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Abstract
The purpose of study is to identify factors that influence employee's purchase intention towards celebrity endorsement in health and beauty product. A conceptual framework comprises of three factors which are attractiveness, trustworthiness and attitude is being taken as independent variables. Multiple regression analysis is being carried out to test hypothesis and to establish the causal effect of the variables. The result shows that attractiveness, trustworthiness and attitude has significant and positive impact on employees purchase intention towards celebrity endorsement. It shows that attitude was found to have the strongest effect on the purchase intention. Therefore, the company should take into consideration, in selecting celebrity as endorser of their product based on the attitude of the customer; positive attitude will lead to positive in purchasing product and it lead to improvement of company sales.
Keywords: Celebrity Endorsement, Purchase Intentions, Attitude, Attractiveness and Trustworthiness.

Introduction

Celebrity endorsement is one of the most popular ways for company or brands to promote their product and make sure the product is more recognizable, charming and rational to consumer. There is 15 percent of celebrity being featured in television promotion. Also being found, in US, a brand spend around 10 percent of dollar to endorse a celebrity. It is also reported around 20 percent television promotion used famous person to feature in the commercial. So basically, celebrity endorsement is now one of popular way to promote product in US and elsewhere (Wei & Li, 2013). Choi, Lee, & Kim (2005), mentions that in East Countries like Japan, Korea and India there's 60 percent television commercial used celebrity to promote their product. In 2001, 25 percent of television promotion used celebrity endorsement and in 2008 it increases to 62 percent in the Asian Countries for example a study

conducted Roy, Jain and Rana (2013), they have found that Indian company or brand which used celebrity endorsers utilizes as much as 60 percent their promotional expenditure. In develop countries, such as Malaysia, cosmetic industries are thriving into a million-dollar industry and this can be proven by a study conducted by Hassali and Al-Tamimi (2015). The researchers reported that Malaysian spend about 407 million dollar a year for their cosmetics and toiletries products. According to Asia cosmetics market guide, Malaysia total business for personal care and cosmetics products is 2.24 billion dollars in 2015 (Cheong et al., 2016). Nowadays, beauty and cosmetics products under the life-style industries for both men and women and grow faster based on the increasing demand in the target market (Shahreen, Matrade, 2017). With growing importance of tools or factor contributing the sales, expanding the research is needed to explore the factors that will influence the purchase intention among employees as consumers on Malaysia cosmetics and beauty products. The objective of the study is to identify relationship between attractiveness, trustworthiness and attitude towards employee's intention to buy celebrity endorsement product.

Literature Review
Celebrity Endorsement

Celebrity endorser is a well-known person or/and a public figure who love public recognition and utilize the acknowledgement by appearing in an advertisement (McCracken, 1989). Companies have used celebrity endorsers who focuses on the person's money, fame, face, name and voice to advertise their products and services to consumers all around the world. The first celebrity endorsement appeared in 1983 by actress Lillie Langtry who made an appearance on Pears Soap packaging (Han & Yazdanifard, 2015). Since then, many celebrities had promote various types of products and services. Before this, marketers use cartoon/charicature to promote their product.

As a public figure, celebrity has the power to market or introduce any unfamiliar brands to be a known and famous brand. However, this aspect heavily depends on the celebrity's ability to promote the product well (Low & Lim, 2012). For example, Active Yogurt has increased their popularity to 80% after getting Jamie Lee Curtis as their celebrity spoke person in 2014; in retrospect, Active Yogurt was just one of the US yogurt products but due to their celebrity endorsement, it is now one of the most selling yogurts in the US (Mcmaken, 2018).

Celebrity inadvertently can increase the brand quality of the products. This is due to the consumers' nature as willing to pay more for a so-called high quality product and the consumers also can associate with the endorser's personality. Several researchers have discovered that when Gigi Hadid, a model, had signed up a deal with beauty brand Maybelline, to create a limited edition makeup using Gigi's name, the price of the product had increased to 11.99 US dollar, from original price of 8.99 US dollar. The only difference is the packaging of the product (Hoby, 2017; Kacar, 2017).

Findings from the previous studies (Kamins, Brand, Hoeke & Moe, 1989; Wang, 2012; Jatto, 2014; Low & Lim, 2012) have shown that one of the successful, speedy and effective ways to give acknowledgement or intention to the product and brand recall is by using celebrity endorsement. In 2015, Proactiv Company had come out with a skin care line and

had used Jessica Simpson, Adam Levine, Katy Perry and Justin Bieber as one of their product endorsers.   The Proactiv's income had risen from 24 million US dollars in 2010 to 627 million US dollars in 2015 (Conner, 2017).

Attractiveness

Today, attractiveness is crucial in the health and beauty industry as there is a huge number of brands which use celebrity to endorse their products and services.   Attractiveness is defined as the characteristics that someone has that make people attracted to them.   These characteristics include physical look, personality perspective, attractive lifestyle and many more (Mansour & Diab, 2016).

Roy et al.,(2013) stated that attractiveness comprises of three attributes which are similarity, familiarity and likeability.   Similarity is a resemblance between endorser and consumer.   Familiarity is about knowledge that consumer get after watching celebrity promote about the products and services.   Likeability is an attitude that consumer had towards the celebrity based on the celebrity qualification, outward appearance and how the celebrity conducts the promotions.   In the old days, attractiveness can be defined as a facial and physical features of the endorser, however today, it can be defined in term of model's attractiveness, sex appeal and liability (Jayswal, Nirmal & Pancal, 2013).

Physical appearance is one of the most powerful criteria in any social interaction.   It can be infused to other socially desirable traits like capability, brain powers, socials skills and many more.   According to Zhou (2003) attractive people that are presumed to have a happy and professional lives compare to unattractive people.   Therefore, Bollywood celebrities such as Aishwarya Rai, an endorser for L'Oreal beauty products and Katrina Kaif for Veet can attract more consumers because of their physical attractiveness and it is easy for the consumer to recall the brands (Hassan & Jamil, 2014). The product has increased in their recall value because of Aishwarya's popularity (Bhatt, Jayswal & Patel, 2013).   This is also supported by a study done in Indonesia, in which an attractive celebrity in TV advertisement has a positive influence towards consumer purchase intention compared to unattractive celebrity (Mansour & Diab, 2016). Purchase intention of consumer can be affected because consumer will be inspired to become like celebrity and accept the information given by the celebrity (Roy et al., 2013).

Trustworthiness

Trustworthiness can be defined as the celebrity's passion to make a valid claim of the product (McCracken, 1989). Wei & Li, (2013) define it as a consumer belief towards honesty, sincerity and credibility of an endorser. Consumers give their trust more to the celebrity compared to non-celebrities. Without consumers' trust, any brand cannot change the consumer attitude towards their products. After a brand company decided to choose a celebrity to endorse their product, they will expect the celebrity to know what to say about the product.   If the celebrity did not have the knowledge about the product that they have endorsed the trust might not be yielded (Han & Yazdanifard, 2015). According to Sola (2012), trustworthiness can be defined as an endorser fairness, honesty and credibility. Consumer usually takes celebrity as their source of information. Person whom the consumer trust can easily satisfy them and can make them believe the unseen things.   In this article, the unseen

things refer to the health and beauty products that customer had not seen yet.   They trust the person or their favorite celebrity more than other people in the society.

Celebrity who is able to present in a non-bias and sincere manner is also one of the meanings of trustworthiness. The audience will trust the product if the advertisement looks reliable and trustworthy (Wang, 2012).   Charlize Theron's advertisement for Dior Perfume is one of the reliable and trustworthy advertisement, because she can portrayed the image of sincerity while doing the advertisement (Tucker, 2014).

Carvalho (2012), defined trustworthiness as a perceived willingness to make a valid declaration about the product that the celebrity endorsed.   It is also related to the physical attractiveness and the appeal of the sources to the audience.   Previous research have found that if the number of products endorse by the celebrity increase, the trustworthiness towards the brands will decrease, it include the purchase intention of the customers (Kowalczyk, 2011).   Hence, celebrities that endorse multiple products from various brands or companies might decrease the value of consumer trustworthiness towards them.

According to Egan (2007), there are three types of trust - an institutional trust, a character based trust and a process-based trust.   An institutional trust is a trust that is based on law and stated law; such as Christiano Ronaldo endorsed for Clear Dandruff Shampoo; because he is credible to do so. As a football player, he sweat a lot; by using the shampoo, he didn't have any dandruff and his hair looks healthy.

A character based trust is to trust the sources as individual, which many celebrities are not capable to do so because many of them are doing the advertisements for the sake of money.   A process-based trust is the trust that can be built over the time like a reputation. It takes many years for Oprah Winfrey to create a high reputation brands using her names.

Attitude
Attitude can be defined as a person's internal evaluation towards an entity or objects (Renton, 2009).   According to Chen & Lin (2018), attitude is about the opinions and perception of people that can be positive or/and negative emotions while associating with something they like or dislike.   Studies have shown that celebrity endorsement is one of the impacts of attitude.   Attitude is one of the important factor that influence behavior intention.

According to the Fish Attitude Theory, attitude can be divided into two – attitude towards the advertisement (Aad) and attitude towards the brands (AB).   Aad explains on how consumer being exposed to the advertisement whereas AB produces a positive attitude towards the brands by influencing the consumer brand choice (Trivedi, Bharati & Pathak Reader, 2009). Celebrity who is used as an endorser by the brand company, can actually affect consumers' attitude towards the product they endorsed.   With attitude, consumer can decide whether they are inclined to the product which later influence consumer purchase intention towards the products (Klara, 2017), which is AB.

Past research done by White, Goddard & Wilbur (2009) mention that if a consumer has a good attitude or thought towards the celebrity, than it will be transferred into a positive

attitude toward the product that the celebrity marketed.   For instance, Gillette decided to terminate their contract with Tiger Woods after Tiger Woods' infidelity scandal surfaced.   It is because the brand company decided to stop any connection with the celebrity due to the negative publicity that may destroy their brands image (Doyle, Pentecost, & Funk, 2014).

Purchase Intention

Purchase intention can be defined as a person who has a conscious plan to attempt to purchase a products or services. Consumer is likely to buy the products or services after watching the advertisement of a brand. Purchase intention can be categorized as one of the consumer behaviors. It can be seen as a positive or negative behavior that consumer shows towards the brand and it is visible through their purchase intention (Wang, 2012).

Many brand companies used celebrity to advertise their product to gain consumer intention. According to Davis et al., (2017) consumer will evaluate certain products and give reaction towards the products and has a transaction behavior that can be defined as purchase intention.

(Davis et al., (2017) postulate that an endorser can affect the consumer purchase intention if consumer gets a positive vibes towards the endorsement and eventually lead them to buy the product. In the event of Rihanna collaborated with MAC Cosmetics to create RiRi Hearts MAC lipstick, the beauty item from the line sold out within a few minutes on the opening day at MAC stores (Zukowski, 2013).   EXO, a famous Korean boy band, has released lip balm and tint with Nature Republic that came out with random member stickers. EXO fans were reported to buy multiple EXO's lip balms just to collect all members stickers (Koreaboo, 2017).   Study found that if brands did not provide enough details about the products, consumer will choose to depend on celebrity endorsement (Vien, Yun, & Fai, 2017).   After Lupita Nyong'0 shows her lip balm at the Academy Awards, the lip balm from French Cosmetics Company almost sold out across the country. This shows how celebrity can trigger consumer purchase intention (Chan, 2014).

Consumer purchase intention can be influenced by endorser's performance, price of the products and services, products features and promotion. Consumer can be easily influenced by the celebrity appearance and fame. It is because consumer sees celebrity as their focal individual and to be as successful as the celebrity, he/she will try to copy celebrity's footsteps (Jawaid et al., 2013).

When celebrity gives positive opinion about a certain product or service, it will actually develop a purchase intention on consumer. Consumer can easily pick up information and develop an interest toward the ads because of the celebrity's involvement that may lead to consumer purchase intention (Hassan & Jamil, 2014). Song Joong Ki is one of the famous actors in South Korea and research has shown that products that being promoted by Song Joong Ki will be sold out as soon as it was released (Koreaboo, 2017). Forencos's advertisement starring Song Joong Ki has garnered million views even though it is released in 24 hours (Koreaboo, 2017).

Theory of Planned Behavior

Theory of Planned Behavior (TPB) is being used to measure consumer cognitive factor. According to Azjen (1975), TPB is the combination of an individual's intention to connect certain behavior. The three original pieces of TPB are attitude, subjective norm and perceived behavioral control. For this research purpose, researchers only cover attitude (Hasbullah et al., 2016)**.** Attitude can be defined as a trust, feeling and cognition towards a certain object (Jayswal et al., 2013). For this research, attitude of the employee will be linked towards the celebrity endorsement to justify whether they are satisfied after purchasing the products because of the celebrity.

Personality, likeability, handsome or beautiful and similarity of endorser can categorized as attractiveness. Usually for beauty and personal products, brands companies usually will use attractive actor, actress, and singer's attractiveness to attract audience intention (Gauns, Pillai, Kamat, Chen, & Chang, 2018). Brands love to use attractive men and women because they want to transfer the positive effect of attractiveness to their brands because using attractive models can boost positive attitude and increase product sales. Trustworthiness is one's beliefs for someone to provide reliable and non-biased information (Chen & Lin, 2018). For this research it is related to employee trust towards celebrity. Person who consciously plan to have an attempt to buy or purchase products or services is defined as purchase intention. A consumer intention will depend on consumer attitude towards the celebrity attractiveness and trustworthiness that will lead to purchase intention. For this research, employee purchase intention showed how employee thinks and reacts to celebrity endorsement (Low & Lim, 2012).

Research Methodology

This study used a descriptive study. Descriptive study was used to collect data that described the characteristics of persons, events, or situation (Sekaran & Bougie, 2013). Thus, descriptive study was used to find out relationships between attractiveness, trustworthiness, attitude and purchase intention of celebrity endorsement. In addition, a correlational study was undertaken during this research, whereby the research was conducted in a natural environment with minimal interference by the researchers.

Furthermore, a survey research was chosen as the research strategy. Electronic and online questionnaires were distributed to respondents to be completed either in electronic form. Researchers chose XYZ Company employees as it is one of the company based in Selangor as its target population. The researcher wants to know the relationship of purchase intention in buying celebrity endorser of health and beauty product with attractiveness, attitude and trustworthiness.

The number of employees in the XYZ Company is 140. In order to minimize errors, researchers used enough sample size. In this study, researchers selected 103 respondents as the sample. Number of respondents being select based on Krejcie and Morgan table as guideline. All 103 questionnaires were returned. For this study, questionnaire will be adapted from different kind of journals that do the similar study with researcher. For dependent variable questions which is purchase intention are adapted from (Wang, 2012) and (Fong, 2013; Ahmed, Majid, Zin, Phulpoto, & Umrani, 2016). Independent variable which is attractiveness, researcher adapted the questions from (Peetz Byrne, 2012) and (Wang, 2012).

For second independent variable trustworthiness, researcher adapted the questions from (Rights, 2009), (Davis et al., 2017) and (Wang, 2012). For attitude, researcher has adapted the question from (Wang, 2012) and (Al-Swidi et al., 2014).

Researcher separated the question in five sections which is Section A until Section E. Section A consist of demographic question about respondent which include 4 questions. In section B consist of 5 questions which include first independent variable, attractiveness. The question is to know whether employee intend to buy health and beauty products because of celebrity attractiveness. Next, in section C consists of 5 questions which include second independent variable, attitude. The question is to know employee attitude on celebrity that endorse health and beauty products. In section D consists of 5 questions which include third independent variable, trustworthiness. The question is to know whether employee intend to buy health and beauty products because of celebrity believable appearance. Lastly in section E consist of 5 questions which include dependent variable, purchase intention. This question is to know how celebrity trigged consumer purchase intention. In section A the type of question that being used is multiple choice question and meanwhile, section A, B,C,D and E are using 5-point Likert Scale questions.

Respondents were informed that all of the information given by them were strictly confidential and would only be used for academic purposes. The advantage of using this method was that the researchers could receive fast and immediate responses from the respondents and it was much easier for researchers to provide on-the-spot clarifications to respondents. Then, the data were analyzed using SPSS to find proof and support to the relationships between the independent and dependent variables; researchers then used the reliability, correlational and regression analysis to identify factors that had the most significant contributor towards turnover intention.

Analysis and Interpretation of Data

In this chapter, results were analyses and concluded. Statistical tests conducted using the Statistical Package for Social Science System (SPSS) in order to generate the result output for Demography Analysis, Reliability Analysis, Frequency Analysis, Pearson Correlation Analysis, and Multiple Regression Analysis.

Demography Analysis

Demography analysis showed that majority of the respondents was female at 84.5% or 87 respondents. The highest respondents came from a group aged from 20 to 30 years old with 77.7% or 80 respondents; 51 respondents had Bachelor's degree certificates. This made up the largest proportion from the sample collected, which was at 49.5%.

Reliability Analysis

To ensure that the questionnaire used by the researchers were free from errors and biases, it was very vital that the researchers carried out the Reliability Analysis to determine the stability and the internal consistency in which the instrument could measure the concept as well as helping to assess the "goodness" of a measure. The closer Cronbach's Alpha to 1, the higher was the internal consistency reliability as suggested by Sekaran and Bougie (2003).

Table 1. Result for Reliability Test

Variable	Cronbach's Alpha	N of Items
Attractiveness	.939	5
Trustworthiness	.858	5
Attitude	.943	5
Purchase Intention	**.955**	**5**

Based on Table 1. above, Cronbach's Alpha value for purchase intention is 0.955 which is considered as good, while attractiveness with 0.939 which is considered as good according to rule of thumb for reliability test. Trustworthiness with 0.858 and 1ttitude with 0.943 is also considered as good. In conclusions, it can be concluded that the entire item represented in this research is reliable and consistent.

Frequency Analysis

103 questionnaires were distributed to the respondents working at the XYZ Company. By using convenience sampling technique, a total of 103 questionnaires were collected either by paper or electronic form. The response rate was 100%, whereby this was considered as good.

Pearson Correlation Analysis

Pearson Correlations shows the strength, directive and significance involving the relationships between variable that has been measured in the ration and interval level. It indicates the direction, strength, and significance of the relationships among variables measured. The value could range between -1 and +1, +1 correlation which signified a perfect positive relationship among variables, whilst -1 showed a perfect negative relationship. The minimum correlation was zero (0) (Sekaran & Bougie, 2003).

Table 2. Pearson Correlation between Attractiveness, Trustworthiness, Attitude and Purchase Intention

	Attractiveness	Trustworthiness	Attitude
Pearson's Correlation (Purchase Intention)	0.892	0.875	0.886
Sig. (2. Tailed)	.000	.000	.000

Based on Table 2, it showed that the correlation between purchase intention and attractiveness was 0.892. This means that attractiveness has a strong relationship with dependent variable, purchase intention. The second independent variable which is trustworthiness has obtained 0.875, which is also shows that trustworthiness has a strong relationship with purchase intention and attitude also shows strong relationship with 0.886. This directly proves that the strength between all the three independent variable and dependent variable are strong.

Multiple Regression Analysis

Next, Regression analysis was used to investigate the influences of the independent variable had on the dependent variable. This test could help in determining the factor (IV) that had the most impact on dependent variable (DV).

Table 3. Results for Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922[a]	.851	.846	.40530

a. Predictor: (Constant), Attractiveness, Trustworthiness, Attitude

b. Dependent Variable: Purchase Intention

Table 3., indicated the coefficient of determination (R Square) which was able to help explain variance in the dependent variables associated to the predictors. The R square value of the three independent variables was 0.851. It could be concluded that, about 85.1% changes in purchase intention (dependent variable) could be explained by attractiveness, trustworthiness and attitude. However, another 14.9% could be explained by other factors which were not included in the study.

Table 4. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.606	3	30.869	187.917	0.000[b]
	Residual	16.262	99	0.164		
	Total	108.868	102			

Dependent Variable: Purchase Intention

Based on Table 4., the F-test value was 187.917 and the significant value was less than 0.01. Thus, it could be concluded that the F-test was highly significant, and the findings showed that the model was acceptable. Hence, the regression model for all the three independent variables (attractiveness, trustworthiness and attitude) were suitable in explaining the dependent variable (purchase intention).

Table 5. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(constant)	-0.224	0.177		-1.266	0.208
	Attractiveness	0.361	0.093	0.369	3.869	0.000
	Trustworthiness	0.283	0.100	0.258	2.831	0.006
	Attitude	0.368	0.101	0.334	3.628	0.000

The p-value helps to determine the significance of the results. The value of p = 0.05 was generally acceptable in social science. Referring to Table 5., the p-value for attractiveness was 0.000, which was p < 0.05, indicating that the result was significant. It could be interpreted that there was 36.1% changes in purchase intention is due to attractiveness. This finding actually were found to be consistent with the study that be conducted in Nigerian where attractiveness of endorser can influence the purchase intention (Apejoye, 2013). Next, the p-value for trustworthiness was 0.006, which was p < 0.05, this signified that the result was significant. This study are consistent with previously study that been done by previous researcher which is Davis (2017), trustworthiness also found to have positive correlation with purchase intention. The p-value for attitude was 0.000. Since p < 0.05, it could be concluded that results for attitude also significant. This result is supported by previous researcher which is Wang 2012, also discover attitude towards celebrity endorsement with purchase intention to be significantly correlated and has a positive relationship.

Lastly, Beta values signified the relative influence of the variables in comparable units (standard deviation). Based on the regression analysis result in Table 5, the factor that greatly influenced purchase intention in this research was attitude with the value of β = 0.368. This is justified by value of β where attitude was the highest compared to the rest of the variables. Finally, the findings on hypothesis results for all three independent variables (attractiveness, trustworthiness and attitude) indicated that all independent variables were found to be significantly related to purchase intention.

Conclusions and Recommendations

This research aimed to identify the relationships between attractiveness, trustworthiness and attitude of celebrity endorsed with beauty and health products with employee purchase intention. This research had been executed in the XYZ company and involved a total of 103 participating samples.

The results had shown that there is a significant relationship between attractiveness and purchase intention among employee in the XYZ company where the p-value for attractiveness was 0.000, which was p < 0.05, indicating that the result was significant. This finding was found to be consistent with previous study conducted in Nigeria where attractiveness of the endorser can influence the purchase intention (Apejoye, 2013; Galdeano, Ahmed, Fati, Rehan, & Ahmed, 2019). The result for trustworthiness also indicated a significant relationship between trustworthiness and employee purchasing intention where the p-value for trustworthiness was 0.006, which was p < 0.05. This had also consistent previous study conducted by Davis (2017) where trustworthiness had also been found to have positive correlation with purchase intention. Finally, significant relationship also was found between attitude and the employee purchase intention towards celebrity endorsed beauty and health products where the p-value for attitude was 0.000. Since p < 0.05.

Comparing from all three independent variables, attitude has been found to have the strongest effect on the employee purchase intention compared to attractiveness and trustworthiness with attitude value of β = 0.368, followed by attractiveness value of β = 0.361, and finally trustworthiness with value of β = 0.283. This is justified by value of β where attitude was the highest compared to the rest of the variables. The findings by hypothesis basis had

resulted that all three independent variables (attractiveness, trustworthiness and attitude) indicated were found to be significantly related with the XYZ employee purchase intention.

Recommendations

The research had contributed towards a certain scale of empirical findings regarding the main objective of this study. However, improvements for future research can be made for further advancement of related research development. For this reason, few recommendations were suggested for the benefit of both, the research and the company involved. The first is the future related research scope, the second attitude and third by providing a reliable spokesperson.

Future Related Research Scope

Future research development may not be only focusing within the health and beauty industries, but also on a wider range of promotional or business industries, such as food, tourism, sports industry and others (Low & Lim, 2012). Celebrity had been found as the highlights that influenced buying intention for the beauty and health products as it may due to reflect their good appearance related to the products they represent but in sports industries, well-known professional athletes may have their own influence on certain sports and sports gear that they are using. Future research may be conducted for this purpose.

Attitude

The celebrity which had been selected to endorse the respective beauty and health products seems to have certain affects towards the employee buying intentions and this may also reflected back to the respective celebrity individual background, personal and professional, (White, Goddard & Wilbur, 2009). The celebrity that transferred a positive attitude will have the positive reflects from the buyers towards the product or services the endorsed. Therefore, it is vital for a company to select the right celebrity to represent their services or products.

Providing Reliable Spokesperson

Trustworthiness has the lowest correlation with purchase intention compared with other variables which indicates there is a room for the company to improve product presentation that could drive product confidence to hike, rather than relying solely on the celebrity popularity to boost their product trust. This important as if the celebrity did not have the appropriate knowledge about the product they endorsed, the trust might be poorly affected (Han & Yazdanifard, 2015). Therefore, it is important that the company improve their product and service presentation strategies.

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