

CHAPTER IV

RESEARCH RESULTS

This chapter presents the results of the study. It starts with a description of the general demographic characteristics of the sample size followed by the acceptance of celebrity endorser in terms of different source characteristics differs between ethnicity and age groups of respondents. The study also examines the influence of three source characteristics: attractiveness, expertise and trustworthiness on purchase intentions. Lastly, this study examines the frequency counts and percentage on whether respondents will buy and try one product or buy and try all products endorsed by celebrity.

A total of 300 sets of questionnaires were distributed for this study. Out of this total, 295 sets were valid. The rest was rejected due to incompleteness in answering the questionnaires. The data were analyzed with a sample size of n=295, representing 95% of usable rate. All the respondents were students from the government schools and tertiary institutions.

Demographic Profile of the Respondents

TABLE 2 represents the demographic profile of the respondents. The sample was skewed towards Chinese with 51.9%, followed by Malays – 21%, Indians – 24.7% and others – 2.4%. However, it must be noted that the sample was not representative of the racial composition of the population in the Klang Valley, with 41.7% of the population being Malays, followed by the Chinese – 39.7% and Indians – 18.6% (Universe Report 1999, Retail Management Services by ACNielsen). This is due to the data collection procedure which was based on convenience sampling, a non-probability sampling.

In terms of age, the largest group of the respondents was in the 16 to 17 years old, representing 64.4% of the sample, followed by the age group of 18 to 19 years old (35.3%), while age group of 14 to 15 years old recorded one count, representing 0.3%. Of the total valid respondents (n=295), there are 226 female respondents, representing 76.6% of the sample and a total of 69 male respondents, representing 23.4%. The unusual large different were due to the facts that more female students attended the Educational Roadshow and Seminars over male students.

Education wise, 66.4% of the respondents are currently in the SPM level, 30.5% had obtained PMR certificate level, while 1.0% is from the STPM level and the rest under the category of others – 2.0%.

The religion of respondents, the largest being Buddhism making up 44.4%, followed by Islam 21.7%, Hinduism – 21.0%, Christianity – 10.2% and others – 2.7%.

As the data collection procedure, was based on convenience sampling, a large percentage of the data was collected from the state of Selangor – 40.3% and Wilayah Persekutuan – 35.9%, while the other states representing only 21.1% , Sabah and Sarawak 2.7% of data collected.

TABLE 2 – the following page.

TABLE 2
DEMOGRAPHIC PROFILE OF SAMPLE RESPONDENTS

Characteristics	Frequency	Percentage
<u>Gender</u>		
Male	69	23.4
Female	226	76.6
Total	295	100
<u>Ethnic Group</u>		
Malay	62	21
Chinese	153	51.9
Indians	73	24.7
Others	7	2.4
Total	295	100
<u>Age</u>		
14 to 15 years old	1	0.3
16 to 17 years old	190	64.4
18 to 19 years old	104	35.3
Total	295	100
<u>Education</u>		
PMR	90	30.5
SPM	196	66.4
STPM	3	1
Others	6	2
Total	295	100
<u>Religion</u>		
Islam	64	21.7
Buddhism	131	44.4
Christianity	30	10.2
Hinduism	62	21
Others	8	2.7
Total	295	100
<u>State of Origin</u>		
Kedah	3	1
Pulau Pinang	3	1
Perak	15	5.1
Selangor	119	40.3
Wilayah Persekutuan	106	35.9
Negeri Sembilan	3	1
Johor	23	7.8
Melaka	7	2.4
Kelantan	3	1
Trengganu	1	0.3
Pahang	4	1.4
Sabah	2	0.7
Sarawak	6	2
Total	295	100

Influence of Ethnicity on acceptance of celebrity endorser

TABLE 3a, Multiple Comparisons – Scheffe analysis was employed to test acceptance of celebrity endorser in terms of different source characteristics differs between ethnicity of respondents. The research results revealed the variable ethnicity between the three different races: Malays and Chinese (Mean= -0.19, Sig.= 0.466), Malays and Indians (Mean= -0.35, Sig.= 0.083), and Chinese and Indians (Mean= -0.16, Sig.=0.547) to be not significance. The results of means also elicit negative results.

Influence of Age Group on acceptance of celebrity of endorser

TABLE 3b, Independent Sample T-Tests analysis was employed to test acceptance of celebrity endorser in terms of different source characteristics differs between age group of respondents. The research results revealed the age group 16 to 17 years (Mean= 2.93, t= 0.516, Sig.= 0.61) and 18 to 19 years (Mean= 2.88, t= 0.548, Sig.= 0.584) found to be not significance.

The most possible explanation for both research results is that Malaysia being a multiracial society and having forty-four years of our country's independent, we had interacted and acculturated well. The question on ethnicity of the celebrity is not a factor of concerned to the respondents, as all these years we had learnt to accept one another as Bangsa Malaysia. For the age groups different, the age of the respondents tested are probably too close to show any significance, therefore future research should explore a bigger different in age groups to show positive findings.

TABLE 3a Influence of Ethnicity on acceptance of celebrity endorser		
Mean Difference Between Ethnicity	Mean	Sig.
Malays and Chinese	-0.19	0.466
Malays and Indians	-0.35	0.083
Chinese and Indians	-0.16	0.547
Multiple Comparisons – Scheffe		

TABLE 3b Influence of Age Group on acceptance of celebrity endorser						
Variable	AGE GROUP					
	16 to 17 years			18 to 19 years		
	Mean	t	Sig.	Mean	t	Sig.
Ethnicity	2.93	0.516	0.61	2.88	0.548	0.584
Independent Sample T-Tests						

Influence of Three Factors on Buy and Try

Correlations and multiple regression analysis were used to examine the extent of the influence of three factors: attractiveness, trustworthiness and expertise over respondents purchase intentions.

TABLE 4a, shows the Pearson Correlations tests on the influence of three predictors: ATTRAC, TRUST and EXPERT over Buy and Try. The research tests revealed as follows: for dependent variable C5 Buy and try if attractive the results indicated that there is a significance between TRUST (0.259*) and EXPERT (0.226*), while ATTRAC (0.191) found to be not significance.

Dependent variable: C6 - Buy and try if have expertise the research results revealed that there is a significance between TRUST (0.230*) and EXPERT (0.261*), while ATTRAC (0.142) found to be not significance.

Dependent variable: C7 - Buy and try if trustworthy the research results revealed that there is a significance between all three predictor factors: ATTRAC (0.235*), TRUST (0.243*) and EXPERT (0.307*). The possible explanation for the research results findings is that the respondents place more important on the attributes of Trust and Expertise (for C6 and C7), than over the attractive of the celebrity endorser. The dependent variable C7 probably indicated that if the celebrity is trustworthy all three predictor factors could be acceptable by the respondents.

TABLE 4a				
Influence of Three factors on Buy and Try				
(Correlations – Pearson)				
C5 Buy and try if attractive	ATTRAC	TRUST	TRUST	EXPERT
C5 Buy and try if attractive				
ATTRAC	0.191			
TRUST	0.259*	0.362*		
EXPERT	0.266*	0.299*		0.355*

C6 Buy and try if have expertise	ATTRAC	TRUST	TRUST	EXPERT
C6 Buy and try if have expertise				
ATTRAC	0.142			
TRUST	0.230*	0.362*		
EXPERT	0.261*	0.299*		0.355*

C7 Buy and try if trustworthy	ATTRAC	TRUST	EXPERT
C7 Buy and try if trustworthy			
ATTRAC	0.235*		
TRUST	0.243*	0.362*	
EXPERT	0.307*	0.299*	0.355*

* P < 0.05 = Significance

TABLE 4b, Multiple regression analysis using three dependent variable: C5 Buy and try if attractive, C6 Buy and try if have expertise, and C7 Buy and try if trustworthy and ATTRAC, TRUST and EXPERT as predictor variables was employed to test whether the influence of the three predictor factors were significance. Significance relationship was displayed by TRUST (t=2.876, p=0.004), EXPERT (t=2.249, p=0.025), for dependent variable C5 Buy and try if attractive. For dependent variable: C6 Buy and try if have expertise, also shows significance relationship with TRUST (t=2.384, p=0.018), EXPERT (t=3.276, p=0.001). However, for the dependent variable C7 Buy and try if trustworthy shows significance with ATTRAC (t=2.084, p=0.038), and EXPERT (t=3.824, p=0.00).

TABLE 4b REGRESSION RESULTS						
Model	Variable Entered	Method	R Square	Beta	t	Sig.
1	ATTRAC	Enter	0.094	0.085	1.392	0.165
	TRUST			0.179	2.876	0.004*
	EXPERT			0.137	2.249	0.025*

a. Dependent Variable: C5 Buy and try if attractive

1	Enter	0.091			
	ATTRAC		0.029	0.468	0.64
	TRUST		0.149	2.384	0.018*
	EXPERT		0.2	3.276	0.001*
b. Dependent Variable: C6 Buy and try if have expertise					
1	Enter	0.128			
	ATTRAC		0.125	2.084	0.038*
	TRUST		0.117	1.916	0.056
	EXPERT		0.228	3.824	0.00*
c. Dependent Variable: C7 Buy and try if trustworthy					
* P < 0.05 = Significance					

Analysis on whether respondents will buy and try one product or buy and try all products

TABLE 5a, highlights the frequency and percentage of respondents (n=295) over whether they would buy and try one product or buy and try all products endorsed by celebrity endorser. Taking aside the frequency count and percentage for neither agree/disagree for both results, the research findings revealed that 42.3% of the respondents would buy and try at least one product endorsed by celebrity endorser, while the remaining 27.2% either disagree or strongly disagree.

However, the results of respondents in TABLE 5b buy and try all products shows the opposite. The research findings revealed that the majority of the respondents – 48.1% disagree or strongly disagree to buy and try all products endorsed by celebrity. There are only 17.9% of respondents who agree or strongly agree to buy and try all products. One possible explanation could be that the respondents tested are all school going students and are not financially independent and therefore have to depend on their parents for the financial capabilities.

Table 5c, Chi-Square Tests also revealed a significant (.104) with Buy and try one product among the sex of respondents and not with Buy and try all products (.415).

TABLE 5a				
Buy and Try One Product				
		Frequency	Percent %	Cumulative %
Valid	Strongly Disagree	27	9.2	9.2
	Disagree	53	18	27.1
	Neither agree/disagree	90	30.5	57.6
	Agree	106	35.9	93.6
	Strongly Agree	19	6.4	100
	Total		295	100
TABLE 5b				
Buy and Try All Products				
		Frequency	Percent %	Cumulative %
Valid	Strongly Disagree	52	17.6	17.6
	Disagree	96	30.5	48.1
	Neither agree/disagree	100	33.9	82.0
	Agree	37	12.5	94.6
	Strongly Agree	16	5.4	100
	Total		295	100

TABLE 5c – the following page.

TABLE 5c			
Buy and try one product *sex of respondents			
	Value	df	Asymp. Sig. (2-sided)
Pearson chi-Square	7.672 ^a	4	0.104
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.44			

Buy and try all products *sex of respondents			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.937 ^a	4	0.415
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.74			