



The effect of celebrity endorsement on consumer purchase intention

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Abstract

Purpose of this research are to analyze: (1) The influences of celebrity attractiveness toward purchase intention, (2) The influences of celebrity trustworthiness toward purchase intention, (3) The influences of celebrity expertise toward purchase intention, (4) The influence of celebrity attractiveness, celebrity trustworthiness, celebrity expertise simultaneously toward purchase intention. The research aims to determine the effect of celebrity endorsement toward purchase intention of Adidas products. This research was conducted on 199 respondent who have used intention to purchase Adidas product. The analytical method used is a structural equation model (SEM) with SPSS analysis. Based on the results of data processing that has been found, the results of hypothesis testing found that celebrity endorsement has an effect on purchase intention Adidas customers.

Keywords: *Celebrity endorsement, celebrity attractiveness, celebrity trustworthiness, celebrity expertise, purchase intention, adidas*

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INTRODUCTION

The development of technology continues to accelerate with the times. This opens up opportunities for business people and becomes a promising field in marketing their products by utilizing this technology. In electronic media, this is marked by the development of the world of information technology. Today the internet is known as a medium that continues to grow in function. Not just looking for information, but also developing as a means of communication. In today's era of technology and the internet, the types of social media that exist are also very diverse.

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Technological progress can be seen from the increase in internet users. The use of the internet from time to time is increasingly needed by humans. Innovations are continuously being made to make it easier to communicate via the internet so that smartphones are created.

One of the most popular social media used in Indonesia is instagram. Instagram is an application that can be used to share photos that make users can take photos, and many digital features, then share them on social networking services. Developed by instagram, inc in 2010, instagram is now one of the most downloaded and used social media in Indonesia.

Competition between producers in the world is getting tougher every year, this has resulted in very tight competition between companies in order to attract potential customers and maintain market share. One way is by doing advertising. Celebrity endorsement is one many methods companies used in the world, using celebrities who are attractive, pupular and trusted by the community and public to make the promoted product more known, and desirable.

Adidas is one company that uses endorsers as special media through the Instagram account @adidasoriginals. Adidas has Instagram accounts in every country, one of which is Indonesia @adidasindonesia. To date, the Adidas account, @adidasoriginals, has more than 20.2 million followers and has transferred 3,393 photos and videos.

The strategy undertaken by the company in expanding the market for offering goods through promotional components, one of which is controlled by the use of big-name endorsers. Celebrities can help create a stronger emotional connection with new and existing customers, and can build brand appeal to a larger market.

Purchase intention

Purchase intention is possibility of someone will buy a certain product based on the interaction between customer needs, from which potential buyers are interested in looking for data about the item until finally the desire to buy appears. (Kotler, 2009). This shows that celebrity endorser is a service used to introduce and communicate products in order to attract consumers to buy products.

According to Belch, et al. (2009), buying interest is the tendency to buy a brand based on the suitability of the purchase motive and the characteristics of the brand that can be considered.

According to Khan, et al. (2012), buying interest is the stage of the tendency of the response to act before actually making a purchase. Purchase intention shows how far an individual has the ability to buy a particular brand after conducting an evaluation. According to Berman and Evans (2004) defines purchase intention, a sense of attraction experienced by consumers towards products that are influenced by attitudes outside of consumers and within the consumers themselves.

From several studies, it is revealed that there are several factors that can influence purchase intention. Here are some factors that can affect purchase intention:

1. Celebrity endorsement influences many aspects and one of the aspect is purchase intention, and even consumer buying behavior (Hollensen, et al. 2013).
2. Many factors influence purchase intention, consumer knowledge, consumer perceptions, product design and last is celebrity endorsements (Satish, et al. 2004).
3. According to (Keel, 2012) the use of endorsers from celebrities emotionally motivates consumers to choose the brand or product in question.

Celebrity endorsement

The affiliation of the multinational organizations associated with celebrities with their products or brands is an additional effort used advertising, to get the popularity of the product and its easy to introduce for gain motivational purposes like intention to buy. A strong attachment to celebrities attracts people and motivates them to following celebrities (McCuthceon, et al. 2002).

Based on Kotler et al. (2008), celebrity endorsement considered a channel communication platform where celebrity fame and personality are used to promote a brand. Celebrities can take on roles as spokespersons, endorsements, actors and testimonials (Erdogan, 1999). In the words of Stafford et al. (2003), a celebrity endorser is a person who famously uses public recognition to recommend or share products in advertisements.

Celebrity endorsement dimensions

Celebrity endorsement dimensions have six indicators:

1. Celebrity attractiveness
2. Physical attractiveness that is transmitted through one's weight, height, and facial beauty is the first expression felt by others (Bardia et al., 2013). This concept does not just mean physical attraction. Also requires mental skills, personality, lifestyle, and artistic talent (Erdogan, 1999). The indicators of celebrity attractiveness are classy, elegant, handsome/beautiful, sexy, attractive.
3. Celebrity trustworthiness
4. The term trustworthiness according to Shimp (2014) is trust refers to honesty, integrity, and trust from a source. Supportive trust only reflects the fact that the potential endorsers of a brand match the level of confidence the audience members have in what they have to say. The indicators of celebrity trustworthiness are reliable, sincere, honest, trustworthy, dependable.
5. Celebrity expertise
6. Celebrity expertise is one reason to know how it affects beneficiary of information (Amos, et al. 2008). Celebrity endorsement expertise is being defined as the extent to which a supporter is considered a valid

source of assertion (Erdogan, 1999). The indicators of celebrity expertise are experienced, knowledgeable, qualified, skilled, expert.

Relationship between variables:

1. Relationship between celebrity attractiveness to purchase intention
2. According to research conducted by Jalees (2017) found a significant relationship between celebrity attractiveness and purchase intention. Based on research conducted by Abbas (2018), it shows celebrity attractiveness that significantly and directly affects purchase intention.
3. Relationship between celebrity trustworthiness to purchase intention
4. From research conducted by Gupta (2015) found significant relationship between celebrity trustworthiness and purchase intention. Based on research conducted by Hassan (2014) which also has the same variables as this study, it has obtained significant results of the relationship between celebrity trust and purchase intention.
5. Relationship between celebrity expertise to purchase intention
6. According to research conducted by Frimpong (2019), it was found that the results were significant, the relationship between celebrity expertise and purchase intention. Research conducted by Hassan (2014) shows that celebrity expertise that significantly and directly affects purchase intention.
7. Relationship between celebrity attractiveness, celebrity trustworthiness, and celebrity expertise to purchase intention
8. According to research by Frimpong (2019), that celebrity attractiveness, celebrity trustworthiness, and celebrity expertise simultaneously have an effect on purchase intention.

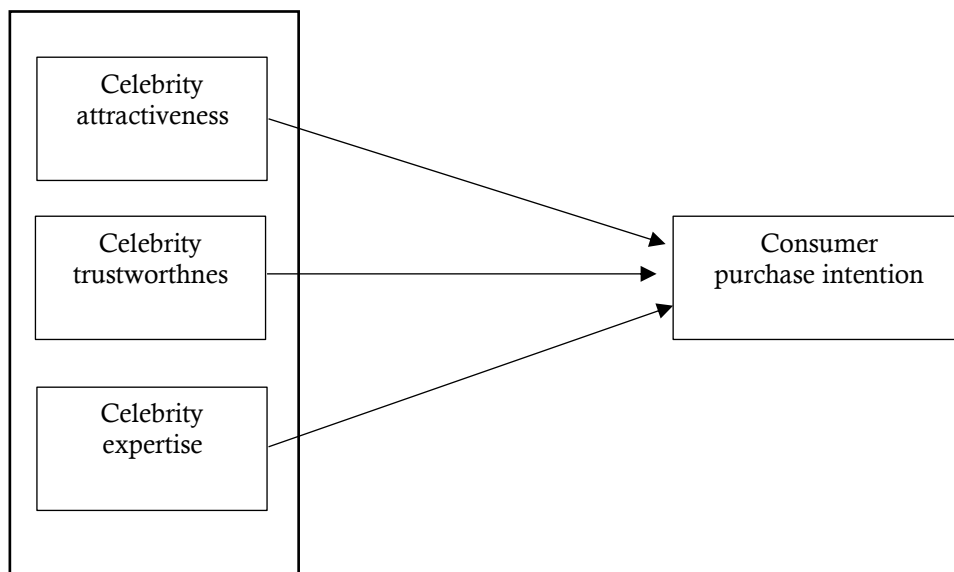


Figure 1. Conceptual framework

H1: Celebrity attractiveness has significant effect on *purchase intention* Adidas among students of UNP.

H2: Celebrity trustworthiness has significant effect on *purchase intention* Adidas among students of UNP.

H3: Celebrity expertise has significant effect on *purchase intention* Adidas among students of UNP.

H4: Celebrity attractiveness, Celebrity trustworthiness, Celebrity expertise simultaneously has significant effect on *purchase intention* Adidas among students of UNP.

METHOD

The population in this study were respondents who are Universitas Negeri Padang students who follow the adidas instagram account, have seen adidas endorsers ad on instagram, and have an interest in buying adidas

products. Sampling technique used is non-probability sampling with a purposive sampling method. Technique to collect data used in this study is online questionnaire. With the scale used is the likert scale. And analysis technique used in this study is descriptive analysis, and inductive analysis.

RESULTS

Respondents in this study were grouped by gender, age, faculty, marital status and monthly income. Here are the results of research on the characteristics of respondents in this study:

1. The majority of respondents are male which are 64.5% and for female is 35.5%.
2. The majority of respondents are in age 21-30 which is 98.5%
3. The majority of respondents are single which is 100%
4. For the monthly income the majority of respondents are having Rp. 1.000.001 – Rp. 2.500.000 worth of income which is 54%.

Validity and reliability test

Based on Suharsimi (2014) validity is "the measure to shows the levels of validity or validity of an instrument". A questionnaire can be valid if the statement in the questionnaire is able to reveal something that is measured from the questionnaire. To determine the validity of statement items, the correlation coefficient is compared with the critical value at $\alpha = 0.05$. If at a significant level of 5% the value of $r_{count} > r_{table}$, it can be concluded that the instrument is valid.

Validity test

The result of validity test in this research all variables that have met the required. If referring to the rule the required correlation coefficient is compared with the critical value at $\alpha = 0.05$. If at a significant level of 5% the value of $r_{count} > r_{table}$, then all indicators in this study are declared valid because each indicator meets the requirements.

Table 1. Reliability test

Variabel	Cronbrach's Alpha	Keterangan
Purchase Intention (Y)	0.823	Reliable
Celebrity Attractiveness (X1)	0.767	Reliable
Celebrity Trustworthiness (X2)	0.796	Reliable
Celebrity Expertise (X3)	0.875	Reliable

The criteria for determining reliability are if the reliability instrument ≥ 0.70 means it is reliable according to table, it can be seen that each variable used in this study has a good composite reliability value and cronbach's alpha which is greater than 0.70.

Results of data analysis

The normality test aims to look whether the dependent variable regression model and the independent variable both have a normal distribution or not. A good regression model is to have a normal or near-normal data distribution whose points (data) are collected around the line. The normality test is performed using the following P-P Plot graph.

From the picture below, it can be seen that the similarity between the expected probability is the same as the observed probability value. The similarity in the value of the expected probability and the observed probability is shown by the diagonal line of the expected probability which does not differ much from the probability of the observation. From the graph, it can be seen that the P-P Plot value is located around the diagonal line and does not deviate far, so it can be interpreted that the distribution of the data above is that celebrity attractiveness, celebrity trustworthiness and celebrity expertise on purchase intention are normally distributed.

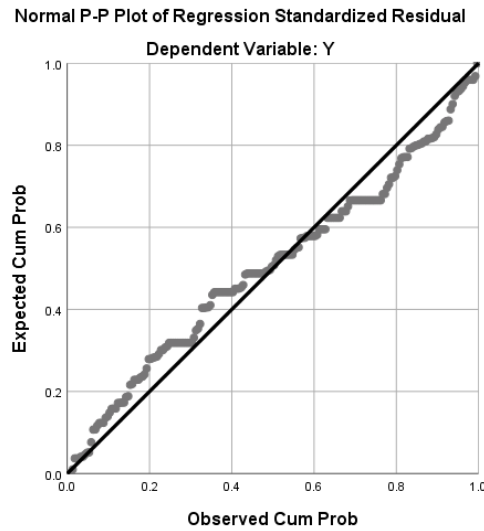


Figure 2. Normality test

From the results of the analysis, it was found that three independent variables in this study had a VIF value below 10 and a tolerance value above 0.10. This means that there is no multicollinearity between these independent variables. Thus, it can be concluded that the independent variable fulfills the requirements of the classic assumptions about multicollinearity.

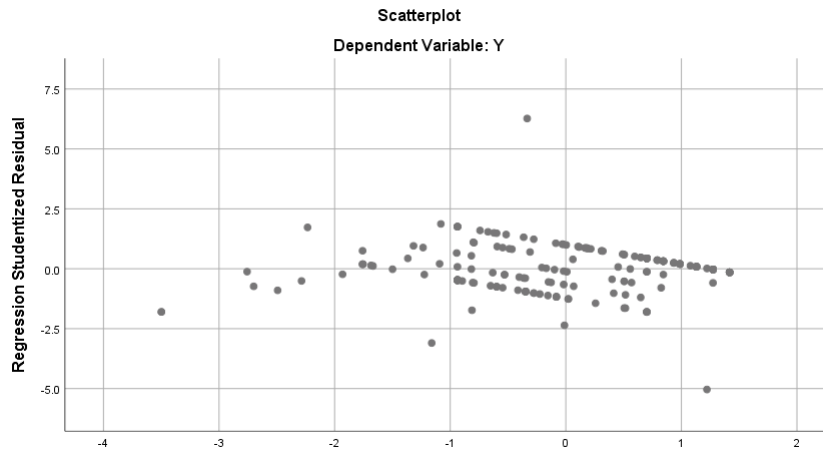


Figure 3. Heteroscedasticity test

From Figure above, it can be seen that there is no clear pattern, namely the dots are spread out, so it indicates that there is no heteroscedasticity problem. So, it can be concluded that the regression model does not contain heteroscedasticity.

This study analyzes the effect of three independent variables, namely celebrity attractiveness (X1), celebrity trustworthiness (X2), and celebrity expertise (X3) which affect purchase intention (Y). This analysis was carried out using multiple regression with the results of the analysis can be seen in the following table:

Table 2. Multiple linear regression analysis

Variabel	Koefisien Regresi	t	Sig.
Constanta	3,201	2,324	0,021
Celebrity Attractiveness	0,208	2,883	0,004
Celebrity Trustworthiness	0,284	3,817	0,000
Celebrity Expertise	0,191	2,678	0,008
F	42,743		0,000
R-Square	0,395		

From the table above, a multiple regression equation can be made as follows:

$$Y = 3,201 + 0,208 X_1 + 0,284 X_2 + 0,191 X_3$$

Celebrity attractiveness has significant influence on purchase intention adidas product among students of UNP. Based on the first hypothesis, namely celebrity attractiveness has a significant effect on purchase intention of adidas products for UNP students (sig = 0.004) where, $0.004 < \alpha 0.05$, which can be concluded that the celebrity attractiveness variable has a significant effect on the purchase intention of adidas products for UNP students.

Celebrity trustworthiness has significant influence on purchase intention adidas product among students of UNP. Based on the second hypothesis, celebrity trustworthiness has a significant effect on purchase intention of adidas products for UNP students (sig = 0,000) where, $0,000 < \alpha 0.05$, it can be concluded that the celebrity trustworthiness variable has a significant effect on the purchase intention of adidas products in UNP students.

Celebrity expertise has significant influence on purchase intention adidas product among students of UNP. Based on the third hypothesis, celebrity expertise has a significant effect on the purchase intention of adidas products for UNP students (sig = 0.008) where, $0.008 < \alpha 0.05$, it can be concluded that the celebrity expertise variable has a significant effect on the purchase intention of adidas products for UNP students.

Celebrity attractiveness, celebrity trustworthiness, celebrity expertise simultaneously has significant influence on purchase intention adidas product among students of UNP.

Based on the fourth hypothesis, celebrity attractiveness, celebrity trustworthiness, celebrity expertise has a significant effect on the purchase intention of adidas products for UNP students (sig = 0.00) where, $0.00 < \alpha 0.05$, it can be concluded that the celebrity attractiveness, celebrity trustworthiness, celebrity expertise variable has a significant effect on the purchase intention of adidas products for UNP students.

DISSCUSION

The influence of celebrity attractiveness on purchase intention of adidas products for students and female students of Universitas Negeri Padang. Based on the research results, it is known that there has significant influence of celebrity attractiveness on the purchase intention of adidas products among UNP students. This means that celebrity attractiveness can directly influence the purchase intention of adidas products for UNP students. The higher the influence of celebrity attractiveness on UNP students, the interest in buying adidas products will also increase. celebrity attractiveness has a regression coefficient of 0.208 on purchase intention.

The influence of celebrity trustworthiness on purchase intention of adidas products for students at Universitas Negeri Padang. Based on the research results, it is known that there has significant influence of celebrity trustworthiness on the purchase intention of adidas products for UNP students. This means that celebrity trustworthiness can directly influence the purchase intention of adidas products for UNP students. The higher the effect of celebrity trustworthiness on UNP students, the interest in buying adidas products will also increase. celebrity trustworthiness has a regression coefficient of 0.284 on purchase intention.

The influence of celebrity expertise on purchase intention of adidas products for students at the Universitas Negeri Padang. Based on the research results, it is known that there has significant influence of celebrity expertise on the purchase intention of adidas products for UNP students. This means that celebrity expertise can directly influence the purchase intention of adidas products for UNP students. The higher the influence of celebrity expertise on UNP students, the interest in buying adidas products will also increase. celebrity expertise has a regression coefficient of 0.191 on purchase intention.

The influence of celebrity attractiveness, celebrity trustworthiness, and celebrity expertise on the purchase intention of adidas products for Universitas Negeri Padang. Based on the results of the study, it is known that there has significant influence of celebrity attractiveness, celebrity trustworthiness, and celebrity expertise on

the purchase intention of adidas products for UNP students. This means that celebrity attractiveness, celebrity trustworthiness, and celebrity expertise can directly influence the purchase intention of adidas products for UNP students. The higher the influence of celebrity attractiveness, celebrity trustworthiness, and celebrity expertise towards UNP students, the interest in buying adidas products will also increase. Celebrity expertise has a regression coefficient of 3.201 on purchase intention.

CONCLUSION

Based on discussion, the conclusion of this research is:

1. The celebrity attractiveness variable (X1) has a significant effect on the purchase intention of adidas products for UNP students. This means that the attractiveness of the endorser owned by adidas will support the creation of purchase intention of the products owned by adidas.
2. The celebrity trustworthiness variable (X2) has a significant effect on the purchase intention of adidas products for UNP students. This means that adidas trustworthiness in endorsers will support the creation of purchase intention of adidas products.
3. The celebrity expertise variable (X3) has a significant effect on the purchase intention of adidas products for UNP students. This means that adidas expertise of endorsers will support the creation of purchase intention for adidas products.
4. Celebrity attractiveness, celebrity trustworthiness, celebrity expertise has a significant effect on the purchase intention of adidas products for UNP students. This means that adidas celebrity endorsement of endorsers will support the creation of purchase intention for adidas products.

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