



Faculty of Economics and Business

**IMPACT OF MALE CELEBRITY ENDORSER IN BEAUTY
PRODUCT ADVERTISEMENT**

Poh Jiana

Bachelor of Business Administration with Honours
(Marketing)
2014

**KESAN PENGLIBATAN SELEBRITI LELAKI DALAM
IKLAN PRODUK KECANTIKAN**

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Projek ini merupakan salah satu keperluan untuk
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(Pemasaran)

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**IMPACT OF MALE CELEBRITY ENDORSER IN
BEAUTY PRODUCT ADVERTISEMENT**

POH JIANA

This project is submitted in partial fulfilment of
the requirements for the degree of Bachelor of Economics with Honours
(Marketing)

Faculty of Economics and Business
UNIVERSITI MALAYSIA SARAWAK
2014

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ABSTRAK

KESAN PENGLIBATAN SELEBRITI LELAKI DALAM

IKLAN PRODUK KECANTIKAN

Oleh

Poh Jiana

Tujuan penyelidikan ini adalah untuk mengaji kesan penglibatan selebriti lelaki dalam iklan produk kecantikan lelaki and wanita. *Theory of Reasoned Action (TRA) model* telah digunakan untuk mengetahui bagaimana kredibiliti selebriti dan pengabungan selebriti dengan produk menjejaskan sikap terhadap selebriti, kesukaan terhadap iklan, sikap terhadap iklan dan keinginan untuk membeli. *2x2 factorial design* telah digunakan dalam penyelidikan ini.

Penemuan yang didapati daripada penyelidikan ini menunjukkan bahawa ada perbezaan yang ketara di antara impak selebriti lelaki and selebriti perempuan dalam kredibiliti selebriti, pengabungan selebriti dengan produk, kesukaan terhadap iklan, sikap terhadap iklan dan keinginan untuk membeli dalam iklan produk kecantikan wanita. Namun begitu, dalam iklan produk kecantikan lelaki, bukan semua pembolehubah menunjukkan perbezaan yang ketara seperti kredibiliti selebriti dan keinginan untuk membeli produk yang disokong.

Kekurangan penyelidikan ini ialah hanya responden wanita saja yang terlibat. Oleh itu, penemuan yang lebih umum dapat diperolehi kalau responden lelaki terlibat sama sekali dalam penyelidikan masa depan. Kemungkinan respons berat sebelah akan berlaku. Namun begitu, perhatian telah diambil semasa memilih selebriti untuk mengurangkan masalah tersebut. Selain itu, produk yang dipilih dalam iklan berkemungkinan tidak menarik perhatian sesetengah responden.

ABSTRACT

IMPACT OF MALE CELEBRITY ENDORSER IN

BEAUTY PRODUCT ADVERTISEMENT

By

Poh Jiana

The purpose of conducting the research was to find out the impact of male and female celebrity endorser in gender-typed beauty product advertisement. Theory of Reasoned Action (TRA) model was used to understand how the celebrity endorser credibility and celebrity endorser match-up with the product endorsed affect the attitude toward the celebrity endorser, liking of the advertisement, attitude toward the advertisement and purchase intention. A 2x2 factorial design is implemented.

The findings of the research showed that there were significant differences between the impact of male and female celebrity endorser in the celebrity endorser credibility, celebrity endorser match-up with the product endorsed, liking of the advertisement, attitude toward the advertisement, and purchase intention in female beauty product advertisement. However, in male beauty product advertisement, not all the variables showed significant differences such as the celebrity endorser credibility and purchase intention of the product endorsed.

The limitation of the research was only female respondents participated. Thus, a more generalization findings can be achieved by including male respondents in the future research. Potential biased toward the celebrity endorser might occur. However, precautions has been taken when selecting the celebrity endorser in order to minimize the bias responses. Another limitation was the products selected in the advertisements might not attract certain part of the respondents.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

In this chapter, an overview of the research done was presented. Firstly, the background of celebrity endorser gender in beauty product advertising was discussed. The problem of the research and the objective of conducting this research were also determined. This chapter also included the rationale behind for executing the research and the scope of the research. Finally, the limitations of the research were discussed as well for the purpose of future research.

1.2 Background of Research

Celebrity endorsement is a commonly well-known effective promotion tool used among the organizations. Applying the promotional strategy of celebrity endorsements in advertising can be very costly for an organization. Thus, marketers must make sure the process of selecting the celebrity endorsers is wisely planned in order to ensure that the most appropriate and effective celebrity endorsers are chosen for the purpose of the advertising. Previous studies have shown that celebrity endorsements in advertising is more effective compared to advertisement without the celebrity endorsers (Atkin & Block, 1983).

The Korean popular culture (also known as “Korean wave” or Hallyu in Korean) has been increasing dramatically over the years in the Asian countries and is slowly gaining popularity in the Europe and America (Jang & Paik, 2012). Korean popular cultures are ranged from television dramas, movies, popular music (K-pop), fashions and beauty, foods and language (known as Hangul in Korean) (Jang & Paik,

2012). One of the most significant influences of the Korean popular culture is the emerging of the *kkot minam* (also known as “Flower Boys”), a term used to describe the males with softer masculine appearance that are usually associated to young, childish, pretty face, soft and smooth skin, innocent and attentive (Kim, Han, Kim, & Paramita, 2013). Many of the Korean male celebrities are portraying the image of *kkot minam*, such as Jung Il Woo (actor), Jang Geun Suk (actor), Lee Min Ho (actor), Kim Hyun Joong (singer and actor), Song Joong Ki (actor) and Kim Jae Joong (singer and actor).

In Malaysia, the Korean beauty products stores are mushrooming widely over the states. The Face Shop, Nature Republic, Etude House, Tony Moly and Holika Holika are just some of the common Korean beauty products stores that have been bring in from the Korea to the beauty industries in Malaysia. It was a common view that not only Korean female celebrity endorsers such as Sandara Park from 2NE1 (K-pop girl group singer), Lee Hyori (singer) and Sulli from f(x) (K-pop girl group singer) are featured in the advertisements placed at the entrance of these stores. There is also male celebrity endorsers featured in the advertisements holding the companies’ products as well, either present in single or paired with the female celebrity endorsers. SHINee, a male K-pop group singer are featured in the color-tinted lip balm advertisement of Etude House; Jung Il Woo, a Korean drama actor featured in Holika Holika’s BB cream advertisement; Kim Hyun Joong, both a singer and actor featured in The Face Shop’s chia seed moisturizing face cream advertisement; Jang Geun Suk, an actor as well featured in the Nature Republic’s aloe vera soothing gel advertisement; and JYJ, a K-pop male group singer is featured in Tony Moly’s CC cream advertisement. Besides, female Korean celebrities such as

Kang Min-Kyung and Yoo In Na were found endorsing the Gillette men's razor. Most of these male celebrity endorsers are endorsing female beauty products instead of endorsing the products specifically used by the male. Even though some of the products can be used by both female and male consumers such as the moisturizing face cream and the aloe vera soothing cream, the products are still perceived more towards the female beauty products by the Malaysia consumers as overall, the Korean beauty products stores are selling cosmetics which targeting the female consumers.

These Korean beauty products stores are applying cross-over endorsement between the celebrity endorser gender and the gender-typed beauty products in their advertising strategy. There is a trend showing that more and more companies are selecting male celebrities as the endorsers for the female beauty products in advertising. Customers may find the male celebrity endorsers attractive personally but it is still a concern that whether the customers are comfortable with the match up of the celebrity endorsers' gender with the gender-typed beauty products. It is also important to understand the attitude and purchase intention of the customers toward the cross-over endorsement.

1.3 Problem Statement

The effectiveness of celebrity endorsements in advertising are no longer a questionable issue among the marketers. There are quite a lot of studies on effectiveness of celebrity endorsements in advertising have been carried out by researchers around the world previously (Ahmed, Mir, & Farooq, 2012; Atkin & Block, 1983; Friedman & Friedman 1979; Friedman, Termini, & Washington, 1976;

Phang & de Run, 2007). In previous studies, they have proven that celebrity endorsement is influential in increasing the buying intention among the customers (Ahmed et al., 2012; Atkin & Block, 1983), company image (Phang & de Run, 2007). It is common that many marketers nowadays are implementing celebrity endorsement to help promoting the product or service of the company.

However, there is limited number of research has been carried out on the cross-over endorsement between the gender of the celebrity endorser with the gender-typed beauty product advertising especially in the context of beauty product advertising in Malaysia. Many marketers are using male celebrity endorser in female beauty product advertising. The outcome of the advertisement might able to attract the customer attention but does the implementation of male celebrity endorser really impacted positively on the customer attitude and hence purchase intention is still a questionable issue. Malaysian acceptance on metrosexual concept is slowly gaining but they are still considered as quiet low compared to the other Asian countries like Korea, China, Taiwan and Thailand. On the other hand, the rise of Korean Pop and Korean drama has slowly affected the Malaysian perception on *kkot minam* (pretty boys). More varieties of male beauty products such as hair wax and man specialized skin cares were introduced to the Malaysian consumers. Male are exposed to the practices of taking care of their appearance in their daily regime through the television beauty show. However, some might feel uncomfortable with the male celebrity endorser in female beauty product advertisement as they might feel awkward for buying a female beauty product endorsed by male celebrity endorser who obviously did not use them in their life.

It is important for the marketers to fully understand the impact of the celebrity endorser gender on the gender-typed beauty products according to the Malaysia society acceptance. Therefore, the problem statement for this study is to find out what is the impact of celebrity endorser gender on gender-typed beauty product advertising.

1.4 Research Objectives

The research objectives explain the purpose of conducting the study in two ways; in general and in specific.

1.4.1 General Objective

The general objective of this study is to study the impact of male and female celebrity endorser in gender-typed beauty product advertisement.

1.4.2 Specific Objective(s)

The specific objectives of the research are:

- i) To compare the customer attitude on male and female celebrity endorser credibility in male beauty product advertisement.
- ii) To compare the customer attitude on male and female celebrity endorser credibility in female beauty product advertisement.
- iii) To compare the customer attitude on male and female celebrity endorser match-up with male beauty product advertisement.
- iv) To compare the customer attitude on male and female celebrity endorser match-up with female beauty product advertisement.

- v) To compare the impact of male and female celebrity endorsers on customer attitude and behavior in male beauty product advertisement.
- vi) To compare the impact of male and female celebrity endorsers on customer attitude and behavior in female beauty product advertisement.

1.5 Rationale of the Study

Celebrity endorsement has been studied a lot by the others researchers but there was still lack of researches that focus primarily on the cross-over endorsement between the celebrity endorser gender and the gender-typed beauty product has been carried out in Malaysia context. Most of the researches were focusing on the impact of celebrity endorsers from the aspect of the gender of the respondents.

Studies on customers attitude toward the gender of the celebrity endorser has been executed in a gender-neutral product such as soft drinks (Mishra, Dhar, & Raotiwala, 2001) and sport advertisement (Klaus & Bailey, 2008). There was also a research conducted on the cross-over endorsement between the celebrity endorser gender and the athletic shoes for male and female (Sawatari, 2006). However, athletic shoes do not portray as a gender-specified product as both male and female can be the target market for athletic shoes. The athletic shoes can be deviated in terms of the design either more feminine or masculine design. There is no clear gender-specified component in athletic shoes. The results obtained from these studies might not reflect the same trend in a significant gender-specific products advertising such as beauty products. There is no study has been carried out to examine the cross-over endorsement between the celebrity endorser gender and

gender-typed beauty products in beauty products advertising where females were the dominant consumers.

Furthermore, the previously done celebrity endorsement studies were not investigated in the context of the culture in Malaysia where the acceptance of cross-over endorsement might or might not response as good as the other countries with different cultures. This is because the *kkot minam* culture origin from the Korea might also change the Malaysia society perception on male beauty care regime.

Therefore it is important to conduct this research in order to help the marketers to understand the impact of the celebrity endorser gender in gender-typed beauty product advertising and develop a more strategic beauty product advertising plan in Malaysia beauty product industries.

1.6 Research Scope

The scope of this research is to study the impact of male celebrity endorser on beauty product advertising. The study is only conducted among the female undergraduate students from Universiti Malaysia Sarawak (UNIMAS). The respondents are come from the different faculties and programs. In this study, four Korean celebrity endorsers are selected (Choi Seung-hyun mostly known as his stage name-TOP, Lee Hyori, Song Joong-Ki, and Im Yoona.). The two products advertised in the four advertisement stimulus were for enhancing purposes (to increase the appearance attractiveness of a person) rather than for problem solving purposes which are the men's razor for the male beauty product and lipstick for the female beauty product.

1.7 Summary

This chapter has shown the general understanding on what the research is all about and acted as a guideline on which past literature is relevant to the research in Chapter 2.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

In this chapter, the relevant literature from past studies was examined. The celebrity endorsement advertising and gender roles portrayed by the male and female in advertising were discussed in details. It also reviewed the customer attitude toward the gender of the celebrity endorser on gender-typed beauty product advertising. Lastly, the TRA model used for the purpose of this research and the theoretical framework created based on the TRA model were explained in this chapter as well. The literatures reviewed helped to serve as a guideline on the study.

2.2 Literature Review

Past literature by other researchers on the advertising, celebrity endorsement advertising, gender, gender of the celebrity endorser and gender of celebrity endorser affects attitude will be discussed in the following section.

2.2.1 Advertising

Advertising is a communication channel which attempt to sell products or services by grabbing the people's attention (Mayne, 2000). It reflects and sets the current trends, and is playing an important in altering the customer's attitude and behavior (Sawatari, 2006). Advertising was created by the advertiser to provide product or service information such as the availability and price to the customers (O'Donohoe, 1994). In the same study, it is said that advertisement is also used to create competition by informing the customers the alternatives and as a quality

assurance (O'Donohoe, 1994). However, the society is bombarded by many advertisements every day and tends to ignore the advertisements if it is not competitive enough in attracting the customers, hence, overlooked the information on the advertisement.

The use of advertising communication medium in beauty products industries has been increasing drastically over the years. Younger generations bombarded with skin care marketing messages from wide variety of sources (e.g. TV commercials, magazines ads, the Internet, etc.) since their childhood has leads to the awareness of the importance of appearance (Meng & Pan, 2012).

Beauty product advertising has been used to discuss the match-up hypothesis in previous researches. Previously, researchers had studied the match-up of different types of physical attractiveness fashion models (highly attractive model; normally attractive model) with perfumes advertisement and women's magazines of different images (Solomon, Ashmore, & Longo, 1992).

Beauty products advertising which also known as attractiveness-relevant products advertising was further categorized into two main groups of product advertising namely, problem-solving products and enhancing products (Bower & Landreth, 2001). Highly attractive models were considered as having more expertise in enhancing beauty products advertising compared to normally attractive models (Bower & Landreth, 2001).

2.2.2 Celebrity Endorsement Advertisement

Endorsers are separated into few types such as the celebrity, the professional expert and the typical consumer (Friedman & Friedman 1979; Friedman et al., 1976).