CONSUMER BUYING BEHAVIOUR OF YOUNG ADULTS AND THEIR ATTITUDE TOWARDS CELEBRITY ENDORSEMENT IN ADVERTISEMENT

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Introduction

Advertisement is an important tool used by marketers and advertisers in a persuasive way to promote and make known of their goods and services (Chittithaworn, Islam, & Thooksoon, 2011). It is a form of communication which is intended to persuade its audience to make up their mind in purchasing the advertised products or services. Besides that, it also acts as an information service tool which is used to provide and transfer information to the consumers regarding products or services. Aside from that, advertisement can be an effective medium to communicate ideas to a large amount of consumers and convince them to take certain actions or to take up habits. For example, promoting healthy eating habit or encouraging environmentally friendly behaviour to consumers.

Along with the increasingly modern and high technology era, advertisements can be found in any form and anywhere. Various forms of advertisements such as printed advertisements found in newspaper, magazines and flyers, broadcasting advertisements found in TV and radio, cell phone or mobile phone advertisements, and online advertisements are broadly used to reach the audience from different places and boundaries in the world. According to a traditional hierarchy-of-effects model, advertising can bring effect leading to brand cognition and cognition about the ad advertised, this will then lead to the attitude of audiences towards the advertisement and the brand until their purchase intent (Mendelson & Bolls, 2002).

However, an increasing emergence of more surplus products, related advertisements and repeated information in the market is making the market place to be very competitive. Most companies which make similar functional claims will face difficulties in differentiating their products and services (Hussainy, Riaz, Kazi, & Herani, 2008). Therefore, different attractive

advertising elements are utilized in the presentation of advertisements to attract consumers' attention and to build up brand image. Advertisements are based on the use of elements which is intended to persuade consumers to purchase. Quite a number of endorsements whether it is celebrity or non-celebrity endorsement can be found through the TV channels, print media, radio and online social media. Celebrity endorsement has turned out to be one of the most popular forms of advertising (Choi & Rifon, 2007). In Hong Kong, the utilization of celebrities in advertising is predominant. Content analyses have discovered that celebrity endorsement was the most often utilized appeal in TV ads for youth items and was the second most frequently employed appeal in youth magazine ads (Chan, Leung, & Luk, 2013).

Das, Mohanty and Shil (2008) stated that consumer decision making is commonly influenced by price, quality and advertisement. Especially youth consumers who fell in the categories of impulsive (Ketzenberger & Forrest, 2000) and compulsive buying behaviours (O'Guinn & Faber, 1989), can be affected easily in their purchases regardless of their needs or wants; leading to irrational purchases decision. Therefore, this study aims to find out the consumer buying behaviour of young adults in Malaysia and their attitude towards celebrity endorsement in advertisement.

Literature Review

Attitude

Attitude is "a fairly persisting organization of ideals, emotions, and behavioural propensities towards socially significant objects, groups, occasions or images" (Hogg & Vaughan, 2005). Attitude structure can be described in terms of three components, which are affective component, behavioural component and cognitive component (McLeod, 2007). Affective component is the feelings or emotion involved towards the attitude object, behavioural component is the way how the attitude that we have influences how we act or behave, and cognitive component is the belief or knowledge a person has which involved towards the attitude object.

Attitude towards a product is defined as an individual's assessment of an entity, a person or an issue which is whether someone likes or dislikes something (Hogg & Vaughan 2005; Eagly & Chaiken, 1993). A research by Mehta (2000) stated that the buying interest of consumers are influenced by how much the consumers like to look at an advertisement, the value of the commercial for the brands promoted and how enlightening or truthful the advertisement is.

According to a study done by Drolet, Williams, and Lau-Gesk (2007), young adult consumers (age 18–25) have more favourable attitude towards affective ads only for hedonic products and they favoured rational ads for utilitarian products. Besides that, according to Malhotra (2015), favourable attitude towards advertisement can create emotional response in the mind of consumer, which is why the major aim of advertising is to create positive attitude towards advertisement until consumers purchase that product.

Celebrity endorsement

"Celebrity" alludes to an individual who is recognised to the public, such as actors, sport figures, and entertainers whose accomplishments are in the regions other than the item class endorsed (Anjum, Dhanda, & Nagra, 2012; Friedman & Friedman 1979). Meanwhile, the use of individual who enjoys public recognition and use this recognition on behalf of a consumer good by appearing it in an advertisement is celebrity endorsement (Kumar, 2011; McCracken, 1989). The power of the celebrities lies in their ability to impact the consumers, despite the fact that they are physically and socially distant from a common consumer (Choi & Rifon, 2007).

Celebrity endorsements are typically considered as a puissant advertising method and the effectiveness of celebrity endorsement is usually examined within the framework of the source credibility and source attractiveness models, the match-up hypothesis and the meaning transfer model (Muda, Musa, & Putit, 2017). There is a study which asserted that celebrity endorsers produced more positive attitudes and greater purchase intentions (Atkin & Block, 1983). This statement was supported by the study of Kumar (2011). It proved that celebrities can attract more consumer attention towards the product which they are endorsing very successfully. Furthermore, Escalas and Bettman (2005) stated, consumers concatenate the symbolism related to the celebrity and the brands they endorse, in-tern transferring these meanings from the brand to themselves by actively using those brands.

Therefore, it can be said that employing a celebrity in an advertisement can influence the customers to buy the product or service endorsed. However, not all the celebrities are proved to be successful in endorsing products or services (Zipporah & Mberia, 2014), as consumers who view the advertisements might not necessarily believe the message conveyed by the celebrity endorser (Low & Lim, 2012).

Consumer buying behaviour

Consumer behaviour is the process of how individuals set out products and services to fulfill their wants and needs (Khaniwale, 2015). This process involves the method they use in choosing any products and services, and the result of buyer's behaviour is the buyer's decision towards a purchase. According to Khaniwale (2015), consumer behaviour refers to all the thought, feelings and actions that a consumer possesses in the process of making the decision on buying any product or service.

Consumer behaviour is affected by a lot of variables, ranging from personal motivations, needs, attitudes and values, personality characteristics, socio-economic and cultural background, age, sex, professional status to social influences of various kinds exerted by family, friends, colleagues and society as a whole (Shukla & Devi 2010). These variables will give effects on the thoughts of the consumer when they are in the process of deciding on which brand is suitable to buy, where to make the purchase, when to make the purchase, how much to allocate in this purchase and purchase frequency until they come up with a final decision answering all the questions involved in their thoughts.

There have been studies done showing that consumer buying behavior can be affected by celebrity endorsement. According to Escalas and Bettman (2005), employing a celebrity in advertisement can influence the consumers' decision in buying the products endorsed. Moreover, according to the study of Saeed, Naseer, Haider, and Naz (2014), both celebrity and non-celebrity advertisement have a positive relationship with consumer perception, where consumer perception plays a significant role in the selection of brands and products.

However, according to a research done by Camilleri (2015) which looked into the information gathered about some consumer buying behaviour among young adults between age 18 to 30, the majority of respondents said they will also look for quality in a product while doing their purchases, and they usually base their purchase intention on their needs of the product. Besides that, they will do research about products before buying them; and majority of the sample population only attach the habit of buying branded products and buying the cheapest product available sometimes.

Methodology

This study was carried out among young adults in Selangor. The target population for the study was defined as young adults at the age in between 18

to 35 years old (following the category young adults (ages 18-35 years; n = 97), middle-aged adults (ages 36-55 years, n = 197), and older adults (aged older than 55 years, n = 49) in the study of Petry, 2002). Simple random sampling (SRS) method was used to select one district out of nine in Selangor and a shopping mall in the district (Subang Parade Mall) is randomly selected as study location. A sample of 200 respondents was selected through systematic sampling method by choosing every fifth individual who was coming out of the main entrance of the shopping mall and the number of male and female respondents was put under control using quota sampling to select 100 male respondents and 100 female respondents.

Self-administered questionnaires consisting of four sections (socio-demography, attitude towards celebrity endorsement, and consumer buying behaviour) were used as the instrument of the study. The measurement for attitude towards celebrity endorsement consisted of four items adapted from by Kumar (2011), Chithra and Kothai (2014) and Jatto (2014); and consumer buying behaviour among young adults consisted of eight items adapted from Dittmar et al. (2004), Siddiqui (2014), and Ahmed and Ashfaq (2013). All the items of attitude and buying behavior were measured using five point Likert-like scale ranging from "1"= "Strongly disagree" to "5" = "Strongly agree".

Results and Discussion

Socio-demographic background of respondents

Table 1 shows the respondents' socio-demographic characteristics in frequency and percentage form. The gender, age, ethnic, marital status, occupation, monthly income, and education level of respondents were discussed.

Table 1: Socio-demographic Background of Respondents

Variables	Frequency(n=200)	Percentage (%)
Gender		
Male	100	50.0
Female	100	50.0
Age (years old)		
20-24	146	73.0
25-29	33	16.5
30-34	21	10.5
Ethnic		
Malay	73	36.5
Chinese	109	54.5
Indian	18	9.0

Table 1 (continues)

Variables	Frequency(n=200)	Percentage (%)
Marital Status		
Single	181	90.5
Married	19	9.5
Monthly Income		
Less than RM 1000	117	58.5
RM1000-RM2000	20	10.0
RM2001-RM3000	34	17.0
More than RM3000	29	14.5
Education Level		
SPM	4	2.0
STPM	41	20.5
Diploma	12	6.0
Degree	127	63.5
Master	10	5.0
PhD	6	3.0

Percentages of male and female respondents are the same as the number of male and female respondents is put under control using quota sampling to avoid sampling bias. In terms of the age of respondents, the number ranged from 20 to 34 years old. The highest percentage of respondents' age was in the group between 20 to 24 years old (73.0%) which were 146 of them, followed by 25 to 29 years old (16.5%).

For the ethnicity of the respondents, slightly more than half (54.5%) of the respondents were Chinese and the least were Indians, 9.0 percent. Data on marital status of the respondent presents 90.5 percent were single, and only 9.5 percent were married. None of the respondent was divorce, widow or widower.

Furthermore, more than half of the respondents have less than RM1000 income which is 58.5 percent because a large amount of respondents in this study were still students. This is followed by the group whose income was in between RM2001 and RM3000, which was at 17.0 percent, and with income more than RM3000, at 14.5 percent. Among the respondents, the largest portion (63.5%) has degree level as the highest education level. SPM took the smallest proportion of respondents' education level which occupied only 2 percent in total. This shows most of the respondents had tertiary education level. In short, more than half of the respondents for this research consisted of single Chinese young adults aged between 20 to 24 years old who were mostly students with income below RM1000.

Attitude of young adults towards celebrity endorsement

Table 2 shows the result of descriptive analysis for the attitude of young adults towards celebrity endorsement in advertisements. The results show more than half of the respondents (61.0%) concurred that celebrity appearing in advertisement is attractive and only less than a quarter of respondents (17.0%) showed negative attitude towards the attractiveness of the usage of celebrity in advertisement. However, only slightly more than a quarter of respondents (27.5%) think that celebrity in advertisement is trustworthy. Although there are equal amount of respondents (35.5%) who are likely to purchase and not likely to purchase celebrity endorsed products and services, a majority of the respondents (79.0%) believed that they will not simply purchase celebrity endorsed products and services that they do not need.

Table 2: Descriptive Analysis of Attitude of Young Adults towards Celebrity Endorsement

Statement	Strongly Disagree n(%)	Somewhat Disagree n(%)	Neutral n(%)	Somewhat Agree n(%)	Strongly Agree n(%)
I find the usage of celebrity endorsement in advertisement is attractive.	9(4.5)	25(12.5)	44(22)	80(40.0)	42(21.0)
I find the usage of celebrity endorsement in advertisement is trustworthy.	23(11.5)	53(26.5)	69(34.5)	53(26.5)	2(1.0)
I am likely to purchase products or services that have been endorsed by celebrities.	22(11.0)	49(24.5)	58(29.0)	64(32.0)	7(3.5)
Overall, I am happy buying celebrity endorsed product or services.	32(16.0)	41(20.5)	70(35.0)	47(23.5)	10(5.0)

In short, part of the young adults thinks that advertisements endorsed by celebrities can be attractive to watch, but the trust towards products endorsed

by celebrities is low and they do not really purchase products endorsed by celebrities when they are not needed. Consistent with the research done by Low and Lim (2012), consumers who view the advertisements might not necessarily believe the message conveyed by the celebrity endorser. In the examination of the issue of credibility, Wells and Prensky (1996) likewise demonstrated that, numerous consumers were not credulous of celebrities who were paid to give positive image about endorsed brands.

Figure 1 shows that the attitude of young adults towards celebrity endorsement was divided into two categories, unfavourable and favourable. Respondents who reported a score from 4 to 12 were classified as having unfavourable attitude towards celebrity endorsement, and a score from 13 to 20 were classified as having favourable attitude towards celebrity endorsement. Overall, slightly more than half of the respondents (51.5%) showed favourable attitude towards the element of celebrity endorsement in an advertisement, where another 48.5 percent of the respondents had unfavourable attitude towards the use of celebrity endorsement.

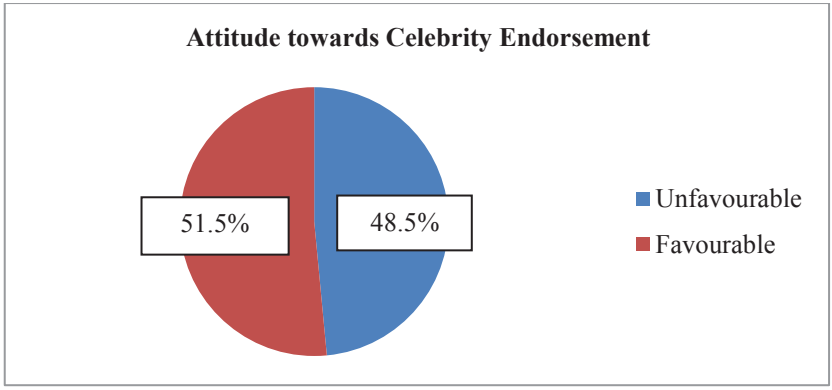

Figure 1: Attitude of Young Adults towards Celebrity Endorsement

Consumer buying behaviour among young adults

The data in Table 4 showed a majority of the respondents somewhat agreed or strongly agreed to statements 1 to 8. The data disclosed that almost half of the respondents (48.0%) felt that they buy new products in the market because of the advertisement about it. However, a large amount of respondents (89.5%) will consider price of products and services before making purchases. Besides price, a majority of the respondents (88.5%) think that they will put quality as the first priority of product or services. More than

half of the respondents (63.0%) will buy products which make them feel more like the person they want to be and 51.5 percent of respondents think branded products provide more value than unbranded ones.

Table 3: Descriptive Analysis of Consumer Buying Behavior among Young Adults

Statement	Strongly Disagree n(%)	Somewhat Disagree n(%)	Neutral n(%)	Somewhat Agree n(%)	Strongly Agree n(%)
I buy new products in the market because of the advertisement about it	23(11.5)	36(18.0)	45(22.5)	87(43.5)	9(4.5)
I consider price of products and services before making purchases.	0(0.0)	0(0.0)	21(10.5)	72(36.0)	107(53.5)
Quality is the totality of features and characteristics of a product or service that satisfies stated or implied needs.	0(0.0)	6(3.0)	22(11.0)	86(43.0)	86(43.0)
I only buy products and services from brands which I know I will get the excellent services.	1(0.5)	19(9.5)	33(16.5)	73(36.5)	74(37.0)
Branded products provide more value than unbranded products.	4(2.0)	32(16.0)	60(30.0)	61(30.5)	43(21.5)
I like to try on using products that I never had used before.	17(8.5)	38(19.0)	55(27.5)	68(34.0)	22(11.0)
I want to buy products which make me feel more like the person I want to be.	4(2.0)	21(10.5)	43(21.5)	87(43.5)	45(22.5)
I give first priority to the quality of the product or service.	0(0.0)	10(5.0)	13(6.5)	88(44.0)	89(44.5)

Overall, advertisement is the reason for respondents to purchase new products in the market. However, respondents will also look at the price and

quality of the products when deciding whether to buy it. They will only buy products and services which will offer them excellent quality. In the study of Parment (2013) also disclosed that, one of the main roles young generation look from a brand include quality. Besides that, they will choose a retailer based on rational concern instead of emotional concern.

Conclusion

In conclusion, the results drew up a representation of the attitudes of the sample aged between 18 and 35 years with regards to the phenomenon of celebrity endorsements, from a survey conducted among 200 respondents. The study found that although young adults show slightly more favourable attitude to celebrity endorsement, near to half of them show unfavourable attitude due to the belief that celebrity endorsement is less trustworthy. Besides that, although advertisement can attract young adults to purchase new products in the market, the result showed that they will also put the price and quality of the products in consideration when making their purchase decision. This shows that they are rational consumers instead of solely depending on the emotional arousal generated by advertisements when doing purchases. Lastly, further research would be recommended to determine whether these implications hold true for other segments and category of products as the accessibility and affordability of consumers in reaching for different products being advertised may be different.

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Ilustrasi termasuk gambarajah-gambarajah dan graf-graf perlu dinyatakan di dalam teks. Kesemua foto yang sesuai perlu dicetak hitam dan putih. Ilustrasi perlu dicetak pada kertas yang berasingan.

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Bagi merujuk ejaan, Kamus Bahasa Inggeris Oxford dan Kamus Dewan Bahasa yang terkini hendaklah digunakan.Unit - unit metrik mesti digunakan untuk ukuran empirikal.

Rujukan

Rujukan ditulis mengikut gaya penulisan APA.

Pendapat yang terkandung di dalam jurnal ini tidak semestinya menggambarkan pendapat Lembaga Pengarang dan Kementerian Perdagangan Dalam Negeri, Koperasi Dan Kepenggunaan