

Research Article

IMPACTS OF CELEBRITY ENDORSEMENT ON BRAND TRUST AS A MEDIATING FACTOR AND ON BRAND AWARENESS: CASE OF CELEBRITY ENDORSING TRESEMMÉ IN VIETNAM

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ABSTRACT

This study explores consumer perceptions of celebrity endorsements in Vietnam, focusing on a supermodel endorsing the TRESEMMÉ brand. Specifically, it examines the effects of celebrity characteristics—Attractiveness, Expertise, Trustworthiness, and Similarity—on consumers' Brand Trust and Brand Awareness. A survey of 304 respondents across Vietnam was conducted using convenience and snowball sampling methods, targeting Vietnamese consumers familiar with or having purchased TRESEMMÉ products, particularly in Ho Chi Minh City. The data was analyzed using structural equation modeling. The results indicate that a celebrity's Attractiveness, Trustworthiness, and Similarity significantly influence brand awareness through brand trust. These findings enhance our understanding of consumer perceptions of beauty and personal care products, especially when promoted via celebrity endorsements. Practical implications are offered to help companies improve their performance. The study concludes with recommendations for marketing managers to gain more precise insights and enhance their effectiveness.

Keywords: Celebrity Endorsement, Brand Trust, Brand Awareness.

INTRODUCTION

Background:

In 2023, the global beauty and personal care product market was valued at USD 557.24 billion, with a projected compound annual growth rate (CAGR) of 7.7% from 2024 to 2030. The Asia Pacific region led the global market with a 39.3% revenue share in 2023 and is expected to grow at a CAGR of nearly 9% during the same period. A key driver of this market growth is the increasing consumer awareness of personal appearance. This leads to the integration of beauty and personal care products such as skincare, color cosmetics, and hair care into daily grooming routines.

The Vietnamese hair care market is rapidly expanding, with projections from a Global Information report indicating a compound annual growth rate (CAGR) of 5.38% from 2023 to 2030. This growth will see the market rise from an estimated USD 701.73 million in 2022 to USD 1067.17 million by 2030. Shampoo products hold the largest market share. Additionally, the move towards e-commerce creates new opportunities for hair care companies in Vietnam. On average, middle-class women in Vietnam spend between USD 9 and USD 21 monthly on makeup and hair care products. This pattern underscores the growing emphasis on self-care and beauty among Vietnamese consumers, driving the booming grooming industry in the country. In 2022, Unilever Vietnam International maintained its position as the clear leader in hair care retail value sales, with Procter & Gamble Vietnam following closely behind. Unilever's dominance was bolstered by its top three brands, Clear, Sunsilk, and Dove, along with other notable brands such as Lifebuoy and TRESEMMÉ.

As incomes and living standards rise, the hair care sector is anticipated to experience intense and steady growth during the forecast period. Moreover, social media influences are likely to

encourage young consumers to change their hairstyles more frequently, such as cutting, curling, and dyeing their hair. This will lead to customer expectations of growth across all categories, including more mature segments like standard shampoos, conditioners, and treatments. To gain an edge in this competitive market, brands must develop effective marketing strategies to create a competitive advantage.

The beauty and hair care sector is a multi-billion dollar industry driven by image and aspiration (Goyal, 2023). Consumers are continually searching for products that can help them achieve the glowing, healthy appearance they see in celebrities. In today's competitive marketing landscape, with many products and brands available, consumers often feel overwhelmed and need guidance about which products to select. Celebrities, with their vast followings and direct communication channels with followers, play an increasingly vital role as influential marketing tools for beauty brands. Their endorsements can enhance brand visibility, credibility, and sales. Celebrities are perceived as living proof of a product's effectiveness, and their fame and public image can significantly boost a brand's trustworthiness. Understanding potential customers and selecting the right communication strategies for a company's products and services is one of the most crucial aspects a business must consider (Armstrong *et al.*, 2014).

Research Problem:

Firstly, the personal care market is continually evolving, with rising customer standards and a growing number of competitors. This dynamic landscape compels advertisers to innovate and find new strategies to effectively promote their products. Secondly, each celebrity has distinct characteristics and a unique personality, making selecting an endorser who aligns with the brand message and captures customer attention is challenging. Thirdly, celebrity endorsements are a double-edged sword. While they can enhance brand awareness and sales, they can also harm a company's reputation if not chosen wisely. The product or brand's image can be severely damaged by negative publicity, such as celebrity scandals,

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resulting in a significant drop in sales and potential losses relative to competitors. Additionally, improper use of endorsers can lead to issues. Soderlund (2003) notes that celebrities endorsing too many brands may be seen as less trustworthy, as consumers receive mixed messages. Other potential problems include overshadowing, overexposure, and controversy (Erdogan, 1999). Finally, according to a Statista report (2021), young consumers consider about eight factors when choosing beauty and grooming products, indicating they are becoming more sophisticated and knowledgeable about their purchases.

Objectives of the Study:

Numerous previous studies have investigated this subject. On the one hand, they found that the attractiveness of celebrities has a more positive impact and more significant influence on customers' purchase intentions compared to experts in the product (Arora *et al.*, 2019; Liu *et al.*, 2007; Tri, 2022; Van *et al.*, 2017; Chin *et al.*, 2019). On the other hand, some results indicated that celebrities do not affect customers' purchase intentions because they are not considered experts, lack the ability to accurately judge certain products, and need special skills to provide opinions (Dogra and Sharma, 2019; Martínez-López *et al.*, 2020). Additionally, celebrities' less communicative and intimate attitudes toward customers were also cited as a reason (Cuomo *et al.*, 2019).

It is well-established that brand trust is crucial for a successful brand-customer relationship (Portal *et al.*, 2018). This study is fascinating because, while many previous studies have examined the direct impact of celebrity endorsements, they often overlook the brand perspective itself. High brand credibility, bolstered by celebrity endorsements, tends to result in a positive brand attitude among customers (Chin *et al.*, 2019). Therefore, when employing celebrities to market products, companies must ensure the compatibility between the product and the celebrity's image and assess whether the brand already enjoys high trust among customers.

This study adapts the empirical model as proposed by Jeremy, J., & Antonio, F. (2021), investigating a specific case study of endorsement for TRESemmé in Vietnam to address existing gaps in the literature. It focuses on how celebrity endorsements affect brand trust, which in turn influences customer brand awareness. The primary goal of this study is to:

- (i) Evaluate the impact of a celebrity's characteristics (Attractiveness, Expertise, Trustworthiness, Similarity) on the customers' brand trust
- (ii) Determine which factors of celebrity endorsement (Attractiveness, Expertise, Trustworthiness, Similarity) have the most and the least effect on customer's brand trust
- (iii) Investigate the extent to which a customer's brand trust influences its brand awareness
- (iv) Offer valuable insights and propose recommendations for Vietnamese practitioners to enhance the performance of celebrity endorsement strategy in the beauty and personal care industry, especially hair care products.

Significances and Implications:

This study stands out because, unlike many previous studies that have focused solely on the direct impact of celebrity endorsements, it also considers the brand perspective. High brand credibility, enhanced by celebrity endorsements, typically leads to a positive customer attitude towards the brand (Chin *et al.*, 2019). Therefore, when using celebrities for product marketing, companies must ensure

that the product aligns with the celebrity's image and evaluate whether the brand already has significant customer trust.

Theoretically, this study aims to deepen the understanding of how celebrity characteristics can be strategically used to build brand trust and subsequently improve brand awareness. To address a significant gap in current knowledge, this research intends to develop and validate a theoretical model that outlines the relationship between the attributes of celebrity endorsements and their impact on brand trust and awareness. By doing so, this study will make an original contribution by enhancing the theoretical foundation through the integration of existing models with a specific case study.

Practically, this research holds valuable implications for businesses in Ho Chi Minh City and similar areas. The findings can assist marketers in creating effective celebrity endorsement strategies to enhance their brand image and reputation in the market. Additionally, by focusing on the early-stage relationship between celebrity endorsement and brand awareness, this study aids new brands in establishing strong growth foundations and provides innovative approaches for improving mature initiatives. Furthermore, the results are highly relevant for future researchers in the field of celebrity endorsement, facilitating further exploration of the extent to which celebrity endorsements influence a brand's success in various contexts.

LITERATURE REVIEW

Celebrity endorsement:

According to C. Wright Mills (1956), celebrities are individuals whose names alone suffice for recognition. Their fame far surpasses the number of people familiar with them. They are greeted with excitement and admiration wherever they go. Their actions hold inherent publicity value, constantly attracting attention from media and entertainment outlets. Over time, they continuously serve as the subject matter for communication and entertainment platforms. A celebrity is also described as someone "recognized by the public (such as actors, sports figures, entertainers, etc.) for their accomplishments in fields unrelated to the product category they endorse" (Friedman *et al.*, 1979). Celebrity endorsement, McCracken (1989) viewed them as someone who leverages their public recognition to promote a consumer product by featuring alongside it in an advertisement, additionally, who contributes to enhance message recall (Friedman and Friedman 1979) and aid in the recognition of brand names (Petty *et al.*, 1983).

The endorsement strategy was officially adopted by the company in the nineteenth century and evolved as a promotional tool with the advent of radio commercials in the 1930s and television commercials in the 1950s. It experienced rapid growth in the 1970s, with celebrities appearing in 15% of all advertisements. This share increased over the following decades, reaching 20% in the 1980s and 25% in the 1990s. By the 21st century, celebrity endorsement had become the most prominent and extensively utilized marketing strategy (Ang and Dubelaar, 2006b). Past experiments also 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 (Chan *et al.*, 2013). Until now, among many popular advertising strategies, celebrity endorsement has been rising as an appropriate promotional trend with an essential role in the success of the product in terms of sales and brand recognition (Van *et al.*, 2017).

Drawing attention to the product or brand being endorsed, conveying the image values to these products through their celebrity image and characteristics, and influencing consumers positively; would be the

benefits that a business gains if they effectively utilize celebrity endorsements (O'Mahony and Meenaghan, 1997). According to Carroll (2009), to apply this strategy effectively, the celebrity should ideally match the advertised product seamlessly, ensuring that they not only contribute their personality and image to the endorsed product and convey the right message to consumers but also establish favorable connections that result in unique brand identities and enhanced brand awareness. Other researchers also hold similar views on the essential role of the ideal congruence (the match between consumers' self-perception and the image of the celebrity) (Choi and Rifon, 2012) and a well-liked and familiar celebrity (McCormick, 2016).

Brand Trust:

Brand trust is defined as a psychological state consisting of an intention to accept based on the intention of positive expectations or the behavior of others (Rousseau *et al.*, 1998). Because it is related to marketing and exchange, (Moorman *et al.*, 1993) describe trust as a willingness to depend on partners to make exchanges and have confidence when doing so. Chaudhuri and Holbrook (2001) have similar opinions when stating brand trust as consumers relying on the brand's ability to carry out its functions consistently. Meanwhile, Febrian and Fadly (2021) discusses brand trust that is defined as customers' security that the brand will fulfill their expectations. This feeling is based on customers' perception that the brand is reliable and has the capacity to respond to customers' needs, as well as the belief that the brand will not take opportunistic benefit from consumer vulnerability (Delgado and Munuera, 2001). Besides the willingness to depend on partners or the customers' security, brand trust is also defined as the consumers' confidence in the quality and trustworthiness of the product/service (Garbarino & Johnson, 1999).

Brand Awareness

Brand awareness is the way consumers associate brands with the products they want (Sasmita & Mohd Suki, 2015). Besides that, brand awareness is also the ability of consumers to recognize and remember a brand (Ho *et al.*, 2015). These statements follow the opinion of Hafez (2018), who proposes brand awareness as the ability possessed by consumers to remember and recognize a brand as a part of a product. Thus, the ability of customers to associate brands by recognizing and remembering brands on a product is the definition of brand awareness.

In measuring brand awareness among consumers, several dimensions can be used. Consists of recognition, recall, top-of-mind, brand dominance, brand knowledge, and brand opinion (Aaker, 1996). As Keller (1993) suggested, the notion of brand recognition is a situation of how quickly a consumer recognizes and distinguishes a brand through one of the elements displayed, such as slogans and logos. Similarly, brand recall means how well consumers can remember the brand during certain situations (Khurram *et al.*, 2018). Top of mind is a situation where consumers can directly mention a brand specifically as their choice from questions about what they need (Pasha and Masoom, 2013). In addition to mentioning brands, consumers can suggest the type of retailer, the types of product or service categories in merchandise, and so on. Therefore, top of mind refers to whether consumers remember or not a brand without the help of the consumer's memory (Hakala *et al.*, 2012). All these statements are consistent with Kotler and Keller (2016), who also argued that Brand awareness pertains to the robustness of brand information, enabling marketers to gauge consumers' capacity to recognize brands across different situations.

Hypothesis Development

Expertise is alternatively termed "authoritativeness" (McCroskey, 1966), "competence" (Whitehead, 1968), "expertness" (Applbaum and Anatol, 1972), or "qualification" (Berlo *et al.*, 1969). Simply, expertise pertains to the endorser's understanding of the product, which in turn validates their statements about it and is considered a factor that enhances persuasiveness beyond the impact of trustworthiness (Silvera and Austad, 2004). This implies that the endorser possesses the necessary experience and expertise to offer a trustworthy review of the brand or product. Research investigating source expertise in persuasive communication generally indicates that the source's perceived expertise has a positive impact on attitude change (Horai, Naccari, and Fatoullah, 1974; Maddux and Rogers, 1980; Mills and Harvey, 1972; Ross, 1973). Crisci and Kassinove (1973) and Crano (1970) experimentally manipulated the dimensions of expertise and found that audiences who were exposed to a lower expert source demonstrated lower alignment with the advocated viewpoint compared to those exposed to a source with higher expertise. Thus, the following hypothesis is formulated:

H1: Expertise has a positive impact on Brand Trust.

While expertise stems from the endorser's professional competence and knowledge, trustworthiness is about how the endorser is perceived and evaluated by customers, trusting them as someone with expertise. In other words, perceived trustworthiness refers to the qualities of integrity, credibility, and sincerity exhibited by the endorser as perceived by consumers (Friedman *et al.*, 1976). When a consumer believes that a source is trustworthy, he or she also assumes that the communicated message is highly believable (Hovland and Wiess, 1951). Several research works corroborate the impact of trustworthiness on attitude alteration. Both studies by Miller and Baseheart (1969) and McGinnies and Ward (1980) about the impact of source trustworthiness on the persuasibility of communication, showed that when the communicator was perceived as highly trustworthy, an opinionated message was more impactful than a no opinionated one in influencing attitude change. However, when trustworthiness was low, this connection was not significant. Therefore, this leads to the following hypothesis:

H2: Trustworthiness has a positive impact on Brand Trust.

Research by McGuire (1969) indicates that attractiveness is influenced by factors such as similarity, familiarity, and likability. Similarity denotes the perceived resemblance between the endorser and the consumer, while familiarity refers to the consumer's knowledge acquired through repeated media exposure to the celebrity. Likability stems from the consumer's positive regard for the endorser based on their qualifications, appearance, and behavior, or, simply put, physical attractiveness (Ohanian, 1991). Given that endorsers with physical attractiveness readily attract customers' attention and make an instant impression, several previous researchers have observed that physical attractiveness significantly influences an individual's initial evaluation of another person. (Baker and Churchill 1977; Chaiken 1979; Joseph 1982; Kahle and Homer 1985; Mills and Aronson 1965; Widgery and Ruch 1981). Early studies on the match-up hypothesis examined the postulation in the context of physical attractiveness and found attractive celebrities to be more persuasive when promoting products related to physical beauty (Kahle and Homer, 1985; Kamins, 1990), such as perfume, cosmetics, and hair care products. Therefore, this article will primarily focus on celebrity endorsement's physical attractiveness, who is perceived as beautiful, elegant, or classy (McCracken, 1989; Ohanian, 1990; Amos *et al.*, 2008). It is consistent with other researchers when they found that a celebrity generally has a greater impact on attitude change and purchase intention than a non-celebrity

spokesperson (Erdogan, 1999; Ohanian, 1991; Sternthal *et al.*, 1978). Hence, the following hypothesis is formulated:

H3: Attractiveness has a positive impact on Brand Trust.

Similarity can be referred to as resemblance and correspondence, the state of being almost the same or exactly the same (Merriam-Webster, 2017) of the endorser with consumers. Shimp (2003) also regards similarity as the extent to which the celebrity endorser matches the respondents of the study with regard to characteristics such as gender, age, ethnicity, et cetera. In addition, many individuals often aspire to have values and lifestyles similar to those of celebrities they deem successful (Sami, 2006), which can produce positive attitudes. Positive attitudes can stem from either admiration or perceived similarity (McGuire, 1985), but effective advertising is more inclined to leverage the admiration aspect because the persuasive impact of celebrities is strongly linked to their role model status (Raven *et al.*, 1998). Hollensen and Schimmelpfennig (2013) have emphasized similarity being a variable that significantly affects the success of a celebrity endorsement, as carried out by Shimp (2003). Thus, the hypothesis is proposed:

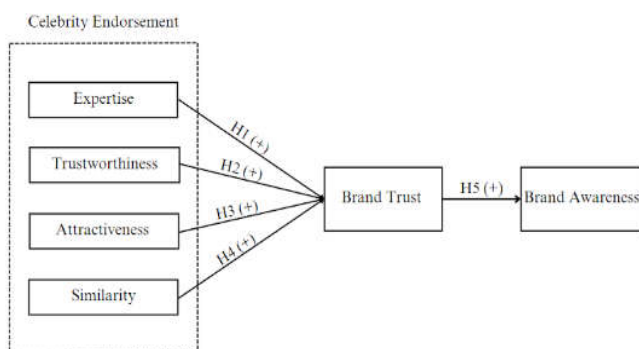
H4: Similarity has a positive impact on Brand Trust.

Finally, Brand Trust refers to the willingness to rely on partners, or the sense of security and confidence customers have in the quality and reliability of a product or service (Garbarino and Johnson, 1999). This trust is anticipated to enhance Brand Awareness, which encompasses elements such as recognition, recall, top-of-mind awareness, brand dominance, brand knowledge, and brand opinion (Aaker, 1996). Consequently, the final hypothesis is presented as follows:

H5: Brand Trust has a positive impact on Brand Awareness.

Proposed Theoretical Framework:

Following two foundational theories, the Source of Credibility and the TEARS model, as well as the model from the key paper (Jeremy, J. & Antonio, F., 2021), the study continues to explore the antecedents of brand trust. However, the model is simplified to include only four independent variables and two dependent variables, with brand trust serving as the mediating variable. The aim is to focus on identifying the characteristics of celebrities that influence customer trust, which in turn leads to brand awareness. The four specific independent variables are:



(Source: Author, 2024)

METHODOLOGY

Research Design:

Quantitative methodology is used to explore consumer attitudes towards celebrity endorsements. The study systematically examines quantitative characteristics and their relationships. The purpose of this research is to determine the possible attributes of celebrity endorsement that influence the consumers' brand trust, which leads to brand awareness. Therefore, the quantitative method is applied as a descriptive approach due to the purpose of quantitative measurement in the data collection and analysis, as well as the aim to make a generalization of the data. Empirically presenting hypotheses is the reason why this methodology was chosen to investigate the correlations between variables. As Neuman (2006) stated, constructs and their interrelations, often articulated in hypotheses, form the bedrock of quantitative analysis.

The preference for a quantitative approach in this dissertation stems from its inherent advantages (Jankowicz, 2005), such as the capacity to delineate trends and lucidly explicate variable interrelationships, to test causal relationships between variables, make predictions, and generalize results to broader populations. This approach allows for engagement with a wide range of participants and facilitates data collection on various queries within a constrained time frame. Furthermore, quantitative research proves its advantages when dealing with large population size and is favored for its cost and time efficiency, its ability to minimize researcher bias and its effectiveness in testing hypotheses. As a result, the analysis of the research findings can be more comprehensive.

Sample Size and Sampling Method of the Research:

The study's target population encompasses consumers located in Ho Chi Minh City, who have known or have used TRESemme products and endorsing them.

The sample size is a concern addressed by many studies, with various value ranges proposed. According to Roscoe (1975), sample sizes between 30 and 500 are suitable for most research purposes. Comrey and Lee (1992) also suggested that to achieve justifiable evaluation and precise sampling accuracy with a confidence level of 95% and a confidence interval of 5%, at least 200 valid responses are required. They provided the following scale for assessing sample size adequacy: 50 - very poor, 100 - poor, 200 - fair, 300 - good, 500 - very good, and above 1000 is excellent. As of 2013, Comrey and Lee reiterated that for robust and equitable findings, an adequate sample size should ideally range from 200 to 300 individuals. Additionally, Gorsuch (1983) and Hatcher (1994) recommended a minimum subject-to-item ratio of 5:1 in Exploratory Factor Analysis (EFA), with strict adherence to this ratio for its appropriateness.

In general, this research follows the requirement for Structural Equation Modeling (SEM); the range sample size is from 30 to 460 cases (Wolf *et al.*, 2013), and the ideal range is from 200 to 300 (Comrey and Lee, 2013). Hence, 304 valid responses were utilized for analysis, surpassing the minimum threshold needed.

Data Analysis Techniques:

The data was processed utilizing SPSS 26.0 and IBM AMOS 20 software. Data analysis employs a two-step approach offered by Anderson and Gerbing (1988). The initial stage involved data preparation for the detection of missing values. It also includes Frequencies analysis, Descriptive statistics, Reliability Test,

Exploratory Factor Analysis (EFA), Correlation analysis and Regression Analysis.

After testing EFA, IBM SPSS Amos 20 software is applied to test Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) in order to evaluate the validity and model fit of collected data. The Statistical Package for Social Sciences (SPSS) is extensively utilized by researchers and academics globally. Renowned for its user-friendly interface, this statistical tool facilitates the execution of various statistical analyses. It enables researchers to conduct comparison and correlational tests across univariate, bivariate, and multivariate analyses, catering to both parametric and non-parametric statistical methodologies. Meanwhile, already stated by many researchers, in the event the researcher intends to examine the causal and effect relationship between a number of independent and dependent variables, Structural Equation Modeling (SEM) is the best method to be used (Byrne, 2010; Hair *et al.*, 2010; Hair *et al.*, 2014; Fan *et al.*, 2016). In addition, CB-SEM (Covariance-based SEM) is primarily used to confirm or reject theories through hypothesis testing, which meets these thesis objectives and the model. SEM is a useful statistical tool for empirically testing theories and conceptual models of the study (Hair *et al.*, 2011; Hair *et al.*, 2012). Using SEM allows the researcher to determine whether the relationship among the constructs in the research framework is significant based on the data gathered.

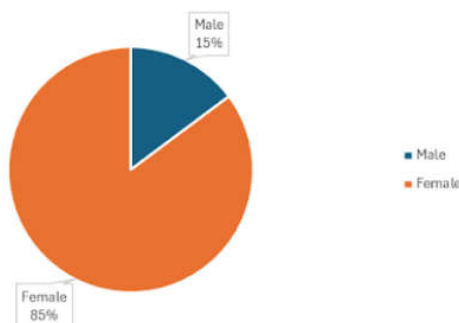
DATA ANALYSIS

Respondent's demographics based on Gender

Out of the 304 valid responses, 259 were from females, and 45 were from males, indicating a significant difference in gender. Consequently, a gender-based percentage was computed, indicating that 85.2% of the sample comprises females and 14.8% comprises males. The female respondents outnumber the male respondents nearly six fold. This gender distribution is expected, given that the primary target audience for a hair care product is females.

	Frequency	Percent (%)	Valid Percent	Cumulative Percentage (%)
Male	45	14.8	14.8	14.80
Female	259	85.2	85.2	100.0
Total	304	100.0	100.0	

(Source: Author, 2024)



(Source: Author, 2024)

Respondent's demographics based on Age:

Out of 304 respondents, 226 individuals (74.3%) were aged between 15 and 25 years old, 55 individuals (18.1%) were aged between 26 and 35 years old, and the remaining 23 individuals (7.6%) were aged between 36 and 45 years old. Based on this data, it can be inferred that the majority of the sample falls within the 15 to 25 age bracket,

while those aged 36 to 45 constitute a smaller percentage. This trend may be attributed to the fact that many marketing campaigns by TRESemmé are creatively designed to attract the attention of young consumers easily. Furthermore, given the diverse range of hair care products offering various beauty benefits tailored to younger demographics, it is understandable that individuals aged 15 to 25 show more interest in both the product and the celebrities chosen for the study.

	Frequency	Percent (%)	Valid Percent	Cumulative Percentage (%)
15-25 years old	226	74.3	74.3	74.3
26-35 years old	55	18.1	18.1	92.4
36-45 years old	23	7.6	7.6	100.0
Total	304	100.0	100.0	

(Source: Author, 2024)

Reliability Test

Reliability Test for Attractiveness

Cronbach's Alpha	N of Items
0.799	4

The reliability test for the four items in Attractiveness yielded a Cronbach's Alpha of 0.799, which falls within the acceptable range of 0.7 to 0.8. This indicates that the dataset's internal reliability is "acceptable", sufficient for further analysis. Additionally, table below shows that all items had a Corrected Item-Total Correlation above 0.3, demonstrating positive correlations among them. No items had a "Cronbach's Alpha if Item Deleted" value higher than the overall Cronbach's Alpha of 0.799, indicating that removing any item would significantly reduce the factor's reliability. Therefore, all measurement items for Attractiveness are reliable and can be retained for analysis.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ATT1	12.23	4.983	.632	.744
ATT2	12.12	4.460	.610	.749
ATT3	12.20	4.566	.587	.761
ATT4	12.22	4.443	.628	.740

Reliability Test for Expertise

Cronbach's Alpha	N of Items
0.866	4

The reliability test for the four items in Expertise resulted in a Cronbach's Alpha of 0.866, falling within the 0.8 to 0.9 range. This indicates that the dataset's internal reliability is "good", strong enough for further analysis. From data of table below, all items had a Corrected Item-Total Correlation above 0.3, showing positive correlations among them. No items had a "Cronbach's Alpha if Item Deleted" value exceeding the overall Cronbach's Alpha of 0.866, meaning the reliability would significantly drop if any items were removed. Therefore, all measurement items for Expertise meet the reliability standard and can be retained for analysis.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EXP1	10.29	7.862	.733	.821
EXP2	10.52	7.498	.735	.821

EXP3	10.37	8.318	.700	.835
EXP4	10.56	7.928	.696	.836

BT2	10.68	5.775	.695	.754
BT3	10.59	6.328	.605	.795
BT4	10.72	6.044	.651	.775

Reliability Test for Trustworthiness

Cronbach's Alpha	N of Items
0.820	4

The reliability test for the four Trustworthiness items yielded a Cronbach's Alpha of 0.820, which is within the "good" range of 0.8 to 0.9. This suggests that the dataset's internal reliability is sufficient for further analysis. As shown in table below, each item had a Corrected Item-Total Correlation above 0.3, indicating positive correlations among them. Furthermore, none of the items had a "Cronbach's Alpha if Item Deleted" value higher than the overall Cronbach's Alpha of 0.820, implying that removing any item would significantly decrease reliability. Consequently, all measurement items for Trustworthiness are reliable and can be retained for analysis.

Reliability Test for Similarity

Cronbach's Alpha	N of Items
0.780	4

The Cronbach's Alpha for four items in Similarity gained 0.780, placing it within the "acceptable" range of 0.7 to 0.8. This shows that the dataset's internal reliability is adequate for further analysis. According to the table below, all items had a Corrected Item-Total Correlation exceeding 0.3, demonstrating positive correlations among them. Additionally, no items had a "Cronbach's Alpha if Item Deleted" value surpassing the overall Cronbach's Alpha of 0.780, suggesting that removing any item would notably reduce reliability. Therefore, all Similarity measurement items meet the reliability standard and no items are removed from the list.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SIM1	10.65	5.404	.602	.722
SIM2	10.46	5.068	.656	.691
SIM3	10.46	6.784	.583	.736
SIM4	10.51	6.779	.548	.749

Reliability Test for Brand Trust

Cronbach's Alpha	N of Items
0.823	4

The Cronbach's Alpha for four items in Brand Trust gained 0.823, placing it within the "good" range of 0.8 to 0.9. This shows that the dataset's internal reliability is adequate for further analysis. According to the table below, all items had a Corrected Item-Total Correlation exceeding 0.3, demonstrating positive correlations among them. Additionally, no items had a "Cronbach's Alpha if Item Deleted" value surpassing the overall Cronbach's Alpha of 0.823, suggesting that removing any item would notably reduce reliability. Therefore, all Brand Trust measurement items meet the reliability standard and no items are removed from the list.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BT1	10.74	6.158	.635	.782

Reliability Test for Brand Awareness

Cronbach's Alpha	N of Items
0.788	3

The Cronbach's Alpha for four items in Brand Awareness gained 0.788, placing it within the "acceptable" range of 0.7 to 0.8. This shows that the dataset's internal reliability is adequate for further analysis. According to Table 24, all items had a Corrected Item-Total Correlation exceeding 0.3, demonstrating positive correlations among them. Additionally, no items had a "Cronbach's Alpha if Item Deleted" value surpassing the overall Cronbach's Alpha of 0.788, suggesting that removing any item would notably reduce reliability. Therefore, all Similarity measurement items meet the reliability standard and no items are removed from the list.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BA1	6.77	3.586	.643	.697
BA2	6.89	3.741	.646	.695
BA3	7.05	3.826	.598	.745

Exploratory Factor Analysis:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Adequacy Measure	of Sampling	.884
Bartlett's Test of Sphericity	Approx. Chi-Square df	2097.469
	Sig.	.000

The KMO and Bartlett's Test table, it is evident that the initial round of Exploratory Factor Analysis yielded a KMO value of 0.884. This value falls within the Meritorious range according to Kaiser (1974), indicating its validity as a measure. Moreover, a significant correlation among variables within the factor was observed, as indicated by the Bartlett's Test of Sphericity value of 0.000, which is below the established confidence level of $\alpha = 0.05$.

Pattern Matrix for the Independent Variables

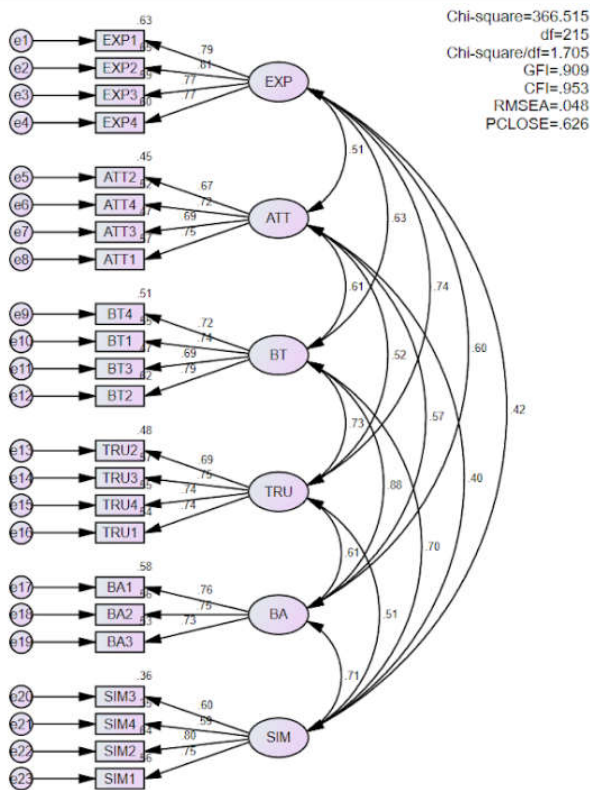
	Component			
	1	2	3	4
EXP1	.898			
EXP2	.839			
EXP3	.825			
EXP4	.769			
ATT2		.855		
ATT4		.787		
ATT1		.746		
ATT3		.717		
TRU2			.901	
TRU4			.803	
TRU3			.734	
TRU1			.697	

SIM3	.852
SIM4	.788
SIM2	.766
SIM1	.684

Pattern Matrix for the Dependent Variables

	Component	
	1	2
BT4	.954	
BT1	.781	
BT3	.661	
BT2	.649	
BA2		.941
BA1		.833
BA3		.647

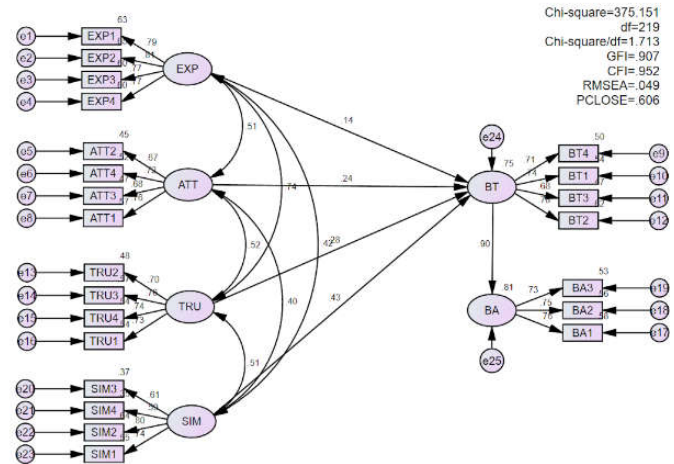
Confirmatory Factor Analysis (CFA):



Confirmatory Factor Analysis (CFA) is employed to evaluate measurement models by specifying the number of factors and their interrelationships (Price, 2023). Similarly, as stated by Hair et al. (2012), CFA is conducted to estimate the designated factor loadings by testing the alignment between the proposed hypothetical framework and the collected data.

In this study, CFA is used to assess the measurement model fit of the constructs derived from Exploratory Factor Analysis (EFA). IBM SPSS AMOS 20 is utilized to perform the CFA test. The structural integrity of the research framework is confirmed by the results, which indicate a pretty good data fit for the 23 measurement items with a Chi-square value (CMIN)/df = 1.705 < 3, a root mean square error of approximation (RMSEA) = 0.048 < 0.08, a goodness of fit index (GFI) = 0.909 > 0.8, a Tucker-Lewis index (TLI) = 0.945 > 0.9, and a comparative fit index (CFI) = 0.953 > 0.9.

Structural Equation Model (SEM):



Structural Equation Modeling (SEM) is used to evaluate the relationships between independent factors, moderating variables, and dependent factors. In this study, SEM is conducted to investigate the relationships among four independent attributes—Attractiveness, Expertise, Trustworthiness, and Similarity—and two dependent variables, Brand Trust and Brand Awareness. The results from SEM show that the model fit meets all the standards of the SEM method, with very good values for all criteria: Chi-square/df = 1.713 < 2, CFI = 0.952 > 0.9, GFI = 0.907 > 0.8, TLI = 0.944 > 0.9, and RMSEA = 0.049 < 0.08. These results indicate that the research model fits well with the data.

Hypothesis Testing

Hypotheses	P-value	Conclusion
H1: Expertise has a positive impact on brand trust	0.077	Not Supported
H2: Trustworthiness has a positive impact on brand trust	0.001	Supported
H3: Attractiveness has a positive impact on brand trust	***	Supported
H4: Similarity has a positive impact on brand trust	***	Supported
H5: Brand Trust has a positive impact on brand awareness	***	Supported

Based on the hypothesis testing, the p-value of hypothesis 2 is equal to 0.077 (p-value must be less than 0.05), so this hypothesis is not supported. In other words, there is no relationship between Expertise and customers' brand trust towards the advertising. Hence, the Expertise variable is removed from the proposed research model. The remaining hypotheses have acceptable p-value numbers proving the relationship between Attractiveness, Trustworthiness, Similarity and customer's brand trust. Besides that, the hypothesis testing also indicates that Brand Awareness is positively influenced by Brand Trust. Consequently, there are five variables remained after testing hypotheses.

CONCLUSION

Using the case study of a celebrity endorsing the TRESemmé brand in Ho Chi Minh City, Vietnam, to explore the relationships between celebrity endorsement, brand trust, and brand awareness yielded results that generally met expectations, with the exception of the Expertise variable.

Firstly, hypothesis 2 is supported. In other words, Trustworthiness is considered a crucial determinant in assessing the impact of celebrity endorsements. There is a commonly held belief that individuals who are well-known or famous are perceived as being more reliable or dependable. Suppose a celebrity endorser's perceived trustworthiness and honesty could be better in the eyes of potential consumers. In that case, they will likely avoid investigating the endorsed brand and purchasing its products. Therefore, a celebrity must prioritize enhancing their personality traits to establish a favorable reputation as a brand endorser. This entails emphasizing honesty and disseminating reliable information in their personal and professional endeavors, as well as maintaining an aesthetically pleasing appearance. Ohanian (1990) also stated that the honesty and credibility of endorsers have a significant impact on raising interest and positive attitudes toward advertising these findings are consistent with many previous studies (Tri, 2022; Jeremy, J. & Antonio, F.,2021); Ohanian, 1990).

Secondly, hypothesis 3 is supported. In other words, the Attractiveness of the celebrity endorser contributes to the influence of celebrity endorsement on consumers' brand trust. This assertion is consistent with many previous findings, which suggest that the level of attractiveness of an endorser is positively correlated with the interest and impression of audiences (Shimp, 2008; Van,2017; Tri, 2022). In this study, respondents believe that they have an impression of the appearance of a celebrity endorser, and her presence in the brand post is favorable, leading to the effectiveness of TRESemme's posts. However, compared to the findings of Jeremy, J., & Antonio, F. (2021), the results show a contrasting outcome. This difference may be attributed to variations in the research field and the demographics of the respondents.

Thirdly, hypothesis 4 is supported, indicating that Similarity is considered the most crucial determinant in assessing the impact of celebrity endorsements. Consumers can easily form a connection with the endorser if they see themselves reflected in that person. The lack of resemblance or limited similarity between the two parties may hinder consumers' ability to connect with the product and brand communications. A celebrity's appearance, lifestyle, and mindset embody the image of a powerful, confident, and strong woman. This aligns with the aspirations of many modern women, making her an effective choice for the brand. These findings are also consistent with the paper (Jeremy, J., & Antonio, F.,2021). Otherwise, hypothesis 1 is rejected. In other words, Expertise is not an attribute of celebrity endorsement that positively affects customers' brand trust in brand posts. It can be understood that, in recent days, a celebrity does not have to be an expert in a product; customers can still trust him/her due to their prior reliability or popularity built in front of the audience. Considering the recent business contexts, many businesses resort to singers, actors, and beauty queens as endorsers despite their lack of in-depth knowledge about the brand and the industry. Taking singer Son Tung MPT as an example, he is chosen as the endorser in Ponnies advertisements even though he is not a food expert.

The findings indicate that there exists a positive correlation between Brand Trust (BT) and Brand Awareness (BA). This suggests that enhancing and reinforcing the Brand Trust of TRESemme products can augment consumers' brand awareness. The higher the trust in the brand post, the higher the probability that TRESemme products can become a top-of-mind brand when mentioned in the hair care industry. This implies that promotional efforts to endorse TRESemme can enhance the brand awareness of young consumers. Consequently, by investing in a suitable charismatic representative, enterprises have the potential to enhance their brand trust and stimulate consumers' brand awareness.

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