# Investigating the Impact of Celebrity Endorsement on Customers' Purchase Intention of OPPO Brand in Vietnam

*— Review of —*
# Integrative Business & Economics
*— Research —*

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## ABSTRACT

The purpose of this study is to examine customers' perspectives on celebrity endorsement in Vietnam, focusing on Son Tung M-TP's promotion of the OPPO brand. The study evaluated the impact of celebrity endorsements on consumers' responses to advertising, attitudes toward brands, and purchase intentions. The study contributes to the extant literature on consumer behavior by proposing and validating a conceptual framework based on the Match-up theory and the Source credibility model, wherein the significance of celebrity endorser characteristics is emphasized. Data from 272 respondents was collected via questionnaire and then processed using SPSS and AMOS software. The findings reveal that attractiveness, trustworthiness, and celebrity-brand fit are strong predictors of customers' reaction to advertisement. However, there is no evidence of the relationship between celebrity familiarity and customers' reaction to advertisement. Noticeably, the findings indicate that both the customers' reaction to the advertisement and the customer's attitude toward the brand have a positive effect on purchase intention. Based on the results, implications for marketers are discussed, as well as suggestions for future research are offered.

Keywords: Celebrity endorsement, brand attitude, advertising reaction, purchase intention.

## 1. INTRODUCTION

### 1.1. Research background

With the growth of the Internet and social media, marketers have access to a variety of communication channels through which marketing campaigns are conducted. In such an open economy, competition among marketing firms is becoming more and more intense. As a result, creating innovative and effective marketing strategies has become a constant challenge to firm managers. Celebrity endorsement is one of the most widely used

marketing strategies to promote brands, products, and services (Al Mamun et al., 2023; Osei-Frimpong et al., 2019). It has been recognized as an effective communication tool for its positive impact on consumer attitudes and behavioral intentions for the endorsed product, as well as its influence on consumers' purchase behavior, brand recognition, and brand awareness (Calvo-Porral et al., 2021; Carroll, 2009). A study by Ha & Lam (2016) shows that customers have a favorable view of a certain brand if there is celebrity endorsement involved. Similarly, Song et al. (2008) have found that products and services endorsed by celebrities receive greater attention and differentiate themselves from customers. In addition, Pornpitakpan (2004) research indicates that the public is more likely to respond positively to celebrity-related advertisements. According to Chan et al. (2013), celebrity endorsers can use their identification characteristics such as popularity, attractiveness, and celebrity/product relevance to increase brand awareness, encourage trial, engage celebrity fans, and most importantly, enhance purchase behavior. Consumer perceptions and responses have been a popular research topic in the marketing and psychology literature (Park et al., 2005). Holbrook & Batra (1987) developed a comprehensive model of a consumer response system that describes how a consumer responds to products, and services. Accordingly, the response system involves cognition, affect, and behavior. In this study, we focus on the affective dimension of customer response. Types of affective responses include mood or feelings evoked by marketing stimuli, in this case, celebrity endorsement.

OPPO is an electronics and smartphone manufacturer that origins from China. The brand has made its way into Vietnam smartphone market since 2013 and quickly attracted a large number of young customers for quality products with reasonable prices. By the time OPPO appeared in Vietnam market, there had already tough competitors such as Samsung, Xiaomi, who had been operating in this segment for much longer time. With little or no brand recognition, it would be extremely difficult for OPPO to improve the sales of their products. Regardless, the brand had overcome this challenge and become top five company with highest sales of smartphone in Vietnam. A major and critical factor that contribute to the brand's successful product launches in the new market is the effective implementation of celebrity endorsement strategy. The primary marketing strategy that the company employs was to attract customers attention and engagement with the brand. Thus, capturing the rising trend of influencers and social medias, the company had established a collaboration with the most popular and influential celebrity among Vietnamese young audiences, Son Tung M-TP. The alignment of product development with the characteristics of young customers, coupled with the utilization of Son Tung M-TP as an endorser in marketing campaigns had enabled OPPO to gain the desired brand recognition and successfully establish its position in the Vietnamese smartphone market. Due to the massive success of OPPO in penetrating into new market, the case of OPPO can be an interesting research topic that can draw useful and meaningful insights and implications in the development and implementation of celebrity endorsement strategy which firms in both developed and developing markets can apply.

Most studies on the effectiveness of celebrity endorsement focused on the impact of celebrities' characteristics, such as attractiveness, credibility, and expertise on the intention to purchase the endorsed product (Al Mamun et al., 2023). In this study, celebrity endorsement is approached from a different perspective, that is we investigate the process of celebrity endorsement influencing the psychological reaction to advertise of consumers. Additionally, few studies have been conducted on the effect of celebrity endorsements on viewer preferences for advertising/brand ambassadors and purchase intention in Vietnam. Thus, the study aims to contribute to the extant literature by

proposing and validating a conceptual framework based on the Match-up theory and the Source credibility model to test the effect of celebrity endorser characteristics, celebrity-brand fit, and attitudes on the intention to purchase OPPO smartphone of Vietnamese customers. Specifically, the research is conducted to answer the following questions: What factors contribute to a customer's decision to purchase an OPPO smartphone based on celebrity endorsement? How do marketers use celebrity endorsements to reach their target audience? The findings from this study will enhance the academics and practitioners understanding of the success factors of celebrity endorsement strategy.

## 2. LITERATURE REVIEW

### 2.1.    Hypotheses Development

### 2.1.1. Celebrity endorser characteristics and customers' reaction to the advertisement

According to the source attractiveness model (McCracken, 1989), the effectiveness of a message depends on the attractiveness and familiarity of an endorser. Attractiveness refers to the endorser's appealing nature, including attributes such as physical beauty or physical attractiveness (Baker & Churchill, 1977; Joseph, 1982; Till & Busler, 2000). Advertising campaigns that exploit the attractive appearance of a celebrity can quickly capture the attention of customers. In other words, the more attractive the celebrity is perceived by a target market, the more likely the ads can trigger reactions from viewers (Baker & Churchill, 1977; Joseph, 1982; Winham & Hampl, 2008). Prior studies have concluded that the physical attractiveness of an endorser can generate positive feelings and purchase intention of customers toward the endorsed product/brand. Specifically, Wei & Lu (2013) found that shoes endorsed by attractive celebrity in an advertisement evoked significantly more attention, desire, and action from consumers. In addition, Lu et al., (2023) contended that effectively designed advertisements can trigger positive feelings and emotions of customers, which in turn, lead to a higher degree of customer engagement with the product.

Celebrity familiarity refers to the extent to which knowledge about the endorser that consumers are exposed to (Calvo-Porral et al., 2021).   Customers will pay great attention to a well-known celebrity, thus an advertisement showcasing that celebrity will increase their interest in the product because they will already have an impression of the celebrity and have had interaction with the individual. As a result, even for professional advertisers, the process of finding endorsers with a high degree of consumer familiarity is critical. Based on the aforementioned arguments, the following hypotheses are proposed:

> H1: Celebrity attractiveness positively affects the customers' reaction to the advertisement
>
> H2: Celebrity familiarity positively affects the customers' reaction to the advertisement

The Source Credibility Model defines celebrity trustworthiness as the extent to which consumers believe the endorser has integrity and honesty (Ohanian, 1990). The power of the celebrity endorsement is based on the perceived level of trustworthiness and expertise associated with the specific endorser. Thus, a celebrity endorser who is perceived as trustworthy is more likely to influence consumers' attitudes and behavioral intentions (Goldsmith et al., 2000). The impact of endorser trustworthiness on consumer attitude and purchase behavior has received great attention in the marketing area. For instance, Al Mamun et al. (2023) exploited data from 778 Malaysian consumers and

found that trustworthiness has a substantial positive influence on consumers' attitudes and intentions to purchase green skincare products.  Consumers are more inclined to purchase the advertised product if they believe the celebrity is trustworthy. Trustworthiness has been confirmed as a strong predictor of customers' intention to purchase (Phan & Nguyen, 2024). Additionally, businesses can benefit from highly trusted endorsers who have a good reputation, popularity, a positive corporate image, and a high level of credibility (Song et al., 2008). If a celebrity endorser can develop honest and trustworthy traits that persuade consumers and earn their trust, they will acquire a favorable impression of the promoted product and develop an interest in it, which will increase purchasing behavior.

The Match-up theory emphasizes the need for celebrities to be selected in the context of the brand values and images (Till & Busler, 2000). Accordingly, the theory conceptualizes celebrity-brand fit as the congruence between the personality of the celebrity endorser and the nature of the advertised product. The greater the fit between celebrity and brand, in the eyes of customers, the more effective the endorsement (Pradhan et al., 2016). When a celebrity endorses a product with an image that is extremely relevant to the product, credibility in the advertisement and the celebrity is greater than trust in the product image promoted by celebrities who are less well-known or less significant (Erdogan et al., 2001; Ha & Lam, 2016). As a result of the above arguments, the following hypotheses are proposed:

> H3: Celebrity trustworthiness positively affects the customers' reaction to the advertisement
>
> H4: Celebrity-Brand fit positively affects the customers' reaction to the advertisement

## 2.1.2. Customers' reaction to the advertisement, Purchase intention and Attitude toward brand

According to Lutz (1985), an advertisement's affective response can influence the emotional response to the advertised brand. Specifically, an advertisement can trigger positive and negative feelings toward the advertised brand or product. Studies have indicated that consumers' responses to an advertisement are important in explaining the effect of advertising. In a study using data collected from 375 family restaurants, Hwang et al. (2011) have confirmed that customers' cognitive response has a significant impact on brand attitude and purchase intention. Similarly, Fleck et al. (2012) also confirm that advertisements with celebrity images will affect brand attitude and purchase intentions after being influenced by a variety of factors. In other words, after seeing an advertisement, the viewer's interest in the endorsed product may grow, leading to purchase intention.

Attitude toward advertising is defined as a predisposition to respond favorably or unfavorably to a particular advertising stimulus during a particular occasion. As consumers' attitude is reflected in their thoughts and feelings, a positive reaction from advertising can result in a positive attitude (Goldsmith et al., 2000). The relationship between customer attitude and purchase intention has been studied and explained by the theory of planned behavior (TPB) (Ho Nguyen et al., 2022). Accordingly, this theory assumes that individuals' attitudes predict their intention to perform a particular behavior (Ajzen, 1991). In other words, when an individual has a positive impression of a certain product, they are more likely to make the purchase decision. When an advertisement evokes sentimental responses from consumers, they can decide whether to make a purchase decision based on their attitude toward the advertised product, without having to fully process all the brand information (Calvo-Porral et al., 2021). Based on the

aforementioned arguments, the following hypotheses are proposed:

> H5: Customers' reaction to the advertisement positively affects the Purchase intention
>
> H6: Customers' reaction to the advertisement positively affects the Attitude toward brand
>
> H7: Customers' attitude toward brand positively affects the Purchase intention

## 2.2.      Research Theoretical Model

This research paper covers four factors that will affect customers' reactions to the advertisement: Celebrity attractiveness, trustworthiness, familiarity, and celebrity-brand fit. Furthermore, this paper examines the impact of customers' reactions on attitudes toward the brand and purchase intention.

The figure below illustrates a framework for examining the effect of celebrity endorsements on buying behavior. The relationship between celebrity endorsement and purchasing intention.
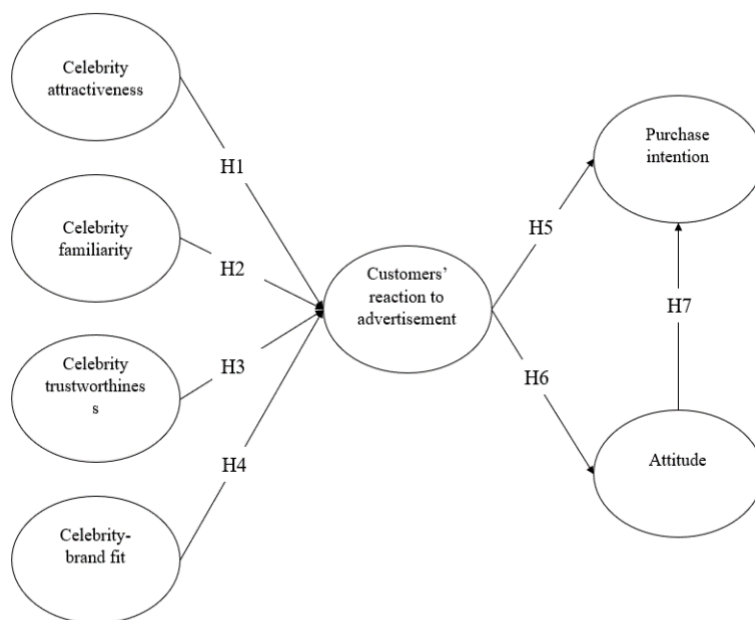


Figure 1. The proposed theoretical model inspired by Osei-Frimpong et al. (2019) and Pradhan et al. (2016)

## 3. METHODOLOGY

### 3.1.      Research methodology and measurement scale

SPSS 23 and AMOS 23 were used for statistical analysis to test the proposed hypotheses. The data analysis is composed of two phases. Initially, the explanatory factor analysis (EFA) was conducted to examine the validity, reliability, and correlation of the measurement items. The confirmatory factor analysis (CFA) was then used to assess the extent to which the measure variables properly reflect the number of works. Secondly, the path coefficient was examined to verify the significance of the proposed hypotheses.

To test our hypotheses, we conducted a survey via questionnaire to collect data from targeted respondents. The questionnaire is composed of 27 measurement items adopted

from previous studies. Specifically, the items measuring celebrity attractiveness, celebrity trustworthiness, and celebrity-brand fit were adopted from (Ohanian, 1990). Four items from (Erdogan et al., 2001) were adopted and adjusted to measure celebrity familiarity. Items measuring customers' reaction to the advertisement, attitude toward the brand, and purchase intention were adopted from (Till & Busler, 2000) study. Respondents were asked to evaluate each item subjectively on a 5-point Likert scale, with 1 indicating strong disagreement and 5 indicating strong agreement.

## 3.2. Sampling method and sample size

### 3.2.1. Sampling method
This study uses non-probability sampling techniques that are both convenient and purposive. Convenience sampling suggests that the survey can be done whenever in HCMC, to reach the target population based on their convenience, accessibility, and simplicity of retrieval of information. The target respondents in this study include individuals who are interested in singer Son Tung M-TP and OPPO products from all layers of society, or people interested in OPPO advertisements featuring Son Tung M-TP. People who are unaware of OPPO's advertising featuring Son Tung M-TP will be excluded from this research paper's sample set.

### 3.2.2. Sample size
The study uses estimating accuracy in conjunction with the number of variables and items to determine the sample size that responds to surveys. It is stated that the more people who reply to surveys, the more accurate the estimate for the overall population. (Hair et al., 2010), on the other hand, suggest that sample sizes of 200 – 400 data sets are suitable for multiple regression analysis and structural equation modeling. Additionally, Green (1991) indicates that the sample size for the study is estimated using the following formula: $N \geq 50 + 8 * m$ (where *m* is the total number of questions/items included in the Questionnaire)

The questionnaire for this study had a total of 27 items, thus, the sample size for this study is 266. However, the 300 people chosen for this study would provide a more accurate and favorable sample size.

## 3.3. Questionnaire Design and data collection

### 3.3.1. Questionnaire design
The questionnaire is divided into the following two sections. The first part is designed to gather demographic information such as gender, age, occupation, and income. The second part is constructed and adjusted to meet the context in Vietnam based on previous studies (Chan et al., 2013; Ohanian, 1990; Pradhan et al., 2016). All of the items were translated into Vietnamese and then carefully revised before being sent out to the respondent.

### 3.3.2. Data collection
During February and March 2022, the data was collected through an online survey utilizing Google forms. This strategy allows the researcher to conserve resources while maximizing the benefits of the convenience sampling method. The procedure of collection is divided into two stages. In the first phase, a pilot test with 30 respondents was undertaken to gather feedback on the translated questions in a suitable and precise way. Then modify, augment, and develop it as necessary, assuring the study's reliability

and feasibility. After that, the survey was distributed via social media platforms such as Facebook, Zalo, and Instagram. As a result, after one month, the survey received a total of 305 responses. However, only 272 of 305 responses were deemed suitable for analysis.

## 4. DATA ANALYSIS RESULTS

### 4.1. Demographic Description

Table 1 depicts the demographic characteristics of the 272 qualified responses. As shown in Table 1, 55.5% of respondents were female and the remainder were male, so there is a modest balance between male and female respondents. Those between the ages of 18 and 24 accounted for the highest proportion, 57%, followed by those between the ages of 18 and 24 (14.7%) and those between 25 and 34 (19.9%). Notably, the senior individuals, those aged 35 to 45 and over 45, represented less than 4.4% and 4% of the population, respectively. The majority of respondents (56.3%) are students. Regarding income, more than half of the candidates have an income below the average, since the fact that the majority of survey respondents are students.

Table 1. Demographic characteristics

| Demographic Characteristics | | Frequency | Proportion |
|---|---|---|---|
| **Gender** | Male | 121 | 44.5% |
| | Female | 151 | 55.5% |
| **Age** | Under 18 | 40 | 14.7% |
| | 18 - 24 | 155 | 57.0% |
| | 25 - 34 | 54 | 19.9% |
| | 35 - 45 | 12 | 4.4% |
| | Over 45 | 11 | 4.0% |
| **Occupation** | Student | 153 | 56.3% |
| | Officer | 58 | 21.3% |
| | Self-employed person | 23 | 8.5% |
| | Others | 38 | 14.0% |
| **Monthly Income** | Under 1 million VND | 78 | 28.7% |
| | 1 - 5 million VND | 81 | 29.8% |
| | 5 - 10 million VND | 45 | 16.5% |
| | 10 - 15 million VND | 29 | 10.7% |
| | Above 15 million VND | 39 | 14.3% |

### 4.2. Exploratory factor analysis

To verify the measurement item's reliability and validity, the Cronbach alpha and factor loadings are examined. As can be seen from Table 2, all variables' Cronbach's alphas are greater than 0.6 in terms of reliability. Additionally, the result findings indicate that the corrected item-total correlations are greater than 0.3, satisfying the measurement criteria for reliability (Hair et al., 2014).

Exploratory factor analysis (EFA) is used to examine the underlying factor and discover whether a set of variables is consistently loaded on the same factor as indicated by strong correlations. This test is specifically intended to lower the number of variables as a measure for the overall model path analysis (Schriesheim & Eisenbach, 1995). According to Hair et al. (2010), the Kaiser-Meyer-Olkin (KMO) value must exceed 0.5. The KMO index, in particular, is 0.86, within acceptable limits. The significance criteria for Bartlett's demand test were satisfied ($p < 0.000$). The study then uses Kaiser's characteristic value in conjunction with a criterion larger than one to determine the retrieved seven components. In general, the EFA test results meet the requirements of these criteria.

Table 2. Data description and reliability analysis

| Factors & Items | Mean | SD | Alpha |
|---|---|---|---|
| **Celebrity attractiveness** | | | **0.832** |
| ATT1 | 4.35 | 0.718 | |
| ATT2 | 4.48 | 0.713 | |
| ATT3 | 4.46 | 0.664 | |
| ATT4 | 4.39 | 0.741 | |
| **Celebrity familiarity** | | | **0.779** |
| FA1 | 4.43 | 0.628 | |
| FA2 | 4.6 | 0.629 | |
| FA3 | 4.48 | 0.671 | |
| FA4 | 4.49 | 0.703 | |
| **Celebrity trustworthiness** | | | **0.922** |
| TRU1 | 3.74 | 0.983 | |
| TRU2 | 3.78 | 0.997 | |
| TRU3 | 3.79 | 0.99 | |
| TRU4 | 3.83 | 0.999 | |
| **Celebrity-Brand fit** | | | **0.848** |
| CBF1 | 4.35 | 0.8 | |
| CBF2 | 4.46 | 0.728 | |
| CBF3 | 4.32 | 0.791 | |
| CBF4 | 4.36 | 0.789 | |
| **Customers' reaction to the advertisement** | | | **0.867** |
| CRA1 | 4.25 | 0.818 | |
| CRA2 | 4.19 | 0.898 | |
| CRA3 | 4.26 | 0.915 | |

| Customers' attitude toward brand | | | 0.838 |
|---|---|---|---|
| CATB1 | 3.71 | 0.986 | |
| CATB2 | 3.85 | 1.057 | |
| CATB3 | 4.22 | 0.853 | |
| CATB4 | 3.99 | 0.976 | |
| **Purchase intention** | | | **0.919** |
| PI1 | 3.93 | 0.98 | |
| PI2 | 3.86 | 1.093 | |
| PI3 | 3.78 | 1.092 | |
| PI4 | 3.87 | 1.081 | |

Notes: SD stands for standard deviation. Loading items were retrieved using the Promax rotation method from Maximum Likelihood.

Table 3 relates item measures to their exploratory factor analysis loading results. Following the reliability test, two items, CATB3 and CATB4, were excluded from the factors due to inconsistency in their total correlation values. As a result, the EFA test has 25 items for seven factors, as shown in Table 3. According to Hair et al. (2010), if the factor loading is larger than 0.5, it is considered meaningful. Hence, all 25 items that remain loading are greater than 0.5, and Cronbach's alpha is greater than the threshold (0.6).

Table 3. Pattern Matrix

| | Factor | | | | | | |
|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| ATT1 | | | | 0.613 | | | |
| ATT2 | | | | 0.918 | | | |
| ATT3 | | | | 0.508 | | | |
| ATT4 | | | | 0.79 | | | |
| FA1 | | | | | 0.667 | | |
| FA2 | | | | | 0.506 | | |
| FA3 | | | | | 0.918 | | |
| FA4 | | | | | 0.518 | | |
| TRU1 | 0.749 | | | | | | |
| TRU2 | 0.929 | | | | | | |
| TRU3 | 0.766 | | | | | | |
| TRU4 | 0.948 | | | | | | |
| CBF1 | | | 0.776 | | | | |
| CBF2 | | | 0.657 | | | | |

| Item | | | | | | | |
|------|---|---|---|---|---|---|---|
| CBF3 | | | 0.873 | | | | |
| CBF4 | | | 0.745 | | | | |
| CRA1 | | | | | | 0.917 | |
| CRA2 | | | | | | 0.689 | |
| CRA3 | | | | | | 0.849 | |
| CATB1 | | | | | | | 0.983 |
| CATB2 | | | | | | | 0.57 |
| PI1 | | 0.841 | | | | | |
| PI2 | | 0.811 | | | | | |
| PI3 | | 0.93 | | | | | |
| PI4 | | 0.812 | | | | | |

## 4.3.    Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) was used to estimate the specified factor loading structure by evaluating the fit between the proposed hypothetical framework and the collected data, according to Hair et al. (2011). CFA was used in this research to assess the fit of the measurement model derived from EFA constructs. The CFA test has been conducted using IBM SPSS AMOS 23. The Chi-square value (CMIN)/df (threshold between 1 and 3), Comparative Fit Index (CFI > 0.90), Root Mean Squared Error of Approximation (RMSEA 0.08), and Goodness of Fit Index (GFI > 0.8) are among the combination rules, according to Hair (2010). The CFA test result for the overall model (seven-factor model) is shown in Table 4. The model fits well as evidenced by the good level of the fit statistic (CMIN/df = 2.437 3; CFI = 0.915 > 0.9; RMSEA = 0.073 0.08; GFI = 0.835 > 0.8). In summary, the model fit results meet the thresholds, indicating that the data is well-fitting the model. As indicated in Table 4, the results show satisfactory conformity.

Table 4. Model fit indices in CFA

| Model fit indices | Threshold | Model result |
|-------------------|-----------|--------------|
| CMIN/df | < 3 | 2.437 |
| CFI | > 0.9 | 0.915 |
| RMSEA | < 0.08 | 0.073 |
| GFI | > 0.8 | 0.835 |

Note: CMIN/df: chi-square/degrees of freedom; CFI: Comparative fit index; RMSEA: Root Mean Squared Error of Approximation; GFI: Goodness of Fit Index

## 4.4.    Convergent Validity and Discriminant Validity

Two metrics were used to assess convergence validity: Average Variance Extracted (AVE) and Composite Reliability (CR). The AVE is the mean of the variance in the variables that are connected to the variance due to measurement error and must be greater than 0.5.

(Fornell, & Larcker, 1981). The CR was used to re-evaluate the CFA model's fit for reliability, which should be at least 0.7 (Jöreskog, 1971).

After calculation, Table 5 indicates that the AVEs for all variables are greater than 0.5, except for of the FA (Familiarity) variable, which has a value of 0.474. However, AVE levels between 0.4 and 0.5 can be considered acceptable based on Hair et al. (2010) simulated results. Additionally, all CRs of all variables exceeded 0.7. The results are perfectly consistent with the specifications. In other words, the model's factors and their items all satisfy convergent validity.

Table 5. The overall reliability of variables

|  | CR | AVE | MSV | MaxR(H) | CRA | TRU | PI | CBF | ATT | FA | CATB |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CRA | 0.870 | 0.691 | 0.279 | 0.897 | **0.831** | | | | | | |
| TRU | 0.922 | 0.748 | 0.503 | 0.923 | 0.421 | **0.865** | | | | | |
| PI | 0.919 | 0.741 | 0.386 | 0.928 | 0.351 | 0.619 | **0.861** | | | | |
| CBF | 0.849 | 0.585 | 0.279 | 0.852 | 0.528 | 0.476 | 0.405 | **0.765** | | | |
| ATT | 0.833 | 0.556 | 0.236 | 0.839 | 0.446 | 0.367 | 0.210 | 0.420 | **0.745** | | |
| FA | 0.782 | 0.474 | 0.236 | 0.793 | 0.257 | 0.236 | 0.072 | 0.390 | 0.486 | **0.689** | |
| CATB | 0.885 | 0.794 | 0.503 | 0.898 | 0.301 | 0.709 | 0.621 | 0.298 | 0.100 | 0.042 | **0.891** |

Hair et al. (2014) proposed comparing the square root of a factor's AVE value and its relationship to other variables to determine the discriminant validity of this measurement construct. The discriminant value is confirmed if the square root of the AVE value is greater than the sum of all correlations. Thus, all required degrees of relevance are satisfied, demonstrating the measurement construct's reliability and validity. All statistics in Table 4.5 have been calculated and are presented that they fully comply with the threshold's requirements.

## 4.5.　　Hypothesis testing

After satisfying the measurement model's assessment criteria, the structural model is evaluated using the structural equation modeling (SEM) technique. Figure 2 and Table 6 contain the findings of the path analysis. The fit statistic satisfies the threshold, indicating that the structural model is well-fitted. Six of the seven hypotheses proposed are supported. The coefficients on the path from celebrity attractiveness, celebrity trustworthiness, and celebrity-brand fit to customer reaction to advertise are 0.261, 0.157, and 0.385, respectively ($p < 0.05$). As a result, this strong relationship provides support to H1, H3, and H4. However, the correlation coefficient between celebrity familiarity and customer reaction to an advertisement is -0.079 ($p > 0.05$). The coefficients for the two paths from customers' reaction to advertisement to Purchase Intention and Customers' attitude toward the brand are 0.436 ($p < 0.05$) and 0.257 ($p < 0.05$), respectively, indicating that both H5 and H6 are acceptable and demonstrate that they are true. The final hypothesis H7 is likewise supported by the path coefficient of 0.761 (p 0.05) between customers' attitudes toward the brand and purchase intention.

Table 6. Result of Hypotheses testing

| Hypotheses | Regression weights estimate | p-value | Conclusion |
|---|---|---|---|
| **H1:** Celebrity attractiveness positively affects the Customers' reaction to the advertisement | 0.261 | 0.002 | Supported |
| **H2:** Celebrity familiarity positively affects the customers' reaction to the advertisement | -0.079 | 0.493 | Not supported |
| **H3:** Celebrity trustworthiness positively affects the Customers' reaction to the advertisement | 0.157 | 0.003 | Supported |
| **H4:** Celebrity-Brand fit positively affects the Customers' reaction to the advertisement | 0.385 | *** | Supported |
| **H5:** Customers' reaction to the advertisement positively affects the Purchase intention | 0.436 | *** | Supported |
| **H6:** Customers' reaction to the advertisement positively affects the customers' attitude toward brand | 0.257 | *** | Supported |
| **H7:** Customers' attitude toward brand positively affects the Purchase intention | 0.517 | *** | Supported |
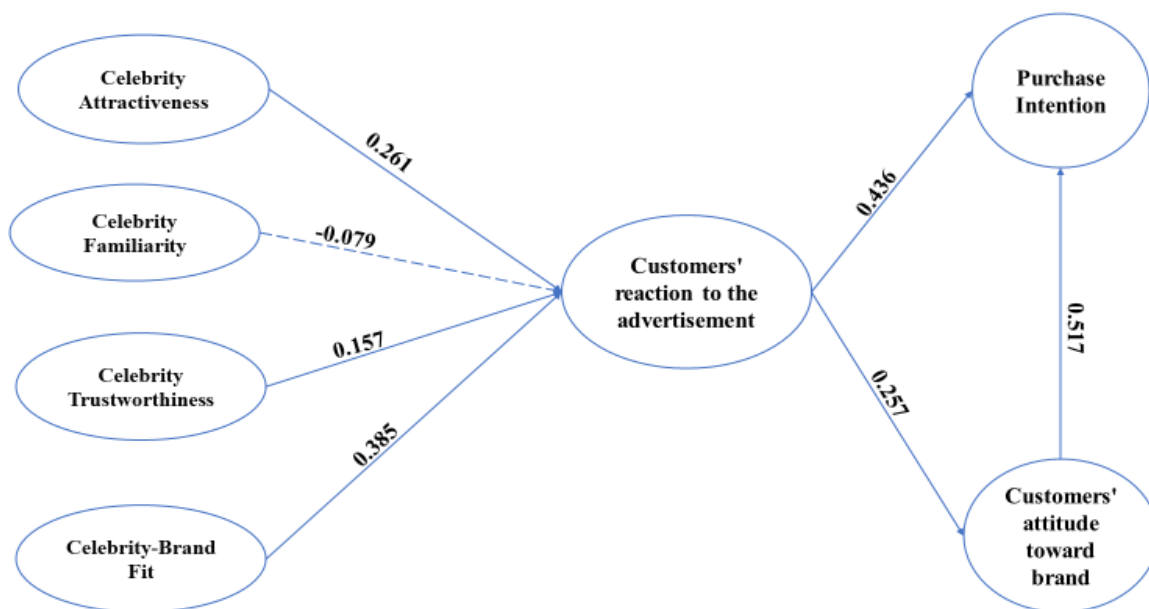


Figure 2. Hypotheses testing result

## 5. DISCUSSION

The results indicate that celebrity endorsers' attractiveness contributes to their influence on viewers' attitudes about advertising. This finding is consistent with past research (Pornpitakpan, 2004), which emphasizes the critical role of attractiveness in enhancing the audience's attitudes and impression of advertising. This means that OPPO using Son Tung M-TP's image and presence in the advertisement is an effective marketing strategy when introducing products in Vietnam market. However, the research fails to confirm the relationship between celebrity familiarity and customer's reaction to the advertisement. This means that celebrity familiarity, notably in the case of Son Tung M-TP, had no effect on customer response to the advertisement. This finding is contrary to previous research who states that a celebrity who reaches achievement is generally admired by the people (Farivar et al., 2021). Although Son Tung M-TP is a singer with a high degree of familiarity among young people, this still has no effect on the customer's reaction when viewing the OPPO's advertisement. This may be because along with Son Tung M-TP's fame in the music industry, he is also involved in several personal scandals which significantly reduced his influence among youngsters in Vietnam. As a result, when introducing new products using Son Tung M-TP image, young customers may not trigger any response.

The research also found a positive relationship between celebrity trustworthiness and customer's reaction to the advertisement. In other words, the more a celebrity's trustworthiness has, the more he/she can influence on how viewers view advertisements. This finding is similar to prior research (Goldsmith et al., 2000; Song et al., 2008), which demonstrated the critical role of trustworthiness in increasing the audience's interest and perception of the advertisement. Similarly, Ohanian (1990) research demonstrates that the sincerity and trustworthiness of endorsers have a significant effect on increasing interest in and positive opinions about advertising. The results support the positive relationship between celebrity brand-fit and customer's reaction to the advertisement. The fit between the celebrity and the endorsed product is critical to successfully using the celebrity endorsement approach. Various previous experts have endorsed the celebrity/product relevance theory as well (Erdogan et al., 2001).

The research found there is a relationship between the viewer's response to OPPO advertising and the customer's purchase intention and brand attitude. This finding is consistent with those of previous studies (Ayanwale et al., 2005; Fleck et al., 2012). This demonstrates that the viewer's response to the advertisement has a favorable effect on both the viewer's purchase intention and the attitude toward the advertised brand. If advertising is successful in capturing the attention and interest of an audience, it has the ability to increase purchase intent and impact viewers' attitudes about a brand.

The research provides evidence for the positive relationship between the viewer's attitude toward the advertised brand and the customer's purchase intention. This demonstrates that the customer's attitude toward the endorsed brand has a positive effect on purchase intention and is also consistent with earlier findings (Ha & Lam, 2016; Ho Nguyen et al., 2022; Hwang et al., 2011).

## 6. CONCLUSION

With the rising trend of exploiting social media and influencers in developing marketing strategy in modern businesses, this study was conducted to verify the key characteristics of celebrity endorsement that can motivate the intention to purchase. Specifically, this research aims to identify the successful factors of OPPO's celebrity endorsement strategy using Son Tung M-TP as an endorser to encourage the purchase intention. The research

contributes to the extant literature on consumer behavior by establishing a conceptual framework based on the Match-up theory and the Source credibility model, wherein, the role of celebrity endorser characteristics is highlighted. According to the results, celebrity attractiveness, trustworthiness, and celebrity-brand fit are major predictors of customers' reaction to the advertisement. However, there is no evidence that celebrity familiarity influences customers' reaction to advertisement. Interestingly, the data reveal that both the consumers' reaction to the advertisement and the customer's attitude toward the brand have a positive impact on purchase intention. The findings highlight several managerial implications for marketers and firms in designing effective celebrity endorsement strategy.

## 6.1.    Managerial implications

Several recommendations are made based on the research findings to improve the use of celebrity endorsement strategies. Firstly, marketers must consider the fit between the brand and the celebrity when selecting the proper celebrity to endorse the product. The congruence of the brand endorser's good image with that of the company or brand will help in building consumer sympathy, hence raising the intention to purchase the product or brand promoted by the celebrity. As can be observed, the attractiveness, trustworthiness, and product compatibility of Son Tung M-TP have improved the audience's attention to advertising, thus, choosing a popular and influential celebrity can be a crucial success factor of celebrity endorsement strategy. Additionally, the results show that the viewer's reaction to the advertisement has a good effect on purchase intention. Thus, advertisers should focus not just on picking the "ideal" celebrity endorser, but also on developing an engaging and relevant advertising campaign to attract their audience's attention. Additionally, the customer's attitudes toward the brand is regarded as a component that has a direct impact on purchase intention. Therefore, in order to generate positive attitudes of customers toward the brand, companies should focus on campaigns that foster customer loyalty while also promoting the brand's image.

## 6.2.    Limitations

This study has several limitations that future studies can address. Firstly, the study's target respondents are primarily composed of young customers in Ho Chi Minh City.  As a result, the research findings cannot fully assess customers' overall perceptions of the impact of endorsers' characteristics on purchase intention. Secondly, the time available for study is limited leading to insufficient sample size to produce more meaningful research interpretations. Additionally, this study is concentrating on a single brand and its endorsers, this selection narrows the field of discussion little but leaves the door open for future studies to investigate the success factors of celebrity endorsement of both domestic and foreign firms in Vietnam.

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