

How Celebrity Endorsement Influences Consumer's Purchase Intention of Fashion Products on Instagram

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Abstract

This purpose of this study is to assess the effectiveness of celebrity endorsement in marketing fashion products on social media in Indonesia. This study examines five attributes: familiarity, congruity, physical appearance, trustworthiness, and expertise. Research was conducted using the quantitative method with analytic observation and cross-sectional studies. Data obtained were managed descriptively and analytically using SPSS with multiple regression analysis. The result of our regression analysis showed three attributes that positively impact consumer's purchase intention; familiarity with the celebrity, trustworthiness of the celebrity; and the expertise of the celebrity in giving recommendation. This quantitative study was conducted with a small number of samples, using a specific celebrity and product type. Studies using different celebrities and product categories may have different outcomes. Therefore, we cannot generalized the result of this study given the said limitation. This research was conducted to help management choose the right marketing tool and the best celebrity based on the result of this study to help management meet their marketing strategy objectives.

Keywords – Celebrity Endorsement, Social Media, Purchase Intention

Introduction

The use of social media in marketing is growing rapidly. Social media is often used by marketers as a tool to connect and communicate with their consumers. By using social media platforms such as Instagram, Facebook, Twitter, online blogs and many others, brands can closely interact with their consumers, understand them better, and as a result create a more targeted brand strategy. The most popular social media platform used is Instagram (Raice and Spencer, 2012).

The most popular way to advertise brands on Instagram is through using celebrity endorsement. Celebrity endorsers are individuals who are well known by the public and use their social media platform to advertise products or brands to their followers. These celebrity endorsers usually have certain physical attractiveness, expertise, and trustworthiness.

Celebrity endorsers are widely used by marketers because of their ability to instantly increase brand recognition and directly influence consumers' perception of a product's uniqueness and compared to traditional advertising methods that do not use celebrity endorsers. At the same time, the use of celebrity endorsers also carries risks such as the overshadowing of a celebrity's image over the product or brand, and the rise and fall of a celebrity's prestige or image that can impact the product or brand being advertised.

In Indonesia, celebrity endorsement on Instagram is one of the most widely used advertising strategies to increase brand recognition and grow a company's sales. With that, we conducted this study to help businesses learn and identify the correlation between celebrity endorsement and consumers' purchase intention, particularly in Indonesia's fashion industry.

The referenced research of this study was carried out for the cosmetics industry in Pakistan, so this research will fill the existing research gap. The previous research discussed attributes such as congruency between celebrities and the product or brand that are advertised, the celebrity's physical appearance, the celebrity trustworthiness in advertising products, and the celebrity's expertise or knowledge of the endorsed products (Hassan and Jamil, 2014). Currently, there is no research that explicitly combines familiarity with celebrity and whether the familiarity factor in addition with other factors mentioned have positive impact on consumers' purchase intention.

This research was conducted with the aim of assessing how effective the use of celebrity endorsement in marketing fashion products on Instagram in Indonesia. This study examines five attributes, they are familiarity with celebrity, congruency between the celebrity and the advertised products, the celebrity's physical appearance, the celebrity's trustworthiness in communication the information conveyed, and the celebrity's expertise in providing recommendation.

Through this research, we hope that it can be used as an additional reference to strengthen existing theories on celebrity endorsement in influencing consumers' purchase intention. We hope that this research can be used by businesses, stakeholders, and companies in their decision-making processes particularly when considering the use of celebrity endorsers in their marketing or advertising campaigns to increase product sales or strengthen their brand equity.

Conceptual Background

Celebrity Endorsement

A celebrity is someone who gets public acknowledgment by a related group or groups of people because of his or her achievements in certain disciplines (Spry et al., 2011). Usually celebrities have various professions, such as athletes, actors or actresses, or artists. Celebrities are considered able to attract attention in an advertisement because of their hobbies or physical appeal (Erdogan, 2001). It is believed that an intense attachment to a celebrity will attract and motivate people to follow what the celebrity is doing (McCuthceon, Lange, and Houran, 2002).

Brand endorsement is considered as a communication channel that empowers celebrities as spokespeople for brands, delivered in various forms of media, to convey information needed in presenting brands (Patra & Datta, 2010). In the world of advertising, celebrities are not only chosen based on mere popularity but on accumulated expertise in the field, in addition to their physical appearance.

In previous studies, celebrity endorsement is seen to have an affirmative effect on the desire to buy products promoted by these celebrities. The selection of celebrities must be in accordance with the product being promoted and there are several dimensions of a celebrity's background that influence consumers' desire to buy the product being promoted.

Dimensions of Celebrity Endorsement

Familiarity

Familiarity is defined as knowledge of the source of information through physical depictions or the appearance and behavior of information sources (Spry et al., 2011). The effectiveness of a message conveyed depends on "recognition, liking, similarity, and physical appearance for the respondent" (Liu, Huang, & Minghua, 2007, p.359). A celebrity's attractiveness does not solely depend only on physical appearance, but on characteristics known by consumers such as intellectual skills, personality, lifestyle, or athletic ability (Erdogan, 1999; Liu et al., 2007).

Celebrity's characteristics that are considered good by respondents will certainly have an affirmative effect on respondent's intention to buy the product offered. Conversely, when celebrity's characteristics are not considered good, it will reduce respondents' intention to buy that product. Based on this information, the dimension can be summarized in the following hypothesis:

H1: Familiarity with celebrities impacts consumers' intention to buy.

Congruity

In principal, congruency between celebrities and products offered is just as important as all other attributes in promoting high social acceptance and in strengthening these celebrities' credibility (Kamins, 1990; Kotler, 1997). Other research that discusses the impact of celebrity's congruity sees that this dimension simultaneously creates a strong perception in the audience about the celebrity's field of expertise (Ohanian, 1991).

Congruity between the celebrity's background with the product offered will create a product association on consumers' mind which ultimately becomes the most important factor in generating positive feedback as consumers subconsciously assume that the celebrity is indeed using the product offered to them. Therefore, this dimension can be summarized into the following hypothesis:

H2: Congruity with celebrities impacts consumers' intention to buy.

Physical Appearance

Physical attractiveness is often associated with the physical beauty or form of an individual. Beauty is the best choice compared to any cover letter (Ohanian, 1991). A celebrity endorser is generally recognized by the public to be physically attractive (Hassan & Jamil, 2014). In Ohanian's (1991) study, a physically attractive celebrity creates an affirmative impact on consumers' behavior towards products and services compared to when the products and services are promoted by people who lack physical attractiveness. This is particularly true with consumers who also care about their own appearance (Kahle and Homer, 1985).

It can be said that a celebrity's physical attractiveness can directly influence consumer's behavior and raises consumer's intention to buy a product. Physical attractiveness is a tool to change behavior (Menon et al., 2001). Therefore, this dimension can be summarized into the following hypothesis:

H3: Celebrity's physical appearance impacts consumers' intention to buy.

Trustworthiness

Customers believe that celebrities are reliable sources of information (Goldsmith et al., 2000). Trustworthiness refers to "honesty, integrity, and trust from an endorser" (Erdogan, 2001). Therefore, a celebrity can influence consumer's confidence in a product.

Consumer trust arises from the delivery of information that is deemed relevant to the celebrity's background. This background is not only related to his or her expertise, but also the credibility of the celebrity in giving opinions about products he or she endorses or advertises. Consumers who deems the celebrity trustworthy will increase their intention to buy the product advertised because they are confident in the testimonials and information provided by the celebrity. Therefore, this dimension can be summarized into the following hypothesis:

H4: Celebrity's trustworthiness impacts consumers' intention to buy

Expertise

Celebrities who have high knowledge and skills in their field have the power to provide recommendations more accurately than those celebrities who lack or do not have certain knowledge and skills (Ohanian, 1990).

A celebrity's expertise is one reason consumers are receptive to the information provided to them (Amos, Holmes, and Strutton, 2008). If a celebrity can convince consumers with the expertise he or she has, then consumers intention to choose the product will increase. For this dimension, it can be summarized into the following hypothesis:

H5: Celebrity expertise impacts consumers' intention to buy

Intention to Buy

After considering all the celebrity attributes according to the above dimensions, the consumer will consider his or her intention to buy a product advertised by a celebrity endorser. The intention to buy is the result of one of the attributes that an individual has an advantage over another (Ohanian, 1991).

In an advertisement, a message received by a customer can be easily remembered and liked because there is an attribute within the celebrity that generates an intention to buy (Pringle and Binet, 2005). Hence, it can be concluded that consumers purchasing behavior is influenced by celebrities who have one or more of these attributes.

Nevertheless, there are also negative implications to celebrity endorsements, for example, the celebrity's influence will decrease when the endorsement is done excessively and it will have a negative impact on consumers' intention to buy the product (Tripp et al., 1994). If the celebrity experienced a negative incident to his or her fame and influence, consumers' consumption behavior will also be negatively impacted (White et al., 2009).

Based on these literature review, it can be inferred that celebrity endorsement does impact consumers' intention to buy a product. The association of a celebrity in terms of physical appearance, expertise, credibility, congruity, and popularity influences consumers' intention to buy a product.

Research Methodology

This research was conducted to determine attributes that can influence consumers' intentions to buy fashion products on Instagram if these products are advertised with the support of celebrity endorsement. This research was purposed to configure the effectiveness

of celebrities in advertising products on social media to meet the marketing objectives of a firm and increase product sales. The celebrity that is used in this study is an Indonesian actress and singer, Chelsea Olivia. Chelsea Olivia has more than 20 million followers on Instagram, hence she is often hired as a celebrity endorser for many products and brands in Indonesia.

This research was conducted quantitatively through analytic observation and cross-sectional studies. Samples were taken based on 300 respondents using an online questionnaire which were filled out by respondents themselves. This questionnaire is not limited to any gender or age group. However, respondents were required to know the celebrity used on the questionnaire. If not, respondents would be directed to end the questionnaire immediately. The data obtained were managed descriptively and analytically using SPSS using the multiple regression analytic method. The questionnaire has six steps which can be divided into two parts. In the first part, respondents were asked to give their opinion about the celebrity that was used to market the fashion product. In the second part, respondents were asked to rate their intention to buy the fashion product. All items mentioned in the questionnaire uses a five-point Likert scale.

To measure respondents' familiarity to the celebrity (Frimpong et al, 2019), respondents are asked to grade from a scale of 1 to 5:

- Have not heard before, have heard before
- Do not recognize, do recognize
- Not familiar, very familiar

To measure congruency between the celebrity and the product that is advertised (Hassan dan Jamil, 2014), respondents are asked to grade from a scale of 1 to 5:

- How congruent is the image of the celebrity with the brand they are endorsing; incongruent, congruent
- Do you think this brand is a good fit for this celebrity to endorse; disapproval, approval
- How believable is this celebrity in endorsing this brand; not believable, believable
- How sure are you that this celebrity uses the product that is being endorsed; not sure, very sure

To measure the physical attractiveness of the celebrity (Hassan dan Jamil, 2014), respondents are asked to grade from a scale of 1 to 5:

- Physical appearance not attractive, physical appearance attractive
- Physical appearance not classy, physical appearance classy
- Physical appearance ugly, physical appearance beautiful
- Physical appearance plain, physical appearance elegant
- Physical appearance not sexy, physical appearance sexy

To measure trustworthiness of the celebrity (Hassan dan Jamil, 2014), respondents are asked to grade from a scale of 1 to 5:

- Celebrity is not dependable, dependable
- Celebrity is dishonest, honest
- Celebrity is insincere, sincere
- Celebrity is unreliable, reliable

To measure the expertise of the celebrity (Hassan dan Jamil, 2014), respondents are asked to grade from a scale of 1 to 5:

- Celebrity is not expert, celebrity is expert
- Celebrity is not experienced, celebrity is experienced
- Celebrity is unknowledgeable, knowledgeable

- Celebrity is unqualified, qualified
- Celebrity is unskilled, skilled

To measure consumers’ purchase intention on the fashion product that is being endorsed by the celebrity (Hassan dan Jamil, 2014), respondents are asked to grade from a scale of 1 to 5:

- How likely are you to purchase this product; very unlikely, unlikely, somewhat likely, likely, very likely
- How likely are you to try this product on if seen in a store; very unlikely, unlikely, somewhat likely, likely, very likely
- How likely are and actively would you seek out this product in a store; very unlikely, unlikely, somewhat likely, likely, very likely
- Does the presence of celebrity in an ad encourages you to buy the product; very unlikely, unlikely, somewhat likely, likely, very likely

Research Result

The purpose of this study was to identify the impact of the five attributes mentioned (familiarity, congruity, physical appearance, trustworthiness, and expertise) of a celebrity towards consumers’ intention to buy the endorsed fashion product on Instagram. After the data has been collected, we statistically analyzed them using SPSS software to determine the mean, standard deviations, validity, reliability, and regression to determine the impact of these independent variables towards the dependent variable.

Respondents Profile

A total of 217 respondents were surveyed using our quantitative survey design. The majority of respondents were women with 136 total respondents (approximately 63% from total respondents). In terms of age, the majority of our respondents – 132 respondents (approximately 61% from total respondents) – were between 25 and 35 years old which fall under the category of millennials. In terms of profession, majority of respondents were employees at 116 respondents (approximately 53% from total respondents).

Mean and Standard Deviation Results

Our research model has six variables, consisting of five independent variables, namely, familiarity, congruity, physical appearance, trustworthiness, and expertise, with one dependent variable, namely consumer’s purchase intention. The following table are the results of mean and standard deviation analysis, statistically calculated using SPSS software.

Table 1. Mean and Standard Deviation Results

| Descriptive Statistics | | | | | |
|------------------------|-----|---------|---------|--------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Familiarity | 217 | 1.00 | 5.00 | 4.1935 | .89719 |
| Congruency | 217 | 1.00 | 5.00 | 4.0276 | .83164 |
| Attractiveness | 217 | 1.60 | 5.00 | 4.1226 | .69141 |
| Trustworthiness | 217 | 2.00 | 5.00 | 3.8065 | .76261 |
| Expertise | 217 | 1.20 | 5.00 | 4.0092 | .72361 |
| PurchIntention | 217 | 1.00 | 5.00 | 2.8963 | 1.03003 |
| Valid N (listwise) | 217 | | | | |

Factor Analysis Results

To find out the validity and reliability of the data from our research model, first, we conducted Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett Test of Sphericity (KMO and Bartlett's Test). From the results of these tests, we obtained KMO MSA value of 0.931, which indicate that each variable was predicted by other variables with little error (Hair et al., 2010) and Bartlett Test of Sphericity value of 4198,851 with a significance level below 0.05 which indicated that our research model has sufficient correlations among the variables (Hair et al., 2010) for factor analysis.

Table 2. KMO and Bartlett's Test Results

| | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .931 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4198.851 |
| | df | 276 |
| | Sig. | .000 |

After our data were adequate for factor loading analysis, we conducted the factor loading and reliability analysis. We used varimax rotation and the rotation converged in 7 iterations, and as for the reliability test, we used Cronbach's alpha for assessing the consistency. The Result of factor loading value and Cronbach's alpha varies between 0.615 to 0.872 for Factor Loading value, and 0.809 to 0.931 for Cronbach's alpha.

Table 3. Cronbach’s Alpha and Factor Loading Results

Factor Loading and Cronbach's Alpha

| Item | Cronbach's Alpha | Factor loading |
|---|------------------|----------------|
| Celebrity's Familiarity | 0.809 | |
| Have not heard of before – have heard of before | | 0.792 |
| Do not recognize – do recognize | | 0.872 |
| Not familiar – very familiar | | 0.702 |
| Congruency between Celebrity and Brand | 0.862 | |
| How congruent is the image of the celebrity with the brand they are endorsing? | | 0.826 |
| Do you think this brand is a good fit for this celebrity to endorse? | | 0.821 |
| How believable is this celebrity endorsing this brand? | | 0.631 |
| Celebrity's Attractiveness | 0.864 | |
| Unattractive – Attractive | | 0.660 |
| Not classy – Classy | | 0.687 |
| Ugly – Beautiful | | 0.654 |
| Plain – Elegant | | 0.766 |
| Not Sexy – Sexy | | 0.615 |
| Celebrity's Trustworthiness | 0.922 | |
| Undependable – Dependable | | 0.674 |
| Honest – Dishonest | | 0.797 |
| Unsincere – Sincere | | 0.788 |
| Untrustworthy – Trustworthy | | 0.827 |
| Celebrity's Expertise | 0.931 | |
| Not Expert – Expert | | 0.758 |
| Not Experienced – Experienced | | 0.749 |
| Unknowledgeable – Knowledgeable | | 0.761 |
| Unqualified – Qualified | | 0.778 |
| Unskilled – Skilled | | 0.731 |
| Purchase Intention | 0.924 | |
| How likely are you to purchase this fashion product which was endorsed by Chelsea Olivia? | | 0.829 |
| How likely are you to try this product on if seen in a store? | | 0.849 |
| How likely and actively you seek out the product in the store? | | 0.870 |
| Does presence of celebrity in ad encourage to buy the product? | | 0.773 |

Regression Analysis

We conducted regression analysis to identify the impact of five attributes (familiarity, congruity, physical appearance, trustworthiness, and expertise) of a celebrity in endorsing a fashion product towards consumers’ purchase intention. The results of the regression analysis show R² value of 0.402 with a significance level below 0.01, which indicate that 40.2% of consumers’ purchase intention of goods can be explained by our independent variables. From the five attributes of celebrity that we tested, only three of them have positive impact towards consumers’ purchase intention, namely, familiarity, trustworthiness, and celebrity expertise. The attribute that has the most impact towards consumers’ purchase intention is the celebrity’s trustworthiness. This attribute has the highest standardized beta coefficient value compared to the other attributes, amounting to 0.364. The research model of our study is as follows:

$$y = -1.114 + 0.251 x_1 + 0.000 x_2 + 0.029 x_3 + 0.492 x_4 + 0.242 x_5$$

where **y** is consumers’ purchase intention, **x₁** is celebrity’s familiarity attribute, **x₂** is congruity attribute, **x₃** is celebrity’s attractiveness attribute, **x₄** is celebrity’s trustworthiness

attribute, and x_5 is celebrity's expertise attribute. The following table (Table 4) are the results of regression analysis.

Table 4. Regression Analysis Results

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .634 ^a | .402 | .388 | .80582 |

a. Predictors: (Constant), Expertise, Familiarity, Congruency, Trustworthiness, Attractiveness

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 92.154 | 5 | 18.431 | 28.384 | .000 ^b |
| | Residual | 137.013 | 211 | .649 | | |
| | Total | 229.167 | 216 | | | |

a. Dependent Variable: PurchIntention

b. Predictors: (Constant), Expertise, Familiarity, Congruency, Trustworthiness, Attractiveness

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|------|--------------|---------|------|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part |
| 1 | (Constant) | -1.114 | .366 | | -3.043 | .003 | | | |
| | Familiarity | .251 | .071 | .218 | 3.530 | .001 | .442 | .236 | .188 |
| | Congruency | .000 | .090 | .000 | -.005 | .996 | .413 | .000 | .000 |
| | Attractiveness | .029 | .122 | .020 | .238 | .812 | .464 | .016 | .013 |
| | Trustworthiness | .492 | .103 | .364 | 4.774 | .000 | .573 | .312 | .254 |
| | Expertise | .242 | .120 | .170 | 2.015 | .045 | .518 | .137 | .107 |

a. Dependent Variable: PurchIntention

Discussion

The objective of this study is to provide empirical evidence that can help businesses understand the impact of celebrity endorsement on consumers' purchase intention. The results of this study indicate that there are only three attributes from celebrity endorsement that significantly increases consumers' purchase intention, they are familiarity, trustworthiness, and expertise. In previous studies, the focus has been mainly on four attributes, namely, congruity, attractiveness, trustworthiness, and expertise. In this study, we tried to fill in the gap by adding a new attribute, familiarity, which had not existed in previous research models. Most of the studies on celebrity endorsement were conducted in the United States and European countries; therefore, we were filling the territorial gap by adding empirical evidence on celebrity endorsement based in Asia, namely Indonesia.

Understanding attributes of celebrity endorsement in influencing consumers' purchase intention is very important for companies who are thinking to use this as a marketing technique so that they can effectively use their services, as well as weigh in the cost and

benefit of this marketing approach, particularly for fashion products, the object of our testing. Before companies choose a celebrity to endorse their products, they should first look for a celebrity that their consumers or potential consumers are highly familiar with. Based on our study, if the company's potential consumers deem the celebrity to be familiar, then consumers would be more likely to purchase the endorsed product. The same thing applies to the other two attributes, a celebrity's trustworthiness, and expertise.

We also found that the attribute that has the most positive impact on consumers' purchase intention is how trustworthy the character of the celebrity is. Therefore, Indonesian companies, particularly those in the fashion industry, would be wise to focus their resources on finding celebrities that is believed by their consumers to be trustworthy, highly familiar, and finally, an expert in his or her area of endorsement in order for the marketing or advertising campaign to be effective.

Managerial Recommendation

The result of our study shows that companies that seek to increase their product sales by using celebrity endorsement in their marketing strategy will benefit from the attributes of these celebrities in influencing consumers' purchase intention. We would also like to recommend that when choosing a celebrity to endorse a brand or product, companies must choose a celebrity who is widely known (familiarity) by their consumers, believed to be credible (trustworthy) with a high level of expertise to able to enhance consumers' purchase intention.

Limitation and Future Research Directions

This quantitative study was conducted with 217 samples, which we believe is still quite limited to be able to generalized the results of the study. This study was also conducted using Instagram celebrity Chelsea Olivia to advertise the fashion product. Studies using different celebrities and product categories could have different results from this study. There are also possibilities that respondents answered based on their personal preferences of the celebrity or product. So, differences in the sample demographic can potentially provide different results.

Therefore, if businesses were to generalize our research results in determining the impact of celebrity endorsement on consumers' purchase intention, further research with a larger number of samples, different celebrities and product categories are needed. The impact of celebrity endorsement on consumers' purchase intention can also be influenced by the strength of the endorsed product and/or brand image (Hassan and Jamil, 2014), and consequently, celebrity endorsement can also influence the brand's image (Silva et al. 2019).

These considerations show that further studies are needed with regards to the correlation between consumer's perception of a product or brand advertised with celebrity endorsement. Subsequent research can help marketers know what criteria are most relevant in choosing a celebrity to ensure that celebrity endorsement is in line with their product categories, brand image, and ultimately, marketing strategy objectives.

Conclusion

The study results showed that consumers' purchase intention is positively influenced by celebrity's familiarity, trustworthiness and expertise in providing recommendations. Meanwhile, there is no impact between consumers' purchase intention and the celebrity's congruency with the product advertised, as well as between consumers' purchase intention

and the celebrity's physical appearance. With that, we believe, it is very important for management to choose celebrities who meet these criteria in order for celebrity endorsement to be used in the most effective way to influence consumers' purchase intention.

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