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TÁC ĐỘNG CỦA CHỨNG THỰC NGƯỜI NỔI TIẾNG LÊN Ý ĐỊNH MUA HÀNG CỦA SINH VIÊN ĐẠI HỌC TẠI HÀ NỘI TRONG THỜI KỲ COVID-19: MỘT NGHIÊN CỨU VỀ NGÀNH HÀNG TIÊU DÙNG NHANH

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Tóm tắt

Khách hàng được cho là bị ảnh hưởng bởi những người nổi tiếng vì họ đáng tin cậy và có sức hấp dẫn đối với các sản phẩm được chứng thực. Các nghiên cứu trước đây về cùng một vấn đề đã được thực hiện ở nhiều bối cảnh khác nhau trên thế giới. Tuy nhiên, trong suốt giai đoạn COVID-19, có rất ít đóng góp về mặt lý thuyết và thực tiễn đối với hiệu quả của sử dụng sự chứng thực của người nổi tiếng trong ngành hàng tiêu dùng nhanh tại Việt Nam. Để bổ sung về mặt lý thuyết và thực tiễn, nghiên cứu này đã thu thập dữ liệu sơ cấp và đánh giá mức độ đáng tin cậy, chuyên môn, sức hấp dẫn và sự chứng thực của nhiều người nổi tiếng ảnh hưởng đến ý định mua các mặt hàng tiêu dùng nhanh của sinh viên Đại học tại Hà Nội. Phương pháp định lượng được dùng để đánh giá mối quan hệ giữa các biến phụ thuộc và biến độc lập và 550 người ở Hà Nội, Việt Nam đã tham gia cuộc khảo sát. Mức độ tin cậy, chuyên môn, ngoại hình và sự chứng thực của nhiều người nổi tiếng đều có tác động tích cực đến ý định mua hàng của sinh viên Đại học. Những phát hiện này có thể gợi ý rằng các nhà tiếp thị của ngành hàng tiêu dùng nhanh không chỉ tập trung vào các đặc tính này để chọn một người nổi tiếng phù hợp mà còn dự đoán những rủi ro tiềm ẩn khi sử dụng hình ảnh của họ. Cuối cùng, những kết quả này sẽ đóng góp về mặt lý thuyết và thực tiễn cho các nghiên cứu và nhà tiếp thị trong tương lai.

Từ khóa: sự chứng thực của người nổi tiếng, sinh viên đại học, ý định mua hàng, sự uy tín, sự chứng thực của nhiều người nổi tiếng.

THE IMPACTS OF CELEBRITY ENDORSEMENT ON UNIVERSITY STUDENTS' PURCHASE INTENTION IN HANOI DURING COVID-19 PERIOD: A STUDY IN VIETNAMESE FMCG INDUSTRY

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Abstract

Customers are considered to be influenced by celebrities because they are credible and attractive to the endorsed items. Previous studies on the same issue have been carried out in a variety of settings across the world. During the COVID-19 period, however, there was little theoretical and practical contribution to the efficacy of celebrity endorsement in the Vietnamese FMCG industry. To fill up prior gaps, this study gathered primary data and explored how the trustworthiness, competence, attractiveness, and numerous endorsers of celebrity endorsement influence University students' purchase intentions for FMCG items. A quantitative method has been used in order to evaluate the relationship between the dependent and independent variables and 550 respondents in Hanoi, Vietnam context have participated in the survey. Celebrity's trustworthiness, expertise, physical attractiveness, and multiple endorsements all have positive impacts on University students' purchase intention. These findings may suggest that marketers of the FMCG industry, not only stay focused on these attributes to select a suitable celebrity endorser, but also predict potential risks when utilizing endorsers. Last but not least, theoretical and practical contributions for future studies and marketers will be generated based on the results.

Keywords: celebrity endorsement, university student, purchase intention, source credibility, multiple celebrity endorsements.

1. Introduction

According to Deloitte (2020), in spite of the impact of COVID-19 pandemic, most of Vietnamese consumers are optimistic about the local economy and propose to boost their living expenditures in 2021. As a result, the FMCG industry is anticipated to increase considerably this year.

When celebrities and businesses cooperated, it was thought that the value of individuals was transferred to the firms. Thus, brands inherit these values and gain public trust (Ambroise & Albert, 2019). Despite the fact that this method has been approached for more than 50 years (Hovland & Weiss, 1951), it continues to be one of the most successful and gain popularity for many marketers today. Therefore, a relationship between celebrity endorsement and customer's purchase intention is proved. Furthermore, detail components of celebrity endorsement might have a different impact on customer decisions.

The research question for this study is: "What are the impacts of celebrity endorsement on University students' purchase intention in Hanoi in Vietnamese FMCG industry?" and "How do different characteristics of celebrity endorsement affect University students' purchase intention of FMCG products in Hanoi?"

This study aims to answer the following research questions: (1) To what extent do different characteristics of celebrity endorsement affect University students' purchasing intentions of FMCG products; (2) To gain theoretical contribution to fill in the gaps of previous studies; (3) To acquire practical implications to assist Vietnamese marketers in gaining customer insights when investigating University students in the promotion of FMCG.

The context of this research was Vietnamese FMCG market. The research scope was only from February 2020 to January 2021 in Hanoi, when the COVID-19 pandemic was complicated.

The study analyzes the key factors that might affect University students' purchasing decisions via celebrity endorsement.

2. Literature review

2.1. Definitions

Celebrity endorsement

Celebrity, according to McCracken (1989), is any well-known individual who is recognized by society and is regarded as a model for the public. In the previous research, he defined celebrity endorsement as the association of celebrities' notoriety, popularity, and image with items and brands through promoting or advertising these brands through their presence. Thus, the use of celebrity endorsers in the advertisement of a product or brand is known as celebrity endorsement (McNamara, 2009; Ohanian, 1991). Companies seek to exploit celebrities' public awareness in marketing efforts to be eye-catching and remarkable to their target audiences, since celebrities are increasingly influencing customers' views (McNamara, 2009; Rachbini, 2018).

Customers' purchase intention

Customers' purchasing intention was defined by Spear & Singh (2004) as a personal strategy to make a purchase choice towards a brand. Furthermore, it is a customer's particular inclination to purchase a certain product at a specific time, location, and circumstance (Morinez *et al.*, 2007, Shah *et al.*, 2012). Consumer behavior happens when customers are motivated by external circumstances and make a purchase decision based on their own traits and decision-making process, according to Kotler (2000). Consumers' purchase intentions always occur after they have a sense of value and benefit, which is to say, after they have a sense of benefits and values, and it is a critical factor in predicting their purchasing behavior.

2.2. Theoretical framework

2.2.1. Source credibility and University students' purchase intention

Celebrity endorsement's credibility has been found to be one of the most important variables in influencing the effectiveness of advertisements in the previous research. Trustworthiness of celebrity endorsement leads to beneficial changes in customer attitudes and behaviors, according to several studies (Hovland and Weiss, 1951; Ohanian, 1991). This occurs when audiences allow reputable sources to influence their personal views and values (Erdogan, 1999), assuming that information supplied by credible sources is accurate. There are two factors used to determine a person's level of credibility, which are trustworthiness and expertise.

A celebrity endorser's trustworthiness relates to his or her degree of honesty, integrity, and dependability (Erdogan, 1999). Meanwhile, this feature was described by McCracken (1989) as the source's readiness to make genuine assertions. According to Uyen *et al.* (2017), celebrity endorsers become persuasive and may keep customers' trust by offering honesty and reliability, which leads to a positive brand attitude and increases buy intention. Furthermore, companies and customers dislike dishonest celebrities since their messages are untrustworthy, even if the promoted items are of excellent standard (Hakimi and Zaeim, 2011). According to Miller and Baseheart (1969), the most essential celebrity endorsement criterion is trustworthiness, since

without it, other qualities will be unable to influence customers' thoughts. As a result, the following is the initial hypothesis:

H1: Trustworthiness of Celebrity Endorsement has a positive impact on University students' purchase intention of Vietnamese FMCG products.

Expertness was defined by McCracken (1989) as "the source's perceived capacity to make true statements," while Erdogan (1999) defined it as "an endorser's degree of skills, expertise, and knowledge." Expertise is a critical component of celebrity endorsement, according to Silvera and Austad (2004), since it ensures the validity of the messages delivered by celebrities. It supports the findings of Till and Busler (1998) and Braunsberger (1996), who showed that a source with more expertise is more successful in persuading customers than one with less knowledge. Professional superstars, according to many studies, boost the value of advertising and induce individuals to change their behavior (Erdogan, 1999; Magnini *et al.*, 2008). Following that, the following is the second hypothesis:

H2: Expertness of Celebrity Endorsement has a positive impact on University students' purchase intention of Vietnamese FMCG products.

Attractiveness is described by McCracken (1989) as a person's appealing characteristics. According to Bardia *et al.* (2011), buyers' initial impression of celebrities is their physical appearance, which influences their opinion of the promoted items. Identification, a process in which a message from an appealing source is accepted as a result of a desire to identify with such endorsers, impacts the efficacy of persuasive communication (Cohen and Golden, 1972). This process is also connected to the influence of celebrities on today's clients, which may be explained by their role as referents. Celebrities have been elevated to that status because they have unique qualities, and their celebrity and notoriety influence the public's acceptance or desire to follow their personalities, lives, appearances, and actions (Choi and Rifon, 2007). Besides, celebrities are thought to improve brand recall and have a positive impact on customers' attitudes about companies and products (Kahle and Homer, 1985). However, there are still some divergent viewpoints on this aspect of celebrity endorsement. According to Bryne *et al.* (2003), attractive celebrities improve buyers' views about a product but not their purchase intention. Furthermore, celebrity beauty may lead recommended companies and items to be overshadowed (Anon, 2006). The bulk of research, on the other hand, confirms celebrity attraction's effectiveness. Beautiful celebrities have a big impact on suggesting goods that increase beauty, such as toiletries, according to Cabe *et al.* (2014), as reported by Anwar and Jalees (2017). As a result, the following theory is advanced:

H3: Attractiveness of Celebrity Endorsement has a positive impact on customers' purchase intention of Vietnamese FMCG products.

2.3.2. Multiple celebrity endorsements and University students' purchase intention

When more than one celebrity appears in a campaign, the consumer's attitude toward the commercial, brand perception, and purchasing intent all improve (Saleem, 2007). As a result, using several celebrities to promote a product may have several advantages for a brand, such as attracting and covering all of the various target markets (Hsu and McDonald, 2002) and assisting marketers in reducing ad boredom. On the other hand, some executives believe that a celebrity is a stronger spokesman for a brand in terms of communicating with target markets than any other voice.

Celebrities have strong personalities and may quickly change the public's perception of a company. However, brands must be cautious with this technique to protect the fundamental brand values, as there is a high risk of customers becoming confused about the brand identity. Managers that have valid reasons to use more than one celebrity for a plan should make sure that each celebrity has the same meaning that firms are looking for to avoid a mix-up like this (Erdogan and Baker, 2000). Hence, the next hypothesis is presented:

H4: More than one celebrity endorsing the FMCG product, have a positive impact on University students' purchase intentions.

2.3. Conceptual Framework

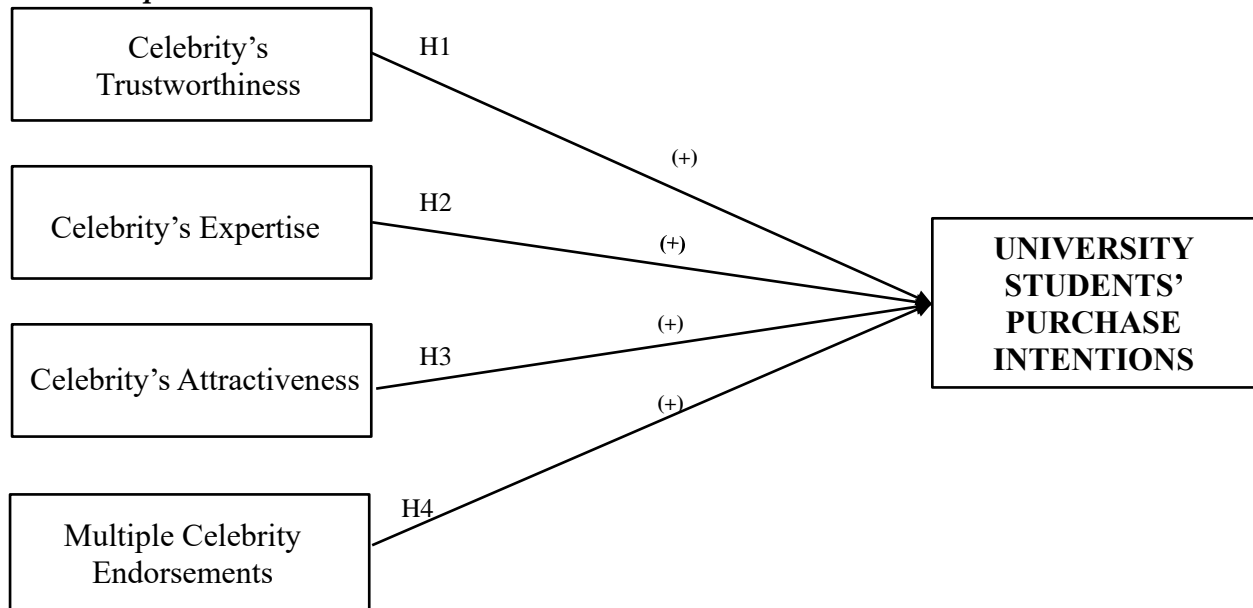


Figure 1. Conceptual Framework

Source: Proposed by the authors

2.4. Overview of FMCG industry in Vietnam

Vietnam is one of the most active growth markets in Southeast Asia, with rising disposable income, rising living standards, stable GDP and economic development, a young population, and low inflation. The FMCG industry had growth, especially in the period of COVID-19 from February 2020 to January 2021 (Deloitte, 2020).

The fast-moving consumer goods (FMCG) industry is defined by products that sell quickly for a low price. As a result, the FMCG sector is largely reliant on income earned from large volumes of goods delivered. The greater the profit, the more items sold and the faster they are sold. The FMCG sector is divided into four categories: household appliances, personal consumables, food and beverage, and basic healthcare supplies.

In contrast to the robust growth rate seen in 2019, prior to the COVID-19 pandemic, the FMCG industry exhibited symptoms of slowdown in the first two months of 2020, with a growth rate of 5.2 percent, down from 6.3 percent in the same period last year. The demand for food, food, and basic items was extremely strong when the government officially reported the infectious

pandemic in Vietnam (February 1, 2020) and the 17th case occurred (March 6, 2020). Weaknesses increased dramatically, creating a disparity in FMCG market share (Kantar, 2020).

When it comes to the shopping channels, in the era of the 4.0 industry, when technology is still expanding and people use the Internet at all times and in all places. According to Kantar (2020), it is easy to see why, with a 38% increase, internet shopping has become the most important growth channel in the urban region. This is demonstrated by the rapid growth of e-commerce sites like Tiki, Shopee, Lazada, and Sendo...

In terms of advertising operations in the Vietnamese FMCG industry, research have shown that in order to wow customers, commercials must be broadcast often and extensively using a combination of traditional print ads and commercial television videos. Furthermore, it is claimed that individuals prefer logical marketing to emotional advertisements for fast-moving consumer goods because rational advertisements offer customers with useful product information and instructions. Previous studies, on the other hand, seldom included celebrity endorsement in the Vietnamese FMCG industry in their conclusions. To the best of the researcher's knowledge, this technique is more commonly used to promote slow-moving consumer products like phones, real estate, or home appliances (Le and Nguyen, 2007; Khang and Ngoc, 2018).

3. Research methodology

3.1. Research approach

Saunders *et al.* (2020) created the research onion to symbolize what a researcher must clarify, in addition to the validity and reliability of the data collection and analysis methods they may use, as well as related ethical and access issues. To be more precise, positivism, deductivism, and a quantitative approach with a cross-sectional survey design were used to investigate the link between celebrity endorsement and University students' purchase intentions. Deductivism, which is the act of creating and testing hypotheses to explain theories or laws, was chosen as the major research technique in this study (Bell *et al.*, 2019). A quantitative research which embraces the quantification of data collection and data analysis, is the main methodology for this study (Bryman, 2016).

3.2. Scales and questionnaire design

The questionnaire is divided into two sections: demographic profile and questions regarding their desire to buy. The first phase collects online demographic information from respondents, such as age, gender, level of education, income, and buying channels during COVID-19 period. The questionnaire's second section has 20 questions based on the components of the study model.

The questionnaire for this study was created using a 5-point Likert scale including 1 Strongly disagree, 2- Disagree, 3- Undecided, 4- Agree, 5- Strongly Agree (Tullis & Albert, 2013). Respondents are explicitly asked to score their degree of agreement on a series of assertions, which might be positive or negative. The response is based on a five-point agreement scale for each statement.

Table 1. Measuring scales and references for the proposed constructs

Constructs	Code	Description	Source
Celebrity's Trustworthiness (CT)	CT1	Celebrities are honest when promoting the FMCG products	Aamir <i>et al.</i> (2018), Muhammad <i>et al.</i> (2017), Ohanian (1991)
	CT2	Celebrities are sincere when promoting the FMCG products	
	CT3	You trust celebrities when they promote the FMCG products	
	CT4	With the presence of celebrities, advertisements of the FMCG products become reliable	
Celebrity's Expertise (CE)	CE1	Celebrities are knowledgeable when they promote the FMCG products	Aamir <i>et al.</i> (2018), Muhammad <i>et al.</i> (2017), Ohanian (1991)
	CE2	Celebrities totally understand the FMCG products when promoting	
	CE3	Celebrities are experienced with the FMCG when promoting	
	CE4	Celebrities are experts in terms of the FMCG that they promote	
Celebrity's Attractiveness (CA)	CA1	When promoting FMCG, celebrities are beautiful	Aamir <i>et al.</i> (2018), Muhammad <i>et al.</i> (2017), Ohanian (1991)
	CA2	When promoting FMCG, celebrities are classy	
	CA3	When promoting FMCG, celebrities are elegant	
	CA4	When promoting FMCG, celebrities are charming	
Multiple Celebrity Endorsements (MC)	MC1	The presence of more than one celebrity in an advertisement makes it trustworthy	Carvalho (2012), Um (2008)
	MC2	The presence of more than one celebrity in an advertisement makes it convincing	
	MC3	More than one celebrity in a single advertisement makes it appealing	
	MC4	More than one celebrity in a single advertisement makes it dynamic	

Constructs	Code	Description	Source
Purchase Intention (PI)	PI1	If I were in store or online, I tend to take a look at these products	Aamir <i>et al.</i> (2018), Muhammad <i>et al.</i> (2017), Ohanian (1991)
	PI2	I tend to seek out these products	
	PI3	I buy these products	
	PI4	I like these products than those products which are not promoted by celebrities	

Source: Compiled by the authors

3.3. Data collection and analysis

This study depends heavily on primary data, which was gathered through the use of a Google Forms-based questionnaire. The target respondents of this research include University students who live in Hanoi and use at least one FMCG product. This study aims at the specific customer, who is University students from manifold universities in Hanoi, Vietnam context. A link to the questionnaire is placed on social media, particularly, groups of students in many universities and college students on Facebook to reach the intended responders.

After nearly a month of dissemination, 550 valid responses had been collected and were ready for analysis. Although 550 is a modest percentage of the total population, it is a large amount that is appropriate for the research (Tabachnick and Fidell, 1996). After that, IBM SPSS Statistics 20 was used to analyze the data. To begin with, a Cronbach's Alpha reliability test was used to determine whether the study was reliable. Second, the researcher created a descriptive analysis of the respondents' profiles in order to have a better knowledge of the samples. The link between celebrity endorsement and University students' purchase intention of FMCG was statistically tested using multiple correlation and multiple linear regression. A correlation test, according to Bobko (2010), helps researchers to establish the link between two variables, whereas regression reveals how various factors interact. The researcher advised whether the hypotheses should be accepted or not based on the test findings.

4. Results and findings

4.1. Reliability analysis

Cronbach's Alpha was used to see if the internal consistency of several items in a questionnaire consistently represented the constructs (Field, 2009). Cronbach's Alpha should be greater than 0.7 for a variable to be considered acceptable (Nunnally, 1978). Additionally, each of the measured items under a variable should have a value larger than 0.3 to assure reliability.

Cronbach's Alpha coefficient for each variable is more than 0.7, suggesting high internal consistency. As a result, the research is sufficiently trustworthy, the questionnaire is legitimate, and the predictions are properly presented.

Table 2. Cronbach's Alpha Coefficients

Variables	Cronbach's Alpha
Celebrity's Trustworthiness	0.900
Celebrity's Expertise	0.890
Celebrity's Attractiveness	0.893
Multiple Celebrity Endorsements	0.863
University Students' Purchase Intention	0.816

Source: Author's calculation

4.2. Demographic profile

Table 3. Demographic profile of respondents

Category		Frequency	Percent
Gender	Female	278	50.5
	Male	241	43.8
	Other	31	5.6
Age	18 - 21	159	28.9
	22 - 24	331	60.2
	25+	60	10.9
Educational Levels	Undergraduate	401	72.9
	Graduate	104	18.9
	Postgraduate	45	8.2
Income Levels	3 to 5 million VND	142	25.8
	5 to 10 million VND	227	41.3
	Higher than 10 million VND	181	32.9
Shopping channels	Online	384	69.8
	In-store	166	30.2

Source: Author's calculation

As can be seen, females made up the majority of the responders, accounting for 50.5% of the overall sample. With 43.8% and 5.6%, males and other genders came in second and third, respectively. The respondents are primarily between the ages of 22 and 24, accounting for 60.2 percent of the total. The age group 18 to 21 accounts for 28.9% of the total, while those aged 25

and older account for 10.9% of the total. When it comes to educational levels, undergraduate students account for 72.9 % of respondents, while graduate students account for 18.9%, which is almost 10% more than the number of postgraduate students. In terms of pay, they generally earned average wages of 5 to 10 million VND per month and took 41.3% of all samples.

The COVID-19 epidemic has had a significant influence on the commodity market, as well as on consumers' buying patterns and preferences, particularly among university students. For FMCG buying, around 70% of respondents prefer to use online platforms. Traditional markets represent a possible danger of infection due to challenges in hygiene management, online shopping portals, supermarkets, and micro supermarkets are the most popular if commercial centers are forced to close or decrease their operation hours during the day. Safety, a broad and diversified supply, assured products, a steady client base with minimal personal interaction, support programs, and home delivery, among other things, are all important.

4.3. Correlation coefficient

All of the p-values in the correlation findings are .000, which is less than 0.05, indicating that the model is significant. Correlation was used to examine two phenomena in this study: multicollinearity and the connection between dependent and independent variables. The Pearson correlation values of the dependent variables vary from 0.463 to 0.648 (p-value = 0.000 0.05), indicating that the independent and dependent variables have a connection (Lira, 2004).

Table 4. Correlation Coefficient

	PI	CT	CE	CA	MC
Pearson correlation	1	.592**	.646**	.648**	.463**
Sig. (2-tailed)		,000	,000	,000	,000
N		550	550	550	550

****.** Correlation is significant at the 0.01 level (2-tailed).

Source: Author's calculation

In details, according to Statistics Solutions (2020), variables are strongly correlated when the Pearson Correlation coefficient is above 0.5 and moderately correlated when Pearson Correlation coefficient is within the range of 0.3 - 0.49. Therefore, celebrity's trustworthiness, celebrity's expertise, and celebrity's attractiveness are strongly correlated with the University students' purchase intention. Multiple celebrity endorsements whose Pearson Correlation coefficients are within the range of 0.3- 0.49 are moderately correlated with purchase intention. A regression model was performed to see how celebrity endorsement impacts University students' purchase intent, and the findings are reported in the next section.

4.4. Regression

To see how the independent factors impact the dependent variable, a multiple linear regression was used.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.749a	0.560	0.557	0.50205	2.006

a. Predictors: (Constant), MC, CE, CT, CA

b. Dependent Variable: PI

Source: Author's calculation

The model overview of the regression tests is shown in Table 6. R square and adjusted R square are both greater than 0.5, at 0.560 and 0.557, respectively. If the adjusted R square is more than 0.5, a model is considered important, according to Darlington (1968). In this example, it indicates that the predictors can explain 55.7 percent of the variation in the dependent variable. Overall, this model fits the data well, and the results are significant.

Table 6. Coefficients

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	.598	.140		4.270	.000			
CT	.136	.032	.166	4.263	.000	.535	1.869	
CE	.305	.034	.335	8.974	.000	.579	1.727	
CA	.308	.041	.302	7.554	.000	.506	1.978	
MC	.101	.031	.109	3.218	.001	.709	1.411	

a. Dependent Variable: PI

Source: Author's calculation

The unstandardized Beta represents the slope of the line connecting independent and dependent variables, according to Statistics Solutions (Statistics Solutions, n.d.). The regression equation is built as follows using the unstandardized beta coefficient:

$$PI = 0.598 + 0.136 \times CT + 0.305 \times CE + 0.308 \times CA + 0.101 \times MC$$

According to Statistics Solutions (2020), standardized Beta denotes variations in the dependent variable's standard deviation as a result of a unit change in an independent variable. The standardized Beta may be used to find the predictor that has the strongest relationship with the dependent variable (Statistics Solutions, 2020). The regression equation is derived as follows using the standardized beta coefficient:

$$PI = 0.166 \times CT + 0.335 \times CE + 0.302 \times CA + 0.109 \times MC$$

Because the regression model is significant, the coefficients were used to assess the study's significance and the hypotheses' validity. The significance levels and standardized Beta are used to further evaluate the four hypotheses.

H1: Trustworthiness of Celebrity Endorsement has a positive impact on University students' purchase intention of Vietnamese FMCG products.

The p-value of credibility is $.000 < .05$, suggesting that celebrity trustworthiness can explain 100% of the variations in University students' FMCG buy intentions. The Beta coefficient is statistically significant as a rule of thumb. The beta value is greater than zero, indicating that this is a positive association. The purchasing intention of University students varies by .166 unit for every one unit variation in believability. As a result, the first hypothesis is accepted.

H2: Expertness of Celebrity Endorsement has a positive impact on University students' purchase intention of Vietnamese FMCG products.

The second hypothesis has a sig. value of $.000 < .05$ for the independent variable "expertise" indicating that there is a link between celebrity expertise and University students' desire to purchase FMCG items. Furthermore, because the Beta coefficient is $.335 > 0$, for every unit change in expertness, the University students' buy intention will change by .335 unit, and will fluctuate in the same way. The second hypothesis is then accepted. In addition, among the four independent variables, celebrity expertise has the greatest beta coefficient. As a result, it is possible to conclude that celebrity knowledge is the most important aspect of celebrity endorsement on TV ads that influences University customers' buy intent in this study.

H3: Physical attractiveness of Celebrity Endorsement has a positive impact on customers' purchase intention of Vietnamese FMCG products.

Physical attractiveness has a p-value of $.000 < .05$, indicating that there is a significant link between celebrity attractiveness in one campaign and University students' buy intention of FMCG items in Vietnam. The degree of this association is quantitatively measured by the beta coefficient, which is .302. It indicates that for every one unit of congruence between FMCG items and celebrity endorsers, University customers' buy intention improves by .302 unit, and vice versa.

H4: More than one celebrity endorsing the FMCG product, have a positive impact on University students' purchase intentions.

The p-value of several celebrity endorsements in this scenario is $.001 < .05$. It indicates that numerous celebrity endorsements may account for 99.9% of the variation in University students' purchasing intentions for FMCG items. The beta coefficient becomes substantial and the theory is adopted as a rule of thumb. Furthermore, a .109 unit increase in numerous celebrity endorsements will result in a .109 unit rise in University students' buy intent.

4.5. Discussion and practical implications

The findings of this study show that trustworthiness has a favorable influence on the purchasing intentions of university students. This conclusion is comparable to that of Winter (2019), who claimed that credibility boosts brand loyalty and influences customer purchase intent. Ohanian (1991) also stated that sincere and trustworthy celebrity endorsers are more effective in

attracting attention and favorable responses to advertisements. This conclusion, however, contradicts previous research in Vietnam on the link between celebrity endorsement and University customers' purchase intention. In the Vietnamese context, it is argued that customers are unconcerned about whether celebrities are trustworthy (Ho *et al.*, 2020; Nguyen, 2021), particularly when payments are made online (Uyen *et al.*, 2017). This discrepancy might be explained by variations in the study setting and target audiences, since prior studies focused on the mobile phone industry or young Vietnamese customers. Meanwhile, the FMCG market with youthful clients is the focus of this study.

In terms of expertise, this research shows that expert celebrities have a favorable association with University students' purchasing inclinations. This conclusion is consistent with prior research conducted in the same or a different nation. In the Malaysian context, Al-Absy *et al.* (2020) argued that professionals and experts are generally trusted and supported by the public, and therefore have the ability to influence customers' purchasing intentions. In Vietnam, Nguyen (2020) claimed that knowledge is the most essential factor to consider when selecting endorsers since it allows celebrities to successfully communicate brand values and messages. Rachbini (2018) found the same thing in an Indonesian VIVO mobile phone consumer research. This theory might be explained by the fact that as one's degree of expertise rises, so does one's positive attitude toward brands, resulting in a shift in purchase intent.

The attractiveness finding is consistent with prior research in the Vietnamese setting. In Vietnam, Nguyen (2021), Ho *et al.* (2020), and Uyen *et al.* (2017) have all emphasized the importance of beautiful personalities in marketing efforts. The study category and target audiences, on the other hand, differ. Contrary to what Nguyen (2021) and Uyen *et al.* (2017) found, who investigated OPPO mobile phones and used a specific celebrity as a case study, this study focused on generic FMCG items without mentioning any specific cases. This study hopes to obtain both theoretical and practical knowledge in the field of personal hygiene, as well as avoid data from being misinterpreted.

The findings also show that including more than one celebrity in an advertising has a favorable impact on University customers' purchase inclinations. According to Saleem (2007), his findings are comparable to those of this study, which found that when more than one celebrity is included in a campaign, the consumer's attitude about the commercial, attitude toward the brand, and buy intentions all improve. Furthermore, Hsu and McDonald (2002) suggested that this method would aid advertisers in reducing advertisement' boredom.

When it comes to the study's practical implications, it helps marketers better understand how to offer celebrity endorsement campaigns across all media. When marketing FMCG items, it is critical for marketers to pick a trustworthy celebrity in terms of reliability and competence. Furthermore, beautiful celebrities appear to be necessary in this study's environment. Customers experience a feeling of trustworthiness and high-quality when celebrities are genuine and informed about the recommended items, and they trust the products. Meanwhile, appealing celebrity endorsement pulls buyers' attention to advertisements, having good impacts on brand impression and a moderate influence on purchase intention (Ohanian, 1991). Furthermore, marketers may investigate the benefits of employing several celebrity endorsements and opt to use this strategy in their business efforts.

Marketers should thoroughly study the personal lives and personalities of celebrities to guarantee they are trusted by the public in order to sustain the FMCG companies' core messaging as well as the celebrity endorsement campaign. Furthermore, it would be preferable if brands and businesses conducted a risk assessment of the celebrities with whom they intend to collaborate. For example, Le Duong Bao Lam, a well-known Vietnamese comedian, progressively lost popular trust after endorsing a number of low-quality, unbranded items. Because his consumers have lost faith in him, he has unintentionally harmed other high-quality companies that he promotes.

5. Conclusion

5.1. Limitations of research

There are some limitations to this study that provide opportunity for further investigation. The first restriction is that there are 550 samples in Hanoi and primarily in the community of the researcher. As a result, it may not be well-presented to the entire community, particularly Vietnamese university students. While they make up the majority of the population, the results for the total population cannot be conclusive.

Next, the researcher only investigated four aspects of celebrity endorsement impacting customers' purchase intention owing to the Capstone project's limitations. Other major aspects of endorsers, such as familiarity, popularity, and celebrity-brand match-up, may influence how buyers view a brand or product.

Finally, the conduct of the survey should be the focus of future study on this issue. Finding the proper sample of respondents is critical, but so is ensuring that they have a thorough understanding of the study and, more particularly, the survey. Respondents would be more clear and definite in their responses if they had the proper perspective on the survey, the questions, and each variable. Furthermore, this indicates a survey-conducting issue. It must have a distinct structure that distinguishes each component and variable.

5.2 Recommendations for future research

Further research on this issue should first involve a sample of people of various ages, keeping in mind that this study mostly focused on responders under the age of a typical student. It would also be fascinating to investigate not only student perspectives, but also those of customers at other phases of life, such as housewives and/or children, who all get a significant amount of targeted advertising in Vietnamese today. Including them in future study would be beneficial in gaining a general understanding of Vietnamese customers.

Furthermore, future studies may analyze other factors in order to gain the relationship between celebrity endorsement and customers' purchase intentions. Based on the limitations of this research, future research may investigate the match-up between celebrity and brand or familiarity of celebrity endorsement. Besides, McCracken's (1989) Meaning Transfer Model should be investigated further. It is also possible to analyze how the celebrity's meaning is transferred to the product, the reasons for the media's selection of such celebrities, and how customers are drawn to their features, which leads to purchasing behavior.

5.3. Conclusion

This research looks at the four elements of celebrity endorsement in the Vietnamese FMCG business. Based on primary data, it is clear that the trustworthiness, attractiveness, expertise and multiple endorsements of celebrities influence University Students' purchase intention about FMCG in Hanoi, Vietnam. Celebrity's expertise is found to be the most significant factor of University students' purchase intention, followed by celebrity's attractiveness, celebrity's trustworthiness, and multiple celebrity endorsements. Because this study filled in both theoretical and practical information, the three research objectives were met.

Endorsing firms by celebrities has become a popular strategy to promote brands and boost a company's image. When the data is analyzed, it becomes obvious that all of the participants are aware of the celebrity endorsement trend. The study reveals that majority of respondents are positively influenced by celebrity endorsement in an advertisement. In terms of theoretical contribution, this study was done in a novel setting, the Vietnamese FMCG market, and used a different conceptual framework than previous Vietnamese studies. The reliability test, multiple correlation, and multiple regression were used to confirm the link between the independent and dependent variables.

In terms of management consequences, celebrity's expertise is the most significant factor. When advertising FMCG items in Vietnam, marketers should look for knowledgeable endorsers. This method thoroughly transmits the brand values and messages from the goods to the buyers. Celebrities' trustworthiness and attractiveness play a crucial influence in shaping university students' purchase inclinations in the Vietnamese FMCG environment. With the exception of using multiple celebrity endorsements, marketers should be cautious and ensure that their trustworthiness with the general public is verified and are good enough to delivery brands' key messages and images.

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