

## The Influence of Celebrity Endorsement on Consumers' Attitude and Purchas Intention Towards Skincare Products in Malaysia

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**Abstract :** The study's goal is to determine how celebrity endorsement affects Malaysian consumers' attitudes and intentions to buy skincare products. Since customers now largely rely on celebrity endorsement to influence purchasing decisions in almost every business, celebrity endorsement is not, in reality, a new phenomenon. Even though the market for skincare products has a vast potential to be exploited, corporations have yet to seize this niche via celebrity endorsement. Basically, there hasn't been much study done to recognize the significance of celebrity endorsement in this industry. This research combined descriptive and quantitative methods with a self-administered survey as the primary data-gathering tool. All of the characteristics under study were measured using a 5-point Likert scale, and the questionnaire was written in English. A convenience sample method was used to choose respondents, and 360 sets of valid questionnaires were gathered for the study's statistical analysis. Preliminary statistical analyses were analyzed using SPSS version 20.0 (Statistical Package for the Social Sciences). The backdrop of the respondents' demographics was examined using descriptive analysis. All concept assessments' validity and reliability were examined using exploratory factor analysis, item-total statistics, and reliability statistics. Pearson correlation and regression analysis were used, respectively, to assess relationships and impacts between the variables under study. The research showed that, apart from competence, celebrity endorsements of skincare products in Malaysia had a favorable impact on attitudes and purchase intentions as evaluated by attractiveness and dependability. The research indicated that the most significant element influencing attitude and buy intention was the credibility of a celebrity endorsement. The study offered implications in order to provide potential improvements of celebrity endorsement in skincare goods in Malaysia. The study's last portion includes its limits and ideas for the future.

**Keywords :** trustworthiness, influential, phenomenon, celebrity emdorsement

**Conference Title :** ICBMR 2023 : International Conference on Business Management and Research

**Conference Location :** Kuala Lumpur, Malaysia

**Conference Dates :** December 04-05, 2023