

**ETHNOCENTRISM AS A MODERATOR ON THE  
RELATIONSHIP BETWEEN CELEBRITY'S SOURCE  
CREDIBILITY AND THE PURCHASE INTENTION  
OF COSMETIC PRODUCTS AMONG MALAYSIANS**

**FATIMA ZOHRA CHEKIMA**

**THESIS SUBMITTED IN FULFILLMENT FOR THE  
DEGREE OF MASTER OF BUSINESS**

**PERPUSTAKAAN  
UNIVERSITI MALAYSIA SABAH**

**FACULTY OF BUSINESS, ECONOMICS AND  
ACCOUNTANCY  
UNIVERSITI MALAYSIA SABAH  
2019**



**UMS**  
UNIVERSITI MALAYSIA SABAH

**UNIVERSITI MALAYSIA SABAH**

**BORANG PENGESAHAN STATUS TESIS**

**JUDUL: ETHNOCENTRISM AS A MODERATOR ON THE RELATIONSHIP BETWEEN CELEBRITY'S SOURCE CREDIBILITY AND THE PURCHASE INTENTION OF COSMETIC PRODUCTS AMONG MALAYSIANS**

**IJAZAH: SARJANA PERNIAGAAN (PERNIAGAAN ANTARABANGSA)**

Saya **FATIMA ZOHRA CHEKIMA**, Sesi **2016-2019**, mengaku membenarkan tesis Sarjana ini disimpan di Perpustakaan Universiti Malasia Sabah dengan syarat-syarat kegunaan seperti berikut:-

1. Tesis ini adalah hak milik Universiti Malaysia Sabah.
2. Perpustakaan Universiti Malaysia Sabah dibenarkan membuat Salinan untuk tujuan pengajian sahaja.
3. Perpustakaan dibenarkan membuat Salinan tesis ini sebagai bahan pertukaran antara institusi pengajian tinggi.
4. Sila tandakan ( / ):

SULIT

(Mengandungi maklumat yang berdarjah keselamatan atau kepentingan Malaysia seperti yang termaktub di dalam AKTA RAHSIA 1972)

TERHAD

(Mengandungi maklumat TERHAD yang telah ditentukan oleh organisasi/badan di mana penyelidikan dijalankan)

TIDAK TERHAD

**PERPUSTAKAAN  
UNIVERSITI MALAYSIA SABAH**

*Fatima*

**FATIMA ZOHRA CHEKIMA  
MB1611182A**

Disahkan Oleh,  
*Norazlyne*  
**NORAZLYNNE MOHD. JOHAN @ JACOLYNE**  
PERPUSTAKAWAN  
(Tandatangan Perpustakaan)

Tarikh: 29 Januari 2019

(Prof. Dr. Syed Azizi Wafa Syed Khalid Wafa)  
Penyelia



**UMS**  
UNIVERSITI MALAYSIA SABAH

## DECLARATION

I hereby declare that the material in this thesis is my own except for quotations, excerpts, equations, summaries and references, which have been duly acknowledged.

29 January 2019



Fatima Zohra Chekima  
MB1611182A

PERPUSTAKAAN  
UNIVERSITI MALAYSIA SABAH



## DECLARATION

I hereby declare that the material in this thesis is my own except for quotations, excerpts, equations, summaries and references, which have been duly acknowledged.

29 January 2019



Fatima Zohra Chekima  
MB1611182A

PERPUSTAKAAN  
UNIVERSITI MALAYSIA SABAH



## CERTIFICATION

NAME : **FATIMA ZOHRA CHEKIMA**

MATRIC NO : **MB1611182A**

TITLE : **ETHNOCENTRISM AS A MODERATOR ON THE RELATIONSHIP  
BETWEEN CELEBRITY'S SOURCE OF CREDIBILITY AND THE  
PURCHASE INTENTION OF COSMETIC PRODUCTS AMONG  
MALAYSIANS**

DEGREE : **MASTER OF BUSINESS (INTERNATIONAL BUSINESS)**

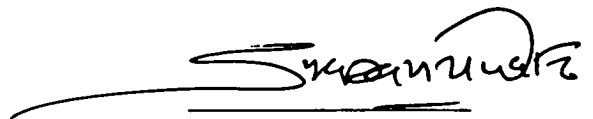
VIVA DATE : **22 JANUARY 2019**

### CERTIFIED BY;

**1. SUPERVISOR**

Prof. Dr. Syed Azizi Wafa Syed Khalid Wafa

Signature



## ACKNOWLEDGEMENT

First and foremost, I thank and praise Allah S.W.T for the numerous blessings and guidance He showered me with, for without them I would not be where I am now. Secondly, I would like to express my sincere gratitude to my supervisor, Prof. Dr. Syed Azizi Wafa Syed Khalid Wafa for his continuous support, patience, motivation, enthusiasm, and immense knowledge. He has guided me at all times during my research and writing of this dissertation. I could not have imagined having a better advisor and mentor for my research.

I am eternally gratefully to my husband, parents, and siblings. I cannot thank them enough for they have showed their support even before I started writing my thesis. Thank you for encouraging me, supporting me and making me realize that nothing is impossible to be achieved with hard work. Realizing how stressful my journey would be, I knew very well that I could always turn to them for help, encouragement, or even just to complain.

I would never have been able to finish my dissertation without the guidance of my supervisor, support and help from my husband and my family.

Fatima Zohra Chekima  
29 January 2019



## ABSTRACT

Globalization has led to an increased competition as firms expand their coverage including various domestic and international markets. One of the industries that has been influenced by the globalization is the cosmetic industry. This industry has been growing and expanding around the world in both developed and developing countries. As a result, customers have a growing selection of purchase options, including an increasing proportion of foreign products and brands. It is clear that there is a need for better understanding of the factors that determine the choice of consumers of domestic and foreign products in different market settings. One of the strategies that are used by companies to differentiate their cosmetic products is through celebrity endorsement. Other than that, another important factor that affects consumers' purchase intention is the consumer ethnocentrism level. Consumers in different countries have different preference over local and international celebrity. Thus, the objective of this research is to propose a suitable approach and develop a conceptual framework to examine the factors influencing the purchase intention of cosmetic products. The study has used the Partial Least Square statistical analysis to test the model developed through an empirical sample size of 189 respondents. The results have shown that attractiveness, expertise and trustworthiness of the celebrity endorser had significant positive relationship on the cosmetic product purchase intention. Moreover, the moderating role of consumer ethnocentrism between the attractiveness, expertise and trustworthiness and cosmetic product purchase intention were analyzed. Based on the results obtained, the attractiveness, expertise and trustworthiness of a celebrity endorser would be able to increase the purchase intention of the endorsed product. The outcome of the study also indicated that when the ethnocentrism of consumer is higher, the attractiveness and trustworthiness are stronger. The finding of this study could help cosmetic products marketers to design more suitable ads in terms of celebrity characteristics and understand the role of consumer ethnocentrism in the consumer's decision making. Local and international companies interested in expanding their cosmetic products market in Malaysia could consider the findings of this study while drafting a more effective strategy to better market their products and to encourage higher cosmetic products purchase intention. Therefore, companies would be able stand out of the chaos by using endorser which is more suitable to reach the consumers in Malaysia.

**Keywords:** Cosmetic products purchase intention, ethnocentrism, attractiveness, expertise, trustworthiness

## ABSTRAK

### **PERANAN ETNOSENTRISME SEBAGAI PENGANTARA DALAM HUBUNGAN ANTARA SELEBRITI SUMBER KREDIBILITI DAN NIAT PEMBELIAN PRODUK KOSMETIK DIKALANGAN PENDUDUK MALAYSIA**

Globalisasi telah membawa kepada persaingan yang semakin meningkat apabila firma mengembangkan liputan mereka termasuk pelbagai pasaran domestik dan antarabangsa. Salah satu industri yang telah dipengaruhi oleh globalisasi ialah industri kosmetik. Industri ini sedang berkembang di seluruh dunia termasuk di negara maju dan juga negara sedang membangun. Hasilnya, pelanggan mempunyai banyak pilihan pembelian termasuk peningkatan jumlah produk dan jenama asing. Adalah jelas bahawa terdapat keperluan bagi memahami faktor-faktor yang menentukan pilihan pengguna bagi produk domestik dan asing dalam tetapan pasaran yang berbeza. Salah satu strategi yang digunakan oleh syarikat untuk membezakan produk kosmetik mereka adalah melalui duta selebriti. Selain daripada itu, satu lagi faktor penting yang mempengaruhi niat pembelian pengguna adalah tahap etnosentrisme pengguna. Pengguna di negara yang berbeza mempunyai pilihan berbeza terhadap selebriti tempatan dan antarabangsa. Oleh itu, objektif kajian ini adalah untuk mencadangkan pendekatan yang sesuai dan membangunkan rangka kerja konseptual untuk mengkaji faktor-faktor yang mempengaruhi niat pembelian produk kosmetik. Kajian ini menggunakan analisis statistik Partial Least Square untuk menguji model yang dibangunkan melalui saiz sampel empirikal dengan menggunakan 189 orang subjek. Hasil kajian menunjukkan bahawa daya tarikan, kepakaran dan kepercayaan terhadap selebriti mempunyai hubungan positif yang signifikan terhadap niat membeli produk kosmetik. Selain itu, peranan etnosentrisme pengguna antara daya tarikan, kepakaran dan kepercayaan dengan niat membeli produk kosmetik dianalisa. Berdasarkan hasil yang diperolehi, daya tarikan, kepercayaan dan kepakaran seseorang duta selebriti dapat meningkatkan niat pembelian produk yang diendorkan. Hasil kajian turut menunjukkan bahawa apabila etnosentrisme pengguna lebih tinggi, daya tarikan dan kepercayaan akan lebih kuat. Penemuan kajian ini dapat membantu pemasar produk kosmetik untuk merancang iklan yang lebih sesuai dari segi ciri-ciri selebriti dan memahami peranan etnosentrisme pengguna dalam membuat keputusan pengguna. Syarikat-syarikat tempatan dan antarabangsa yang berminat untuk memperluaskan pasaran produk kosmetik mereka di Malaysia boleh mempertimbangkan penemuan kajian ini sambil merangka strategi yang lebih berkesan untuk memasarkan produk mereka dengan lebih baik dan untuk menggalakkan niat pembelian produk kosmetik yang lebih tinggi. Oleh itu, syarikat akan dapat menonjol dari kekacauan dengan menggunakan duta yang lebih sesuai untuk mendekati pengguna di Malaysia.

**Kata kunci:** Niat membeli produk kosmetik, etnosentrisme, daya tarikan, kepakaran, kepercayaan



# TABLE OF CONTENTS

	Page
<b>TITLE</b>	i
<b>DECLARATION</b>	ii
<b>CERTIFICATION</b>	iii
<b>ACKNOWLEDGMENT</b>	iv
<b>ABSTRACT</b>	v
<b><i>ABSTRAK</i></b>	vi
<b>TABLE OF CONTENTS</b>	vii
<b>LIST OF TABLES</b>	xi
<b>LIST OF FIGURES</b>	xii
<b>LIST OF ABBREVIATIONS</b>	xiii
<b>LIST OF APPENDICES</b>	xiv
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background and Motivation	1
1.2 Research Problem	4
1.3 Research Questions	10
1.4 Research Objectives	10
1.5 Significance of Study	11
1.6 Scope of the Study	12
1.7 Definitions of Terms	13
1.7.1 Source Credibility	13
1.7.2 Attractiveness	13
1.7.3 Expertise	13
1.7.4 Trustworthiness	13
1.7.5 Ethnocentrism	13
1.7.6 Purchase Intention	13



1.7.7	Celebrity Endorsement	13
1.8	Outline of the Research	14

## **CHAPTER 2: LITERATURE REVIEW**

2.1	Introduction	15
2.2	Cosmetic Products	15
2.3	Celebrity Endorsement	18
2.4	Underpinning Theory	21
2.5	Purchase Intention	26
2.6	Attractiveness	27
2.7	Expertise	30
2.8	Trustworthiness	32
2.9	Ethnocentrism	35
2.10	Summary	40

## **CHAPTER 3: CONCEPTUAL FRAMEWORK AND RESEARCH METHODOLOGY**

3.1	Introduction	42
3.2	Conceptual Framework	42
3.3	Hypotheses Development	44
3.3.1	Attractiveness and Cosmetic Product Purchase Intention	44
3.3.2	Expertise and Cosmetic Product Purchase Intention	45
3.3.3	Trustworthiness and Cosmetic Product Purchase Intention	45
3.3.4	The Moderating Effect of Consumer Ethnocentrism	46
3.4	Research Paradigm	47
3.5	Research Design	48
3.6	Sampling	49
3.7	Sample Size	50
3.8	Questionnaire	51
3.8.1	Questionnaire Translation	53
3.8.2	Measurement for Cosmetic Products Purchase Intention	53
3.8.3	Measurement for Attractiveness	54



3.8.4	Measurement for Expertise	55
3.8.5	Measurement for Trustworthiness	56
3.8.6	Measurement for Ethnocentrism	57
3.9	Pretesting	58
3.10	Data Collection	58
3.11	Statistical Analysis	59
3.11	Summary	62

## **CHAPTER 4: ANALYSIS AND RESULTS**

4.1	Introduction	63
4.2	Profile of respondents	63
4.3	Descriptive statistics of the latent constructs	65
4.4	Common method variance	65
4.5	Model assessment using PLS-SEM	66
4.5.1	Convergent Validity	66
4.5.2	Discriminant Validity	68
4.5.3	Structural model assessment	70
4.6	Summary	75

## **CHAPTER 5: DISCUSSION**

5.1	Introduction	77
5.2	Discussion	77
5.2.1	Attractiveness	78
5.2.2	Expertise	79
5.2.3	Trustworthiness	80
5.2.4	Ethnocentrism	81
5.3	Implications of the Study	82
5.3.1	Implications for Body of Knowledge	82
5.3.2	Implication for Marketers and Industry	83
5.3.3	Implications for Governments and Policy Makers	84
5.4	Limitations and future research directions	84
5.5	Conclusion	86



**REFERENCES**  
**APPENDICES**

87  
112

x



**UMS**  
UNIVERSITI MALAYSIA SABAH

## LIST OF TABLES

	Page
Table 3.1: Measurement Items for Cosmetic Products Purchase Intention	54
Table 3.2: Measurement Items for Attractiveness	55
Table 3.3: Measurement Items for Expertise	55
Table 3.4: Measurement Items for Trustworthiness	56
Table 3.5: Measurement Items for Ethnocentrism	57
Table 4.1: Respondents' Demographics Information	64
Table 4.2: Descriptive analysis	65
Table 4.3: Convergent validity of measurement model	68
Table 4.4: Fornell-Larcker Criterion	69
Table 4.5: HTMT Ratio	70
Table 4.6: Result of the Structural Model	74
Table 4.7: Summary of findings	76



## LIST OF FIGURES

	Page
Figure 3.1: Conceptual Framework	43
Figure 4.1: Assessment of Measurement Model	67
Figure 4.2: Assessment of Structural Model	73
Figure 4.3: Interaction plot of ethnocentrism on the relationship between AT and CPPI	74
Figure 4.4: Interaction plot of ethnocentrism on the relationship between TR and CPPI	75



## LIST OF ABBREVIATIONS

<b>AT</b>	-	Attractiveness
<b>CETSCALE</b>	-	Consumer Ethnocentrism Scale
<b>CPPI</b>	-	Cosmetic product purchase intention
<b>EC</b>	-	Ethnocentrism
<b>EXP</b>	-	Expertise
<b>PLS-SEM</b>	-	Partial Least Squares Structural Equation Modeling
<b>SEM</b>	-	Structural Equation Modeling
<b>SPSS</b>	-	Statistical Package for Social Science
<b>TR</b>	-	Trustworthiness
<b>TV</b>	-	Television
<b>US</b>	-	United States



## LIST OF APPENDICES

	Page
Appendix A Sample of English Questionnaire	112
Appendix B Sample of Malay Questionnaire	117





# CHAPTER 1

## INTRODUCTION

### 1.1 Background and Motivation

Nowadays, consumers are overwhelmed with images of celebrities regularly which the trend is more obviously supported by actors or actresses, athletes, other celebrities and famous athletes that appears as the endorser who is closely related to both the products and the target audience (Slinker, 1984; Miller, 1969). Celebrities are not only endorsing a variety of consumer products, but they are also found gracing the covers of magazines which can aid in familiarization of celebrities (McCormick, 2016). They have a distinctive position in the landscape of advertising due to their careers and also from the constant attention received through media. Celebrity endorsements enjoy enduring fame as a way to improve marketing communications (Bergkvist and Zhou, 2016).

When celebrity endorsement is used for a brand, they can attract more attention to the advertisement, breakthrough the confusion of competing brands and have a greater influence on consumer's attitudes and buying intentions. Celebrities have the ability to make people notice what they endorse and determine an immediate identity or persona for a product or brand (Worchel and Cooper, 1979). Some companies enter deals with celebrities having the expectation that this will help them stand out from the chaos and give them a matchless and important position in the minds of consumers (Temperley and Tangen, 2006). These celebrities then act as the spokespersons or endorsers to publicize and market the company's products, services or ideas. In modern marketing, celebrity endorsement has become very popular as one of the most well-known medium in improving marketing communications (Amos et al., 2008; Choi and Rifon, 2007).

A global study found that TV advertising featuring celebrities is typically used on every continent, although there are great differences in prevalence



between countries (Praet, 2001). Lately, the number of celebrities promoting the brand through different online environments are increasing (Wood and Burkhalter, 2014). According to Praet (2001), celebrity endorsement is noticeably more common in Asian countries than in Europe and United States (US). This was proved by a cross-national comparison of 6,359 TV ads from 25 countries, found celebrities in less than 15% of the ads in a number of European countries and the US, while the share in Asia ranged from 25% in China to 61% in South Korea.

Some scholars such as Sherry and McGrath (1989), O'Guinn and Faber (1989), McCracken (1989, 1988, 1986), Mick (1986), Atkin and Block (1983), suggested that celebrity endorsers represent symbolic meanings that go beyond those directly contained in them. McCracken (1989) proposed an example of meaning transfer process are celebrity endorsement. The meaning is allocated in the physical and social world established by the prevailing culture. It then transfers to consumer goods from the culturally established world through advertising and fashion systems and next from consumer goods to individual consumers' lives via the efforts of the consumers. Therefore, in this transfer, celebrity endorsement plays an important role.

Given the factors above, it can be claimed that the selection of a celebrity for endorsement is a crucial, difficult, and risky decision. One way to reduce the risk of choosing celebrities is to choose those perceived as credible, this is because the majority of empirical evidence has shown that a more persuasive celebrity will be a more credible source (Bannister, 1986; Lirtzman and Shuv-Ami, 1986; Moore, Hausknecht, and Thamodaran, 1986; Maddux and Rogers, 1980; Friedman and Friedman, 1979; Fireworker and Friedman, 1977; Kamen, Azhan, and Kragh, 1975). Ohanion (1990) stated that "Source credibility" is a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message. This construct has been operationalized as including a variety of dimensions, such as trustworthiness (Hovland, Janis, and Kelley, 1953; Bowers and Phillips, 1967; Whitehead, 1968; Applbaum and Anatol, 1972; DeSarbo and Richard, 1985), expertness (Hovland et al., 1953; Applbaum and Anatol, 1972; Simpson and Kahler, 1980-81; DeSarbo and Richard, 1985; Wynn, 1987), dynamism (Whitehead, 1968; Berlo, Lemert, and Mertz, 1969; Applbaum and Anatol, 1972; Simpson and



Kahler, 1980-81; Wynn, 1987), objectivity (Whitehead, 1968; Applbaum and Anatol, 1972), attractiveness (DeSarbo and Richard, 1985), likability (DeSarbo and Richard, 1985), believability (Simpson and Kahler, 1980-81; Wynn, 1987), and sociability (Wynn, 1987; Simpson and Kahler, 1980-81).

Celebrity endorsement's study and reflection are divided into two general models which are the source credibility model and the source attractiveness model (Wei and Li, 2013). The source credibility model resulted from a landmark study by Hovland et al., (1953). They studied the factors that led to the perceived credibility of the communicator and concluded that two factors which are, expertness and trustworthiness would emphasize the concept of source credibility. While the source-attractiveness model is a model of McGuire (1958) that has its origins in the social psychological research and is a component of the "source valence" model. The attractiveness model emphasises that the effectiveness of a message depends on the source's "familiarity," "likability," "similarity," and "attractiveness" towards the respondent (McGuire, 1958).

Due to market globalization, more firms worldwide large and small, embrace global marketing as a feasible business expansion strategy. There have been an overabundance of goods and services either foreign or locally produced available in the market. Consumers around the world have numerous selections of products and services from various countries. As firms expand into global markets, they face several critical decision alternatives, including entry modes, production locations, promotions and advertising, which have an important impact on corporate global performance. The choices of specific strategic alternatives that are made may also have significant impacts on consumer product evaluations.

One of the important factors that affect consumers during decision making is the consumer ethnocentrism level. According to Shimp and Sharma (1987), consumer ethnocentrism focuses on the consumer loyalty to locally produced goods also the appropriateness and morality perceived when purchasing foreign goods. Furthermore, consumer ethnocentrism predictive ability of the buying intention varies from country to country (Balabanis, Diamantopoulos, Mueller, and Melewar, 2001). The theoretical basis of this behaviour can be traced to Sumner's (1906)

general construct of ethnocentrism that is “the view of things in which one’s own group is the centre of everything, and all others are scaled and rated with reference to it”.

Consumers in a developed country generally would most likely to have a higher quality perception of domestic products than foreign products. This perception will tend to increase the influence of consumer ethnocentrism on the rejection of foreign products and the purchase of domestic products (Ahmed and d’Astous, 2001). However, in developing countries, the opposite has been observed such as Romania and Turkey (Ger et al., 1993), China (Li, Fu, and Murray, 1997), and India (Batra et al., 2000). Consumers in these developing countries perceive products from foreign countries, especially those made in higher origin countries, as being greater in quality compared to domestic or local products. For example, Vietnamese (developing-country) consumers prefer Japanese (developed-country) brands over domestic brands (Kim and Tania, 2017) also according to Wang and Chen (2004), in China, consumers prefer to purchase foreign products such as apparel and automobiles from developed countries. Even ethnocentric consumers would perceive foreign products as having higher quality, particularly if the country of origin has a better image (Yagci, 2001).

According to Brodowsky (1998), individuals or consumers with high levels of ethnocentrism have positive beliefs and attitudes towards buying products that are locally produced. Pecotich and Rosenthal (2001) also found that ethnocentrism had a direct effect on consumer’s views in regard to price and purchase intentions, but not product quality. Therefore, it is beneficial for researchers, marketers and advertisers to identify the level of ethnocentrism among consumers in Malaysia so that they can better appeal or meet customer needs and wants.

## **1.2 Research Problem**

The cosmetic industry has been growing and expanding around the world in both developed and developing countries. The continued growth and evolution of the cosmetic industry offer good opportunities for those interested in the business to promote their cosmetic products (Ministry of Health, Malaysia, 2009). According to the U.S. Commercial Service (2014), Asia Pacific market value has increased to

more than US\$ 70 billion, which makes it as the second highest after the Western European market. Asian cosmetics market has become one of the fastest growing markets.

Beauty and health market in Malaysia are growing rapidly. The rate of consumer spending on cosmetics and toiletries increased by 40% from the year 1995 to 2007 (Swidi et al., 2010) and projecting sales volume to continue increasing by time. According to the statistics department of Malaysia, total spending on cosmetics and toiletries is about US\$ 407 million in 2013. Malaysian consumers tend to obtain beauty products from top name brands that are marketing specifically in term of enhancing youthful appearance (The U.S. Commercial Service, 2014). Among the sale of cosmetics and toiletries, Skincare products and eye cosmetics colour represented around US\$ 229 million and US\$ 20.6 million respectively by value in 2013, followed by powder make-up, lip make-up preparation, manicure and pedicure (The U.S. Commercial Service, 2014).

Consumers' interest has been affected by heavy advertising, marketing and the growing prosperity that increased their interest in premium brands (Hassali et al. 2015). According to the U.S. Commercial Service (2014), Malaysia's market of cosmetics and toiletries has a growth rate of 13% per year. In Malaysia, there are more than 60,000 kinds of cosmetics available in the local market (Ministry of Health, Malaysia, 2009). Cosmetics business in Malaysia tends to use competitive strategies to promote a high discount for cosmetics brand and sales instalments for expensive products (Hassali et al. 2015). Meanwhile, for the inexpensive products, advertising in the media and magazines are the most effective way to increase the purchase of cosmetic products among consumers (The U.S. Commercial Service, 2014; Ahmad et al., 2015). Besides, promoting the prestige cosmetics brand in the local magazine in Malaysia as well as advertising in magazines around the world made a lot of American and European cosmetic brands popular and famous among Malaysian consumers (Hassali et al. 2015).

Moreover, thanks to the global trade that consumers are able to purchase not only local products but also international products easily (Kim, 2012). Therefore, consumers would be having a higher number of product choices which either have

advertisement and whether celebrity endorsers are used or not as an advertisement strategy. Consumers would be exposed to a vast number of celebrity endorsers, either international or local celebrity endorser through the certain products that hire a celebrity as the product endorser (Kim, 2012). This would be a difficult time for consumers to choose since there are many factors influencing the purchase intention.

Other than that, consumers' ethnocentrism level is also an important factor that influences the consumers' decision making. Consumers in different countries have different preference over local and international products. Research from the United States, Canada and some other developed countries commonly backing the belief that ethnocentric consumers are overrate the domestic products, underrate imports, have the preference for, and feel the moral obligation to buy domestic goods (Wang et al., 2000; Sharma et al., 1995; Netemeyer et al., 1991; Shimp and Sharma, 1987). This perception would tend to enhance the influence of consumer ethnocentrism on both the purchase of domestic and the rejection of foreign products (Ahmed and d'Astous, 2001). However, in developing countries the reverse has been observed such as in Romania and Turkey (Ger et al., 1993), India (Batra et al., 2000) and China (Li et al., 1997). In these developing countries, consumers generally perceive foreign products, particularly those made in higher origin countries, as being of higher quality than domestic products (Batra et al., 2000; Li et al., 1997; Ger et al., 1993). Even if some of the consumers are ethnocentric but they would still perceive foreign products to be of higher quality (Yagci, 2001). This situation has posed confusing effect and implication about ethnocentrism in marketing and consumer behaviour studies (Isa et al. 2016; Wong et al. 2008).

Furthermore, Wong et al. (2008), stated that while globalization suggests the world is becoming more similar, it is still the case that marketers need to understand this phenomenon within each market, as subtle differences may have substantial implications for practice. Ethnocentrism dimensions may be important in some contexts, but it appears that they may not have global relevance, or at least that relevance varies globally (Wong et al., 2008). However, the inconsistent results found in earlier studies highlight that further studies are needed to investigate the



influence of consumers' ethnocentrism tendencies associated with purchase intention (Isa et al. 2016; Qing et al. 2012; Aneela et al. 2011; Wong et al. 2008). This supports the inclusion of ethnocentrism construct in this study.

Globalization has led to an increased competition as firms expand their coverage including various domestic and international markets. As a result, customers have a growing selection of purchases selections, including an increasing proportion of foreign products and brands. Consumer perceptions and attitudes about their willingness to accept foreign products are becoming increasingly critical for marketers (Klein et al., 2006). It is clear that there is a need for better understanding of the factors that determine the choice of consumers of domestic and foreign products in different market settings (Orth and Firbasova, 2003; Netemeyer et al., 1991). The concept of ethnocentrism, in particular, is a sociological concept that refers to the tendency to regard one's beliefs, standards and codes of conduct as higher than those in other societies (Bizumic, 2015). Ethnocentrism that has historically gained a lot of attention by sociologists and psychologists has now become important in marketing literature (Jacoby, 1978; Shimp and Sharma, 1987). Globalization has made the role of consumer ethnocentrism as an important factor in marketing (Caruana, 2005).

The importance of ethnocentricity becomes a critical issue when one considers the increasing trend toward free trade and the high rate at which national economies are turning global. Over the years, consumer's feeling of foreign products is a subject of good interest. Therefore, marketers need to understand the user's ethnocentric tendencies to develop effective marketing and communication strategies within and beyond the borders of the country. Some studies have examined the factors related to the purchase of foreign products in the domestic market (Shimp and Sharma, 1987; Netemeyer et al., 1991; Klein et al., 1998; Klein 2002; Samiee et al., 2005). In general, through these studies it was found that consumer ethnocentrism was a significant influence on the willingness of consumers to purchase foreign products (Wang and Chen 2004); undeniably, it has been emphasized that ethnocentrism gives a stronger influence than the marketing strategy of buying decisions (Herche, 1994). While according to some studies in Malaysia, based on Nik-mat et al. (2015) and Hasimini et al. (2017), the level of



ethnocentrism among Malaysian is high meanwhile as stated by Othman et al. (2008), the ethnocentrism of consumers in Malaysia is averagely low. Therefore, this could be seen that past research are inconsistent whether Malaysians' ethnocentrism level is high or low. Moreover, cosmetic products marketers using celebrity endorsers does not have a guideline as whether local or international celebrity endorser is more preferred by the consumers in Malaysia.

Moreover, according to O'Mahony and Meenaghan (1997), marketers invest a high amount of money to align products with the well-known celebrities having the belief that celebrities draw attention to the endorsed product and could transfer image values to the product involved by virtue of their celebrity profile and engaging attributes. Moreover, celebrities could also influence consumers in a positive manner. Through public appearances, celebrity holds significance in the eyes of the audience or consumers. Marketing communication has tried to use different meanings personified by celebrities to help achieve the specific objectives of the communication.

The underlying reason for using celebrity is the belief that the profile and attributes of celebrities draw attention to the message they deliver and, through rub-off effect would transfer the image values into a message communication and, therefore, affect the consumer purchase intention (Farhat and Khan, 2011; Pringle and Binet, 2005; Pornpitakpan, 2004; O'Mahony and Meenaghan, 1997). In fact, companies in Malaysia are spending millions on celebrity endorsements and are expanding their budget on promotional activities (Freeman and Chen, 2015; Tan, 2011). This has led not only to the increased use of celebrities in advertising strategies but also their use in a more sophisticated and complicated way (Kambitsis et al., 2002). Advertisers and marketers are willing to pay huge salaries to celebrities who are liked and respected by target audiences and consumers who will favourably influence consumers' attitudes and behaviour (Shimp and Andrews, 2013).

On the other hand, Tom et al., (1992) concluded that the non-celebrity endorsers are more effective in creating a link to the product because their characters can be developed and shaped to fit with the brand and the target



## REFERENCES

- Aaker, D.A. & Myers, J.G. 1987. *Advertising Management 3rd Edition*, Englewood Cliffs, New Jersey. Prentice-Hall, Inc.
- Aaker, D.A., & Keller, K.L. 1990. Consumer evaluations of brand extensions. *Journal of marketing*, 54 (1), 27-42.
- Abdulmajid-Sallam, M.A. & Wahid, N.A. 2012. Endorser Credibility Effects on Yemeni Male Consumer's Attitudes towards Advertising, Brand Attitude and Purchase Intention: The Mediating Role of Attitude toward Brand. *International Business Research*. 5(4), 55-66.
- Ahmad, A.N., Abd Rahman, A. & Ab Rahman, S. 2015. Assessing knowledge and religiosity on consumer behaviour towards Halal food and cosmetic products. *International Journal of Social Science and Humanity*. 5(1), 10-14.
- Ahmed, S. A., & d'Astous, A. 2001. Canadian Consumers' Perceptions of Products Made in Newly Industrializing East Asian Countries. *International Journal of Commerce and Management*. 11(1), 54-81.
- Ajzen, I. 2015. The theory of planned behaviour is alive and well, and not ready to retire: a commentary on Sniehotta, Priesseu, and Araújo-Soares. *Health Psychology Review*. 9(2), 131-137.
- Amos, C., Gary H., & David S. 2008. Exploring the Relationship between Celebrity Endorser Effects and Advertising Effectiveness: A Quantitative Synthesis of Effect Size. *International Journal of Advertising*, 27(2), 209-34.
- Aneela, A., Merunka, D., & Shakaib Akram, M. 2011. Perceived brand globalness in emerging markets and the moderating role of consumer ethnocentrism. *International Journal of Emerging Markets*, 6(4), 291-303.
- Albert C. 2005. The Effect of Anomia on Ethnocentric Tendencies: A Study among Small Businesses in Two Island Microstates, *Journal of Euromarketing*. 14(4), 77-93.
- Alerck, P.L. & Settle, R.B. 1995. *The Survey Research Handbook*, Irwin, Homewood II.
- Alsmadi, S. 2006. The power of celebrity endorsement in brand choice behavior: An empirical study of consumer attitudes in Jordan. *Journal of Accounting – Business & Management*. 13, 69-84.
- Anderson, J.C., & Gerbing, D.W. 1988. Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach. *Psychological Bulletin*, 103(3), 411-423.
- Anon. 2011. The risks and potentials of celebrity marketing in Malaysia, From <http://www.adoimagazine.com> retrieved on 21 March 2017.

- Anthony Pecotich & Melissa J. Rosenthal. 2001. Country of Origin, Quality, Brand and Consumer Ethnocentrism. *Journal of Global Marketing*, 15(2), 31-60.
- Applbaum, R. & Anatol, K. 1972. The Factor Structure of Source Credibility as a Function of the Speaking Situation. *Speech Monographs*. 39, 216-222.
- Applbaum, R. Anatol, K. 1973. Dimensions of Source Credibility: A Test for Reproducibility. *Speech Monographs*, 40, 231-237.
- Atkin, C. & Block, M. 1983. Effectiveness of celebrity endorsers. *Journal of Advertising Research*. 23(1), 57-61.
- Azmi Hassali, M., & AL-Tamimi, S.K. 2015. Malaysian Cosmetic Market: Current and Future Prospects. *Pharmaceutical Regulatory Affairs: Open Access*, 4(4), 4-6.
- Bagozzi, R. 1994. Measurement in marketing research, Richard Bagozzi (ed), *Principles of Marketing Research*, Cambridge MA, Blackwell, 1-49.
- Bagozzi, R.P. & Yi, Y. 1988. On the Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Science*. 16(1), 74-94.
- Bagozzi, R.P., Alice, M., Tybout, C., Samuel, G., & Brian, S. 1979. The construct validity of the tripartite classification of attitudes. *Journal of Marketing Research*. 16(1), 88-95.
- Baker, M. & Churchill, G.A. 1977. The Impact of Physically Attractive Models on Advertising Evaluations. *Journal of Marketing Research*. 14(4), 538-555.
- Balabanis, G., Diamantopoulos, A., Mueller, R.D., & Melewar, T.C. 2001. The Impact of Nationalism, Patriotism and Internationalism on Consumer Ethnocentric Tendencies. *Journal of International Business Studies*. 32(1), 157-175.
- Bandara, W.W.M.C., & Bandyopadhyay, C. 2012. Consumer ethnocentrism and attitudes towards foreign beer brands: with evidence from Zlin Region in the Czech Republic. *Journal of Competitiveness*. 4(2), 3-19.
- Bandyopadhyay, S. 2014. Country-of-Origin perceptions, consumer ethnocentrism, and product evaluations in the Indian market. *International Journal of Business and Social Science*. 5(9), 21-30
- Bannister, B.D. 1986. Performance outcome feedback and attributional feedback: Interactive effects on recipient responses. *Journal of Applied Psychology*. 71, 203-210.
- Bardia, Y.H., Abed, A. & Majid, N.Z. 2011. Investigate the impact of celebrity endorsement on brand image. *European Journal of Scientific Research*. 58(1), 116-132.
- Barney, J.B. 1991. Firm resources and sustained competitive advantage. *Journal of Management* 17(1), 99-120.

- Batra, R., Ramaswamy, V., Alden, D.L., Steenkamp, J.B.E., & Ramachander, S. 2000. Effects of Brand Local and Non-local Origin on Consumer Attitudes in Developing Countries. *Journal of Consumer Psychology*, 9(2), 83-95.
- Baughn, C.C., & Yaprak, A. 1996. Economic nationalism: conceptual and empirical development. *Political Psychology*, 17(4), 759-778.
- Baum, J.A.C., & Mezias, S.J., 1992. Localized competition and organizational failure in the Manhattan hotel industry, *Administrative Science Quarterly*. 37(4), 580-604.
- Bergkvist, L., & Zhou, K.Q. 2016. Celebrity endorsements: A literature review and research agenda. *International Journal of Advertising*, 35(4), 642–663.
- Berlo, D.K., Lemert, J.B., & Mertz, R.J. 1969. Dimensions for Evaluating the Acceptability of Message Sources. *Public Opinion Quarterly*, 33, 563-576.
- Bernard, H.R. 2002. Research Methods in Anthropology: Qualitative and quantitative methods. 3<sup>rd</sup> edition. AltaMira Press, Walnut Creek, California.
- Bernard, H.R., P.J. Pelto, O. Werner, J. Boster, A.K. Romney, A. Johnson, C.R. Ember & A. Kasakoff. 1986. The construction of primary data in cultural anthropology. *Current Anthropology*, 27, 382-396.
- Biswas, D., Biswas, A. & Das, N. 2006. The differential effects of celebrity and expert endorsements on consumer risk perceptions. *Journal of Advertising*, 35(2), 17-31.
- Biswas, S., Hussain, M., & O'Donnell, K. 2009. Celebrity endorsements in advertisements and consumer perceptions: A cross-cultural study. *Journal of Global Marketing*, 22(2), 121–137.
- Bizumic, B. 2015. Ethnocentrism. In R. A. Segal & K. von Stuckrad (Eds.), *Vocabulary for the study of religion*. Leiden, the Netherlands: Brill Academic Publishers. 1, 533–539.
- Blackwell, R., Miniard, P., & Engel, J. 2001. *Consumer Behaviour* (9th ed.). Ohio: South Western.
- Bontempo, R., & Rivero, J.C. 1992. Cultural Variation in Cognition: The Role of Self-concept in The Attitude-Behavior Link. Paper Presented at Annual Meeting of the Academy of Management, Las Vegas, NV.
- Bower, A.B. & Landreth, S. 2001. Is Beauty Best? Highly versus Normally Attractive Models in Advertising. *Journal of Advertising*. 30(1), 1–12.
- Bowers, J., Phillips, W. 1967. A Note on the Generality of Source Credibility Scales. *Speech Monographs*, 34, 185-186.
- Bret, H. & Bret, L. 2011. Samples and Populations. *Department of Statistics University of Wisconsin Madison*.

- Brislin, R.W. 1986. The wording and translation of research instruments. In Lonner, W.L., Berry, J.W. (Eds.), *Field Methods in Cross-cultural Research*. Sage, Newbury Park, CA.
- Brister, J.M. 1990. Enhances explanations of word of mouth communications: the power of relationships. *Research in Consumer Behavior*, 4, 51-83.
- Brodowsky, G.H. 1998. The effect of country of design and country of assembly on evaluative beliefs about automobiles and attitudes toward buying them: a comparison between low and high ethnocentric consumers. *Journal of International Consumer Marketing*, 10(3), 85-113.
- Brown, J.D., & Kobayashi, C. 2003. Motivation and manifestation: The cross-cultural expression of the self enhancement motive. *Asian Journal of Social Psychology*, 6, 85-88.
- Bruning, E.R. 1997. Country of origin, national loyalty and product choice: the case of international air travel. *International Marketing Review*, 14(1), 59-74.
- Bryman, A. & Bell, E. 2015. *Business Research Methods*, 4th edition, Oxford: Oxford University Press.
- Bryne, A., Whitehead, M. & Breen, S. 2003. The Naked Truth of Celebrity Endorsement, *British Food Journal*, 105, 288-296.
- Bush, A.J., Martin, C.A. & Bush, V.D. 2004. Sports celebrity influence on the behavioral intentions of generation Y. *Journal of Advertising Research*, 44(1), 108-119.
- Caballero, M., & Solomon, P.J. 1984. Effects of model attractiveness on sales response. *Journal of Advertising*, 13(1), 17-23.
- Caballero, M., James R.L. & Charles S.M. 1989. Using Physical Attractiveness as an Advertising Tool: An Empirical Test of the Attraction Phenomenon. *Journal of Advertising Research*, 29, 16-22.
- Carroll, A. 2008. Brand Communications in Fashion Categories Using Celebrity Endorsement, *Brand Management*, 17(2), 146-158.
- Caruana, A. 2005. The Effect of Anomia on Ethnocentric Tendencies: A Study Among Small Businesses In Two Island Microstates. *Journal of Euromarketing*, 14(4), 77-93.
- Chaiken, S. 1979. Communicator Physical Attractiveness and Persuasion. *Journal of Personality and Social Psychology*, 137:1387-1397.
- Chan, K., Ng, Y.L. & Luk, E.K. 2013. Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, 14(2), 167-179.
- Chao, P., Wuhrer, G., Werani, T. 2015. Celebrity and Foreign Brand Name as Moderators of Country-of-Origin Effects. *International Journal of Advertising*, 24(2), 173-192.

- Chaovalit, P. 2014. Factors influencing cosmetics purchase intention in Thailand: a study on the relationship of credibility and reputation with the persuasive capabilities of beauty bloggers. *AU-GSB E-Journal*, 7(1), 34-42.
- Charbonneau, J. & Garland, R. 2005. Talent, Looks or Brains? New Zealand Advertising Practitioners Views on Celebrity and Athlete Endorsers. *Marketing Bulletin*, 16(3), 1-10.
- Chen, S.M. & Huddleston, P. 2009. A comparison of four strategies to promote fair trade products. *International Journal of Retail & Distribution Management*, 37(4), 336-345.
- Chin, W.W. 1998. The Partial Least Squares Approach for Structural Equation Modeling, *In Modern Methods for Business Research*, George A. Marcoulides, ed., Mahwah, NJ: Lawrence Erlbaum.
- Chin, W.W. 2010. How to write up and report PLS analyses. Handbook of partial least squares: Concepts, methods and applications in marketing and related fields, Springer, 655-690.
- Chinen, K. 2010. Relations among ethnocentrism, product preference and government policy attitudes: a survey of Japanese consumers. *International Journal of Management*, 27(1), 107-200.
- Choi, S.M., Lee, W.N., & Kim, H.J. 2005. Lessons from the rich and famous: a cross-cultural comparison of celebrity endorsement in advertising. *Journal of Advertising*, 34(2), 91-105.
- Choi, S.M., Rifon, N.J., 2007. Who is the celebrity in advertising? Understanding dimensions of celebrity images. *Journal of Popular Culture*. 40(2), 304-324.
- Churchill, G.A. & Iacobucci, D., 2002. Marketing Research: Methodological Foundations. South Western, Thomas Learning.
- Cohen, J. (1988). Statistical power analysis for the behavioral sciences (2nd ed.). Hillsdale, NJ: Erlbaum.
- Craig, C. & John M.M. 1978. Assessing Communication Effects of Energy Conservation. *Journal of Consumer Research*, 5, 82-88.
- Creswell, J.W. 2009. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 3rd Edition*. Los Angeles: Sage Publications, Inc.
- Croft, Robin, Dean, Dianne, & Kitchen, Philip. 1996. Word-of-Mouth Communication: Breath of Life or Kiss of Death?. *The Proceedings of the Marketing Education Group Conference*, Glasgow: The Department of Marketing, University of Strathclyde.

- Crosno, J., T.H. Freling & S.J. Skinner, 2009. Does brand social power mean might? Exploring the influence of brand social power on brand evaluation. *Psychology Marketing*, 26(2), 91-121.
- Crowne, D.P., & Marlowe, D. 1960. A new scale of social desirability independent of psychopathology. *Journal of Consulting Psychology*, 24(4), 349-354.
- Daneshvary, R., Schwer, R.K. 2000. The Association Endorsement and Consumers' Intentions to Purchase. *Journal of Consumer Marketing*, 17(3), 203-213.
- Davidson, A.R., Jaccard, J.J., Triandis, H.C., Morales, M.L., & Diaz-Guerrero, R. 1976. Cross-cultural model testing: toward a solution of the etic-emic dilemma. *Journal of Psychology*, 31:1-13.
- Dean, D.H. & Biswas, A. 2001. Third Party Organization Endorsement of Products: An Advertising Cue Affecting Consumer Pre-purchase Evaluation of Goods and Services. *Journal of Advertising*, 30(4), 41-57.
- Debevec, K., Lyler, E., 1986. The Influence of Spokesperson in Altering a Product's Gender Image: Implications for Advertising Effectiveness. *Journal of Advertising*, 15, 12-20.
- DeSarbo, W.S. & Richard A.H. 1985. Celebrity-Brand Congruence Analysis. *Current Issues and Research in Advertising*, 1, 17-52.
- Desphande, R. & Stayman, D. 1994. A Tale of Two Cities: Distinctiveness Theory and Advertising Effectiveness. *Journal of Marketing Research*, 31(1), 57-64.
- Dholakia, R. & Sternthal, B. 1977. Highly Credible Source: Persuasive Facilitator or Persuasive Liabilities?. *Journal of Consumer Research*, 3(4), 223-232.
- Diana Seno, Bryan A. Lukas. 2007. The equity effect of product endorsement by celebrities: A conceptual framework from a co-branding perspective. *European Journal of Marketing*, 41(1/2), 121-134.
- Dillman, D.A. 2007. *Mail and internet surveys - the tailored design method, 2nd ed.* New York. Wiley.
- Dodds, W.B., & Grewal, D. 1991. Effect of price, brand and store information on buyer's product evaluation. *Journal of Marketing Research*, 28(3), 307-319.
- Dornyei, Z. 2007. *Research methods in applied linguistics.* New York: Oxford University Press.
- Doss, S.K., 2011. The transference of brand attitude: the effect on the celebrity endorser. *Journal of Management and Marketing Research*. 7, 1-11.
- Dossey, B.M. & Keegan. L. 2009. *Holistic Nursing: A Handbook for Practice*, Sudbury, MA: Jones and Bartlett Publishers.



- Douglas, S.P., & Craig, C.A. 1997. The changing dynamic of consumer behavior: implications for cross-cultural research. *International Journal of Research in Marketing*, 14, 379–395.
- Druckman, D. 1994. Nationalism, patriotism, and group loyalty: a social psychological perspective. *Mershon International Studies Review*, 38(1), 43-68.
- Eisend, M. 2006. Source Credibility Dimensions in Marketing Communication – A Generalized Solution. *Journal of Empirical Generalisations in Marketing Science*. 10(2).
- Eisend, M., & Langner, T. 2010. Immediate and delayed advertising effects of celebrity endorsers attractiveness and expertise. *International Journal of Advertising*, 29(4), 527–546.
- Erdem, T. & Swait, J. 2004. Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191-198.
- Erdogan, B.Z., & Uzkuurt, C. 2010. Effects of ethnocentric tendency on consumers' perception of product attitudes for foreign and domestic products. *Cross Cultural Management: An International Journal of Physical Distribution & Logistics Management*, 17(4), 393-406.
- Erdogan, B.Z. 1999. Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 41(3), 291-314.
- Erdogan, B.Z., Baker, M.J., Tagg, S., 2001. Selecting celebrity endorsers: the practitioner's perspective. *Journal of Advertising Research*. 41(3), 39-48.
- Evans, R.B. 1988. *Production and Creativity in Advertising*. London, UK: Pitman Publishing
- Evanschitzky, H.v., Wangenheim, F., Woisetschlager, D., & Blut, M. 2008. Consumer ethnocentrism in the German market. *International Marketing Review*, 25(1), 7-32.
- Ewa, J., Kamil, W. 2015. The nationality and the type of celebrities endorsing products versus ethnocentric attitudes of Polish consumers, (January).
- Farhat, R., & Mustafa Khan, B. 2011. Importance of Brand Personality to Customer Loyalty: A Conceptual Study. *New Media and Mass Communication*, 1, 4–11.
- Faul, F., Erdfelder, & E., Lang, A.G. 2009. Statistical power analyses using G \* Power 3.1. 41(4), 1149–1160.
- Faul, F., Erdfelder, E., Lang, A.G., & Buchner, A. 2007. G\*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39, 175-191.
- Fireworker, R.B., & Friedman, H.H. 1977. The Effects of Endorsements on Product Evaluation. *Decision Sciences*, 8(3), 576–583.

- Fornell, C. & Larcker, D. F. 1981. Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*. 18(1), 39-50.
- Frazer, L., & Lawley, M. 2000. Questionnaire Design and Administration: A practical guide, *New York: Wiley*.
- Freeman, K.S., & Chen, C.C. 2015. Wither the Impact of Celebrity Endorsement. Paper presented at the International Conference on Communication, Media, Technology and Design, Dubai, United Arab Emirates.
- Freiden, J.B. 1984. Advertising Spokesperson Effects: An Examination of Endorser Type and Gender on Two Audiences. *Journal of Advertising Research*. 24,33-41
- Friedman, H.H. & Friedman, L. 1978. Does the Celebrity Endorser's Image Spill Over the Product. *Journal of the Academy of Marketing Science*, 6:291-299.
- Friedman, H.H. & Friedman, L. 1979. Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63-71.
- Friedman, H.H., Santeramo, M., Traina, A. 1978. Correlates of Trustworthiness for Celebrities. *Journal of the Academy of Marketing Science*, 6(4), 291-299.
- Gabor, A. Jeannye T. & Daniel, P.W. 1987. Star Turns that can Star-Crossed. *U.S. News and World Report*. 103(7), 57.
- García-Gallego, J.M., & Chamorro Mera, A. 2016. The region-of-origin effect on the preferences of financial institution's customers: Analysis of the influence of ethnocentrism. *BRQ Business Research Quarterly*, 19(3), 206-218.
- Gefen, D., Rigdon, E. E., & Straub, D. W. 2011. Editor's comment: An update and extension to SEM guidelines for administrative and social science research. *MIS Quarterly*, 35(2), 3-14.
- Gefen, D., Straub, D.W. & Boudreau, M. C. 2000. Structural Equation Modeling and Regression: Guidelines for Research Practice. *Communications of the Association for Information Systems*. 4(1), 1-70.
- Ger, G., Belk. R.W., & Lascu, D.N. 1993. The development of consumer desire in marketizing and developing economies: The cases of Romania and Turkey. *Advances in Consumer Research*, 20, 102-107.
- Ghuri, P. & Gronhaug, K. 2005. *Research Methods in Business Studies: A Practical Guide*, 3rd ed. Harlow: Pearson Education Limited.
- Gholami, M.H., Asli, M.N., Nazari-Shirkouhi, S., & Noruzy, A. 2013. Investigating the influence of knowledge management practices on organizational performance: An empirical study. *Acta Polytechnica Hungarica*, 10(2), 205-216.



- Gilly, M.C., Graham, J. L., Wolfenbarger, M.F., & Yale, L. J. 1998. A dyadic study of interpersonal information search. *Journal of Academy of Marketing Science*, 26(2), 83-100.
- Gitomer, J.H., 1998. Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless. Bard Press, Indiana.
- Gold Daneshvary, R., Lafferty, B., & Newell, S. 2000. The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29(3), 43–54.
- Grant McCracken. 1986. *Journal of Consumer Research*, 13(1), 71-84.
- Gurhan-Canli, Z. & Maheswaran, D. 2000. Determinants of country-of-origin evaluations. *Journal of Consumer Research*, 27(1), 96-108.
- Guthrie, M. Kim, H. & Jung, J. 2008. The effects of facial image and cosmetic usage on perceptions of brand personality. *Journal of Fashion Marketing and Management*, 12(2), 164-181
- Hair, J.F. Jr., Bush, R.P., & Ortinau, D.J. 2006. Marketing research: Within a changing information environment (3rd ed.). New York: McGraw-Hill.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. & Sarstedt, M. 2017. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). 2nd Edition*. Thousand Oaks: Sage.
- Hair, J.F., Jr., Ringle, C.M., & Sarstedt, M. 2011. PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–151.
- Hair, J.F., Sarstedt, M., Hopkins, L. & Kuppelwieser, V.G. 2014. Partial least squares structural equation modeling (PLS-SEM), An emerging tool in business research. *European Business Review*. 26(2), 106-121.
- Hakimi, B.Y., Abedniya, A. & Zaeim, M.N. 2011. Investigate the impact of celebrity endorsement on brand images. *European Journal of Scientific Research*, 58(1), 116-132.
- Hannan, M.T., Ranger-Moore, J., & Banaszak-Holl, J., 1990. Competition and the evolution of organizational size distributions. *Organizational Evolution: New Directions*. Sage, Newbury Park, CA, 246-268.
- Hamin, & Elliot, G. 2006. A Less-Developed Country Perspective of Consumer Ethnocentrism and "Country of Origin" Effects: Indonesian Evidence. *Asia Pacific Journal of Marketing and Logistics*, 18(2), 79-92.
- Harmon, R.R. & Kenneth A.C. 1982. The Persuasive Effects of Source Credibility in Buy and Lease Situations. *Journal of Marketing Research*, 19:255-260.

- Hawkins, D.I., & Mothersbaugh, D.L. 2010. *Consumer Behavior: Building Marketing Strategy*. 11<sup>th</sup> edition. McGraw-Hill, Irwin.
- Hawley, A.H. 1968. Human ecology. In: Sills, D.L. (Ed.), *International Encyclopedia of the Social Sciences*. Macmillan, New York, 328-337.
- Henderson, B.D., 1981. *The Concept of Strategy*. Boston Consulting Group, Boston, MA.
- Henseler, J., Ringle, C.M. & Sinkovics, R. R. 2009. The Use of Partial Least Squares Path Modeling in International Marketing. *Advances in International Marketing*, 20, 277-320.
- Henseler, J., Ringle, C.M., & Sarstedt, M. 2014. A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Herche, J. 1994. Ethnocentric Tendencies, Marketing Strategy and Import Purchase Behaviour. *International Marketing Review*, 11(3), 4-16.
- Hester, S.B. 1989. Does attitude predict purchase behaviour of apparel products?. *Journal of Consumer Studies and Home Economics*, 13(2), 161-174.
- Horai, J., Naccari, N., & Fatoullah, E. 1974. The effects of expertise and physical attractiveness upon opinion agreement and liking. *Sociometry*, 37, 601-606.
- Horst, P. 1968. *Personality: Measurement of Dimensions*, Jossey-Bass, San Francisco, CA.
- Hovland, C. & Weiss, W. 1951. The Influence of Source Credibility on Communication Effectiveness. *Public Opinion Quarterly*, 15, 35-650.
- Hovland, C.I., Janis, I.L., & Kelly, H.H. 1953. Communication and persuasion: psychological studies in opinion change. *American Sociological Review*, 19(3), 355-357.
- Hoyer, W.D. & D.J. MacInnis. 2004. *Consumer Behavior*. Boston: Houghton Mifflin.
- Hsu, J.L., & Nien, H. 2008. Who are ethnocentric? Examining consumer ethnocentrism in Chinese societies. *Journal of Consumer Behaviour*, 7(6), 436-447.
- Isa, A.M., Saud, M.B., & Ismail, M.D. 2016. Examining reasons for post-purchase satisfaction in buying local brands: When local meets local. *Asia Pacific Management Review*, 21(1), 48–61.
- Jaafar, S.N., Lalp, P.E., & Naba, M.M., 2012, Consumers' perceptions, attitudes and purchase intention towards private label food products in Malaysia. *Asian Journal of Business and Management Sciences*, 2(8), 77-90.

- Jackson, T. 2005. *Motivating Sustainable Consumption: A Review of Evidence on Consumer Behavior and Behavior Change. A Report to the Sustainable Development Research Network.* Policy Studies Institute, London.
- Jacoby, J. 1978. Consumer Research: A State of the Art Review. *Journal of Marketing*, 42(April), 87-96.
- Jager, W. 2000. *Modelling Consumer Behavior*, Groningen: University of Groningen.
- Jasmine, A.L. Yeap, T. Ramayah & Pedro Soto Acosta. 2016. Factors Propelling the Adoption of M Learning among Students in Higher Education. *Electronic Markets. The International Journal on Networked Business*, 26(4), 323–338.
- Joseph, W.B. 1982. The Credibility of Physically Attractive Communicators: A Review. *Journal of Advertising*, 11(3), 15-24
- Josiassen, A., Assaf, A.G., & Karpen, I.O. 2011. Consumer ethnocentrism and willingness to buy: analyzing the role of three demographic consumer characteristics. *International Marketing Review*, 28(6), 627-646.
- Jerzyk, E., Magdalena, S., Retana, N., & Anna, R. 2016. The influence of credibility and trust to form of communication message in the context of ethnocentrism, (January). *Proceedings of Conference XV International Marketing Trends Conference 2016 Venice*, ed. Jean-Claude Andreani and Umberto Collesei, Paris-Venice Marketing Trends Association.
- Kahle, L.R., Homer, P. 1985. Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective. *Journal of Consumer Research*, 11(4), 954–961.
- Kamaruddin, A.R., Mokhlis, S., & Othman, M.N. 2002. Ethnocentrism orientation and choice decisions of Malaysian consumers: the effects of socio-cultural and demographic factors. *Asia Pacific Management Review*, 7(4), 555-574.
- Kambitsis, C., Yvonne H., Nicholas T., & Giannis C. 2002. Sports Advertising in Print Media: The Case of 2000 Olympic Games. *Corporate Communications: An International Journal*, 7(3), 155-161.
- Kamen, J. M., Azhan, A.C., & Kragh, J. R. 1975. What a Spokesman Does for a Sponsor. *Journal of Advertising Research*, 15, 17-24.
- Kamins, M.A. 1990. An investigation into the match-up hypothesis in celebrity advertising: when beauty may only be skin deep. *Journal of Advertising*, 19(1), 4-13.
- Kamins, M.A., Brand, M.J., Hoeks, S.A. & Moe, J.C. 1989. Two-sided versus one-sided celebrity endorsements: the impact on advertising effectiveness and credibility. *Journal of Advertising*, 18(2), 4-10.
- Karasawa, M. 2002. Patriotism, nationalism and internationalism among Japanese citizens: an etic-emic approach. *Political Psychology*, 23(4), 645-666.

- Kaynak, E., & Kara, A. 2002. Consumer perceptions of foreign products: an analysis of product-country images and ethnocentrism. *European Journal of Marketing*, 36:928-949.
- Keel, A. & Natarajan, R. 2012. Celebrity Endorsements and Beyond: New Avenues for Celebrity Branding: Celebrity Endorsements And Beyond. *Psychology & Marketing*. 29(9), 690–703.
- Kent, R. 2001. Data Construction and Data Analysis for Survey Research. Houndmills, Hants: Palgrave.
- Khairul Anuar Mohammad Shah & Hazril Izwar Ibrahim, 2016. The Impact of Consumer Boycott, Ethnocentrism and Patriotism in Malaysia. *The Social Sciences*, 11, 4622-4627.
- Khong K.W., & Wu, Y.L. 2013. Measuring the impact of celebrity endorsement on consumer behavioural intentions: a study of Malaysian consumers. *International Journal of Sports Marketing and Sponsorship*. 14(3), 2-22.
- Kim, H., & Lee, C. 2012. Presumed influence of endorser and fear appeal in DTC prescription drug advertising: Are they overpowering consumers' judgments?. *Journal of Medical Marketing*, 12(4), 247-258.
- Kim, N.T.H.D., & Tania, v.d.H. 2017. Why Consumers in Developing Countries Prefer Foreign Brands: A Study of Japanese Brands in Vietnam, *Journal of Promotion Management*. 24(3), 398-419.
- Klein, J.G. 2002. Us versus Them, or Us versus Everyone? Delineating Consumer Aversion to Foreign Goods. *Journal of International Business Studies*, 33(2), 345-63.
- Klein, J.G.R. Ettenson & B.C. Krishnan 2006. Extending the Construct of Consumer Ethnocentrism: When Foreign Products are Preferred. *International Marketing Review*, 23(3), 304-21.
- Klein, J. G., R. Ettenson & M. D. Morris. 1998. The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China. *Journal of Marketing*, 62(1), 89-100.
- Kline, R.B. 2011. Principles and practice of structural equation modelling. (3rd. Ed.) New York: Guilford Press. Part 1: Concepts and Tools. Chapters 1-4.
- Kotabe, M. Peloso, A., Gregory, G., Noble, G., Macarthur, W., Neal, C., Riege, A., & Helsen, K. 2005. International marketing: an Asia Pacific Focus, John Wiley, Brisbane.
- Kristie. S., & Given Lisa M. 2008. Convenience Sample. In *The SAGE Encyclopedia of Qualitative Research Methods*. Thousand Oaks, CA: Sage.

- Kucukemiroglu, O. 1999. Market segmentation by using consumer lifestyle dimensions and ethnocentrism: an empirical study. *European Journal of Marketing*, 33, 470-487.
- Kumar, S., Massis, C., & Dumonceaux, M.D. 2006. Comparative innovative business strategies of major players in cosmetic industry. *Industrial Management & Data Systems*, 106(3), 285-306.
- Kuncharin, W., & Mohamed, B. 2014. The impacts of consumer ethnocentrism on foreign product judgment and local helping purchase: a case of Malaysian cross-Border Shoppers in Hatyai, Thailand. *International Journal of Business and Management*, 9(9), 135-146.
- La Ferle, C., & Choi, S. 2005. The importance of perceived endorser credibility in South Korean advertising. *Journal of Current Issues and Research in Advertising*, 27(2), 67.
- Langmeyer, L. & Walker, M. 1991a. A First Step to Identify the Meaning in Celebrity Endorsers," In: *Advances in Consumer Research*, (Eds.) Rebecca R Holman and Michael R Solomon, 18, 364-371.
- Langmeyer, L. & Walker, M. 1991b. Assessing the Affects of Celebrity Endorsers: Preliminary Findings," In: *American Academy of Advertising Proceedings*, (Ed.) Rebecca R Holman, pp.32-42.
- Laroche, M., & Sadokierski, R.W. 1994. Role of confidence in a multi-brand model of intentions for a high involvement service. *Journal of Business Research*, 29(1), 1-12.
- Laroche, N., Kim, C., & Zhou, L. 1996. Brand familiarity and confidence as determinants of purchase intention: an empirical test in a multiple brand context. *Journal of Business Research*, 37(10), 115.
- Levin, I.P., & Jasper, J.D. 1995. Phased narrowing: a new process tracing method for decision making. *Organizational Behaviour and Human Decision Processes*, 64(1), 1-8.
- LeVine, R.A., & Campbell, D.T. 1972. *Ethnocentrism: Theories of conflict, ethnic, attitudes and group behaviour*. New York, NY: Wiley
- Lewis, L.M. 1976. *Social anthropology in perspective*. Harmondsworth, UK: Penguin.
- Li, Y., & He, H. 2013. Evaluation of international brand alliances: Brand order and consumer ethnocentrism. *Journal of Business Research*, 66(1), 89-97.
- Li, Z., Fu, S., & Murray, L. 1997. Country and product images: The perceptions of consumers in the people's republic of China. *Journal of International Consumer Marketing*, 10(2), 115-139.

- Lin, C.Y., Chen, P.J., Wu, L.W., & Tseng, T.H. 2015. Does the Endorser's Nationality Matter? An Investigation of Young Taiwanese Consumers' Selecting Smartphone. *International Business Research*, 8(11), 49.
- Lirtzman, S. I., & Shuv-Ami, A. 1986. Credibility of source of communication on products' safety hazard. *Psychological Reports*, 58, 707-718.
- Liu, M.T., Huang, Y.Y. & Jiang, M.H. 2007. Relations among Attractiveness of Endorsers, Match-up, and Purchase Intention in Sport Marketing in China. *Journal of Consumer Marketing*, 24(6), 358-365.
- Luque-Martínez, T., Ibáñez-Zapata, J.A., del Barrio-García, S. 2000. Consumer ethnocentrism measurement. An assessment of the reliability and validity of the CETSCALE in Spain. *European Journal of Marketing*, 34, 1353-1373.
- Lutz, R.J., Mackenzie, S.B., & Belch, G.E. 1983. Attitude toward the ad as a mediator of advertising effectiveness: determinants and consequences. *Advances in consumer research*.
- Lynn, R. (1976). The sociobiology of nationalism. *New Society*, July, 11-14.
- MacKenzie, S.B., Lutz, R.J., & Belch, G.E. 1986. The role of attitude toward the ad as a mediator of advertising effectiveness: a test of competing explanations. *Journal of Marketing research*, 23(2), 130-143.
- Maddux, J.E., & Rogers, R.W. 1980. Effects of source expertness, physical attractiveness, and supporting arguments on persuasion: A case of brains over beauty. *Journal of Personality and Social Psychology*, 39(2), 235-244.
- Magnini, P.V., Honeycutt, E.D., & Cross, A.M. 2008. Understanding the use of celebrity endorsers for hospitality firms. *Journal of Vacation Marketing*, 14(1), 57-69.
- Malaysia Economic Statistics - Time Series 2013. 2014. Department of Statistics Malaysia. Pp 1-216.
- Maronick. 1995. An empirical investigation of consumer perceptions of "made in USA" claims. *International Marketing Review*, 12(3), 15-30.
- Mayr, W.R. 2007. Set up of trials, reporting and publishing. *ISBT Science Series*, 2, 56-57.
- McCracken, G. 1988. *The long interview*. Newbury Park, California: SAGE Publications.
- McCracken, G. 1989. Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 310-322.
- McCroskey, J.C., & McCain, T.A. 1974. The measurement of interpersonal attraction. *Speech Monographs*, 41(3), 261-266.
- McCroskey, J.C. 1966. Scales for the Measurement of Ethos. *Speech Monographs*, 33, 65-72.



- McGinnies, E. & Charles D.W. 1980. Better Liked Than Right: Trustworthiness and Expertise as Factors in Credibility. *Personality and Social Psychology Bulletin*, 6(3), 467-472.
- McGuire, W.J. 1958. Attitudes and Attitude Change. *Handbook of Social Psychology*, Vol. 2, Gardner Lindzey and Elliot Aronson, eds., New York: Random House, 233-346.
- McGuire, W.J., 1969. The nature of attitudes and attitude change. In: Lindsey, G., Aronson, E. (Eds.). *The Handbook of Social Psychology*, 3.
- Mehta, A. 1994. How Advertising Response Modelling (ARM) Can Increase Ad Effectiveness. *Journal of Advertising Research*, 34(3), 62-74.
- Mehulkumar, P., 2005. An Examination of Universal Personality endorser and the interaction between PCI and PBI. Leeds University Business School Report December (2).
- Merkert, R., Pearson, J., 2015. A non-parametric efficiency measure incorporating perceived airline service levels and profitability. *Journal of Transport Economy and Policy*, 49(2), 261-275.
- Mick, D.G. 1986. Consumer research and semiotics: Exploring the morphology of signs, symbols, and significance. *Journal of Consumer Research* 13(2), 196-213.
- Miller, B.H. 1984. Would you buy a burger from this man?, A car?, some stocks?. *Madison Avenue*, 26(4), 52-53.
- Miller, G.P. & Basehart, J. 1969. Source trustworthiness, opinionated statements, and response to persuasive communication. *Speech Monographs*, 36(1), 1-7.
- Misra, S. & Beatty, S.E. 1990 Celebrity spokesperson and brand congruence, an assessment of recall and affect. *Journal of Business Research*, 21(2), 159-173.
- Moore, D.L., Hausknecht, D., & Thamodaran, K. 1986. Time compression, response opportunity, and persuasion. *Journal of Consumer Research*, 13, 85-99
- Moore, D. L., Hausknecht, D., & Thamodaran, K. 1988. Time Compression, Response Opportunity, and Persuasion. *Journal of Consumer Research*, 13, 12-24.
- Morven G.M., & Joyce, W. 2004. Producers and consumers of organic meat: A focus on attitudes and motivations. *British Food Journal*. 106(7), 534-552.
- Mullen, M.R. 1995. Diagnosing measurement equivalence in cross-national research. *Journal of International Business Studies*. 26, 573-596.
- Murdock, G.P. 1931. Ethnocentrism. In R. A. S. Edwin (Ed.), *Encyclopedia of the social sciences* (pp. 613-614). New York, NY: Macmillan

- Lafferty, B.A., Goldsmith, R.E., & Newell, S.J. 2002. The dual credibility model: the influence of corporate and endorser credibility on attitudes and purchase intentions. *Journal of Marketing Theory and Practice*. 10(3), 1-12.
- National Pharmaceutical Control Bureau*. 2009. Guidelines for Control of Cosmetics Products in Malaysia. Ministry of Health, Malaysia.
- Nelson, O. 2010. Celebrity advertising and its effectiveness on brand loyalty interdisciplinary. *Journal of Contemporary Research in Business*. 1(9), 70-85.
- Nelson, P.E., & Pearson, J.C. 1988. *Understanding and sharing*. Dubuque, IA: W.C. Brown publishers.
- Netemeyer, R.G., Durvasula, S., Lichtenstein, D.R., 1991. A cross-national assessment of the reliability and validity of the CETSCALE. *Journal of Marketing Research*, 28:320-327.
- Nijssen, E.J. & Douglas, S.P. 2004. Examining the Animosity Model in a Country with a High Level of Foreign Trade. *International Journal of Research in Marketing*, 21, 23- 38.
- Noor Hasmini Abd Ghani & Nik Kamariah Nik Mat, 2017. Malaysian Consumers Ethnocentrism: The Measurement Scale and Index. *International Review of Management and Marketing, Econjournals*, 7(1), 521-528.
- Noordzij, M., Dekker, F.W., Zoccali, C., & Jager, K.J. (2011). Sample size calculations. *Nephron - Clinical Practice*, 118(4), 319–324.
- O'Guinn, T.C., & Faber, R.J. 1989. Compulsive buying: A phenomenological exploration. *Journal of Consumer Research*, 16(1), 147–157.
- Ohanian, R. 1990. Construction and Validation of A Scale to Measure Celebrity Endorser's Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), 39- 52.
- Ohanian, R. 1991. The Impact of Celebrity Spokesperson's Perceived Image on Consumers' Intention to Purchase. *Journal of Advertising Research*, 31(1), 46-52.
- Oksenberg, L., Cannell, C. & Kalton, G. 1991. New strategies for pretesting survey questions. *Journal of Official Statistics*. 7(3), 349-365.
- OMahony, S. & Meenaghan, T. 1997 the impact of celebrity endorsements on consumers. *Irish Marketing Review*, 10(2), 15-24.
- Oppenheim, A.N. 1992. *Questionnaire Design, Interviewing and Attitude Measurement*, Pinter, New York, NY.
- Orth, U. & Firbasova, Z. 2003. The role of consumer ethnocentrism in food product evaluation. *Agribusiness*, 19(2), 137-153.



- Ostrom, T.M., 1969. The relationship between the affective, behavioral, and cognitive components of attitude. *Journal of Experimental Social Psychology*, 5(1), 12-30.
- Othman, M.N., Ong, F.S., & Wong, H.W. 2008. Demographic and lifestyle profiles of ethnocentric and non-ethnocentric urban Malaysian consumers. *Asian Journal of Business and Accounting*, 1(1), 5-26.
- Patzer, Gordon L. 1983. Source Credibility as a Function of Communicator Physical Attractiveness. *Journal of Business Research*, 11(2), 229-241.
- Petroshius, S.M. & Kenneth E.C. 1989. An Empirical Analysis of Spokesperson Characteristics on Advertisement and Product Evaluations. *Journal of the Academy of Marketing Science*, 17(3), 217-225.
- Petty, R.E., & Cacioppo, J.T. 1986. Communication and persuasion: central and peripheral routes to attitude change. New York: Springer-Verlag.
- Petty, R., Cacioppo, J., & Schumann, D. 1983. Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10(2), 135.
- Podsakoff, P.M., & Todor, W.D. (1985). Relationships Between Leader Reward and Punishment Behavior and Group Processes and Productivity. *Journal of Management*, 11(1), 55-73.
- Podsakoff, P.M., MacKenzie, S.B., Lee, J.Y., & Podsakoff, N. P. 2003. Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies. *Journal of Applied Psychology*, 88(5), 879-903.
- Pornpitakpan, C. 2004. The Effect of Celebrity Endorsers' Perceived Credibility on Product Purchase Intention. *Journal of International Consumer Marketing*, 16(2), 55-74.
- Porter, M.E., 1991. Towards a dynamic theory of strategy. *Strategic Management Journal*, 12, 95-117.
- Praet, C.L.C. 2001. Japanese advertising, the world's number one celebrity showcase? A crosscultural comparison of the frequency of celebrity appearances in TV advertising. The Proceedings of the 2001 Special Asia-Pacific Conference of the American Academy of Advertising, American Academy of Advertising, Gainesville, FL, pp. 6-13.
- Priester, J.R. & Petty, R.E. 2003. The influence of spokesperson trustworthiness on message elaboration, attitude strength, and advertising effectiveness. *Journal of Consumer Psychology*, 13(4), 408-421.
- Pringle, H., & Binet, L. 2005. How marketers can use celebrities to sell more efficiently. *Journal of Consumer Behaviour*, 4, 201-214.

- Qing, P., Lobo, A., & Chongguang, L. 2012. The impact of lifestyle and ethnocentrism on consumers' purchase intentions of fresh fruit in China. *Journal of Consumer Marketing*, 29(1), 43–51.
- Qun, C. J., Howe, L. J., Thai, L. C., & Kheng, L. W. 2012. Exploring The Factors Affecting Purchase Intention of Smartphone: A Study of Young Adults in Universiti Tunku Abdul Rahman.
- Ramayah, T., Mohamad, O., Young, N. C., & May-Chiun, L. 2011. Testing dimensionality of the consumer ethnocentrism scale (CETSCALE), Assessing reliability and validity in a multicultural context. *Australian Journal of Basic and Applied Sciences*, 5(9), 325–334.
- Ranjbarian, B., Shekarchizade, Z. & Momeni, Z. 2010. Celebrity endorser influence on attitude toward advertisement and brands. *European Journal of Social Science*, 13(3), 399-404.
- Rashid, Md. Z.A., Nallamuthu, J., & Sidin, Md. S. 2002. Perceptions of advertising and celebrity endorsement in Malaysia. *Asia Pacific Management Review*, 7(4), 535-554.
- Reingen, P.H., & Kernan, J.B. 1993. Social perception and interpersonal influence: Some consequences of the physical attractiveness stereotype in a personal selling setting. *Journal of Consumer Psychology*, 2(1), 25-38.
- Richard, M. & Laroche, M. 2010. Internet Consumer Behavior: Behavioral Variables. In I. Lee (Ed.), *Encyclopedia of E-Business Development and Management in the Global Economy*. Hershey, PA: Business Science Reference.
- Ringle C.M., Wende S., & Becker J.M. 2015. Smart PLS 3.
- Ringle, C.M., Sarstedt, M. & Straub, D.W. 2012. A critical look at the use of PLS- SEM in MIS Quarterly. *MIS Quarterly*. 36(1), iii-xiv.
- Rowley, J. 2014. Designing and using research questionnaires. *Management Research Review*, 37(3), 308-330
- Rushton, J.P. 1989. Genetic similarity, human altruism and group selection. *Behavioural and Brain Sciences*, 12, 503-559.
- Salzman, M., 2012. Ages, Stages and Shopping: Three Generations.
- Samiee, S., Shimp, T.A., Sharma, S. 2005. Brand origin recognition accuracy: its antecedents and consumers' cognitive limitations. *Journal of International Business Studies*, 36, 379-397.
- Saunders, M., Lewis, P. & Thornhill, A. 2012. *Research Methods for Business Students*. 6<sup>th</sup> edition, Pearson Education Limited.

- Scheve, K.F., & Slaughter, M.J. 2001. What determines individual trade-policy preferences?. *Journal of International Studies*, 54(2), 267-292.
- Schlecht, C. 2003. Celebrities' Impact on Branding. *Center on Global Brand Leadership, Colombia Business School: New York, 10027(212)*, 13.
- Sekaran, U., & Bougie, R. 2013. *Research methods for business: A skill building approach (6th ed.)*. West Sussex, UK: John Wiley & Sons Ltd.
- Sertoglu, A., Catli, O. & Korkmaz, S. 2014. Examining the effect of endorser credibility on the consumers' buying intentions: an empirical study in Turkey. *International Review of Management and Marketing*, 4(1), 66-77.
- Shankarmahesh, M.N. 2006. Consumer Ethnocentrism: An Integrative Review Of Its Antecedents And Consequences. *International Marketing Review*. 23(2), 146–172.
- Sharma, S., Shimp, T. & Shin, J. 1995. Consumer Ethnocentrism: A Test of Antecedents and Moderators. *Journal of the Academy of Marketing Science*, 23(1), 26-37.
- Sherry, J.F. & McGrath, M.A. 1989. Unpacking the Holiday Presence: A Comparative Ethnography of Two Gift Stores. In E. C. Hirschman (Eds.) *Interpretive Consumer Research*, pp. 148-167.
- Shimp, T. 2003. Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communication, 6th ed., The Dryden Press, Fort Worth, TX.
- Shimp, T.A. & Andrews J.C. 2013. Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, 9<sup>th</sup> edition. Cengage Learning.
- Shimp, T.A. 2000. Advertising Promotion. Supplemental Aspects of Integrated Marketing Communications, 5th ed., Dryden Press: Forth Worth, TX.
- Shimp, T.A., & Sharma, S. 1987. Consumer ethnocentrism construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280-289.
- Sidin, S.M., Zawawi, D., Yee, W.F., Busu, R. & Hamzah, Z.L. 2004. The effects of sex role orientation on family purchase decision making in Malaysia. *Journal of Consumer Marketing*. 21(6), 381 – 390.
- Siemens, J.C., Smith, S., Fisher, D., & Jensen, T.D. 2008. Product expertise versus professional expertise: Congruency between an endorser's chosen profession and the endorsed product. *Journal of Targeting, Measurement and Analysis for Marketing*, 16 (3), 159-168.
- Silvera, D.H. & Austad, B. 2004. Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of Marketing*, 38, 1509-1526.
- Simpson, E.K., & Kahler, R.C. 1980-81. A scale for source credibility, validated in the selling context. *Journal of Personal Selling and Sales Management*, 12:17-25.

- Singleton Jr., R.A., & Straits, B.C. 2005. *Approaches to social research* (4th edition). New York, NY: Oxford University Press.
- Smith, E.G., Meurs, L.V., & Neijens, P.C. 2006. Effects of Advertising Likeability: A 10 Year Perspective. *Journal of Advertising Research*, 46(1), 73-83.
- Smith, G.H. & Engel, E. 1968. Influence of a female model on perceived characteristics of an automobile, in The 76<sup>th</sup> Annual Convention of the American Psychological Associations proceedings, 681-682.
- Smith, R.C. 1973. Source Credibility Context Effects. *Speech Monographs*, 40, 303-309.
- Solomon, M.R. 1996. *Consumer Behavior*, 3rd Edition, London: Prentice- Hall International, Inc.
- Soto-Acosta, P., Popa, S., & Palacios-Marqués, D. 2015. E-business, organizational innovation and firm performance in manufacturing SMEs: an empirical study in Spain. *Technological and Economic Development of Economy*.
- Spears, N. & Singh, S. 2004. Measuring Attitude Toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, 26(2), 53-66.
- Speck, P.S., Schumann, D.W., & Thompson, C. 1988. Celebrity endorsements-scripts, schema and roles: theoretical framework and preliminary tests. *Advances in Consumer Research*, 15(1), 69-76.
- Spry, A., Pappu, R., Cornwell, T.B., 2011. Celebrity endorsement, brand credibility and brand equity. *European Journal Marketing*. 45(6), 882-909.
- Steinberg, B. 2005. Ordinary people starring in ads convey realistic, genuine feel. *The Wall Street Journal*, 6:22.
- Sternthal, B., Phillips, L.W., & Dholakia, R. 1978. The persuasive effect of source credibility: a situational analysis. *Public Opinion Quarterly*, 42(3), 285-314.
- Suki, N.M. 2014. Does celebrity credibility influence Muslim and non-Muslim consumers' attitudes toward brands and purchase intention? *Journal of Islamic Marketing*, 5(2), 227-240.
- Sullivan, G.M., & Feinn, R. 2012. Using Effect Size—or Why the P Value Is Not Enough. *Journal of Graduate Medical Education*, 4(3), 279-282.
- Sumner, W.G. 1906. *Folkways: The Sociological Importance of Usages, Manners, Customs, Mores, and Morals*. Ginn and Company, New York, NY, 12-13.
- Supphellen, M. & Rittenburgh, T. 2001. Consumer ethnocentrism when foreign products are better. *Psychology and Marketing*, 18(9), 907-27.

- Supphellen, M., & Gronhaug, K. 2003. Building foreign brand personalities in Russia; the moderating effect on consumer ethnocentrism. *International Journal of Advertising*, 22(2), 203-226.
- Suzanne C.G. & Hans J.J. 1995. Values, environmental attitudes, and buying of organic foods, *Journal of Economic Psychology*, 16(1), 39-62.
- Swidi, A., Cheng, W., Hassan, M.G., Al-Hosam, A., & Kassim M. 2010. The mainstream cosmetics industry in Malaysia and the emergence, growth, and prospects of halal cosmetics.
- Tan, K. (2011) Riding on the star power. *The Edge Malaysia*.
- Tantisenepong, N., Gorton, M. & White, J. 2012. Evaluating responses to celebrity endorsements using projective techniques. *Qualitative Market Research: An International Journal*, 15(1), 57-69.
- Temperley, J. & Tangen, D. 2006. The Pinocchio factor in consumer attitudes towards celebrity endorsement: celebrity endorsement, the Reebok brand, and an examination of a recent campaign. *Journal of Innovative Marketing*, 2(3), 97-106.
- Teng, Laroche, & Huihuang. 2007. The effects of multiple-ads and multiple-brands on consumer attitude and purchase behaviour. *Journal of Consumer Marketing*, 24(1), 27-35.
- Thomas, M., Hill, H., 1999. The impact of ethnocentrism on devising and implementing a corporate identity strategy for new inter-national markets. *International Marketing Review*, 16, 376-390.
- Till, B.D., & Shimp, T.A. 1998. Endorsers in advertising: The case of negative celebrity information. *Journal of Advertising*, 27, 672.
- Till, B.D. & Busler, M. 1998. Matching products with endorsers: attractiveness versus expertise. *Journal of Consumer Marketing*, 15(6), 576-589.
- Till, B.D., Busler, M. 2000. The Match-up Hypothesis: Physical Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intentions, and Brand Beliefs. *Journal of Advertising*, 29(3), 1-13.
- Till, B.D., Stanley, S.M., Priluck, R., 2008. Classical conditioning and celebrity endorsers: an examination of belongingness and resistance to extinction. *Psychology Marketing*. 25(2), 173-176.
- Tom, G., Rebecca C., Laura E., Edward G., Joseph M. Jr., & Harmona S. 1992. The Use of Created versus Celebrity Spokespersons in Advertisements. *Journal of Consumer Marketing*, 9(4), 45-51.
- Tremblay, V.J., Polasky, S., 2002. Advertising with subjective horizontal and vertical product differentiation. *Revolution of Industrial Organ*. 20(3), 253-265.

- Triandis, H.C., Chan, D., Bhawuk, D., Iwao, S., & Sinha, J.B.P. 1995. Multimethod probes of allocentrism and idiocentrism. *International Journal of Psychology*, 30(4), 461-480.
- Tripp, C., Jensen, T., & Carlson, L. 1994. The effects of multiple product endorsements by celebrities on consumers' attitudes and intentions. *Journal of Consumer Research*, 535-547.
- Tudor, A.G., & Zheng, C. 2014. Product quality and country-of- origin effects on purchase intention of personal computers: A survey of Aalesund University College students, Aalesund University College, Norway.
- U.S. Commercial Service Hong Kong*. 2014. Cosmetics and toiletries market overviews. The U.S. Commercial Service.
- Upadhyay, Y., & Singh, S.K. 2006. Preference for domestic goods: a study of consumer ethnocentrism. *The Journal of Business Perspective*, 10(3), 59-68.
- Usunier, J.C., Lee, J.A., 2005. *Marketing Across Cultures*. Prentice Hall, Harlow.
- Van Birgelen, M., de Ruyter, K., & Wetzels, M. 2005. The role of socially desirable responding in international services research. *Advances in International Marketing*, 15, 75-91.
- Van der Waldt, D., Van Loggerenberg, M., & Wehmeyer, L. 2009. Celebrity Endorsements versus Created Spokespersons in Advertising: A Survey among Students. *SAJEMS*, 12(1), 110-114.
- Vida, I., Damjan, J., & Fairhurst, A., 1996. Ethnocentric tendencies and consumer purchase behavior in Central and Eastern Europe: the case of Slovenia. In: Choudhury (Ed.), *Proceedings of the Academy of Marketing Science: Multicultural Marketing Conference 1996*. pp. 49-55.
- Walker, M., Langmeyer, L., & Langmeyer, D. 1992. Celebrity Endorsers: Do You Get What You Pay For?" *Journal of Services Marketing*, 6(4), 35-42.
- Wang, C.L., & Chen, Z.X. 2004. Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: testing moderating effects. *Journal of Consumer Marketing*, 21(6), 391-400.
- Wang, H. 2006. Young consumers in Singapore. *Young Consumers*, 7(2), 305.
- Wang, S.W., Kao, G.H.Y., & Ngamsiriudom, W. 2017. Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*, 60:10-17.
- Warshaw, P.R., & Davis, F.D. 1985. The accuracy of behavioral intention versus behavioral expectation for predicting behavioral goals. *Journal of Psychology: Interdisciplinary and Applied*, 119(6), 599-602.



- Wei, K.K., & Li, W.Y. 2013. Measuring the impact of celebrity endorsement on consumer behavioural intentions: a study of Malaysian consumers. *International Journal of Sports Marketing & Sponsorship*, 14(3), 157-177.
- Whitehead, J.L. 1968. Factors of Source Credibility. *Quarterly Journal of Speech*, 54, 59-63.
- Wong, C.Y., Polonsky, M.J., & Garma, R. 2008. The impact of consumer ethnocentrism and country of origin sub-components for high involvement products on young Chinese consumers' product assessments. *Asia Pacific Journal of Marketing and Logistics*, 20(4), 455-478.
- Wood, Natalie T., & Janee N. Burkhalter. 2014. Tweet this, not that: A comparison between brand promotions in microblogging environments using celebrity and company-generated tweets. *Journal of Marketing Communications*, 20, 129.
- Worchel, S. & Cooper, J. 1979. *Understanding Social Psychology*, The Dorsey Press, Homewood, IL.
- Wu, C. & Shaffer, D. 1987. Susceptibility to Persuasive Appeals as a Function of Source Credibility and Prior Experience with the Attitude Object. *Journal of Personality and Social Psychology*, 52, 677-688.
- Wynn, G.W. 1987. The effects of a salespersons' credibility on other salespersons and sales managers. *Developments in marketing science*, 10, 353-358.
- Yagci, M.I. 2001. Evaluating the effects of country-of-origin and consumer ethnocentrism: a case of a transplant product. *Journal of International Consumer Marketing*, 13(3), 63-85.
- Yano Research Institute*. 2014. *Cosmetics Markets in 5 ASEAN Countries: Key Research Findings*.
- Yates, S. 2004. *Doing social science research*. Thousand Oaks: Sage Publications.
- Yin, R.K. 2009. *Case Study Research*. 4th ed. Sage; London- Thousand Oaks, CAL, Particularly Ch.4: Collecting Case Study Evidence
- Yoo, B., & Donthu, N. 2005. The effect of personal cultural orientation on consumer ethnocentrism. *Journal of International Consumer Marketing*, 18(1), 7-44.
- Yoon, K., Kim, C.H., & Kim, M.S. 1998. A Cross-Cultural Comparison of the Effects of Source Credibility on Attitudes and Behavioral Intentions. *Mass Communication & Society*, 1, 153-173.
- Zahid, M., Abdul, R., Jainthy, N. & Samsinar, M.S. 2002. Perceptions of advertising and celebrity endorsement in Malaysia. *Asia Pacific Management Review*, 7(4), 535-554.

Zhuang, G, Tsang, A.S.L., Zhou, N, Li, F. & Nicholls, J.A.F. 2006. Impacts of situational factors on buying decisions in shopping malls: an empirical study with multinational data. *European Journal of Marketing*. 40(1-2), 17-43.

