

THE EFFECTS OF CELEBRITY ENDORSEMENT ON CONSUMERS' ATTITUDE TOWARDS THE BRAND AND PURCHASING INTENTION

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ABSTRACT

This research aims at investigating the effects of celebrity endorsements with respect to their source credibility and congruence on customers' attitude towards the brand and purchase intention. Celebrity endorsement seems to be the latest and majorly used technique by marketers these days. This paper tests the efficacy of this marketing tool. Data has been collected from 241 respondents in questionnaire form. Regression analysis, descriptive analysis and Cronbach's Alpha were used to analyze the data.

The result showed that source credibility of celebrity endorsement do have no significant effect on consumers' attitude towards the brand. While other variables show significant affect. Consumers' attitude towards the brand positively affect purchase intention. Further research can be conducted in this research by adding other factors or variables that can more affect to consumers attitude and purchase intention, such as the celebrity-society congruency. Other suggestions are by changing the demographics of respondents and more expanding the research to check the significance of media in marketing and promotion.

Keywords: Celebrity Endorsement, Source Credibility, Congruence, Attitude, Purchase Intention.

I. INTRODUCTION

Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. Today, most of the popular brands are being endorsed by a famous personality. It has become a trend and perceived as a winning formula for product marketing and brand building. In Indonesia, most of the brands are endorsed by artist, singers, or young models. It is because celebrity endorsement can arouse public awareness and people's interest both effectively and efficiently. Most organizations use celebrities in their marketing in hopes that it will drive up sales and have a positive effect on profits.

Since the high frequency of celebrity endorsement in Indonesian advertising strategy, it brought a big interest for author to do more research on the effectiveness of celebrity congruity to its effect to purchase intention. Does consumer perceived their congruity toward the product or the celebrity.

II. LITERATURE REVIEW

Based on Hoyer and MacInnis's definition, attitudes are often considered relatively stable and are enduring predisposition for consumer to behave in particular way (Fishbein and Ajzen, 1975). They should be useful predictors of consumers' behavior towards a product or service (Oskamp, 1999). Attitude towards brand is a "predisposition to respond in a favourable or unfavourable manner to a particular brand after the advertising stimulus has been shown to the individual" (Phelps and Hoy, 1996). It has been found to play an important role in affecting the consumer's purchase intention (Goldsmith, 2000; 2002; Gresham and Shimp, 1985; Yi, 1990).

Purchase intention was the probability of consumer to buy a product (Burton, Lichtenstein, Netemeyer and Garretson, 1998). It was also a component of consumer cognitive behavior on how consumer intended to buy a specific product, service or brand (Kwek, 2010). On the other hand, customers' consideration and expectation in buying a brand were the variables which could be used to measure purchase intention.

Celebrity was a person whose name could grab public attention, arouse interest, and generate profit from the public (Gupta, 2009). So, the celebrity endorsement was the use of famous people to endorse a particular product, service or brand. Celebrity endorsement was very useful, which could help to gain sales, increase brand awareness, create positive feelings towards the brand entertain the customers, as well as recall the brand value. In other words, by getting famous people to represent a brand could gain a higher degree of attractiveness, believability, and recall when comparing with those unknown models (Kambitsis, Harahousou, Theodorakis, and Chatzibeis, 2002).

Celebrity endorsement could increase the brand awareness, reach the target market effectively and efficiently, create a positive feeling towards the brand, deliver marketing message, build immediate attention within short period of time and gain a profit. Last but not least, celebrity endorsement had a positive effect on purchase intentions (Karina, 2008). That is why Pringle (2014) argues that celebrity endorsement was one of the most effective ways of establishing a long-running brand building campaign.

Ohanian (1990) proposed that the effectiveness of celebrity endorsement very much depends on the endorser's perceived attractiveness and perceived credibility, which are trustworthiness and expertise. So the source credibility was an important construct on this research. As shown in Figure 2.2, the model was widely used by researchers when they were studying the effectiveness of celebrity endorsement.

Trustworthiness	Expertise	Attractiveness
<ul style="list-style-type: none"> •Not Dependable-Dependable •Dishonest-Honest •Unreliable-Reliable •Insincere-Sincere •Untrustworthy-Trustworthy 	<ul style="list-style-type: none"> •Not Expert-Expert •Inexperienced-Experienced •Unknowledgeable-Knowledgeable •Unqualified-Qualified •Unskilled-Skilled 	<ul style="list-style-type: none"> •Unattractive-Attractive •Not Classy-Classy •Ugly-Beautiful •Plain-Elegant •Not Sexy-Sexy

Figure 2.1 – 15-points Source Credibility Scale (Ohanian, 1990)

The congruence studies have focused into the similarities or correspondence between the product or brand and the celebrity and are popularly known as the "match-up" hypothesis. The celebrity-product congruence hypothesis argues that for an advertisement featuring a celebrity to be effective on the consumers, there should be congruence or 'match-up' between the celebrity and the product advertised.

III. RESEARCH METHODOLOGY

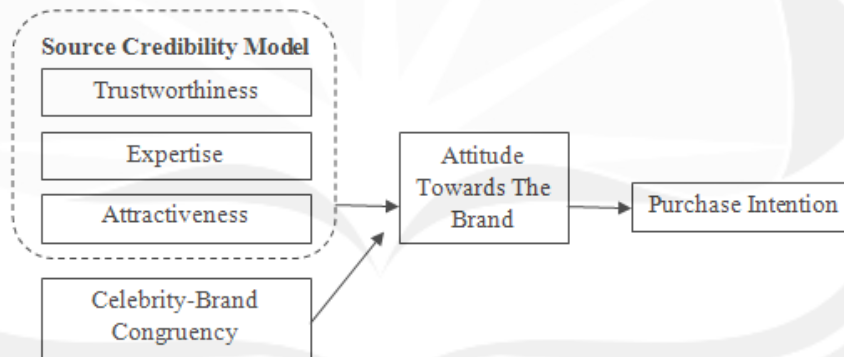


Figure 3.1 – Conceptual Framework (Adopted from: Pricilla (2012). Effects of Celebrity Endorsement on Consumer Purchasing Intention of Apparel Products. *Journal of Marketing*, pp. 3

Hypotheses:

H1a: Attractiveness of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LUX".

H1b: Attractiveness of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LINE Let's Get Rich".

H2a: Trustworthiness of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LUX".

H2b: Trustworthiness of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LINE Let's Get Rich".

H3a: Expertise of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LUX".

H3b: Expertise of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LINE Let's Get Rich".

H4a: Celebrity-brand congruency will positively affect consumers' attitude towards advertised brand of "LUX".

H4b: Celebrity-brand congruency will positively affect consumers' attitude towards advertised brand of "LINE Let's Get Rich".

H5a: Consumers' attitude towards brand will highly intend consumer to purchase advertised product of "LUX".

H5b: Consumers' attitude towards brand will highly intend consumer to purchase advertised product of "LINE Let's Get Rich".

Quantitative research approach was employed to the research. The questionnaire was adopted from previous study about "The Impact of Celebrity Advertisement on Customers' Brand Perception and Purchase Intention" which was written by Qurat-UI-Ain Zafar and Mahira Rafique (2012) in order to collect the quantitative data to examine the effects of celebrity endorsement to consumers' attitude towards the brand and purchase intention in Indonesia.

Before set up the questionnaire, preliminary test should be conducted in order to select the celebrities in Indonesia for examining the relationship between attractiveness, trustworthiness and expertise. Due to the necessity of limiting the amount of celebrities which would be tested in the survey, some criteria were made; the celebrity is well-known in Indonesia, the celebrity is Indonesian based, the celebrity who had negative publicity or scandal previously must necessarily be eliminated, and the celebrity has been an endorser in advertisement of other products. Celebrities who have top vote based on the criteria would be chosen for this research, which is Bunga Citra Lestari and Ashraf Sinclair who endorse body soap product of LUX and will be compare with the one of most popular monopoly game produced by LINE, Let's Get Rich which have same celebrity endorsers.

Before the questionnaires were distributed, some targets was set which the sample size should be at least 150 respondents. Convenience sampling and online sampling were used in order to achieve the above targets. Parts of questionnaires were distributed to the undergraduate students of Atma Jaya Yogyakarta University. For the online questionnaires, it was constructed by using the spreadsheet in Google.

IV. DATA ANALYSIS AND DISCUSSIONS

The valid questionnaires were accounted for 241 copies. Based on the demographic analysis, there were 178 females (73.9%) and 63 males (26.1%) who participated in the survey. The majority of the respondents were young adult who aged 18-24, which accounted 73% (176 respondents). 25.3% of the respondents were adult who aged 25-39 (61 respondents). Minority of the respondents were teenager and middle aged, which accounted for both 1.6% (4 respondents) respectively. The other side, the majority of the respondents were also educated at Senior High School (SMA) level, which accounted for 73.9% (178 respondents), 14.9% (36 respondents)

were educated at university (S1) level, 10.4% (25 respondents) were educated at Junior High School (SMP) level, 0.4 % (1 respondent) was educated at Elementary School (SD) level, and 0.4% (1 respondent) was educated at other level. 42.7% (103 respondents) were students and 55.2% of them (103 respondents) were on a job. Minority of the respondents were working in the community, social and personal services industry, restaurants and hotels industry and electricity, gas and water industry, which accounted for 0.8% (2 respondents), 0.4% (1 respondent) and 0.4% (1 respondent) respectively. 2.1% (5 respondents) claimed that they were unemployed. 83.4% (201 respondents) had average monthly income of less than or same Rp2,000,000. it could be explained by the fact that majority of the respondents were students and labors.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	63	26,1	26,1	26,1
	Female	178	73,9	73,9	100,0
	Total	241	100,0	100,0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<=17 years old	3	1,2	1,2	1,2
	18-24 years old	176	73,0	73,0	74,3
	25-39 years old	61	25,3	25,3	99,6
	>= 55 years old	1	,4	,4	100,0
	Total	241	100,0	100,0	

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD or below	1	,4	,4	,4
	SMP	25	10,4	10,4	10,8
	SMA/Sederajat	178	73,9	73,9	84,6
	S1	36	14,9	14,9	99,6
	Lain-lain	1	,4	,4	100,0
	Total	241	100,0	100,0	

Job					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Electricity, Gas and Water	1	,4	,4	,4
	Community, Social and Personal Service	2	,8	,8	1,2
	Manufacturing	117	48,5	48,5	49,8
	Restaurants and Hotels	1	,4	,4	50,2
	Financing, Insurance, Real Estate and Business	5	2,1	2,1	52,3
	Student	103	42,7	42,7	95,0
	Self-employed	7	2,9	2,9	97,9
	Unemployed	5	2,1	2,1	100,0
Total		241	100,0	100,0	

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= Rp2,000,000	201	83,4	83,4	83,4
	Rp2,000,000- Rp4,000,000	24	10,0	10,0	93,4
	Rp4,000,000- Rp6,000,000	7	2,9	2,9	96,3
	Rp6,000,000- Rp8,000,000	1	,4	,4	96,7
	>= Rp8,000,000	8	3,3	3,3	100,0
	Total		241	100,0	100,0

Cronbach's Alpha was run for each ad's set of all questions for a measure of internal consistency. Both variables LUX and LINE Let's Get Rich of α calculated fall in the satisfactory category, implying internal consistency.

LUX Variables	Cronbach's Alpha	N of Items
Source Credibility	,894	12
Celebrity-brand Congruency	,803	5
Attitude Towards Brand	,822	5
Purchase Intention	,817	3
Advertisement Attributes	,783	10

LINE Let's Get Rich Variables	Cronbach's Alpha	N of Items
Source Credibility	,920	12
Celebrity-brand Congruency	,852	5
Attitude Towards Brand	,870	5
Purchase Intention	,876	3
Advertisement Attributes	,859	10

Regression tests were run to determine the relationship between the source credibility of the celebrity and congruence on the consumers attitude towards brand. The result are as under:

H1a: Attractiveness of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LUX". **(Rejected)**

H1b: Attractiveness of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LINE Let's Get Rich". **(Rejected)**

H2a: Trustworthiness of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LUX". **(Rejected)**

H2b: Trustworthiness of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LINE Let's Get Rich". **(Rejected)**

H3a: Expertise of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LUX". **(Rejected)**

H3b: Expertise of celebrity endorsers will positively affect consumers' attitude towards advertised brand of "LINE Let's Get Rich". **(Accepted)**

H4a: Celebrity-brand congruency will positively affect consumers' attitude towards advertised brand of "LUX". **(Accepted)**

H4b: Celebrity-brand congruency will positively affect consumers' attitude towards advertised brand of "LINE Let's Get Rich". **(Accepted)**

Regression Model Summary (LUX)

Model	R Square
1	,442

a. Predictors: (Constant), AVRG_CongruenceLU, AVRG_AttractLU, AVRG_TrustLU, AVRG_ExpertLU

ANOVA (LUX)

Model	Sig.
Regression	,000 ^b
Residual	
Total	

a. Dependent Variable: AVRG_AttitudeLU

b. Predictors: (Constant), AVRG_CongruenceLU, AVRG_AttractLU, AVRG_TrustLU, AVRG_ExpertLU

Coefficient (LUX)

Model	Standardized Coefficients	Sig.
	Beta	
(Constant)		,000
AVRG_AttractLU	,077	,263
AVRG_TrustLU	,091	,197
AVRG_ExpertLU	,078	,291
AVRG_CongruenceLU	,503	,000

a. Dependent Variable: AVRG_AttitudeLU

Regression Model Summary (LINE)

Model	R Square
1	,605

a. Predictors: (Constant), AVRG_CongruenceLI, AVRG_ExpertLI, AVRG_TrustLI, AVRG_AttractLI

ANOVA (LINE)

Model	Sig.
Regression	,000^b
Residual	
Total	

a. Dependent Variable: AVRG_AttitudeLI

b. Predictors: (Constant), AVRG_CongruenceLI, AVRG_ExpertLI, AVRG_TrustLI, AVRG_AttractLI

Coefficient (LINE)

Model	Standardized Coefficients	Sig.	
	Beta		
1	(Constant)	,001	
	AVRG_AttractLI	,026	,700
	AVRG_TrustLI	,052	,407
	AVRG_ExpertLI	,125	,047
	AVRG_CongruenceLI	,628	,000

a. Dependent Variable: AVRG_AttitudeLI

The values to be considered are that of R-squared. It refers to the fitness of model and how well is the explanatory power of the model. The model 1 (LUX) has 44% and model 2 (LINE) has 61% explanatory power of the dependent variable. Both these are towards the higher side, proving the significance of the overall model fitness.

As can be seen on the LUX ad which was only celebrity-brand congruency significantly affect consumers' attitude towards brand because the significance level is less than 5%. On the other hand on LINE ad analysis showed expertise and celebrity-brand congruency significantly affect consumers' attitude towards the brand because the significance level is also less than 5%. While other variables show insignificant affect because those are above 5%.

Regression tests were also run to determine the effect on consumers' attitude towards the brand to purchase intention. The result are:

H5a: Consumers' attitude towards brand will highly intend consumers to purchase advertised product of "LUX". **(Accepted)**

H5b: Consumers' attitude towards brand will highly intend consumers to purchase advertised product of "LINE Let's Get Rich". **(Accepted)**

Regression Model Summary (LUX)

Model	R Square
1	,379

a. Predictors: (Constant), AVRG_AttitudeLU

ANOVA (LUX)

Model		Sig.
1	Regression	,000^b
	Residual	
	Total	

a. Dependent Variable: AVRG_PurcIntLU

b. Predictors: (Constant), AVRG_AttitudeLU

Coefficient (LUX)

Model	Standardized Coefficients	Sig.
	Beta	
(Constant)		,071
AVRG_AttitudeLU	,616	,000

a. Dependent Variable: AVRG_PurcIntLU

Regression Model Summary (LINE)

Model	R Square
1	,381

a. Predictors: (Constant), AVRG_AttitudeLI

ANOVA (LINE)

Model	Sig.
Regression	,000^b
Residual	
Total	

a. Dependent Variable: AVRG_PurcIntLI

b. Predictors: (Constant), AVRG_AttitudeLI

Coefficient (LINE)

Model		Standardized Coefficients	Sig.
		Beta	
1	(Constant)		,033
	AVRG_AttitudeLI	,617	,000

a. Dependent Variable: AVRG_PurcIntLI

The value of R-squared on the model 1 (LUX) has 38% and model 2 (LINE) has 38% explanatory power of the purchase intention. Both these are towards the higher side, proving the significance of the overall model fitness. However, both LUX and LINE Let's Get Rich ad proved consumers' attitude towards brand has significantly effect on their purchase intention because all of them were less than 5%.

The descriptive statistics was used to know how every ad works to consumers' perspective and it would be compared which advertisement used same celebrity endorsers that is more attract consumers.

Descriptive Statistics (LUX and LINE)

	N	Minimum	Maximum	Mean
AVRG_AdvLU	241	2,00	4,60	3,3768
AVRG_AdvLI	241	1,60	5,00	3,4349
Valid N (listwise)	241			

The mean between the LUX Ad and LINE Let's Get Rich Ad did not have many differences. However, the LINE Let's Get Rich Ad lead more with 3.4349 rather than the LUX Ad which has only 3.3768. It can be indicated from the whole mean result that most of consumers were more attractive with the LINE Let's Get Rich Ad rather than the LUX Ad in the same celebrity endorsers.

V. CONCLUSION AND RECCOMENDATIONS

As can be interpreted from the results, celebrity endorsement reasonable affect consumers as their attitude and purchase intention. Celebrity endorsement has come out as not only an influential factor but rather a causal factor in the results of this paper. Physical attractiveness, trustworthiness, expertise and congruence of celebrity with reference to the endorsed advertisement affect the customer's perception about the advertised product but not significantly affect them. In conclusion, endorsement could increase the brand awareness, reach the target market effectively and efficiently, create a positive feeling towards the brand, deliver marketing message, build immediate attention within short period of time and gain a profit. Last but not least, celebrity endorsement had a positive effect on purchase intentions. That is why celebrity endorsement was one of the most effective ways of establishing a long-running brand building campaign.

Implications for this study were that the selection of celebrity endorsers with the right attributes is crucial to the success of celebrity endorsement. It is because celebrity endorsements can help to create and reinforce the value and image of the product and brand. The markets must also understand the relationships between attractiveness, trustworthiness and expertise. Finally, the company must have thorough consideration and sufficient research before the endorsement takes place.

Limitations of this study were that most of respondents were students and factory labors so the results obtained can not represent all groups of society in this study. The other limitation was lack of independent variables that was used on this research, so it made the small result of the R-Square. Means, those variables used on this research were not strong enough to show the effect on the consumers attitude towards the brand and also purchase intention.

Further research can be conducted in this research by adding other factors or variables that can more affect to consumers attitude and purchase intention, such as the celebrity-society congruency. Other suggestions are by changing the demographics of respondents and more expanding the research to check the significance of media in marketing and promotion.

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