

## Chapter V.

### CONCLUSION AND RECOMMENDATIONS

This chapter presents the conclusions of the study. A summary and discussion on the results of the findings are presented. Implications of the study are also discussed. Finally, areas of possible future research are recommended.

#### Summary and Discussion of Research Results

The main purpose of this study is to examine the general acceptance among the urban Malaysian teenager towards celebrity endorsements. Which source characteristics have the impact on teen's purchase intentions and the important of teen's own ethnicity with ethnicity of celebrity endorser?

The research results revealed that Malaysian teenager are also vulnerable to the influence of their idols/celebrity. They can accept the ideas their idols to be used as an endorser. The research is in line with previous study (O'Mahony & Meenaghan 1997/98) that the overall attitude towards celebrity endorsements was a favourable one. Respondents were most in agreement that the endorser were attention gaining, and were also perceived to be entertaining, likeable, and impactful.

The teenager would probably buy and try at least one product endorsed by their idols/celebrity. While attractiveness of an endorser do influence purchase intentions, other source attributes like trustworthiness and expertise seems to be more important and as a likely factor to influence purchase intentions. The research study on local teen singer – Siti Nurhaliza confirmed this. Comparing to the research of Maddux and Rogers (1980) and Ohanian (1991), it is also found that physical attractiveness may not be especially significant. However, Atkin and Block (1983) found that celebrity characters are perceived as being significant

worthy than non-celebrities; and Ohanian (1991) that expertise has the impact on respondent's reactions to celebrity endorsements.

The issue on ethnicity and its degree of sensitivity differs from one nation to another. While some may bend towards extremisms we are lucky to be born in Malaysia who has through the many years since independence learnt to live, to work and to tolerate one another. Our teenager too had learnt to understand the meaning of 'Muhibah' and to accept one another as Bangsa Malaysia. It is our hope that continuing racial harmony can be here to stay for a long time.

#### Limitations of the Study

In spite of the fact that the survey was undertaken on a small sample mainly from Kuala Lumpur and Wilayah Persekutuan, the research findings might provide some insight into the nature of how Malaysian teenager perceived and accept celebrity endorsement. Of interest to marketer and advertisers who are targeting the Malaysian market, the research findings could assist marketers to select suitable celebrity who are not only attractive but with good personal qualities of business and expertise, so as to be able to influence purchase intentions. The study indicates that celebrity can be an effective advertising mean and should be considered as a viable option to gain competitive advantage.

It should be noted that this study should be considered as preliminary. Further in depth study is required, the study does provide marketers a point for addressing celebrity and source characteristics phenomena.

## Recommendations for Future Research

As stated earlier the major limitation of this study is the lack of sample and its representativeness. Samples were conveniently selected and were confined to Selangor and Wilayah Persekutuan due to cost and time constraints. As such future research in this area should include samples from other major urban areas and representational of the racial composition in order to yield more generalizable results.

Future research efforts should also look into the difference of perception and acceptance of celebrity endorser equally among gender.

As Malaysia is a multiracial country, it would be interesting to conduct an in depth cross ethnic comparison to reveal accurate difference across racial groups which will definitely provide new and better insights for marketing strategy.