

Celebrity Endorsement as the Drivers of an Advertising Strategy: The Case of Toc Tien Endorsing OPPO

Pham Bich Uyen, Nguyen Van Phuong* ,
Bui Doan Danh Thao, Sity Rohay Ni

*The School of Business Administration, International University, VNU-HCMC,
Quarter 6, Linh Trung Ward, Thu Duc Dist., Ho Chi Minh City, Vietnam*

Received 14 April 2017

Revised 13 June 2017, Accepted 26 June 2017

Abstract: This study focuses on consumer perceptions of celebrity endorsement in Vietnam using the case of Toc Tien endorsing OPPO brand. Specifically, the research examines the impact of celebrity endorsement on viewers' preference for advertising and purchase intention by using the structural equation method with a sample size of 304 respondents. We found some interesting results: attractiveness, expertise, familiarity, performance, likeability, and celebrity/product fit have a statistically significant positive relationship with advertising. Moreover, there was no evidence to show any linkage between trustworthiness and advertising. Findings indicate that viewers' preference for advertising has a positive impact on purchase intention. Implications for marketers as well as suggestions for future research are also discussed.

Keywords: Celebrity endorsement, advertising, purchase intention, OPPO.

1. Introduction

In the Vietnamese entertainment industry, there are some extremely popular advertisement endorsers who are the representative faces of not only domestic but also foreign brands for a variety of products ranging from cosmetics, drinks, food, to smart phones, motorcycles, and automobiles. Especially, the year 2015 saw the outbreak of a series of young artists appearing in the field of advertising including Toc Tien, Chi Pu, and Dong Nhi representing the female rising stars, as well as Tran Thanh, Son Tung M-TP, and Noo Phuoc Thinh on the male star side. With fresh and dynamic images, combined with certain fan bases and the awareness of the public, they are expected to attract the attention of audiences, and create positive attitudes for the respective product

advertisements, thus generating the purchase behaviour of customers.

Therefore, like many other manufacturers, OPPO, a mid-range segment Chinese electronics and smart phone manufacturer also selects well-known celebrities to represent the brand. Entering the Vietnamese market in 2013, OPPO soon became a phenomenon that has been rated quite well by retailers over the past few years considering their effective marketing programs and long-term investment. In terms of promotion, instead of reaching customers through technology channels, the company selected the channel of entertainment from the first stage of their Vietnamese market access, started with selecting endorsers who were well-fitted in creating inspiration for their products and approaching their target customers - the young generation.

Initially, this strategy seems a no-risk/all gain situation, however, since celebrity endorsement method has widely been used in advertising and

* Corresponding author. Tel.: 84-2-837244270.

Email: nvphuong@hcmiu.edu.vn

<https://doi.org/10.25073/2588-1108/vnueab.4074>

been seen as resulting in a good return in profits, a lot of marketers and advertising professionals have rushed to apply this strategy without careful considerations and complete assessment. However, if a celebrity has a negative publicity, for example with scandals, it will severely damage the image of the product or brand that he or she is endorsing and lead to a rapid decrease in sales and even a loss compared to competing alternatives. In other words, a celebrity endorsement strategy can be a two-edged sword, which makes selecting a celebrity endorser from innumerable alternatives in the presence of potential pitfalls very challenging [1]. Moreover, the attractive celebrity may create a negative effect on mood and body image [2]. Finally, sometimes the celebrities holding a positive public image diminish purchase intentions when consumers are low in true self-esteem [3].

Therefore, companies always look for an optimal solution to be able to choose a perfect matching endorser when executing branding. This process requires marketers to investigate conscientiously many related factors when choosing endorsers that fit the product characteristics and the messages that firms wish to deliver to viewers. Nevertheless, there has been only limited researches in Vietnam investigating the effectiveness of celebrity endorsement regarding viewers' preference for the advertising and purchase intention. To highlight these gaps, this study aims at proposing and testing a model to understand the overall look on the impact of celebrity endorsement on viewers' attitude by using the case of OPPO brand and their endorser Toc Tien. Specifically, the research will examine which research factors have influence on the preference of viewers for specific advertising, and whether audiences' favour for this type of advertising can affect the purchase intention of potential customers.

2. Literature review

Advertising has long been known as one of the most effective methods to introduce products

and services to markets and to approach target customers in a challenging competitive industry. The ultimate goal of advertising is to attract potential customers' attention, persuade them to trust in the image of the product, resulting in a purchase decision [4]. Currently, a variety of flexible and effective communication strategies have been implemented widely, allowing marketers to enhance a brand image and awareness in which the functional capabilities of the brand will be informed to consumers with symbolic values and benefits [5]. Among many popular advertising strategies, celebrity endorsement has been rising as an appropriate promotional trend with an important role in the success of the product in terms of sales and brand recognition. However, some previous studies show that an attractive celebrity image sometimes decrease purchase intention [3].

Since the late nineteenth century, products were soon to be promoted in the form of celebrity endorsement [1]. A celebrity is defined as "an individual who is known to the public (i.e., actors, sports figures, entertainers, etc.) for his or her achievements in areas other than that of the product class endorsed" [6]. Furthermore, McCracken (1989) considered the celebrity endorser as one who "enjoys public recognition and uses this quality on behalf of a consumer good by appearing with it in an advertisement" [7]. He also stated that celebrity endorsement advertising has been recognized as a "ubiquitous feature of modern day marketing", as it demonstrates an effective way of transferring meaning to brands. It means that a celebrity should have a perfect congruence with the advertised product so that he or she not only lends their personality and image to the associated product and delivers a correct message to consumers, but also creates favourable associations that lead to distinct brand images and positive brand knowledge [8]. Choi & Rifon (2012) also noted that ideal congruity (the congruence between the consumers' self-concept and the celebrity's image) will add explanatory power to the effectiveness of the celebrity endorsement model [9].

A celebrity endorsement strategy will be effective if the objective of the advertising is to increase brand awareness and enhance sales by attracting the attention of an audience through the hiring of a celebrity for endorsement [10]. Furthermore, marketing professionals invest a significant amount of money to align products with famous celebrities since they believe that celebrities are able to: (a) draw attention to the endorsed product or brand; (b) transfer image values to these products by virtue of their celebrity image and attributes [11]; and (c) influence consumers in a positive manner. Specifically, McCormick (2016) demonstrates that a well-like and familiar celebrity is playing an essential role as being familiar with the advertised brand [12].

Moreover, recently, the advertising industry even more focus on making advertisement targeting at adolescents employ celebrity appeal. Past experiments found that celebrity endorsement is the most frequently used appeal not only in television commercials but also in youth magazines and other channels to advertise youth products [13]. Also in their researches, the results showed that adolescents pay high intention to endorser characteristics such as popularity, attractiveness and celebrity/product fit, which help the company increase brand awareness, encourage trial, attract the celebrity’s fans, and most importantly, enhance purchase confidence.

However, the importance of celebrity endorsement does not lie in the fact that it is used

by firms who wish to increase revenue, but in how the chosen celebrities add value to a company, brand or product [14]. Since the image of the brand is linked with the image of the celebrity endorser, if there is negative feedback or any scandals related to the chosen endorser, it will harm the product’s conception and lead to a decrease in sales and market position. Beside the benefits that the celebrity endorsement method brings to the brand, it also has some drawbacks that need to be carefully considered before application. Table 1 lists some main advantages and disadvantages of celebrity endorsement in Erdogan’s analysis in 1999.

Amos et al. (2008) conducted a research about the relationship of celebrity endorser effects and advertising effectiveness [14]. They emphasized the importance of celebrity trustworthiness, celebrity expertise, and celebrity attractiveness, which appear to be the three most influential source effects on purchase intention, brand attitude, and attitude for the advertisement. Those outcomes provide a solid foundation for the building of our study. Additionally, Pradhan et al. (2016) stated that celebrity-user congruence has no impact on brand attitude and purchase intentions, meanwhile user-brand and brand-celebrity personality congruence does [15]. This paper is to investigate which attributes of the celebrity endorsement influence the preference of an audience for advertising and purchase intention for the smartphone industry.

Table1. Pros and Cons of Celebrity Endorsement Strategy

Potential advantages	Potential hazards	Preventive tactics
Increased attention	Overshadow the brand	Pre-testing and careful planning
Image polishing	Public controversy	Buying insurance and putting provision clauses in contracts
Brand introduction	Image change and overexposure	Explaining what is their role and putting in a clause to restrict endorsements for other brands
Brand repositioning	Image change and loss of public recognition	Examining what life-cycle stage the celebrity is in and how long this stage is likely to continue
Underpin global campaigns	Expensive	Selecting celebrities who are appropriate for global target audience, not because they are ‘hot’ in all market audiences.

Source: Erdogan, 1999.

3. Hypothesis development

As the use of this strategy widely spreads around the world, there have been many researches on celebrity endorsement resting on several models. The source attractiveness model [16] posits that the effectiveness of a message depends on the source's familiarity (knowledge of the source through exposure), likeability (affection for the source based on his or her physical appearance and behaviour), similarity (resemblance between the source and the audience), and attractiveness to the respondent [17]. Since physical attractiveness endorsers easily catch the eyes of customers and impress them immediately, understanding someone's personality needs more time, advertisers should choose celebrity endorsers on the basis of their attractiveness to gain from dual effects of celebrity status and physical appeal. This leads to the following hypothesis:

H1: Attractiveness has a positive impact on viewers' preference for the advertising.

Most consumers believe that sources of information about the product or brand given by celebrity endorsers are credible [18]. Credibility represents a positive characteristics of a contributor, which affects the acceptance of the message [19]. If consumers feel that the celebrity is trustworthy, they are highly engaged in the intent to purchase the advertised product. With the use of celebrities in advertising, measuring the level of a celebrity endorsers' credibility is a necessary task for assessing the possible impact of using such individuals.

Applying the importance of credibility, the source credibility model indicates the effectiveness of a message that an advertisement is expected to deliver depends on the perceived level of expertise and trustworthiness of a celebrity endorser [12, 15, 20, 21, 22]. Erdogan (1999) defined celebrity expertise as "the extent to which a communicator is perceived to be a source of valid assertions" [1], while Ohanian (1991) found that celebrities' expertise with respect to the product has a significant impact on consumer purchase intention [21]. Celebrity endorsers'

perceived expertise significantly explains the intent to purchase the product, regardless of whether the product was for personal use or for gift-giving. Moreover, Braunsberger (1996) indicated that a high level in expertise creates positive attitudes towards the endorser and advertising as compared with one low in expertise [23]. The purpose of advertisers is to improve the value of this indicator by selecting endorsers who are widely known as honest, dependable, and reliable [24], therefore endorsers who have more expertise and skills will be more persuasive [25] and more easily generate an intent to purchase the brand [12, 15, 21]. If the source is credible, it will become more persuasive.

These previous studies also claim that trustworthiness interprets the honesty, integrity and believability of an endorser. If a celebrity endorser can deliver his/her honest and reliable characteristics that can persuade consumers and attain their trust, they will have a good impression of and interest in the advertised product, encouraging purchasing behaviour. Therefore, these two hypotheses are formulated:

H2: Expertise has a positive impact on viewers' preference for the advertising.

H3: Trustworthiness has a positive impact on viewers' preference for the advertising.

Selecting a suitable endorser has never been an easy task, given all different aspects such as attractiveness, expertise and trustworthiness as mentioned above. Moreover, selecting an endorser who has a high level of familiarity to consumers is a critical task even for professional advertisers. Since consumers will highly pay attention to the familiar celebrity, a commercial with a familiar endorser will raise more interest in the product as they already have impression on the celebrity and have more exposure to that person. In some studies, celebrity familiarity and likeability are treated as items used to measure the effectiveness of celebrity attractiveness [26]. However, other studies suggest that when likeability and familiarity are separated, each factor attributes affection on viewers' preference for the commercial [11, 12]. Therefore, we propose:

H4: Familiarity has a positive impact on viewers' preference for the advertising.

H5: Likeability has a positive impact on viewers' preference for the advertising.

Celebrity performance is the ability that celebrities attain in their achievement at any period of time in their chosen professional career. Performance includes the level of athletic performance, acting success, musical success, etc. of any given celebrity. Celebrities can maintain their level of performance for a long time during their profession period. Many famous stars still deliver a very good performance despite the fact that their skill has been lasting for years. However, there is no certain guarantee that any celebrity can continuously perform their activities well. Depending on their level of performance, the popularity of the celebrities rises and falls throughout their entire career. Thus, the following hypothesis is formulated:

H6: Performance has a positive impact on viewers' preference for the advertising.

Many researchers also refer to The Meaning Transfer Model, which presents a strategy of transferring the image of celebrity endorsers to the advertised brand [7, 15]. This process requires a high level of celebrity likeability and congruence between endorser and the endorsed brand, which will influence predisposition for the advertisements [27]. The celebrity/product fit, also called the "match-up hypothesis", describes the harmony of the match between the celebrity endorser's characteristics and the nature of the product being endorsed [28]. Friedman & Friedman (1979) concluded "the better the celebrity/product fit, as perceived by consumers, the higher the level of endorsement effectiveness" [6]. Therefore, we propose a new hypothesis:

H7: Celebrity/product fit has a positive impact on viewers' preference for the advertising.

The primary mission of advertising is to approach the potential customers and then influence their awareness, attitudes and purchase behaviour [29, 30]. According to Mendelson & Bolls (2009), the hierarchy-of-effects models of advertising states that advertising exposures

informs about the advertising or the advertised brand leading to the development of attitudes [31]. Also, as Fleck et al. (2012) stated in their research, after being affected by many factors, the advertisements including celebrity's image will in turn affect attitude for the brand and purchase intention [27]. In other words, after watching the advertising, the viewers's interest in the endorsed product may rise resulting in an attitude for purchase intention. Hence, the last hypothesis is proposed:

H8: Viewers' preference for the advertising has a positive impact on purchase intention.

4. Methodology

The purpose of this research is to investigate the possible attributes of celebrity endorsement that influence a viewer's preference for the advertising and customer purchase intention for OPPO smartphones. A questionnaire is conducted in two ways to collect data from target respondents including online surveys delivered by mail or social networks and hand-out surveys, designed in two versions: English and Vietnamese in which all the questions must be un-biased, easy to understand, and courteous as well as avoiding the causing of confusion for respondents.

A pilot test was implemented with 30 respondents in order to receive their feedback on the questions that had been translated in a proper way and easy to understand without confusion. Then, we revised, modified and developed appropriately; hence ensuring the reliability and feasibility of the study. We used a convenient sampling procedure to conduct the survey. We directly distributed 300 paper questionnaires at five universities located in the Vietnam National University HCMC campus in Thu Duc District, and 10 business centres in Districts 1, 3, and 11 in Ho Chi Minh City, Vietnam. Besides, we also sent over 200 questionnaires via email to correspondents. Finally, we only received 330 samples back. However, there were only 304 that were qualified for data analysis. The target respondents of this research included students,

employees, and others in Ho Chi Minh City, who have watched the OPPO advertisements with Toc Tien as a celebrity endorser and who have a tendency to purchase OPPO smartphones. Based on these justifications, as a result, a quantitative approach was selected to implement the study in terms of collecting and analysing the data findings by using the Structural Equation Model method.

1. Celebrity selection: Toc Tien - a young and talented well-known singer, who is known as having a fresh and elegant image, is believed to be one of the main reasons for the increase in brand awareness and recognition of OPPO in the eyes of the public. Since being the representative for OPPO smartphone, she has appeared on many television commercials, banners, billboards and has actively participated in various OPPO brand marketing campaigns and events.

2. Questionnaire items: The questionnaire is divided into three main parts as follows:

Part 1: General information: The purpose of this part is to identify whether the respondents

know about the advertising of OPPO with Toc Tien as its endorser in order to ensure they are qualified participants.

Part 2: Detailed information: With the ubiquitous use of celebrity endorsement, it is necessary to have a logical measurement of celebrity characteristics. Thanks to past experiments [15, 19, 21, 32, 33], the questionnaire for this study has been designed and adapted to fit in the context of Vietnam. The scale consisted of 42 semantic differential items encompassing the dimensions of attractiveness, expertise, trustworthiness, familiarity, performance, likability, viewer's preference towards the ads and purchase intention. It was validated using respondents' self-reported measures of intention to purchase and perception of quality for the products being tested. It was tested by the developer to possess reliability, convergent, and discriminant validity.

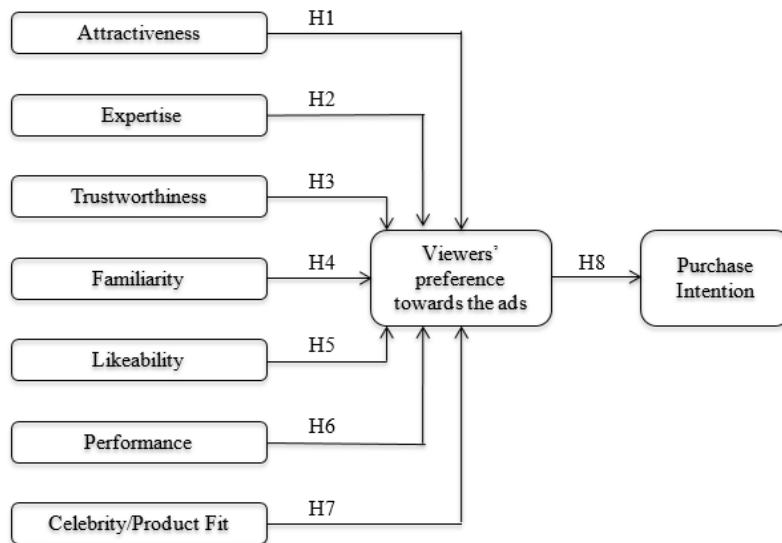


Figure 1. Conceptual framework.

5. Data analysis

There are 42 items grouped into 9 variables. After running a reliability test, there are 5 items that have been removed from the factors due to

their inconsistent item-total correlation values including ATT4, EXP3, TRU4, TRU5, and CEL5. Consequently, there are 37 items of 9 factors for the EFA test as shown in Table 2.

As can be seen in the tables above, after running the EFA test, the KMO value is equal to 0.837, which is very good to test the correlation between variables. The significant level of Barlett's Test is $p = 0.000$ and meets the condition of the EFA test. In addition, 63.211% is an acceptable value for total variance explained. In term of pattern matrix, all factor loadings are greater than 0.5.

5.1. Confirmatory factor analysis (CFA)

According to Hair et al. (2012), CFA was conducted to estimate the structure designated factor loading by testing the fit between the proposed hypothetical framework and the data collected [34]. In this study, Confirmatory Factor Analysis (CFA) is utilized to evaluate the measurement model fit from the constructs generated in EFA. IBM SPSS AMOS 20 is applied to conduct the CFA test. The structural integrity of the research framework is certified by the calculation of which the results of 39 items in the measurement dictate a fairly good data fit with Chi-square value (CMIN)/df = $1.133 < 3$, root mean square error of approximation (RMSEA) = $0.021 < 0.08$, goodness of fit index (GFI) = $0.904 > 0.8$, the Tucker-Lewis index (TLI) = $0.985 > 0.9$, the normed fit index (NFI) $0.915 > 0.9$, and comparative fit index (CFI) = $0.987 > 0.9$. Table 3 shows all indicators of CR and AVE.

5.2. Structural equation model (SEM)

SEM is utilized to assess the relationship among independent factors, moderating variables and dependent factors. In this study, SEM is conducted to examine the relationship among seven independent attributes including Attractiveness, Expertise, Trustworthiness, Familiarity, Performance, Likeability, and Celebrity/Product fit. After running SEM, the model fit meets all the standards of the SEM method by achieving very good values for all criteria: Chi-square/df = $1.172 < 2$, CFI = $0.983 >$

0.9 , GFI = $0.899 > 0.8$, TLI = $0.980 > 0.9$, and RMSEA = $0.024 < 0.08$, from which can be concluded that the research model is fitted with the data.

5.3. Convergent validity and discriminant validity

Table 4 presents correlation statistics of seven key constructs. All of the correlation coefficients were positive and significant, except for those of structure, control and hierarchy. In order to check the discriminant validity of this measurement construct, this step compares the square root of the AVE value of a factor and the relationship of it and other factors. If the square root of the AVE value is higher than all the correlations, the discriminant validity is confirmed. Hence, all the relevance required is satisfied illustrating the strong proof for the valid and reliability of the measurement construct.

6. Hypothesis testing

Based on the hypothesis testing, the p-value of Hypothesis 3 is equal to 0.464 (p-value must be less than 0.05), so this hypothesis is not supported. In other words, there is no relationship between trustworthiness and viewers' preference for the advertising. Hence, the trustworthiness variable is removed from the proposed research model. The remaining hypotheses have acceptable p-value numbers proving the relationship between attractiveness, expertise, familiarity, performance, likeability, celebrity/product fit and viewers' preference for the advertising. Besides that, the hypothesis testing also indicates that purchase intention is positively influenced by viewers' preference for advertising. Table 5 summarizes the results of the testing hypotheses.

Table 3. Composite reliability (CR) and Average variance extracted (AVE)

Variable	CR	AVE
Trustworthiness	0.866	0.683
Attractiveness	0.882	0.652
Likeability	0.881	0.649
Celebrity/ Product fit	0.878	0.643
Performance	0.866	0.618
Purchase Intention	0.858	0.603
Viewers' preference towards advertising	0.850	0.533
Familiarity	0.842	0.571
Expertise	0.847	0.648

Table 4. Convergent validity and Discriminant validity

	CR	AVE	MSV	MaxR(H)	TRU	ATT	LIK	CEL	PER	PI	PAD	FAM	EXP
TRU	0,866	0,683	0,076	0,872	0,826								
ATT	0,882	0,652	0,147	0,935	0,088	0,808							
LIK	0,881	0,649	0,128	0,957	0,276	0,089	0,806						
CEL	0,878	0,643	0,177	0,968	0,024	0,115	0,297	0,802					
PER	0,866	0,618	0,178	0,973	0,130	0,233	0,037	0,112	0,786				
PI	0,858	0,603	0,061	0,977	-0,233	0,149	0,078	0,247	0,083	0,777			
PAD	0,850	0,533	0,182	0,980	0,204	0,384	0,358	0,421	0,422	0,231	0,730		
FAM	0,842	0,571	0,182	0,982	0,146	0,032	0,059	0,195	0,193	0,011	0,427	0,756	
EXP	0,847	0,648	0,143	0,984	-0,020	0,238	0,021	0,137	0,326	0,136	0,378	0,182	0,805

Note: Square root of AVE on diagonal.

Table 5. Hypothesis testing

Hypotheses	Path estimates	p-value	Conclusion
H1: Attractiveness has a positive impact on viewers' preference for the advertising.	.237	***	Supported
H2: Expertise has a positive impact on viewers' preference for the advertising.	.166	.004	Supported
H3: Trustworthiness has a positive impact on viewers' preference for the advertising.	.040	.464	Not supported
H4: Familiarity has a positive impact on viewers' preference for the advertising.	.280	***	Supported
H5: Likeability has a positive impact on viewers' preference for the advertising.	.230	***	Supported
H6: Performance has a positive impact on viewers' preference for the advertising.	.219	***	Supported
H7: Celebrity/ Product fit has a positive impact on viewers' preference for the advertising.	.227	***	Supported
H8: Viewers' preference towards the advertising has a positive impact on purchase intention.	.235	***	Supported

7. Discussion

Using the case of Toc Tien endorsing the OPPO brand, the study verifies the key factors of the celebrity endorser model. The result shows that the model fits with the Vietnamese scenario well. The outcome proposes some evaluations on how a celebrity's attributes impact the favour of audiences for the advertising and how the preference of viewers for the OPPO advertising influences the intent of customers to purchase the endorsed product.

In particularly, Hypothesis 1 is supported. The attractiveness of the celebrity endorser contributes to the influence of celebrity endorsement on viewers' attitudes for the advertising. This finding is in line with previous studies [15, 16, 17], which emphasize the significant effect of physical attractiveness in raising the interest in and impression of the advertising on audiences. In this study, respondents believe that they have an impression of the appearance of Toc Tien and the presence of her in the advertising is favourable, leading to the effectiveness of the OPPO advertising.

Hypothesis 2 is supported. The responses from participants prove the relationship between the expertise of a celebrity and viewers' preference for the advertising. This result is also consistent with previous studies [12, 21, 24, 25]. Specifically, Braunsberger (1996) stated that a high level of expertise generates positive attitudes towards the endorser and the advertising, which highly results in purchase intention [23].

Hypothesis 4 and 5 are also supported. Familiarity and likability have a strong impact on preference for the advertising, which is consistent with previous studies [11, 26]. Moreover, McCormick (2016) states "the key to using a celebrity in an advertisement is to ensure that celebrity is well-known enough to get attention" [12]. The reason is that Toc Tien is a star who has a high level of familiarity among young people, so there are many respondents familiar with the image of Toc Tien as a singer. A celebrity who achieves the great performance tends to be appreciated by the public. Hence, an

advertising using that well-known celebrity will easily gain attention and receive positive attitudes from the viewers.

Hypothesis 6 is supported. The findings show that the favour towards a celebrity positively impacts the preference for the advertising. People usually pay more attention to and are interested in their favourite celebrity, so they are likely to buy a product endorsed by their favourite star. This explanation is consistent with the study of McGuire (1985) that the reason for selecting celebrities for commercials and advertisements is because people tend to like the brand endorsed by their favourite celebrities [16].

Hypothesis 7 is supported. The congruence between a celebrity and the endorsed product is an important factor in using the celebrity endorsement strategy effectively. Many experts support the theory about the celebrity/product fit. When selecting an endorser, advertising professionals expect that the chosen celebrity is able to transfer his or her image and personality to the advertised product in order to convey the correct message of the advertising to the viewers, who are considered as potential customers of the brand.

On the other hand, based on the data analysis result, the third hypothesis is not supported ($p = 0.464 > 0.05$), which means that there is no influence of celebrity trustworthiness on the preference of viewers for the advertising. According to Ohanian (1990), the honesty and credibility of endorsers have a significant impact on raising interest and positive attitudes towards the advertising [19]. However, in this research, the result are contrary to Ohanian's study, since the reliability of the endorser does not impact the preference of respondents for the advertising. This result also allied with other researches in Vietnam on the impacts of celebrity endorsement in ads and purchase intention, especially when payments are made online via social networks [35]. Explanation for this can be related to different target audience of brand advertisement, and it is clear that the young people in Vietnam do not really care about the endorser's trustworthiness compared to other factors.

Last but not least, the study has determined whether a relationship between the preference of viewers for the OPPO advertising and customer purchase intention exists as Hypothesis 8 stated. This confirms that there is a positive impact of viewers' preference for the advertising on purchase intention. If the advertising is able to capture the attention and interest of audiences, then there is a likelihood that it can raise the purchase intention. Hence, the effectiveness of advertising results in purchase intention. The result also confirms the previous findings [16, 29, 30, 31].

7.1. Managerial implications

Based on the research results, there are some recommendations suggested to improve the use of the celebrity endorsement strategy. Selecting a suitable endorser is one of the most important tasks that advertising professionals have to comprehensively assess when using the celebrity endorsement strategy because the image and attributes of the chosen celebrity play a big role in attracting the attention and interest of audiences. The target customers should be considered before choosing an endorser. In this study, OPPO products are designed to target young people, so it is important to select a famous celebrity who is familiar and has a high level of popularity among the young generation. As can be seen from the result, the attributes of Toc Tien such as attractiveness, expertise, familiarity, performance, likeability, and celebrity/product fit has raised the interest and preference of audiences for the advertising. Young people are the ones who are easily appealed to by a physically attractive celebrity endorser, so advertisers need to choose a young and appealing star to promote their products or brands. Moreover, the chosen celebrity should deliver a good performance and be favoured by the youth. Therefore, selecting a dynamic and attractive celebrity to endorse a product targeted at young consumers is a favourable approach in order to gain awareness of the advertised product.

Finally, the results also suggest that viewers' preferences for the advertising has a positive impact on purchase intention. Therefore, advertisers not only focus into selecting the "right" celebrity endorser, but they should also put effort on designing an attractive and meaningful advertising campaign in order to gain the attention of audiences. For those people who do not know much about the celebrity endorser, they are able to be appealed to by the advertising if it is designed with beautiful and vivid images as well as a creative content. As in the questionnaire, the participants claimed that they were impressed by the content of the OPPO advertising and found it interesting, so they are likely to purchase the advertised smartphone. Therefore, investing in designing an interesting and appealing advertising campaign is one of the most important factors in generating intent to purchase of customers.

7.2. Limitations and further studies

Due to time and geographic constraints, the study is only conducted in Ho Chi Minh City, while main respondents are young people who are the target audience for OPPO. Since focusing only on one brand and its endorser, this selection somehow limits the general view of the issue, but still open rooms for further research to examine if there are any other celebrity endorsement factors that may affect even more strongly on advertising and purchase intention.

References

- [1] Erdogan, B. Z., Celebrity endorsement: A literature review. *Journal of marketing management*, 15 (1999) 4, 291-314.
- [2] Brown, Zoe, and Marika Tiggemann, "Attractive celebrity and peer images on Instagram: Effect on women's mood and body image." *Body image* 19 (2016): 37-43.
- [3] Saaksjarvi, M., Hellen, K., & Balabanis, G. (2016) "Sometimes a celebrity holding a negative public image is the best product endorser", *European Journal of Marketing*, Vol. 50 Issue: 3/4, pp.421-441.

- [4] Belch, G., & Belch, M. (1995). *Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective*, 3rd ed. Chicago: Richard D. Irwin.
- [5] Meenaghan, T. (1995). The role of advertising in brand image development. *Journal of Product & Brand Management*, 4(4), 23-34.
- [6] Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of advertising research*, 19(5), 63-71.
- [7] McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, 16(3), 310-321.
- [8] Carroll, A. (2009). Brand communications in fashion categories using celebrity endorsement. *Journal of Brand Management*, 17(2), 146-158.
- [9] Choi, S. M., & Rifon, N. J. (2012). It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness. *Psychology & Marketing*, 29(9), 639-650.
- [10] Tom, G., Clark, R., Elmer, L., Grech, E., Masetti Jr, J., & Sandhar, H. (1992). The use of created versus celebrity spokespersons in advertisements. *Journal of Consumer Marketing*, 9(4), 45-51.
- [11] O'Mahony, S., & Meenaghan, T. (1997). The impact of celebrity endorsements on consumers. *Irish Marketing Review*, 10(2), 15.
- [12] McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of retailing and consumer services*, 32, 39-45.
- [13] Chan, K., Leung Ng, Y., & Luk, E. K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, 14(2), 167-179.
- [14] Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2), 209-234.
- [15] Pradhan, D., Duraipandian, I., & Sethi, D. (2016). Celebrity endorsement: How celebrity brand-user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communications*, 22(5), 456-473.
- [16] McGuire, W. (1985). Attitudes and Attitude Change: *Handbook of Social Psychology*, Vol. 2, L Gardner and A Elliot.
- [17] Pornpitakpan, C. (2003). Validation of the celebrity endorsers' credibility scale: Evidence from Asians. *Journal of Marketing Management*, 19(1-2), 179-195.
- [18] Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of advertising*, 29(3), 43-54.
- [19] Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52.
- [20] Dholakia, R. R., & Sternthal, B. (1977). Highly credible sources: persuasive facilitators or persuasive liabilities? *Journal of Consumer Research*, 3(4), 223-232.
- [21] Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of advertising Research*, 31(1).
- [22] Solomon, M. R. (1995). *Consumer Behavior*. 3rd. Prentice-Hall International, Inc.
- [23] Braunsberger, K. (1996). The effects of source and product characteristics on persuasion. PhD dissertation, University of Texas at Arlington.
- [24] Shimp, T. A. (1997). *Advertising, promotion, and supplemental aspects of integrated marketing communications*. Harcourt Brace College Publishers.
- [25] Aaker, D. A. & Myers, J. G. (1987). *Advertising Management*. 3rd. Prentice-Hall International, Inc.
- [26] Kahle, L. R., & Homer, P. M. (1985). Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of consumer research*, 11(4), 954-961.
- [27] Fleck, N., Korchia, M. and Roy, I.L. (2012). Celebrities in advertising: looking for congruence or likability? *Psychology and Marketing*, Vol. 29 No. 9, pp. 651-62.
- [28] Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of advertising*, 29(3), 1-13.

- [29] Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005). The influence of advertising on consumer brand preference. *Journal of Social Science*, 10(1), 9-16.
- [30] Adelaar, T., Chang, S., Lancendorfer, K. M., Lee, B., & Morimoto, M. (2003). Effects of media formats on emotions and impulse buying intent. *Journal of Information Technology*, 18(4), 247-266.
- [31] Mendelson, A. L., & Bolls, P. D. (2009). Emotional effects of advertising on young adults of lower socio economic status. Retrieved on Dated, 01-05.
- [32] Seno, D., Lukas, B. A. (2007). The equity effect of product endorsement by celebrities. *European Journal of Marketing*, 41(1/2), 121-134.
- [33] Kara, C., Yu, L. Ng. & Edwin, K. L. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, 14 (2), 167-179.
- [34] Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the academy of marketing science*, 40(3), 414-433.
- [35] Thanh, T. H. H (2016). The impacts of celebrity endorsement in ads on consumers purchasing intention: A case of Facebook. *International Journal of Scientific and Technology*, 5(8), 25-27.

APPENDIX
Questionnaire table

Variable	Code	Item	Scale	Adapted studies
Attractiveness	ATT1	Toc Tien is an attractive singer.	5-point Likert	Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005)
	ATT2	Toc Tien is classy.		
	ATT3	Toc Tien is a sexy singer.		
	ATT4	Toc Tien is beautiful.		
	ATT5	Toc Tien is elegant.		
Expertise	EXP1	Toc Tien has experience in using a smartphone.	5-point Likert	Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005)
	EXP2	Toc Tien regularly participates in events sponsored by OPPO to promote OPPO's products.		
	EXP3	Toc Tien is qualified for endorsing OPPO smartphone.		
	EXP4	Toc Tien has knowledge about OPPO smartphones.		
Trustworthiness	TRU1	Toc Tien is a sincere and friendly person.	5-point Likert	Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005)
	TRU2	Toc Tien is honest.		
	TRU3	Toc Tien has a reliable image.		
	TRU4	I think the information about the product endorsed by Toc Tien is reliable.		
	TRU5	I trust the product endorsed by Toc Tien.		
Familiarity	FAM1	I am familiar with Toc Tien's image.	5-point Likert	[1], [4]
	FAM2	I think that Toc Tien's image is familiar to young viewers.		
	FAM3	I am familiar with Toc Tien's presence in OPPO advertising.		
	FAM4	I am familiar with events organized by OPPO with the presence of Toc Tien.		
Likeability	LIK1	I am impressed by Toc Tien's lifestyle.	5-point Likert	[1]
	LIK2	Toc Tien is my favorite singer.		

	LIK3	I think Toc Tien is favored by the majority of young viewers.		
	LIK4	I really admire Toc Tien.		
	LIK5	I like Toc Tien's image in OPPO advertising.		
Performance	PER1	Toc Tien is a talented singer.	5-point Likert	[1]
	PER2	I think that Toc Tien has professional performance skill.		
	PER3	I think events with the presence of Toc Tien always receive positive response from young audiences.		
	PER4	Toc Tien is successful in her career.		
	PER5	Toc Tien has a solid position in the Vietnamese entertainment industry.		
Celebrity/ Product fit	CEL1	Toc Tien's image is congruent with the OPPO smartphone.	5-point Likert	[28]
	CEL2	Toc Tien's image fits the target customers of OPPO.		
	CEL3	Toc Tien's image is congruent with the message of OPPO advertising.		
	CEL4	Toc Tien's style fits the content of OPPO advertising.		
	CEL5	I think Toc Tien is a suitable endorser for OPPO.		
Viewers' preference towards the advertising	PAD1	OPPO advertising is interesting.	5-point Likert	[28]
	PAD2	OPPO advertising has beautiful and vivid images.		
	PAD3	I like the music melody of OPPO advertising.		
	PAD4	I like the acting of Toc Tien in OPPO advertising.		
	PAD5	In general, I like OPPO advertising using Toc Tien as an endorser.		
Purchase intention	PI1	After watching the advertising, I will consider to buy OPPO smartphones.	5-point Likert	[28]
	PI2	After watching the advertising, I want to try OPPO smartphones.		
	PI3	After watching the advertising, I became interested in buying OPPO smartphones.		
	PI4	After watching the advertising, I have an intent to purchase and use OPPO smartphones.		