

The Impact of Young Celebrity Endorsements in Social Media Advertisements and Brand Image Towards the Purchase Intention of Young Consumers

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Abstract.

Introduction: The power of young celebrities and brand image in influencing young consumers are becoming more relevant in the marketing and advertising of products and services of the plethora of brands we have in the twenty-first century. Businesses and brands use young celebrities to endorse their products to appeal more towards younger consumers. This research investigates the impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers.

Methodology: The theoretical framework from Shimp's TEARS Model of celebrity endorsement is derived from 4 research studies and the variables were tested using 5-point Likert scale on a sample of 282 respondents who are young consumers, aged between 13 to 18 years old. All respondents were recruited using stratified sampling technique and data were analyzed using SmartPLS. The results derived from the data analyses conducted highlights eight main findings.

Results: From the TEARS Model, similarity and respect has an influence on celebrity endorsement in social media whereas expertise, physical attractiveness and trustworthiness do not influence celebrity endorsement in social media. Brand image and celebrity endorsement in social media also found to be significant antecedents for the purchase intention. These findings will provide insights to marketer of businesses who requires to understand the attributes of young celebrity endorsements on social media advertisements that will appeal to young consumer. In this technological era, businesses build their brand image via investing in advertising; especially in social media advertising and celebrity endorsements.

Recommendations: Following the current findings of the insignificance of expertise, physical attractiveness, and trustworthiness of the celebrity endorsers towards young consumers; marketers should look into similarity and respect qualities of their young celebrity endorsers if they would like to appeal their brands and products to pique the interests of young consumer which now become one of the major group of consumers in the world.

Keywords: brand image, purchase intention, young celebrity endorsement in social media advertisements, young consumers

JEL Classification: M31

1. Introduction

Celebrity endorsement is a very lucrative, booming advertising strategy that is dominating the fashion, cosmetic, food, sports and many other industries; naturally vastly portrayed in social media advertisements as it is the futuristic advertising tool in this generation of technology. As celebrity endorsements and fashion are constantly intertwined, fashion is therefore the industry spending the most on acquiring celebrity endorsers or brand ambassadors. It is evident that celebrity endorsements are prominent especially in the United States of America. The biggest brands are usually represented by the huge celebrities or models. For example, singer Taylor Swift champions Keds, a famous brand for canvas shoes. Similarly, Tommy Hilfiger, a multinational corporation that specializes in the designing and

manufacturing of apparel has model Gigi Hadid as their celebrity endorser, releasing their new line of fashion apparel called TOMMYxGIGI (USA TODAY, 2017).

A successful usage of celebrity endorsement would be Calvin Klein as they managed to tap into Justin Bieber's fame and influence as the brand launched its spring underwear. Calvin Klein posted its social media advertisements featuring Justin Bieber, generating 1.6 million Twitter mentions and 10.7 million views on YouTube (Calvin Klein, 2015; Ghorashi & Darabi 2017). On top of that, Calvin Klein reported profit from increased sales from Justin Bieber's endorsement (McGregor, 2016; Olanrele, 2018). In a nutshell, it is certain that celebrity endorsement is widely used all around the world and with social media as an advertising tool the reach of an American brand can be extended to every other part of the world with merely a click of the mouse, tap of the keyboard or swipe on the screen.

The reason behind choosing this topic is to identify the impact of celebrity endorsements in social media advertisements and brand image towards purchase intention. It is safe to remark that organizations has formed their brand's presence on Facebook and organizations are benefitting when there is an increase in their brand awareness via the social media platforms which became significant in the past decade (Chu, 2011; Gérard & Oumbé 2018). This research aims to discover the causal relationship between attractiveness, trustworthiness and expertise and celebrity endorser effectiveness; brand image and purchase intention. In an advertising concept; attractiveness, trustworthiness and expertise; elements of the TEARS model have been studied on its impact on celebrity endorser's effectiveness (Shimp, 2003; Georgantopoulos, Poutos & Eriotis 2018). This field is vital in learning celebrity endorsements in a detailed and proven manner. First and foremost, this research serves as an extensive congregation of the linkage of four previous studies on the issue.

As portrayed in the theoretical framework of this research study, there are eight hypotheses. The first until the fifth hypothesis tested the significance of trustworthiness, expertise, physical attractiveness, respect and similarity towards celebrity endorser's effectiveness (Shimp, 2003; Oluwaseun & Boboye 2017). The sixth hypothesis is derived from a Chan, Ng and Luk's research study (2013) which relates the celebrity endorser with brand image. Teoh and Harizan's research study (2017) is incorporated in the seventh hypothesis showing the effect of brand image on purchase intention. Last but not least, the eighth hypothesis of this research study is adapted from Kamal Khan, Rukhsar and Shoaib's research study (2016) relating the celebrity endorser in social media advertisement with purchase intention. In a nutshell, this research combines the studies of the variables from four different journals into one comprehensive study.

Moreover, there has been a plethora of studies conducted on the impact of celebrity endorsement on print and television advertisements. However, there is a lack of studies noting the impact of celebrity endorsement in social media advertisements on brand image and purchase intention. With social media advertisements playing the role as the most lucrative and widely-used marketing tool in today's digital world, its exposure and study should be more distinctive in journals and research studies. With that, this research paper is tapping onto that existing gap of outdatedness. Furthermore, there are no existing research papers that studies on young celebrity endorsements from a young consumer's perspective. Due to the many supporting and contradicting of results of studies done in this subject, this research study aims to look into the significance of young celebrity endorsements in social media advertisements towards purchase intention from a young consumer's perspective to solve this gap issue.

This research helps the marketers evaluate the attributes of a young celebrity endorser to be used to increase effectiveness in social media advertisements. This would prepare marketers with the know-how on selecting a celebrity endorser based on their characteristics. Moreover, it helps the businesses understand the effectiveness of young celebrity endorsements which would contribute towards brand image and purchase intention of the business's products or services. This would encourage the business to decide on the marketing strategy of procuring a celebrity to endorse their products or services that could help portray a good image to consumers and spark buying intentions of consumers. On a larger scale, it helps the economy of the country to benefit due to increase in consumption from increased spending. The rise in consumption will help increase the aggregate demand and therefore, leads to a positive gross domestic product of the country.

2. Definition of Terms

2.1 Social Media Advertisements

Social media is defined as applications for users to generate content, share materials and partake in social networking (Oxford University Press, 2017). Facebook, YouTube and Instagram are one of the most utilized social media platforms that have advertisement spaces actively bought by businesses. As of January 2017, there are 3.773 billion

active social media users globally, with over 1.871 billion monthly active Facebook users (Kemp, 2017). YouTube, a video sharing platform has over a billion users (YouTube, 2017). The number of Instagram users increased in tremendous numbers and has reached up to 700 million users in 2017 (TechCrunch, 2017). Since January 2016, the numbers of active social media users have grown by 21%, increasing by 482 million users in early 2017 (We Are Social 2017).

With the number of audience these social media platforms reaches, it comes to no surprise that businesses are constantly using social media platforms as advertising tools. Therefore, social media can also be defined to be a marketing strategy and an advertising outlet (Haseeb, Abidin, Hye & Hartani, 2018; Edosomwan, Prakasan, Kouame, Watson & Seymour, 2011).

As marketing advertisements on social media is the next-big-thing, it is a vital move for businesses to invest in social media advertisements to garner consumers' attention on their products or services offered. In this digital era, social media advertisements are here to stay for the next century to come. Facebook garnered approximately USD872 million alone from its advertising sales in the first three months in 2012 (Business Management Degrees, 2013). Facebook for example, currently offers 4 paid-for advertising options for individuals and businesses including Facebook ads, Facebook engagement ads, sponsored stories and promoted posts.

2.2 Celebrity Endorsement

The term celebrity ranges from but not limited to singers, actors, sports icons, YouTubers, reality stars, politicians, bloggers and vloggers. The influence of these public figures is becoming more relevant in the marketing and advertising of products and services of the plethora of brands we have in the twenty-first century. Celebrities have been used as brand ambassadors, spokesperson or representatives as it projects as a strong communication tool for marketers to engage with its consumers. The use of celebrity endorsements has been distinct on print and television advertisements. With the shift of traditional advertising tools towards modern ones such as social media advertising, celebrity endorsements have been evident on social media advertisements today (Statista, 2017; Feleke, 2018).

2.3 Young Celebrity Endorsement

The term young celebrity endorsements refer to the usage of young celebrity as a celebrity endorser. For example, young celebrity endorsers refer to celebrities around the age of 13 to 23 who endorse products such as Justin Bieber, Selena Gomez, Shawn Mendez, Zayn Malik, Zendaya, Alessia Cara, et cetera. The young celebrities mentioned are of the more popular ones today. Businesses and brands uses young celebrities to endorse their products to appeal more towards younger consumers.

2.4 Children as Young Consumers

Consumers of iGeneration can be considered young consumers. According to Clarke (2010), iGeneration or Generation Z can be categorized as individuals who were born from 1995 onwards. In this research study, young consumers will be defined as consumers as of ages 13 to 18. Essentially, young consumers today would be high school, college or university students.

3. Research Framework

In this research, the theoretical framework is based on the combination of four past studies (Shimp, 2003; Chan, Ng & Luk, 2013; Teoh & Harizan, 2017; Kamal Khan, Rukhsar & Shoaib, 2016). The purchase intention is the dependent variable that will be tested against the celebrity endorser. Purchase intention is a decision formed through advertisements to buy products or services from a certain brand (American Marketing Association, 2017). Purchase intention can also be defined as the consumers' probability to intend to buy a particular product (Grewal, Monroe & Krishnan, 1998; Fengyang, 2018). Schiffman and Kanuk's study (2009) found that consumers' purchase intention is significantly influenced by recommendations shared by other consumers on social media. A celebrity may also play the role as a consumer and a celebrity giving the recommendations of a product on social media advertisements is a form of celebrity endorsement as well that could lead to other consumers' purchase intention. Amos, Holmes and Struton's study (2008) displayed that consumers would have positive opinions when there is a celebrity endorser advocates a brand as it increases purchase intention (Jermsittiparsert et al., 2016; Onyinye, et.al 2018).

On the other hand, brand image is the perception of a brand in people's minds; their idea of the reflection of the brand's personality; and their feelings, thoughts and expectations towards the brand (American Marketing Association, 2017). Other than that, brand image can also be interpreted as perceptions which consumers would link towards a particular brand (Keller, 1993). Brand image plays a role in consumers' decisions to purchase a particular product (Zeithaml, 1988). Another study discovered that there is a significant influence of brand image towards the

purchase intention of cosmetic products (Eze, Tan & Yeo, 2012; Fiscal, 2018). Brand image is also utilised for consumers to recall a particular brand and information from its advertisement, which in turn allows consumers to visualise on its brand image (Blackwell & Miniard, 2006). In spite of the fact that a brand itself may not display attraction or trust, purchase intention would take place when there is an image association to the brand (Rappaport, 2007).

Celebrities are individuals known to the public for achievements in areas other than that of the product class (Friedman & Friedman, 1979). Celebrity endorsements are not a recent phenomenon and have been acknowledged as a valuable promotional tool by marketers (Van der Walddt, Van Loggerenberg & Wehmeyer, 2009). There are a variety of methods when using celebrities as endorsers; by providing reviews on products and being the spokesperson in the advertisement for companies (Schiffman, Kanuk & Wisenblit, 2010; Ge, et.al 2018). Celebrity endorsements are usually acquired by advertisers to exude messages about the brand because it is perceived that these messages displayed by celebrities will affect consumers' perception, recall and retention of brands, brand image and purchase intention.

In the digital age, celebrity endorsements are vastly used in social media advertisements to promote brand image and purchase intention of a particular product or service. Endorsements can be where celebrities provide expert opinions, acting as a spokesperson for a product, or being linked with a product (McCracken, 1989; Seno & Lukas, 2007). Types of endorsements "can be explicit ('I endorse this product'), implicit ('I use this product'), imperative ('You should use this product'), or co-presentational (merely appearing with the product)" (Seno & Lukas, 2007). Celebrity endorsements allows advertises differentiate an organization from competitors and attract attention (Kaikati, 1987). Celebrities are perceived to be trustworthy by consumers (Atkin & Block, 1983), positively influences an organization's brand image (Walker, Langmeyer & Langmeyer, 1992) and has a positive correlation with customer purchasing intention (Yoon, Kim & Kim, 1998).

The TEARS Model represents the five discreet attributes of celebrity endorsement: trustworthiness, expertise, physical attractiveness, respect and similarity (Shimp, 2003). Ohanian (1990) studied on three of the five attributes; namely, trustworthiness, expertise, physical attractiveness. Trustworthiness refers to the worthy of confidence (Merriam-Webster, 2017; Feleke, 2018). In an advertising concept, trustworthiness is the degree of confidence portrayed by consumers towards a company or brand's attempt to convey a message (Ohanian, 1990). Ohanian's study (1990) depicts trustworthiness into five attributes; namely, dependable, honest, reliable, sincere and trustworthy. Trustworthiness is also the T component of the TEARS Model which impacts celebrity endorser effectiveness (Shimp, 2003).

There is a plethora of literature which supports the positive effect of trustworthiness on celebrity endorser effectiveness (Parmar & Patel, 2015; Fahrudin, et. al., 2018). The results in Syed Mat Dom, Ramli, Lim and Tan's study (2016) portrayed that trustworthiness impacts the effectiveness of the celebrity endorser in advertisements. Similarly, another study proves that a celebrity endorser of high trustworthiness is regarded positively compared to a celebrity endorser of low trustworthiness (Priester & Petty, 2003). An older study showed that trustworthiness plays a more important role than expertise towards celebrity endorser effectiveness (McGinnies & Ward, 1980).

Expertise refers to a high level of knowledge or skill (Cambridge University Press, 2017). Relating expertise with celebrity endorsers in this research, celebrity endorsers' expertise refers to the know-how of celebrities in a particular sector which would then impact the brand or company from the celebrity's representation (Erdogan, 1999). Expertise is also the E component of the TEARS Model which impacts celebrity endorser effectiveness (Shimp, 2003). Ohanian's study (1990) depicts expertise into five attributes; namely, expert, experienced, knowledgeable, qualified and skilled. Ohanian's study (1990) exposed that a celebrity endorser with high expertise projects more agreement towards the advertisement compared to a celebrity endorser with perceived low expertise. The level of perceived celebrity expertise does affect the celebrity endorser effectiveness (Parmar & Patel, 2015). On an interesting note, a study conducted portrays that the celebrity endorser's expertise shows more vitality than attractiveness in impacting celebrity endorser effectiveness (Till and Busler, 1998).

Attractiveness is the pleasantness and appealing feature or qualities that would pique interests (Oxford University Press, 2017). Ohanian's study (1990) depicts attractiveness into five physical characteristics; namely, attractive, classy, handsome or beautiful, elegant and sexy. Attractiveness is also the A component of the TEARS Model which impacts celebrity endorser effectiveness (Shimp, 2003). In Till and Busler's study (1998), it was found that an attractive celebrity endorser positively affects the brand image and purchase intention. Shimp and Andrews (2013) also pointed out that the attractiveness of the celebrity endorser places a vitality towards the brand image. Johnson and Harrington's study (1998) found that attractive celebrity endorsers positively affect brand image, but the effect

of attractive celebrity endorsers towards purchase intentions was not studied upon. However, it has been brought up in Erdogan's study (1999) that attractiveness does not only mean the five physical characteristics portrayed in Ohanian's study (1990); it also means skills, personalities and abilities which collides with expertise, another sub independent variable in this research. Relating with Ohanian's study (1990) depictions of attractiveness into five physical characteristics; namely, attractive, classy, handsome or beautiful, elegant and sexy; it was discovered that a good-looking celebrity endorser impacts positively compared to a less good-looking celebrity endorser (Syed Mat Dom, Ramli, Lim & Tan, 2016). Similarly, an old study by Kahle and Homer (1985) saw respondents who were more likely to purchase a portrayed product in an advertisement with an attractive celebrity than an unattractive celebrity.

In this research, it is aimed to study the celebrity endorsers in social media advertisements. Narrowing into the Malaysian market, Shiseido Malaysia featured Jenn Chia, an attractive YouTuber and celebrity in Malaysia for their latest Facebook advertisements. It can be viewed that the social media advertisements featuring Jenn Chia has proven to be highly successful with hundreds of thousands of viewership compared to other social media advertisements without other celebrity endorsers considered to be less attractive which only has an average of thousands of viewership (Shiseido, 2017). According to Oxford Dictionaries (2017), respect is a feeling of deep admiration for someone contributed by their qualities, achievements or abilities. Respect is also the R component of the TEARS Model which impacts celebrity endorser effectiveness (Shimp, 2003). Shimp (2003) defined respect as the quality of being esteemed thanks to the celebrity's personal accomplishments. Hollensen and Schimmelpfennig, (2013) has emphasized on respect being a variable that significantly affect the success of a celebrity endorsement as carried out by Shimp. Similarity can be referred to as resemblance and correspondence, the state of being almost the same or exactly the same (Merriam-Webster, 2017). Similarity is the S component of the TEARS Model which impacts celebrity endorser effectiveness (Shimp, 2003). Shimp (2003) also regards similarity as the extent to which the celebrity endorser matches the respondents of the study with regards to characteristics such as gender, age, ethnicity, et cetera. Hollensen and Schimmelpfennig, (2013) has emphasized on similarity being a variable that significantly affect the success of a celebrity endorsement as carried out by Shimp.

H₁: There is a significant influence of trustworthiness towards the celebrity endorsement in social media advertisement effectiveness.

H₂: There is a significant influence of expertise towards the celebrity endorsement in social media advertisement effectiveness.

H₃: There is a significant influence of physical attractiveness towards the celebrity endorsement in social media advertisement effectiveness.

H₄: There is a significant influence of respect towards the celebrity endorsement in social media advertisement effectiveness.

H₅: There is a significant influence of similarity towards the celebrity endorsement in social media advertisement effectiveness.

H₆: There is a significant influence of celebrity endorsement in social media advertisement towards the brand image.

H₇: There is a significant influence of brand image towards the young consumer purchase intention.

H₈: There is a significant influence of celebrity endorsement in social media advertisement towards the young consumer purchase intention.

4. Research Methodology

Stratified sampling was used as this sampling method is considered as preferred method to reduce biasness (Fink, 1995; Henry, 1990). The targeted respondents for this research study are Malaysian and non-Malaysian students who are 13 to 18 years old, or are an individual residing or studying in Malaysia. This is to gauge the 13 to 18-year-old respondents as young consumers. Assuming that the aforementioned 3.785% applies to the population of the area and with a record of 151,979 international students in Malaysia as of 2016, it is estimated that around 5,752 international students are in higher education within the area (Aziz, 2016). Therefore, this research study is forecasted to receive a majority of Malaysian respondents and a minority of non-Malaysian respondents. Similar remarks can be imposed on the ethnicity of the respondents as well. As there are more Malaysian Chinese students in private universities, there is an expected surge in Malaysian Chinese respondents compared to respondents of other ethnic groups (Wee & Thinavan, 2013).

Questions in the questionnaire are fully adopted from a textbook and two research studies. Section 1 and 3 in the

questionnaire is adapted from the TEARS model introduced by Terence Shimp in his book; Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications (Shimp, 2003). Questions in Section 2 of the questionnaire are adopted from a research study entitled Malaysian Young Consumer Preferences in Choosing International Fashion Brand, published on the Journal of Human and Social Science Research (Tee et al., 2013). Finally, Section 4 to 8 is adopted from a research study titled Construction and Validation of a Five-Dimensional Celebrity Endorsement Scale: Introducing the Pater Model, published in the British Journal of Marketing Studies (Gupta et al., 2017).

5. Findings

There are eight categories in the demographic profiles in this research study; namely, gender, age, nationality, ethnicity, highest education level, whether the respondent owns a mobile device, hours spent on social media per day and social media websites the respondents have an account in. There is a total of 282 respondents, meeting the main demographic requirement of 13 to 18 years in age. The age requirement is pertinent towards identifying the respondents to fit the criteria to be a young consumer. There are 177 female respondents and 105 male respondents, making up the majority of 62.8% female and 37.2% male respondents over the total of 282 respondents. As the research targets young consumers, the respondents are of ages 13 to 18. There is a whopping amount of 101 18-year-old respondents, representing 35.8% of the total number of respondents. Coming in second would be a total of 77 16-year-old respondents followed by 50 17-year-old respondents, depicting 27.3% and 17.7% of the total number of respondents respectively. Due to the lack of accessibility to respondents, 13 (13-year-old), 18 (14-year-old) and 23 (15-year-old) respondents were collected. As this research study targets young consumers who are Malaysians or non-Malaysians residing or studying in Malaysia, the nationality of the respondents is open to Malaysians as well as non-Malaysians. Naturally, the most significant percentage lies with the Malaysian respondents – amounting up to 267 respondents, capturing 94.7% of the respondents. There are 15 non-Malaysians respondents who are residing and studying in Malaysia, occupying the remainder 5.3% of the total number of respondents. The non-Malaysian respondents hold nationalities from the United States of America, Australia, Bangladesh, India, Indonesia, Kenya, South Korea, Sudan and Tanzania.

With regards to ethnicity, there is a sum of 172 Chinese respondents, resulting in 61.0% of the respondents. Secondly, there are 56 Indian respondents and 30 Malay respondents. Thanks to Malaysia being a melting pot of cultures, there is a plethora of races in Malaysia. Also considering the races of the non-Malaysian respondents; there is a notable amount of 24 respondents categorised in the “others” section in their ethnicity. These Malaysian ethnicities or as some regards them as cultures; are the Caucasian, Ceylonese, Chindian, Eurasian, Iban, Kadazan, Kadazandusun, Punjabi, Siamese, Sino Kadazan and Sri Lankan Tamil. The non-Malaysian ethnicities identified within the 8.5% of the respondents are African, Arab, Bangladeshi, Eurasian, Indonesian Pribumi and Korean. Essentially, a majority of the young consumers (identified as 13 to 18 year olds) would be undertaking or have obtained their highest education qualifications in high schools and in the undergraduate category of tertiary education. Of course, there are rare cases of those within the mentioned age group to achieve an education level in postgraduate; however, this research study has not captured that rare demographic profile. There is a somewhat equal number of 144 and 138 respondents in the high school and undergraduate education levels respectively. With that, 51.1% of the respondents are high school students, lower and upper secondary levels; and 48.9% of the respondents are undergraduate students, at the college, pre-university, diploma, bachelor’s degree or professional qualifications education levels.

278 respondents own a mobile device and 4 respondents does not; though it is evident that even without owning a mobile device, all the respondents do spend their hours on social media platforms daily besides having their own accounts on several social media platforms. The most number of respondents spends 4 to 6 hours on social media per day, amounting to 103 respondents taking up 36.5% from the total of 282 respondents. Climbing in runners-up would be 70 respondents spending 7 to 9 hours on social media daily. The second runners-up are 56 respondents spending the least amount of 1 to 3 hours on social media per day. Finally, there is an aggregation of 53 respondents spending 10 hours and above on social media every day – adding up 3 sections of 10 to 12, 13 to 15 and 16 and above hours spent on social media per day.

Obviously as Instagram is becoming a more popular medium amongst young consumers, 84.8% of the respondents has an Instagram account. Falling just a stone’s throw away is 81.9% of the respondents having Facebook profiles, 79.8% holding YouTube accounts, 71.3% using ShapChat and a notable 49.3% harbouring Twitter accounts. A minority of the respondents have accounts on Tumblr, LinkedIn and other social media platforms.

The standardised regression weights (value on lines) is to determine the dimension of the variable effect (negative or positive impact) and the factor loadings (value on questions) and (the value in the circles) are the R² (the percentage

of variance explained by the independent variables) in this case. Based on the PLS algorithm and analysis, the R² brand image explains 14.8% of the independent variables (expertise, attractiveness, respect, similarity, trustworthiness. Based on the standardised regression weights, Respect has a direct impact (1.966) on brand image. Similarity has a direct impact (2.344) towards brand image. The Initial PLS analysis also showed that most of the items had acceptable factor loadings (>.40) which indicates that the items were statistically significant. The composite reliability (CR) of all variables were tested to have internal consistency (>.70). Moreover, based on the bootstrapping, t-value > 1.960 (for 2-tailed) which is equivalent to $p < 0.05$; all hypothesis, from H₄ to H₆, is accepted. H₁, H₂ and H₃ were rejected with the t-values of -0.038, 0.118, and 0.027 respectively.

6. Results and Discussion

This research was conducted to gain an insight of the impact of trustworthiness and celebrity endorsement. The test conducted has verified that there is no causal relationship between trustworthiness and celebrity endorsement. With that, H₁ is not supported in this research study. This is contradicting with the existing literatures. The results in Syed Mat Dom, Ramli, Lim and Tan's study (2016) portrayed that trustworthiness impacts the effectiveness of the celebrity endorser in advertisements. Similarly, another study proves that a celebrity endorser of high trustworthiness is regarded positively compared to a celebrity endorser of low trustworthiness (Priester & Petty, 2003). An older study showed that trustworthiness plays a more important role than expertise towards celebrity endorser effectiveness (McGinnies & Ward, 1980). Hence, trustworthiness was employed as a variable in this research study but has not been proven to have a significant relationship with celebrity endorsement. As a result, trustworthiness is deemed a non-vital determinant of young celebrity endorsement.

Furthermore, this research was also conducted to see the impact of expertise and celebrity endorsement in social media. The test conducted has verified that there is no causal relationship between expertise and celebrity endorsement in social media. Thus, it is sadly to reveal that the H₂ is not supported in this research study. Contrary to the results of this research on H₂, there are studies that have been backed by existing literature. Ohanian's study (1990) exposed that a celebrity endorser with high expertise projects more agreement towards the advertisement compared to a celebrity endorser with perceived low expertise. Similarly, Parmar and Patel (2015) backed that the level of perceived celebrity expertise does affect the celebrity endorser effectiveness. Although expertise was employed as a variable in this research study, it has been proven to not have a significant relationship with celebrity endorsement in social media. As a result, expertise is not deemed a significant determinant of young celebrity endorsement in social media.

Instead, this important research was carried out to witness the impact of physical attractiveness and celebrity endorsement in social media. Unfortunately, the test conducted has verified that there is no causal relationship between physical attractiveness and celebrity endorsement. With that, H₃ is also found as a not supported hypothesis in this research. Contrary to the result on H₃, there are studies that have been supported by existing literature pertaining to this. Relating with Ohanian's study (1990) depictions of attractiveness into five physical characteristics; namely, attractive, classy, handsome or beautiful, elegant and sexy; it was discovered that a good-looking celebrity endorser impacts positively compared to a less good-looking celebrity endorser (Syed Mat Dom, Ramli, Lim & Tan, 2016). Similarly, an old study by Kahle and Homer (1985) saw respondents who were more likely to purchase a portrayed product in an advertisement with an attractive celebrity than an unattractive celebrity. Although physical attractiveness was employed as a variable in this research study, it has been proven to not have a significant relationship with celebrity endorsement in social media. As a result, physical attractiveness is not deemed a significant determinant of young celebrity endorsement in social media.

Besides, this research was also conducted to gain an insight of the impact of respect and celebrity endorsement in social media. The test conducted has verified that there is a causal relationship between respect and celebrity endorsement in social media. With that, H₄ is supported in this research study. The results of the studies have been backed by existing literature. Hollensen and Schimmelpfennig (2013) has emphasized on respect being a variable that significantly affect the success of a celebrity endorsement as carried out by Shimp (2003). Hence, respect was employed as a variable in this research study and has been proven to have a significant relationship with celebrity endorsement. As a result, respect is deemed a vital determinant of young celebrity endorsement.

Moreover, this research study was conducted to gain an insight of the impact of similarity and celebrity endorsement in social media. The test conducted has verified that there is a significant relationship between similarity and celebrity endorsement in social media. With that, H₅ is supported and following the result, there are studies that have been supported by existing literatures. Hollensen and Schimmelpfennig (2013) has emphasized on similarity being a variable that significantly affect the success of a celebrity endorsement as carried out by Shimp (2003).

On the other hand, this research study was conducted to gain an insight of the impact of celebrity endorsement in social media and brand image. The test conducted has verified that there is a causal relationship between celebrity endorsement in social media and brand image. With that, H_6 is supported in this research study. The results of the studies have been backed by existing literature. Celebrity endorsements are usually acquired by advertisers to exude messages about the brand because it is perceived that these messages displayed by celebrities will affect consumers' perception, recall and retention of brands, brand image and purchase intention (Schiffman, Kanuk & Wisenblit, 2010). In the digital age, celebrity endorsements are vastly used in social media advertisements to promote brand image and purchase intention of a particular product or service. Celebrities that are perceived to be trustworthy by consumers (Atkin & Block, 1983), positively influences an organization's brand image (Walker, Langmeyer & Langmeyer, 1992) and has a positive correlation with customer purchasing intention (Yoon, Kim & Kim, 1998). Hence, a celebrity endorsement in social media was employed as a variable in this research study and have been proven to have a significant relationship with brand image. As a result, young celebrity endorsement is deemed a vital determinant of brand image amongst young consumers. This research study was conducted to gain an insight of the impact of brand image and purchase intention. The test conducted has verified that there is a causal relationship between brand image and purchase intention. With that, H_7 is supported in this research study. The results of the studies have been backed by existing literature. Brand image plays a role in consumers' decisions to purchase a particular product (Zeithaml, 1988). Another study discovered that there is a significant influence of brand image towards the purchase intention of cosmetic products (Eze, Tan & Yeo, 2012). Hence, brand image was employed as a variable in this research study and have been proven to have a significant relationship with purchase intention. As a result, brand image is deemed a vital determinant of purchase intention amongst young consumers.

Finally, this research study was conducted to gain an insight of the impact of celebrity endorsements in social media and purchase intention. The analysis conducted has verified that there is a causal relationship between celebrity endorsement and purchase intention. With that, H_8 is supported in this research study. The results of the studies have been backed by existing literature. Schiffman and Kanuk's study (2009) found that consumers' purchase intention is significantly influenced by recommendations shared by other consumers on social media. A celebrity may also play the role as a consumer and a celebrity giving the recommendations of a product on social media advertisements is a form of celebrity endorsement as well that could lead to other consumers' purchase intention. Amos, Holmes and Struton's study (2008) displayed that consumers would have positive opinions when there is a celebrity endorser advocates a brand as it increases purchase intention. Additionally, Pringle and Binet (2005) found that celebrity endorser is effective in advertisements as it results in purchase intention. Hence, celebrity endorsements in social media were employed as a variable in this research study and have been proven to have a significant relationship with brand image. As a result, young celebrity endorsement is deemed a vital determinant of brand image amongst young consumers.

7. Limitation and Recommendation

There were several limitations that hindered the process of the research project. One of the limitations is that this research study targets 13 to 18-year-old respondents. This was a challenge as there was a lack in accessibility and reach towards the students in such a short span of time. Though the sample size tabulated for this research is 384 respondents, there is a total of 282 respondents collected due to the time constraint. Furthermore, there is a limitation that hindered the efficiency and effectivity of data collection. In the pre-testing stage; 20 physicals, printed questionnaires were distributed. However, the issues that rose was that the questionnaires collected had missing values (unanswered questions). Moreover, there are answers that did not reflect their standing due to the attitudes of the respondents answering without thought, or answering to simply "get it over with". Besides, there is the issue of disinterested respondents – declining, reluctant to answer the questionnaires. To counter these said issues, the questionnaires were created on Google Form and distributed via communication and social media platforms such as WhatsApp, Facebook, Instagram, SnapChat, et cetera. These channels are vital in reaching out to the targeted respondents as a majority of them are avid social media users. Also, distributing the questionnaire via Google Form ensures that there would be no missing values as respondents will need to answer all the questions or else they will not be able to click on the "Submit" button.

Another limitation is that the majority of 101 out of 282 respondents are 18 years old. This is because there is an easier reach towards 18-year-old respondents as they are mostly already in tertiary education institutions – closer to our circle of age group. Following this, the respondents may not be a reflective of the intended population of young consumers in terms on their perception on the impact of young celebrity endorsements in social media advertisements towards the purchase intention of young consumers. Nevertheless, if we take age out of the equation and focus on their level of education which can reflect their level of maturity, there is a somewhat equal number of

intended respondents as 51.1% of the respondents has high school as their highest education level and 48.9% of the respondents has undergrad qualifications.

The aim of this research study is to gain an understanding of the impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. The limitations mentioned are acknowledged. With that, recommendations will be provided in this section to counter the issues that surfaced to ensure that future research studies run more effectively. The issue to improve on would be to gather a wider range of the targeted respondents to obtain questionnaire responses. Instead of the hike in 18-year-old respondents, more respondents from ages 13 to 17 should be reached out to achieve a somewhat equal number of respondents across all targeted ages. This would ensure a better representative of the targeted respondents and with that, more accurate data.

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