

Conference Paper

The Effect of a Celebrity Endorser on Purchase Interest through Brand Image

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ORCID:Sopiah: <http://orcid.org/0000-0002-7984-3566>**Abstract**

In facing the fierce competition between shampoo products, P&G features Lionel Messi as its celebrity endorser. Lionel Messi is well-known by the public. He promotes Head & Shoulders products, can be understood by consumers and suggests that Head & Shoulders shampoos help to overcome various problems experienced by consumers. The purpose of this study was to investigate the direct and indirect effects of a celebrity endorser on purchase interest through brand image, and the role of brand image as a mediating variable between a celebrity endorser and purchase interest. The research sample consisted of 329 participants. This was descriptive and explanatory research, which used a quantitative approach. Data were analyzed using PLS-SEM. The results were: (1) the celebrity endorser had a significantly positive influence on the purchase interest and brand image of Head & Shoulders shampoo products; (2) brand image had a significantly positive influence on the purchase interest of Head & Shoulders shampoo products; (3) brand image mediates the influence of the celebrity endorser on the purchase interest of Head & Shoulders shampoo products.

Keywords: celebrity endorser, purchase interest, brand image

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1. Introduction

Recently, the competition in the business world is getting fiercer, causing every company to compete in achieving competitive advantage for the sake of obtaining market share. One of the potential fast-moving-customer industries is toiletries industry producing daily toiletry items such as shampoo. It is what creates new market share for cosmetics producers in which they aim men as their consumers. Considering that opportunity, the producers compete in producing men products. Therefore, every company has its own strategies in marketing its products. It is no wonder that many companies appoint a celebrity or public figure to be their marketing media generally referred as endorsement. Besides becoming an entertainer, most celebrities or public figures

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also play an important role as the influencer of the society. The marketing strategy implemented by the companies is this endorsement, using the service of celebrities or public figures possessing good looks as the advertising media being able to attract consumers, particularly men expecting to have clean scalp and hair like the endorsing celebrity of such products. The number of similar products from various companies will also influence the purchase intention of the consumers.

One of the instances is the issue occurring in India. It is found that there is an indication that a celebrity or an actor may give positive impact on consumer behavior compared with a star athlete. The pleasant and credible personality is one of the most important moderators in influencing consumer behavior. It is proven when a research on a soft drink product and its marketing by using two celebrity endorsers with different category, namely Ranbir Kapoor (an actor) and M.S. Dhoni (a cricket athlete). The result of the research has proven that consumers are more interested to watch the commercial and to buy the soft drink product when it is endorsed by M. S. Dhoni (Roy, et al., 2013). Not only in India, it is also proven that in Japan, the selection of celebrity endorser's category is highly influential on consumer behavior. It is found that celebrity endorsers possessing unique talents will open great opportunities and provide information for the marketer even in international scale (Morimoto, 2018). Schiffman, et al. (2012) stated that there are two behaviors at the end of purchase decision, namely trial and repeat purchase. Purchase intention is the probability that a consumer will purchase a particular product. A strong brand image is able to generate several main advantages for a company, one of them is competitive advantage. According to the research conducted by Lien et al. (2015), brand image is a key driver which positively influences purchase intentions.

A brand with strong fame will have more opportunity to improve the sale volume of its products. Most consumers in Indonesia are reluctant to read, they tend to watch advertisements in audio visual content. The audio visual not only in the form of television, but also in other media such as YouTube supports advertisements to appeal consumers even more. In order to be even more attractive, good-looking celebrities and public figures are featured as endorser. To support advertisement delivery, an endorser is often featured in the commercial. Celebrity endorsement is strategy of featuring a celebrity as the commercial star in several media, starting from printed media, social media, and television (Shimp, 2003).

Rossiter and Percy (2003) stated that purchase intention is the self-instruction of the consumer to purchase products, make planning, take relevant actions such as suggesting (initiator), recommending (influencer), selecting, and finally deciding to make a purchase. According to Priansa (2017), purchase intention can be identified through

the following factors: (1) transactional intention which is one's tendency to purchase products, (2) referential intention which is one's tendency to refer products to other people, (3) preferential intention which is the intention describing one's behavior of having main preference on particular products, and (4) explorative intention which is the intention describing one's behavior of always looking up for information about the desired product and information to support the positive attributes of the product.

Brand image is a set of memory existing in the mind of a consumer about a brand, both positive and negative (Sopiah and Sangadji, 2013). Furthermore, a positive brand image benefits the producers to be recognized even more by consumers. In other words, consumers will decide to buy the products possessing a good brand image (Sopiah and Sangadji, 2013). The indicators of brand image according to Fianto et al. (2014) are as follows: (1) Saliency, a set of attractive and prominent aspects of a product, (2) Reputation, the reputation possessed by a product, (3) Familiarity, a product well-known in the society, and (4) Trustworthiness, the trust to consume a product.

According to Shimp (2003), celebrity endorser is a celebrity well-known in general society such as famous actors and athletes. The reason why celebrities attract the interest of producers to advertise their products is because the message conveyed by interesting sources (popular celebrities) will get more attention while being easy to remember (Royan, 2004). According to Spry et al. (2011), there are three factors possessed by celebrities in attracting the purchase intention of consumers, namely: (1) Attractiveness, the appeal including hospitality, pleasant personality, physical, and occupation as several important dimensions from the concept of appeal (Shimp, 2003), (2) Trustworthiness, referring to honesty, integration, and credibility of an endorser, (3) Expertise, a competence referring to knowledge, experience, or skill possessed by an endorser related to the topic of the commercial.

Based on the explanation above, the hypotheses proposed are as follows:

H₁: There is a positive and significant direct influence of celebrity endorser on the purchase intention of *Head & Shoulders Shampoo* products.

H₂: There is a positive and significant direct influence of celebrity endorser on the brand image of *Head & Shoulders Shampoo* products.

H₃: There is a positive and significant direct influence of brand image on the purchase intention on *Head & Shoulders Shampoo* products.

H₄: There is a positive and significant indirect influence of celebrity endorser on the purchase intention through the brand image of *Head & Shoulders Shampoo* products.

2. Method

2.1. Design and Sample of the Research

Quantitative approach and explanatory research are applied in this research. The research sample is 329 out of 400 questionnaires distributed. The respondents are the consumers of Head & Shoulders Shampoo products in Indonesia. The data collection method implemented is closed-questionnaire with 5 response alternatives, highly agree (score 5) and highly disagree (score 1). The research framework model is as follows:

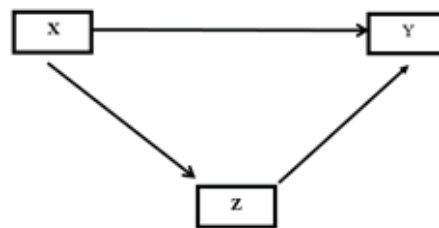


Figure 1: Research Framework Model

2.2. Data Measurement

There are three variables utilized in this research, namely celebrity endorser (X) as the independent variable, brand image (Z) as the intervening variable, and purchase intention (Y) as the dependent variable. The dimensions of purchase intention adopted from Priansa (2008), including: transactional intention, reference intention, preferential intention, and explorative intention. The dimensions of brand image variable are adopted from Fianto (2014), including saliency, reputation, familiarity, and trustworthiness. The dimensions of celebrity endorse are adopted from Spry et al. (2011), including: attractiveness, expertise, and trustworthiness. The data were then analyzed by conducting descriptive statistical analysis and by utilizing SEM-PLS (Partial Least Squares).

3. Result and Discussion

3.1. Descriptive Statistics Result

Based on the analysis of the descriptive statistics, the grand mean of celebrity endorser variable was 4.48, meaning that the celebrity endorser featured by Head & Shoulders Shampoo is good, the grand mean of brand image variable was 4.51, meaning that

the brand image produced on Head & Shoulders Shampoo is good, and the grand mean of purchase intention variable was 4.52, meaning that the purchase intention of Indonesian people on Head & Shoulders Shampoo is high.

3.2. SEM PLS Analysis Result

The result of the research explains the result of validity and reliability test of the instruments, the result of classic assumption, and the result of hypothesis test as follows:

3.2.1. Convergent Validity

TABLE 1: Loading Factor Convergent Validity 2nd Order

Indicator	Dimension	Loading Factor	SE	P Value
Celebrity Endorse	Attractiveness	0.913	0.048	<0.001
	Expertise	0.880	0.048	<0.001
	Trustworthiness	0.889	0.048	<0.001
Brand Image	Saliency	0.812	0.049	<0.001
	Reputation	0.901	0.048	<0.001
	Familiarity	0.945	0.048	<0.001
	Trustworthiness	0.901	0.048	<0.001
Purchase Intention	Transactional Intention	0.911	0.048	<0.001
	Referential Intention	0.884	0.048	<0.001
	Preferential Intention	0.864	0.048	<0.001
	Explorative Intention	0.911	0.048	<0.001

Based on Table 1, it was determined that all indicators (variable of celebrity endorse, brand image, and purchase intention) possessed the value higher than 0.6. Therefore, it was concluded that the variables are valid.

3.2.2. Reliability Test

Based on Table 2, it was determined that the values of composite reliability on the variables of celebrity endorse, brand image, and purchase intention were greater than 0.7. Therefore, based on the calculation of composite reliability, all indicators measuring those dimensions were reliable. Moreover, the Cronbach's Alpha value of all variables (celebrity endorse, brand image, and purchase intention) were greater than 0.6. Hence,

TABLE 2: Reliability Test

Variable	Dimension	Composite Reliability	Cronbach's Alpha
Celebrity Endorse	(Attractiveness)	0.889	0.813
	(Expertise)	0.860	0.755
	(Trustworthiness)	0.843	0.719
Brand Image	Saliency	0.921	0.871
	Reputation	0.868	0.771
	Familiarity	0.858	0.749
	Trustworthiness	1.000	1.000
Purchase Intention	Transactional Intention	1.000	1.000
	Referential Intention	1.000	1.000
	Preferential Intention	1.000	1.000
	Explorative Intention	1.000	1.000

based on the calculation of Cronbach's Alpha, all indicators measuring those dimensions were reliable.

3.2.3. Model Fit and Quality Indices

TABLE 3: Model Fit and Quality Indices

Model Fit and Quality Indices	Result	Criteria
Average Path Coefficient (APC)	0.468, P<0.001	P value < level of significance 5%
Average R-squared (ARS)	0.434, P<0.001	P value < level of significance 5%
Average Adjusted R-squared (AARS)	0.431, P<0.001	P value < level of significance 5%
Average block VIF (AVIF)	1.440	acceptable if <= 5, ideally <= 3.3
Average Full collinearity VIF (AFVIF)	1.796	acceptable if <= 5, ideally <= 3.3
Tenenhaus GoF (GoF)	0.569	small >= 0.1, medium >= 0.25, large >= 0.36
Sympson's Paradox Ratio (SPR)	1.000	acceptable if >= 0.7, ideally = 1
R-squared Contribution Ratio (RSCR)	1.000	acceptable if >= 0.9, ideally = 1
Statistical Suppression Ratio (SSR)	1.000	acceptable if >= 0.7
Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	1.000	acceptable if >= 0.7

Based on the result of the general output in Table 3, it can be seen that the model possessed a good fit, in which the P values for Average Path Coefficient (APC), Average R-squared (ARS), and Average Adjusted R-squared (AARS) were < 0.001 with $APC = 0.468$, $ARS = 0.434$, and $AARS = 0.432$. Likewise, the value of Average block VIF (AVIF) and the value of Average full collinearity VIF (AFVIF) were < 3.3 , meaning that there was not any problem of multicollinearity among indicators and among latent variables. The GoF value was 0.366 (greater than 0.36), meaning that the fit of the model was excellent. The values of R-squared contribution ratio (RSCR), Statistical suppression ratio (SSR) and Nonlinear bivariate causality direction ratio (NLBCDR) were equal with 1, meaning that there was not any problem of causality in the model.

3.2.4. Recapitulation of Hypothesis Test Result

TABLE 4: Recapitulation of Hypothesis Test Result

Independent	Mediator	Dependent	Path Coefficient	Indirect Coefficient	SE	P Value	Conclusion
Celebrity Endorse	-	Purchase Intention	0.435	-	0.052	< 0.001	H1 was accepted
Celebrity Endorse	-	Brand Image	0.558	-	0.051	< 0.001	H2 was accepted
Brand Image	-	Purchase Intention	0.412	-	0.052	< 0.001	H3 was accepted
Celebrity Endorse	Brand Image	Purchase Intention	-	0.230	0.038	< 0.001	H4 was accepted

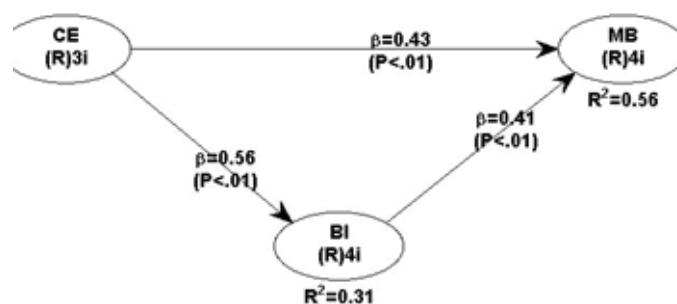


Figure 2: Effects Among Variables.

4. Discussion

Based on the result of SEM – PLS test, it was determined that celebrity endorser has positive and significant influence on the purchase intention of Indonesian customers.

It means that the better and more attractive the actor or public figure featured as the celebrity endorser is, the easier it will be for the company to improve the image of the promoted product. The celebrity featured as an endorser is able to make the commercial trustworthy and to make the advertising communication more effective (Biswas et al., 2006). The choice of featuring a celebrity endorser in commercials is commonly executed by companies to attract market shares. Dotson and Hyatt (2005) revealed that the support of a celebrity makes the endorsed products possess more social value and popular. Therefore, it helps the millennials to make statement about themselves through the consumption of the products.

Featuring a celebrity endorse will strengthen brand image, it will become an opportunity for the product to be known by consumers (Chan, et al., 2013). Based on the analysis result, brand image has positive and significant influence on the purchase intention of Head & Shoulders Shampoo products. It means that the better and more attractive the image of a product is, the more likely it will be for the product to improve purchase intention. Hence, brand image is able to be the mediator of the influence of celebrity endorse on purchase intention. The choice of featuring a celebrity endorser in commercials is commonly carried out by companies to attract the interest of their market. Celebrity endorsement is featuring a celebrity, entertainer, athlete, and public figure well-known by the society due to their expertise in particular field which is able to support the promoted products (Shimp, 2013). Thus, it can be concluded that celebrity endorsement is the utilization of well-known public figure whose achievements are acknowledged by the society and trusted to be an icon of a commercial in order to endorse the promoted products.

4.1. The Influence of Celebrity Endorser on Brand Image

Based on the analysis result, it is proven that celebrity endorser has positive and significant influence on the brand image of Head & Shoulders Shampoo products. It means that the better and more attractive the actor or public figure featured as celebrity endorser is, the more likely it will be to improve the image of the promoted products. In line with the previous research, Liu et. al (2007) stated that the physical attractiveness of an endorser influences the purchase intention of consumers. The consumers with high involvement will be able to decide their interest in purchasing a product (Liang and Lin, 2018). Featuring celebrity endorser will strengthen brand image because it will be an opportunity for the product to known by the consumers (Chan, et al., 2013).

Consumers will find out a product when the brand is launched. If the brand features a popular celebrity endorser to promote a product, the consumers will find out more about the product and have the intention to try the product (Chan, et al., 2013). Commercial is an important element and is influential in instilling the brand image to the consumers, along with the physical characteristics and quality of the products following a particular brand (Temporal and Lee, 2000). Nisa and Amal (2013) in their research found that the influence of celebrity endorser is positive and significant on brand image.

4.2. The Influence of Brand Image on Purchase Intention

Based on the analysis result, it was revealed that brand image has positive and significant influence on the purchase intention on Head & Shoulders Shampoo products. It means that the better and more attractive the image of a product is, the greater the purchase intention will be. Stigler (1995) in Pujadi (2010) stated that a brand known by customers will trigger their intention to make purchase decision. The impact from the symbol of a product contributes in the purchase decision of the consumers because symbol and image are important aspects in advertising and influential on purchase intention. Pujiadi (2010) in his research revealed that brand image is influential on the purchase intention of the consumers.

4.3. The Influence of Celebrity Endorser on Purchase Intention through Brand Image

Based on the analysis result, it was shown that there is a significant influence between celebrity endorser on purchase intention through brand image. It means that the greater the brand image produced by the better celebrity endorser is, the more likely it will be to improve purchase intention. Therefore, brand image is able to mediate the influence of celebrity endorser on purchase intention. Mukherjee (2009) stated that celebrity endorsers will be a success when they are not only interested in the fee provided by the company but also in the development of the product's brand image. The influence produced by a celebrity endorser is the form of co-branding influencing brand image. Celebrity endorser has a positive influence on brand image which will eventually influence the brand equity. On the other hand, the consumers will be more interested to purchase a product after watching their favorite celebrities instead of the ones they dislike. (Daneshvary & Schwer, 2000). Purchase intention itself represents the probability occurring in the consumer related to their planning to purchase a product

or service in the future (Wu et al., 2011). That research also proved in their research that PLB (Private Label Brand) image influences the purchase intention of the consumers.

5. Conclusion and Suggestions

5.1. Conclusion

The result of the research showed that there is a positive and significant influence of celebrity endorser on the purchase intention of *Head & Shoulders Shampoo* products. It means that the better the celebrity endorser is, the greater the purchase intention of the consumers will be. There is a positive and significant influence of celebrity endorser on the brand image of *Head & Shoulders Shampoo* products. It means that the better the celebrity endorser is, the better the brand image will be. There is also a positive and significant influence of brand image on the purchase intention of *Head & Shoulders Shampoo* products. It means that the greater the brand image is, the more likely it will be able to improve purchase intention. Moreover, celebrity endorse is influential on purchase intention through the brand image of *Head & Shoulders Shampoo* products. It means that the more positive the celebrity endorser is, the better the brand image will be and the greater the purchase intention will be.

5.2. Suggestion

Based on the research findings and conclusion, it is recommended for the policy makers of P&G (Procter & Gamble) Company to feature celebrities or public figures possessing better quality and compatibility with the promotion target so that the consumers will be attracted, interested, and more likely to purchase the products. It is also important to expand the market range of *Head & Shoulders Shampoo* products, particularly that of Barcelona FC edition featuring the footballer Lionel Messi.

It aims to convince the society that the formula of *Head & Shoulders Shampoo* products is able to overcome various problems of scalp and hair because the footballer Lionel Messi also uses it. It is also highly suggested that the producer or Procter & Gamble (P&G) improves the quality of *Head & Shoulders Shampoo* products so that they will receive good response from the people. Eventually, people will recommend the product to the others. It is highly beneficial for the company because of the free promotion.

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