

## **CHAPTER 2**

### **LITERATURE REVIEW**

In this chapter, the researcher will explore the theoretical background of this research. The researcher will explain more about the research variables such as attractiveness, trustworthiness, attitude, celebrity endorsement, and purchase intention. This chapter also describes the previous studies, hypothesis development, and research framework.

#### **2.1 Theoretical Background**

##### **2.1.1 Attractiveness**

Mansour & Diab (2016) described attractiveness as someone's characteristics such as physical look, personality perspective, and attractive lifestyle that attract other people. There are three attributes that comprises attractiveness, which are similarity, familiarity, and likeability (Roy et al., 2013). The similarity meant in attractiveness is the congruance between the endorser and the consumer. On the other hand, familiarity is about the information or knowledge gain by the consumers after watching the celebrity advertisement. While likeability is the consumer response based on the celebrity qualification, and appearance on the advertisement itself.

In the ancient times, people consider attractiveness only based on the physical features. However, nowadays attractiveness is considered based on both physical appearance and personality (Jayswal, Nirmal & Pancal, 2013). A study in Indonesia done by Mansour & Diab (2016) prove that attractive celebrity in a TV advertisement has more positive influence rather than unattractive celebrity in term

of consumer purchase intention. In term of managing a successful advertisement, physically attractive celebrity is more valuable. Consumers tend to consider physically attractive celebrities to be more credible (Subhankar et al, 2018).

### **2.1.2 Trustworthiness**

In term of endorsement, trustworthiness is a consumer belief towards the endorser's honesty, sincerity, and credibility in giving information about the product they endorsed (Wei & Li, 2013). Selecting a right celebrity to endorse a product is important, as it would represent the brand in the market. As consumer usually takes celebrity as their source of information, it is essential for the celebrities to have a good product knowledge to produce a good feedback for the product they endorsed.

According to Wang (2012), celebrity that are able to present a non-bias and sincere manner in endorsing a product is also one example of trustworthiness. Moreover, it is easier for the consumer to trust a product that have a reliable and trustworthy advertisement. Thus, a celebrity that willing to make a valid declaration and a valid claim about the product they endorsed is considered as trustworthy.

### **2.1.3 Attitude**

Attitude is about the perception as well as the opinion of people regarding something they like or dislike. The perception might be positive or/and negative (Chen & Lin, 2018). In the case of celebrity endorsement based on the Fish Attitude Theory, attitude can be divided into two category. The first category is attitude towards the advertisement (AAd), that is more about the consumer attitude towards the advertisement they watch. While the second category is the attitude towards

brand (AB), that explain the results of AAd towards the brand by influencing the consumer brand choice (Trivedi, 2009; Samad,2019).

Celebrity as an endorser reflects the company brand image, which could actually affect consumers' perception or attitude towards the brand/product they endorsed. According to the attitude itself, consumer then would decide whether they match the product or not, which would influence the AB and consumer purchase intention in the end (Klara, 2017). Schiffman & Wisenblit (2015) found that there is a positive relationship between attitude toward advertisement and purchase intention. Consumers tend to purchase the product from the advertisement they liked.

#### **2.1.4 Celebrity Endorsement**

Celebrity endorser are well-known persons for their attractive physical appearances, achievements, expertise, as well as their benefits to the society. Since a long time ago, using a well-known celebrity to endorse a product or service has proven to be beneficial in order to market a product or service. According to Rehman *et al* (2019), celebrity endorsement is important in determining consumer purchase intention in both modern and traditional market. Thus, celebrity endorsement is considered as an important indicator to determine consumer purchase intention (Priyankara et al., 2017).

Based on Azouri Marwan (2018), many individuals idolize their favorite celebrities, try to live how they live, own what they own, know who they know, and to some people, be who they are. Therefore, celebrity endorsement plays a role on

increasing brand awareness, trust, and familiarity in consumer's decision process (Megan Wall, 2019).

Celebrity endorsement is effective in increasing brand awareness and shaping brand or product image. This is supported by the three assumptions stated by Jayanthi & Chandrashekar (2015):

1. Celebrity would attract people attention as well as arouse people interest in the brand or product being endorsed. Hence, it creates brand or product awareness;
2. Celebrity image would encourage their audience to follow and aspire what they do. This is supported by the nature of identifying someone that being admired;
3. The familiarity of the celebrity increase message delivery effectiveness that help the brand to be easily referred by the consumers.

Celebrity appears on behalf of the product they endorsed. Thus, celebrity who appears on a promotional message has a huge influence on the credibility of the promotional message. Credibility is the most important benefits that a celebrity might contribute to a firm's advertising program. The credibility includes the celebrity's knowledge about the product area and honesty in promoting the product (Sciffman & Wisenblit, 2019, p.250-251)

### **2.1.5 Purchase Intention**

Purchase intention is one of the consumer behavior that happened when a person have a concious plan to purchase a product or a service. Celebrity endorser could affect consumer purchase intention when they bring positive vibes along the advertisement and lead the consumer to buy the product being offered (Davis et al., 2017). Consumer will rely on the celebrity endorsement if the company could not provide enough detail information about the product they offer (Vien, Yun, Fai, 2017). Thus, many companies use celebrity to gain consumers intention and to trigger the consumers purchase intention.

Celebrity endorser's performance, price of the products being offered, product features, and product promotions could influence the consumer purchase intention. Celebrity's positive opinion towards certain product could develop consumer purchase intention as well. Consumers could easily pick up information and feel interested towards the advertisements with the celebrity involvement in developing the advertisements that lead to consumer purchase intention (Hassan & Jamil, 2014).

There are five stages of consumer buying process (Kotler & Keller, 2015, p. 99-103). The stages include:

1. Problem Recognition

Problem recognition was triggered by internal or external stimuli. Internal stimulus is a person primary needs such as food and water. While the external stimulus could be aroused when a person saw an advertisement.

## 2. Information Search

There are two levels of information search which are heightened attention and active information search. Heightened attention level of information search is when a person becomes more receptive to information about a product. On the other hand, active information search is when a person try to look for information by reading, asking friends, going through online, and visiting stores to learn about the product.

## 3. Evaluation of Alternatives

Through their experience and learning, consumers acquire beliefs and attitudes that influence their buying behavior. Consumers' attitude toward various brands obtained from an attribute-evaluation procedure that developed a set of beliefs of where each brand stands on each attribute.

## 4. Purchase Decision

There are two general factors that could intervene between purchase intention and purchase decision. The first factor is attitudes of others. Attitudes of others depends on the intensity of other person's negative attitude toward the preferred alternatives and motivation to comply with other person's wishes. The second factor is unanticipated situational factors that might occur to change the purchase intention

## 5. Post-purchase Behavior

After purchasing a product, consumers might notice certain less preferred features or hear favorable features about another brand. Therefore, marketers should

monitor post-purchase satisfaction. A satisfy consumers tend to repurchase the product and say good things about the brand. While dissatisfied consumers tend to abandon or return the product. Dissatisfied consumers could take public action (complaining to the company or others online) or private action (not buying the product or warn their relatives).

## **2.2 Previous Research**

The followings are some previous researches that are related to this research. The previous researches are related to the determinants of consumer purchase intention toward celebrity endorsement. Furthermore, the previous researches would be shown in the form of this following table.

**Table 2.1**

**Table of Previous Studies**

Author	The Article's title	Hypothesis	Research Method	Results
Samad <i>et al</i> (2019)	Determinants of Employees Purchase Intention towards Celebrity Endorsement in Health and Beauty Product: A Case Study of XYZ Company	<p>1. There is a significant relationship between attractiveness and purchase intention among employee in the XYZ company</p> <p>2. There is a significant relationship between trustworthiness and employee purchase intention</p> <p>3. There is a significant relationship between attitude and employee purchase intention</p>	Multiple Regression, sample method, respondents	<p>1. There is a significant relationship between attractiveness and purchase intention among employee in the XYZ company</p> <p>2. There is a significant relationship between trustworthiness and employee purchase intention</p> <p>3. There is a significant relationship between attitude and employee purchase intention</p>
Dom <i>et al</i> (2016)	Determinants of the Effectiveness of Celebrity Endorsement in Advertisement	<p>1. There is significant relationship between celebrity source credibility and celebrity endorsement advertisement effectiveness</p> <p>2. Celebrity endorser's nationality does influence</p>	Multiple Regression	<p>1. Celebrity source credibility significantly influence celebrity endorsement advertisement effectiveness</p> <p>2. Celebrity endorser's nationality does not influence</p>



		endorsement advertisement effectiveness  3.Celebrity endorser / product fit does affect celebrity endorsement advertisement effectiveness		endorsement advertisement effectiveness  3.Celebrity endorser/product fit affect celebrity endorsement advertisement effectiveness
Lubna Zaheer (2018)	Celebrity Advertisements and Buying Behavior of Television Viewers	1.Attractiveness of celebrity is related with consumer's purchase intention 2.Credibility of celebrity is related with consumer's purchase intention 3.Expertise of celebrity is related with consumer's purchase intention 4.Demographic characteristics of consumers are linked with attractiveness, credibility, and expertise of celebrity	Independent Sample T-test	1.Attractiveness of celebrity influence consumer's purchase intention 2.Credibility of celebrity does not influence consumer's purchase intention 3.Expertise of celebrity influence consumer's purchase intention 4.Demographic characteristics of consumers does not linked with attractiveness, credibility, and expertise of celebrity
Rachmat <i>et al</i> (2019)	Product Differentiation, Celebrity Endorsement and	1.Product Differentiation will have significant relationship with purchase intention	Structural Equation Model (SEM)	1.Product differentiation significantly affect purchase intention

	Purchase Intention: Case Study of Makuta Cake Bandung, West Java, Indonesia	2.Celebrity endorsement will have significant relationship with purchase intention		2.Celebrity endorsement significantly affect purchase intention
Bhatt <i>et al</i> (2013)	Impact of Celebrity Endorser's Source Credibility on Attitude towards Advertisements and Brands	<p>1.Perceived endorser source credibility will positively impact the brand attitude</p> <p>2.Trustworthiness will positively impact the brand attitude</p> <p>3.Expertise will positively impact the brand attitude</p> <p>4.Attractiveness will positively impact the brand attitude</p> <p>5.Perceived endorser source credibility will positively impact the attitude towards the advertisement</p> <p>6.Trustworthiness will positively impact the attitude towards the advertisement</p>	Multiple Regression	<p>1.Perceived endorser source credibility impact the brand attitude</p> <p>2.Trustworthiness impact the brand attitude</p> <p>3.Expertise impact the brand attitude</p> <p>4.Attractiveness did not impact the brand attitude</p> <p>5.Perceived endorser source credibility impact the attitude towards the advertisement</p> <p>6.Trustworthiness did not impact the attitude towards the advertisement</p>

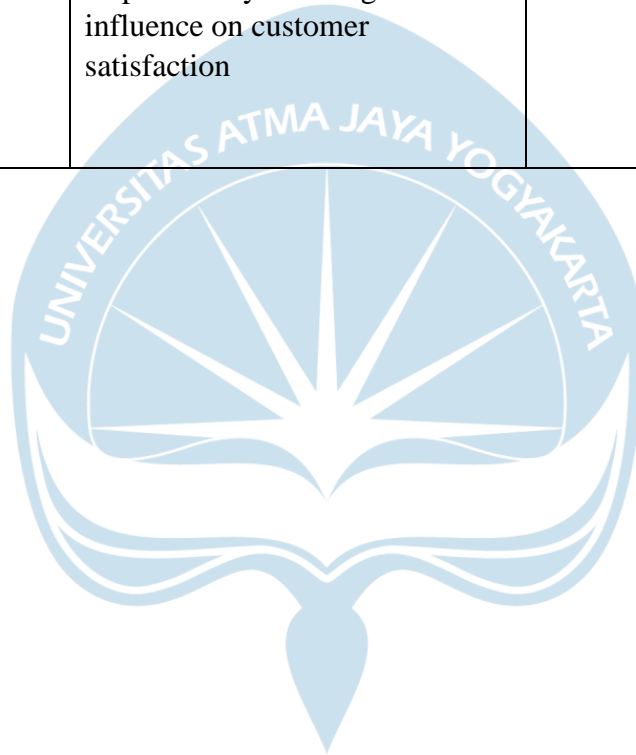
		<p>7. Expertise will positively impact the attitude towards the advertisement</p> <p>8. Attractiveness will positively impact the attitude towards the advertisement</p>		<p>7. Expertise did not impact the attitude towards the advertisement</p> <p>8. Attractiveness impact the attitude towards the advertisement</p>
Roy <i>et al</i> (2013)	The Moderating Role of Consumer Personality and Source Credibility in Celebrity Endorsements	<p>1. A film celebrity would generate a significantly different impact on the consumer attitudes than a sports celebrity</p> <p>2. Source credibility dimensions, namely expertise, trustworthiness and attractiveness would moderate the relationship between celebrity</p>	Exploratory Factor Analysis, Multivariate Analysis of Covariance	<p>1. A film celebrity have a different impact on the consumer attitudes than a sports celebrity</p> <p>2. Source credibility dimensions, namely expertise, trustworthiness and attractiveness moderate the relationship between celebrity endorsement and the resultant consumer attitudes</p>

		<p>endorsement and the resultant consumer attitudes</p> <p>3. Consumer personality dimensions would moderate the relationship between celebrity endorsement and the resultant consumer attitudes</p>		<p>3. Consumer personality dimensions moderate the relationship between celebrity endorsement and the resultant consumer attitudes</p>
<p>Nguyen <i>et al</i> (2018)</p>	<p>The Relationships among Self-Congruity, Celebrity Endorser's Credibility, and Purchase Intention in E-Commerce Industry</p>	<p>1. Self-congruity will positively affect consumer purchase intention</p> <p>2. Self-congruity will positively affect endorser's source credibility</p> <p>3. Self-congruity will positively affect how consumers perceive an endorser's attractiveness</p> <p>4. Self-congruity will positively affect how consumers perceive an endorser's trustworthiness</p>	<p>Exploratory Factor Analysis, Confirmatory Factor Analysis, Structural Equation Model (SEM)</p>	<p>1. Self-congruity affect consumer purchase intention</p> <p>2. Self-congruity affect endorser's source credibility</p> <p>3. Self-congruity affect how consumers perceive an endorser's attractiveness</p> <p>4. Self-congruity affect how consumers perceive an endorser's trustworthiness</p>

		<p>5. Self-congruity will positively affect how consumers perceive an endorser's expertise</p> <p>6. Source credibility will positively affect consumers' purchase intention</p> <p>7. A celebrity endorser's attractiveness will positively affect consumers' purchase intention</p> <p>8. A celebrity endorser's trustworthiness will positively affect consumers' purchase intention</p> <p>9. A celebrity endorser's expertise will positively affect consumers' purchase intention</p>		<p>5. Self-congruity did not affect how consumers perceive an endorser's expertise</p> <p>6. Source credibility affect consumers' purchase intention</p> <p>7. A celebrity endorser's attractiveness affect consumers' purchase intention</p> <p>8. A celebrity endorser's trustworthiness affect consumers' purchase intention</p> <p>9. A celebrity endorser's expertise did not affect consumers' purchase intention</p>
Rehman <i>et al</i> (2019)	Factors Influencing Online Purchase Intention with the Mediating Role of Customer Satisfaction	<p>1. Celebrity endorsement has significant influence on online purchase intention</p> <p>2. Customer satisfaction significantly mediates between</p>	Partial Least Squares Structural Equation Modeling (PLS-SEM)	1. Celebrity endorsement has significant influence on online purchase intention

		<p>celebrity endorsement and online purchase intention</p> <p>3.Celebrity endorsement has a significant influence on customer satisfaction</p> <p>4.Customer satisfaction has a significant influence on online purchase intention</p> <p>5.Brand equity has a significant influence on online purchase intention</p> <p>6.Customer satisfaction significantly mediates between brand equity and online purchase intention</p> <p>7.Brand equity has a significant influence on customer satisfaction</p> <p>8.Corporate social responsibility has a significant influence on online purchase intention</p> <p>9.Customer satisfaction significantly mediates between</p>		<p>2. Customer satisfaction does not mediate celebrity endorsement and online purchase intention</p> <p>3. Celebrity endorsement does not influence on customer satisfaction</p> <p>4. Customer satisfaction has a significant influence on online purchase intention</p> <p>5. Brand equity has a significant influence on online purchase intention</p> <p>6.Customer satisfaction significantly mediates between brand equity and online purchase intention</p> <p>7.Brand equity has a significant influence on customer satisfaction</p> <p>8.Corporate social responsibility has a significant influence on online purchase intention</p> <p>9.Customer satisfaction significantly mediates between</p>
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		<p>corporate social responsibility and online purchase intention</p> <p>10. Corporate social responsibility has a significant influence on customer satisfaction</p>		<p>corporate social responsibility and online purchase intention</p> <p>10. Corporate social responsibility has a significant influence on customer satisfaction</p>
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## **2.3 Hypothesis Development**

### **2.3.1 The Influence of Attractiveness toward Purchase Intention**

In the ancient times, people consider attractiveness only based on the physical features. However, nowadays attractiveness is considered based on both physical appearance and personality (Jayswal, Nirmal & Pancal, 2013). A study in Indonesia done by Mansour & Diab (2016) prove that attractive celebrity in a TV advertisement has more positive influence rather than unattractive celebrity in term of consumer purchase intention. Consumers are willing to purchase brands or products that being endorsed by their favorite celebrity in order to look like their idol after using the brands or products (Dong & Jyue, 2012).

**H1: Attractiveness has a positive significant influence on consumers purchase intention**

### **2.3.2 The Influence of Trustworthiness toward Purchase Intention**

In term of endorsement, trustworthiness is a consumer belief towards the endorser's honesty, sincerity, and credibility in giving information about the product they endorsed (Wei & Li, 2013). Consumer will rely on the celebrity endorsement if the company could not provide enough detail information about the product they offer (Vien, Yun, Fai, 2017). According to Wang (2012), celebrity that are able to present a non-bias and sincere manner in endorsing a product is also one example of trustworthiness. Thus, a celebrity that willing to make a valid declaration and a valid claim about the product they endorsed is considered as trustworthy.

**H2: Trustworthiness has a positive significant influence on consumers purchase intention**



### 2.3.3 The Influence of Attitude toward Purchase Intention

Attitude is about the perception as well as the opinion of people regarding something they like or dislike. The perception might be positive or/and negative (Chen & Lin, 2018). Celebrity as an endorser reflects the company brand image, which could actually affect consumers' perception or attitude towards the brand/product they endorsed (Doyle, Pentecost, & Funk, 2014). According to the attitude itself, consumer then would decide whether they match the product or not, which would influence the attitude toward the brand and consumer purchase intention in the end (Klara, 2017).

**H3: Consumer attitude toward advertisement has a positive significant influence on consumer purchase intention**

### 2.4 Research Framework

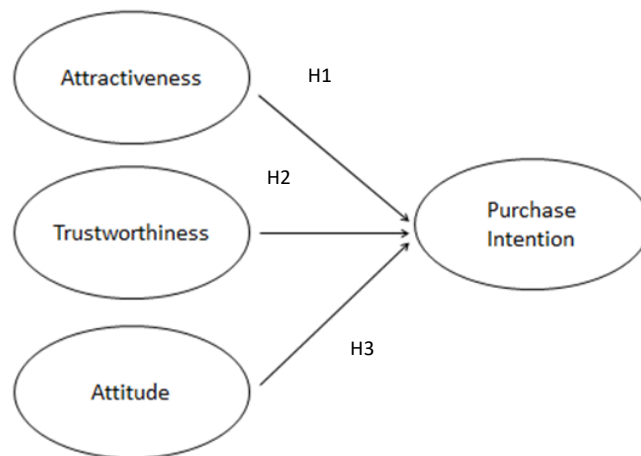


Image 2.1 Research Framework

Source: Samad et al, 2019