Significance of Religiosity in Celebrity Endorsement and Communication Effectiveness in Tourism Sector of Malaysia

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Abstract
Malaysia is one of the countries where celebrities are commonly featured in advertisements to promote products to consumers through traditional and social media platforms. In this digital age, scholars are debating about whether celebrity endorsement can translate to effective advertising. Religion has become a significant factor because it can lead to a desire for responsible consumption. In the context of consumerism, religiosity can facilitate Muslim consumers' purchasing decisions since Islam encourages its adherents to follow Sharia values as a way of life. Based on a survey of 300 Muslim consumers, the findings revealed that religiosity moderates the positive effect of celebrity endorsement on advertising effectiveness. Specifically, the impact of celebrity endorsement on advertising effectiveness is greater when the religiosity level is high rather than low. From the practical standpoint, marketers should priorities the celebrity selection process to comply with the teachings of Islam.

1. INTRODUCTION

The use of celebrities to promote sales started way back in the nineteenth century and this was taken up based on intellectual and realistic considerations (Randhawa & Khan, 2014). Celebrity endorsement is believed to be a million-dollar industry in the world and is very popular in the fast-moving consumer goods (FMCG) industry. Advertisers pay millions of dollars to celebrities with the expectation that these important figures bring miracles to the products or services they advertise in terms of making them more attractive, useful, and successful. Most importantly, customers feel more attached to a brand if a celebrity they adore endorses the product or service (Randhawa & Khan, 2014). As evidence, a study by Baniya (2017) revealed that celebrity endorsement had influenced consumers in the FMCG sector, to choose a particular brand.

Consequently, many companies have paid popular public figures to attract consumers to their brands. Examples include Justin Bieber endorsing Calvin Klein (The Guardian,2015); Cristiano Ronaldo, a big name in sports, endorses Herbalife, Nike; and the latest was Shopee, an online shopping platform in Southeast Asia, which also uses celebrities in the entertainment industry. In Malaysia, the concept of celebrity endorsement also exists, and usually, the focus is on beauty and wellness. For example, SimplySiti was endorsed by Siti Nurhaliza via social media. This implied that celebrity endorsement was seen as given so much effect on youth whom marketers see as the potential target market because of their high propensity in purchasing.

Generation-Y (Gen-Y) constitutes the largest workforce in industries nowadays. By 2025, millennials will represent 75% of the global workforce (Cameron, 2022). Millennials are categorized as those born in the year ranging from 1980 up to 2000 (Yusoff, 2013; Kapoor & Solomon, 2011). This definition is similar to the

definition provided by Cooper (2009) when describing Gen Y in Malaysia. Moreover, according to Hood (2020), they are known to be aggressive generations and for that reason, they are appropriate to become the respondents of the present study. Malaysia is unique as its Gen-Y are multi-racial in composition. They make up 10.8 million (38.2%) of the country's population (Department of Statistics, 2010). This emerging consumer market segment is also important due to the magnitude of the great size of this group. Statistics in 2009 indicated that this segment represented approximately 26% to 30% of the total global consumer market.

This is equivalent to trillions of dollars in terms of sales from this market worldwide (Ang, Leong, & Lee, 2009). In addition, Cui et al. (2003) claim that Gen-Y consumers have greater purchasing power as they have higher disposable income. This was because they were considered to be savvy consumers as they were born at a time when technology was developing fast. As such, they are assumed to be early adopters of new technologies and are extensive users of the Internet of things (IoT). For example, in the food and beverage industry, the Gen-Y consumer group is expected to be the key market segment due to the new trend in the eating habits and lifestyles of its members. Hence, Gen Y is deemed to be important to marketers because they are likely to influence their families' purchase decisions (Renn & Arnold, 2003). Interestingly, according to Kadir et. al (2011) in a halal cafe located in the Klang Valley, most of its customers were young Muslims in the Gen Y category.

One past study by Lada et. al (2009) also explained that family and friends play a major role in determining the behavioural intention of Muslims when choosing halal products. The author argued that a possible reason that could have influenced Malaysian consumers is the characteristic of collectivist culture living with Malaysians. Additionally, for Muslims, their inner and outer well-being must conform to their religion and faith, i.e., Shariah-compliant (Mohd, 2015). Moreover, this belief is contained in the Quran.

"On the Day of Judgment, we shall set up scales of justice so that no one will be dealt with unjustly in any way; even if someone has an act as small as a grain of a mustard seed, We will bring it to account, and sufficient are We to settle the accounts." - The Holy Quran, 21:47

Next, although past studies were globally conducted, the findings could not be generalized to all Muslims because a Muslim's behaviour is determined by his or her faith (Mohd, 2013). This is supported by Hadith Bukhari when interpreted as follows:

Abd Allah ibn 'Amr said, "There are four characteristics that, if you possess them, will prevent you from being affected if you are deprived of certain worldly benefits. They are good character, chaste outlook, honesty, and trustworthiness".

Furthermore, more than two-thirds of the world population consider religion to be important in their daily lives (Diener et.al, 2011). In other words, their values, attitudes, and behaviours are influenced by their religion (Delener, 1990). For example, Pitana and Gayatri (2005) found that a Muslim who practices Islamic cultural values will find that his or her values influence the evaluation of a restaurant, hotel, and airline in terms of service quality. In this context, religiosity has proven to influence the composition of something, lifestyle, information search, purchases, risk aversion, attitude towards advertising, purchasing behaviour of major durables, selected aspects of retail store patronage behaviour, and others. Therefore, the purpose of the study is twofold; first to investigate the relationship between celebrity endorsement credibility and advertising effectiveness, second, to the effect of religiosity as a moderator on the relationship between celebrity endorsement and advertising effectiveness.

2. LITERATURE REVIEW

Celebrity Endorsement

There are various meanings of celebrity. Young and Pinsky (2006) defined it as individuals who have attained a significant level of fame that makes them well known in society. Next, a celebrity is a person whose name can easily attract public attention, arouse public interest, and can even enhance the public's values (Ha & Lam, 2017). This is because celebrities are successful individuals in their respective professions, so some of them deserve to receive public recognition (Ha & Lam, 2017). A celebrity may be an entertainer

(comedian); a sportsperson; or an actor or actress, among other things. They are known to the public for their achievements in their respective fields, other than the product or service that they endorse or encourage. In summary, a celebrity is a well-known public figure who captivates the interest of a large number of people.

Next, McCracken (1989) described celebrity endorsement as someone who likes the opportunity to be acknowledged in public with regards to promoting a consumer good by appearing with it in an advertisement. Usually, they are being used to declare their support of the consumer good in public which is done to gain public attention. Both qualities – the celebrity and product can influence consumer perception and purchase intention (Chopra, Avhad, & Jaju, 2021). The supporters, experts, and celebrities who are tasked with endorsing the product (Wei & Lu, 2013), will do a good job of presenting a clear picture of the product especially if the product or brand suits the endorser's personality (Erdogan, Baker & Tagg, 2001; Keller, 2013). With regards to the above reasonings, celebrity endorsement is seen well known to businesses due to its many benefits.

Religiosity

Religiosity means living by a religion's principles or injunctions (Abou-Youssef, 2011). Specifically, religiosity is a devotion that is sparked from the inner acceptance of the rituals of the religion he or she follows (Arslan, 2011). Religiosity is often associated with two general components: religious affiliation and commitment (Yener, 2014). The former means the individual or follower is committed to the principles and practice of the religion (Yener, 2014). According to Briliana and Mursito (2017), the latter means that religion can significantly dictate how a person thinks; behaves, and lives. Next, Johan and Putit (2015) consider religiosity as the follower's expression of his or her religious beliefs and practices.

In this relation, Eid and El-Gohary (2015) specifically considered religiosity as one of the most influential factors of human behaviour. Additionally, according to Zamani-Farahani and Musa (2012), religiosity has two dimensions, namely religious beliefs and religious practices. The former refers to what people believe about all activities based on the teachings of the religion. The latter, on the other hand, refers to how a follower performs every activity based on his or her religious values. An example of religious belief in Islam is when followers believe that Allah (God) will help them. Meanwhile, a good example of religious practice is the follower's consistency in performing prayers every day.

Muslim millennials are described as seekers of experience and adventure while conforming to the principles of the religion (Wong, 2017). Wilson (2013) observed that a large Muslim youth segment associates themselves with the Western culture, while at the same time they also maintain an association with the teachings of Islam. As such, the terms "religiosity" and "religion" are often used interchangeably to define the same concept, that is, an individual's sincere faith, conviction, and devotion toward his or her faith or religion (Kim et.al, 2015). Coinciding with Islam being a way of life for Muslims, Mathras (2016) and researchers of recent studies have identified religiosity as a multidimensional construct that consists of many dimensions like beliefs, values, involvement, rituals, and fear of divine punishment.

Advertising Effectiveness

Generally, advertising effectiveness is about obtaining a deep understanding of a consumer's decision, such as gaining more understanding of the consumer's attitude and attitude change (Wells, 2014). Like previous studies, advertising effectiveness is estimated by examining three dimensions, namely purchase intention; attitude towards the advertisement; and attitude towards the brand (Nye et.al. 2008; Lutz 1986). Interestingly, Sallam (2011) uncovered that the endorser's credibility has a strong influence on a consumer's attitude towards advertising. The attitude of a customer towards an advertisement is determined by the consumer's thoughts and feelings during and after he or she has viewed the advertisement.

According to Aaker et al. (1995), attitude towards an advertisement has something to do with the mental states that individuals use to organize their environment and control the way they respond to it. Meanwhile, attitude is described as a person's favourable or unfavourable evaluation of something. Attitude towards a

brand is the probability that customers will react either favourably or unfavourably towards the brand after seeing an advertisement of it (Phelps and Hoy, 1996). Lutz (1983) explained that there is an emotional reaction favourable to the consumer in terms of feeling, either positive or negative. If positive, the brand appeals to the customer (Dianoux & Linhart, 2010). The 3rd component is purchase intention which involves the consumer's preferences (Rasheed, 2015) and decision making about buying a product or service (Rasheed, 2015). Purchase intention is another measure of advertising effectiveness and is often used by studies that conduct empirical investigations into consumer behaviour after being exposed to advertising stimuli (Vanwesenbeeck, et.al, 2017).

Hypothesis development

The hypothesized relationships were developed based on the combination of the four theoretical bases of celebrity endorsement: 1) the theory of endorsement, 2) the Meaning Transfer Model, 3) the Source Credibility Model and 4) the Product Matching Model; and based on the findings of previous researches.

The celebrity endorsement theory

The following are theoretical arguments of where the theory of celebrity endorsement is based. First, the theory of endorsement says that consumers are attracted psychologically by the promoted product or brand when it involves the support of a third party or spokesperson. The spokesperson can be a typical customer, product expert, company president, or celebrity (Friedman & Friedman, 1979). The spokesperson will communicate the benefits of using the product or company. Whether the message is conveyed by an individual or a device, it will be more persuasive if it comes from a credible source. When endorsers act in this way, they are regarded as likeable (Atkin & Block 1983). These qualities are transferable to the product (McCracken 1989; Walker et al 1992). When a celebrity has fame, it attracts high recall rates (Friedman & Friedman, 1979; Kamins, 1989; Ohanian, 1990). In the real world, celebrities who have a positive representation then appear in advertisements for that product (McCracken 1989). If the celebrity enjoys high public recognition, the respective organization or company achieves good performance as well.

The second is the Meaning Transfer Model. It was proposed by McCracken (1986) that postulated celebrities have some integrated meaning developed from their roles, campaign, and personal achievement. In addition, it claims that the prospective customers' cultural ways may affect how the behaviour of the person (celebrity) is interpreted and the meaning transferred to the object encountered or context experienced by the customers. Due to this a B2B celebrity endorsement requires a company to select an individual or company whose fame transfers a message that triggers customers' desired recognition and ultimately the meaning (message) is transferred to the customer. For example, Sir Richard Charles Nicholas Branson is a renowned celebrity (entrepreneur, investor, author, and philanthropist) who is associated to be creative, approachable, a team player, and a quick thinker. A social-cultural environment of the prospective customers thus helps to facilitate the transfer of the message (meaning) in them.

The third is the Source Credibility Model. According to Simons (1970), attractive communicators should influence more strongly than unattractive communicators. Later, Ohanian (1990) built on this idea and presented three factors that contribute to source credibility. "We're looking at trust and credibility. The more an audience trusts an entertainer, the more they will listen to what he has to say" (Hovland et al. 1953, p. 22). "It is determined by his or her apparent dependability, honesty, reliability, and sincerity" (Ohanian, 1990). According to Ohanian (1990), to reach this conclusion, the audience perceives the source as an expert, attractive and trustworthy. Finally, the Product Match-Up Model measures how well the attributes of the product chosen in the advertisement compare to the spokesperson (Kamins & Gupta 1994; Lynch & Schuler 1994). Hence, product matching is crucial to ensure a perfect match between the communicator and the product.

Based on the models that are the basis of celebrity endorsement theory, researchers must take into consideration the personality of the celebrity and the product to be promoted must be perceived positively by consumers.

Findings of past researchers on the relationship between celebrity endorsement and advertising

effectiveness.

Studies on celebrity endorsement have gained attention since 1990. Ohanian (1990) pioneered the study on celebrity endorsement and advertising effectiveness. The credibility of a celebrity was measured by using the source credibility model in which expertise, trustworthiness and attractiveness were grouped as one component; while brand attitude, advertisement attitude and, purchasing intention were grouped under components of advertising effectiveness (Munnukka, et.al, 2016).

Research in the past (Muda, et.al, 2014; Mansour & Diab, 2016; Attia & Taher, 2017) consistently found a positive relationship between celebrity endorsement and advertising effectiveness in studies involving celebrity endorsement for a beauty product in Muslim countries. However, there were dissimilarities between these researchers in terms of the way celebrity endorsement was regarded. For instance, Muda et al. (2014) and Mansour & Diab (2016) regarded celebrity endorsements (attractiveness, trustworthiness and expertise) as multi-dimensional variables. Each dimension was tested individually with each dimension of advertising effectiveness. What was similar, was the advertising effectiveness was treated as multi-dimensional. Brand attitude, advertisement attitude and purchasing intention were the dimensions of advertising effectiveness. The results revealed that expertise, familiarity, similarity, attractiveness and trustworthiness had a significant and positive relationship with attitude towards the brand, attitude towards advertisement & purchasing intention.

However, some studies investigated only one dimension of advertising effectiveness i.e purchase intention. For instance, Frimpong and Donkor (2019) investigated the relationship between celebrity endorsements with purchasing intention only. In this study, celebrity endorsement is measured by the dimensions of attractiveness, familiarity, and expertise. The results showed that celebrity endorsement had a positive relationship with purchasing intention. Interestingly, contradicting Frimpong and Donkor (2019), Zhou and Whitla (2013) found celebrity endorsement affects purchasing intention negatively. This could be due to high attraction that may result in a lack of trustworthiness. Since the study did not include trustworthiness as another dimension of celebrity endorsement, the measure may not be as good as when trustworthiness is added.

In the fashion industry, celebrity endorsement was found to be positively related. For instance, a study conducted by Wahid and Hasanah (2019) investigated the effect of celebrity endorsement on advertising effectiveness for the fashion industry in Indonesia. In this study, the dimension of similarity was added to the existing dimensions of celebrity endorsement which are expertise, attractiveness, and trustworthiness. While advertisement attitude and purchasing intention were the dimensions used to measure advertising effectiveness. The results showed that expertise, attractiveness, trustworthiness, and similarity had a significant relationship with attitude towards advertisement and purchasing intention. The result was similar to Munnukka et.al, (2016). Based on past studies and the theory of celebrity endorsement, the first hypothesis is developed i.e, H1: there is a relationship between celebrity endorsement and advertising effectiveness.

Religiosity moderates the relationship between celebrity endorsement credibility and advertising effectiveness.

In marketing especially in the area of celebrity endorsement and advertising effectiveness, the variable of religiosity is hardly studied by research scholars. Among the few Muslim scholars that added religiosity to explain consumer behaviours were Rehman & Shabbir (2010), Mansour & Diab (2016), and Alam et al. (2011). Rehman & Shabbir (2010) defined religiosity based on five dimensions, namely ideological; ritualistic, intellectual, consequential, and experimental. Mansour and Diab (2016) investigated whether religiosity mediated the relationship between celebrity endorsement credibility and advertising effectiveness in Sudan. The study examined religiosity as a unidimensional variable influencing attitude towards advertisement and purchasing intention as dimensions of advertising effectiveness. The results also revealed the weak mediating effect of religiosity on the relationship between celebrity endorsement credibility (expertise, likeability, similarity, attractiveness, trustworthiness) and advertising effectiveness (attitude towards advertisement and purchasing intention). Several studies also showed that religiosity had an impact on other variables.

For instance, a study conducted by Alam et.al (2011) revealed that Islam religiosity had mediated partially Muslim consumer buying behaviour in Bangi and Shah Alam, another study conducted by Samir (2012) revealed that there was a significant, positive relationship between Islam religiosity and attitude

towards Islamic way of advertising. As expected, a positive attitude towards the Islamic way of advertisements had led to an Islamic way of advertising brands. This positive attitude also led to the purchase intention of an Islamic brand. The above results show the value-expressive theory. In other words, consumers who are religious express their personal values by developing a positive attitude towards marketing activities that uphold the values of the religion (Khan, Ghani & Aziz 2020).

Therefore, based on the above discussion and arguments, the theoretical framework for the present study was developed as illustrated in Figure 1. The model was proposed by (Mansour & Diab, 2016; Muda et.al, 2014), who studied how celebrity endorsement credibility can impact advertising effectiveness. In this model, Celebrity endorsement credibility was measured by the dimensions of attractiveness, trustworthiness, and expertise (Muda,et. al, 2014). The dependent variable, namely advertising effectiveness, was measured by attitude toward the brand, attitude towards advertisement and purchasing intention (Mansour and Diab, 2016) which was treated as unidimensional. Islam Religiosity was added to the existing model as that could effectively explain Muslim consumer behaviours because Muslims' actions are based on their level of commitment to the Islamic religion (faith) (Alam et al., 2011).
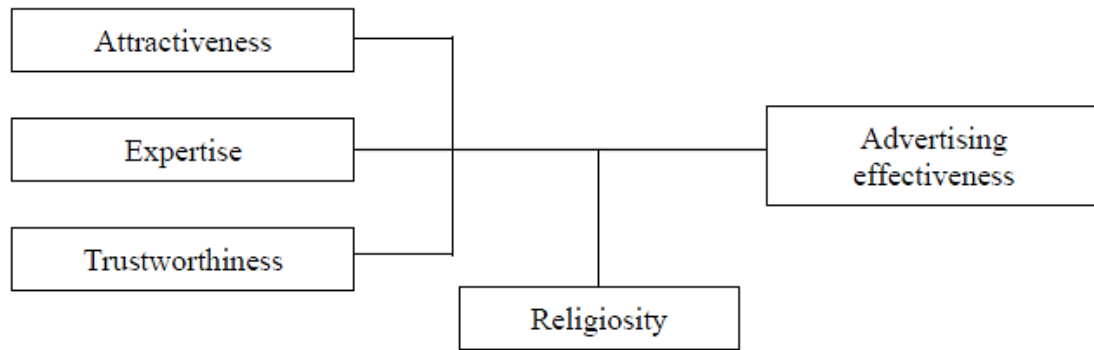

Figure 1. Theoretical framework relationship between celebrity endorsement and advertising effectiveness

3. METHODS

Research design

The present study was a causal cross-sectional study, conducted among Muslim working Gen-Y who were from middle to upper class, staying in Shah Alam and inclined towards travelling.

Population and sampling

Table 1. Top 10 largest cities in Malaysia (DOSM, 2019)

City	Population Size
Kota Bharu	1,494,994
Kuala Lumpur	1,453,975
Klang	879,867
Kampung Baru Subang	833,571
Johor Bharu	802,489
Subang Jaya	708,296
Ipoh	673,318
Kuching	570,407
Petaling Jaya	520,698
Shah Alam	481,654

Referring to Table 1, Shah Alam was chosen as it has been in the top 10 largest cities in Malaysia which offers many jobs to Muslim Gen-Yers. Therefore, it is expected that many Muslim Gen-Yers can respond to the questionnaires. Moreover, the Gen-Y is both the newest and largest generation type in the workforce (Bissola & Imperatori, 2010; Martin, 2005). Hence, they are dominant in the workplace (Raman, 2011).

This study used a convenient sampling technique as there was no sampling frame to apply random extraction. Another reason for using convenience sampling is due to the heterogeneity expectation. Since the size of the population of interest cannot be identified, the size of the sample extracted was determined by using G-power 3.1.9.4 (Faul, Erdfelder, & Lang, 2007). Taking into consideration the number of predictors (3) and the parameters ($f2=0.15$, $\alpha=0.05$, power=95%), the sample size was identified to be 89 respondents. The unit of analysis is an individual Muslim working Gen-Y.

Data collection

To ensure that we obtained 89 respondents, 400 questionnaires were distributed to Muslim working Gen-Yers so that at least 20% of 400 respondents would respond. The questionnaire was generated in a google form and distributed to the local community and travel groups within 14 days via e-mail and social media platforms.

Measurement

As for measuring endorsement credibility, there are three dimensions suggested by Munnukka et.al (2016), namely attractiveness; trustworthiness; and expertise. Similarly, advertising effectiveness is measured by looking at three dimensions. They are attitude towards a brand, attitude towards advertisement, and purchase intention. For advertising effectiveness, the measure was adapted from Mansour & Diab (2016). Religiosity was measured using the measurement of Rahman and Shabbir (2012) and Shah-Alam et. al, (2011).

Data analysis

To answer the research objectives, a hierarchical regression analysis was conducted. However, the test of factor analysis, reliability, normality, and multicollinearity were conducted first to ensure a goodness fit of data and measure. For this study, CFA was conducted simply because the present study has adapted items from previous studies that have been referred by many scholars.

4.   DATA ANALYSIS AND RESULTS

After checking all the returned questionnaires, the total usable responses for further analysis were 350, which was more than that stated by G-power which suggested 89 respondents only. The remaining 50 questionnaires were found to be incomplete and invalid (14.28%). Therefore, 300 questionnaires were useful to be analyzed for the present study.

Demographic profile

Table 2. Demographic information

Demographic Variable	Category	Frequency	Percentage %
Respondent Gender	Male	150	50.0
	Female	150	50.0
Respondent Age	<20 years old	5	1.7
	20-25 Years Old	101	33.7
	26-30 Years Old	100	33.3
	31-35 Years Old	94	31.3
Education	SPM	7	2.3
	Diploma	99	32.9
	Degree	102	33.9
	Masters	89	29.6
	PHD	3	1.0
Job Classification	Corporate Sector	76	25.3
	Self-Employed	83	27.7
	Government Servant	73	24.3
	Others	68	22.7
Work Experience	< 1 year	72	24.0
	1-5	82	27.3
	6-10	72	24.0
	11-15	74	24.7

Table 2 shows the characteristics of a studied sample. The majority of working Gen-Yers were at the age

of between 20-30 years old, with a diploma and degree. As for work experience, those who have 1-5 years of experience were the highest (82: 27.3%). Comparably, those with less than 1 year of experience were also high (72: 24%). The remaining have 11-15 years of work experience (74: 24.7%), followed by 6-10 years of work experience (72: 24%).

Control variables

In the present study, the respondents' age, education level, and organization tenure were controlled. Arguably, some theories might support the systematic relationship among the independent variables, the dependent variable, or both (Sessa, 2007). The age of respondents did not have a significant influence on advertising effectiveness. As such, those variables were important to be controlled so that the relationship between the predictors and the dependent variable can be investigated effectively without any influence or interference from the controlled variables.

Additionally, age; gender; education level; job classification; and working experience were controlled in the present study according to a proper selection of samples. These variables did not have any influence on advertising effectiveness. Specifically, age (p=0.120), gender (p=0.285), education level (p=0.321), working experience (p=0.297) and job classification (p=0.727) were not related to religiosity and advertising effectiveness. Hence, these results verify that any analysis performed to examine relationships between predictors and outcome variables would show no interference from those controlled variables.

Determination of goodness fit of data

According to D'Agostino (1986), Goodness of Fit (GOF) indicates how well some computed table or matrix of values matches some population or predetermined table or matrix of the same size. The analysis covers the normality test, multicollinearity test, and heteroscedasticity test.

Normality test

The normality test for all variables was examined based on skewness, kurtosis, and their respective standardized values. For example, for a sample that is normally distributed, the value of skewness and kurtosis should be in the span of -1.96 to +1.96; and the value of the mean should be the same as the value of the median (Cain, Zhang, & Yuan, 2017). This means the farther the value of skewness and kurtosis from these values, the distribution of data will not form a normal distribution or a bell curve. The results shown in Table 5 indicate that for the skewness and kurtosis for religiosity (skewness= -0.256 and kurtosis= -0.743), advertising effectiveness (skewness=0.074; kurtosis=-0.982) and celebrity endorsement (skewness=-0.753; kurtosis=0.452) were all within the range of -/+1.96. The mean and median for all variables were found to be almost similar. Therefore, it is safe to say that the distribution of selected samples was normally distributed. Hence, any finding obtained from the sample can be generalized to the population.

Table 3. Results of the normality test

Descriptive	Celebrity Endorsement	Advertising Effectiveness	Religiosity
Mean	3.5845	3.8978	3.8755
Median	3.7857	3.7667	3.9091
Skewness	-0.753	0.074	-0.256
Std Error of Skewness	0.141	0.141	0.141
Kurtosis	0.452	-0.982	-0.743
Std Error of Kurtosis	0.281	0.281	0.281
Value N	300	300	300

Multicollinearity

To detect whether multicollinearity is a problem for the model, the variance-inflation factor (VIF) and tolerance of each variable need to be calculated. Specifically, VIF is considered a problem when it is above 10. In this respect, tolerance values below 0.10 are a cause of concern. Fortunately, Table 4 indicates there was no major issue of multicollinearity in the present study.

Table 4. Collinearity tolerance & VIF

Predictor	Collinearity Tolerance<0.1	VIF<10
Religiosity	0.968	1.033
Celebrity Endorsement	0.968	1.033

Determination of goodness fit of measure

Factor analysis

In the present study, factor analysis was conducted to understand the structure of a set of variables. A rule of thumb when interpreting the factor analysis was generated by Stevens (2009), who produced a table of critical values against which loadings can be compared. He recommended that for a sample size of 50, loading of 0.72 is considered significant. If 100, then the loading needed to be greater than 0.512 and for 200, would be greater than 0.364. In the present study, the sample size was 300; hence loading of 0.4 was considered meaningful. Specifically, the diagonal elements of the anti-image correlation matrix values should be above the bare minimum of 0.5. As for the factor extraction process, the first phase is to determine the linear components within the data set (the eigenvectors). This is done by calculating the eigenvalues of the R-matrix (Field, 2013). In the present study, the eigenvalues obtained from the initial analysis showed that there can be 5 factors, which had eigenvalues over the Kaiser criteria of 1.

Table 5. Factor extraction celebrity endorsement with KMO Bartlett test

	Factor		
	Expertise	Attractiveness	Trustworthiness
CA1		.847	
CA2		.840	
CA3		.660	
CA4		.715	
CE1	.804		
CE2	.803		
CE3	.778		
CE4	.787		
CE5	.929		
CE6	.814		
CT1			.757
CT2			.691
CT3			.723
CT4			.830

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.900
Bartlett's Test of Sphericity	Approx. Chi-Square	2634.599
	Df	91
	Sig.	.000

The first latent variable analysed by factor analysis was celebrity endorsement. Principal Component Analysis (PCA) was used as the instrument had been adopted without changing any items and the test was exercised to confirm the factors. Additionally, PCA was conducted with oblique rotation (Varimax). The eigenvalues obtained from the initial analysis showed that there can be 4 factors, which had eigenvalues over Kaiser's criteria of 1 and in combination explained 55% of the variance. Table 5 shows the factor loadings after clustering. The items that cluster around the same factor suggest that factor 3 represents 3 dimensions, namely expertise; attractiveness; and trustworthiness.

Those dimensions come under the source credibility theory according to the literature by Ohanian (1990). Attractiveness is about one's physical outward appearance. Specifically, attractiveness refers to someone who is perceived as beautiful, elegant, or classy (McCracken, 1989; Ohanian, 1990; Amos et al., 2008). Next, perceived trustworthiness relates to the attributes of dignity, believability, and honesty belonging to the endorser and these are the ones observed by the consumers (Friedman & Friedman, 1979). Finally, expertise is defined as the degree of perceived understanding, skills, and knowledge observed by the endorser (Hovland, 1953).

The Kaiser-Meyer-Olkin (KMO) measure was used to verify the sampling adequacy of the analysis. The

reading was KMO =0.900 and well above the minimum criterion of 0.5; hence this falls within the range of the Meritorious (Field, 2013). Next, the anti-mage matrix indicated that all values were well above the bare minimum of 0.5. Meanwhile, the Bartletts test of sphericity of 2634.599 and p< .000 meant that the correlations between items were significant. In combination, this explained about 51.28% of the variance. Additionally, no items were removed as they fell within the acceptable range of +/-0.4.

Next, the second latent variable analyzed by factor analysis was advertising effectiveness. Again, the Principal Component Analysis (PCA) was conducted with oblique rotation (Varimax). Similar to the first latent variable (celebrity endorsement), the PCA was used because the instrument had been adopted without changing any item and the test was to confirm the factors. The eigenvalues obtained from the initial analysis showed there can be 4 factors, which had eigenvalues over Kaiser's criteria of 1 and in combination explained 52.986% of the variance.

Table 6 displays the factor loadings after clustering. The items that clustered around the same factor suggested that factor 3 represents three dimensions, namely brand attitude; advertisement attitude; and purchasing intention. The Kaiser-Meyer-Olkin (KMO) measure verified the sampling adequacy of the analysis in which KMO =0.812. This result was well above the minimum criterion of 0.5 and fell within the range of Meritorious (Field, 2013). Moreover, the anti-image matrix indicated that all the values were well above the bare minimum of 0.5. Next, the Bartletts test of sphericity was 1650.493 and p< .000, indicating that correlations between items were significant. Accordingly, in combination, this explained about 49.56% of the variance.

Table 6. Factor extraction advertising effectiveness with KMO Bartlett test

	Factor		
	Purchase intention	Advertising Attitude	Brand attitude
ATB1			.557
ATB2			.588
ATB3			.869
ATB4			.774
ATB5			.663
ATB6			.765
ATA1		.719	
ATA2		.713	
ATA3		.724	
ATA4		.648	
PI1	.731		
PI2	.460		
PI3	.685		
PI4	.693		
PI5	.491		

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

MO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.812
Bartlett's Test of Sphericity	1650.493
df	105
Sig.	.000

Table 7 displays the factor loadings after clustering. The items that clustered around the same factor indicated that religiosity was represented by three dimensions. The first factor was practice, the second was consequences of good faith, and the third was taqwa. According to (Tai, 1985), beliefs and practices such as prayer success and Ramadhan fasting determine the extent or degree of Islamic religiosity of an individual Muslim (Tai, 1985). The third factor showed value for the community. No item was removed as the acceptable range was +/-0. 4. Table 7 displays the number of components that had been retained in the final analysis after the items were removed. The reason for item deletions was presented in Table 9. The Kaiser-Meyer-Olkin (KMO) which measured sampling adequacy had a reading of .786, which was well above the minimum criterion of .5 and fell within the range of Middling (Field, 2013). Next, the Bartletts test of sphericity was 1256.989 and $p < .000$, indicating that correlations between items were significant. Accordingly, in combination, these explained about 50.64% of the variance.

Table 7. Factor extraction religiosity with KMO Bartlett test

	Component		
	Practice	Consequences	Taqwa
R1	.920		
R2	.813		
R3	.885		
R4			.617
R5			.572
R6			.669
R7		.777	
R8		.806	
R9		.593	
R10		.629	
R11		.782	

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.786
Bartlett's Test of Sphericity	1256.989
Df	55
Sig	.000

Reliability

Reliability in context refers to the consistency of a measure (e.g. questionnaire) in measuring what it is supposed to measure across time (Field, 2013; Uma Sekaran & Bougie, 2016). According to Zikmund (2010), the acceptable reliability of items in a measure should have a coefficient alpha of above 0.6.

Table 8. Cronbach's alpha measurement guideline

Cronbach's Alpha	Indication
0.80 and 0.95	considered to have very good reliability
0.70 and 0.80	considered to have good reliability
0.60 and 0.70	indicates fair reliability
Below 0.6	has poor reliability.

Table 8 shows the Cronbach's alpha measurements guideline for assessing the reliability of items in a measure. The respective measurements have different degrees of reliability levels. Since religiosity and advertising effectiveness are considered unidimensional (even with several dimensions) by prominent scholars, the test of reliability for these two variables was made on all items for the variables and not on all items of its dimension.

Table 9. Results of reliability tests

	Cronbach Alpha	Item
Celebrity Attractiveness	0.756	4
Celebrity Trustworthiness	0.863	4
Celebrity Expertise	0.847	6
Religiosity	0.779	11
Advertising Effectiveness	0.674	15

Table 9 shows the Cronbach's alpha of a set of items for each variable. The results indicated that all have an adequate degree of reliability because Cronbach's alpha scores were all above .6. Even though Advertising Effectiveness had the lowest score (0.674), it is still considered acceptable.

Descriptive Analysis

Descriptive analysis was employed to summarize data in an orderly manner for easy understanding. It describes the relationship between variables for a sample or population and also the aspects of a specific set of data. The aspects concern brief observations and summaries of the sample. These can help to identify patterns in the sample or population (Kaur, Stoltzfus, & Yellapu, 2018). The most common type of descriptive statistics is measures of central tendency. The measures are mean, median and mode. These measures provide evidence for practices for quality enhancement. Apart from measures of central tendency, other measures provided by descriptive statistics include standard deviation and range of scores. These other measures are useful as they show the pattern of data distribution in terms of the central portion of the frequency distribution of a data set (Conner, 2017). The range of scores in terms of the mean score ranges was interpreted by using that of Amin and Ahmad (2012). In the interpretation, the levels of mean score ranges were divided into three

ranges: low, medium, and high. Table 10 is a descriptive rating scale that was used as a benchmark for the study.

Table 10. Mean score range

Range of Mean Score	Level
1.00-2.33	Low
2.34-3.67	Medium
3.68-5.00	High

Table 5 displays the mean of celebrity endorsement and advertising effectiveness. The mean score of celebrity endorsement was 3.5845. This score indicated that the celebrity endorsement credibility level of the respondents was in the moderate range (which also means respondents were endorsing the celebrity moderately). Meanwhile, the mean score of advertising effectiveness was 3.8978. This score indicated that ad effectiveness among the respondents was also at a high level (was considered effectively high). Additionally, this also applies to the religiosity level of the respondents, which was high (mean=3.8, religiously high).

Hypothesis testing (H1 and H2)

The hypotheses for this study were formulated to be able to answer all the research questions and achieve the research objectives. The first hypothesis hypothesized that celebrity endorsement had a relationship with advertising effectiveness. The hypothesized idea had been the main discussion of prominent research as stated in the Source Credibility Theory. Celebrity endorsement played a big role in the discussion.

Next, the second hypothesis hypothesized that religiosity held a moderating role in the relationship between celebrity endorsement and advertising effectiveness. This meant that in the present study, consumers are expected to evaluate ads following Shariah's guidance before determining whether to buy or travel.

In examining the role of religiosity as a moderator in the relationship between celebrity endorsement and advertising effectiveness, a multiple regression analysis was applied. The first hypothesis was tested by using linear regression analysis to find out if it was to be accepted or rejected. The research hypothesis was:

H1: There is a significant relationship between celebrity endorsement and advertising effectiveness

Table 11. Regression analysis

Model	Unstandardized Coefficient		Standardized Coefficient Beta
	B	Std Error	β
Constant	2.999	0.12	
Celebrity Endorsement	0.251	0.46041	0.405*
	R²	0.164	
	F value	58.564	
	Sig	0.001	

*p<0.001 Dependent variable: Advertising effectiveness

The value of R² was 0.164, which means celebrity endorsement explained about 16.4% of the variation in advertising effectiveness. In other words, 86.6% of the variation in advertising effectiveness cannot be explained by celebrity endorsement alone. Hence, there must be other variables that also influenced advertising effectiveness. Although R2 was low for the present study, models with low R² values might be good models for several reasons, according to Frost (2019). This is because, for some fields of study, there could be an inherently greater amount of unexplainable variation which means in those areas, R² values were bound to be lower. For example, usually, studies that investigate human behaviour have a low R² value, that is, less than 50%. This is because people are difficult to predict compared to things such as physical processes (Frost, 2019).

Table 11 shows that celebrity endorsement had an F-value of 58.564 which signified a very good model. This was based on Field's (2013) conclusion that a good model should have a large F-ratio, at least greater than 1. In the present study, celebrity endorsement was found to be moderately and positively (β=.405; p<0.001) related to advertising effectiveness. Therefore, it can be concluded that overall, the regression model predicted advertising effectiveness significantly well. Thus, the first hypothesis was supported.

H2: Religiosity moderates the relationship between celebrity endorsement and advertising effectiveness.

In answering research question 2 (H2), that is, whether religiosity does moderate the relationship between celebrity endorsement and advertising effectiveness in Shah Alam. The respective hypothesis was tested by using the hierarchical regression analysis. The hypothesis was: H2: Religiosity moderates the relationship between celebrity endorsement and advertising effectiveness.

Table 12. Results of hierarchical regression analysis

	Model 1		Model 2		Model 3	
Independent variable						
Celebrity endorsement (CE)	0.405	***			0.251	***
Attractiveness			0.369	***	0.173	***
Expertise			-0.242	**	-0.207	***
Trustworthiness			0.368	***	0.262	***
Moderating variable						
Religiosity			0.339	***	0.359	***
Interaction term						
CE x Religiosity					0.164	*
R	.405		.49		.618	
R²	.164		.232		.382	
Adjusted R²	.161		.232		.374	
R² Change	.164		.076		.142	
Sig	.076		.142		.00133	

***$p < 0.001$; ** $p < 0.01$;* $p < 0.05$; Dependent variable=Advertising effectiveness.

The hierarchical regression model (Table 12) showed that a considerable percentage of variance in the dependent variable or employee performance was explained by religiosity. The R2 in Model 2 indicated that the factor accounted for 23.2% of the variance in religiosity. This also meant that the remaining 77.8% could be explained by other factor(s) that were not investigated in the present study. Thus, Model 2 indicated that the relationship between celebrity endorsement and advertising effectiveness was reasonable as the relationship had been moderated by religiosity. Model 3 explained that the interaction between celebrity endorsement and religiosity had accounted for 22.2% of the variance in advertising effectiveness. There was a significant change in R2 implying an effect brought about by the moderating variable on the relationship between celebrity endorsement and advertising effectiveness. Even if the moderating variable had a small value, it would still be significant and gave an effect. The results showed that celebrity endorsement and advertising effectiveness were positive and significant ($\beta=0.339$, $p<0.001$). Besides, religiosity had a positive interaction effect on the above-mentioned relationship ($\beta=0.164$, $p<0.05$), hence H2 is supported. This meant that consumers who possess high religiosity values are exposed to higher levels of advertising effectiveness than those with low religiosity values.

Accordingly, the present study proceeded with regression analysis by using the PROCESS Macro Hayes model. The Hayes model was used as it could determine efficiently the moderating effect of the moderator on the relationship between IV and DV.

Table 13. Results for the test of highest order unconditional interaction (Hayes Process Macro)

	R² change	F	Df1	Df2	p-value
CE*Religiosity	0.0136	6.198	1	296	0.0133

As shown in Tables 12 and 13 (Hayes Model was employed), the moderating effect of religiosity on the relationship between celebrity endorsement and advertising effectiveness was found to be significant ($\beta=0.164$; $p<0.05$).

Following the result, hypothesis 2 was supported which meant there was a significant moderating effect of religiosity on the relationship between celebrity endorsement and advertising effectiveness, in the tourism sector.

4. DISCUSSION AND CONCLUSION

Discussion

The first research objective was to examine the relationship between celebrity endorsement and advertising effectiveness in the tourism sector. The results revealed a positive, significant link between celebrity endorsement and advertising effectiveness. This confirms that celebrity endorsement has a persuasive ability to persuade consumers regardless of which media platform was in use. Hence, celebrity endorsement still plays a big role in enhancing advertising effectiveness. The previous few decades showed the most promising media was newspaper and television. However, the present study uncovered that social media dominates the world currently and a majority of its users are the Gen-Y group.

Recent studies (Mansour and Diab, 2016; Muda et. al, 2014) also found celebrity endorsement as a reliable predictor of advertising effectiveness. The discussion got into in-depth detail as the present study revisited the predictors of celebrity effectiveness, namely attractiveness; trustworthiness; and expertise, which had emerged as reliable predictors of celebrity effectiveness influencing advertising effectiveness in the tourism field.

Overall, the results uncovered that attractiveness was consistent as the conformed with past studies as an important driving factor for celebrity endorsement. As one study had found attractiveness can be thought of as the 'first impression'. This means any product that is to be marketed needs to win consumers' hearts by providing them with a good first impression. In this situation, the celebrity can be thought of as the hook. Consumers get hooked, meaning they will explore the product or service before making the purchase. It had been demonstrated in research that attractiveness has the highest priority. It is slightly different from trustworthiness and expertise. Despite that, attractiveness still appeared as a weak link with advertising effectiveness. Similar outcomes as the above can be found in Muda et.al (2014) study in which the attractiveness of Siti Nurhaliza as a celebrity has transmitted the feeling for a beauty product. A similar vibe occurred in the present study which highlighted Mira Filzah, who has huge numbers of fans. She was the celebrity endorser attracting people to choose Muslim Tourism.

Additionally, the finding from Mansour and Diab (2016) also agreed that attractiveness is a top priority in the celebrity endorsement dimension, followed by trustworthiness and expertise. Similarly, the finding from Indonesian fashion industry scholars, Wahid and Hasanah (2019) also supported attractiveness as being the highest priority compared to others in a similar dimension of the Source Credibility Theory. This meant there was no geographical argument concerning the impact of attractiveness. Another similar outcome also occurred in Yemeni and Saudi who found attractiveness as the most important predictor (Sallam, 2011; Wahid, 2012), and this also aligned with Chao (2005), Till and Basler (2000) and Joseph (1982) who represented Western studies on celebrity endorsement.

The second dimension that also received the spotlight was trustworthiness. Hence, it became the second reliable predictor in the present study. Its weightage was similar to attractiveness, even though there was a slight difference in the amount. Trustworthiness is about the degree or level of trust of the customer towards

the endorser. Usually, when receiving information from the endorser, the customer trusts the information and proceeds with the next move. Almost every brand out there strives hard to win customers' trust. Celebrity endorsers need to be sincere with the information they provide. This view had been researched by Mansour and Diab (2016) and found that people have a high trust level with celebrity endorsers who give good and convincing information and can lead the customers as well.

The last reliable factor was expertise, which ranked as the least important driving attribute influencing advertising effectiveness. However, surprisingly, expertise incurred an inverse relationship which meant the lesser the expertise shown by celebrity endorsers, the more excited the people in purchasing the tourism packages. This situation could be logical considering the attitude of Muslim consumers who rely more on their own experience than on receiving instructions from people. It was difficult to explain this result objectively. On the other hand, the inverse relationship might be due to tourism being different from the other sectors. Usually, in tourism, beauty is prioritized over information; hence it is not whether the product is good or bad, and the endorser has the same experience or not. This differentiation also happens in the fashion industry, meaning consumers will get the picture from the endorser when the endorser wears the fashion or the clothing. We can relate this to the Apple brand, for example. We can see the surge of Apple products coming from the expertise of the founder, that is, the celebrity Steve Jobs (Forbes, 2012).

This is different from a tourism study whereby people love to travel by themselves and rely on their own experience, in any tourist place. In other words, travellers usually rely on their feelings about a place or food. So, they use this prior knowledge or own experience to make a decision instead of getting the information from a tourism agency or tourism agent. Information from these other people might not be genuine as the traveller's self-experience or feel or taste. Hence, it is better to have less information, but the information is based on self-experience. According to Ferguson (2020), people who travel often are likely to be more satisfied and happier with their lives. This is because travel often includes novel or original experiences (Ferguson, 2020). This original experience supported one idiom, that reads, "Half of the fun of travel is the aesthetic of lostness." written by Ray Bradbury in his book, The Martian Chronicles. In other words, our appreciation of the beauty of a place or whatever, comes from experiencing it ourselves.

Therefore, the travel or tourism industry does not tend to be overloaded with information. Hence, this industry is slightly different from the other industries. The inverse relationship with advertising effectiveness shown by expertise can be interpreted as the higher the expertise is shown, the lower advertisement effectiveness is produced. Thus, it can be concluded for the tourism industry that celebrity endorsement will have a positive relationship with advertising effectiveness when attractiveness is accorded top priority, compared to trustworthiness and expertise.

Moderating effect of religiosity on celebrity endorsement and advertising effectiveness

The 2nd research objective involved examining religiosity which held a moderating role in the relationship between celebrity endorsement and entrepreneurial orientation. This objective revisited or considered again the issue of whether religiosity was a useful moderator. As expected, the hypothesis was supported which means that religiosity was a reliable moderator.

Religiosity guides a Muslim's life, which means the teachings of Islam made him or her overrule decisions made by others who have less authority than the Creator (Allah). Islam is a way of life for Muslims and accordingly, the teachings of the religion will become a major influence in all aspects of life. This view had been proven in many pieces of research, namely by Mansour and Diab (2016), Alam et al. (2011), Hakimi (2018), Zakaria (2016), Wilson and Liu (2011) and Daryanti et al. (2019) as they uncovered religiosity as a predictor and moderator in their studies.

The outcome of the research above rejected the contradictory finding of Taher and Attia (2018) who suggested that religiosity did not influence people concerning purchasing intentions. Their finding was probably due to the measure of religiosity which emphasized only the belief of the practitioners (general religiosity). Muslims need to abide by the teachings of Islam in all aspects of their life. Especially the fundamentalists and conservatives; propose their views and use the message from the Quran and Sunnah (Hadith) to support their arguments. The Quran was revealed to the Prophet Muhammad p.b.u.h. and since then become the basis of the quality of life of every living Muslim (Abdel Haleem, 2008). Specifically, the

Quran and Sunnah (or Hadith) is the primary source of knowledge of the Shariah (or Islamic) law. The Shariah law guides belief (faith), rituals, morals, and Muamalat transactions (civil and commercial) of the Muslims in daily life.

The Hadith is a collection of true sayings and actions of Prophet Muhammad p.b.u.h. They are still based on the Quran; in fact, the Hadiths help humans to understand what is inferred from the words of Allah contained in the Quran (Faris & Abdalla, 2018). Additionally, there are Islamic principles governing ritual worship acts and civil acts (including commercial transactions). The civil acts include civil rights, code of behaviour, dress code, diet, laws of marriage, divorce, inheritance, war, peace, economics, and trade. Hence, Shariah law is the code of conduct for all of the above aspects to provide realistic, fair, and objective solutions to individuals, families, social, and international problems. Most importantly, both the Shariah law and Islamic principles clearly establish Muslims' duties as vicegerents of God, and also to His messenger, the Prophet Muhammad p.b.u.h.

With regards to human life, Islam always helps to define what is suitable or appropriate under all circumstances proper; hence Islam is a fitting religion for the Muslim society (Mok, 2014). This is so because Islamic law or Shariah is always aligned with the Quran and Sunnah. That is why every decision of a Muslim is directly linked to his or her faith since Islam Muslim's way of life. With regards to this study, the results revealed the important role of religiosity in determining the behaviour of Muslim consumers when celebrity endorsement is used in an advertisement. This explains that Muslim consumers who are religious will be attracted to travel with a tour agency when the celebrity who endorsed a travelling package is attractively Islamic and trusted. However, the study also interestingly revealed that a committed Muslim will not be attracted to join an Umrah travelling program when promoted by a celebrity who projected his or her expertise. This could be due to the worship nature of a tour where the Muslim consumers rely on and trust only their knowledge. The more Islamic the consumer, the less he or she relies on a celebrity's expertise.

وَالْآخِرَةُ خَيْرٌ وَأَبْقَى

*And the life of the Hereafter is better and lasting.*

وَلَوْ تَرَى اِذِ الْمُجْرِمُونَ نَاكِسُوا رُءُوسِهِمْ عِنْدَ رَبِّهِمْ رَبَّنَا اَبْصَرْنَا وَسَمِعْنَا فَارْجِعْنَا نَعْمَلْ صَالِحًا اِنَّا مُوقِنُونَ

(32:12) Would that you could see the guilty standing before their Lord with their heads downcast, (saying to Him): "Our Lord, we have now seen and heard, so send us back (to the world) that we might act righteously. For now, we have come to have firm faith".

Muslims are obligated to uphold the religiosity values in tourism, even at the initial stage of searching for a place for a journey. This coincided with an issue raised earlier, that is, about the suitability of the Western religiosity model when implemented in the Eastern countries as this idea was backed up by Eagar & Lindridge (2015). According to the Western perspective, religion does not affect consumers in making decisions. This view was different from our findings in that Islam influences every aspect of life, including the travel sector or industry. With regards to fashion, every single Muslim knows that fashion has no limitations as long as they abide by the Shariah guidelines. Thus, the Muslimah (or female Muslim) business market share continues to rise; even westerners adore the Muslimah's fashion as some of the fashions are practical, that is, sensible or usable.

Even in the banking industry, Muslims must avoid riba' (or exploitative gains) in business or trade transactions; so they choose to patronize Islamic banking over conventional banking. These had been proven by a study (Alam et, al. 2011) which investigated the extent of religiosity in Malaysia. In their study, they found that religiosity is a significant aspect of Muslim consumers' buying behaviour in Bangi and Shah Alam. Both areas have a majority Muslim population. As for advertising, Muslims are obligated to avoid harmful

and fraudulent aspects, sex appeal, and racism in advertisements. These become a grave concern as Muslims constitute a large number of consumers in the world that have purchasing power. By ignoring them, a company could face being boycotted or blacklisted by them. The arguments above supported the findings of the present study regarding the difference between the religiosity model and the Western model. For that matter, it is appropriate to claim that, *'Religiosity moderates the relationship between celebrity endorsement credibility and advertising effectiveness'*.
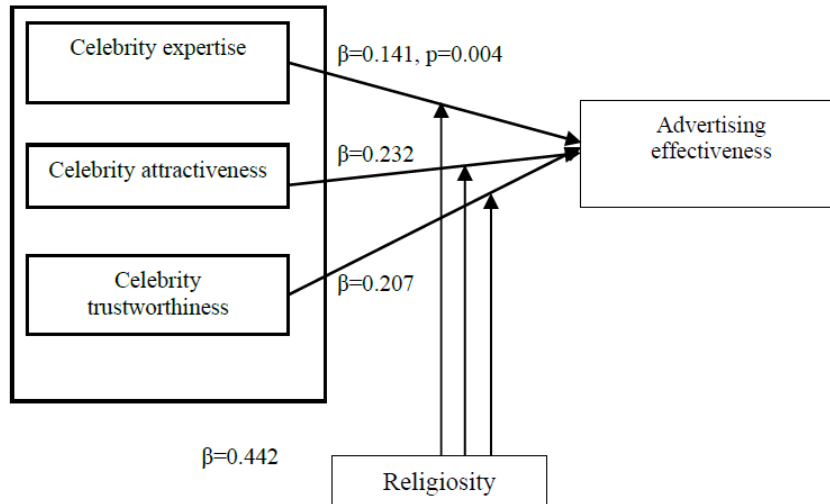
Limitations of the study and direction of future research

Hofstee (2006) affirmed that limitations are essential to be investigated in scholastic work. Limitations of research prevent flawless research work. One critical problem with the present research was the inadequacy of the relevant literature concerning religiosity and celebrity endorsement in Malaysia related to the advertising theme.

In addition, the findings cannot be generalized to the whole of Malaysia as Malaysia is a large country with a population of approximately 32 million. Furthermore, Malaysia is also divided into West Malaysia and East Malaysia (Sabah and Sarawak). Hence for future research, it is suggested that the sample population of interest be expanded to East Malaysia. East Malaysia is unique as there exist many different types of cultures. Hence, consumer attitudes vary in the different cultures. The interesting part is those different cultures along with the cultures of the main races (Malay, Chinese and Indian) all occur within the same country, Malaysia.

Based on the findings of the present study, celebrity endorsement had a significant relationship with advertising effectiveness. This meant that every researcher needs to utilize every dimension of the celebrity endorser. The present study's R^2 was equivalent to 0.24 which meant that 24% of the variation had been contributed by the present variables. The remaining 76% might be uncovered in future research discovering other variables that might affect the relationship between celebrity endorsement and advertising effectiveness.

Next, future research can try a cross-country study, especially in countries that have different types of cultural values. When that happens, future data-based research studies that address the influences of religiosity on ad effectiveness attributes should focus on different ethics in different regions. For example, different environments may have varied individual upbringing; hence how they perceive religiosity could provide different insights in terms of the dimensions of the present study, probably hybrid in composition. Future research that aims to verify the results of the present study could be conducted by way of a cross-cultural and cross-country study. In addition, attempts to investigate similarities and distinguishing characteristics of individuals from different backgrounds could also be an added value generated in future research.

Implications

All the research findings presented in the earlier sections have produced several possible future effects or positive implications. For clarity purposes, they generated several positive implications such as the extension of the body of knowledge and the improvement of industry practices.

Theoretical implications

The present study has produced contributions in terms of the extension to the body of knowledge, from its research on celebrity endorsement; advertising effectiveness; and religiosity. These are specifically explained below.

Extension to Celebrity Endorsement in terms of Source Credibility

The Source Credibility Theory had been used as the base or foundation in the present study to determine the characteristics of quality of a celebrity that can earn the confidence of the people. According to Ohanian (1990), there are 3 major predictors (attractiveness, trustworthiness, and expertise) that can be used that result in a successful celebrity endorsement study.

Many scholars had extended the theory to several areas, but studies that focus on tourism are lacking. The present study realized that the source credibility theory was a solid foundation as the results revealed that credibility characteristics of attractiveness, trustworthiness, and expertise had a significant relationship with advertising effectiveness ($p<0.05$). Moreover, the present study also contributed fresh knowledge revealing that expertise turned out a different result compared to the results of past studies (e.g., Muda et al. 2014; Mansour & Diab, 2016). Therefore, this presents an extension of knowledge in a study that involved tourism.

Extension to Religiosity Theory

Religiosity has become an important variable in recent studies to test the religiosity theory from the Islamic perspective. However, there is faulty thinking or understanding by scholars who are proponents of religiosity of the Western model. They claimed that religiosity cannot be integrated into say, marketing or other conventional areas. Thus, there appears a gap in the literature, that is, whether the religiosity of the Western model can be applied to the Eastern world. The result of the present study confirmed and extended the religiosity theory by Shabbir (2011). Extended the religiosity theory in the sense religiosity can boost consumer intention to purchase (representing advertising effectiveness), especially so for tourism promotion. Muslim tourists will feel relieved when they know the place for a holiday along with accommodation is Muslim friendly. For some Muslims, this advantage is more important than anything else to earn God's blessing. His blessing is bountiful; it is for use in this world and the hereafter. Thus, comes the concept of syumulliyah, which means the teaching of Islam is characterized as complete and perfect. With this understanding, it cannot be disputed that religiosity is a reliable predictor as it is divine. For religiosity to play its role effectively, the individuals involved must possess firm belief (faith) and taqwa towards Allah. When these are absorbed internally, attitude changes, resulting in whatever that are behavioural, feeling or thinking is done for Allah's sake. Subsequently, all things are done with sincerity. The present study extended the usage of the religiosity theory to the tourism industry in Malaysia. In other words, the theory was adapted for use in an Eastern country and this had shown good results in terms of meeting expectations and evidencing that the religiosity theory of the Eastern model is different from the Western model.

Discovery of the role of celebrity in advertising effectiveness

Past studies had discussed the role of celebrity endorsement in boosting advertising effectiveness in several areas. The areas include the beauty and fashion industry, and many more; however, the tourism industry had not been discussed much. As the results of the present study revealed that celebrity endorsement and advertising effectiveness were positively related and significant, it became a fresh phenomenon for researchers to explore this area vigorously. As contained in the source credibility theory, 3 dimensions had been proven in research works to have a significant relationship with advertising effectiveness. They are attractiveness, expertise and trustworthiness. The results of the present study coincided with the results of the

majority of past studies.

That is, attractiveness was found to be at the top compared to the other two of the source credibility theory. Expertise was found to rank second, followed by trustworthiness. The results specifically showed that the attractiveness and trustworthiness credential of the celebrity endorser could attract more audiences to go travelling. The direction of influence of the expertise dimension towards advertising effectiveness was negative. When interpreted it means a celebrity endorser who speaks less of his expertise is better when recommending a travelling destination to a consumer. This implies the celebrity speaks only, when necessary, especially when asked by customers. If he spoke more about his experience, he would tend to be carried away with details that are unnecessary to be heard by the customer. It is better if he speaks only when asked. Overall, celebrity endorsement had played an important role in influencing advertising effectiveness in the tourism industry.

Discovery of the role of religiosity

As past studies had done little or none on the role of religiosity influencing advertising effectiveness, the present study uncovered the real role of religiosity due to the adaptation of the religiosity theory of the Western model. Before this, religiosity had been used as a predictor for other sectors such as fashion and banking. In the present study, the predictor role of religiosity was tried in the tourism sector. Religiosity was tried as a moderator on the relationship between celebrity endorsement and advertising effectiveness. It appears that the tourism context was not given much emphasis in past studies.

The belief (faith) and taqwa of a faithful Muslim conquer all that is with life, which includes food; banking; fashion; tourism; and other aspects of living. Unfortunately, there are also as many Muslim people out there that have done otherwise, that is, ignoring the Shariah laws or guidelines. For example, they allow unethical advertisements, and misleading advertisements that are against the concept of religiosity. By emphasizing the role of religiosity, the present study has indirectly suggested all industries apply the concept of religiosity, for example, when formulating strategies and in decision making.

Practical implications

The fresh findings of the present study imply that two groups should be directly involved in resolving many advertisements that are in a sorry state. They are the policymakers and organizations (or industry).

Policy makers

The message implied from the findings is directed to the Malaysian government, specifically the departments that are mandated with Islamic authority. According to DOSM (2020), most consumers in Malaysia (>60%) are Muslims. The present study had somewhat educated them on how tourism advertising can be executed without downplaying the religiosity value. It is expected that Malaysians who abide by the Shariah laws prefer a modest style of life rather than get attracted to non-ethical advertising promotion. In this regard, promotion needs to be filtered carefully by the relevant authorities to ensure there is no abuse and harassment in an advertisement. Several enforcement and guidelines can be suggested which include precaution and warning, and a monetary fine that can be levied upon the unethical company.

Additionally, an authoritative body mandated with Islamic authority can create training modules that can educate the public and even organizations (industries) about how to formulate Shariah-compliant advertising, especially in the modern age. Next, consulting work can also be organized for a fee to any individual, government agency, a private company, or Islamic business who needed professional advice on designing decent and/or Shariah-compliant advertisements and commercials. These are beneficial for a country like Malaysia as Malays form the majority of the population (>60%) and the respective groups mentioned above should take the initiative to attract the Malays or Muslims (DOSM, 2020). In this regard, the present study had provided useful findings on how tourism advertising can be executed without losing religiosity value.

Organization/Industry

The results of the present study, specifically of the predictor attributes, imply that owners of tourism

businesses and advertising agencies managing campaigns for travel tourism companies need to benchmark their performance against external criteria. The outcome of the present study about the predictors from the Credibility Sources Theory, and the process integrated with religiosity, could serve as a benchmark to be followed by the owners. Also, from the outcome, the owners can strategize for future performance, that is, what kind of celebrity endorser they will look for; and which point of the advertisement needs to be given more attention. Specifically, hiring celebrity endorsers that possess religious values, such as modesty and have the religious image perceived by their client, is beneficial. The personnel of an advertising agency can attempt to educate prospective client owners on the necessity of religiosity in influencing consumer behaviour.

Recommendation

The present study investigated the relationship between celebrity endorsement and advertising effectiveness, and whether the religiosity of the Islamic model had contributed favourably to the relationship. The setting was in Shah Alam and the Credibility Sources Theory provided three predictors, which appeared fitting for the celebrity endorser under the circumstances. These had contributed not only fresh findings from the study but also necessitated an extension of the religiosity theory of the Western model so that value from the religiosity theory can be felt, especially in business.

Besides the present research giving insight into the religiosity theory, the insights have also suggested ideas for future research. There could be other variables to use, for example, the culture of the people. Culture has values and these can favourably affect consumer behaviour. The Borneo states, namely Sabah and Sarawak, are inhabited by many ethnic groups, so there are many different cultures. Next, other dimensions of the celebrity endorser can be suggested such as likeability and similarity, that can be investigated for the tourism sector. Likeability could mean social influencer, and similarity could mean the celebrity and the target audience are of the same age group.

The results of the present study found evidence that Muslim behaviour influences consumer behaviour; hence the religiosity theory of the Eastern model is different from the Western model. The suggestion for this circumstance is to extend the religiosity theory of the Western model. Religiosity needs to be integrated, say, into the marketing field, so that value can be felt by the consumers. This can attract them to buy or seek more answers from the celebrity with the intent to buy.

As research studies address faith taqwa (belief, practice) as a component of religiosity and its influence on advertising effectiveness, business owners and organizations should also play their part in employing suitable celebrity endorsers. The suitability of celebrity endorsers can align with the cultural values of the majority of citizens in Malaysia. In this relation, organizations need to do a religiosity background check before choosing an endorser. Hence, it becomes easier to deploy Islamic elements since religiosity is a moderator that can indeed indicate the sensitivity of Muslim consumers towards religious aspects. Consequently, the filtered endorser will contribute to less-problematic advertisements in our country.

Eventually, the outcome would become a win-win situation for both consumers and company performance. The outcome is also beneficial to the profit and non-profit organizations if they can directly focus on attractiveness and trustworthiness as important factors to be emphasized. Another suggestion is to reduce the effort on the expertise of a celebrity that they hire because results of the research showed that the more expert the celebrity, the less will be the consumer intention. Consequently, this will affect performance as expertise is expected to receive the least consumer intention compared to attributes of attractiveness and trustworthiness.

As for the policymakers, many campaigns and legislation need to be conducted and formulated to emphasize 'dakwah' or maybe the business organization collaborate with institutions having Islamic authority. As advertisements explicitly show their contents nowadays, the public filter to watch the promotions they want to see, particularly among Muslims. Policymakers can act against unacceptable advertising content that is against religiosity cultural values. This can become a pre-caution warning to other companies to respect Malaysia's diverse cultures and religions.

Conclusion

The present study attempted to find out if celebrity endorsement (its association, namely attractiveness; expertise; and trustworthiness) had a positive relationship with advertising effectiveness, in Shah Alam. At the same time, the study also sought to determine if religiosity had moderated the relationship between celebrity endorsement and advertising effectiveness. There were 2 objectives of the present study to be achieved, which depended upon the tests of five hypotheses. Both objectives were achieved, which signified the potentiality of the proposed model, to be deployed in the real world.

The first objective answered the question, "Is there any relationship between celebrity endorsement and advertising effectiveness?". The research also explored if there was a significant link between celebrity endorsement and advertising effectiveness in terms of the characteristics associated with the former (celebrity endorsement), namely attractiveness; trustworthiness; and expertise. All the attributes above had a positive relationship with advertising effectiveness.

Attractiveness and trustworthiness results were similar to past studies, which also applied the Credibility Sources Theory. However, for the expertise attribute, the result of the present study was different from most past studies. While attractiveness and trustworthiness are reliable predictors as past studies' researchers had claimed (e.g., Muda et.al, 2014), the inverse; significant result with regards to expertise can be explained based on the unique situation in Malaysia. The celebrity endorser needs to speak less even though he may have vast experience of the place or accommodation. He or she needs to speak as and when necessary, meaning when there are enquiries by the customer. If allowed to speak more, the celebrity may tend to speak on things that the customer does not want to hear. Thus, when interpreted, the inverse relationship between celebrity endorsement and advertising effectiveness is that the less the celebrity speaks of his or her expertise in a place or accommodation, the greater will be the intention to buy from the customer. This is the way to go in promoting tourist destinations when the celebrity is required to use his or her expertise.

The second objective is about whether religiosity can moderate the relationship between celebrity endorsement and advertising effectiveness. This objective anticipates that religiosity is influential due to Shariah laws covering every aspect of a Muslim's life. The actual result met the expectation; hence the results of the present study had supported a previous study by Mansour & Diab (2016) who mentioned that religiosity prevailed as a predictor in many areas of interest. This finding contrasted with the Western model that claimed religiosity does not affect consumer intention for certain industries.

Next, the results of the present study indicated that the religiosity theory available in Western countries is not suitable for those countries. So, an extension of the religiosity model had been suggested. Religiosity moderated the relationship between celebrity endorsement and advertising effectiveness and this revelation was significant. Therefore, objective 2 was achieved.

The present study also succeeded in proving all the objectives were true, despite faced by some limitations. The evidence from the results also lends support to the Source Credibility Theory. The theory by Ohanian (1990) exposed 3 major predictors which are attractiveness, trustworthiness, and expertise. The results indicated that all three predictors had a significant relationship with advertising effectiveness except for expertise in which the direction of its influence on advertising effectiveness was negative. Expertise turned out a different outcome compared to past studies (negative relationship). This result meant the less the celebrity endorser discloses his or her expertise, the more this attracts consumer intention (or the more people are attracted to the advertisement). As this was a fresh outcome and more so a negative influence, it was indeed a new contribution to the relevant body of knowledge.

Moreover, the religiosity theory produced in Alam, Mohd, and Hisham (2011) uncovered that religiosity applied in the Western countries was not suitable for use in the Eastern countries, concerning tourism. More studies need to be carried out to affirm the current findings, also known as the religiosity theory.

Apart from the present study having theoretical implications, other consequences that are likely to happen involves the government. For example, Shariah guidelines need to become the foundation of an effective advertisement. Legislation may be enforced for the above and should this happen, the government is

said to conform with the 'uli al-amr' (i.e., those who obey Allah and His messenger). Following the Shariah adoption, the number of unethical advertisements can be reduced. This implies that the public is protected from bad values which may be socially destructive.

Furthermore, organizations can benefit by allowing people who uphold religious values to create tourism advertisements. When the organization gets clear information on how tourism advertising should be done it can attract many people. Besides, by adopting religiosity, organizations can seize many shares of the Malaysian market that is dominated by Muslims. By emphasizing religiosity, Muslim customers will get excited as they get the opportunity to choose destinations that are "Muslim-friendly". Hence, the travelling experience will be great for them. Several directions for future research were drawn based on the limitations of previous studies and this present study. In conclusion, the present study has added valuable theoretical and practical contributions to the body of knowledge in the respective area.

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Conflict of interest statement

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts and declare the absence of conflicting interests with the funders.

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