



Effect of celebrity endorsers in advertising in Indonesia: A review of consumer-celebrity relations

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ABSTRACT

Marketers use celebrities to influence consumer-purchasing decisions with the aim to increase sales and expand their product market share. This study intends to measure the influence of consumer demographic factors on their attitude towards supporting/remaining neutral/rejecting celebrities as endorsers. In particular, it examines seven celebrity attributes (trustworthiness, expertise, similarity, familiarity, likeability, appropriateness, and conformity) that have the most influence on purchasing decisions, as well as the role of consumer attitude in the relationship between celebrity brand-fit and purchasing decision. A sample of ten celebrity endorsers were selected based on a recall test conducted on 100 respondents. The ten celebrities are artists, mostly singers and film players. All celebrities are Indonesians except Black Pink from South Korea. Primary data were obtained through a structured questionnaire with a 5-point Likert scale distributed online to a sample consisting of 464 respondents, domiciled in Jakarta and its surrounding areas, selected with a convenience sampling method. The findings show that age and gender have a significant influence on consumer attitude towards supporting/ remaining neutral/rejecting celebrity endorsers while education and income do not have any significant influence. Three endorser attributes carry a significant influence on purchase intention with trust as the strongest followed by expertise and similarity. There was a significant effect of celebrity brand-fit on purchasing decisions that was moderated by attitudes towards endorsers.

Keywords: **advertising, celebrity, consumer, endorser, Indonesia**

INTRODUCTION

Today, celebrities have become one of the most important advertising tools for businesses. Celebrities are people who are involved in films, television, sports, politics, business, arts, or the military (McCracken, 1989). They are considered capable of attracting audiences to advertisements because of the audience's preference for them and their attractive features (Erdogan, Baker & Tagg, 2001). Marketers use celebrities to influence consumer-purchasing decisions with the aim of increasing sales and expanding their product market share (Kumar, 2010). In the words of Silvera and Austad (2004), celebrities are people who enjoy public recognition and have certain personal qualities such as attractiveness and trust.

Celebrity endorsers are individuals who are known to the public for their achievements in different fields (Friedman & Friedman, 1979; Friedman, Termini & Washington, 1976) and who use this public recognition to represent products by appearing with products in an advertisement (McCracken, 1989). Most literature in the field of communication and marketing has evaluated how source personality and meaning of lifestyle influence persuasive communication. One of the most important celebrity characteristics in influencing communication effectiveness is their expertise. O'Guinn et al. (2006) highlighted that the presence of celebrities increase the advertisements' "ability to attract attention and produce a desire in recipients to emulate or imitate the celebrities they admire" (cited in Fernandez, 2009, p. 83).

This study attempts to identify the extent to which consumers consider various celebrity attributes such as trust, expertise, similarity, familiarity, likeability, and product match-up as significant in influencing purchase intentions. Additionally, it looks at the influence of demographic characteristics (age, gender, education, and income level) on consumers to support, remain neutral or reject celebrity endorsement in campaigning for a product brand and, finally, examines factors that strengthen or weaken consumer purchasing decisions.

The recent theoretical framework of celebrity endorser was developed by Kang and Herr (2006). This model incorporates features from previous models such as the heuristic-systematic model (Chaiken, 1980), the elaboration likelihood model (ELM) (Petty, Cacioppo, & Schumann, 1983), and the flexible correction model (Wegener & Petty, 1995). The model predicts three different outcomes depending on the consumers' motivation and ability to process information (Bergkvist & Zhou, 2016): 1) endorser influence is generally positive if consumers' motivation and/or ability to process information is low; 2) endorser influence is positive if consumers' motivation and/or ability to process information is high and the source is relevant for the product; or 3) endorser influence can be negative if consumers' motivation and/or ability to process information is high and they correct for source bias to the extent that it offsets other effects.

The effectiveness of celebrity endorsement is also based on how celebrity attributes affect consumer purchase intentions. In general, there are seven celebrity attributes responsible for affecting purchase intentions: 1) trustworthiness; 2) expertise; 3) similarity; 4) familiarity; 5) likeability; 6) product match-up and; 7) meaning transfer from celebrity to product. All seven celebrity attributes can be grouped into four models: 1) Source credibility model consisting of trust and expertise; 2) Source attractiveness model which consists of similarity, familiarity, and likeability; 3) Celebrity and product conformity models and; 4) Model of meaning transfer (Kumar, 2010; Gauns, Subhash, Kamat, Chen, & Chang, 2017).

Trustworthiness, as a model of source credibility, refers to honesty, integrity and whether the endorser can be trusted or not (Erdogan et al., 2001). Consumers generally are under the impression that celebrities are a reliable source of information (Goldsmith, Lafferty & Newell, 2000). Marketers take advantage of this perception by paying celebrities who are considered trustworthy, honest and reliable among fans (Lindgren & Shimp, 1997). Expertise

is the extent to which the communicator is considered to be a source of reliable statements (Hovland, Janis & Kelly, 1953).

Additionally, Erdogan (1999) defined expertise as the extent to which a communicator is considered a source of valid statements and refers to the person's knowledge, experience or skills. According to Horai et al. (1974), expertise originates from the ability of the endorser to provide information to others because of their experience, education or competence. Erdogan (1999) contended that the target audience's perception of the endorser's expertise is considered more important than the actual expertise. The role of expertise in influencing consumer-purchasing decisions is a major concern of Woodside and Davenport (1974) who found that perceptions of expertise produce more purchases than perceptions of similarity.

In this regard, the effectiveness of the message depends on various dimensions (Kumar, 2010). The source attractiveness model is based on four dimensions: familiarity, or knowledge of endorsers through exposure; likeability, that is, desire towards endorsers based on physical appearance or behaviour; similarity, or the semblance between endorser and consumers and lastly, attractiveness (McCracken, 1989).

Product match-up, or celebrity brand-fit, shows that advertising efficacy depends on the compatibility between the celebrities and the endorsed brand (Till & Busler, 1998; Till & Shimp, 1998). The product match-up model demonstrates that the chosen celebrity and product features must complement each other to produce effective advertising (Kamins, 1989; Kamins, Brand, Hoeke, & Moe, 1989; Misra & Beatty, 1990; Charbonneau & Garland, 2010).

A celebrity's expertise in a field related to a particular product can help create a relationship or association. For example, sports stars are considered experts in endorsing sports products. In comparing the influence of attractiveness and expertise on creating product match-up and evaluating the influence of these two variables on brand attitudes and purchase intentions, Till and Busler (1998) found that expertise creates a better relationship than attraction.

Mitchell (1986) argued that the visual effects of advertising can influence the attitude of the consumer towards brands. This is corroborated by Lichtlé (2007) who found that individuals with high levels of stimulation are more easily stimulated by the colour combination of advertisements.

Gresham and Shimp (1985) evaluated the effect of advertising on brands, and they found that only a few advertisements showed a relationship between attitudes toward advertising and attitudes toward brands. According to Fishbein and Ajzen (1975), attitudes can be described as a learned predisposition to respond in a consistently favourable or unfavourable manner in reference to a person, object or issue. Thomas and Johnson (2017) showed that in most cases, there is an independent relationship between attitudes toward advertising and purchase intention. On the other hand, Spears and Singh (2004) found that the influence of attitudes on advertising for purchase intentions is mediated by attitudes towards brands (multiple mediation models). Based on the prior discussion, this study proposed the framework shown in Figure 1.

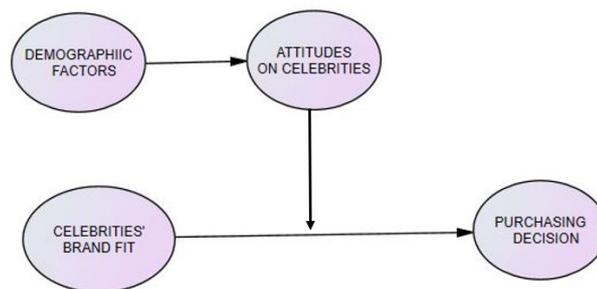


Figure 1. The celebrities' influence model

Some recent studies that examined celebrities' influence on consumer behaviour in Indonesian advertising include Hendriana & Wisandiko (2017) who employed a 2x2 factorial experimental design to analyse how the number of endorsers and product involvement influenced the attitudes of 120 undergraduate students towards advertisement and brand. The results showed significant differences in consumer attitudes towards advertisement and brand, based on the number of endorsers and product involvement.

Nugraha, Kusumawardani & Octavianie (2018) analysed the effectiveness of celebrity endorsers in influencing purchase intention for a healthy food brand involving 274 respondents using factor analysis and structural equation modelling. Their study found that celebrity endorsement had low influence on purchase intention even though the attitude toward the brand had significantly influenced the customer. Hence, attitude toward the brand, in this case, has a direct influence on purchase intention.

Further, Zhu, Amelina & Yen (2020) investigated how endorsements on social media affect consumers' perception of a brand, and ultimately, their impulse to buy by conducting an online survey with 204 participants in Indonesia. Their findings demonstrated that attitude toward brand was influenced by the attractiveness and trustworthiness of the endorser, while the product attractiveness was positively associated with expertise and trustworthiness of the endorser. Brand attitude and merchandise attractiveness, in turn, were positively related to the impulse to purchase.

RESEARCH QUESTIONS AND HYPOTHESES

As explained earlier, the selection of celebrity endorsers is very dependent on product segmentation, targeting and positioning in certain markets and for this reason, consumer demographic profiles are important in marketing. The demographic profile influences consumer attitudes; for example, whether they will support/neutral/reject endorser celebrities who appear in the advertisements of a particular product brand or any policies implemented by either government or non-governmental organisations and corporations (Pillai et al., 2015). In the advertising industry, serious efforts are taken to profile or understand the characteristics of consumers before seeking celebrity endorsement through advertising. In this regard, the present study proposes the first research question (RQ1) as follows:

RQ1: Do demographic characteristics (gender, age, education, and income) influence consumer attitudes towards supporting/remaining neutral/rejecting celebrity endorsers in promoting a product brand?

The research question leads to the development of the research hypothesis as follows:

H₁: There is a significant difference in consumer attitudes towards celebrity endorsers (support/remain neutral/reject) in relation to age, gender, education, and income level.

The effectiveness of celebrity endorsers is determined based on various attributes seen by consumers as prominent, which will lead to their actual purchasing decisions. Of the seven attributes discussed earlier (trustworthiness, expertise, similarity, familiarity, likeability, product match-up, and meaning transfer), the present study examined the first six as they can be measured quantitatively. The attribute of meaning transfer from celebrity to product was perceived as being more appropriate for qualitative research. Thus, the second and third research questions were formulated as follows:

RQ2: Do the attributes of celebrity endorsers influence consumer's purchasing decisions?

RQ3: Which attributes are the most influential in consumer's purchasing decisions?

The two questions above lead to the following research hypothesis:

H₂: There is a significant influence of celebrity attributes (trust, expertise, similarity, familiarity, likeability and product match-up) on purchase intentions.

Thomas and Johnson (2017) found that the effect of celebrity brand-fit, or product match-up, on purchase intention is influenced by a third variable, that is, the attitude towards advertising and brand, which is a mediating variable. In this study, a hypothesis was proposed to test whether the relationship between celebrity brand-fit and purchasing decision is influenced by the third variable, that is, the attitude variable that supports/neutral/rejects celebrity endorsers. This study examined whether the supporting/remaining neutral/rejecting celebrity endorser variable can be treated as moderator, or mediator, in the relationship between celebrity brand-fit and purchasing decision. In this context, the proposed hypotheses are:

H₃: There is a significant effect of celebrity brand-fit on purchasing decision.

H₄: Attitude toward endorser celebrities moderate the relationship between celebrity brand-fit and purchasing decision.

METHODOLOGY

While consumers are constantly bombarded with advertisements from various mass media, in reality, consumers should be able to shape their opinions based on the advertisements they see and remember. For this reason, this study used a field survey method that allowed data to be collected from consumers who will provide optimal realistic answers. As described earlier, the aim was to measure the influence of demographic characteristics on consumer's attitude towards supporting/remaining neutral/rejecting celebrities as endorsers, and examine celebrity attributes that have the most influence on purchasing decisions. Additionally, the role of the consumer attitude variable (supporting/remaining neutral/refusing) was examined as a mediator or moderator variable, in the relationship between celebrity brand-fit and purchasing decision.

Participants

The celebrities used in this study were selected based on a recall test conducted on 100 respondents. The respondents were picked randomly from a list of telephone contacts. Each respondent was asked to recall all the celebrities who promoted a particular product brand they had seen or heard in the mass media.

A total of 10 celebrities who got the highest recalls were selected, namely Agnes Monica, Black Pink, Chelsea Islan, Fatin Shidqia, Maudy Ayunda, Raisa, Raline Shah, Tasya Kamila, and Via Vallen. The selected celebrities are singers, except Chelsea Islan and Raline Shah who are film artistes. All celebrities are Indonesians except Black Pink from South Korea. No sports celebrity made it to the list.

The sample population for this study is Jabodetabek, a megalopolitan that encompasses the capital city of Jakarta as the centre, and the four satellite cities around the capital with a population of 30 million. Jabodetabek was chosen because it is one of the country's biggest spender and the region has good media accessibility. The sample was obtained using the convenience sampling method. After making a number of modifications to suit local market conditions and consumer profiles, the final questionnaire was distributed online primarily through email and mobile to produce a sample of 464 respondents.

The first part of the questionnaire collected respondents' demographic information, which included: age, gender, education level, and income. The income level consists of 11 categories, ranging from below 2 million rupiahs (US\$143) to above 20 million rupiahs (US\$1429). The second part of the questionnaire collected data on the respondent's exposure to ads featuring the selected endorser celebrities. The question posed was: "How often do you see this celebrity in advertising product brands in the mass media?" Responses were collected using a 5-point Likert scale, starting from very often (5) to very rare (1). The higher the score, the more exposed the respondents to the advertising message featuring the selected celebrity endorsers.

Procedure

Since the effectiveness of celebrity endorsement is dependent on the various attributes of celebrities that leads to actual purchasing decisions, this study looked at six attributes that are perceived to have the most influence on purchasing decisions, namely: 1) trustworthiness; 2) expertise; 3) similarity; 4) familiarity; 5) likeability; 6) product match-up.

Respondents were asked to agree or disagree to a series of statements related to the overall attributes of celebrity endorsers using a 5-point Likert scale (1—strongly disagree, 5—strongly agree) after being shown the selected celebrity photos. The data were then subjected to the Cronbach test (α) to measure reliability.

Trustworthiness for each celebrity endorser was assessed by the statement: "I believe in what these celebrities say in the advertising of the product brands they promote." The following statement assessed expertise: "This celebrity has expertise in the fields related to the product being promoted." For similarity: "I feel this celebrity has similarities with me." For the attribute of familiarity: "This celebrity has a familiar or friendly personality". Overall, the higher the score given by the respondent, the greater the support for the celebrity endorser.

Celebrity brand-fit was measured through two statements: "These celebrities did not deserve to be endorser for the product brands they promoted" and "These celebrities were suitable to become the star of the advertising product brand they are promoting". The responses were measured using a 5-point Likert scale, starting from strongly agree (5) to strongly disagree (1) but the first statement was measured using the reverse code because it was a negative sentence.

The respondents were also evaluated on their attitude towards celebrity figures by grouping them into three categories (supporting/remaining neutral/rejecting) based on their assessment of celebrity attributes. In this regard, an 'agree' or 'strongly agree' response was categorised as a supporter. In contrast, responses such as 'disagree' or 'strongly disagree' were categorised as rejecting celebrities in their endorsement of the product brand. If the

respondent did not know or did not have an opinion, the respondent can be categorised as neutral.

The purchasing decision variable was measured using two statements: "After watching the advertisement starring this celebrity, I want to buy the product brand" and "I have bought and want to buy another product brand whose ads starred this celebrity." Responses were measured using a 5-point Likert scale, starting from strongly agree (5) to strongly disagree (1). The higher the respondent's score, the stronger the desire to make a purchase.

DATA ANALYSIS

The collected data were subjected to cross-tab analysis and Chi-square test to determine the effect of demographic characteristics such as gender, age, education and income on the respondent's attitude to support/remain neutral/reject the 10 celebrities cumulatively as endorsers of product brands. The strength of the relationship between demographic characteristics and attitude towards endorser celebrities was measured by Cramer's V. Furthermore, correlation analysis and multiple regression were employed to identify the most important and least important attributes among the five celebrity attributes in relation to purchase intention (research question 2). The model used was:

$$PI = \beta_0 + \beta_1 (EX) + \beta_2 (TW) + \beta_3 (SM) + \beta_4 (FM) + \beta_5 (LK) + \varepsilon$$

where *PI* is buying intention, *EX* is expertise, *TW* is trustworthiness, *SM* is similarity, *FM* is familiarity, and *LK* is likeability. Finally, a two-step multiple regression tests was also carried out to determine whether attitudes toward celebrity endorsers act as a mediator or moderator; both of which have the potential to strengthen or weaken the relationship between celebrity brand-fit and purchase intention.

RESULTS

For this study, it was first necessary to determine the number and list of endorser celebrities. A recall test on 100 respondents yielded Agnes Mo as the most remembered celebrity endorser (17% of the vote), followed by Anggun C Sasmi (13%), Chelsea Islan (10%), Blackpink (6%), Fatin Shidqia (6%), Raisa (5%), Maudy Ayunda (3%), Raline Shah (3%), Via Vallen (3%) and Tasya Kamila (2%). These top 10 celebrities collected 68% of the total votes; the remainder votes were distributed amongst other celebrities.

The 464 respondents comprised 252 women (54.3%) and 212 men (45.7%). The average age of the respondents was 27.74 years (SD = 10.32 years) with the youngest respondent, 15 and the oldest, 58. The education level of most respondents was undergraduate (34.1%) or college student (37.9%); the rest were high school leavers (17.7%), while the smallest numbers were PhD holders (0.4%) and junior high school leavers (0.9%).

In terms of monthly income, the average income for most of the respondents (68%) was less than 6 million rupiahs or US\$423 (US\$1 = 14.186 rupiahs at the time of the study). Some 82 respondents (17.7%) said they had an average income of less than one million; 6 – 10 million (14.7%); 10 – 14 million (8.6%); 14 – 20 million (3.9%); above 20 million (4.7%).

The results also showed that Blackpink, a South Korean female group consisting of Jisoo, Jennie, Lisa, and Rosé ranked first as the most recognised from the list of 10 celebrity endorsers. After Blackpink, the next three best-known celebrities based on rankings were Agnes Monica, Anggun C Sasmi, and Chelsea Islan.

Table 1. Respondents' demographics

Demographics	Frequency	%
Sex		
Male	212	45.7
Female	252	54.3
Age		
15–24	274	59
25–34	90	19
35–44	48	10
45–54	44	9
More than 55	8	2
Education		
Junior high school	4	0.9
Senior high school	82	17.7
University student	176	37.9
Undergraduate	158	34.1
Postgraduate	44	9.5
Monthly income (million rupiahs*)		
Below 2	82	17.7
2–5.9	234	50.4
6–9.9	68	14.7
10–13.9	40	8.6
14–17.9	10	2.2
18–19.9	8	1.7
Above 20	22	4.7

*US\$1 = 1426 Rupiahs

The results of the five celebrity attributes—trustworthiness, expertise, similarity, familiarity, and likeability—revealed that for the level of trust, Fatin Shidqia, who endorses Rejoice shampoo was ranked first (10 statements; $\alpha = 0.93$). Fatin is the champion of X Factor Indonesia's first season (Tribun, 2013).

For expertise, singer Raisa, the endorser for the Whitecoffee beverage was ranked first (10 statements; $\alpha = 0.77$). Raisa Andriana became famous after releasing her debut solo single entitled *Serba Salah*.

With regard to similarity, the results showed that respondents ranked movie star and singer Maudy Ayunda as an endorser who was considered to have the greatest similarity to them (10 statements; $\alpha = 0.95$). Other celebrities that fell in the same category included Raisa, Raline Shah, and Tasya.

Anggun C. Sasmi was ranked first for having the most familiar or friendly personality (10 statements; $\alpha = 0.82$). Anggun C Sasmi is the first Indonesian singer to successfully penetrate the international music industry and her albums have won gold and platinum awards in several European countries. Other celebrities who were ranked in the same category were Tasya, Chelsea Islan, Maudy and Via Vallen.

Anggun was also voted as the best advertising star (10 statements; $\alpha = 0.89$). Other celebrities who were ranked together with her were Chelsea Islan and Agnez Mo. In contrast, respondents voted that the most inappropriate advertising star was *dangdut* singer Via Vallen (10 statements; $\alpha = 0.92$). Others included were Blackpink and Fatin.

Results showed that when it came to purchasing decisions as a result of advertising messages from celebrity endorsers, Anggun was ranked the highest followed by Raisa and Chelsea Islan as being the most influential endorsers (10 statements; $\alpha = 0.93$). Surprisingly, when it came to influence on actual purchases, Anggun came out on top as well followed by Blackpink and Raisa.

Table 2. Descriptive and correlational statistics

Variable	Purchasing	Trustworthiness	Expertise	Similarity	Familiarity	Likeability	Appropriateness	Conformity
Purchasing	1.000							
Trustworthiness	.600	1.000						
Expertise	.543	.566	1.000					
Similarity	.492	.458	.501	1.000				
Familiarity	.410	.399	.510	.380	1.000			
Likeability	.491	.457	.502	.411	.409	1.000		
Appropriateness	-.017	-.013	.124	-.044	.099	-.044	1.000	
Conformity	.416	.460	.566	.316	.436	.316	.199	1.000
<i>Means</i>	61.40	32.78	34.01	26.07	35.36	25.07	32.95	36.03
<i>Standard Deviation</i>	13.40	6.73	6.10	8.93	4.80	8.92	7.00	5.43
<i>Range</i>	23 - 98	10 - 50	20 - 50	10 - 50	20 - 49	10 - 50	10 - 50	10 - 50
<i>Cronbach's alpha</i>	0.93	0.93	0.77	0.95	0.82	0.91	0.92	0.89

Table 3. Regression model on purchasing decisions

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	<i>p</i>
Trustworthiness	0.69	0.13	0.35	5.45	0.000
Expertise	0.37	0.16	0.18	2.44	0.015
Similarity	0.28	0.09	0.19	3.14	0.002
Familiarity	0.23	0.17	0.08	1.39	0.17
Likeability	0.27	0.08	0.18	3.13	0.002
Appropriateness	-0.9	0.09	-0.05	-0.94	0.35
Conformity	0.18	0.16	0.07	1.12	0.27

Demographics effect

In determining if demographic characteristics such as gender, age, education and income influenced the attitude of supporting/remaining neutral/rejecting celebrity endorsers, all the attribute scores (trust, expertise, similarity, familiarity, and preference) for each celebrity endorser were summed up and subjected to cross-tabulation analysis and Chi-square test. The results showed that there was a significant effect of gender on attitude towards endorser celebrities, $\chi^2(2, N = 464) = 15.28, p < 0.001$. Females showed greater support (84.1%) towards celebrity endorsers than men (62.3%). Additionally, no female showed resistance (0.0%) in comparison to men (1.9%). The strength of the relationship between gender and attitude towards celebrity endorsers was measured by Cramer's V which showed a value of 0.26, which indicates a fairly strong relationship (moderately strong).

The results also demonstrated a significant relationship between age and attitude towards celebrity endorsers, $\chi^2(8, N = 464) = 17.51, p < 0.05$. Among the various age groups, those under 24 years showed the largest support for celebrity endorsers (83.2%), followed by those above 55 years (75%). The number of those who did not support was very small, from no resistance (0.0%) to 2.25%. The strength of the relationship between age and attitude towards celebrity endorsers as indicated by Cramer's V value (0.20) is moderate.

For the education level, the original seven categories in the questionnaire were simplified into three categories (low, medium, and high). The income level was also simplified into 4 categories (ranging from the lowest to 3.9 million/4.0 - 9.9 million/10 - 19.9 million/above 20 million) from 11 in the questionnaire. There was no significant relationship between education and attitude towards celebrity endorsers, $\chi^2(4, N = 464) = 6.16, p = 0.19$. Similarly, there was also no significant relationship between income and attitude towards celebrity endorsers, $\chi^2(6, N = 464) = 7.41, p = 0.28$.

The findings revealed that the higher the level of education, the lower the level of support for endorser celebrities. The low education group showed the largest support for celebrity endorsers (88.4%), followed by those with secondary education (71.3%), and higher education (68.2%). In all three groups, the number that did not support endorsers was very small (0.0%–1.2%). Cramer's V value of 0.10 implies that the relationship between age and attitude towards celebrity endorsers is weak and insignificant.

Concerning the first hypothesis (H1), findings confirm that gender and age have a significant influence on the attitude towards supporting/ remaining neutral/rejecting celebrity endorsers, while education level and income do not.

Purchase intention

With regard to the second research question that looked at effects of celebrity endorser attributes (trust, expertise, similarity, familiarity, and likeability) on consumer purchase intentions, correlation analysis and multiple regressions were applied. However, a number of assumptions were checked first before the multiple linear regression analysis could be carried out. First, there must be a linear relationship between the outcome variable and the independent variable and using the scatterplots, the data obtained showed a linear relationship. Second, the normal data assumption was checked by removing outliers from the data so that the number of sample members decreased to $N = 452$. Third, the assumption of non-multicollinearity was also fulfilled since all six independent variables studied were not highly correlated with each other, and none exceeded 0.7 ($r \geq 0.7$) as a condition for multicollinearity. The lowest correlation value was $r = 0.03$ and the highest, $r = 0.6$.

Calculations with multiple regressions indicate that together the six attributes contributed significantly (46.1%) to the variance of the purchasing decision. Thus the overall regression model is significant ($F(6, 438) = 31.27, p < 0.001$), $R^2 = 0.461$. Three attributes individually contributed significantly to the variance of purchasing decision while the other

three were not significant. The three attributes that contributed significantly were trust ($\beta = 0.348$, $t(451) = 5.45$, $p < 0.001$), expertise ($\beta = 0.175$, $t(451) = 2.44$, $p < 0.05$) and similarity ($\beta = 0.189$, $t(451) = 3.14$, $p < 0.05$). Thus these three attributes explain a number of unique variants in purchasing decisions. Whereas the three attributes that did not contribute significantly were familiarity ($\beta = 0.083$, $t(451) = 1.39$, $p = 0.167$), and likeability ($\beta = 0.049$, $p = -0.94$).

Thus, the second hypothesis (H2) can be accepted since the six attributes contributed significantly to the variance of the purchasing decision (46.1%). Using the regression general equation, $Y = \beta_0 + \beta_1 X_1 + \beta_n X_n + \varepsilon$, the data analysis shows that purchasing intention can be presented in the following equation:

$$PI = 6.69 + 0.693 (\text{Trust}) + 0.39 (\text{Expertise}) + 0.28 (\text{Similarity}) + \varepsilon$$

This shows that purchasing intention (PI) increases by 0.693 points for each point of increase in trust, by 0.39 points for each point of increase in expertise, and by 0.28 points for each point of increase in similarity. Thus, the attributes of trust, expertise and similarity proved to be significant predictor variables for purchasing decisions.

As discussed earlier, expertise here refers to the match between the perceived celebrity knowledge and the fields related to the products that they endorse. If consumers perceive that there is a match (product match-up), celebrities are considered fit to endorse the brand of product (celebrity brand-fit). The simple linear regression results on purchase intention based on celebrity brand-fit implies a significant relationship ($F(1, 448) = 126.14$, $p < 0.01$, $R^2 = 0.36$). So, the third hypothesis (H3) stating that there is a significant effect of celebrity brand-fit on purchasing decisions is also accepted.

Results also showed that the celebrity brand match contributed individually as much as 36% to the purchase variant, but if the celebrity brand match was regressed with attitude towards endorser and the independent variable (purchasing intention), the R^2 value ended up higher, $F(2, 446) = 79.47$, $p < 0.01$, $R^2 = 0.46$.

This indicates that the celebrity brand-fit together with the attitude towards supporting/remaining neutral/rejecting endorser contributed 46% to the purchase variant, or an increase of 10%. Meanwhile, a direct relationship between attitude and purchase intention showed a smaller R^2 value (0.16) compared to the two earlier relationships, indicating that attitude towards celebrity endorsers is a moderating variable since it strengthens the relationship between brand-fit and purchase intention. In other words when the attitude towards celebrity endorsers becomes more positive, the relationship between celebrity brand-fit and purchasing intention also becomes stronger. This supports the fourth hypothesis (H4) which states that the attitude towards celebrity endorsers moderates the relationship between celebrity brand-fit and purchasing decision.

DISCUSSIONS AND CONCLUSION

The findings of the present study concur with some previous studies such as Gauns et al. (2017) who found a significant relationship between age and sex with the attitude towards supporting/remaining neutral/rejecting celebrity endorsers but did not find any significant influence from education. In contrast, while Gauns (2017) found a significant relationship between income and attitude towards celebrity endorsers, this study did not find any relationship between these two variables. On another note, while several previous studies (Freeman, 2015; Gupta, Kishore & Verma, 2015; Gauns, 2017) did not find any significant

effect of trust and expertise on purchasing decision, this study found both attributes as being influential.

The results are also in line with Thomas and Johnson (2017) who found that celebrity expertise has a very significant influence on purchase intention which suggests that marketers should assess a celebrity's expertise before using them to promote a particular product brand. Pornpitakpan and Francis (2000), however contended that the extent of influence by expertise also differs according to culture. They found that expertise had a greater impact on purchasing decision in the Eastern culture compared to the West, while the power of argument was more influential in the West than in the East. Overall, the effectiveness of expertise influence is based on various aspects such as time of source identification, level of involvement, recipient personality, and culture (Pornpitakpan & Francis, 2000).

Thomas and Johnson (2017) also found that the celebrity brand-fit influence on purchase intention was mediated by attitude towards celebrity endorsers. However, this present study found that attitude is more of a moderating variable instead. This can be seen from the direct relationship between attitude and purchase intention which shows a weak relationship while in mediation, the relationship is seen to be getting stronger.

Based on the three hypotheses that have been accepted, the following conclusions can be made. First, age and gender have a significant influence on consumer in supporting, remaining neutral or rejecting celebrity endorsers while education and income do not. Second, celebrity endorser attributes consisting of expertise, trust, similarity, familiarity, and likeability, working together, can significantly influence purchase intention. Individually, trustworthiness provides the strongest influence, followed by expertise and similarity. The two attributes that do not contribute significantly are familiarity and likeability. Third, there is a significant effect of celebrity brand-fit on purchasing decision, but the relationship tends to be moderated by attitude towards celebrity endorsers.

The findings of this study have practical implications for marketers in the following ways. First, celebrity endorsers are still needed and play an important role in purchase intention. Second, the selection of celebrity endorsers must consider the target audience demography by focusing on the age and gender of the audience as demonstrated by the findings of this study. This particular insight further strengthens Kang and Herr's theoretical framework (2006) that contends the outcome of endorsements will depend on consumers' motivation and ability to process information which in turn depend on demographic factors.

Third, products that use celebrity endorsers who are appropriate to the age and gender of the target consumer group will be more acceptable and raises the potential of increased purchasing opportunities; however, further research is still needed to validate this.

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