CONSUMERS’ PERCEPTION, ATTITUDES AND INTENTION TO PURCHASE CELEBRITY ENDORSED FOOD AND BEVERAGE PRODUCTS IN KUALA LUMPUR.

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INTRODUCTION

- Celebrity endorsement is effective marketing since the late 19th century (Fletcher, 2008).
- Millions of dollars are spend in order to have famous people promoting particular products/services in various media platform social media platform to sustain the business (Gupta et al., 2015; Mukherjee, 2009).
- Purchase intention refers to the preference of consumer in buying particular products or services because of the usefulness (Jamil and Hassan, 2014).
- Three factors known to influence consumers’ purchase: perception towards credibility of celebrity endorser; consumers’ attitude; consumers’ attitude towards a product (Jamil and Hassan, 2014; Mirabi et al., 2015; Chang, 2011; Madahi and Sukati, 2012).
INTRODUCTION

• Several researches have attempted in measuring effect of celebrity endorsement towards consumers’ purchase intention and buying behaviour in general (Bailey, 2007; Chang, 2011; Zipporah and Mberia, 2014). However, celebrity endorsed food and beverage products have yet to be explore extensively.

• Having identify the research gap, this study is aimed to empirically fulfil the following objectives:

• RO1. To study the relationship between perceived celebrity endorsement, perceived credibility of celebrity endorser, and consumers' attitude towards celebrity endorsed food and beverage products towards purchase intention of celebrity endorsed food and beverage products.

• RO2. To determine the best predictor of consumers’ purchase intention towards celebrity-endorsed food and beverage products.
Methodology

Sample and Population
- Purposive sampling
- Stratified sampling
- Unit of analysis – individuals
- Study setting- non contrived setting

Data collection
- 4 supermarkets
- Actual data collected - 570

Quantitative approach
- Time horizon: Cross sectional study

Research approach

New Questionnaires
- 5 sections
- 53 items
- Nominal scale & five-type Likert scale
- Bilingual
- Instrumentation

Instrumentation

Data analysis
- SPSS 21.0
- Frequency test
- Correlation analysis
- Multiple regression analysis
The Relationship between Independent Variables and Consumers’ Purchase Intention of Celebrity Endorsed Food and Beverage Products.

<table>
<thead>
<tr>
<th>Variables</th>
<th>r value</th>
<th>Strength of relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers’ perception towards celebrity endorsement</td>
<td>0.528**</td>
<td>Moderate</td>
</tr>
<tr>
<td>Consumers’ perception towards credibility of celebrity endorser</td>
<td>0.644**</td>
<td>Moderate</td>
</tr>
<tr>
<td>Consumers’ attitudes towards celebrity endorsement</td>
<td>0.662**</td>
<td>Moderate</td>
</tr>
</tbody>
</table>

**Correlation is significant at 0.01 level (2-tailed)**

Moderate correlation (r= 0.528 to 0.644) between all variables towards consumers’ purchase intention of celebrity endorsed food and beverage products.
RESULTS/ DISCUSSION

Outcome is partly parallel to few past studies:-
Shenje (2017) found positive and significant correlations between celebrity endorsement and consumer buying intentions of fast food outlets.
Dutta and Singh (2013); Nugraha et al (2018) revealed the connection between celebrity endorsements and purchase intention of healthy food.
Studies revealed the relationship between consumer attitudes to purchase intention (e.g. Bhatt et al., 2013; Madahi and Sukati, 2012) but none has focus on food and beverage endorsed products.
Research findings were varied due to different variables were examined and dissimilarities in research design (e.g. Vien, et al, 2017; Aziz, 2019).
Results from this study supported:- consumers’ perception and attitudes towards celebrity endorsement, credibility of celebrity endorser may contribute to their intention to purchase food and beverage product with celebrity endorsement due to public recognized celebrity endorsers very quickly thus can help specific products/brands stand out from the rest of the crowd and in turn could resulted in favorable attitudinal and behavioral responses (Doss, 2011).
RESULTS/ DISCUSSION

Determination of the Best Predictor that Influences Consumers’ Purchase Intention towards Celebrity-Endorsed Food and Beverage Products.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Beta value</th>
<th>T-value</th>
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</thead>
<tbody>
<tr>
<td>Overall perceived celebrity endorsement</td>
<td>0.11</td>
<td>1.41</td>
</tr>
<tr>
<td>Overall perceived credibility of celebrity endorser</td>
<td>0.04</td>
<td>0.47</td>
</tr>
<tr>
<td>Overall consumers’ attitude towards celebrity-endorsed food and beverage products</td>
<td>0.73</td>
<td>9.54*</td>
</tr>
<tr>
<td>P Value</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>$R^2$</td>
<td>0.68</td>
<td>0.68</td>
</tr>
</tbody>
</table>

Note: *p<0.01

$R^2$ statistic depicts 68 percent of the total variance for the estimation of consumers’ purchase intention towards celebrity-endorsed food and beverage products.

Consumers’ attitude was the only significant predictor ($\beta=0.69$, \(t=8.43\)) of consumers’ purchase intention.
RESULTS/ DISCUSSION

Probably because attitude is an established predictor of purchase intention for ages, conceptually and empirically. Ajzen (1991) developed the Theory of Planned Behaviour (TPB) in which is an extension to the Theory of Reasoned Action (TRA). This theory concurred that positive individual’s attitudes and subjective norms will result in greater individual’s behaviour control thus the more people are intended to perform the particular behavior (Ajzen, 2006). This theory has also supported finding in Table 2 which explains that consumers’ intention to purchase that particular endorsed product is greatly influenced by his/her own attitude and the attitude of an admired celebrity towards the product or brand in the endorsement (Tran, 2011).
Responses were limited to only 120 respondents. Replicating the study on a state or national level will provide data to better comprehend the consumer perception, attitude and purchase intention related towards celebrity endorsed food product.

Many consumer behaviour studies have extensively proved the elements of perceived value, eating behaviour and satisfaction do develop holistic understanding regarding the sequence of factors effecting post purchase behaviour.

Future research focusing on post purchase behaviour of celebrity endorsed food products could incorporate some of these dimensions to develop an in-depth understanding.
CONCLUSION

Consumers’ perception of celebrity endorsement, consumers’ credibility of celebrity endorser and their attitude towards celebrity-endorsed food and beverage products able to influence purchase intention.

Consumers’ attitudes become the strongest predictor.

Food marketers should put more emphasis on developing consumers’ positive attitudes towards the product to increase their chances of purchase intention.

Food manufacturers must understand that having good products is the utmost important criteria that leads to consumers’ attitude.

Marketers could strategize ways to create consumers’ positive attitudes towards the product, through changing their affect, behaviour and beliefs towards product. Celebrity may be involved in that attitude change strategy but be sure to select the right celebrities at business and consumers’ perspective, who will be able to shine your brands and increase your sale.