

# The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention

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## Abstract

Celebrity endorsement has become a popular choice in advertising due to its originality and the celebrity's attractiveness that make a big impact on brand awareness and customer behavior. This study analyzes the effect of celebrity endorsement on customer's attitude toward brand as well as the effect of customer's attitude toward brand on customer's purchase intention in Vietnam. A survey was conducted with 306 individuals in Vietnam. After conducting the explanatory factor analysis (EFA), and multi-variable regression analysis, results indicate that customer's attitude toward brand is positively affected by 03 factors: celebrity match-up congruence with the brand/product, celebrity trustworthiness, and celebrity expertise. Attitude toward brand also has a positive impact on customer's purchase intention.

**Keywords:** celebrity endorsement, customer's attitude toward brand, purchase intention

## 1. Introduction

In recent years, the development of commercial communication and of rise-up of live TV shows has attracted lots of attention from the public, especially young generation. Marketing strategies of companies focus mostly on promoting products to the market with core objectives as to persuade their customers; since the customers have got a lot of knowledge, references, and choices before making a purchase decision, competition has also become more severely. There are a number of ways to promote brands, but employing celebrity as an aid to the brand has become popular in all over the world (Friedman et al., 1979; Kamins, 1989). This is because advertisements in which celebrity appears are generating effective outcomes in making the brand identity and retaining customers' attention, that is the mandatory objective of any commerce (Erdogan, 1999; Kamins & Gupta, 1994; Kaikati, 1987; Patti & Frazer, 1988). Belch and Belch (2004, p. 174) showed that "in today's television viewing environment and the "stopping power" of celebrity endorsed commercials are more remarkable". However, if they later make up a negative image of themselves, brand image will also be affected. Therefore, it is very important to select appropriate celebrity to represent a brand.

There have been a lot of studies in the world on the effect of celebrity on brand promotion activities, but this field hasn't been addressed adequately in Vietnam. The questions are that which factors of celebrity endorsement will have effect on customer's attitude toward brand and how is the relationship between customer's attitude toward brand and purchase intention in Vietnam?

## 2. Literature Review

There are a lot of definitions of celebrity. According to Young and Pinsky (2006, p. 464) "individuals who have achieved a significant level of fame that makes them well known in society". The celebrity has rose to become a powerful force in the 21st century and hold an important role in the contemporary culture (Koernig & Boyd, 2009; Lord & Putrevu, 2009). A celebrity is a person whose name can attract public attention, ignite public interest, and create individual values from the public (Kotler, Keller, & Jha, 2007). However, perhaps the most impressive and widely referenced definition is Daniel Boorstin's (1982, p. 49), in which he defined: as "The celebrity is a person who is known for his well-knownness".

Early definition of celebrity endorsement is mentioned by Freiden (1984). According to him, celebrity endorsement means celebrity in direct connection to an advertised product. According to McCracken (1989, p.

310): “An individual who enjoys public recognition and who uses this recognition on behalf of a customer good by appearing with it in an advertisement”. According to Kotler et al. (2007), celebrity endorsement is one of communication channels that are used by celebrity as a means of expressing their words to promote the brand on basis of their fame and personalities.

### 2.1 Meaning Transfer Model

According to McCracken (1989), this model is developed to illustrate celebrity endorsement process. Advertising is one of means to transfer individual meaning to the brands. This model is divided into three stages. First stage is the development of celebrity image and description of cultural meaning of the society. In this stage, it is assessed whether subject, people and context are suitable to the celebrity. The second stage is relevant to the celebrity’s transfer of meanings from brand endorsement to the product. In the final stage, brand image is transferred to the customers.

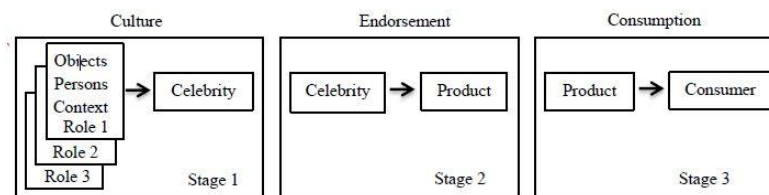


Figure 1. Meaning transfer model

Note. ➔ Path of meaning movement. □ Stage of meaning movement.

Source: McCracken, 1989, p. 45.

### 2.2 Customer's Attitude Toward Brand

Customer's attitude toward brand is predisposition that focuses on favorable or unfavorable impact on a specific brand after watching an advertisement on that brand (Phelps & Hoy, 1996). According to Lutz et al. (1983), customer's attitude toward brand is the customer's emotional reaction toward a brand advertisement. It is associated with the customer's feeling if his/her purchase intention toward the brand is positive or negative, favorable or unfavorable.

### 2.3 The Elaboration Likelihood Model (ELM)

Elaboration Likelihood Model (ELM) is a model that consists of two phases of response toward advertising incentive. It explains how attitudes are formed on basis of the degree of participation. Current attitude may be changed and it is assumed that when a customer receives a message, he starts processing it. There are two possible directions: Central route used for persuasion if customer participation is high, or peripheral route used for persuasion if customer participation is low. The model has two fundamental factors, motivation and ability to process communication. Motivation means the customer's readiness, participation, and needs. Ability means the knowledge, qualification, and capacity to process information (Petty et al., 1983).

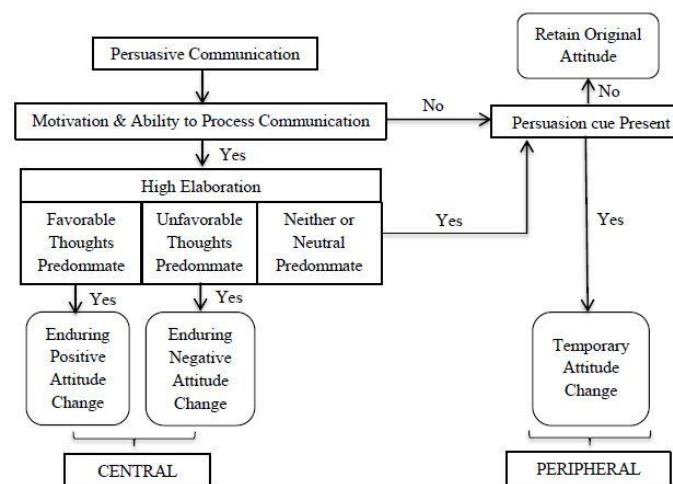


Figure 2. Elaboration Likelihood Model (ELM)

Source: Petty et al., 1983.

#### 2.4 The Relation between Source Credibility Model and Customer's Attitude toward Brand

Hovland & Weiss (1953) introduced a source credibility model, which is further studied by Ohanian (1990) (cited by Armando, 2014). According to source credibility model, "the effectiveness of a message depends on the apparent level of expertise and trustworthiness of the endorser" (Hovland & Weiss, 1953, p. 20)

##### 2.4.1 Celebrity Trustworthiness

Trustworthiness refers to "the honesty, integrity and believability of an endorser" (Erdogan et al., 2001, p. 40). A celebrity is considered as trustworthy (Goldsmith et al., 2000) and his/her trustworthiness is described as a summary of values that create positive features and increase the acceptance of the message (Erdogan, 1999). Trustworthiness is the most useful and effective tool to make the customer be more confident and reliable on the brand (Ohanian, 1990). A hypothesis is provided:

*Hypothesis 1 (H1): The more celebrity trustworthiness is perceived by the customer, the more positive customer's attitude toward brand will be.*

##### 2.4.2 Celebrity Expertise

Hovland et al. (1953) defines expertise as the level of knowledge and experience that a person may obtain in a specific field that is acknowledged as valid. The more persuasive a celebrity's expertise is (Aaker, 1997), the more purchase decisions will be generated (Ohanian, 1991). Speck, Schumann, and Thompson (1988) affirms that celebrity is considered as an expert in a specific field, resulting in a higher brand endorsement than a celebrity without expertise (Hoekman & Bosmans, 2010). Following hypothesis is provided:

*Hypothesis 2 (H2): The more celebrity expertise is perceived by the customer, the more positive customer's attitude toward brand will be.*

#### 2.5 The Relation between Source Attractiveness Model and Customer's Attitude toward Brand

Source attractiveness model is developed by McGuire (1985), he holds that an individual message is accepted and affected by the similarity between the receiver and the sender together with the familiarity and likeliness. The meaning of source attractiveness model is referenced to be a famous philosopher, Aristotle: "beauty is a greater recommendation than any letter of introduction". Aristotle wants to emphasize that the most importance is beauty and attractiveness (Hoekman & Bosmans, 2010).

##### 2.5.1 Celebrity Attractiveness

Physical attractiveness transited via a person's weight, height, and facial beauty is the very first expressions perceived by another (Bardia et al., 2011). This concept does not only means physical attractiveness. It also requires mental skills, personality, lifestyle, and art talents (Erdogan, 1999). A celebrity is attractive because he/she has built up a popular image among the public. His/her attractiveness increases the persuasiveness toward the customers as they want to be like the celebrity that they love (Cohen & Golden, 1972). A hypothesis is given

*Hypothesis 3 (H3): The more celebrity attractiveness is perceived by the customer, the more positive customer's attitude toward brand will be.*

##### 2.5.2 Celebrity Similarity

Similarity is described as "a supposed resemblance between the source and the receiver of the message" (McGuire, 1985). In other words, a customer may similarize himself with the endorser. People will be more easily influenced when they find the similarity between them and the endorser. If the celebrity and the customers share popular factors, such as similar interest or lifestyle, a better association will be formed (Erdogan, 1999). Following hypothesis is provided:

*Hypothesis 4 (H4): The more celebrity similarity is perceived by the customer, the more positive customer's attitude toward brand will be.*

##### 2.5.3 Celebrity Liking

Likeability is the "affection for the source as a result of the source's physical appearance and behaviour" (McGuire, 1985, p. 239). In addition, McGuire also holds that when customers like a celebrity, they will like brands associated with the celebrity. A hypothesis is provided:

*Hypothesis 5 (H5): The more celebrity liking is perceived by the customer, the more positive customer's attitude toward brand will be.*

##### 2.5.4 Celebrity Familiarity

Familiarity means the feeling of similarity by means of emotions and contact with a celebrity (Erdogan, 1999;

Belch & Belch, 2004). Celebrity familiarity will have a more positive impact when the customer himself finds that he/she is similar to the celebrity. This is called the mere exposure effect (Zajonc, 1968). When the customers have short contacts with the celebrity and contact interval becomes longer, the effects of familiarity will improve customer's attitude toward brand. On the contrary, the effect is negative when they have long contacts and contact interval becomes shorter (Bornstein, 1989). A hypothesis is given by:

*Hypothesis 6 (H6): The more celebrity familiarity is perceived by the customer, the more positive customer's attitude toward brand will be.*

### **2.6 The Relationship between Brand/Product Match – up Hypothesis Model and Customer's Attitude toward Brand**

According to Forkan (1980); Kamins (1989), brand/product match – up hypothesis model means that celebrity image and product message must be similar and matched up in order for the advertisement to be effective.

#### **2.6.1 Celebrity Match-up Congruence With The Brand/Product**

A number of studies conducted by Cooper (1984) and Forkan (1980) indicate that celebrity match-up congruence with the brand/product has a significant play. When a product is advertised by a celebrity with suitable image that is highly relevant to the product, the confidence will be higher on the advertisement and the celebrity compared to a product image promoted by a less famous, less relevant person (Kotler, 1997). A hypothesis is given:

*Hypothesis 7 (H7): The more celebrity match-up congruence with the brand/product is perceived by the customer, the more positive customer's attitude toward brand will be.*

#### **2.6.2 The Relationship between Customer's Attitude toward Brand and Purchase Intention**

Customer's purchase intention addresses the predisposition to purchase a certain brand or product (Belch & Belch, 2004). Purchase intention also tells about the possibility that a person will purchase a product (Phelps & Hoy, 1996). Amos, et al. (2008) hold that the customer's positive attitude toward celebrity endorsement will improve his/her purchase intention. Many studies also indicate that customer's attitude toward brand has a positive and significant impact on purchase intention (Mitchell & Olson, 1981; Gresham & Shimp, 1985; Batra & Ray, 1986; Phelps & Hoy, 1996). A hypothesis is provided:

*Hypothesis 8 (H8): The more positive customer's attitude toward brand is, the more positive purchase intention will be.*

## **3. Methodology and Research Model**

### **3.1 Methodology**

This study is conducted in two major stages. A qualitative study is conducted by face-to-face direct interview on 04 marketing experts and a group discussion is carried out among 12 customers of 18 years old or more, which is intended to modify, supplement, and complete the measurement scale. A quantitative study is carried out to collect data by using a questionnaire survey based on Likert rating scale with 5 options, including "1-Totally Disagree", "2-Disagree", "3-Neutral", "4-Agree", "5-Totally Agree", used to measure observation variables for each factor.

### **3.2 Proposed Research Model**

From theories and previous studies, an analysis is conducted on the effect of the celebrity endorsement consisting of 07 factors, which are: celebrity trustworthiness, celebrity attractiveness, celebrity expertise, celebrity similarity, celebrity liking, celebrity familiarity, celebrity match-up congruence with the brand/product are independent varieties. Customer's attitude toward brand means temporary variable. Purchase intention means dependent variable.

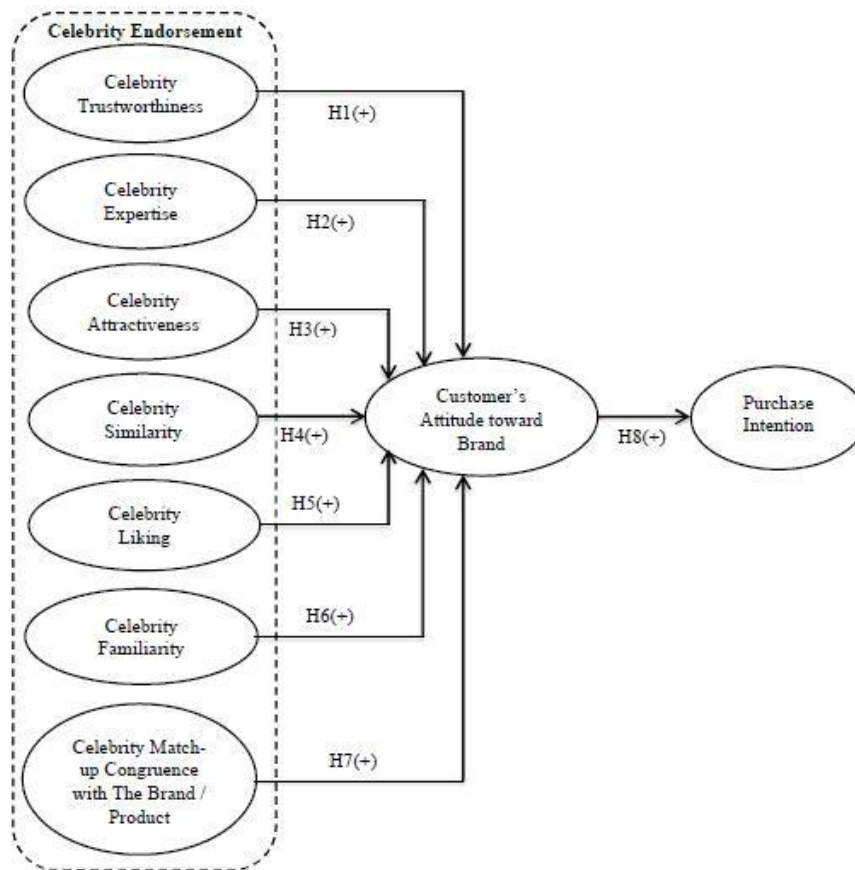


Figure 3. Proposed research model

### 3.3 Research Data

A total of 534 questionnaire sheets were directly distributed to the customers of 18 years old or more in Vietnam or via online method. A total of 392 sheets were returned and, after being screened, 306 sheets were valid for data analysis, achieving a ratio of 78.06% compared to actual data.

## 4. Research Results

### 4.1 Descriptive Statistics by Characteristics

For gender, there are 184 female and 122 male respondents, accounting for 60.1% and 39.9%, respectively, of which 61.4% are single, 38.6% are married. For age, respondents of 18–25 years old account for 28.1%, of 26–35 years old account for 58.5%, 36–45 years old account for 7.5%, and of more than 45 years old account for 5.9%. For education, university respondents account for 45.1%, post-graduate ones account for 28.4%, primary school ones account for 2.6%, secondary school ones account for 7.2%, high school ones account for 8.5%, and college-intermediary school ones account for 8.2%.

### 4.2 Descriptive Statistics of Model Variables

Table 1. Descriptive statistic of quantitative variables

Content	Min	Max	Mean	Standard Deviation
<b>Celebrity Trustworthiness</b>				
CT1 You believe in celebrity's brand choice.	1	5	3.15	0.904
CT2 You think that the celebrity is an honest person.	1	5	2.92	0.866
CT3 You think that the celebrity provides reliable source of information.	1	5	2.94	0.878
CT4 You think that the celebrity is a sincere person.	1	5	2.93	0.875
CT5 You think that the celebrity is a trustworthy person.	1	5	2.96	0.892
<b>Celebrity Expertise</b>				
CE1 You think that the celebrity is an expert in the field that he/she represents.	1	5	2.60	0.964
CE2 You think that the celebrity has experience in using the brand.	1	5	3.02	0.887

CE3	You think that the celebrity has a lot of knowledge about this brand.	1	5	2.92	0.884
CE4	You think that the celebrity has got high professional qualification.	1	5	2.77	0.908
CE5	You think that the celebrity has skilled this brand.	1	5	3.01	0.905
<b>Celebrity Attractiveness</b>					
CA1	You think that the celebrity has got a strong attractiveness.	1	5	4.01	0.696
CA2	You think that the celebrity is a very classy.	1	5	3.36	0.881
CA3	You think that the celebrity has a very pretty face.	1	5	3.81	0.831
CA4	You think that the celebrity has a very elegant fashion style.	2	5	3.87	0.801
CA5	You think that the celebrity has a very attractive appearance.	1	5	3.82	0.864
CA6	You think that the celebrity has a very persuasive voice.	1	5	3.46	0.846
CA7	You think that the celebrity has a very professional manner.	2	5	3.81	0.778
<b>Celebrity Similarity</b>					
CS1	You think that the celebrity and you share the same culture.	1	5	3.01	0.861
CS2	You think that the celebrity and you share similar lifestyle.	1	5	2.56	0.817
CS3	You think that the celebrity and you share similar interests.	1	5	2.89	0.873
CS4	You think that the celebrity and you share similar perspectives.	1	5	2.60	0.771
CS5	You think that the celebrity and you share similar likings.	1	5	2.67	0.886
<b>Celebrity Liking</b>					
CL1	You like the celebrity's behaviors.	1	5	3.36	0.757
CL2	You like the celebrity's appearance.	1	5	3.75	0.762
CL3	You think that the celebrity is very popular.	1	5	4.07	0.721
CL4	You like the celebrity's voice.	1	5	3.34	0.800
CL5	You like the celebrity's fashion style.	1	5	3.64	0.818
CL6	You like the celebrity's professional manner.	1	5	3.71	0.799
CL7	Overall, you like the celebrity.	1	5	3.66	0.806
<b>Celebrity Familiarity</b>					
CF1	You often see the celebrity on the TV.	1	5	4.15	0.625
CF2	You often see the celebrity on the stage or in the cinema.	1	5	3.31	0.950
CF3	You often see the celebrity at events or festivals.	1	5	3.52	0.877
CF4	You often see the celebrity on the advertising boards.	2	5	4.06	0.627
CF5	You often see the celebrity on the newspapers.	1	5	4.10	0.609
CF6	You often see the celebrity in person.	1	5	2.57	0.994
CF7	You often see the celebrity on the Internet.	1	5	4.15	0.672
CF8	You often listen to the celebrity over the radio.	1	5	3.07	0.989
<b>Celebrity Match-up Congruence with The Brand / Product</b>					
CM1	You often see the celebrity in the advertisements of this brand.	1	5	3.93	0.694
CM2	You think that celebrity image suits this brand.	1	5	3.74	0.736
CM3	You think that this brand is totally suitable for the celebrity to represent.	1	5	3.67	0.779
CM4	You think that the celebrity that represents this brand is trustworthy.	1	5	3.43	0.787
CM5	You believe that the celebrity is using this brand.	1	5	3.05	0.943
<b>Customer's Attitude toward Brand</b>					
AB1	You believe that this brand is a good one.	1	5	3.54	0.724
AB2	You think that this brand is very interesting.	1	5	3.50	0.712
AB3	You like this brand.	1	5	3.44	0.763
AB4	You think that this brand has a good quality.	2	5	3.46	0.751
AB5	You are satisfied with this brand.	1	5	3.46	0.734
AB6	You are confident in this brand.	1	5	3.42	0.766
<b>Purchase Intention</b>					
PI1	You will seek more information on this product.	1	5	3.59	0.806
PI2	You will actively seek for this product.	1	5	3.41	0.857
PI3	You will try this product when you see it.	1	5	3.68	0.762
PI4	You will purchase this product.	1	5	3.34	0.823
PI5	Celebrity appearance in the advertisement has motivated you to purchase this product.	1	5	3.21	1.009

*Celebrity trustworthiness:* CT1 has the highest mean value (3.15), while CT2 has the lowest mean value (2.92). So, the customers are confident on celebrity's brand choice, but they don't think that the celebrity is honest.

*Celebrity expertise:* CE2 has the highest mean value (3.02), while CE1 has the lowest mean value (2.60). Hence, the customers think that the celebrity has a lot of experience in using this brand, but they don't think that the celebrity is an expert in the field that he/she represents.

*Celebrity attractiveness:* CA1 has the highest mean value (4.01), while CA2 has the lowest mean value (3.36). Hence, the customers think that the celebrity has got a strong attractiveness, but they don't think that the celebrity is a very skilled elite.

*Celebrity similarity:* CS1 has the highest mean value (3.01), while CS2 has the lowest mean value (2.56). Hence, the customers think that the celebrity and they share the same culture, but they don't think that the celebrity and them share similar lifestyle.

*Celebrity liking:* CL3 has the highest mean value (4.07), while CL4 has the lowest mean value (3.34). Hence, the customers think that the celebrity is very popular, but they don't like his/her voice.

*Celebrity familiarity:* CF1 and CF7 has the highest mean value (4.15), while CF6 has the lowest mean value (2.57). Hence, the customers agree that they often see the celebrity on the TV and Internet, but they don't agree that they often see the celebrity in person.

*Celebrity match-up congruence with the brand / product:* CM1 has the highest mean value (3.93), while has the lowest mean value (3.05). Hence, the customers often see the celebrity in brand advertisements, but they don't believe that the celebrity is using this product.

*Customer's attitude toward brand:* AB1 has the highest mean value (3.54), while AB6 has the lowest mean value (3.42). Hence, the customers believe that the brand represented by the celebrity is a good one, but they don't believe in this brand.

*Purchase intention:* PI3 has the highest mean value (3.68), while PI5 has the lowest mean value (3.21). Hence, the customers agree that they will try this product when they see it, but they don't think that celebrity appearance in the advertisement has motivated them to purchase the product.

#### 4.3 Testing the Cronbach's Alpha

*Celebrity trustworthiness:* Removing CT1 has the Cronbach's Alpha if item deleted is 0.908 larger than the Cronbach's Alpha coefficient of the 1st scale test value of 0.907. In the 2nd test, the Cronbach's Alpha coefficient is 0.908, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 4 observation variables are included in factor analysis (EFA).

*Celebrity expertise:* The Cronbach's Alpha coefficient is 0.817, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, the 5 observation variables are included in EFA.

*Celebrity attractiveness:* The Cronbach's Alpha coefficient is 0.810, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, the 7 observation variables are included in EFA.

*Celebrity similarity:* removing CS1 has the Cronbach's Alpha if item deleted is 0.867 larger than the Cronbach's Alpha coefficient of the 1st scale test value of 0.851. In the 2nd test, the Cronbach's Alpha coefficient is 0.867, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 4 observation variables are included in factor analysis (EFA).

*Celebrity liking:* The Cronbach's Alpha coefficient is 0.833, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, the 7 observation variables are included in EFA.

*Celebrity familiarity:* 3 varieties which are eliminated because the correlation coefficients of item-total is not satisfied (lower than 0.3) include CF1(0.273), CF6 (0.243), and CF8 (0.297). After eliminating such varieties, the Cronbach's Alpha coefficient has been increased. Hence, the 2nd test shall be conducted, the Cronbach's Alpha coefficient is 0.684, and the item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 5 observation variables are included in EFA.

*Celebrity match-up congruence with the brand / product:* CM1 and CM5 are eliminated because they have the Cronbach's Alpha if item deleted are 0.787 and 0.801 respectively, and higher than the Cronbach's Alpha coefficient of the 1st test scale of 0.784. In the 2nd test, CM4 is eliminated because it has the Cronbach's Alpha if item deleted is 0.863 higher than the Cronbach's Alpha coefficient of the 2nd scale test value of 0.822. In the 3rd test, the Cronbach's Alpha coefficient is 0.863, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 2 observation variables are included in EFA

*Customer's attitude toward brand:* AB2 is eliminated because it has the Cronbach's Alpha if item deleted is 0.930, which is higher than the 1st scale test value of 0.923. In the 2nd test, AB1 is eliminated because it has the Cronbach's Alpha if item deleted is 0.931, which is higher than the Cronbach's Alpha coefficient of the 2nd scale test value of 0.930. In the 3rd test, the Cronbach's Alpha coefficient is 0.931, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 4 observation variables are included in EFA.

*Purchase intention:* PI5 is eliminated because it has the Cronbach's Alpha if item deleted is 0.865, which is higher than the Cronbach's Alpha coefficient of the 1st scale test value of 0.860. In the 2nd test, the Cronbach's Alpha coefficient is 0.865, and item-total correlation for all variables are satisfied (higher than 0.3). Therefore, remaining 4 observation variables are included in EFA.

Table 2. The Cronbach's Alpha coefficient of the variables in the model

Variable	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Celebrity Trustworthiness			
CT2	0.803	0.877	0.908
CT3	0.734	0.901	
CT4	0.828	0.868	
CT5	0.803	0.877	
Celebrity Expertise			
CE1	0.546	0.800	0.817
CE2	0.612	0.779	
CE3	0.706	0.752	
CE4	0.563	0.794	
CE5	0.616	0.778	
Celebrity Attractiveness			
CA1	0.462	0.798	0.810
CA2	0.469	0.800	
CA3	0.661	0.764	
CA4	0.656	0.765	
CA5	0.582	0.778	
CA6	0.488	0.795	
CA7	0.513	0.790	
Celebrity Similarity			
CS2	0.705	0.836	0.867
CS3	0.696	0.840	
CS4	0.784	0.807	
CS5	0.697	0.840	
Celebrity Liking			
CL1	0.523	0.819	0.833
CL2	0.578	0.811	
CL3	0.533	0.818	
CL4	0.562	0.814	
CL5	0.602	0.807	
CL6	0.604	0.807	
CL7	0.666	0.796	
Celebrity Familiarity			
CF2	0.389	0.671	0.684
CF3	0.430	0.641	
CF4	0.513	0.610	
CF5	0.503	0.616	
CF7	0.436	0.636	
Celebrity Match-up Congruence with The Brand / Product			
CM2	0.760		0.863
CM3	0.760		
Customer's Attitude toward Brand			
AB3	0.817	0.917	0.931
AB4	0.814	0.918	
AB5	0.867	0.901	
AB6	0.857	0.904	
Purchase Intention			
PI1	0.733	0.820	0.865
PI2	0.778	0.800	
PI3	0.631	0.860	
PI4	0.719	0.826	



#### 4.4 Explanatory Factor Analysis (EFA)

Explanatory factor analysis is conducted on whether celebrity endorsement has an impact on customer's attitude toward brand. After the 1st analysis, CA1, CA2, CL1, CL3, CL7, CL2, CL5, CE1, CF4, CL6, CL4 are eliminated. After the 2nd analysis, CA6, CA7, CE4 are eliminated. After 3<sup>rd</sup> analysis, CF5 and CF7 are eliminated. After 4<sup>th</sup> analysis, factor loading values are satisfactory with KMO coefficient of 0.844 with significance level of the Bartlett test of 0.000.

Table 3. Results of the Explanatory Factor Analysis (EFA)

Conducting times	Eliminating the variable	KMO coefficient	Significance of Bartlett test			
1st time	CA1, CA2, CL1, CL3, CL7, CL2, CL5, CE1, CF4, CL6, CL4	0.883	0.000			
2nd time	CA6, CA7, CE4	0.848	0.000			
3rd time	CF5, CF7	0.834	0.000			
4th time		0.844	0.000			

Composition		Component					
		1	2	3	4	5	6
Celebrity Trustworthiness	CT4	0.874					
	CT5	0.856					
	CT2	0.852					
	CT3	0.789					
Celebrity Similarity	CS4		0.860				
	CS2		0.802				
	CS5		0.758				
	CS3		0.757				
Celebrity Attractiveness	CA5			0.863			
	CA4			0.860			
	CA3			0.847			
Celebrity Expertise	CE2				0.815		
	CE3				0.799		
	CE5				0.769		
Celebrity Match-up Congruence with The Brand / Product	CM2					0.905	
	CM3					0.879	
Celebrity Familiarity	CF3						0.850
	CF2						0.823
Eigenvalues		5.791	2.416	1.705	1.512	1.234	1.108
% of Variance		32.172	13.422	9.472	8.403	6.857	6.156
% Cumulative		32.172	45.594	55.066	63.469	70.326	76.482

Based on results presented in Table 3, 18 observation variables are satisfactory and divided into 6 factor groups. Factors are unchanged from original ones. However, "celebrity liking" factor is eliminated and hypotheses and research model are corrected as follows:

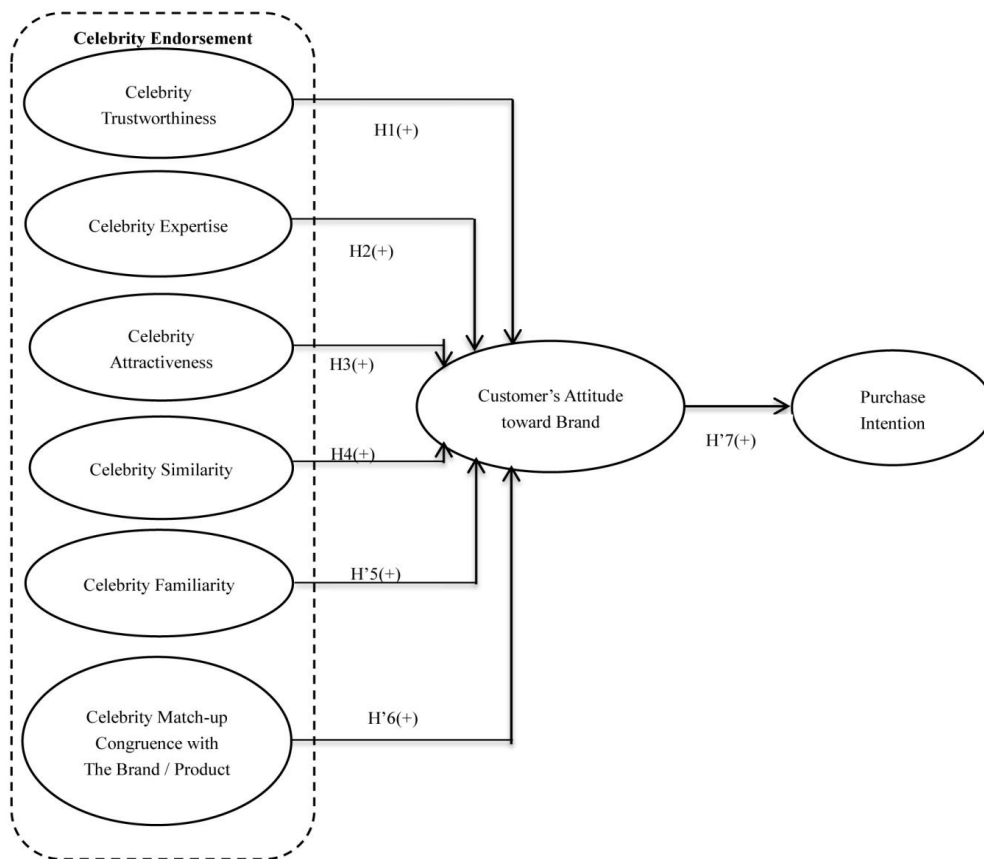


Figure 4. Research model correction

#### 4.5 Regression Analysis

According to results in Table 4, Analysis of the fitness of the regression model on customer's attitude toward brand, Adjusted  $R^2$  get value is 0.273, which is varied by 27.3% in term of "customer's attitude toward brand", it can be explained by independent factors in the model.  $F = 20.058$  with significant level of 0.000. Therefore, the regression model is considered as overall fit.

Table 4. Results of regression analysis the model of customers' attitude towards brand

Model	Unstandardized Coefficients (B)	Standardized Coefficients ( $\beta$ )	t	Sig.	VIF
(Constant)	1.126		4.210	0.000	
Celebrity Trustworthiness	0.182***	0.206	3.491	0.001	1.455
Celebrity Expertise	0.165***	0.181	3.148	0.002	1.385
Celebrity Similarity	0.050	0.052	0.856	0.393	1.548
Celebrity Attractiveness	0.036	0.038	0.717	0.474	1.197
Celebrity Match-up Congruence with The Brand/Product	0.278***	0.288	5.223	0.000	1.275
Celebrity Familiarity	-0.002	-0.003	-0.055	0.956	1.034
R	0.536				
$R^2$	0.287				
Adjusted $R^2$	0.273				
F (Anova)	20.058				
Sig. (Anova)	0.000				
Durbin - Watson	2.069				

Note. Dependent variable: Customer's attitude toward brand. \*\*\*: Results at the significance level of 1%.

According to the Table 5, the match-up congruence of the regression model of purchase intention, Adjusted  $R^2$  get value is 0.483, means 48.3% upon the variability of the purchase intention can be explained by the customers'

attitude towards brand.  $F = 285.814$  with significant level of 0.000; therefore, the regression model is considered as overall fit.

Table 5. Results of regression analysis the model of purchase intention

Model	Unstandardized Coefficients (B)	Standardized Coefficients ( $\beta$ )	t	Sig.	VIF
(Constant)	1.106		7.646	0.000	
Customers' attitude towards brand	0.696***	0.696	16.906	0.000	1.000
R	0.696				
R <sup>2</sup>	0.485				
Adjusted R <sup>2</sup>	0.483				
F (Anova)	285.814				
Sig. (Anova)	0.000				
Durbin - Watson	1.973				

Note. Dependent variable: Purchase intention. \*\*\*: Results at the significance level of 1%.

#### 4.6 Discussion of Results

##### 4.6.1 Celebrity Trustworthiness

This variable is statistically significant at 1%, with value  $\beta = 0.206 > 0$ , this means that H1 hypothesis is supported. Trustworthiness refers to “the honesty, integrity and believability of an endorser” (Erdogan et al., 2001). The celebrity is considered as a trustworthy person (Goldsmith et al., 2000). A study by Pham & Nguyen (2015) indicates that “celebrity trustworthiness” has a positive impact on “customer’s attitude toward the advertisement”. Results of this study also find positive impact of “celebrity trustworthiness” on “customer’s attitude toward brand”. This can be explained as follows: celebrity appearance in commerces in Vietnam has become popular because the celebrity can influence the public. However, “scandals” in their personal lives have caused the public wonder and lose trusts in the celebrity’s ethics. Only a few celebrities are acknowledged for their talents and ethics, and they are respected and relied upon by most of the public and colleagues. Therefore, celebrity endorsement will have more impact on the customers than non-celebrity trustworthy.

##### 4.6.2 Celebrity Expertise

This factor is statistically significant at 1%, with value  $\beta = 0.181 > 0$ , this means that H2 hypothesis is supported. The expertise mentions the level of knowledge and experience that a person may obtain in a specific field that is acknowledged as valid (Hovland et al., 1953). The more persuasive a celebrity’s expertise is (Aaker, 1997), the more purchase decisions will be generated (Ohanian, 1991). A study by Pham and Nguyen (2015) indicates that “celebrity expertise” has a positive impact on “customer’s attitude toward the advertisement”. Results of this study also find positive impact of “celebrity expertise” on “customer’s attitude toward brand”. This can be explained as follows: With their attractiveness and influencing ability, celebrities are highly paid for their appearance in advertisements although the brand is not related to their expertises. Therefore, customers feel that they are not assured, and their confidence in the brand is wondered. So, enterprises need to select the celebrities that have expertises related to the brand to be advertised so that customers will be more confident and accept it more positively.

##### 4.6.3 Celebrity Attractiveness

This variable is statistically significant at 5%, with value  $\beta = 0.038$ , this means that H3 hypothesis is not supported. A study by Pham & Nguyen (2015) indicates that “celebrity attractiveness” has a positive impact on “customer’s attitude toward the advertisement”. However, this study only considers the “customers’ attitude towards brand” and the its results indicate no positive effect of the “celebrity attractiveness” factor on the “customer’s attitude toward brand”. This can be explained as follows: Most of today’s celebrities have pretty, attractive and ideal appearance to make their advertisements more impressive. Therefore, celebrity attractiveness will generate attention toward the customers and make advertisements more attractive, however, attractiveness has no impact on customer’s attitude toward brand.

##### 4.6.4 Celebrity Similarity

This factor is statistically significant at 5%, with value  $\beta = 0.052$ , this means that H4 hypothesis is not supported. A study by Pham and Nguyen (2015) indicates that “celebrity similarity” has a positive impact on “customer’s attitude toward the advertisement”. However, this study only considers the “customers’ attitude towards brand”

and the its results indicate no positive effect of the “celebrity similarity” factor on the “customer’s attitude toward brand”. This can be explained as follows: Celebrities have ideal appearance and outstanding talents. All fans want to become like the ones that they like, from their lifestyle, likings, fashion style, etc. They learn after celebrities and think that they share similar values, to a certain extent, with celebrities. However, similarity only makes advertisements with celebrity endorsement receive more attention and be remembered, but it does not affect customer’s attitude toward brand.

#### 4.6.5 Celebrity Familiarity

This variable is statistically significant at 5%, with value  $\beta = 0.003$ , meaning that H’5 hypothesis is not supported. The study by Pham and Nguyen (2015) does not consider “celebrity familiarity” factor. A study by Shahrokh and Arefi (2013) indicates that there is a positive impact of “celebrity familiarity” on “source attractiveness model”, and thereby resulting in a positive impact on “the effectiveness of celebrity endorsement”. However, this study only considers the “customers’ attitude towards brand” and the its results indicate no positive effect of the “celebrity familiarity” factor on the “customer’s attitude toward brand”. This can be explained as follows: This celebrity will be covered everywhere so that customers can easily see the ones they love just by clicking or navigating a remote control. It is celebrity familiarity that will help the customers easily memorize and be impressed at the advertisements with celebrity endorsement, but familiarity has no impact on customer’s attitude toward brand.

#### 4.6.6 Celebrity Match-up Congruence with The Brand/Product

This factor is statistically significant at 1%, with value  $\beta = 0.288 > 0$ , meaning that H’6 hypothesis is not supported. Celebrity match-up congruence with the brand / product may create the absolute confidence through the homogeneous process (Langmeyer & Walker, 1991), and cause positive effect on the customers’ attitude towards advertisement, brand / product and purchase intention (Kirmani & Shiv, 1998). A study by Pham and Nguyen (2015) indicates that “celebrity match-up congruence with the brand / product” has a positive impact on “customer’s attitude toward the advertisement”. Results of this study also find positive impact of “celebrity match-up congruence with the brand / product” on “customer’s attitude toward brand”. This can be explained as follows: everyday, customers can watch a lots of advertisements with celebrity, even the same one in different advertisements. When a brand / product is advertised by a celebrity with suitable image that is highly relevant to the brand / product, the confidence will be higher on the advertisement and the celebrity compared to a brand / product image promoted by a less famous, less relevant person.

#### 4.6.7 Customer’s Attitude toward Brand

This variable is statistically significant at 1%, with value  $\beta = 0.696 > 0$ , meaning that H’7 hypothesis is not supported. Customer’s attitude toward brand is predisposition that focuses on favorable or unfavorable impact on a specific brand after watching an advertisement on that brand (Phelps & Hoy, 1996). The study by Pham and Nguyen (2015) does not consider the effect of “customer’s attitude toward brand” factor on the “purchase intention”. Studies of Qurat and Mahira (2012), Aycha and Kaouter (2010) and Mazzini et al. (2014) indicate the positive effect of “customer’s attitude toward brand” factor on the “purchase intention”. Results of this study also affirm the correctness of previous studies. This impact is positive and considerable in Vietnamese market. Attitude is used as factor to forecast customer’s intention and behavior (Fishbien & Ajzen, 1975; Ajzen, 1991). When customers have more positive attitude toward brand, they will more likely intend to purchase the products.

## 5. Conclusions and Recommendations

### 5.1 Conclusions

The final study model includes 7 factors of celebrity endorsement with impact on customer’s attitude toward brand. Also, factors of attitude toward brand have impacts on customer’s purchase intention. After testing the reliability of the measurement scale and conducting explanatory factor analysis, results are that celebrity liking factor is eliminated while other factors are retained, resulting in a correction of study model hypotheses. Results of the multi-variable regression analysis indicate that customer’s attitude toward brand in Vietnam is positively affected by 03 factors: celebrity match-up congruence with the brand / product, celebrity trustworthiness, and celebrity expertises. Results also indicate that purchase intention is strongly and positively impacted by customer’s attitude toward brand.

### 5.2 Suggestions of Policy Implications

*Based on findings, the study suggests some policy implications as follows:*

*Firstly, enterprises should pay careful attention to selecting celebrities for promoting the brand. If the celebrity*

has made any dispute statement, improper behavior, and a negative scandal, it will negatively affect the brand and reputation of the enterprises. Therefore, it is necessary to select a trustworthy celebrity that is trusted by the public.

*Secondly*, not every celebrity endorses a brand that is within his/her expertise. Therefore, customers usually wonder that celebrity endorsement is just intended to make the ads attractive, but product quality is not persuasive because it is beyond his/her expertise. Thus, if an enterprise luckily chooses a celebrity that is an expert in the brand that it wants to promote, the persuasiveness and customer's attitude toward brand will be more positively impacted.

*Thirdly*, when enterprises can formulate a meaningful message that is suitable to the celebrity and brand, this will have a positive impact on customer's attitude toward brand. So, enterprises need to select a suitable celebrity for their brand images and advertising message that they want to transfer, so that customers have better perception of the advertisements and positive attitude toward the brand.

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