

The Use of Celebrity Endorsement and its Effects towards Car Aficionados' Purchase Intention: A Study on Automotive Industry in Malaysia

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Abstract

Celebrity endorsement is one of the popular marketing communication strategies used by many brands to draw attention and attract consumers. Advertisers are willing to spend huge amounts of money to endorse these celebrities knowing that they are the personal and social favorites to influence consumers' purchase intention as well as their lifestyles, especially in the beauty and fashion industry. Previous research regarding the effectiveness of celebrity endorsement has been done widely, but very little or no studies have been done on automotive brands specifically in Malaysia. Therefore, this study aims to identify the use of celebrity endorsement towards car aficionados, to identify the purchase intention among car aficionados, and to identify the relationship between the use of celebrity endorsement and purchase intention. Hence, this study used a quantitative method distributed to 177 automotive club members. Findings show there are significant impacts of using celebrity endorsement as a marketing communication strategy toward car aficionados' purchase intention. Results show the attractiveness, trustworthiness, expertise, and congruence of the endorser will lead to purchase intention. The implication of this study is that automotive brands should plan strategically in deciding the right celebrities to represent their brands based on their knowledge and expertise instead of just focusing on the physical appearance of the celebrities.

Keywords: Celebrity endorsement, car aficionados, purchase intention & automotive industry

INTRODUCTION

Advertisement affects human lives on a daily basis with their persuasive communication that can create awareness about anything that is being offered with the goal of triggering buying intention. The marketing environment has been changing rapidly and aggressively year by year to cater to different patterns and attitudes of consumers. This method which has been highly used in the market makes consumers believe that those celebrities have a certain degree of credibility, no matter what the product or brand category is. The company's image might be improved by using celebrities to represent the brand and also help the company gain brand loyalty from the consumers, and this is what is referred to as the halo effect (Yeo, Tan, Goh & Toh, 2019). For example, Nike is one of the famous brands that started to take celebrity endorsement to a different level. In 1984, Nike signed Michael Jordan to endorse their basketball shoe range, which became Nike Air Jordan which gave Nike a whole different meaning towards its consumers, basketball

fans, and Michael Jordan's fans himself. Through this method, Nike's brand loyalty increased, and they keep using this method aside from many others up until today.

According to Khan, Rukhsar, and Shoaib (2016), celebrities are well-perceived personalities who have strong and affectionate appearances to influence consumers either by their attractiveness or trust in the brand. Therefore, celebrity characteristics, credibility, physical appearance, and image congruity are among the values marketers need to create a perception of their brands. The influence of celebrity endorsements on customer purchase intentions has been examined in marketing research. It is defined as the probability of a consumer purchasing a specific item. A higher purchase intention denotes a higher probability of the consumer buying the item (Teng, Ni, & Chen, 2018). Several writers have also looked at several related aspects, such as the impact of celebrity endorsement on product recall, the impact of celebrity endorsement credibility and competence, and the impact of celebrity image (Nelson & Deborah, 2017). Endorsing celebrities is an expensive strategy, but the brand can get more advantages than disadvantages by employing it. Endorsed brands can draw quick attention, and increased media coverage leads to more visibility in the market (Khan, Rukhsar, & Shoaib, 2016).

Contrary to popular belief, celebrities do not always make a significant difference when it comes to promoting items. There could be an interaction effect between negative celebrity publicity and celebrity identification that could affect consumers' purchase intention (Maslikhan, 2019). These opposing findings show how celebrity endorsement is a multi-faceted process that is subject to a wide range of influences. For example, Hollywood A-list celebrity, Johnny Depp was involved in a domestic violence accusation trial with his ex-wife, Amber Heard. Prior to the end of the case, the sales for Depp endorsed Dior's Savage had seen a 50% increase during the proceedings of the trial (Mathew, 2022). The trial has strengthened the image of both parties. This shows that interest in a certain product is not necessarily about the brands, it would also be about the endorsements.

The challenge for most companies especially in the automotive world is to follow the current trends when celebrity endorsements take place as a priority in their marketing strategy. Return on investment is something that ought to be discussed versus product awareness and existence. In order for automotive companies to make a decision to use celebrities as the face of their products, a study needs to be done. Therefore, three research objectives are highlighted in this study. The first research objective is to identify the use of celebrity endorsement towards car aficionados. The second research objective is to identify the purchase intention among car aficionados, and the third research objective is to identify the relationship between the use of celebrity endorsement and purchase intention.

LITERATURE REVIEW

Celebrity Endorsement

The term "celebrity" refers to those who are well-known for their accomplishments in a particular area of work. Sports players, actresses, entertainers, models, pop singers, and politicians are all examples of celebrities. According to Schimmelpfennig (2018), a celebrity endorser is well-known in the public and who utilises their fame to promote a product or brand via commercials. Using their fame, celebrities may serve as spokespersons for brands, lending credence to their claims and assertions about their products.

Attractiveness

Researchers have discovered that a person's attractiveness is proportional to how similar, familiar, and likable they are. The concept of similarity refers to the likeness that was thought to exist between the endorser and the customer. A customer's familiarity with a source is the information that the consumer has acquired about the source as a result of recurrent coverage of the celebrity in the media. The term "attractiveness" refers not just to a person's outward appearance but also to the qualities that customers look for in an endorser, such as academic prowess, personality qualities, a certain way of life, or athletic prowess

(Deshbhag & Mohan, 2020). Authors predict, on the basis of source credibility theory and the existing body of research, that regardless of the product category being endorsed, a consumer's perception of the attractiveness of a celebrity endorser will have an effect on the customer's attitude toward the endorsed brand, also known as brand attitude.

When it comes to the product/brand and advertisement-based assessments that take place throughout the celebrity endorsement process, Deshbhag and Mohan (2020) claim that only the physical attractiveness of celebrities contributes to an increase. The appeal of a celebrity can be favourably influenced by how the public perceives them. A spokesperson who is physically appealing has an easier time swaying the opinion of the target audience about any sort of product. It is possible to draw the conclusion from this that the beauty of a celebrity has a beneficial impact on the quality that is perceived by consumers and their intent to make purchases.

Trustworthiness

According to Deshbhag and Mohan (2020), trustworthiness relates to the consumer's opinion of the endorser's honesty, integrity, and credibility in their statements. Research conducted by Tzoumaka, Tsiotsou, and Siomkos (2016) found that the only credibility element that had an effect on consumers' intentions to make a purchase was the trustworthiness of sports superstars. According to the findings of the research carried out by Osei-Frimpong, Donkor, and Owusu-Frimpong (2019), the trustworthiness of a celebrity has a favourable impact on the consumer's perception of the product's quality and their intentions to make a purchase. It was demonstrated in the research conducted by Gupta, Kishore, and Verma (2017) that trustworthiness has a large and favourable influence on the way consumers perceive advertisements. The main effects between the trustworthiness and expertise constructs are statistically significant in the product categories that are generally studied (for example, packaged goods, fashion, and sports equipment). This indicates that higher levels of expertise have led to stronger levels of trustworthiness in such other product categories. Therefore, it is projected that a customer's trustworthiness of a celebrity endorser would increase in proportion to the extent to which the consumer feels that the endorser has competence in a certain field. This is true independent of the product category or business.

Expertise

A communicator is said to have a high level of expertise when they are seen as a reliable source of information when it comes to the topic they are discussing. It is the knowledge, ability, or expertise that an endorser possesses that is referred to by this term (Deshbhag & Mohan, 2020). The expertise does not depend on whether the person endorsing the product is an expert or not; rather, it depends on how the target audience perceives the person endorsing the product. According to the findings of a study that was carried out by Che Nawi, Abdullah, Hamsani, & Muhayiddin (2019), the effect of celebrity competence on perceptions about the brand can be favourable. In comparison to the influence that celebrity endorsements may have on customer views, the impact that expert recommendations can have can be larger. As a result, it is generally accepted that a celebrity with a higher degree of perceived competence is more convincing than a celebrity with a lower level of perceived experience. The concept of source credibility places a significant emphasis on trustworthiness in addition to skill as a key component.

Congruence

When selecting a celebrity to promote a product, the level of congruence that person has with the product should be a primary consideration. Finding the best possible fit between a product and any connected variable is what is meant when speaking of the congruence idea. The level of congruence refers to the degree to which the most relevant characteristics of the endorser match the most important characteristics of the product (Freire, Quevedo-Silva, Senise, & Scrivano, 2018). Congruence is dependent on two different aspects, namely relevance, and anticipation, as stated by Freire, Quevedo-Silva, Senise, and Scrivano (2018). The level of relevance represents the amount to which the information provided by the

stimulus helps to a distinct identification of the topic or primary message that is being transmitted. In this context, "expectation" refers to the degree to which an item or piece of information is anticipated to fit into a preset pattern or structure that is invoked by the topic. In a simple understanding, congruence in this study means whether the endorser fits the product that he or she endorsed.

Purchase Intention

When it comes to the purchasing decision behaviour of consumers, it is important to understand the different types of consumers who have different purchasing decision behaviours based on the level of involvement and the ability to perceive significant differences among the brands. This is because different types of consumers have different purchasing decision behaviours. According to Hawkins, Mothersbaugh, and Best (2012), the phrase "purchasing participation" refers to the level of interest possessed by a buyer in relation to the act of acquiring a product or service. Consumer's purchasing decision behaviour kind of model is described as first, complex purchasing behaviour, where it relates to customers' high purchase participation and their capacity to identify major distinctions between companies. The second type of shopping behaviour is known as dissonance-reducing purchasing behaviour. This type of purchasing behaviour relates to customers' high level of purchase engagement as well as their inability to notice substantial distinctions between brands. Then, there is the pattern of purchasing that is known as habitual purchasing behaviour. This relates to the consumers' low level of engagement in the purchase process as well as their inability to recognize major distinctions between brands. Lastly, there is the variety-seeking purchasing behaviour, which describes a consumer's limited engagement in the purchase process and their capacity to differentiate between brands in a meaningful way.

Automotive Industry in Malaysia

Perusahaan Otomobil Nasional Berhad was created in 1983, marking the beginning of the automotive industry in Malaysia (Proton, 2010). In 2002, Malaysia was the 11th nation out of the 146 that are members of the World Trade Organization to demonstrate that it is capable of designing and producing automobiles that are in compliance with the strictest international standards (Proton, 2010). Another sector of the Malaysian economy that has seen significant growth is the automobile sector. More than 20 manufacturing and assembly factories are now operational in Malaysia. These plants produce a wide variety of motorized vehicles, including passenger cars, commercial vehicles, motorcycles, scooters, and so on. In 2019, the combined production of passenger cars and commercial vehicles amounted to around 572,000 units, making up the total number of automobiles made and assembled (Express, 2020). According to the sales statistics, there has been an increase in the number of Malaysians who have the intention of making a purchase in the automotive business. Because of this, manufacturers of automotive and items related to automotive will actively release new designs, new accessories, and other products to satisfy customer demand.

Research Framework

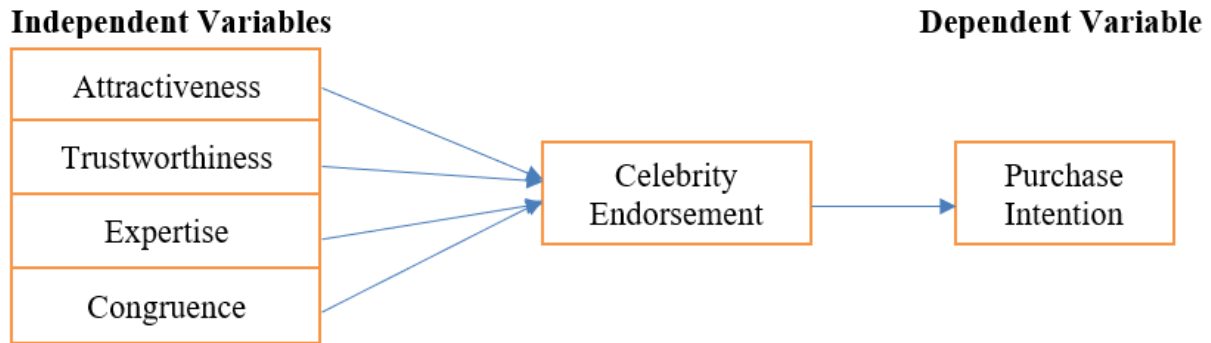


Figure 1: Research Framework on The Use of Celebrity Endorsement and its Effects towards Car Aficionados’ Purchase Intention: A Study on Automotive Industry in Malaysia

Research Hypothesis

There are four hypotheses highlighted in the study. The first hypothesis (H1) highlights there is a significant relationship between the attractiveness of celebrity endorsement and aficionados’ purchase intention. The second hypothesis (H2) indicates that there is a significant relationship between the trustworthiness of celebrity endorsement and aficionados’ purchase intention. Meanwhile, the third hypothesis (H3) reveals that there is a significant relationship between expertise of celebrity endorsement and aficionados’ purchase intention, and the fourth hypothesis (H4) states that there is a significant relationship between congruence of celebrity endorsement and aficionados’ purchase intention.

METHODOLOGY

Research Design

The quantitative method is used in this study by distributing an online survey to examine the use of celebrity endorsement and its effects on car aficionados’ purchase intention. Data were collected by sending a link with a set of questionnaires to car club members. To measure the effectiveness of celebrity endorsement towards consumers’ purchase intention, a four-point Likert Scale ranging from the lowest to the highest (1= strongly disagree, 2= disagree, 3=agree and 4=strongly agree) as adapted from Albaum, Roster, and Smith (2014) has been structured in the English language.

Population and Sampling

Automotive club members on WhatsApp closed groups were the population of this study. This study used non-probability sampling and convenience sampling as the method for choosing the respondents. The minimum required sample size based on the population was 177 respondents, calculated at a 5% margin of error and 95% confidence level as determined by The Research Advisor (2006).

Instrument Development

A self-administered questionnaire consisting of close-ended questions was used to obtain data for this study. The questionnaire has been divided into six sections; demographic profile; attractiveness; trustworthiness; expertise, congruence, and buying intention to fulfill research hypotheses. A 4-point Likert scale has been structured starting from (1) Strongly disagree; (2) Disagree, (3) Agree and (4) Strongly agree as adopted (Albaum, Roster, & Smith, 2014). Table 1 below shows the instruments for each variable for this study as research questionnaires.

Table 1: Research Instrument

Part	Questions	Sources
A	A1 – Gender A2 – Age A3 – Race A4 – Occupation	Adopt from (Nawi et al., 2019).
B	B1 – I prefer to watch advertisements with physically attractive (beautiful, elegant, classy) endorsers B2 – I think that attractiveness is an important characteristic for celebrity endorser B3 – I feel that a physically attractive endorser influences my purchase intention towards a celebrity endorsed brand B4 – I remember a brand that is endorsed by an attractive celebrity more	Adopt from Khan, Marium et al., 2018).
C	C1 – I think the advertisement with a trustworthy (dependable, honest, sincere, reliable) endorser receives less negative recalls C2 – I feel that an advertisement with a trustworthy endorser pushes me to remember that advertisement and the product that is being endorsed C3 – I prefer to buy a product if the celebrity endorser is a trustworthy person C4 – I will stop buying the product if it is endorsed by a celebrity involved in a scandal C5 – I think that a brand endorsed by a trustworthy celebrity is more respectable and desirable	Adopt from (Wang & Scheinbaum, 2017)
D	D1 – I think an advertisement with a celebrity endorser who has expertise (skilled, qualified, knowledgeable, experienced) is more respectable D2 – I pay more attention to advertisements using a celebrity with expertise D3 – I will buy a product if the celebrity endorsing is an expert D4 – I think a brand being endorsed by a celebrity with expertise is more trustworthy	Adopt from (Wang & Scheinbaum, 2017)
E	E1 – Product and celebrity match influence my purchase decision E2 – I believe celebrities use the product they have endorsed	Adopt from Khan, Marium et al., 2018).

E3 – The alignment between endorsers’ field and product attributes stimulates my purchase intentions
 E4 – If the celebrity fits the brand endorsed, it will influence my purchase decision

- F F1 – Brands endorsed by celebrities are of high quality
 F2 – Brands endorsed by celebrities influence my purchase decisions
 F3 – If my favourite celebrity endorses a brand, I will buy it
 F4 – I buy a brand because I like the personality of the celebrity endorser
 F5 – I buy a brand that is endorsed by my favourite celebrity
 F6 – I feel happy in buying a brand endorsed by famous celebrity
 F7 – I would continue to buy the same products from the market irrespective of advertising the same product through any specific celebrity
- Adopt from (Tingchi Liu & Brock, 2011)

Reliability and Validity Test

The questions were adopted from previous studies which are in the same field of study. There were 30 respondents selected for the pilot study. According to Whitehead, Julious, Cooper, and Campbell (2015), 30 respondents are sufficient to conduct a pilot test. As for this pilot test, the total reliability score was 0.975 (Good). As can be seen in Table 2 below, for Part B – Endorser Attractiveness value is 0.919, Part C – Endorser Trustworthiness value is 0.910, Part D – Endorser Expertise value is 0.923, Part E – Endorser Congruence value is 0.885, and Part F – Consumers’ Purchase. The intention value is 0.930. This indicates that the questionnaire is reliable for this study.

Table 2: Summary of Reliability Test

Section	Cronbach’s Alpha (α)	N of Items
Part B: Endorser Attractiveness	0.919	4
Part C: Endorser Trustworthiness	0.910	5
Part D: Endorser Expertise	0.923	4
Part E: Endorser Congruence	0.885	4
Part F: Consumers’ Purchase Intention	0.930	7

RESULTS

Demographic Profile of Respondents

The survey questionnaire collected data from 177 respondents. Table 3 shows the demographic profile of the respondents that have been analyzed in terms of gender, age, race, and occupation among the car aficionados. It is important to identify the respondents' background and the findings are as follows; the frequency of male respondents is 141 with a percentage of 79.9% as compared to female respondents 36 with a percentage of 20.3%. The respondents' age is highly distributed at the age range between 41 to 50 (33.9%), between 50 and over (24.9%), between 31 to 40 (22.6%) and between 21 to 30 (18.6%). The majority of the respondents are Malay (55.9%), followed by Chinese (27.7%), Indian (14.7%) and others at 1.7%. In terms of the respondents' job profile, the majority of them are working in the private sector (36.7%) and others are self-employed (25.4%), government sector (23.7%), students (13%) and unemployed (1.1%).

Table 3: Summary of Demographic Profile

Profile Characteristics	Frequency	Percentage
Gender		
Male	141	79.7%
Female	36	20.3%
Age		
21 to 30	33	18.6%
31 to 40	40	22.6%
41 to 50	60	33.9%
50 and over	44	24.9%
Race		
Malay	99	55.9%
Chinese	49	27.7%
Indian	26	14.7%
Others	3	1.7%
Occupation		
Government sector	42	23.7%
Private sector	65	36.7%
Self-employed	45	25.4%
Student	23	13.0%
Unemployed	2	1.1%

The Use of Celebrity Endorsement

A seventeen-item questionnaire was used to identify the use of celebrity endorsement towards car aficionados. The attractiveness, trustworthiness, expertise, and congruence of the endorser were measured by asking these questions that are presented in Table 4 below. The table presents the mean and standard deviation of the use of celebrity endorsement towards car aficionados. The results of the descriptive analysis show that *'I think that a brand endorsed by a trustworthy celebrity is more respectable and desirable'* is what most of the car aficionados felt towards celebrity endorsement with a mean value = 3.18, followed by

‘I think an advertisement with a celebrity endorser who has expertise (skilled, qualified, knowledgeable, experienced is more respectable’ (Mean=3.17), ‘I believe celebrities use the product they have endorsed’ (Mean=3.07), ‘I think that attractiveness is an important characteristic for celebrity endorser’ (Mean=3.05), ‘I pay more attention to advertisements using a celebrity with expertise’ (Mean=3.05), ‘I think the advertisement with a trustworthy (dependable, honest, sincere, reliable) endorser receives less negative recalls’ (Mean=3.03), ‘I feel that an advertisement with a trustworthy endorser pushes me to remember that advertisement and the product that is being endorsed’ (Mean=3.03), ‘I prefer to buy a product if the celebrity endorser is a trustworthy person’ (Mean=3.01), ‘I prefer to watch advertisements with physically attractive (beautiful, elegant, classy) endorsers’ (Mean=2.99), ‘I think a brand being endorsed by a celebrity with expertise is more trustable’ (Mean=2.99), ‘I remember a brand that is endorsed by an attractive celebrity more’ (Mean=2.98), ‘The alignment between endorsers’ field and product attributes stimulate my purchase intentions’ (Mean=2.97), ‘Product and celebrity match influence my purchase decision’ (Mean=2.95), ‘If the celebrity fits the brand endorsed, it will influence my purchase decision’ (Mean=2.94), ‘I feel that a physically attractive endorser influences my purchase intention towards a celebrity endorsed brand’ (Mean=2.84), and ‘I will stop buying the product if it is endorsed by a celebrity involved in a scandal’ (Mean=2.80).

Table 4: The Use of Celebrity Endorsement towards Car Aficionados

Statement	N	Mean	Standard Deviation
I prefer to watch advertisements with physically attractive (beautiful, elegant, classy) endorsers	177	2.99	.761
I think that attractiveness is an important characteristic for celebrity endorser	177	3.05	.763
I feel that a physically attractive endorser influences my purchase intention towards a celebrity endorsed brand	177	2.84	.833
I remember a brand that is endorsed by an attractive celebrity more	177	2.98	.801
I think the advertisement with a trustworthy (dependable, honest, sincere, reliable) endorser receives less negative recalls	177	3.03	.753
I feel that an advertisement with a trustworthy endorser pushes me to remember that advertisement and the product that is being endorsed	177	3.03	.761
I prefer to buy a product if the celebrity endorser is a trustworthy person	177	3.01	.822
I will stop buying the product if it is endorsed by a celebrity involved in a scandal	177	2.80	.843
I think that a brand endorsed by a trustworthy celebrity is more respectable and desirable	177	3.18	.847

I think an advertisement with a celebrity endorser who has expertise (skilled, qualified, knowledgeable, experienced) is more respectable	177	3.17	.703
I pay more attention to advertisements using a celebrity with expertise	177	3.05	.767
I will buy a product if the celebrity endorsing is an expert	177	3.03	.722
I think a brand being endorsed by a celebrity with expertise is more trustable	177	2.99	.772
Product and celebrity match influence my purchase decision	177	2.95	.789
I believe celebrities use the product they have endorsed	177	2.95	.789
The alignment between endorsers' field and product attributes stimulates my purchase intentions	177	3.07	.876
If the celebrity fits the brand endorsed, it will influence my purchase decision	177	2.97	.673
	177	2.94	.762

Car Aficionados' Purchase Intention

A descriptive analysis representing the factors contributing to purchase decision among car aficionados are presented in Table 5. It shows that *'I would continue to buy the same products from the market irrespective of advertising'* is what most of the car aficionados felt about their purchase intention with a mean value of 3.81. A total of 144 respondents answered "Agree" and 33 respondents answered "Strongly Agree" for this statement. Followed by *'Brands endorsed by celebrities are of high quality'* with a mean value of 3.12 derived from 128 respondents who answered "Agree" and 38 of them answered, "Strongly Agree". Next is *'I buy a brand because I like the personality of the celebrity endorser'* with a mean value of 2.99 with respondents answering "Agree" (166). *'I buy a brand that is endorsed by my favourite celebrity'* is the next contributing factor with a mean value of 2.95 with 159 respondents answering "Agree". Next is *'I feel happy in buying a brand endorsed by a famous celebrity'* with a mean value of 2.90 derived from 108 respondents who answered "Agree", followed by *'Brands endorsed by celebrities influence my purchase decisions'* with a mean value of 2.88 and lastly is *'If my favourite celebrity endorses a brand, I will buy it'* with a mean value of 2.77.

Table 5: Car Aficionados’ Purchase Intention

Statement	N	Mean	Standard Deviation
Brands endorsed by celebrities are of high quality	177	3.12	.590
Brands endorsed by celebrities influence my purchase decisions	177	2.88	.540
If my favourite celebrity endorses a brand, I will buy it	177	2.77	.419
I buy a brand because I like the personality of the celebrity endorser	177	2.99	.282
I buy a brand that is endorsed by my favourite celebrity	177	2.95	.317
I feel happy in buying a brand endorsed by famous celebrity	177	2.90	.754
I would continue to buy the same products from the market irrespective of advertising	177	3.81	.391

Relationship between Celebrity Endorsement and Purchase Intention

Guilford’s rules of thumb have been used for this study to assess the strength of the relationships between variables. As referred to in Table 6, this indicator helps to answer the third research objective of this study.

Table 6: Guilford’s rules of thumb

Correlation Coefficient	Strength of relationship
< 0.20	Negligible relationship
< 0.21 – 0.40	Low correlation, weak relationship
< 0.41 – 0.70	Moderate relationship
< 0.71 – 0.90	High correlation, strong relationship
> 0.90	Very strong relationship

Table 7 describes the relationship between the dimensions of celebrity endorsement purchase intention. Hence, the first research hypothesis (H1) can be reported as there is a significant relationship between the attractiveness of celebrity endorsement and aficionados’ purchase intention. {Pearson product correlation of celebrity endorsement attractiveness and purchase intention was found to be moderately positive and statistically significant ($r = .704, p < .000$)}. The second research hypothesis (H2) reveals there is a significant relationship between the trustworthiness of celebrity endorsement and aficionados’ purchase intention. {Pearson product correlation of celebrity endorsement trustworthiness and purchase intention was found to be moderately positive and statistically significant ($r = .666, p < .000$)}.

The third research hypothesis (H3) shows there is a significant relationship between the expertise of celebrity endorsement and aficionados’ purchase intention. {Pearson product correlation of celebrity endorsement expertise and purchase intention was found to be moderately positive and statistically significant ($r = .641, p < .000$)}, and the fourth research hypothesis (H4) portrays there is a significant relationship between the congruence of celebrity endorsement and aficionados’ purchase intention. {Pearson product correlation of celebrity endorsement congruence and purchase intention was found to be strongly positive and statistically significant ($r = .851, p < .000$)}.

Table 7: The Relationship between Celebrity Endorsement and Purchase Intention

		Celebrity Endorsement
Attractiveness	Pearson Correlation	.704**
	Sig. (2-tailed)	.000
	N	177
Trustworthiness	Pearson Correlation	.666**
	Sig. (2-tailed)	.000
	N	177
Expertise	Pearson Correlation	.641**
	Sig. (2-tailed)	.000
	N	177
Congruence	Pearson Correlation	.851**
	Sig. (2-tailed)	.000
	N	177

DISCUSSION AND CONCLUSION

The findings are divided into three categories; the use of celebrity endorsement, car aficionados' purchase intention, and the relationship between celebrity endorsement and purchase intention. It reveals that celebrity endorsement has a positive and significant impact on purchase intention, and the four components (attractiveness, trustworthiness, expertise, and congruence) play an important role in forming the variables. The correlation values of the four constructs - attractiveness, trustworthiness, expertise, and congruence represent the contribution to celebrity endorsement. Moreover, the congruence of the celebrity is the biggest contributor to the celebrity endorsement variable, followed by attractiveness, trustworthiness, and expertise.

Celebrity endorsements have a significant impact on consumers' purchase intention. Using a celebrity that fits the brand or product and is attractive at the same time can help marketers, especially in the automotive industry to increase consumers' purchase intention. This study is in line with previous research done by Rachbini and Widarto (2018). However, in terms of trustworthiness and expertise, this study contrasts with Shrestha and Sajeeb (2019), which stated expertise and trustworthiness do not influence purchase intention.

According to Priyankara, Weerasiri, Dissanayaka, and Jinadasa (2017), in order to obtain effective results for the marketing campaign, the celebrity chosen for the advertisements must have the following qualifications. Firstly, the celebrity should have knowledge about the product or brand that he/she advertised. Secondly, the celebrity should get the product in hand and use it. Thirdly, the celebrity should have a good personality and image. Fourthly, the celebrity should have communication skills to be able to present the product. Lastly, the celebrity should be relevant to the product.

In summary, one of the marketing strategies that can be included and worth the marketing budget of the company is to use celebrity endorsement. Celebrity endorsement can be utilized as a channel to reach different target markets and increase purchase intention. Several aspects should be considered by marketing managers to choose a perfect fit celebrity endorsement for the company. It is important to ensure the background of the celebrities is associated with their attractiveness, trustworthiness, expertise, and congruence.

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