

# A Study on Celebrity Endorsement and Multiple Perceived Values Toward Brand Preference in Fashion Apparel Products Among APU Undergraduates

Kristina Ting, Ching Weng, Benjamin Chan Yin Fah, Morakinyo Dada

*Faculty of Business and Management, Asia Pacific University Kuala Lumpur, Malaysia*

---

## Abstract

In this study, the drive is to examine the celebrity endorsement and multiple perceived values towards the brand preference in fashion apparel products among APU undergraduates. The data of this study was collected by self-administered, and by using a questionnaire in which google form. The number of the respondents for the questionnaires was 150, which completed by them. The eight hypotheses of this study were used to determine the relationship with independent variables toward brand preferences in fashion apparel products. The independent variable which includes celebrity endorsement and multiple perceived values would influence APU undergraduate toward brand preference. In this study, the Pearson Moment Correlation Test and Multiple Regression Analysis were used for the hypothesis. Also, there were some limitations in this study which included the number of samples, time, cost, and others. In this study, it is essential for others who conducted in the business in the fashion apparel products industry. People who conducted this business would help them to know the importance of celebrity endorsement and multiple perceived values.

**Keywords:** *Celebrity endorsement, Multiple perceived values, Brand preference*

---

## Introduction

Nowadays, fashion apparel is a Billion-dollar industry that provides the opportunity of employment for millions of people in the world. Fashion is one of the world's most influential creative sectors. Fashion is a general term for a favourite or famous style, especially in clothing, footwear, accessories, makeup and others (Islam, et al., 2014). For fashion apparel, the consumer market has become more varied by an inflow of originator brands, store brands, personalization, traditions and advertisement in the worldwide marketplace. Since the antiquated age, there has a relationship between clothes and humans.

Research into brand preferences had grown the interest of researchers since the early 1970s when researchers started to investigate the backgrounds of brand preferences toward a different variety of fashion apparel products. Researchers have exposed that one in five marketing communications campaign feature celebrities. Although the trend in celebrity advertising is getting drive globally, the popularity of this communications strategy has not earned its extensive study. This research adopted

the CPV model and slightly refined to reflect fashion apparel products specific study. Therefore, this study aimed to discover the influences of celebrity endorsement and multiple perceived values towards brand preference in fashion apparel products among APU undergraduates to manage the gap and give a vital understanding of the consumers.

## **Literature Review**

Celebrity endorser is a panacea for all marketing woes. The use of celebrities can help consumers to remember the message of the advertisement and the brand name of the celebrity is endorsing; thus, enables to create the personality of a brand. For example, David Beckham endorses for fashion brands which are H&M (IZEA, 2017). In the context of consumers' attitudes toward brands and purchase intention, the study by Singh and Banerjee (2018) found that consumers choose expertise but not trustworthiness. Next, perceived value is identified as a strategic required for producers and retailers in the early years, which will be extending its continuing importance into the 21st century. There were synthesized previous literature on this subject and constructed a perceived value scale: functional value (price/ value for the money), functional value (performance/quality), emotional value and social value to produce a wider dimension and more sophisticated measurement to understand how customers value products.

Besides, brand preferences have a lot to explain by using traditional models, which mainly focus on consumers' cognitive judgement of brand attributes on a rational basis (Ebrahima, et al., 2016). When the consumer loves a designated product, which provided by a certain company and compared it with the designated product provided by other companies, the brand preference happened. There are numerous factors which affected people to choose a specific brand due to advertisements, personal consumer perception, brand image and other factors in the decision-making process. Later, empirical findings have revealed that consumer's perceived values are even more noteworthy than customer satisfaction in explaining consumer purchase behavioural intentions. Thus, perceived brand preference in fashion apparel products was measured by the perceived influence of celebrity endorsement and multiple perceived values.

## **Methodology**

### **Sampling and Location**

This is an explanatory study. Most of the studies distributed with the age group sample; the generalization of their findings was an issue and identified as another research gap. The study focused on the age group in which APU undergraduates aged between 17-35. When looking into the sampling methodology, the sample referred to APU undergraduates. In this study, the population is 12,000 students who studied in APU. Thus, a total of 150 respondents completed were gathered through a self-administered questionnaire.

### **Measurement of Variable**

There are three parts consisted of the questionnaire to gather information related to personal information of the respondents, brand preference and selected variable. For the first part, there are 16 items used to measure celebrity endorsement. These include 4 items for a role model, 4 items for the influence of celebrity endorser, 4 items for the effectiveness of celebrity endorser's advertisements and 4 items for negative celebrity information. For the second part, there are 16 items used to measure the multiple perceived values. These include 4 items for social value, 4 items for

functional value in price or value for the money, 4 items for functional value in product quality and 4 items for emotional value. Last, there are 4 items used and measure brand preference.

Every item has been evaluated as "Strongly disagree", "Disagree", "Neutral", "Agree" and "Strongly agree". The scoring of One-point will be given when the individual strongly disagreed with the statement. The scoring of Two-point will be given when the individual disagreed with the statement. The scoring of Three-point will be given when the individual is neutral with the statement. The scoring of Four-point will be given when the individual agreed with the statement. The scoring of Five-point will be given when the individual strongly agreed with the statement. To analyze it, the item which scored above the mean score was considered as "high" group while the item which scored below the mean score was considered as "low" group.

### Data Analysis

The data collected was analyzed by using Statistical Package for Social Science for Windows (SPSS for Windows 20). The statistics consist of descriptive statistics such as frequency, percentage, the mean, the median and standard deviation used to examine the respondents' profile. This study used the Pearson Moment Correlation test to evaluate the relationship between independent variables and dependent variable. This study also used the Multiple Regression Analysis to find which of the independent variables would affect dependent variables which is brand preference. The level of significance at a probability level of 5% was used.

## Results and Findings

### Respondents' Profile

From a total of 150 respondents, the majority of the gender group was male, coming through at 58.0% while female comes second at 42.0%. Majority of respondents were 17-21, which is 50.6%. There are 62 respondents were aged 22-26, which was 41.3%, while 6.7% were aged 27-30. The smallest categories were 31-34, and 35 and above year old, which are 0.7% and 0.7%. There about 61.3% of the respondents were local undergraduates, and 38.7% were international undergraduates. The education level attained by these respondents were relatively high. There are 58% of respondents pursuing degree courses.

**Table 1: Respondents' profile**

<b>Variables</b>	<b>Number (n)</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	87	58.0
Female	63	42.0
<b>Age</b>		
17-21	76	50.6
22-26	62	41.3
27-30	10	6.7
31-34	1	0.7
35 and above	1	0.7
<b>Student Type</b>		
Local student	92	61.3
International student	58	38.7
<b>Education Attainment</b>		

Foundation	19	12.7
Diploma	30	20.0
Degree	87	58.0
Master	14	9.3
<b>Marital Status</b>		
Single	146	97.3
Married	4	2.7
<b>Religion</b>		
Islam	35	23.3
Christian	58	38.7
Buddhist	33	22.0
Hindu	22	14.7
Taoism	2	1.3

Referring to Table 1, there were 12.7% of respondents pursuing foundation courses, 20.0% of respondents are pursuing diploma courses, and 9.3% of respondents are pursuing master courses. The marital status of respondents consists of single at 97.3% and married at 2.7%. For religion, 38.7% respondents shown that they were Christian, followed by 23.3% of Islam, while Buddhist, Hindu and Taoism accounted for 22.0%, 14.7% and 1.3% respectively. Thus, it could be concluded that the characteristics of respondents would affect them to purchase brand preference of fashion apparel products.

### Celebrity Endorsement

First, there have 4 out of 16 statements been used for determining the sub-domain in celebrity endorsement, perception of celebrity endorsers as a role model. Table 2 showed that most of the respondents agreed that they would perceive celebrity endorsers as a role model. In the perception of celebrity endorsers as a role model (statement 2), 46.7% of the respondents agreed that they would prefer the brand if the celebrity endorser provides a good model for them to follow.

Secondly, there are 4 statements selected to measure the perceived influence of celebrity endorsement. Table 2 showed that most of the respondents (an average of 42.2%) agreed that they would influence by the celebrity endorsement in statement 1 (39.3%), statement 2 (40.0%), statement 3 (38.7%), and statement 4 (50.7%).

**Table 2: Itemisation for Celebrity Endorsement, in percentage (%)**

Variables	Statement	1	2	3	4	5
1. Perception of Celebrity endorsers as a role model	1. I will prefer the brand if the celebrity endorser provides a good model for me to follow.	2.7	2.0	30.0	<b>46.7</b>	18.7
	2. I will prefer the brand if the celebrity endorser leads by example.	1.3	4.0	34.7	<b>44.0</b>	16.0
	3. I will prefer the brand if the celebrity endorser sets a positive example for others to follow.	3.3	2.7	30.7	<b>44.7</b>	18.7
	4. I will prefer the brand if the celebrity endorser acts as a role model for me.	1.3	6.0	<b>39.3</b>	38.7	14.7

2. Perceived influence of Celebrity Endorsement	1. Celebrity endorsers can trigger me to recommend their brand to someone who seeks my advice.	2.0	4.0	37.3	<b>39.3</b>	17.3
	2. Celebrity endorsers can trigger me to encourage friends or relatives to prefer their brands' products.	1.3	6.0	34.7	<b>40.0</b>	18.0
	3. I will switch to a celebrity's endorsed brand, although I have no problem with a competitor's product.	3.3	6.7	35.3	<b>38.7</b>	16.0
	4. I will switch to a celebrity's endorsed brand, although the price may be relatively higher.	2.7	2.7	34.7	<b>50.7</b>	9.3
3. Effectiveness of celebrity endorser's advertisements	1. I will prefer a brand that is endorsed by a celebrity that I recognize in the brand's advertisement.	1.3	6.7	34.7	<b>48.0</b>	9.3
	2. I have purchased fashion apparel products after viewing an advertisement.	1.3	3.3	34.7	<b>51.3</b>	9.3
	3. I will prefer a brand if I am familiar with the brand name in the celebrity endorser's advertisement.	2.0	5.3	36.0	<b>47.3</b>	9.3
	4. I will prefer a brand if I think the celebrity in the advertisement is suitable for endorsing the brand.	2.2	6.7	23.9	<b>44.0</b>	23.1
4. Perception of negative celebrity information	1. I still have a good impression towards the celebrity endorser.	4.0	16.0	<b>36.7</b>	33.3	10.0
	2. I still have a positive impression towards the celebrity endorser.	3.3	12.7	<b>40.0</b>	36.0	8.0
	3. I still believe the celebrity endorser is a trustworthy spokesperson for the brand.	4.0	14.0	<b>38.0</b>	34.0	10.0
	4. I still believe the celebrity endorser is a qualified spokesperson for the brand.	5.3	12.0	<b>41.3</b>	30.7	10.7

Thirdly, there are 4 statements which selected to measure the effectiveness of celebrity endorser's advertisements. In Table 2, it showed that most of the respondents (an average of 47.7%) agreed that they would influence by the celebrity endorsement in statement 1 (48.0%), statement 2 (51.3%), statement 3 (47.3%), and statement 4 (44.0%).

Fourthly, there have 4 out of 16 statements used for determining the sub-domain in celebrity endorsement, perception of negative celebrity information. Table 2 showed that most of the respondents are neutral in four statements of perception of negative celebrity information which are statement 1 (36.7%), statement 2 (40.0%), statement 3 (38.0%), and statement 4 (41.3%).

### Multiple Perceived Values

First, there have 4 out of 16 statements been used for determining the sub-domain in multiple perceived values, social value. In Table 3, it showed that most of the respondents (46.7%) agreed that they would prefer a brand that would help me to feel acceptable (statement 1). In the perceived social value, 44.7% of respondents agreed to statement 2, 44.0% of respondents agreed to statement 3, and 39.3% of respondents agreed to statement 4.

Secondly, there are 4 statements which selected for measure perceived functional value (price or value for the money). Table 3 showed that most of the respondents are neutral that they will influence by perceived functional value (price or value for the money) in statement 1 (35.3%), statement 2 (34.0%), and statement 4 (38.0%) while only 36.7% of respondents agreed to the statement 3.

**Table 3: Itemisation for Multiple Perceived Values, in percentage (%)**

<b>Variables</b>	<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. Perceived social value	1. I will prefer a brand that would help me to feel acceptable.	2.0	7.3	28.0	<b>46.7</b>	16.0
	2. I will prefer a brand that would improve the way I am perceived.	2.0	7.3	29.3	<b>44.7</b>	16.7
	3. I will prefer a brand that would make a good impression on other people.	2.0	7.3	29.3	<b>44.0</b>	17.3
	4. I will prefer a brand that would give its owner special approval.	2.0	6.7	34.7	<b>39.3</b>	17.3
2. Perceived functional value (price or value for money)	1. I will prefer a brand if its product is reasonably priced.	3.3	8.7	<b>35.3</b>	30.7	22.0
	2. I will prefer a brand if its product offers value for the money.	3.3	8.0	<b>34.0</b>	30.7	24.0
	3. I will prefer a brand if its product is a good product for the price.	2.7	8.7	32.0	<b>36.7</b>	20.0
	4. I will prefer a brand if its product is economical.	2.7	8.7	<b>38.0</b>	33.3	17.3
3. Perceived functional value (product quality/ performance)	1. I will prefer a brand if its product has consistent quality.	1.3	6.7	27.3	<b>40.7</b>	24.0
	2. I will prefer a brand if its product is well-made.	1.3	6.7	26.7	<b>38.7</b>	26.7
	3. I will prefer a brand if its product has an acceptable quality.	1.3	5.3	27.3	<b>42.0</b>	24.0
	4. I will prefer a brand if its product lasts a long time.	1.3	4.7	33.3	<b>36.0</b>	24.7
4 Perceived emotional value	1. I will prefer a brand if its product is one that I would like.	2.7	5.3	32.0	<b>46.7</b>	13.3
	2. I will prefer a brand if its product makes me want to buy it.	2.7	5.3	32.0	<b>47.3</b>	12.7
	3. I will prefer a brand if its product makes me want to use it.	2.0	6.0	25.3	<b>50.0</b>	16.7
	4. I will prefer a brand if its product makes me feel good.	2.7	4.0	30.0	<b>45.3</b>	18.0

Thirdly, there have 4 out of 16 statements used for determining the sub-domain in multiple perceived values, perceived functional value (product quality/ performance). Refer to Table 3, it showed that most of respondents are agreed in 4 statements of perceived functional value (product quality/ performance) which are statement 1 (40.7%), statement 2 (38.7%), statement 3 (42.0%), and statement 4 (36.0%).

Fourthly, there are 4 statements selected to measure perceived emotional value. In Table 3, it showed that most of the respondents (an average of 47.3%) agreed that they would influence by perceived

emotional value in statement 1 (46.7%), statement 2 (47.3%), statement 3 (50.0%), and statement 4 (45.3%).

### Brand Preferences

In Table 4, there are 4 statements which selected to measure perceived brand preference. Table 4 showed that 48.0% of respondents agreed statement 1, and 45.3% of respondents agreed statement 3. While statement 2 and statement 4 are neutral, which have 42.0% of respondents and 44.0% of respondents.

**Table 4: Itemisation for Brand Preference, in percentage (%)**

Variables	Statement	1	2	3	4	5
Perceived Brand preference	1. I prefer a brand because I think this brand is superior to other competing brands.	4.7	3.3	33.3	<b>48.0</b>	10.7
	2. I prefer a brand simply because I prefer it.	8.0	5.3	<b>42.0</b>	40.0	9.3
	3. When considering purchasing decision of a product, I would consider a particular brand first.	3.3	5.3	37.3	<b>45.3</b>	8.7
	4. I am interested in trying other brands.	4.7	2.7	<b>44.0</b>	33.3	15.3

### Mean Differences of Selected Variables

For gender, there was some difference between male and female (refer to Table 5). There has a greater impact on female, which total mean of celebrity endorsement was 60.1, and a total mean of multiple perceived value was 61.1. Celebrity endorsement and multiple perceived value could impact on female more than male because the female would more focus on their appearance look like (Khan, 2018). Female like to shop more than male because shopping would make them feel relax and enjoy (Koca & Koç, 2016). Thus, female focus more than male on the fashion appearance products.

**Table 5: Mean Score Differences of Selected Variables**

		Celebrity Endorsement				Multiple perceived values			
		RM	I	E	N	SV	FV.P	FV.Q	EV
<b>Gender</b>	Male	14.2	14.0	14.0	12.7	14.1	14.2	14.8	14.4
	Female	15.7	15.4	15.0	14.0	15.4	14.7	15.8	15.2
<b>Age</b>	17-21	14.9	14.5	14.1	13.6	14.7	13.5	14.6	14.5
	22-26	14.8	14.6	14.4	13.0	15.0	14.8	16.0	15.1
	27-30	14.0	15.3	13.8	12.4	12.6	18.0	14.4	12.7
	31-34	12.0	16.0	16.0	16.0	12.0	12.0	20.0	16.0
	35 and above	16.0	16.0	20.0	12.0	16.0	20.0	20.0	18.0
<b>Student type</b>	Local	14.5	14.0	14.0	13.3	14.6	14.9	15.1	14.7
	International	15.2	15.5	15.1	13.2	14.7	13.7	15.3	14.7
	Foundation	14.7	14.4	14.2	13.2	14.6	15.6	16.1	14.5

<b>Education Attainment</b>	Diploma	15.4	15.5	14.7	14.6	16.0	13.1	14.2	14.2
	Degree	14.3	14.0	14.1	12.8	14.2	14.2	15.1	14.8
	Master	16.4	16.6	15.7	13.1	14.9	16.6	16.9	15.2
<b>Marital Status</b>	Single	14.8	14.5	14.3	13.2	14.6	14.3	15.1	14.7
	Married	15.0	18.0	17.0	15.0	15.0	18.0	18.0	16.5
<b>Religion</b>	Islam	15.7	15.4	15.2	13.0	14.6	12.3	15.3	14.5
	Christian	14.4	14.2	14.4	13.5	14.9	14.3	15.2	15.3
	Buddhist	14.8	14.5	14.5	12.9	15.1	15.1	15.8	15.1
	Hindu	14.2	14.3	13.2	13.2	13.6	16.7	14.5	12.9
	Taoism	16.0	19.0	12.0	16.0	12.0	18.0	14.0	14.0

The results found that younger respondents who are the group of 17-35 would influence more by the celebrity endorsement and multiple perceived values in purchasing brand preference of fashion apparel products. The student type in APU has divided into categories which are a local and international student. Celebrity endorsement influenced international students (total  $\bar{x} = 59$ ) more than local students ( $\bar{x} = 55.8$ ) while multiple perceived value influenced local students (total  $\bar{x} = 59.3$ ) slightly higher than international students (total  $\bar{x} = 58.6$ ). This influenced their behaviour because local and international students have different cultures. So, they would be influenced by different variables.

For education attainment, the undergraduate in APU who study master have higher mean scores than others. This means they would prefer a brand which influenced more by celebrity endorsement and multiple perceived values. Also, the marital status of respondents in single (total  $\bar{x} = 56.8$ ) less celebrity endorsement impact than the respondents in married (total  $\bar{x} = 65.0$ ). While the marital status of respondents that are single (total  $\bar{x} = 58.7$ ) less influenced by multiple perceived value than respondents that are married (total  $\bar{x} = 67.5$ ). This could be explained that the respondents who were married would influence by celebrity endorsement and multiple perceived values. There are five types of religion which included Islam, Christian, Buddhist, Hindu, and Taoism. The total mean score of each religion would influence an individual in which impact on the celebrity endorsement and multiple perceived values.

#### **Hypothesis Testing - Pearson Moment Correlation Table of Perceived Brand Preference with Selected Variables**

For measuring the degree of a linear relationship between, the Pearson Moment Correlation test is used. All of the sub-domains from independent variables tested showed a perfect positive correlation except perceived functional value (price/value for money). The strongest relationship of sub-domain with the dependent variable is between perceived emotional value with perceived brand preference (0.623), followed by the perception of celebrity endorsers as a role model with perceived brand preference (0.507) and effectiveness of celebrity endorser's advertisement with perceived brand preference (0.496).

**Table 6: Correlation table of Perceived Brand Preference with Selected Variables**

		1	2	3	4	5	6	7	8	9
1	Perception of celebrity endorsers as a role model	1								
2	Perceived influence of celebrity endorsers	0.605 **	1							
3	Effectiveness of celebrity endorser's advertisement	0.564 **	0.489 **	1						
4	Perception of negative celebrity information	0.313 **	0.433 **	0.154	1					
5	Perceived social value	0.455 **	0.383 **	0.336 **	0.317 **	1				
6	Perceived functional value (price/value for money)	- 0.157	- 0.255 **	- 0.256 **	0.206 *	- 0.166 *	1			
7	Perceived functional value (product quality/performance)	0.287 **	0.038	0.152	0.075	0.351 **	0.82	1		
8	Perceived emotional value	0.504 **	0.452 **	0.458 **	0.370 **	0.619 **	- 0.127	0.464 **	1	
9	Perceived brand preference	0.507 **	0.434 **	0.496 **	0.307 **	0.484 **	- 0.180 *	0.480 **	0.623 **	1

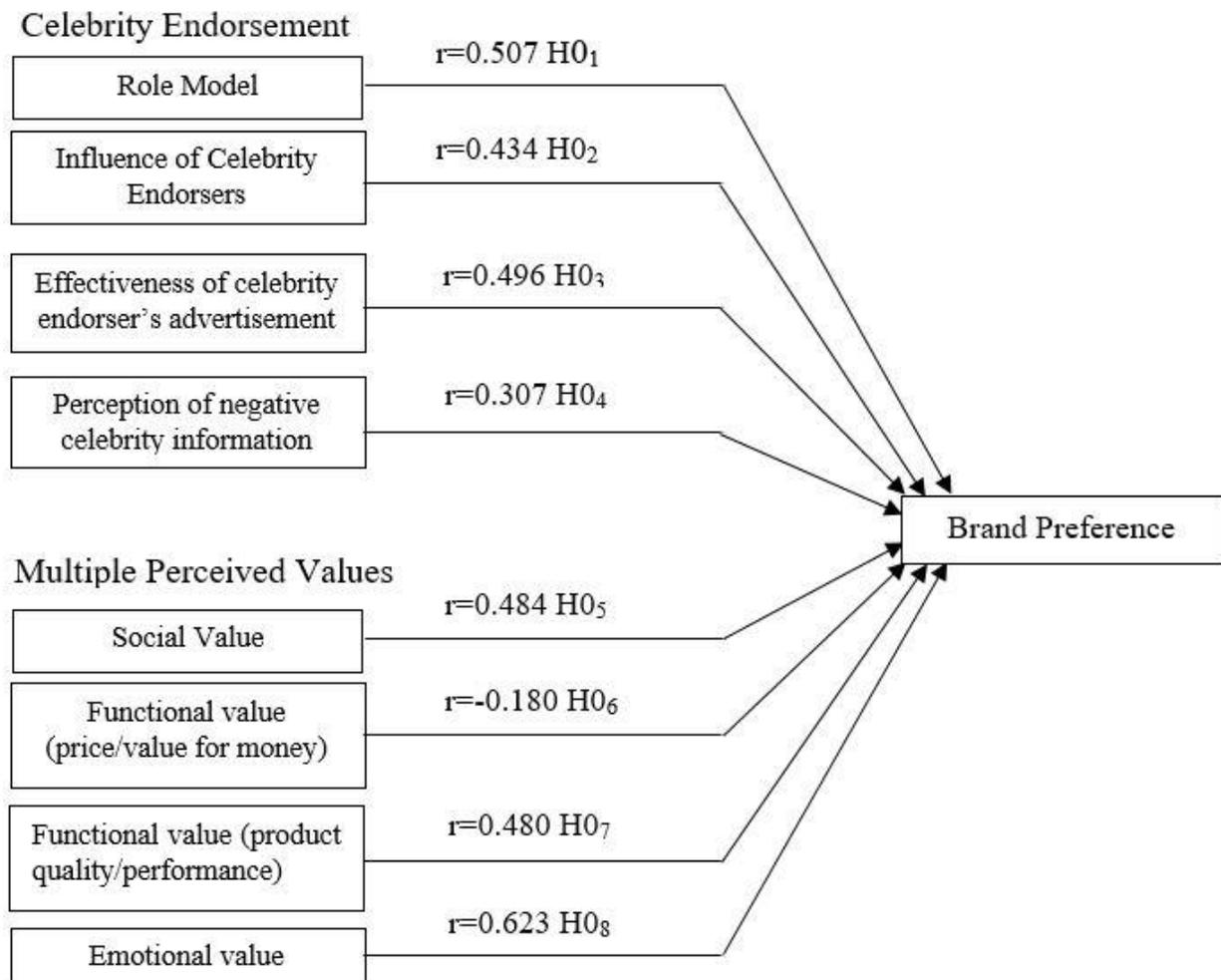
The most significant correlation of perceived brand preference with perceived emotional value ( $r = 0.623$ ,  $p \leq 0.01$ ) may due to consumers choosing a brand based on the emotion and feeling which reflect their values. The results from the data stated that respondents would prefer a brand that they like, want to use, want to buy, and make them feel good ( $\bar{x} = 14.7$ ).

While, the significant correlation of perceived brand preference with perceived functional value in price or value for money ( $r = -0.180$ ,  $p \leq 0.05$ ). It is a perfect negative correlation with  $p \leq 0.05$  because of the decrease in the price or value of money for the fashion apparel product, the increase in consumer would purchase. The mean of perceived functional value (price/value for money) was 14.4. The finding stated that consumers would prefer a brand when it is cheap, value for money, and so on.

## Pearson Moment Correlation

Figure 1 showed a significant correlation between the variables in this study. All of the sub-domains of the variables are significant at  $p \leq 0.01$  level (1-tailed) and positively influence brand preference except perceived functional value (price/value for money) is negative influence brand preference at  $p \leq 0.05$ . Hence, the hypothesis from H01 to H08 has been rejected.

**Figure 1: Pearson Moment Correlation Coefficient Model (N=150)**



### Summary of Multiple Regression Analysis for Brand Preference

The F statistic for the overall goodness of fit for the model is 20.075, which is significant at  $\alpha = 0.05$ . Without the non-significant variables, the final regression model produced by the enter method for brand preference in fashion apparel products is: Brand preference in fashion apparel products = 1.620 + Effectiveness of celebrity endorsement 0.202 + Perceived functional value (product quality/performance) 0.232 + Perceived emotional value 0.210.

**Table 7: Summary of Multiple Regression Analyses for Brand Preference**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
<b>(Constant)</b>	1.620	1.448		1.118	0.265
<b>Role Model</b>	0.053	0.074	0.060	0.721	0.472
<b>Perceived influence of advertisement</b>	0.093	0.070	0.109	1.329	0.186
<b>Effectiveness of celebrity endorsement</b>	0.202	0.074	0.207	2.735	0.007
<b>Perception of negative celebrity information</b>	0.049	0.051	0.065	0.963	0.337
<b>Perceived social value</b>	0.051	0.062	0.062	0.817	0.415
<b>Perceived functional value (price/value for money)</b>	-0.043	0.045	-0.059	-0.961	0.338
<b>Perceived functional value (product quality/performance)</b>	0.232	0.055	0.292	4.223	0.000
<b>Perceived emotional value</b>	0.210	0.075	0.243	2.788	0.006

From Table 7 illustrated the multiple regression analysis for brand preference in fashion apparel products. It shows there was 53.2% of R square, which is a variance for brand preference in fashion apparel products. This indicates that 53.2% of the dependent variable in which brand preference in fashion apparel products was clarified by the linear combination of the three predictor variables. The results clearly showed that perceived functional value (product quality/performance) was found to be strongly significantly towards one of the brand preferences in fashion apparel products, followed by perceived emotional value and effectiveness of celebrity endorsement among the 8 sub-domains from independent variables.

## **Conclusion, Implications and Recommendations**

In this study, it was conducted among APU undergraduates. Celebrity endorsement could affect the brand preference of the respondents in fashion apparel products. The results showed that the perceived influence of celebrity endorsement is the most influential factor of celebrity endorsement. The factor of perceived emotional value in multiple perceived values had more impact on the respondents' brand preference. There were most of the respondents will prefer a brand because the product makes them want to use it. The majority of the respondents prefer a brand because the brand is superior to other competing brands. The mean differences between the selected variables were provided in this study. The independent variables were used to investigate with each of sub-domain in celebrity endorsement and multiple perceived values. These would be different influences toward brand preference. From the result of the Pearson Moment Correlation Test, all of the hypotheses were rejected.

The output of the research providing celebrity endorsement and multiple perceived values towards the brand preferences in fashion apparel products could be referenced by future researchers. For the future questionnaires, it still could be referred from this study. The recommendation provided for academic research is focusing on a large sample size which can be improved in reflecting the population. These can make the results of the study more accurate, significant, and valuable. Time management also crucial in this study. The researchers can complete the study in time with quality work which involved in an accurate result.

## References

- Ebrahima, R., Ghoneima, A., Irania, Z. & Fan, Y. (2016). A Brand Preference and Repurchase Intention Model: The Role of Consumer Experience. *Journal of Marketing Management*, 32(13-14), p. 1230–1259.
- Islam, M. F., Rahman, M. M. & Hossain, M. A. (2014). Influence of Factors on Female Consumers' Fashion Apparel Buying Behavior in Bangladesh. *Global Journal of Management and Business Research: E-Marketing*, 14(8), pp. 48-56.
- IZEA (2017). Which Brands Your Favorite Celebrities Endorse. [Online] Available at: <https://izea.com/2017/02/06/celebrity-endorsements-brands/> [Accessed 15 November 2019].
- Khan, G. (2018). Gender Differences in Fashion Consciousness Among Malaysian Youth. 2012 Global Marketing Conference, 1(1), pp. 1220-1235.
- Koca, E. & Koç, F. (2016). A Study of Clothing Purchasing Behavior By Gender with Respect to Fashion and Brand Awareness. *European Scientific Journal*, 12(7), pp. 234 -248.
- Singh, R. P. & Banerjee, N. (2018). Exploring the Influence of Celebrity Credibility on Brand Attitude, Advertisement Attitude and Purchase Intention. *Global Business Review*, 19(6), pp. 1622-1639.