

# Does Generation Y Really Care about Celebrity in Their Purchase? The role of Customer Attitude as A Mediator

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**Abstract---** Past literature mostly focused on fictitious brand and celebrities to understand their relationship with purchase intention. However, there is a recent call for studies to look at genuine brand and celebrity in the study of purchase behavior. Therefore, this study aims to investigate the influence of a genuine celebrity endorser on customers' attitude toward a brand and their purchase intention. A total of 200 questionnaires were disseminated to Generation Y aged above 16-years-old. The findings of the current study confirmed that celebrity endorsement dimensions such as trustworthiness and expertise have a positive and significant influence on the attitude and purchase intention among Generation Y. In contrast, the attractiveness of celebrity endorsement has no significant impact on Generation Y attitude toward a brand and purchase intention. The result also indicates a positive relationship between attitude toward a brand and purchase intention. The findings also revealed that attitude toward a brand mediates the relationship between celebrity endorsement and purchase intention among Generation Y. The current study empirically signifies that celebrity plays an important role in shaping Generation Y attitude toward a brand and enhancing their purchase intention in the multi-cultural context of Malaysia. Notably, marketing managers should emphasize the benefit of engaging a celebrity as an endorser for a particular product to their targeted customers.

**Keywords---** Celebrity Endorsement, Purchase Intention, Attitude toward Brand, Generation Y.

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## I. INTRODUCTION

Celebrity endorsement is the most powerful tool in the promotional strategy to communicate with the potential customer and to attract them to buy the brand endorsed by the celebrity [19]. According to Rashid et al. (2002), only one of three television advertisements engaged a celebrity for their product. Nowadays, this advertising tool appears to be on the rise through a whole of media series such as FTA television, pay television, newspapers, magazines, radio, cinema, outdoor and in-store media [24]. The growth in the type of media used offers the opportunity to the advertiser to select the most effective form of media to advertise their products in which they are easily accessed by the potential customer in a much larger market.

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Notably, there are numerous studies conducted on celebrity endorsement using either a fictitious brand name or a celebrity; for example, a study by Ilicic and Webster (2011) using fictitious brand names to test customer attitude toward the advertisement, attitude toward the brand, and purchase intention within multiple endorsement situations among Australia TV personalities. Meanwhile, Kim and Na (2007) used a fictitious athlete in their study whereby this fictitious athlete was selected in order to remove existing likeability to a specific athlete. In contrast, Jain, Roy, Daswani, and Sudha (2011) used fictitious brand names and punch lines to investigate the effectiveness of using two types of advertisement to test consumers' attitudes toward the brands.

De Run and Tuah (2007) in their study explained about Malaysian consumers' perception regarding fictitious brand extensions. Their study found that consumer will evaluate whether or not the product extension is based on the original product before deciding to purchase the products. Therefore, fictitious brands offer a strictly controlled situation that limits consumer associations in order to identify the purest assessment of the brand. Using these brands also restricts the generalizability of the results to a new or unknown brand [10]. Ilicic and Webster (2011) suggest replicating their study using a real brand and real advertisement in order to give the respondents an opportunity to evaluate the brand in a real situation, which would benefit them when purchasing the brand again in the future. Therefore, this study will use a real brand and a real celebrity who has endorsed a particular brand that is not a fictitious brand.

Generation Y (Gen Y) refers to the population born between 1977 and 1994 [17], making the cohort the largest demographic segment of consumers in most developed countries. In the United States, Gen Y constitutes nearly 25 percent of the population or 73 million people. Similarly, in Australia, 27 percent of the population or about 4.2 million are identified as Gen Y. What makes Gen Y particularly important to the current study is the very sizeable and lucrative consumer segment they represent [11]. Gen Y appears to be fickle, embracing contradictory behavior patterns, which makes the cohort as a moving target [6]. The millennial utilize brands as an extension of themselves unlike the previous generations [14], so there is a need to understand how they respond to specific marketing tactics, such as celebrity endorsement. In Australia, by the age of 12 Gen Y was reported to be the direct target of 22,000 advertisements per year. Notably, some of the studies have observed the Gen Y's willingness to pay more for brands that represent quality [25]. Although it acknowledged that Gen Y is in the earlier stage of the consumer life cycle, the cohort does not represent a homogeneous group [15]. Hence, the lack of an understanding of Gen Y's different motivations and consumption patterns [21].

Additionally, little is known about the marketplace behavior of university-aged Gen Y [13]. In fact, research priorities set by the Marketing Science Institute between 2004 and 2006 have identified the need to understand and market to special populations such as university-aged individuals [15]. Understanding this generation is crucial in order to influence their future purchase behavior. Some Gen Y consumers will choose endorsed brands to blend in with the crowd, whereas others will not choose endorsed brands to maintain a unique identity by blending out [15]. Future research could consider the implications of Gen Y's enjoyment of shopping and its pursuance as a form of recreation [3]. Future research could also focus on working Gen Y as their target audience [4]. Additionally, future research could merge a particular or a few organizations to identify the impacts of social media marketing through Gen Y as a consequence [4].

There are numerous studies on celebrity endorsement conducted in India [7], Pakistan [28], [1], Taiwan [27], China [12], the United Kingdom [20], Australia [10], the United States and Malaysia [16]. However, little studies on customer perception toward celebrity who endorsed a product conducted were found in Malaysia. Following the scarcity of study, it is suggested that future researchers could extend their research to the influence of celebrity endorsements on perceptions, attitude, and purchase behavior of customer within the cross-cultural context. Although the celebrity advertisement is gaining momentum in Malaysia, there is limited information on how Malaysia consumers perceive the advertisement of products by celebrities, particularly among the Malays, Chinese, India, and Sabah ethnic groups [19]. Therefore, this study aims to look at the influence of celebrity endorsement on customer attitude toward brand and purchase intention among GenY in Malaysia from a different cultural background. The current research is also looking into the role of customer attitude as a mediator.

## **II. REVIEW OF LITERATURE**

### ***A. Purchase intention***

Intention can be defined as a purpose to act in a certain way [18]. According to Wu et al. (2011) [27], purchase intention refers to the potentiality of a customer plan or willingness to purchase a particular product or service in the future. Their study also indicates that purchase intention is important in order to understand customer behavior. Meanwhile, Rodriguez (2008) stated that purchase intention is an intentional plan to make an effort to purchase a product.

### ***B. Celebrity endorsement***

Celebrity endorsement is one of the attributes that could attract customer to buy the product endorsed by a celebrity, and it also affects the customer's attitude toward the brand. Psychologists have developed models that captured the foundation of an attitude to understand the relationship between attitude and behaviour [22]. Inspired by the theory of reasoned action advocated by the famous and influential scholars, Ajzen and Fishbein (1980), one of the several important attitude models today is the tri-component attitude model in which it explains that an attitude consists of three major components. The tri-component attitude model includes belief (cognitive), attitude (affective), and behavioral intention (conative). Tri-component attitude model is employed as the underlying theoretical foundation of this study. McCracken (1989) acknowledged celebrities, which comprise television stars, movies stars, comedian, or singers, and even successful and accomplished people in sports, arts, politics, military, and the business worlds. Meanwhile, there are three dimensions of source credibility, namely attractiveness, trustworthiness, and expertise of a spokesperson.

The first dimension of the source of credibility is attractiveness. According to Amos, Holmes, and Strutton (2008), attractiveness is an important measurement of effectiveness, and it also determines the advertising effectiveness. Secondly, trustworthiness is related to the customer's confidence in the source (endorser). Ohanian (1991) explained the third component of endorsement, which is expertise or knowledgeable in an area that the spokespersons perceived to become a source of positive statement or advisor. To study their relationship with attitude and purchase intention, celebrity endorsement is used and conceptualized to consist of the three

dimensions, namely attractiveness, trustworthiness, and expertise. These dimensions were adapted from the previous study by Ohanian (1991).

Goldsmith et al. (2000) in their study on corporate and celebrity credibility influence on consumer purchase intention and attitudes found that endorser credibility (attractiveness, trustworthiness, and expertise) is positively related to attitude toward a brand and advertisement. Similarly, a study by Amos et al. (2008) on the relationship between effectiveness in advertising and celebrity endorser source effect concluded that an advertisement engaging an attractive endorser has a more positive impact on the brand or product than the advertisement engaging less attractive endorser. Therefore, the current study proposes the following hypotheses:

**H1a.** When Generation Y perceives a celebrity as attractive, it will positively influence their attitude toward the brand the celebrity endorsed.

**H1b.** When Generation Y perceives a celebrity as trustworthy, it will positively influence their attitude toward the brand the celebrity endorsed.

**H1c.** When Generation Y perceives a celebrity as an expert, it will positively influence their attitude toward the brand the celebrity endorsed.

A study by Liu et al. (2007) on the “attractiveness of athlete endorsers, match-up, and purchase intention in China found that celebrity attractiveness was an important factor that affected consumers’ purchase intention”. The finding was supported by Till and Busler (2000) in their study on the match-up hypothesis, which employed the roles of expertise and attractiveness. The study reveals that the models’ attractiveness had a positive effect on purchase intention and increased the favorable attitude toward the advertisement. Therefore, the current study proposes the following hypotheses:

**H2a.** When Generation Y perceive the celebrity as attractive, it will positively influence their purchase intention.

**H2b.** When Generation Y perceive the celebrity as trustworthy, it will positively influence their purchase intention.

**H2c.** When Generation Y perceive the celebrity as an expert, it will positively influence their purchase intention.

### ***C. Attitude toward the Brand***

According to Rodriguez (2008), attitude toward a brand is the individual’s personal evaluation of the brand. Thus, Sallam and Wahid (2012), in their study, define attitude toward a brand as the willingness to respond either favorable or unfavorable manner toward certain brands after the customers saw the advertising stimulus. The previous study by Sallam et al. (2012) found that this variable, which is the attitude toward a brand, is one of the important roles that could affect customers’ purchase intention.

Sallam and Wahid (2012) conducted a study on attitude toward brand and purchase intention in predicting the customers’ behavioral intention. A study in Yemeni male consumer’s attitudes toward advertisement, the brand attitude and purchase intention is made using the role of attitude towards a brand. The result showed that attitude toward brand did have a positive link to customer purchase intention. Likewise, Goldsmith et al. (2000) in their

research on celebrity, corporate credibility, and their influence on advertisement and brands determined that attitude toward brand is directly and positively related to purchase intention. Therefore, based on previous studies, the current researcher constructed the following hypothesis:

**H3.**When Generation Y have a positive attitude toward a brand, it will greatly influence their purchase intention.

Rodriguez (2008), in her study of the effect of celebrity endorsement on attitude and purchase intention in the context of the Philippine consumer, found that celebrity endorsement has a positive influence on attitude and purchase intention. The finding is supported by Sallam and Wahid (2012) who investigate attitude toward brand as a mediating role that could affect young customers' attitude toward advertising, brand attitude, and purchase intention. Their study revealed that attitude toward brand was an important role that could affect customers' purchase intention. Therefore, based on those studies, the researcher constructed the following hypotheses to investigate the mediating effect of attitude toward brand in the relationship between celebrity endorsement and purchase intention:

**H4a.**The attitude toward brand mediates the relationship between attractiveness and purchase intention.

**H4b.**The attitude toward brand mediates the relationship between trustworthiness and purchase intention.

**H4c.**The attitude toward brand mediates the relationship between expertise and purchase intention.

### **III. RESEARCH METHODOLOGY**

The target population of this research is Gen Y who are familiar with Yuna as one of the Canon brand ambassadors. Prior to answering the questionnaire, the respondents will be asked whether or not they are familiar with Yuna as a celebrity endorser for Canon. If the respondent is familiar with Yuna as an endorser for Canon, they could participate in the survey. The respondents were also asked to indicate their level of agreement/disagreement with the statements for the measurement of constructs in the current study (see Appendix 1) using a five-point Likert scale, ranging from "1=Strongly disagree" to "5=strongly agree". Before distributing the actual questionnaire to the respondents, the pre-test of the questionnaire was conducted to test whether future respondents will understand and respond effectively to the questions. Finally, non-probability convenient samplings were applied in this study for the distribution of questionnaires among Gen Y. A total of 200 questionnaires were successfully collected for data analysis.

### **IV. DATA ANALYSIS AND RESULTS**

#### **A. Factor analysis and reliability**

An exploratory factor analysis using principal component analysis and rotation method Promax with Kaiser Normalization was employed in the data analysis to get better analysis and reduce the numbers of items to a smaller number of factors. The celebrity endorsement construct in this study was a multi-dimension construct, which comprised three independent variables, namely attractiveness, trustworthiness, and expertise. Initially, a total of 15 items were used to measure the multi-dimensional of celebrity endorsements—attractiveness, trustworthiness, and expertise. The summary of the construct of factor analysis is shown in Table 1. The reliability of measurement usually indicates the stability and consistency of the instrument measurement, and it helps to quantify the

“goodness” of a measure [23, 26]. Cronbach alpha should exceed 0.70 through 0.60, which is stated applicable in exploratory research. Generally, there are three classifications of reliabilities according to Sekaran and Bougie (2009); 0.60 is indicated as poor, 0.70 range is acceptable, and more than 0.80 is good. Table 1 shows all Cronbach’s alpha values of the studied variable, which were more than 0.70. Celebrity endorsement dimensions namely attractiveness, trustworthiness, and expertise scored Cronbach’s alpha values of 0.78, 0.91, and 0.92, respectively. The variable attitude toward brand has a Cronbach’s alpha value of 0.90 while the value of purchase intention variables was 0.90.

Table 1: Construct for factor analysis and reliability analysis.

Construct	Variables	No.of items	Factor Loading	Cronbach’s alpha
	Attractiveness	5	0.40-0.80	0.78
Celebrity endorsement	Trustworthiness	5	0.62-0.94	0.91
	Expertise	5	0.78-0.88	0.92
Attitude toward brand		5	0.82-0.87	0.90
Purchase intention		5	0.71-0.90	0.90

### ***B. Descriptive and correlation analysis***

Table 2 shows that all variables have mean scores greater than 3.00 (neutral). For celebrity endorsement variables, the three dimensions have mean values of 3.46 (Attractiveness), 3.56 (trustworthiness), and 3.62 (Expertise), respectively, which indicated the respondents’ moderated perception of all the dimension of celebrity endorsement. Pearson correlation coefficients were computed to examine the strength and the direction of the relationship among all constructs in the current study. Cohen (1988) interprets the correlation values as small or weak when the correlation values are  $r=0.10$  to  $0.29$  or  $r=-0.10$  to  $-0.29$ ; medium or moderate when the values are  $r=0.30$  to  $0.49$  or  $r=-0.30$  to  $-0.49$ ; and large or strong when the values are  $r=0.50$  to  $1.0$  or  $r=-0.50$  to  $-1.0$ . The results indicated that purchase intention was found to be strongly and positively correlated with attitude toward brand ( $r=0.56$ ,  $p<0.01$ ). The result of all celebrity endorsement positively but slightly weak correlated with purchase intention— attractiveness ( $r=0.16$ ,  $p<0.01$ ), trustworthiness ( $r=0.24$ ,  $p<0.01$ ), and expertise ( $r=0.29$ ,  $p<0.01$ ). Likewise, the result shows that purchase intention was moderately correlated with competence ( $r=0.41$ ,  $p<0.01$ ). The correlation coefficient values between celebrity endorsement dimension and attitude toward brand ranged from 0.14 ( $p<0.01$ ) to 0.24 ( $p<0.01$ ). The result in Table 2 indicates that trustworthiness had a strong correlation with expertise with the value of 0.70 ( $p<0.01$ ). To summarise, the Pearson correlated matrix suggests all three variables are strongly and positively correlated, and the correlation is significant.

Table 2: Mean, standard deviation (SD) of the variables, and correlation matrix of the variables.

No.	Variables	Mean	SD	1	2	3	4	5
1	Purchase	3.58	0.72	1				
2	Attitude	4.00	0.61	0.56**	1			
3	Attractiveness	3.46	0.61	0.16*	0.14*	1		
4	Trust	3.56	0.63	0.24**	0.18**	0.67**	1	
5	Expertise	3.62	0.73	0.29**	0.24**	0.62**	0.70**	1

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

\*Correlation is significant at the 0.05 level (2-tailed)

### C. Hypotheses analysis

Table 3 presents the results of the regression analysis of the first hypothesis (H1). It is anticipated that there is a positive relationship between celebrity endorsement and attitude toward brand. The two dimensions of celebrity endorsement were found to have a positive influence on attitude toward a brand, namely trustworthiness ( $\beta=0.10, p<0.01$ ) and expertise ( $\beta=0.24, p<0.01$ ). Conversely, attractiveness is found to have no significant relationship with attitude towards brand. Thus, H1b and H1c are supported while H1a is rejected.

Table 4 shows the regression analysis of the second hypothesis. The second hypothesis (H2) suggested that there is a direct positive relationship between celebrity endorsement and purchase intention. The result shown in Table 4 proved that two of the celebrity endorsement dimensions; trustworthiness ( $\beta=0.17, p<0.01$ ) and expertise ( $\beta=0.28, p<0.01$ ) were found to have a direct and positive effect on purchase intention. Thus, Hypothesis H2b and H2c are supported. The effect of attractiveness on purchase intention is not significant ( $p>0.05$ ); therefore, Hypothesis H2a is rejected.

The third hypothesis (H3) addresses the question of whether attitude toward brand has a positive relationship with purchase intention. To this effect, Table 5 demonstrates that 32percent variance in purchase intention can be explained by the attitude toward brand ( $R^2=0.32, p<0.01$ ), and it is also found that attitude has a direct and positive relationship effect on purchase intention. Therefore, Hypothesis H3 is supported.

Table 3: Regression Analysis of celebrity endorsement and attitude toward brand

Dependent Variable	Independent Variable	Std. Coefficient Beta ( $\beta$ )
Attitude toward brand	Celebrity endorsement:	
	Attractiveness	-0.10
	Trustworthiness	0.10**
	Expertise	0.24**
	$R^2$	0.07
	Adjust $R^2$	0.05
	Sig. F	4.70**

Note: Significant levels: \*\* $p<0.01$ , \* $p<0.05$

Table 4: Regression Analysis of Celebrity Endorsement and Purchase Intention

Dependent Variable	Independent Variable	Std. Coefficient
		Beta ( $\beta$ )
Purchase intention	Celebrity endorsement:	
	Attractiveness	-0.07
	Trustworthiness	0.17**
	Expertise	0.28**
	R <sup>2</sup>	0.14
	Adjust R <sup>2</sup>	0.13
	Sig. F	10.44**

Note: Significant levels: \*\* $p < 0.01$ , \* $p < 0.05$

Table 5: Regression Analysis of attitude toward brand and purchase intention.

Dependent Variable	Independent Variable	Std. Coefficient
		Beta ( $\beta$ )
Purchase intention	Attitude toward brand	0.56**
	R <sup>2</sup>	0.32
	Adjust R <sup>2</sup>	0.31
	Sig. F	91.40**

Note: Significant levels: \*\* $p < 0.01$ , \* $p < 0.05$

To test the mediating effect, three series of conditions are required in order to comply with Baron and Kenny, (1986) [5]: a) the independent variable (celebrity endorsement) must have a significant effect on the mediator (attitude toward brand); (b) independent variable (celebrity endorsement) must have a significant effect on the dependent variable (purchase intention); (c) the mediator (attitude toward brand) must have a significant effect on the dependent variable (purchase intention). If there is a significant relationship from (a) through (b), hierarchical regression analysis is performed on all celebrity endorsement dimensions (independent variable) with attitude toward brand (mediator), and purchase intention (dependent variable). The results provided in Table 6 indicated that beta coefficients of expertise ( $\beta=0.29$ ,  $p < 0.01$ ) decreased to ( $\beta=0.16$ ) after the inclusion of the mediator (attitude toward brand) in Model 2. To conclude, only one dimension of celebrity endorsement, which is expertise, was significant in both models and that attitude toward brand positively influences purchase intention among Gen Y. Although trustworthiness has a 0.17 coefficient beta, the significant level is 0.09 ( $p > 0.01$ ), which indicates no significant relationship. This result implies that attitude toward brand has a partial mediation effect on the relationship between expertise and purchase intention. Hence, H4a (attractiveness) is rejected due to negative or insignificant beta coefficient value, and H4b (trustworthiness) is rejected due to an insignificant level of value. In



addition, attitude toward brand as the mediating variable had a positive impact on purchase intention ( $\beta=0.41$ ,  $p<0.01$ ). Only one dimension of celebrity endorsement, which is expertise, was significant in both models; it suggests that the mediator (attitude toward brand) partially mediates the relationship between celebrity endorsement and purchase intention.

Table 6: Mediating effect of Attitude toward Brand on the Relationship between Celebrity Endorsement and Purchase Intention.

Dependent Variable	Variables	Std. beta	Std. beta	Result
		without mediator (model 1)	with mediator (model 2)	
<i>Purchase intention</i>				
<i>Independent Variables:</i>				
	Expertise	0.29**	0.16**	Partial mediation
<i>Mediator:</i>				
	Attitude toward brand		0.52**	
	R <sup>2</sup>	0.08	0.34	
	Adjust R <sup>2</sup>	0.08	0.33	
	Sig.F	17.77	50.84	

Note: Significant levels: \* $p<0.05$ , \*\* $p<0.01$

## V. DISCUSSION

In this current research, Hypothesis 1 assumed that there is a significant relationship between celebrity endorsement and attitude toward brand. The finding of the current study is consistent with those of Goldsmith et al. (2000) who found a significant relationship between corporate and celebrity credibility attractiveness, trustworthiness, and expertise and attitude toward brand. On the other hand, Amos et al. (2008) found the relationship between the advertisement effectiveness and celebrity endorser source effect; attractive endorsers have a more positive impact on the brand or product they endorsed compared with less attractive endorsers. The current finding is different from the previous study because the attractiveness dimension did not have a significant relationship with attitude toward brand. A more attractive endorser also has a more positive impact on a brand [2, 8, 9]. In other words, celebrity endorsement could influence the customers' attitude toward a brand or their perception toward a brand if the selected celebrity has better attractiveness, trustworthiness, and greater skill (expertise) in handling the brand. The finding of the current study reveals that Gen Y's purchase intention is influenced more by their trustworthiness and Yuna's expertise than by their trust and expertise in the brand. Evidently, the finding indicates an endorsement by a celebrity with expertise influenced customers' purchase intention, which suggests that

marketers should select celebrities who are perceived to be more attractive and highly expert over celebrities who are less attractive when the objective is to increase purchase intention among Gen Y.

Two dimensions of celebrity endorsement showed a positive and significant impact on customer purchase intention, namely trustworthiness and expertise. However, only one dimension of celebrity endorsement, which is expertise, was significant in both models. Meanwhile, the finding indicates that the attractiveness dimension has no relationship with purchase intention. The results of the current study are in a similar vein with a study by Liu et al. (2007) in which they explored the relationship between the attractiveness of athlete endorsers, match-up, and purchase intention in China that found celebrity attractiveness was the important factor in affecting consumer's purchase intention. The finding is supported by Till and Busler (2000) in their study on match-up using the roles of expertise and attractiveness, which showed a positive influence on purchase intention. Surprisingly, the finding of the current study does not support the previous research by Till and Busler (2000) who found that using the attractiveness model has a positive effect on purchase intention.

On the contrary, the current study reveals that attractiveness has no relationship with purchase intention. Importantly, the current study shows that consumers of Gen Y believed that Yuna possessed trustworthiness and expertise. Thus, these two characteristics of Yuna (celebrity endorser) greatly influenced their purchase intention. In other words, the more they trust and believe in the celebrity, the more likely they will have the intention to purchase the product that the celebrity endorsed.

Attitude toward brands has a positive relationship with purchase intention. The positive relationship between attitude toward brand (mediator) and purchase intention (dependent variable) echoed a similar study by Sallam and Wahid (2012). Their study found that attitude toward brand did have a significant impact on purchase intention. The present study is also supported by Goldsmith et al. (2000) who concluded that attitude toward brand is positively and directly related to purchase intention. Therefore, attitude toward brand is an important determinant for purchase intention. Gen Y consumers have a very unique attitude toward brands. They are raised in a time where just about everything is branded; thus, they are more comfortable with brands than the previous generations and responded to the brands differently. Therefore, understanding the factors underlying consumer behavior of Gen Y is crucial, particularly due to their considerable consumption potential and the increasing sophistication of brand marketing in the marketplace. The current study examined the positive relationship between attitude toward brand and Gen Y's purchase intention of a product.

Hypotheses 4 (H4) assumed that attitude toward brand mediates the relationship between celebrity endorsement (expertise) and purchase intention. The finding shows that one of the three dimensions in celebrity endorsement, which is expertise, is significant in both models and that attitude toward brand positively influenced purchase intention. Therefore, the result suggests Hypothesis 4 (H4) is supported with partial mediation. The current finding corresponds with a study by Sallam and Wahid (2012) who found that attitude toward brand is one of the important variables that could affect customers' purchase intention. Moreover, the findings by Goldsmith et al. (2000) of their study on celebrity endorsement influence on customer purchase intention and attitude are similar to the current study. Another study by Kim and Na (2007) also supported the current study in which their study found that the role of

credibility has a significant effect on purchase intention, which also affected the customers' attitude. Thus, suggesting that attitude toward brand is a common mediator between celebrity endorsement and purchase intention. It also means that customer attitude toward brand will partially mediate celebrity endorsement on purchase intention. Gen Y consumers are well-educated and more aware of the marketing tactics than the previous generation. Accordingly, the celebrity's expertise on the product they endorsed will benefit the marketer. The current generation lives in a materialistic-oriented society, and the material they owned are deemed an expression of a person worth and status.

This paper examined the influence of celebrity endorsement on customer attitude toward brand and purchase intention among Gen Y. The findings substantiated that attitude toward brands mediated the relationship between celebrity endorsement and purchase intention.

## VI. CONCLUSION

The current study has recommendations represented to other researchers who wish to conduct a similar study in the future. This study only focuses on one celebrity who endorsed one brand; therefore, future researchers should use multiple endorsements celebrity who endorsed more than one brand in a cross-cultural context such as Malaysia. In addition, future researchers should conduct a study regarding the effects of multiple endorsements and customer-celebrity attachment on attitude and purchase intention to further the study on the relationship between customer strong and weak attachment to celebrities, and their purchase intentions for multiple brands that they endorsed.

Understanding the product's target market and which celebrity represent that core audience could ensure a favorable relationship between the celebrities and product as well as create a long-lasting, effective advertising campaign. In today's society, consumers have so many choices of brands that the end-user may not be as important as the name of the brand or who else is wearing it. Consequently, it is important to continue exploring the relationship between celebrities and consumers of all ages as the range in age of celebrity endorsed products. Understanding how Gen Y consumers utilize brands as an extension of themselves would facilitate the marketing strategy of how they should be approached.

## APPENDIX 1. MEASUREMENT OF CONSTRUCTS

Appendix A: Factor analysis of celebrity endorsement

Items	F1	F2	F3
<b>Factor 1: Attractiveness</b>			
Sexy (Attr5)	0.80		
Elegant (Attr4)	0.76		
Classy (Attr2)	0.71		
Beautiful (Attr3)	0.66		
Attractive (Attr1)	0.40		

<b>Factor 2: Trustworthiness</b>			
Trustworthy (Trust5)		0.94	
Sincere (Trust4)		0.87	
Reliable (Trust3)		0.84	
Honest (Trust2)		0.84	
Dependable (Trust1)		0.62	
<b>Factor 3: Expertise</b>			
Experienced (Expe2)			0.88
Skilled (Expe5)			0.88
Expert (Expe1)			0.86
Qualified (Expe4)			0.85
Knowledgeable (Expe3)			0.78
Eigen values	8.12	1.28	1.06
% of variance Explained	54.12	8.50	7.07
Total variance explained			<b>69.69</b>
Kaiser-Meyer-Olkin (KMO)			<b>0.93</b>
Barlett's test of sphericity			<b>2058.50</b>
Significant			<b>0.00</b>

Appendix B: Factor analysis of attitude toward brand

<b>Items</b>		<b>Factor loading</b>
<b>Attitude toward brand</b>		
Att1	Overall, I think this brand is good.	0.87
Att2	Overall, I think this brand is a nice brand.	0.86
Att3	Overall, I think this brand is very attractive.	0.86
Att4	Overall, I think this brand is very desirable.	0.83
Att5	Overall, I think this brand is extremely likeable.	0.82
	Eigen value	<b>3.60</b>
	Total variance explained	<b>72.04</b>
	Kaiser-Meyer-Olkin (KMO)	<b>0.87</b>
	Bartlett's test of sphericity	<b>653.81</b>
	Significant	<b>0.00</b>

### Appendix C: Factor Analysis of Purchase Intention

Items		Factor Loadings
<b>Purchase intention</b>		
Pi1	I am likely to purchase this brand in the future.	0.90
Pi2	I will probably purchase this brand in the future.	0.89
Pi3	I will possibly purchase this brand in the future.	0.87
Pi4	I have every intention of using this brand in the future.	0.87
Pi5	I'm glad to buy this brand endorsed by this celebrity.	0.71
Eigenvalue		<b>3.62</b>
Total Variance Explained		<b>72.43</b>
Kaiser-Meyer-Olkin (KMO)		<b>0.83</b>
Bartlett's test of Sphericity		<b>1811.56</b>
Significant		<b>0.00</b>

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