The role of celebrity endorser toward brand attitude and purchase intention: A study from Indonesia

Riyana Putri ^(a) Ratna Roostika ^{(b)*}

^(a) Faculty of Business and Economics, Magister Management, Universitas Islam Indonesia, Condong Catur, Sleman, DI Yogyakarta, Indonesia.

^(b) Associate Professor, Faculty of Business and Economics, Magister Management, Universitas Islam Indonesia, Condong Catur, Sleman, DI Yogyakarta, Indonesia.

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ABSTRACT

The purpose of this study was to examine the effect of the source credibility of celebrity endorsers such as trustworthiness, expertise, and attractiveness) on brand attitudes and purchase intentions for endorsed brands. The type of sampling used is purposive sampling with a total of 300 respondents. The analytical method used is the Structural Equation Modeling (SEM) method using Smart PLS (Partial Least Square) software. This study finds that the trustworthiness, expertise, and attractiveness of a celebrity endorser have a positive and significant effect on brand attitude and purchase intention. This shows that the better the trustworthiness, expertise, and attractiveness of a celebrity endorser, the better the consumer's positive attitude towards the brand (brand credibility). Furthermore, the better the consumer's positive attitude towards the brand (brand credibility), the higher the purchase intention that arises from a consumer.

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Introduction

In the increasingly fierce competition in the business world, the company is required to create a strategy so that the company's goals can be achieved. Companies need to develop strategies to increase consumer's purchase intention toward the products they sell. Thus, the marketing communication strategy must make its products known to the public. The way that can be done so that the product can be easily recognized by the public is through advertising. Advertising is one of the ways used by companies to communicate with their consumers (Marselina & Siregar, 2015).

According to d'Astous & Couture (2015), the use of celebrities in an advertisement will be able to optimize the process of delivering messages to consumers. Celebrities can help to attract and retain public attention in an advertisement (Kamins, 1989). Some companies are also trying to create advertising content that attracts people's attention.

Celebrity endorsers are a very big consideration to become communicators in an advertisement. Celebrities can influence someone more to take certain actions as goals wanted by marketers. According to Wang & Scheinbaum (2017), aspects of source credibility such as trustworthiness, expertise, and attractiveness in a celebrity endorser are important variables to measure source credibility. The use of celebrities who have a good reputation can provide an indirect attraction to promote a brand they advertise. However, several studies have found that celebrity endorsers do not have a major effect on consumers' purchase intentions. Research by Samosir

* Corresponding author. ORCID ID: 0000-0003-3849-5099

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et al. (2016) found that the use of Dewi Sandra as Wardah brand ambassador only gives a small effect on the purchase decision, which was 18.4%, and the remaining 81.6% was influenced by other factors outside the model.

There are many studies on the influence of celebrity endorsers on consumer buying decisions that have been carried out. Chetioi et al (2020) specifically look at how a fashion influencer can increase marketing effectiveness with several variables such as perceived credibility, trust, perceived subjective norm, perceived behavioural control, perceived congruence and perceived expertise. Meanwhile, Li & Peng (2021) found that the attractiveness of an influencer can also affect a consumer's attitude towards the product they buy. However, the existing research has not captured much of the celebrity endorser phenomenon of social media such as Instagram where some of them may only have a large number of followers without having enough expertise on the product.

This background prompted us to conduct a study on the effect of social media celebrity endorsers on purchase intention. We also add the additional characteristics that underlie the celebrity is considered a celebrity endorser. Thus, the purpose of this study is to examine the effect of source credibility of social media celebrity endorsers on consumer shopping decisions in Indonesia. This study also aims to see in detail whether factors such as attractiveness can affect consumer attitudes towards brands and increase their buying decisions.

Literature Review

Theoretical Review and Conceptual Background

Hovland et al (1991) explained that the effectiveness of the message conveyed by the endorser depends on the expertise of an endorser and also the ability to convince consumers that the information presented is true (trustworthiness). On the other hand, McGuire (1985) argues that the physical attractiveness of an endorser is the main factor that significantly affects the effectiveness of an endorser in conveying information or messages to consumers. Amos et al. (2008) agree that the two models are important factors that can determine the level of effectiveness of an endorser in conveying information or messages to potential consumers.

Attractiveness

Attractiveness is a celebrity's physical characteristics, such as; beauty, elegance, posture, ethics and other physical attractiveness (Amos et al., 2008; Ohanian, 1990). Physical appearance is an important factor of an endorser because an endorser is a communicator who promotes a product, brand or company. Consumers will tend to believe more in what celebrities say if their physical appearance is attractive. An attractive endorser is someone who can better reflect the advertised brand.

According to McGuire (1969), attractiveness is a function owned by an endorser regarding how famous and loved someone. Attractive celebrities have a positive effect on brand attitudes and purchase intentions (Kahle & Homer, 1985). Joseph et al. (1982) found that consumers' purchase intentions are affected when they find interesting source. A study of Wang & Scheinbaum (2017) also found the same results, where the attractiveness of a celebrity endorser positively effect on airlines purchase at international airports.

Trustworthiness

Trustworthiness is a consumer's view of a celebrity's personality (Shimp, 2003). Trustworthiness is defined as how far the endorser can be trusted. An endorser will be easy to trust if he is honest, sincere, has integrity and can be trusted (Erdogan, 1999). In the research of Atkin & Block (1983), trustworthiness is an important factor in the source credibility, if the endorser does not have trustworthiness in him, then the other attributes of the endorser will not be effective in influencing consumer attitudes.

Increasing the trustworthiness aspect of an endorser is the most effective way to increase the level of consumer trustworthiness upon the claims of a product (Suki, 2016). Therefore, the company represented by its celebrity endorser must be able to convey messages or information that are honest and trustworthy by consumers (Erdogan et al., 2001).

Research by Wang & Scheinbaum (2017) found that the trust felt by consumers had a positive effect on consumer attitudes towards airlines at international airports. Meanwhile, Ohanian (1990) in his research found that the trust felt by consumers depends on the level of knowledge and skills possessed by an endorser. The trustworthiness of an endorser positively influences consumers purchase intentions. In addition, consumers purchase intentions can also be influenced because of the strength of a brand (Gupta et al., 2015)

Expertise

Expertise is celebrity knowledge about endorsed products (Shimp, 2003). Expertise refers to the knowledge, experience, and skills possessed by a person related to the topic of the advertisement (Erdogan, 1991). Spry et al. (2009) stated that the expertise of an endorser is closely related to the validity of product claims, which is an important factor that increases the attractiveness of advertisements. Furthermore, the expertise of an endorser can form a more positive brand attitude. As long as the expertise possessed by an endorser is in line with the truth of the information conveyed about the product (Magnini et al., 2010).

According to Till and Busler (2000), consumer attitudes towards brands can be influenced by expertise. When the level of celebrity expertise is good, the consumer will be more easily influenced by advertising messages (Speck et al., 1988; Ohanian, 1991; Amos et al., 2008). Thus, a good expertise celebrity will tend to be more persuasive than a celebrity with a lower level of expertise (Ohanian,

1991; Erdoan, 1999). On the other hand, a study by Wang & Scheinbaum (2017) did not find a strong relationship between the expertise of a celebrity endorser and consumer attitudes towards airlines at international airports.

Brand Attitude

Chaundhuri (1999) explains that brand attitude is a consumer's overall evaluation of the brand. Attitudes towards a brand depend on how liked and remembered the brand is (Till & Baack, 2005); and whether the brand is preferred over other brands (Shapiro & Krishnan, 2001).

Attitudes towards brands are usually seen from how much confidence consumers have in a brand. Consumer trust in a brand is very dependent on how much confidence there is about the good and bad attributes and uses of the brand. In addition, attitudes towards brands can also be seen through the extent to which consumers think about a brand. The more positive consumers think about the attributes or uses of the brand, the more positive consumer attitudes towards the brand will be. Brand attitude is the important aspect to increase consumer purchase intention. Brands with a better level of trust will have a higher purchase frequency than brands with a lower level of trust. Consumers who are familiar with a brand will tend to buy that brand. Purchase intention refers to the possibility of consumers to buy a product or service (Dodds et al., 1991).

Research by Mitcell and Olso (1981) found that attitude towards a brand has a positive relationship with consumers' purchase intentions. The same result is also found by Wang & Scheinbaum (2017) where consumer attitude towards a brand has a positive effect on the purchase intention of aeroplane passengers at international airports. These considerations are the reasons for the following hypothesis:

Purchase Intention

Purchase Intention is a tendency and desire in a consumer that strongly encourages consumers to purchase a product or service (Bosnjak et al., 2006). Purchase Intention that can encourage consumer to purchase certain products. Therefore, purchase intention is the most appropriate variable to figure the consumer purchase behavior.

Empirical Review

Chetioi et al (2020) specifically look at how a fashion influencer can increase marketing effectiveness with several variables such as perceived credibility, trust, perceived subjective norm, perceived behavioral control, perceived congruence and perceived expertise. Meanwhile, Li & Peng (2021) found that the attractiveness of an influencer can also affect a consumer's attitude towards the product they buy. Meanwhile, Jiménez-Castillo & Sánchez-Fernández (2019) found that endorsers can not only increase a company's engagement but can also increase its sales value. Meanwhile, Alfarraj et al (2021) also found that attractiveness and expertise has a significant impact on consumer buying decisions digitally.

According to McGuire (1969), attractiveness is a function owned by an endorser regarding how famous and loved someone. Familiarity describes the consumer's knowledge of the source that he obtained through repeated viewing of celebrities in the media. Therefore, a consumer will be more likely to receive information provided by an interesting source (Kelman, 1961).

Consumers' purchase intentions are affected when the source is attractive (Joseph et al., 1982). Attractive celebrities have a positive effect on brand attitudes and purchase intentions (Kahle & Homer, 1985). Meanwhile, a study from Wang & Scheinbaum (2017) also found the same results, where the attractiveness of a celebrity endorser has a positive effect on airlines at international airports.

Research by Wang & Scheinbaum (2017) found that the trust felt by consumers had a positive effect on consumer attitudes towards airlines at international airports. Meanwhile, Ohanian (1990) in his research found that the trust felt by consumers depends on the level of knowledge and skills possessed by an endorser. The trustworthiness of an endorser has a positive and significant impact on consumers' purchase intentions. In addition, consumers' purchase intentions can also be influenced because of the strength of a brand (Gupta et al., 2015). Till and Busler (2000), expertise has a positive influence on consumer attitudes towards brands. When a consumer feels that a celebrity endorser has a good level of expertise, then the consumer will be more easily influenced by advertising messages (Speck et al., 1988; Ohanian, 1991; Amos et al., 2008). Therefore, a celebrity with good expertise will tend to be more persuasive (Ohanian, 1991; Erdoan, 1999) than a celebrity with a lower level of expertise. On the other hand, a study by Wang & Scheinbaum (2017) did not find a strong relationship between the expertise of a celebrity endorser and consumer attitudes towards airlines at international airports.

Brand attitude is the important aspect to increase consumer purchase intention. Brands with a better level of trust will have a higher purchase frequency than brands with a lower level of trust. Consumers who are familiar with a brand will tend to buy that brand. Purchase intention refers to the possibility of consumers to buy a product or service (Dodds et al., 1991). Research by Mitcell and Olso (1981) found that attitude towards a brand has a positive relationship with consumers' purchase intentions. The same result is also found by Wang & Scheinbaum (2017) where consumer attitude towards a brand has a positive effect on the purchase intention of airplane passengers at international airports.

The following is the research framework that the researcher proposes:

Figure 1: Research Model

From the research model above, we will analyze the effect of source credibility of celebrity endorsers such as; expertise, attractiveness, trustworthiness on brand attitude and purchase intention.

Research and Methodology

The research sample was taken by the purposive sampling technique. The criteria used as samples are those who buy products offered through advertisements, or commonly referred to as potential customers. In this study, the total respondents who met these criteria and were used in this study were 300 people (3-28 February 2020).

Data were obtained from questionnaires distributed online using google forms. In addition, respondents' answers were measured using a Likert scale. The Likert scale is a scale designed to allow respondents to answer various levels of each question item.

Data Analysis Technique

Research analysis was carried out using the Structural Equation Modeling Partial Least Square (SEM-PLS) method using Smart PLS software. SEM analysis require data to pass validity and reliability check. The validity test is done by factor analysis using SPSS software. A validity test is conducted to determine whether the instrument is worthy to be analysed. The validity test in this study uses the Pearson Product Moment correlation. The instrument is valid if $r\text{-value} > r\text{-table}$ (0.308). While the reliability test is a test that aims to determine whether the instrument can be used more than once. The reliability test can be seen from the Cronbach Alpha value. The Cronbach Alpha value is reliable if it has an alpha coefficient of 0.6 or more.

Analysis and Findings

Validity and Reliability Test

The indicator can be accepted if it has a loading factor value of 0.7. In this research, indicators A4, E4, T1 and T2 have loading factors value less than 0.7, so they must be deleted. Below is the result after deleting unmatched indicators.

Figure 2: Path Diagram of The Outer Model

Now we show the result of construct validity, which show the extent to which the research results can be accepted with several criteria.

Table 1: Average Variance Extracted (AVE)

Variable	Average Variance Extracted
Attractiveness	0.732
Brand Attitude	0.607
Expertise	0.636
Purchase Intention	0.742
Trustworthiness	0.654

Based on the table above, it can be seen that each variable in this research model has a good construct validity value. The AVE value of each indicator is greater than 0.5. Thus, it can be concluded that the model is acceptable.

The reliability result can be seen as follow:

Table 2: Composite Reliability and Cronbach's alpha

	Cronbach's Alpha	Composite Reliability
Attractiveness	0.817	0.891
Brand Attitude	0.870	0.903
Expertise	0.711	0.839
Purchase Intention	0.884	0.920
Trustworthiness	0.573	0.790

It can be seen that all the Cronbach's alpha values are higher than 0.6. this analysis also shows the higher Composite reliability than 0.7. This figure show that this model passed the reliability test. Conclusively, each construct has consistency in the instrument reliability test.

Coefficient Determination

The coefficient of determination can be seen in the R-square table by multiplying the R-square value by 100%, if the result is more than 67% then the coefficient of determination is good, if the result is less than 67% but more than 33% it means the coefficient of determination is moderate, and if it is less than 33% but more than 19%, it means that the coefficient of determination is weak (Chin (1998)). The results of the coefficient of determination test show that all variables have a good coefficient of determination which can be seen as follow:

Table 3: R-Square

	R Square	Adj R Square
Brand Attitude	0.400	0.394
Purchase Intention	0.305	0.303

This result indicates that the brand attitude is influenced by the model of this study by 40% and the rest are by the outside of model. The coefficient of determination of the purchase intention is 30.5%. While the remaining 69.5% is explained by other variables outside the research model.

Goodness of Fit

The result shows GoF value above 0.36. Hence, it can be said that the model is suitable. The goodness of fit value can be known through the following calculations.

$$\begin{aligned}
 \text{Goodness of fit} &= \sqrt{AVE \times R^2} \\
 &= \sqrt{0.674 \times 0.352} \\
 &= 0.487
 \end{aligned}$$

Hypothesis Testing

Hypothesis testing is done by bootstrapping. The PLS bootstrapping output results are shown in the image below:

Figure 3: Inner Model

Path coefficient test showed that this study has significant relationship, where it has a t-statistics value >1.96 and a p-value < 0.05 . Furthermore, this result also showed a positive relationship that can be seen from the positive value of its coefficient. The following table showed that all the hypothesis are accepted. The results of hypothesis testing can be shown on the following table:

Table 4: Path Coefficients

	Original Sample	Sample Mean	T-Statistics	P-Values
Attractiveness -> Brand Attitude	0.162	0.163	2.698	0.007
Trustworthiness -> Brand Attitude	0.278	0.275	5.064	0.000
Expertise -> Brand Attitude	0.324	0.330	4.965	0.000
Brand Attitude -> Purchase_Intention	0.552	0.555	11.822	0.000

Discussion

This study analyzes 5 variables including attractiveness, trustworthiness, expertise, brand attitude and purchase intention. The five variables consist of 2 exogenous variables, namely attractiveness and expertise, 3 endogenous variables, namely trustworthiness, brand attitude, and purchase intention. The attractiveness of a celebrity endorser has a positive and significant effect on brand attitude. The first hypothesis analysis shows that companies that use endorse services must pay attention to the attractiveness of celebrities who endorse because it has a significant impact on consumer attitudes towards brands. Physical attractiveness in this case is a person's first impression toward another person related to physical characteristics, such as; height, physical beauty, attitude, elegance and ethics (Amos et al., 2008). Attractive endorsers will easily reflect the advertised brand in a better way (Mowen & Mowen, 2002). Trustworthiness of a celebrity endorser positively influence brand attitude. This analysis shows that companies should pay attention to consumer trust when making endorsement partnerships. The trust felt by consumers depends on the level of knowledge and skills possessed by the endorser (Ohanian, 1990). Thus, the company must be able to choose the right celebrity to be a celebrity endorser. If consumers have confidence in celebrity endorsers, then the endorsed brand will also be more trusted by consumers. Thus, the brand will get a good response and it can affect consumer attitudes towards the brand.

Expertise of a celebrity endorser has a positive and significant effect on brand attitude. This finding shows the importance of companies to determine which celebrities will be selected as an endorser. An endorser who has expertise will be more persuasive. Therefore, the endorser will easily influence consumer attitudes towards the endorsed brand. This finding is supported by Till & Busler (2000) who found that expertise has a positive influence on consumer attitudes towards a brand. Thus, a good expertise celebrity will tend to be more persuasive than a celebrity with a lower level of expertise (Ohanian, 1991; Erdogan, 1999).

The brand attitude of a celebrity endorser has a positive and significant effect on consumers purchase intention. This finding confirms the important role of consumer attitudes towards the development of the company. The Brand attitude is one of the important aspects

to increase consumers purchase intention. Attitudes towards a brand are usually shown from how well the level of trust that consumers have about a product. A brand with a higher level of trust will have a higher purchase frequency than a brand with a lower level of trust. Consumers who are familiar with a brand will tend to buy that brand. Purchase intention refers to the possibility of consumers to buy a product or service (Dodds et al., 1991).

Conclusion

The celebrity endorser has a crucial role on consumer purchase behavior. This study found that attractiveness positively influences the brand attitude. This shows that the better the attractiveness of the celebrity endorser, the better the consumer's positive attitude towards the brand. Trustworthiness also positively influences the brand attitude. This shows that the better of consumer confidence in the information provided by a celebrity endorser, the better the consumer's positive attitude towards the brand. Expertise positively effects the brand attitude. This result indicates that the more expert the celebrity endorser, the better the consumer's positive attitude towards the brand. Brand attitude positively influence the consumer purchase intention. This result indicates that the higher the consumer's positive attitude towards the brand, the higher the purchase intention arising from a consumer's self.

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