

# COMPARATIVE STUDY OF GENDER'S ATTITUDE TOWARD THE INTENTION TO IMITATE KOREAN CELEBRITY ENDORSEMENT

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**ABSTRACT:** The purpose of this study is to address the issue of how gender affects attitude towards the intention to imitate Korean celebrity endorsement in advertisement among young Malaysians. Particularly, the researchers would like to scrutinize whether young Malaysians male and female are different attitudinally when it comes to intention to imitate Korean celebrity endorsement. A survey of 602 young consumers aged between 18 to 29 years old were participated in this study. A Multi-Group Analysis (PLS-MGA) was carried out to examine differences between two groups (male and female) in particular their intention to imitate Korean celebrity in Malaysia. The results demonstrate the comparative study of gender between male and female attitude toward the intention to imitate Korean celebrity endorsement, there are no differences if we want to see which characteristics, even though, whether celebrity characteristics the results is the same from male and female. However, the current researchers found that there was a different effect in terms of the level of acceptance of male and female when they are affected by celebrity. The result shows that although there is a relationship between attractiveness, credibility, trustworthiness, expertise, and attitude towards intention to imitate Korean celebrity endorsement, but they did not indicate major differences between male and female. In addition, there were no significant differences between male group and female group.

**KEYWORDS:** Korean Wave, Celebrity Endorsement, Gender, Attitude, Intention to Imitate

## 1. INTRODUCTION

South Korea is a very popular country which greatly spreads their cultural products until many countries have been admitted towards their successful of famous cultural products arrived in many countries around the world. At the same time, their popular culture is not only become one of South Korea's most powerful cultural, but then has an impact on political, and economic assets and has won the hearts of international audiences (Howard, 2015). As a result, the reception of Korean pop culture has become inevitably intertwined with the interests of other countries. Since their cultural products were famous, there is a new name has been coined by Chinese people, it is Korean Wave or Hallyu (Rae, 2015). Korean Wave can be referred to the cultural phenomenon which people in the world are willing to adopt Korean popular culture (Jung, 2006). Korean Wave or Hallyu has a few cultural products such as Korean Drama (K-drama), Korean Pop Music (K-pop music), Korean Culture (K-culture) and Korean Style (K-style). Those have started with K-drama exports in the late 1990s. However, it has been quickly jumped into the stage of K-style because people do not only love to admire and watching but mostly people who exposed by Korean celebrity have intention towards imitating Korean celebrity (Mat, Kim, Manaf, Ing, and Adis, 2019).

In Malaysia, Korean celebrities are very popular among Malaysian people even though non-limit aged have been influenced. Based on the observation distributed to Malaysian teenagers, it is evident that Hallyu (Korean Wave) is more popular and has successfully been absorbed into the life of Malaysian teenagers in particular and Asian teenagers in general. In 2011, Malaysia local radio channel, Astro Hitz with Korean Tourist Organization has published new programs K-pop Hitz Talent Show. According to the celebrity television website (2011), manager of Astro Hitz, Sheong Cheng-Wei says "this programme gets a higher rating and this further validates the public's acceptance and its tremendous demand". Various styles and fashions from South Korea have been followed by adolescents in Malaysia. Moreover, dramas, k-pop music, language, skincare products of Korea brands are progressively becoming very popular in Malaysia especially among the adolescents (Nor Hashimah and Zaharani, 2011).

The phenomenon of Korean wave has been studied in multiple contexts or issues such as the development of Korean Wave (Lee, 2011), the progress of Korean Wave (Rae, 2015), even though in the contexts of celebrity endorsement, Korean Wave has a huge impact on consumers attitude, intention and behaviour such as mentioned in the studied by Roazha et al. (2019). However, the current researchers decided that the new study needed to see is there has a different perception of male and female on celebrity endorsement. According to Kozhakhmetova (2012), Japanese women watch Korean drama series because Korean male actors fit their imagery of the “ideal man” which is “represented by rich, kind men, a tendency to shower women with unconditional love”. Several studies have also been conducted to investigate the reception of K-pop in Europe, South America, and North America. Hubinette (2012) highlights that the majority of K-pop fans in Sweden are young females. Another study in Latin America also acknowledges that K-pop is best-loved by female teens (Yoon, 2010). Meza and Park (2014), added that “individuals scoring high on extraversion also look for stimulation in K-pop”. Therefore, in this study, the current researchers will be focusing on different gender male and female attitude and intention to imitate Korean celebrities.

Gender is one of the most basic demographic variables and therefore it is differentiating effect have been studied in many fields of psychology including Internet usage and social media (Byrnes, Miller and Schafer, 1999; Else-Quest, Hyde, Goldsmith and Hulle, 2006; Else-Quest, Hyde and Linn, 2010; Joiner, Gavin, Brosnan, Cromby, Gregory, Guiller and Moon, 2012). However, in this study, the current researchers would like to examine whether there are differences in perception towards Korean celebrities between male and female. Many previous studies report their findings based on an analysis of a single population. Unfortunately, studies that pool data as a single population fail to examine whether there are significant differences between two or more subgroups of data (Chin & Dibbern, 2010) and as a result, interpreting results from a single population can be misleading (Sarstedt et al., 2016). Therefore, this study utilized the current development of PLS-MGA to examine the differences between males and females in Malaysia towards the intention to imitate their Korean celebrity.

## 2. LITERATURE REVIEW

### *Differences in gender perspective toward celebrity*

When referred from an international estimate, it is shown that almost 10 percent of all advertising expenditure is being spent by marketers to pay to the celebrity endorser (Agrawal and Kamakura, 1995). This is because of consumers is very feeling love when they have met their celebrity in the advertisement. Eagly (1978) studying gender differences in social influence have reported that women are more easily influenced and less influential than men. Even though there is small evidence only to support the notion that men are more influential (Eagly, 1978), a meta-analytic review has shown that women are more easily influenced (Eagly and Carli, 1981). Teenagers do compare their physical attractiveness with that of models in advertisements (Richins, 1991; Martin and Kennedy, 1993; 1994a). The ideal of attractiveness celebrity for girls is culturally more salient, they are more likely to be negatively affected by the masculine ideal (Franzoi, 1995). In the studies from Mabry (1985); Piliavin and Martin (1978); Stake (1981), women generally exhibit a greater amount of agreement and other positive social behaviours-such as supportive the group member and easily to be influenced by whom attractiveness traits like celebrity-whereas men engage in a greater amount of disagreements but sometimes they are considered to have some discussion before making any decision, therefore, it will take a time to be influenced by celebrity and normal people.

### *Celebrity Characteristics*

*“You shouldn’t be pressured into trying to be thin by the fashion industry, because they only want models that are like human mannequins. You have to remember that it’s not practical or possible for an everyday woman to look like that. It’s not realistic and it’s not healthy.” (Rihanna, Singer)*

Celebrity is very powerful in term of influencing their admirers or fans. That is why most marketers jump to take this opportunity to hire their selected celebrity to endorse the product and brand have match-up with anyone of celebrity as long as the marketers think it was good (Mat, Kim, Manaf, Ing, and Adis, 2019). Of course, the important things celebrities were looked by marketers is based on their characteristics as mentioned in this study such as attractiveness, credibility, trustworthiness and expertise (Awasthi and Choraria, 2015). In studying celebrity endorsement, Kahle and Homer (1985) mentioned that people who watch attractive celebrity endorsement have more interest in their product compared to an unattractive celebrity endorsement. This is supported by Kahle and Homer (1985) in their study with respondents of 200 men and women to measure the effectiveness of celebrity with physical attractiveness, involvement and likeability. After the questionnaire was distributed, the result of their studies has shown that respondents who saw the attractiveness celebrity endorsement will have more attention compared to those who saw the unattractive celebrity endorsement

(Düsenberg, Almeida, and Amorim, 2016). Means that, there are no different perception of male and female towards attractive celebrity in the advertisement. Therefore, it will be hypothesized that:

H1: The effect of attractiveness and attitude towards imitating Korean celebrity endorsement is higher among female consumers compare to male consumers.

According to (Knight and Young Kim, 2007; Freling and Forbes, 2013; Popescu, 2014; Pradhan, Durairandian, and Sethi, 2016) many empirical researchers have found that credibility of celebrity endorsements positively influences consumer attitudes towards advertisement and consumers purchase intentions (Singh and Banerjee, 2018). It shows that the credibility of celebrity attribute in the advertisement has the influence to change consumer's attitude (Singh and Banerjee, 2018). Wan Roazha et al., (2019) studied the influence of Korean celebrity on Malaysian consumers whereas the data of respondents were collected from males and females equally. The result had shown that the relationship between celebrity's credibility is not significant predicting consumers intention to imitate the celebrity appeared in the advertisement, where it was contradicted with the studies by Agrawal and Kamakura (1995); Kelman (2006); Amos, Holmes and Stratton (2008). Therefore, it will be hypothesized that:

H2: The effect of credibility and attitude towards imitating Korean celebrity endorsement is higher among female consumers compare to male consumers.

Marketers can create an advertisement with high effect by taking these two factors such as liking and trustworthiness because when consumers like a celebrity, they will automatically trust a celebrity (Friedman, Santeramo and Traina, 1978). Trustworthiness as of major importance for effective endorsers. If consumers believe what the celebrity endorsement has said and they have trust in them, the believability of the advertisement is higher and the attitude of the consumers will increase (McCormick, 2016). Especially female is the most easily to give a trust when influenced by some popular celebrities endorsement that appearing in the Tv screen or printed advertisement even they were readily with make up and good dressing (Rajput and Khanna, 2014) compared to male they more strictly and looking for reality (Fernandes and Panda, 2018). According to Frimpong, Donkor and Frimpong (2019) When a celebrity comes negatively into the news, it has affected the believability and the trustworthiness of the celebrity endorsement. It will also negatively influence the brand image and sales of the related product. With regard to expertise, it is not important that the celebrity has expertise in their field. Most important is that consumers have to think and believe that a celebrity who does endorsement has expertise (Ohanian, 1990). Expert sources also influence perceptions of the product's quality. The sources of celebrity endorsement specialist also are more persuasive (Fernandes and Panda, 2018) and generate more purchase intentions (McCormick, 2016). Speck, Schumann and Thompson (1988) stated that celebrities who are expert in their specific area would increase brand recognition than celebrities who are non-expert. According to Mishra, Dhar and Raotiwalla (2001) gender of the subjects such as male and female had no significant effect on their intention to evaluate the expertise of the celebrities. These same goes with the studied by Wan Roazha et al., (2019) mentioned that celebrity's expertise is not significant predicting consumer's attitude and intention to imitate the celebrity. Therefore, it will be hypothesized that:

H3: The effect of trustworthiness and attitude towards imitating Korean celebrity endorsement is higher among female consumers compare to male consumers.

H4: The effect of expertise and attitude towards imitating Korean celebrity endorsement is higher among female consumers compare to male consumers.

#### *Intention to Imitate of Differences Gender*

First, must to understand the concept of imitation. According to Meltzoff and Williamson (2017) the concept of imitation has been used in a commonsense way to mean that the observer duplicates the act that the model performs. Imitation requires that three conditions are met: (1) the perception of an act causes the observer's response, (2) the observer produces behavior similar to that of the model, and (3) the equivalence between the acts of self and other plays a role in generating the response (Meltzoff and Williamson, 2017). In imitating, the goal of the observer is to match the target behavior. Behaviours that are either stereotypically feminine or masculine from a celebrity may have an effect on influence on male or female people intention to perform the imitation, copying and following them (Carli, 1989). Based on a study by Eagly (1978) has mentioned that gender differences in social influence have often reported that female is more easily influenced and less influential than male, which means that female is the most targeted by marketers to be influenced by a celebrity in an advertisement. Sometimes, female also has affected just marketers put male celebrity as a celebrity endorser, therefore it is will profitable on marketers because it can be influenced both of male and female consumers at the same time. Besides that, the second study of Eagly and Carli (1981) stated that although there

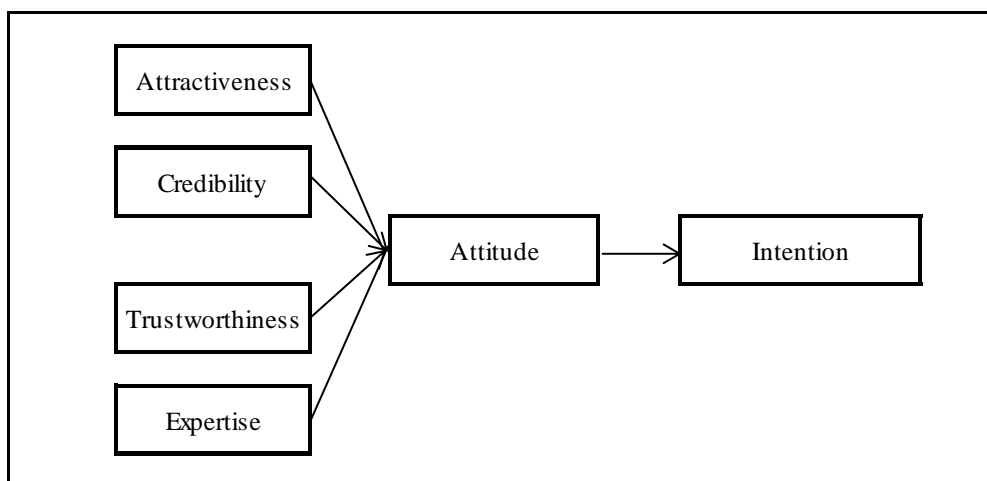
is little evidence to support the notion that men are more influential, a meta-analytic review has shown that women are more easily influenced. Therefore, it will be hypothesized that:

H5: The effect of attitude towards imitating Korean celebrity endorsement is higher among female consumers compare to male consumers.

*Theory of Social Comparison*

The current researcher will be explained more with the theory of social comparison proposed by Festinger (1954) in order to support this study. Social comparison can be defined as the “process of thinking about information about one or more other people in relation to the self” (Wood, 1996). The phrase “in relation to the self” means that the comparer looks for or notices similarities or differences from the target of comparison on some dimension. The dimension can be anything on which the comparer can notice similarity/difference. We would usually expect the comparer to react in some way to the existence of the similarity/difference with a change in self-evaluation, affect, or behavior. According to Geber, Wheeler, and Suls (2017) have conducted the research on social comparison focused on two issues: the choice of a comparison target (selection) and the effects of comparisons on self-evaluations (reaction). Based on their study shown that it is supported the current conceptual framework in terms of people who making a comparison target is when they have profiling or selecting their target model who possessed attractiveness, credibility, trustworthiness and expertise before they started to imitate. The theory of social comparison is about people in social living especially whom age of teenagers always likely to compare their physical and other factors with their favourite celebrity and models. Apart from this, similar influences of the gender of teenagers on their perception of celebrity endorser's personal traits irrespective of celebrity's gender find significant support from research by Downs and Harrison (1985); Myers and Biocca (1992) suggested that advertising and mass media may play a part in creating and reinforcing a preoccupation with personal traits and influence consumer perceptions of what constitutes an acceptable level of their personal traits (Peterson, 1987; Richins, 1991). In this study, the current researchers were intent to comparing differences gender in term of attitude and intention to imitate Korean celebrity endorser when consumers were watching their favourite or normal Korean celebrity appeared in an advertisement. Thus, in this study, celebrity characteristics variables are used in order to test which variable could be the significant result and is there have another implication or result.

**Figure 1: Research Framework**



**3. DATA AND METHODOLOGY**

We espoused a quantitative approach in conducting the study. The samples for this study were a millennial generation in Malaysia aged 21-25. To ensure that the sample characteristics corresponded to the nature of the study, a non-probability purposive sampling technique was adopted to ensure the collected data were indeed from valid sources. A 5-point Likert scale anchored by “strongly disagree” (1) to “strongly agree” (5) was used as the measurement for the independent and dependent variables. Sample size estimation was determined using G\*power 3.0 analysis (Faul et al., 2007). By using G-Power Analysis software, with the effect size of f square 0.15,  $\alpha$  error pro 0.05, power Gf 0.95 with four tested predictors, therefore 129 respondents are the minimum sampling for this study. 602 questionnaires were distributed. Figure 1 depicted the research framework that

contained statements of five variables investigated. The variables were examined using multiple items (Hayduk & Littvay 2012) and the data was then analysed using SmartPLS 3.0 (Ringle et al., 2015) to assess the hypotheses. A Multi-Group Analysis (PLS-MGA) was carried out to examine differences between two groups (male and female) in particular their intention to imitate Korean celebrity in Malaysia as previous studies conducted in other countries prove that there were differences between males dan females (Kozhakhmetova, 2012; Hubinette, 2012; Yoon, 2010; & Meza & Park, 2014). By applying PLS-MGA, researchers are therefore able to test for differences between these group (Hair et al, 2014; Horn & McArdle, 1992; Keil et al., 2000).

**4. RESULTS AND FINDINGS**

With a total of 602 respondents made up of millennial generation in Malaysia, the respondents comprised of females (50%) and male respondents (50%). 97 percent of the respondents were between 18-23 years old. The respondent profile was summarized in a report shown in Table 1.

**Table 1: Respondents' Profile**

Demographics	Full (N = 602)		Male (N = 301)		Female (N =301)	
	Frequency	%	Frequency	%	Frequency	%
Gender	602	100.0	301	50.0	301	100.0
Age						
18-23	575	95.5	292	97.0	283	94.0
24-29	27	4.5	9	3.0	18	6.0
Education						
Diploma	110	18.3	65	21.6	45	15.0
Degree	422	70.1	197	65.4	225	74.8
Master	5	0.8	1	0.3	4	1.3
Phd	4	0.7	3	1.0	1	0.3
Others	61	10.1	35	11.6	26	8.6
Status						
Single	596	99.0	299	99.34	297	98.7
Married	6	1.0	2	0.664	4	1.3
Ethnic						
Malay	361	60.0	173	57.5	188	62.5
Chinese	134	22.3	71	23.6	63	20.9
Indian	49	8.1	35	11.6	14	4.7
Sabah Natives	29	4.8	8	2.7	21	7.0
Sarawak Natives	28	4.7	13	4.3	15	5.0
Others	1	0.2	1	0.3	0	0.0

Table 2 demonstrates the findings of configural invariance for reflective measurement model. The results validate that the constructs (or variables under investigation) have high and sufficient average variance extracted internal consistency (Roldán & Sánchez-Franco, 2012) (AVE) to validate the convergent validity (Hair, Hult, Ringle, & Sarstedt, 2017). HTMT criterion is used to assess discriminant validity (Ringle, et al., 2017) specifies that the discriminant validity is well-established at HTMT0.85 (Diamantopoulos & Siguaw, 2006). Thus, there is no issue of multi-collinearity between items loaded on different constructs in the outer model. Hence, it is appropriate to proceed to compositional invariance.

**Table 2: MICOM Configural Invariance Measurement Model Assessment (Reflective)**

Group	Model and Construct	Cronbach's $\alpha$	CR	AVE	Correlation of Constructs					
					Attitude	Attract	Credibility	Expertise	Imitate	Trust
M a l e	Attitude	0.903	0.932	0.775	-					
	Attract	0.767	0.842	0.517	0.433	-				
	Credibility	0.865	0.896	0.552	0.429	0.574	-			
	Expertise	0.861	0.900	0.642	0.380	0.338	0.601	-		
	Imitate	0.868	0.910	0.717	0.611	0.446	0.346	0.314	-	
	Trust	0.852	0.895	0.631	0.501	0.394	0.882	0.600	0.280	-
F e m a l e	Attitude	0.907	0.935	0.782	-					
	Attract	0.754	0.832	0.501	0.396	-				
	Credibility	0.834	0.877	0.514	0.425	0.596	-			
	Expertise	0.783	0.854	0.553	0.481	0.539	0.731	-		
	Imitate	0.831	0.888	0.667	0.680	0.501	0.411	0.400	-	
	Trust	0.889	0.919	0.694	0.516	0.533	0.789	0.718	0.399	-

Note: Diagonal elements in the correlation of the constructs' matrix are the square root of average variance extracted (AVE).  
 For adequate discriminant validity, diagonal elements should be greater than corresponding off-diagonal elements  
 Criteria: Discriminant validity is established at HTMT0.85 / HTMT0.90

Table 3 presents the results of configural invariance for formative measurement model. The findings yield path coefficients of 0.721 and 0.704 respectively, more than 0.70, thus, the formatively measured constructs have sufficient degrees of convergent validity (Klassen & Whybark, 1999). Besides, multi-collinearity between indicators is assessed. All indicators for formative construct satisfy the VIF values and they are consistently below the threshold value of 5.0 (Hair et al., 2014) and also 3.3 (Diamantopoulos & Sigauw, 2006). Therefore, it can be concluded that collinearity issues do not reach critical levels in any of the formative constructs and are not an issue for the estimation of the PLS path model. In addition, the significance and relevance of the outer weights of the formative constructs show that all formative indicators are significant.

**Table 3: MICOM Configural Invariance Measurement Model Assessment (Formative)**

Construct	Items	Convergent Validity	Weight	VIF	t-value weights	Sig	
Celebrity Global (Males)	Attract	0.721	0.265	1.301	8.910	0.000	**
	Credibility		0.452	2.852	135.595	0.000	**
	Expertise		0.233	1.440	12.795	0.000	**
	Trust		0.297	2.564	30.055	0.000	**
Celebrity Global (Females)	Attract	0.704	0.267	1.398	13.763	0.000	**
	Credibility		0.431	2.216	87.269	0.000	**
	Expertise		0.270	1.830	21.109	0.000	**
	Trust		0.250	2.144	21.23	0.000	**

The objective of the second step of the MICOM procedure is to examine compositional invariance, which occurs when composite scores are created equally across groups (Dijkstra & Henseler, 2011). Permutation tests are also conducted to statistically assess whether compositional invariance is present. Permutation tests are nonparametric (Henseler et al., 2016). For each permutation run, the correlations between the composite scores using the weights obtained from the first group are computed against the composite scores using the weights obtained from the second group (Henseler et al., 2016). As shown in Table 4, the MICOM results report for the second step which indicates that compositional invariance has been demonstrated for all the constructs. This is evident based on the original correlations being equal to or greater than the 5.00% quartile correlations (shown in the 5% column).

**Table 4: MICOM Compositional Invariance**

	Original Correlation	Correlation Permutation Mean	5.00%	Permutation p-Values
Attract	0.995	0.998	0.994	0.102
Celebrity	0.997	0.997	0.995	0.337
Credibility	0.996	0.996	0.994	0.350
Expertise	0.987	0.990	0.987	0.043
Trust	1.000	1.000	1.000	0.045

Table 5 shows the first portion of the results. In this step, we assess the composites' (constructs) equality of mean values and variances across the groups. For invariance to be established, the first column (mean original difference) must be a number that falls within the 95% confidence interval. This is assessed by comparing the mean original difference to the lower (2.5%) and upper (97.5%) boundaries shown in columns three and four. If the mean original difference is a number that falls within the range of the lower and upper boundaries, then the first part of step three has been met, thus providing initial evidence of invariance. The constructs in Table 5 all pass this portion of the test for invariance.

**Table 5: MICOM Composite Equality-Part 1**

	Mean - Original Difference (Males - Females)	Mean - Permutation Mean Difference (Males - Females)	2.50%	97.50%	Permutation p-Values
Attract	-0.088	0.003	-0.159	0.165	0.290
Celebrity	-0.125	0.000	-0.173	0.167	0.136
Credibility	-0.107	-0.001	-0.155	0.163	0.192
Expertise	-0.078	0.000	-0.171	0.158	0.339
Trust	-0.096	0.000	-0.167	0.168	0.241

The second portion of the results for the MICOM step three is shown in Table 6. Similar to the assessment conducted using Table 5, the data in column one (variance original difference) must be a number that falls within the 95% confidence interval. Therefore, the first column is again compared to the lower (2.5%) and upper (97.5%) confidence interval. In order to conclude full measurement invariance for the composites (Henseler et al., 2016), all the constructs must fall within the 95% confidence interval. All constructs in Table 6 all pass this portion of the test for invariance. By establishing full measurement invariance, the composites (measurement models) of the two groups can be analyzed using the pooled data.

**Table 6: MICOM Composite Equality-Part 2**

	Variance - Original Difference (Males - Females)	Variance - Permutation Mean Difference (Males - Females)	2.50%	97.50%	Permutation p-Values
Attract	0.08	-0.007	-0.335	0.306	0.626
Celebrity	0.103	-0.008	-0.34	0.334	0.566
Credibility	-0.064	-0.007	-0.294	0.292	0.668
Expertise	0.116	-0.012	-0.306	0.276	0.426
Trust	0.123	-0.001	-0.234	0.258	0.332

As noted in Table 7, the relationship between all variables namely attractiveness, credibility, trustworthiness, expertise, and attitude towards intention to imitate Korean celebrity endorsement did not indicate major differences between males and females. Next, it is necessary to determine if the difference between the two groups is significant. This can be accomplished by returning to the output for the permutation test.

**Table 7: Bootstrapping Results for Males and Females Separately**

	Males					Females				
	Original Sample	Sample Mean (M)	Standard Deviation	T-Statistics ( O/STDEV )	P-Values	Original Sample	Sample Mean (M)	Standard Deviation	T-Statistics ( O/STDEV )	P-Values
H1: Attract -> Imitate	0.043	0.042	0.012	3.526	0.000	0.042	0.040	0.009	4.537	0.000
H2: Credibility -> Imitate	0.085	0.086	0.020	4.168	0.000	0.075	0.075	0.015	5.157	0.000
H3: Trust -> Imitate	0.066	0.066	0.015	4.371	0.000	0.076	0.074	0.014	5.474	0.000
H4: Expertise -> Imitate	0.056	0.055	0.013	4.318	0.000	0.049	0.051	0.011	4.412	0.000
H5: Attitude -> Imitate	0.421	0.419	0.086	4.870	0.000	0.399	0.399	0.067	5.969	0.000

To assess the hypotheses, a 5000-bootstrap resampling of data is conducted (Hair et al., 2017). Table 8 demonstrates the assessment of the permutation test path coefficients for each path relationship. A permutation p-value of less than or equal to 0.10 designates a significant difference between the two groups of interest. The permutation test path coefficients result in this study however indicates that there was no significant difference between males and females. This is evident by the permutation p-values in Table 8.

**Table 8: Permutation Test Path Coefficients Results**

	Path Coefficients Original (Males)	Path Coefficients Original (Females)	Path Coefficients Original Difference (Males - Females)	Path Coefficients Permutation Mean	2.50%	97.50%	Permutation p-Values
H1: Attract -> Imitate	0.211	0.206	0.005	0.001	-0.065	0.066	0.863
H2: Celebrity -> Imitate	0.422	0.372	0.050	-0.003	-0.078	0.076	0.214
H3: Trust -> Imitate	0.327	0.378	-0.050	-0.002	-0.065	0.059	0.126
H4: Expertise -> Imitate	0.279	0.242	0.037	0.002	-0.091	0.094	0.550
H5: Attitude -> Imitate	0.421	0.399	0.022	0.001	-0.233	0.226	0.845

**5. IMPLICATIONS OF THE STUDY**

In this study, there are several implications to the body of knowledge, practitioners and theoretically. For implication on the body of knowledge, this study contributes in terms of new marketing literature about different perceptions between male and female consumers towards Korean celebrity endorsement.

The main contribution of this study is the factors of celebrity characteristics plays an important role in order to attract audience whether to make the consumers feel intention to follow what they act on the screen or consumers will invest their money because they want to fulfil their desire towards their celebrity. However, there are not enough to claims that celebrity characteristics have been successfully winning the consumer’s heart, unless the celebrity characteristics itself must working in term of they feel satisfied which we stated as self-satisfaction and the celebrity must powerfully grab the consumers intention that we stated as an expression of power. Therefore, the current researchers have pretty sure that the celebrity characteristics are the factors that attract the consumers' attitude and intention, meanwhile, the consumers' individual characteristics are the causes of they will start the feeling and make them do the action in terms of imitation or purchasing.

Second, of the main contribution in this study, there will contribute to marketers where – marketers, they will more easily to put the target of consumers even the marketers may make it their target consumer with more specific. Sometimes, most marketers when they using the celebrity to endorse their product, they still vague of with consumers must become their target. However, based on this study the marketers could be more realise towards which specific gender either male or female to become their target to expose their product. Because, as results in this study the factors that normally attracting most female shown that male become the highest level of attitude and intention.

Third, this study has contributed new results of consumers perspective on views of what types of factors that can be made consumers change their attitude and lead their intention to imitate. Based on this study, generally for both celebrity and individual characteristics have influentially to attracting consumers. Specifically, for celebrity characteristics, consumers did not have the influence of credibility and expertise of consumers because consumers when they saw the celebrity have attractiveness or trustworthiness.

Fourth, there is very little study about imitation while no study has tried to focusing in deeply on consumers intention to imitate especially when they were exposed to their favourite celebrity endorse a product or brand. Therefore, this study believed that will be contributing as a new proposed in term of area study and targeted will be more expended by other new study latter on. Last but not least, this study also has contributed in theoretically. There are very appropriate to the used theory of social comparison in order to a more reasonable explanation

**6. LIMITATION AND SUGGESTION FOR FURTHER STUDY**

The current researchers found that there are a few limitations in this study. First is in term of literature reviews, because of not many previous studies have been comparing male and female attitude and intention to imitate celebrity, it was become very challenges to come out the point of discussion by the previous study. Therefore, we suggested that the study on comparing male and female especially towards acceptance of celebrity must produce more so that the literature about it can be improved and expended at the same time the discussion on this issue will be more proven and criticism. Second is about the determination of the outcome of this study, this study only testing the direct relationships without testing the mediator effect. Therefore. For the further study, we suggested that some researchers will be tested the mediator effect or moderator effect to predicting the attitude, intention and behaviour of the consumer either in the contexts of imitation or purchasing.

Third is the current researchers were only focusing on Klang Valley areas as a target population to tested in this study if the sample size can be collected from another place the current researchers believe that maybe the



results going to be the difference in terms of perceptions from male and female attitude and intention to imitate celebrity. Therefore, for the future study if the researcher wants more accurate results in terms of to see is there will be some adjustment or changes of the results between male and female or consumers itself towards what predictor are going to be tested by the next researcher.

## 7. CONCLUSION

Using multi-group analysis to see if male and female have different results in terms of attitude and intention to imitate when affected by Korean celebrity who appeared in the advertisement as an endorser. In this study, we found that there are no different if we want to see which characteristics, even though, whether celebrity or individual characteristics the results is the same from male and female. However, the current researchers found that there was a different effect in terms of the level of acceptance of male and female when they affected by celebrity. Instead of the study like this is very limited to find and hard to argue based on the previous study, the current researchers suggested that the study of a comparative study of male and female must be conducted intensively so that we can see more suggestion from another study.

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