant relationship. It noted that trustworthiness was important in consumer behaviour. Generally, studies are consistent in the finding that celebrity attractiveness plays a significant role in consumer behaviour. This shows that the findings of this study are accurate. The conclusion can be made that celebrity attractiveness has a positive and statistically significant effect on consumer behaviour.

The study analysed the effect of the perception of consumers on the effect of celebrity endorser-endorsed fit on their behaviour. The findings show that consumers view endorser-endorsed as an important consideration in their behaviour towards brands and products. The descriptive statistics findings indicate that the consumers largely agree with the view that endorser-endorsed is important in their consumer behaviour towards brands and products. The inferential statistics findings show that the effect of endorser-endorsed on consumer behaviour is positive and statistically significant.

Other researchers have looked at this relationship and the consensus is that endorser-endorsed fit is a significant factor in consumer behaviour. However, the consensus for this variable is not as considerable as for the previous two variables assessed. For instance, in their study, Wei & Wu (2013) found that celebrity credibility and celebrity attractiveness has a positive and statistically significant effect on consumer behaviour. However, the study found that the fit between the endorser and the endorsed does not have a statistically significant effect. However, Fern et al.

(2015) found a positive and statistically significant relationship between the endorser and endorsed fit and consumer purchase intention. The study looked at a number of celebrity attributes and found that fit, credibility, and attractiveness all had a significant impact.

The study analysed the effect of online social capital on consumer behaviour in Malaysia. The descriptive statistics findings indicate a high level of agreement among the respondents on statements that indicate the existence of a positive relationship between online social capital and consumer behaviour. The inferential statistics findings indicate that this relationship is indeed positive and statistically significant. Pearson's correlation coefficient analysis showed that the variables are strongly correlated. Based on the findings, it can be claimed that online social capital has a positive and statistically significant effect on consumer behaviour in Malaysia.

There are strong indications in the extant literature that this finding is accurate. The phenomenon of online social capital is only emerging and many researchers have not looked at it explicitly. However, many have looked at social capital in general. Loureiro & Sarmento (2018), in a research on the determinants of celebrity endorsement effectiveness, identified social capital as an important factor. The study noted that celebrities who were outgoing and friendly were more effective advertisers than other celebrities. Adnan et. al. (2018) found that celebrities with stronger networks were more effective than those without. Jin & Phua (2014) also found that celebrities with strong online networks (which is effectively online capital) were more effective at getting messages across using online word of mouth and other advertisement means. These findings show that online social capital is indeed a key factor in consumer behaviour and that the findings of this study are largely accurate.

5.1 Conclusion and Recommendation

This study examined the effect of celebrity endorsement on consumer behaviour in Malaysia. This overall aim has been met. The study has found that celebrity endorsement has a positive and statistically significant effect on consumer behaviour. This effect is mediated by several celebrity attributes. This study found that celebrity attractiveness, celebrity credibility, celebrity endorser-endorsed fit, and celebrity online social capital are attributes of celebrities that have a positive and statistically significant effect on consumer behaviour in Malaysia. The findings are consistent with those of other researchers.

The impact of online social capital on consumer behaviour requires more research, particularly in the context of Malaysia. This is the least studied of the four independent variables of this study. Future researchers can research this specific variable alone and assess its impact on purchase intention for consumers. A study of other factors that affect celebrity endorsement effectiveness is also warranted. A more detailed assessment of the nature and impact of endorser-endorsed fit is also warranted.

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