

## How Celebrity Endorsement in Online Advertisement Influence Consumers' Perception of Different Genders

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### Abstract

*The purpose of this study is to investigate whether gender influence the perceptions of customers towards online advertisement using celebrity endorsers. This study will also studies the determinant factors that influence the perception of customers towards online advertisement using celebrity endorsers. Lastly this paper will study about the effect of online advertisement using celebrity endorsers to marketers. Questionnaires were distributed to 404 Malaysian respondents using various survey methods. Data collected is reliable for analysis and further studies. Analysis performed using descriptive and regression approaches. The study results suggested that based on the descriptive analysis, in overall for all questions asked, female respondents produced higher preference results compared with their male counterparts. In general, respondents first will look for endorsers who are trustworthy, followed with their appearance. Their expertise is the last factor that they are referring to. The study also suggested that for online product sales, endorser do not have large influence towards the consumers' decisions and intentions to purchase online products in Malaysia. From the regression analysis results, the study shows that both male and female respondents produced similar highest correlating attributes. It is hoped that the results of this study can help to enrich the current vocabulary of marketing studies, especially in terms of the effectiveness of celebrity endorsement in one company's marketing strategy and promotion.*

**Key Words:** Gender, Internet Shopping, Malaysia, Endorsement, Advertising, Marketing.

### Introduction

Currently, it is been a trend for consumers to switch their way of shopping through brick and mortar companies towards shopping through companies which deploys e-commerce strategy in their business. As the e-commerce industry has become new playground for business owners with scale of business ranging

from small business owners to multinational companies, the overall market of e-commerce business has quickly become overcrowded with various types of businesses. Companies and entrepreneurs with relatively low to modest budgets usually set up their shops using some free website services such as Blogspot and Wordpress, while larger companies tends to set up their own proprietary websites. For their marketing strategies, they tends to add several social media services, such as Tumblr, Facebook, Pinterest,

Instagram, and Twitter to support their sales. The differences between the small and the large companies usually lie on their marketing budgets and strategies in those social media services.

For small companies, they usually have to be creative when they are advertising their products. Either by selling their products via words of mouth advertising, conducting small events where they introduce their products to their close associates and friends, and by modeling their own product for advertising. Some examples of companies which have started from small scale and be successful are like Nysakapas from Kuala Terengganu, Malaysia, BatikFractal from Bandung, Indonesia, and Abekani from Yogyakarta, Indonesia. When they grow larger, sometimes via their network, they would be able to obtain the service of celebrities who extensively use their products to endorse them.

For larger companies, they usually have quite extensive resources to market their products via social media. Outside of that, they also have enough financial budgets to spend for marketing that can be disbursed for social media promotion. As they own enough budgets for promoting their products, they are also able to hire the service of celebrities to endorse their products.

Celebrities are likening to be used by either small or large companies due to their attachment to their fans. Celebrity endorsement becomes a popular marketing strategy in a current market competition (Choi, 2012). Celebrities with large fan base usually preferred by companies for advertisement, as most of their fans follow their daily life via social media. By knowing what they are wearing, using, eating, drinking, or staying, fans can replicate the celebrities way of living by purchasing products that has been endorsed by the aforementioned celebrities.

Yet, with all of the hype of applying celebrity endorsement to market products, there are actually no guarantees on whether the application of celebrity endorsement will assure success in marketing promotion. To increase the chance of one celebrity to be able to successfully support the marketing strategy of one company, the first question that one company should ask whenever they want to hire a celebrity to endorse their products is whether they are suitable to market their products in the first place.

This question is the one question that we are trying to answer in this manuscript. As each countries and regions might have different preferences of supporting celebrity attributes, in this study we will only limit ourselves only to understand about the phenomenon in Malaysia.

We have constructed a research framework to support this study in our previous paper. In that study, we conclude that attractiveness, trustworthiness, and the level of expertise of the celebrity, influence the appropriateness of the celebrity selection (Mamat, et al., 2017).

For this study, we will present the follow up study results, based on the research framework that has been tested towards respondents all around Malaysia. By analyzing the study results, we will be able to understand about the influence of online celebrity endorser for online product sales, particularly viewed from the gender perspective.

It is hoped that this study will help to enrich the current vocabulary of marketing studies, especially in terms of the effectiveness of celebrity endorsement in one company's marketing strategy and promotion.

## Literature Review

### E-Commerce in Malaysia

Internet growth has helped to increase the popularity of e-commerce in the world. By having an internet access, one customer can virtually purchase any product that he wants at any time, making e-commerce one of the most convenient method of purchasing now. Based on Multimedia Development Corporation (MDEC) study in 2015, in Malaysia the top three most popular sites for online shopping are Groupon, Facebook, and Living Social.

Based on the same study results, it is found that 91 percent of Malaysian internet users shops online. From that data, 54 percent of them shops online at least once a month, and 26 percent of them shops online at least once a week. According to the data from Malaysia's National e-commerce strategic roadmap, the value of e-commerce in Malaysia has reach the amount of USD 1.5 billion in the year 2016. In 2020, the value of e-commerce in Malaysia is expected to reach USD 3.4 billion, according to the same report.

Hoseok Kim, the CEO of 11street.my, one of the largest online marketplaces in Malaysia suggested that Malaysian online business has spent more money in advertisement. From the year 2010 to 2014, it has seen an increase up to 31% expansion in spending on advertisement. By the year of 2018, it is expected that online businesses will spend around USD 3.1 billion on advertisement (Star, 2015).

Based on the data by MDEC in September 2015, the top ten online shopping sites in Malaysia is as seen in the figure below. The data collected comes from desktop user only, and not including the mobile user.

Table 1: Top 10 Shopping Site in Malaysia (MDec, 2015)

Site	Visits	Time on Site	Page Views
Lazada.com.my	9,200,000	05:37	6.11
Lelong.com.my	3,300,000	08:23	7.77
11street.my	1,800,000	10:54	12.23
Zalora.com.my	1,600,000	05:18	6.93
Groupon.my	1,600,000	06:45	4.59
Qoo10.my	620,000	06:08	6.08
eBay.com.my	570,000	07:04	7.37
Rakuten.com.my	330,000	06:10	6.14
Ensogo.com.my	300,000	06:45	5.34
Goshop.com.my	160,000	10:13	10.89

Based on the table above, the total visit in 2015 has reached 19.48 million user, with Lazada leading the numbers with 9.2 million visits, followed by Lelong (3.3 million) and 11street (1.8 million).

With the current trend, in overall there is significant increase from year to year for online transactions in Malaysia.

### Celebrity Endorser History in Malaysia

The trending increase of online shopping has also influence the level of competition between the online sellers. As anyone can practically started their online business, either the small or the large retailer has started to be more creative and employs different tactics and approaches to maintain their presence and to capture the crowded market. New business owner faced higher barrier to entry when the first try to sell their products.

Hiring high profile celebrity as a spokesperson to endorse your products becomes one of the marketing and promotion alternative strategy that can be deployed by the company to increase the sales and market share. In the US and Europe, allocating cost to spend for celebrity endorser has become a common thing to perform. In sporting products, Tiger Woods who was the world's number one golfer was known as the product ambassador for Nike and Tag Heuer (Kalb, 2013). David Beckham, a popular figure in the soccer industry, was appointed as brand ambassador for Adidas products (Sport Business Daily, 2003).

In Malaysia, although still new, the appointment of celebrity endorser has grown to become a common thing from time to time. This trend is seen to be in line with the increased competition in the business who markets common products such as household products, food products, and beauty treatment products.

Yuna, one of the leading Malaysian singer was appointed as a spokesperson to various consumptive products such as Olay (Utusan Online, 2012); Samsung Galaxy Note (HardwareZone, 2012); and Mitsubishi Motors (Utusan Online, 2016). Another example is Neelofa, one of the leading Malaysian actress, has become the brand ambassador for products such as Avon (Budiey, 2012) and King Koil's mattresses (BeautifulNara, 2012). Lastly, Zizan Razak, a well-known Malaysian comedian and actor, was appointed as brand ambassador for Kit Kat chocolate (The Star Online, 2014) and 11street.my (11street.my, 2016).

The next question arise from the above statements is on why companies willing to spend a portion of their marketing and promotion budgets on hiring popular celebrities to be attached to their products. Is by appointing one celebrity, one company can have better sales? According to Rosca (2010), on the off chance that the correct criteria of celebrity are met, the endorsement can help support and produce a successful marketing strategy, with the final goals of increasing the sales, revenue, awareness, and to differentiate their products with their competitors. An outstanding case of successful celebrity endorsement is the joint effort between Nike and golf star Tiger Woods with extra benefit of \$103 million for Nike (Chung et al., 2013). By hiring the correct celebrity, one company can strengthen their branding position among the sea of competition.

With the benefits above, even offline business have started to hire celebrity endorsers to increase their product awareness. The latest trends that are found in Malaysian business, particularly in the beauty and fashion industries is for the celebrity to issue their own products or in collaboration with the companies. Neelofa has issued her own Hijab brand called Naelofar (The Star, 2015). Dato' Siti Nurhaliza, the Malaysian number one singer has launched her own perfume brand called Simpli Siti (The Star, 2012). Actress Rozita Che Wan also released her own perfume brand called Precious (The Star, 2015). These trends actually have created a new competition in the market. The new start-up business will become more challenging to compete with the existing industry player especially the company that use as celebrity in their strategy.

### **E-Commerce Safety Issues in Malaysia**

There are several issues that arise when discussing about online businesses in Malaysia. Some of the major issues dealt are the vast cases of fake products being sold by the sellers, fake information on the sellers and the buyers, scams and frauds. Due to these numerous cases, e-commerce consumers' confidences are really being put into test here.

Do the hiring of celebrity endorsers can help to increase the confidence of e-commerce consumers to make online purchases? There are so many cases in Malaysia being reported for online fraud cases. According to Utusan (2016), there are numerous online fraud cases being reported to the police in Malaysia between the years of 2014-2015.

Table 2: Comparison Online Fraud Case for year 2014 and 2015 (Utusan, 2016)

Federation	2014			2015		
	Case	Loss (MYR)	Captured	Case	Loss (MYR)	Captured
Perlis	18	23,800	1	21	213,400	-
Kedah	22	136,800	3	94	289,300	-
P. Pinang	37	123,300	-	127	387,200	-
Perak	211	432,900	18	212	1,300,000	29
Selangor	409	1,200,000	46	737	2,200,000	69
K. Lumpur	99	291,300	39	134	790,600	35
N. Sembilan	51	169,100	3	102	437,900	6
Melaka	64	310,500	7	46	222,700	11
Johor	251	608,300	17	608	1,775,000	44
Pahang	168	515,500	28	143	341,300	46
Terengganu	86	492,100	9	123	422,800	8
Kelantan	104	218,000	5	102	217,000	5
Sabah	100	1,100,000	7	171	365,000	1
Sarawak	5	32,400	-	49	227,900	1
Total	1,625	5,654,000	183	2,669	9,190,100	255

Based on the data presented in Table 2, the number of cases reported in 2015 has increased for almost 64 per cent, compared with the number of cases reported in the year of 2014. The total financial loss suffered in Malaysian Ringgit also increased by 63 per cent in 2015, compared with the financial loss in the year of 2014.

Based on the presented data above, we can see that the condition are worsening by the day, and looking at the current trend, if there are nothing being done by the government, no controlled actions and preventions are being done by the authorities, the numbers might grow more sizeable in the future.

According the Malaysian National Consumer Complaints Center (NCCC) in their 2014 Annual Report, it is cited that the total of complaints increased by 28 per cent since 2009, from 32,369 complaints in 2009, to become 41,531 complaints in 2014. The amount of financial loss in 2014 reached to RM 68,324,100 based on the reported data.

The highest numbers of complaints (7,641 report) are coming from the e-commerce sector. Based on the same report, it is suggested that the top three complaints pertaining to e-commerce business sector were: late delivery of goods being purchased (51.8%); faulty products deliveries (19.1%); and poor product quality being delivered (8.1%).

Other report on consumer dissatisfaction for e-commerce transaction is reported by CyberSecurity Malaysia by their My Computer Response Team (MyCERT) report in 2016. Based on the aforementioned report, the Incident Statistics Report in 2016 shows that the highest complaints for e-commerce business comes to the high number of SPAM messages being delivered by the business (3,500 cases), while the complaints for frauds comes in second with total reports of 2,960 cases. Most of the victims were targeted by their social networking sites.

According to (McKnight et al., 2002), the misrepresentations of identity or fraud cases are the main factors that influence consumers' trust, particularly when they plan to conduct e-commerce transaction. Based on the study, most online consumers can identify fraud sellers or shops when they check their e-commerce environment.

The main problem with trust is due to the fact that plenty of small vendors do not yet have clear reputations or good track records when they sell their products. To make things worse, sometimes the vendors do not provide enough information about the company whereabouts, contact numbers, contact persons, and other detailed information. This makes the consumers become unfamiliar and hesitant to even visit their websites.

As in e-commerce environment, the products are being sold in virtual environment, unlike traditional market spaces, it is difficult for the consumers to get the “feel” of the products, to inspect them beforehand, and to ask the merchants directly during the transaction process. So, consumers can only relies on the trusts level and the reputation of the vendors in the virtual world.

Trust is an important matter for consumers, and the first thing that an online seller should conduct is to establish trusts and reputations. By having good reputation or trustworthy labels, it can help the merchants to reduce perceived risk and increases the probability for the consumers to perform transaction with them. Some major e-commerce portals such as Shopee and Lazada has already realizing the impact of reputation, that they provide certain labels for trusted merchants who have been selling their products for long and without/ minimum complaints.

The lack of initial trust in a merchant implies that the consumers might be more hesitant to engage in a business connection and to conduct business transaction with the sellers (McKnight et al., 2002). Past studies show that the lack of trust has become one of the barriers for optimal e-commerce business practice in the world. David (2002) recognized lack of trust level for e-commerce merchants as the main reasons why consumers reluctant to purchase online products. By having trust, merchants and consumers can be facilitated online to conduct transactions in the long run (Grabner-Kraeuter, 2002). Trust can also reduce the perceived risk of the consumers, when they purchase products online. Level of trust is positively related with the attitude of the consumers towards the online merchants (David, 2002).

In this current competitive e-commerce business, many marketing firms are applying creative ways to attract consumers' attention to conduct online transactions. The application of technology in their respective marketing strategies correlates positively with the e-commerce company performances. Outside of technology, marketers also started to realize the large influence of trust in the e-commerce businesses. Thus, they began to employ celebrities to endorse their e-commerce company products as part of their marketing tools, with the final goal of affecting the consumers' purchasing behavior. Based on the study performed by Teo and Liu in 2007, the right endorser can have the ability to increase the consumers' purchasing intentions and their respective preferences towards one brand or a product. This influence has the effect especially for the younger generations of consumers, as they might feel related closely to the endorsers' quality.

By hiring a popular endorser, he or she can have high impacts towards the attitudes or purchase intentions of their consumers. An endorser with high level of expertises or trust would be able to influence the consumers' attitude and their purchasing intentions. As the consumers feels that the endorser is dependable, they in turn would tend to believe on what the endorsers advertised on (Teo and Liu, 2007).

### **The Effect of Gender in Purchasing Decisions and Intentions**

Studies on gender have been extensively being performed by researchers in the many fields of sciences. As the debate continuous on the definition of gender in the first place, for this particular study, we would like to take the traditional approach on defining gender as male and female. Worth noting, that in the future, perhaps with new different interpretation or definition of gender arise, this particular research might be worth to be visited, as the study might present different results.

Specifically in the field of marketing, the influence of gender in purchasing decisions, or in lesser context, purchasing intentions, has been performed by various researchers around the world.

In 1995, Darley and Smith performed a study on consumers' response to advertising across different levels of perceived risks. Based on the study results, it is suggested that as risk increases, female consumers will change their response pattern to take objective information rather than subjective ones. For male consumers, however, there are direct influences on different level of risks.

Fan and Miao (2012) studied about the influence of gender towards electronic words-of-mouth (eWOM) and their purchasing decisions. From the study results it is shown that male and female consumers developed trust in different ways, in accordance to the online consumer reviews. Consumers that are more involved with a product are more likely to accept and use positive consumer reviews. This study also confirms the previous study findings performed by Gefen and Ridings (2005), on the fact that female consumers in general use the internet to give and receive social support. Female consumers that had more rapport on social networks will product higher emphasis on electronic words-of-mouth credibility than male consumers.

This study by Fan and Miao (2012) also verifies the previous study findings performed by Darley and Smith (1995) on the facts that male consumers are more pragmatic during purchasing process. Female consumers are more subjective and emotional during purchasing process. The level of expertise by the eWOM endorser do not have significant effect for male respondents, while for female respondents, it do have significant effect. Lastly, based on the same study by Fan and Miao (2012), it is suggested that for female consumers, the credibility of eWOM endorser has a greater effect for female consumers, compared to the male consumers. The results suggested that female consumers would more likely listen to the endorser to make purchasing decision, compared than the male consumers.

Hansen and Jensen (2009) studied on the influence of gender towards the shopping orientation for female and male consumers when shopping online products. In general, all of the respondents agrees that they have difficulties when navigating online shops, particularly when shopping for online clothing products. In depth, the study finds that female consumers have more difficulties in selecting items, compared with the male consumers. However, male consumers prefer to shop online in a "fun" website, compared with their female counterparts.

In general, from the previous studies, we can conclude that gender do play significant parts in online purchasing decisions and intentions, particularly in the beginning of transaction of process.

## Research Objectives

Based on the literature studies above, we can conclude that therefore the objective of this study is to understand whether gender influence:

1. The perceptions of customers towards online advertisement using celebrity endorsers.
2. Factor determinations that influence the perception of customers towards online advertisement using celebrity endorsers.
3. The effect of online advertisement using celebrity endorsers to marketers.

## Hypothesis

In our previous study, we have managed to synthesize a conceptual framework that can be utilized in our current manuscript (Mamat et al., 2017). Based on the synthesis, we conclude that there are three

independent factors that will influence consumers' perception towards online advertising by applying celebrity endorsement. The factors are attractiveness, trustworthiness, and expertise. Figure 1 explains about the conceptual framework of the study.

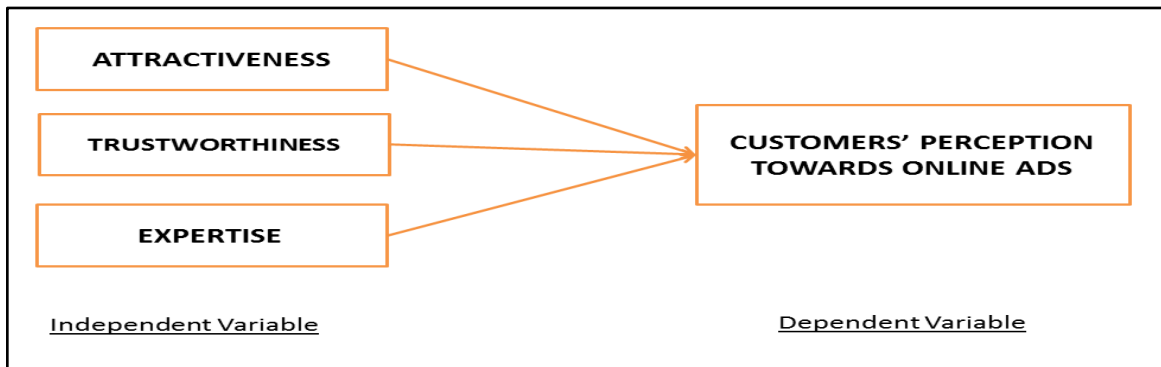


Figure 1: Conceptual Framework (Mamat et al., 2017)

From the conceptual framework used, we can arrange the study hypotheses as follows:

- H1: Attractiveness of celebrity has a significant impact on online customers' perception of online advertisement.
- H2: Trustworthiness of celebrity has a significant impact on online customers' perception of online advertisement.
- H3: Expertise of celebrity has a major impact on online customers' perception of online advertisement.

In this study, we will try to extend our current findings by comparing the influence of gender in relations with consumers' behavior when purchasing an online products that has been endorsed by celebrity.

## Methodologies

The methodology developed to investigate the hypotheses was a quantitative research using Likert scale with snowball approach. Data was collected by a survey of online product consumers from all around Malaysia. The respondent was limited to those who have the experience purchasing products using Internet and via online shopping medium. The area of research was divided into five main areas: Southern Region, Northern Region, Central Region, Eastern Region and East Malaysia (Borneo).

The questionnaires were distributed via social media applications such as Facebook, Instagram, and WhatsApp, as well as via email. The form was designed using Google Document application. We were able to collect 404 data with valid results. This number is exceeding the minimum number of data needed for collection as mentioned by Israel (1992) of 400. This study is performed using non-probability sampling method, with snowball sampling technique used to obtain quick feedbacks and inputs from the potential respondents. This approach was selected due to time constraint.

For this study we are testing the descriptive and the statistical analysis from the data obtained. Before conducting the analysis, we will test the reliability of the data. For descriptive analysis, we will go to the mean and frequency analysis, while for the statistical analysis; we will check the ANOVA and linear regression of the data. All of the study will be performed either via Microsoft Office Excel or SPSS software.



### Questionnaire Design

The questionnaire was designed based on the literature synthesis results. As we were able to group three major influencing factors, based on the synthesis, we are also able to produce attributes for each of the influencing factors. The attributes then are asked to the respondents with Likert scale of 1 to 6. Based on the previous study results, it is suggested that when faced with Likert scale index questionnaire, respondents tend to choose the neutral answers. By removing the neutral choice in Likert scale, the respondents are “forced” not to choose compromised answers, and limit the choice for them to choose median in all dimensions (Dhar and Simonson, 2003).

For the attractiveness factor, we were able to produce seven supporting attributes for the questionnaire: physically attractive; stylish; famous; beautiful; physically fit; classy; and elegant. For the trustworthiness factor, we were able to produce six supporting attributes: honesty; transparent; good faith; believable; dependable; and trustworthy. For the last factor of expertise, we were able to produce five different supporting attributes: aptitude; knowledgeable; expertise; experienced; and skillfulness. All of the attributes were asked towards to the respondents.

In addition, we also asked the respondents about their likelihood of online purchase, when the product is supported and endorsed by celebrity. In total there are twenty three main questions in the questionnaire.

### Results and Analysis

#### Reliability Analysis

Prior to testing the hypotheses, a reliability test was conducted to ensure the data collected is valid and useable for this study. By using SPSS, we were able to produce an analysis of reliability, as seen in Table 3 below:

Table 3: Reliability Analysis Result

Variable	Cronbach's Alpha
Attractiveness	0.954
Trustworthiness	0.954
Expertise	0.954
Customer 's Perception	0.961

As seen in the Table 3 above, the average Cronbach's Alpha of the data for all of the variables of Attractiveness, Trustworthiness, Expertise, and Customer's Perception are above 0.95. So, all of the data are valid and worth to be analyzed further.

#### Demographic Data Analysis

From the descriptive data, we can see that 54 percent of the respondents are female, and the rest are males. 46 percent of them come from East Region of Kelantan, Terengganu, and Pahang. 31 percent of them come from the Central Region of Kuala Lumpur, Putrajaya, Negeri Sembilan, and Selangor. The rest of 23 percent of the respondents comes from the Southern Region area (Johor and Melaka); the Northern Region area (Pulau Pinang, Perak, Kedah, and Perlis), and East Malaysia (Sarawak and Sabah).

From age wise, majority of the respondents aged between 30-39 years old (44 percent), followed by age category of 20-29 years old (32 percent). Most of the respondents were coming from Malay race (92 percent), followed by Chinese race (3.7 percent), and others.

**Descriptive Data Analysis**

Based on the mean analysis, we can compare the results between the male and female consumers' preferences towards the application of celebrity endorsers for online merchants.

Table 4: Mean Analysis Results

No.	Research Attributes Questions	Male Mean	Female Mean	Differences
1	C1-A: PHYSICALLY-ATTRACTIVE	3.4809	3.6744	(0.19)
2	C1-B : STYLISH	3.4108	3.7235	(0.31)
3	C1-C: FAMOUS	3.6452	3.7788	(0.13)
4	C1-D: BEAUTIFUL	3.4892	3.7650	(0.28)
5	C1-E: PHYSICALLY-FIT	3.8011	3.8303	(0.03)
6	C1-F :CLASSY	3.7151	3.9676	(0.25)
7	C1-G : ELEGANT	3.4839	3.6927	(0.21)
8	C2-A :HONESTY	4.2903	4.3945	(0.10)
9	C2-B : TRANSPARENT	4.1237	4.3211	(0.20)
10	C2-C : GOOD-FAITH	4.0054	4.2706	(0.27)
11	C2-D : BELIEVABILITY	3.9351	4.2731	(0.34)
12	C2-E : DEPENDABLE	3.6649	3.8664	(0.20)
13	C2-F :TRUSTWORTHINESS	4.1459	4.4055	(0.26)
14	C3-A : APTITUDE	3.8370	4.0880	(0.25)
15	C3-B : KNOWLEDGABLE	4.3838	4.5622	(0.18)
16	C3-C : EXPERTISE	4.3297	4.4516	(0.12)
17	C3-D : EXPERIENCED	4.1141	4.2535	(0.14)
18	C3-E : SKILLFULLNESS	4.1514	4.2719	(0.12)
19	D1 : I like to purchase	3.1304	3.2212	(0.09)
20	D2 : I like to try the product	2.8811	3.1152	(0.23)
21	D3 : I am encouraged to buy the product	2.8649	3.1302	(0.27)
22	D4 : I will buy a product	2.9301	3.1290	(0.20)
23	D5 : I think product that attached with celebrity endorser is much better	3.1784	3.2778	(0.10)

Based on the data above, we can see that in general, female respondents have higher preference results compared with their male counterpart. For the attractiveness factor, the most different margin of mean between male and female response are scored by the attributes of stylish, classy, beautiful, and elegant. For the category of trustworthiness, the most different margin of mean is scored by the attributes of believability, trustworthiness, and good faith. Lastly, for the category of expertise, the most different margin of mean is scored by the attributes of aptitude. In general, the attributes of trustworthiness have the highest mean scores, followed by the attributes of attractiveness, and expertise.

For the consumers' intention to purchase online products, it is seen that the mean scored close to neutral response. It means that in general endorser do not quite influence the intentions and the decisions to purchase online products in Malaysia.

**Statistical Analysis**

For statistical analysis, we are applying the regression analysis for the data. Based on the study results, for the male respondents, the response are as follows.

For the attractiveness factor, it consisted of seven different attributes. For the male respondents, the results are seen in table 5.

Table 5: Regression Analysis Results for Male Respondents on Attractiveness Attributes

ATTRIBUTES	C1-A	C1-B	C1-C	C1-D	C1-E	C1-F	C1-G
<b>C1-A</b>	1	<b>.902**</b>	.711**	.740**	.751**	.764**	.798**
<b>C1-B</b>	<b>.902**</b>	1	.681**	.719**	.741**	.781**	.826**
<b>C1-C</b>	.711**	.681**	1	.751**	<b>.646**</b>	.662**	.680**
<b>C1-D</b>	.740**	.719**	.751**	1	.728**	.658**	.703**
<b>C1-E</b>	.751**	.741**	<b>.646**</b>	.728**	1	.824**	.794**
<b>C1-F</b>	.764**	.781**	.662**	.658**	.824**	1	.876**
<b>C1-G</b>	.798**	.826**	.680**	.703**	.794**	.876**	1

As seen in the table 5, it is suggested that the highest correlation for male respondents for the attribute of attractiveness is between the attributes of stylishness and physical attractiveness, while the lowest correlation for male respondents for the attribute of attractiveness is between the attributes of physical fit and famous.

For female respondents, the results are seen in table 6.

Table 6: Regression Analysis Results for Female Respondents on Attractiveness Attributes

ATTRIBUTES	C1-A	C1-B	C1-C	C1-D	C1-E	C1-F	C1-G
<b>C1-A</b>	1	<b>.871**</b>	.669**	.742**	.750**	.728**	.764**
<b>C1-B</b>	<b>.871**</b>	1	.703**	.751**	.799**	.807**	.821**
<b>C1-C</b>	.669**	.703**	1	.875**	.600**	<b>.577**</b>	.592**
<b>C1-D</b>	.742**	.751**	.875**	1	.692**	.672**	.708**
<b>C1-E</b>	.750**	.799**	.600**	.692**	1	.839**	.828**
<b>C1-F</b>	.728**	.807**	<b>.577**</b>	.672**	.839**	1	.877**
<b>C1-G</b>	.764**	.821**	.592**	.708**	.828**	.877**	1

As seen in table 6, it is suggested that the highest correlation for female respondents for the attribute of attractiveness is between the attributes of stylishness and physical attractiveness, while the lowest correlation for female respondents for the attribute of attractiveness is between the attributes of famous and classy. For the trustworthiness factor, it consisted of six different attributes. For the male respondents, the results are seen in table 7.

Table 7: Regression Analysis Results for Male Respondents on Trustworthiness Attributes

ATTRIBUTES	C2-A	C2-B	C2-C	C2-D	C2-E	C2-F
<b>C2-A</b>	1	<b>.865**</b>	.696**	.690**	<b>.593**</b>	.804**
<b>C2-B</b>	<b>.865**</b>	1	.762**	.772**	.699**	.829**
<b>C2-C</b>	.696**	.762**	1	.826**	.754**	.801**
<b>C2-D</b>	.690**	.772**	.826**	1	.830**	.819**
<b>C2-E</b>	<b>.593**</b>	.699**	.754**	.830**	1	.738**
<b>C2-F</b>	.804**	.829**	.801**	.819**	.738**	1

As seen in table 7, it is suggested that the highest correlation for male respondents for the attribute of trustworthiness is between the attributes of honesty and transparent, while the lowest correlation for male respondents for the attribute of trustworthiness is between the attributes of honesty and dependable. For female respondents, the results are seen in table 8.

Table 8: Regression Analysis Results for Female Respondents on Trustworthiness Attributes

ATTRIBUTES	C2-A	C2-B	C2-C	C2-D	C2-E	C2-F
C2-A	1	<b>.883**</b>	.754**	.709**	<b>.630**</b>	.801**
C2-B	<b>.883**</b>	1	.815**	.773**	.725**	.851**
C2-C	.754**	.815**	1	.846**	.797**	.841**
C2-D	.709**	.773**	.846**	1	.787**	.797**
C2-E	<b>.630**</b>	.725**	.797**	.787**	1	.776**
C2-F	.801**	.851**	.841**	.797**	.776**	1

As seen in table 8, it is suggested that the highest correlation for female respondents for the attribute of trustworthiness is between the attributes of honesty and transparent, while the lowest correlation for female respondents for the attribute of attractiveness is between the attributes of honesty and dependable.

Lastly, for the expertise factor, it consisted of five different attributes. For the male respondents, the results are seen in table 9.

Table 9: Regression Analysis Results for Male Respondents on Expertise Attributes

ATTRIBUTES	C3-A	C3-B	C3-C	C3-D	C3-E
C3-A	1	<b>.673**</b>	.728**	.741**	.694**
C3-B	<b>.673**</b>	1	.861**	.788**	.756**
C3-C	.728**	.861**	1	.827**	.813**
C3-D	.741**	.788**	.827**	1	<b>.890**</b>
C3-E	.694**	.756**	.813**	<b>.890**</b>	1

As seen in table 9, it is suggested that the highest correlation for male respondents for the attribute of expertise is between the attributes of aptitude and knowledgeable, while the lowest correlation for male respondents for the attribute of expertise is between the attributes of experienced and skillfulness.

For female respondents, the results are seen in table 10.

Table 10: Regression Analysis Results for Female Respondents on Expertise Attributes

ATTRIBUTES	C3-A	C3-B	C3-C	C3-D	C3-E
C3-A	1	<b>.779**</b>	.788**	.788**	.826**
C3-B	<b>.779**</b>	1	.890**	.804**	.810**
C3-C	.788**	.890**	1	.870**	.854**
C3-D	.788**	.804**	.870**	1	<b>.895**</b>
C3-E	.826**	.810**	.854**	<b>.895**</b>	1

As seen in table 10, it is suggested that the highest correlation for female respondents for the attribute of expertise is between the attributes aptitude and knowledgeable, while the lowest correlation for female respondents for the attribute of attractiveness is between the attributes of experienced and skillfulness.

## Discussions

This study investigates the comparison of different gender in relations with consumers' behavior when purchasing online products that has been endorsed by celebrity.

Based on the descriptive analysis, the result shows that in overall, for all of the questions related with attractiveness, trustworthiness, and expertise, female respondents produced higher preference results, compared with the male respondents. For the attractiveness factor, female respondents tend to have more preference for endorser who are stylish, classy, beautiful, and elegant. For the trustworthiness factor, female respondents tend to have more preference for endorser who are believable, trustworthy, and have good faith. Lastly, for the expertise factor, female respondents tend to have more preference for endorser who has good aptitude. In general, respondents first will look for endorsers who are trustworthy, followed with their appearance. Their expertise is the last factor that they are referring to.

For the consumers' intention to purchase online products, in general the mean score for all respondents are close to neutral response, between the scale of 3 and 4. This suggested that for online product sales, endorser do not have large influence towards the consumers' decisions and intentions to purchase online products in Malaysia.

From the regression analysis results, we can see that for the attractiveness factor, the highest correlation for male and female respondents are similar between the stylishness and physical attractiveness attributes of the endorser. This means that for online companies, when they hire endorser, they should focus on hiring the one that are stylish and have good physical attractiveness.

For the trustworthiness factor, the highest correlations for male and female respondents are similar, between the honesty and the transparent attributes of the endorser. In practice, this means that companies should consider hiring honest celebrities, with no or low negative reputations.

Lastly, for the expertise factor, the highest correlations for male and female respondents are also similar, between the attributes of aptitude and knowledgeable. This implies that companies should hire endorser with high aptitude level and who understand and familiar with the products that they are currently being advertised on.

## Implications

### Theoretical Implications

In theory, we can conclude from the data collected that celebrity endorser does not have large influence towards the purchasing decisions for Malaysian consumers who plan to buy online products. There are several other elements of marketing and advertisement that have larger influence for consumers to purchase their products. Some of elements that come in mind include pricing structure, product uniqueness, and company services.

For the celebrity endorser itself, we can conclude that for Malaysian consumers, the first factor that is important for the consumers is the attractiveness of the endorser, followed by their level of trustworthiness, and lastly their expertise.

### Practical Implications

Online companies should reconsider on spending their marketing and advertising budgets for celebrity endorsement. There are other marketing approaches and strategies that they can apply to increase their

sales, including spending their marketing budgets for price discounts, product bundle, or improving their service quality, particularly for delivery and after sales services.

## Conclusions

As online businesses are currently expanding in stable rate, plenty of brick and mortar business strategies are being applied in the ever growing online businesses. However, not all strategies can be applied and implemented directly, as some strategies that might work in brick and mortar businesses might now be working well in online businesses. The application of celebrity endorsement is one of them. Based on this study, we can conclude that in the current situation, celebrity endorsements do not have major impact for online company sales. It is best for them to spend their marketing and advertisement budgets on other strategies.

## Future Studies

It is possible to compare the various marketing and advertising strategies for online businesses in Malaysia, as the market it is still young and unique, compared with other established countries.

It is also interesting to apply the current model in this research in the respective neighboring countries such as Indonesia. By collecting the sample and data from the neighboring countries, a comparison can be made, to better understand about the influence of celebrity endorsement in ASEAN countries.

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