

The relationship between product match-up in advertisement and consumers' purchase intention of personal care products

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Abstract

The changing business environment has propelled marketers to use different kinds of marketing strategies to achieve their organizational goals and celebrity endorsement is one of the marketing strategies adopted by many companies today to attain their marketing objectives. A search of leading electronic journal databases indicates that limited studies that specifically investigate the effectiveness of product up in celebrity endorsement in advertisements on young consumers' purchase intentions of skin-care products in Malaysia. Much research has been documented on the effect of product match-up on consumers' decision to purchase advertised products. However, there are mixed and inconclusive findings. Therefore, the study determined how a match-up between a spokespersons' image and the product image may influence consumers' purchase intentions of L'Oreal's skin-care products. A sample of 280 respondents were surveyed using random sampling. The study found that consumers are more likely to be influenced by advertising messages communicated by spokespersons that have similar interest with the target audience. Therefore, L'Oreal needs to only select endorsers based on their ability to relate with the target audience and enhance sales messages because endorsing celebrities whose image matches the brand and the target audience can convey a more convincing message which can lead to increased purchase intentions. Thus, it is recommended here that L'Oreal should only endorse spokespersons whose image and lifestyles is similar to the desire brand image being communicated to the target audience because sales revenue can be increased when celebrities who share similar values and personalities with both the brand are endorsed. This is because endorsers transfer their unique images into the product and this stimulates the chances of consumers buying the advertised brand.

Keywords: *Product, match-up, advertisement, purchase intention, care-products*

1. Introduction

The changing business environment has propelled marketers to use different kinds of marketing strategies to achieve their organizational goals. Celebrity endorsement is one of the marketing strategies adopted by many companies today to attain their marketing objectives (Lee and Thorson, 2008). Driven by this, celebrity endorsement advertisement has become a common feature of modern marketing all over the world. For example, about 25% of all television advertisements feature celebrity endorsers in the United States (Erdogan *et al.*, 2001) while over 12% of all advertising campaigns use celebrity endorsers in Germany. Similarly, studies from Korea indicate that 32% of television advertisements and 59% of prime-time television commercial uses celebrities while over 70% of Japanese television advertisements endorse celebrities (Shukre and Dugar, 2012). Although the use of celebrity in advertising appears to be more recent when compared to the Western countries, Malaysian marketers are rapidly embracing celebrity endorsement practice in their commercials with appropriately 15% of advertisements (Rashid, *et al.* 2002) using diverse celebrities including Chef Wan for endorsing Vesawit, Siti Nurhaliza endorsing Pepsi, Sarimah endorsing Rejoice, Erra Fazira endorsing beauty products such as Lux (Kok and Li, 2013), Aiman Hakim Ridza endorsing Garnier Men and Diana Danielle promoting L'Oreal's skin-care products.

When implemented correctly, advertising strategy that endorses credible celebrities as spokespersons positively influences the image of the advertised brand, thereby creating favourable brand association that differentiates a company's products from other competing brands. In supporting this claim, the study of Seno and Lukas, (2007) assert that quite number of companies now explore the possibilities of making their advertisements more compelling, eye-catching and noticeable to their target audience because capturing consumers' attention is becoming very tough in today's changing business environment with increasing competition. Thus, celebrity endorsement has become a popular advertising strategy to make products more noticeable, attractive and compelling to the target audience. However, other views seem to offer a competing perspective. According to this latter claim, endorsing celebrities in advertisements costs marketers' huge amount of money and this increases the marketing costs of the company, thereby reducing the net profit of the business

(Jaiprakash, 2008; Klaus and Bailey, 2008). Besides, when a celebrity is overexposed – that is, endorsing too many products – his or her perceived credibility may suffer and this may reduce the effectiveness and persuasiveness of the advertisement (Francis and Yazdanifard, 2013). Therefore, the study aims to ascertain whether there is a correlation between celebrity endorsement in advertising campaigns and young consumer's purchase intentions of L'Oreal's skin-care products.

Furthermore, studies show that advertising and marketing managers take various factors into account when choosing a spokesperson for an advertising campaign. Among the most important factors is to determine whether the spokespersons are better fit for the features of the advertised product and or service and match up with the target audience and the overall image of the endorser (Zoubi and Bataineh, 2011; Zafar and Rafique, 2012). However, many companies tend to select the wrong endorsers whose image does not match the intended brand or product image during advertisement campaigns. For example, Amitabh Bachchan endorsed Maruti Versa but this ad was a failure and it affected the brand negatively (Prasad, 2012). This is because the consumers could not see a close resemblance between the endorsers' image and the image of the product which the company wanted to communicate to the target audience (Zoubi and Bataineh, 2011). Besides, a search of leading electronic journal databases indicates that limited studies that specifically investigate the effectiveness of product up in celebrity endorsement in advertisements on young consumers' purchase intentions of skin-care products in Malaysia. This is because most of the prior studies conducted in Malaysia tend to focus only on the attitudes and perceptions of consumers towards celebrity endorsements. For example, while many researches tend to study the response of Malaysian media audience on celebrity advertisements, others study the consumers' responses toward celebrity endorsements base on gender differences.

Besides, extant celebrity endorsement studies are limited to literature concerning the selection of celebrity endorsers meanwhile selection is just one aspect of the development and execution of a celebrity endorsed advertising campaign (Goldsmith, Lafferty and Newell, 2000; Bahrom and Idris, 2013). This indicates that there is an incomplete picture of the impact of celebrity endorsement on young consumers' purchase intentions of skin-care products. To this end, it is posited here that prior studies on celebrity endorsement has concentrated more on the attitudes and perceptions of consumers towards celebrity endorsements in the consumer market due to the difficulty in measuring the impact of celebrity endorsement on consumers as a psychological construct as shown in the significant increase in the number of academic studies but with little attention on young consumers' purchase intentions of skin-care products. This indicates that the literature is almost silent on the details of how endorsing celebrities in advertisements can influence or suppress young consumers' attitudes towards the advertised brand and ultimately persuade them to purchase the product. Given this, there is an incomplete picture of the way celebrity endorsement influences or suppresses consumer's behavioral beliefs and intentions especially when it comes to skin-care products in the Malaysia cosmetic and beauty product market. Driven by these gaps, this study is conducted to help the company better understand the growing importance of selecting the right fit endorsers and the need for evaluating celebrity endorsement advertisements after its implementation. The study attempts to determine how a match-up between the celebrity endorser's image and the product image may influence young consumers' decision to buy L'Oreal's skin-care products in Malaysia. The main objective of this study is to determine how a match-up between an endorser's image and the product image may influence young consumers' purchase intentions of L'Oreal's personal care products.

2. Literature review

The following issues will be discussed here: an overview of the consumers' purchase intentions and product match-up.

2.1. Consumers' purchase intentions

Purchase intention entails the likelihood of a person buying certain product over competing brands due to an interaction between the needs and expectations, perception toward the brand and promotional efforts (Tirtiroglu and Elbeck, 2008; Kotler and Armstrong, 2010). According to this claim, purchase intention is known as a consumer's interest shown towards a particular brand after a careful evaluation of the competing brands which may influence his or her decision to buy the brand among the numerous options. This indicates that a consumers' decision to purchase L'Oreal skin-care product is seen as the end result of consumer's behaviour process which starts from the need identification to information searching and the evaluation of the available

product options. However, the studies of Sam and Tahir, (2009); Khan, *et al.* (2012) defined purchase intention as the degree of future behavioral orientation shown by consumers in purchasing a brand shown in an advertisement. According to this perspective, purchase intention is the chances of a potential customer buying a particular product advertised by a marketer. However, both claims show that purchase intention is the probability of a customer buying L'Oreal's skin-care products after a careful evaluation of other competing brands due to marketing efforts.

There is no gain saying the fact that consumers are the most significant people for any business and every marketer intends to attract and retain as many customers as possible. This is because the chances of consumers buying L'Oreal's skin-care products among other competing brands determine both the short-term and long-term survival and success of the business as measured by increased sales revenue, bottom line performance and market share (Sivesan, 2013). However, increased purchase intentions can only be determined by how well the company provides quality products that will meet the expectations and needs of the consumers at competitive prices. This indicates that consumers play a critical role in the marketing process of the company because the main goal of any marketing strategy is to identify and meet the needs and expectations of the consumers (Belch and Belch, 2009; Fah, *et al.* 2011). Driven by this, the marketing communication department of L'Oreal should remember that the consumer is the central element of all decisions concerning marketing especially when developing the marketing plan. Given this, all advertisements need to take the consumer's perspective into consideration and it should reflect the buying habits and needs of the customers so as to raise brand awareness and attract and retain customers. In supporting this claim, the studies of Baheti, *et al.* (2012); Weng and Run, (2013) opine that marketers believe that the power of a brand relies in the mind of existing or potential customers and what they experience either directly or indirectly about the brand determines their behavioural attitudes and purchase intentions. This indicates that consumers determine the success or failure of L'Oreal company, thus their needs and expectations should be put into consideration when designing the marketing campaign.

2.2. Product match-up

The product match-up is congruence between the characteristics of the chosen spokesperson and the features of the brand contained in the advertisement. Product match-up is construed as ensuring a similarity between the spokesperson's characteristics and the product attributes so as to enhance the advertisement effectiveness (Amos, *et al.* 2008). Erdogan, (2010) indicates that the congruence between the celebrity endorser's characteristics and the product attributes is critical in order to enable the correct meaning transfer and to enhance the credibility of the source used to endorse the product. This indicates that product match-up is a natural development from the meaning transfer and the source credibility theories because the similarities between the endorser and the image of the product contained in the advertisement helps meaning to be conveyed by synthesizing information concerning the celebrity and the brand. However, the 'cultural milieu' of the target audience influences the way in which the behaviour of consumers is interpreted and meaning given to the advertised brand (Nelson, *et al.* 2012). This indicates that when a consumer perceives an endorser on a negative light, it may trigger negative attitude and this will be transferred to the brand. However, when a positively perceived celebrity is endorsed in an advertising campaign, the image of the endorser triggers the desired recognition, thereby transferring positive meaning to the advertised brand

2.3. The relationship between product match-up and consumers' decision to purchase products

Much research has been documented on the effect of product match-up on consumers' decision to purchase advertised products. According to this claim, a close resemblance between the celebrity endorser's image and the brand image can enhance the effectiveness of the advertising campaign. For example, the marketing department of L'Oreal can only use beautiful endorsers with fair skin to promote their fairness skin products. This indicates that the target audience can only respond to the advertising campaign if there is a best fit between the spokesperson's characteristics and the brand or product image. In supporting this claim, the study of Choi and Rifon, (2012) assert that a perfect match-up between the communicator and the product tends to produce favorable attitudinal and behavioral responses among target audience. However, Rashid, *et al.* (2002) assert that finding and selecting a celebrity that ensures a perfect match-up with the product image is a major challenge to marketers. According to this claim, since a high degree of congruence between the celebrity endorser and the product image determines the way the target audience will view the spokesperson as whether credible or

attractive, using a person who does not mirror the image of the product may result to ineffective advertising campaign.

2.4. Theoretical framework

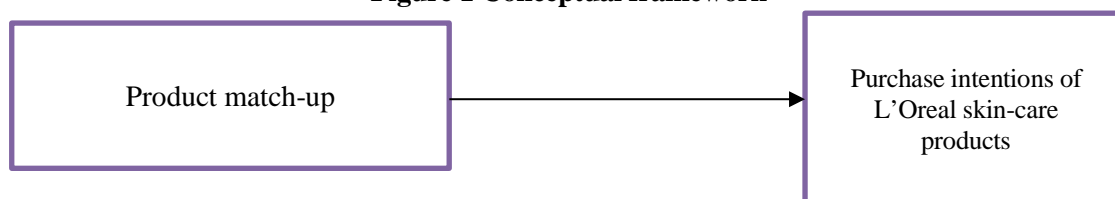
Celebrity endorsement theory has been developed over the years through empirical studies based on two key models: Ohanian's Source Credibility and Kamin's Match-up Hypothesis. However, the study only focused on the Match-up Hypothesis theory to determine impact of celebrity endorsement on young consumers' purchase intentions of L'Oreal's skin-care products. The Match-up Hypothesis theory underlines the congruence between the characteristics of the chosen spokesperson for a brand and the features of the brand contained in the advertisement (Choi and Rifon, 2007; Agarwal, *et al.* 2011). According to this theory, there should be a close resemblance between the celebrity endorser's image and the brand image. For example, the marketing department of L'Oreal can only use beautiful endorsers with fair skin to promote their fair skin products. This indicates that the target audience can only respond to the advertising campaign if there is a best fit between the spokesperson's characteristics and the brand or product image. This is because the selected celebrities bring meaning to the endorsement process by communicating a message that suggests a similarity between the chosen elements of the celebrity's image and the product. In supporting this claim, the study of Choi and Rifon, (2007) assert that a perfect match-up between the communicator and the product tends to produce favorable attitudinal and behavioral responses among target audience.

However, the 'cultural milieu' of the target audience influences the way in which the behaviour of consumers is interpreted and meaning given to the advertised brand (Nelson, *et al.* 2012). This indicates that when a consumer perceives an endorser on a negative light, it may trigger negative attitude and this will be transferred to the brand. However, when a positively perceived celebrity is endorsed in an advertising campaign, the image of the endorser triggers the desired recognition, thereby transferring positive meaning to the advertised brand

2.5. Conceptual framework

Figure 1 below shows the conceptual framework of the study. The framework is adapted from the study of Sivesan, (2013) on the impact of celebrity endorsement on brand equity in cosmetic products which was conducted in Jaffan peninsula in Sri Lanka. The framework highlights the interrelationship between the variables and it shows that endorsing celebrities in advertisements is related to consumers' purchase intentions of L'Oreal skin-care products due to celebrities' unique characteristics and their ability to match up their characteristics with the brand the company wished to convey to the target audience.

Figure 1 Conceptual framework



3. Methodology

3.1. Participants' (subjects) Characteristics

The participants of this study consist of young consumers between the age bracket of 18 to 40 years old who often purchase L'Oreal's skin-care products who live in Serdang. Young consumers were selected as the subjects of the study because they tend to be more beauty and image conscious and they are always on the lookout for innovative beauty and skin-care products that will enhance their self-esteem.

3.2. Sampling Procedures

The target respondents for this study are chosen randomly in order to ensure adequate representativeness of the study population. This indicates that the study uses random sampling technique when choosing 280 respondents who live in Serdang based on Morgan's sampling chart and a 95% Confidence Level with 5%

Margin of Error. Random sampling is construed as giving every unit in the population an equal and independent chance of being chosen as a subject. Simple random sampling technique was used for this study because it has a high generalizability of the findings to the whole population because it reduces sampling error. In supporting this claim, Sekaran and Bougie, (2010) opine that random sampling helps a researcher to study a small sampling frame without biasing the results and it enhances the ability of the study to be generalized beyond the sample size to the larger population because all elements in the population is considered and given an even opportunity to be included in the study.

3.3. Sample size analysis

The target population of this research consists of young consumers of L'Oreal's skin-care products who live in Serdang and the unit of analysis is the individual shoppers. However, since it appears to be difficult to include every member of the target population, a sample size of 280 from the total population is selected to represent the population and they were surveyed through face-to-face personal delivery. The sample size selection is based on Morgan's sampling chart and a 95% Confidence Level with 5% Margin of Error. The sample size selection is based on the ease and convenience of collecting and analysing a manageable sample given the limited budget and time meant for completing the study. Collis and Hussey, (2009) assert that a manageable sample size should be selected to represent the population since it is not feasible to study the entire population. However, a large enough sample size reduces the level of sampling error because it ensures adequate representativeness of the population. Fosgate, (2009) assert that the probability of a study yielding statistically sound findings is based on a large sample size.

3.4. Research instrument

Since the study uses quantitative research method, questionnaire is used to collect the required data. Questionnaire was used in this study because it is less expensive in collecting a large amount of data within a short period of time. Also, questionnaire was used because the respondents can answer at their convenience and the response rate is high. In supporting these claims, the study of Bluman, (2001); White, *et al.* (2005) assert that questionnaire happens to be the only feasible tool for collecting quantitative data when conducting quantitative studies. Similarly, the study of Lefever, *et al.* (2007) opines that questionnaire is easy to administer and when personally administered, it can establish rapport and motivate respondents to answer the questions at their own convenient time.

4. Results

4.1. Respondents' demographic profile

Table 1 in Appendix 1 provides the profile of the respondents. The data indicate that over half of the respondents are Malay consumers followed by the Chinese. This is because there are more Malays than any other ethnic group in Malaysia. This supports the report of the Department of Statistics Malaysia, (2010) that Malays account for over half of the total Malaysian population (i.e. 67.4%) followed by the Chinese (24.6%). The data further shows that over half of the respondents are female consumers. This is because women are beauty and image conscious and they are more likely to seek for personal care products so as to enhance the need to feel good and portray their beauty. The study of Azuizkulov, (2013) support that there is a growing demand of colored personal care products such as anti-ageing, UV protection and skin protection among Malaysian women so as satisfy their beauty needs. The data from the age group show that majority of the respondents are young adults. This is because young adults are more concerned about feeling good, portraying the beauty and satisfying their egoistic needs and these elements justify the reason for increase purchase intention of cosmetic products among young adults in Malaysia. This supports the study of Norudin, (2005) that youths tend to place more interest in maintaining their self-image and beauty and this account for the increase use of personal care products among young Malaysia adults especially the female consumers.

The data on the educational status of the respondents indicate that nearly half of the respondents are undergraduate degree holders followed by the master degree holders. This indicates that majority of the

respondents are well educated to make well-informed purchasing decision. However, the data on the income distribution show that more respondents earn an average income level of RM2,301 – M2,900. This reflects the country's minimum wage rate in that undergraduate degree holders tend to earn within this income level.

4.2. The effect of product match-up on consumers' buying decisions

Table 2 in Appendix 1 presents the data on how well the respondents can positively relate to L'Oreal's endorser. The results show that majority of the respondents agree to relating well with the endorser. This is because the endorser's image and features match well with many members of the company's target audience among the beauty and image conscious consumers. For example, L'Oreal endorses a beautiful American-born Malaysian actress, Diana Danielle, to appeal to the younger female consumers and Aiman Hakim Ridza, a Malaysian actor and a singer, to target the young male consumers' audience and all these endorsers seem to perfectly match with the target audience. This is because both of the endorsers are young and each of them targets their gender group. Also, they are both good looking and this may influence the predominantly teenage and young adult audience to aspire to look like them by using L'Oreal's skin-care products. The implication of the finding is that endorsing celebrities whose image and personality match with the target audience will enhance the ability of the consumers to relate with the celebrity. Therefore, it is suggested that L'Oreal can enhance the effectiveness of the advertising by ensuring that the chosen celebrity matches the target audience. This supports the claims of Shimp, (2007) that the first question a brand manager must pose when selecting an endorser is, "will the target market positively relate to this endorser?".

Further results presented in Table 3 in Appendix 1 shows the results on how the respondents are persuaded by the advertisement when there is a match between the celebrity's image and the product image. The results indicate that over half of the respondents agree that they are persuaded by the advertisement message when the image and personality of the celebrity match with the brand image L'Oreal wishes to communicate to the target audience. This is because celebrity and product match-up enhances the consumers' ability to relate positively with the endorser. Supporting this claim, Shimp, (2009) asserts that advertising executives require that the celebrity's values and appearance need to be compatible with the image desired for the advertised brand. The implication of this finding is that the company can persuade young consumers to try its skin-care products by selecting celebrities whose image and lifestyle match with the brand image been portrayed in the advertisement. Therefore, it is suggested here that the marketing manager of L'Oreal should only select endorsers who have similar image and lifestyle with the desired brand image being communicated in the ad.

Moreover, Table 4 in Appendix 1 presents the results of how compatibility between the celebrity's behaviour and target audience can create favourable attitude toward L'Oreal's brand. The results show over half of the respondents agree that when the celebrity's behavior is compatible with their values, it will enhance favourable attitude and perception about the advertised brand. This is because consumers are more likely to be influenced by a message coming from someone with whom they feel a sense of similarity. This supports the findings of Choi and Rifon, (2007) who found that when an endorser and the target audience have similar product needs and lifestyles, the advertising message by the endorser will be better understood and received by the consumers. The implication of this finding is that the company can enhance favourable brand image when it selects people whose characteristics match well with their customers. Therefore, it is suggested that L'Oreal should only select celebrities who share similar features or image with the target audience so as to enhance the chances of influencing the consumers to respond to the advertisement. Also, Table 5 in Appendix 1 shows the results of how consumers can be persuaded by the advertisement campaign when the endorser's image match-up with the brand. The results indicate that majority of the respondents agree that when L'Oreal endorses people who share similar image with the brand being endorsed, it will enhance the chances of the consumers being persuaded by the advertisement. This is because when the marketing managers of L'Oreal use beautiful endorsers with fair skin to promote their beauty care products, the consumers will be easily persuaded to try the products. Supporting this claim, the study of Choi and Rifon, (2007) assert that the target audience can only respond to the advertising campaign if there is a best fit between the spokesperson's characteristics and the brand or product image. The implication of the findings is that the company can only select celebrities whose image matches the desired product image.

Furthermore, Table 6 in Appendix 1 shows that while a total of 61.5% of the respondents agree that celebrity and brand image match-up can enhance their purchase intentions, only 10.7% of the respondents seem to

disagree. This indicates that a similarity between the celebrity's image and the product image can influence the consumers' purchasing decision to buy L'Oreal's skin-care products. This supports the findings of Lin, (2011) who found that endorsing celebrities whose image matches the desired brand image will enhance purchase intentions of the products. The implication of this finding is that L'Oreal can enhance its sales revenue by endorsing celebrities who share similar values, personalities and lifestyles with both the brand and the target audience. This is because endorsers transfer their unique images into the product and this stimulates the chances of consumers buying the advertised brand.

To conclude, endorsing spokespersons whose image matches the brand and the target audience can convey a more convincing message which can lead to increased purchase intentions because endorsers are seen as dynamic and they possess likable characteristics.

Outcomes of statistical analysis

Table 7 in Appendix 1 presents the hypothesis findings from the Pearson correlation test and it indicates that the hypothesis is supported. This indicates that there is a significant relationship between product match-up and young consumers' purchase intentions of L'Oreal's skin-care products.

Hypothesis 1: There is a significant relationship between product match-up and young consumers' purchase intention of L'Oreal's skin-care products

The aim of this hypothesis is to determine how the similarity between the celebrity's image and brand can influence young consumers to buy L'Oreal's skin-care products. The alternate hypothesis is stated below:

H_a : There is a significant relationship between product match-up and the consumers' purchase intention of L'Oreal's skin-care products

As shown in Table 7 in Appendix 1, while the Pearson r correlation coefficient value is 0.585, the significant value is 0.000. The result shows that the significant value is less than the significant level. This indicates that the alternate hypothesis is accepted and it can be concluded here that there is a significant relationship between product match-up and the consumers' purchase intention of L'Oreal's skin-care products. This indicates that a similarity between the celebrity's image and the product image can influence the consumers' purchasing decision to buy L'Oreal's skin-care products. This supports the findings of Lin, (2011) who found that endorsing celebrities whose image matches the desired brand image will enhance purchase intentions of the products. The implication of this finding is that L'Oreal can enhance its sales revenue by endorsing celebrities who share similar values, personalities and lifestyles with both the brand and the target audience. This is because endorsers transfer their unique images into the product and this stimulates the chances of consumers buying the advertised brand. Therefore, it is suggested here that L'Oreal should only endorse celebrities whose image and lifestyles is similar to the desire brand image being communicated to the target audience.

5. Discussions

The study has examined rather extensively the impact of product match-up on consumers' decision to buy personal care products in Serdang and the findings generated from this study clearly justified the research objective as it was found that the effectiveness of the advertising campaign is determined by how well the audience can relate with the endorser. This indicates that a similarity between the celebrity's image and the product image can influence the consumers' purchasing decision to buy L'Oreal's skin-care products. This finding supports Kamins' Match-up Hypothesis Theory developed in 1990 which underlines the congruence between the image of the chosen spokesperson and the desired brand image communicated by the company. The theory postulates that the effectiveness of the advertisement campaign is determined by how well the spokesperson's image matches the desired brand image communicated by the company. This supports the findings of Lin, (2011) who found that endorsing celebrities whose image matches the desired brand image and audience will enhance purchase intentions of the products. The implication of this finding is that L'Oreal can enhance its sales revenue by endorsing celebrities who share similar values, personalities and lifestyles with both the brand and the target audience. This is because endorsers transfer their unique images into the product and this stimulates the chances of consumers buying the advertised brand.

6. Conclusion

The study indicates that consumers are more likely to be influenced by advertising messages communicated by spokespersons that may have similar needs and goals and interest with the target audience. The implication is that L'Oreal needs to select celebrity endorsers based on their ability to relate with the target audience and enhance sales messages. This indicates that endorsing celebrities whose image matches the brand and the target audience can convey a more convincing message which can lead to increased purchase intentions because endorsers are seen as dynamic and they possess likable characteristics. Since the study further found a significant relationship between product match-up and the consumers' purchase intention of L'Oreal's skin-care products, it is recommended here that L'Oreal should only endorse spokespersons whose image and lifestyles is similar to the desire brand image being communicated to the target audience. It is further recommended here that L'Oreal should select endorsers based on how well the target audience can relate with them. This is because L'Oreal can enhance its sales revenue by endorsing celebrities who share similar values, personalities and lifestyles with both the brand and the target audience. This is because endorsers transfer their unique images into the product and this stimulates the chances of consumers buying the advertised brand.

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Appendix 1: List of Tables

Table 1: Profile of the respondents

Respondents' demographic	Variables	Number	Percentage (%)
Race	Malay	180	64.3
	Indian	26	9.3
	Chinese	39	13.9
	Others	35	12.5
	Total	280	100
Gender	Male	100	35.7
	Female	180	64.3
	Total	280	100
Age group	18 -22 years old	110	39.3
	23 -27 years old	98	35
	28 -32 years old	52	18.6
	33 – 40 years old	20	7.1
	Total	280	100
Educational level	SPM	20	7
	Foundation	30	10.7
	Diploma	50	17.9
	Bachelor degree	120	42.9
	Master	50	17.9
	PhD	10	3.6
	Total	280	100
Monthly income	Less than RM1,000	10	3.6
	RM1,000 – M1,600	50	17.9
	RM1,601 – M2,300	90	32.1
	RM2,301 – M2,900	100	35.7
	Above RM2,900	30	10.7
Total	280	100	

Table 2: Results on how well the target audience can relate with the endorser

Measurement scales	Frequency	Percent
Strongly Agree	53	18.9
Agree	136	48.6
Neutral	66	23.6
Disagree	20	7.1
Strongly Disagree	5	1.8
Total	280	100.0

Table 3: Consumers' persuasion of celebrity and product match-up

Measurement scale	Frequency	Percent
Strongly Agree	42	15.0
Agree	140	50.0
Neutral	73	26.1
Disagree	21	7.5
Strongly Disagree	4	1.4
Total	280	100.0

Table 4: Favourable attitude toward L'Oreal's brand being influence by audience match-up

Measurement scale	Frequency	Percent
Strongly Agree	47	16.8

Agree	139	49.6
Neutral	63	22.5
Disagree	28	10.0
Strongly Disagree	3	1.1
Total	280	100.0

Table 5: Influence of celebrity and brand match-up on consumers' persuasion

Measurement scale	Frequency	Percent
Strongly Agree	51	18.2
Agree	121	43.2
Neutral	77	27.5
Disagree	26	9.3
Strongly Disagree	5	1.8
Total	280	100.0

Table 6: Influence of celebrity and brand match-up on consumers' purchase intentions

Measurement scale	Frequency	Percentage
Strongly Agree	50	17.9
Agree	122	43.6
Neutral	78	27.9
Disagree	26	9.3
Strongly Disagree	4	1.4
Total	280	100.0

Table 7: Pearson correlation results

		Purchase intention
Product match up	Pearson Correlation	0.585 ^{**}
	Sig. (2-tailed)	.000
	N	280