

Conference Paper

Marketing Endorsement Activities on the Level of Sales and the Existence of Online Shop Tokikubytata

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Abstract.

Nowadays, social media is quite famous for promotional media. Social media is now a business land for someone to promote and sell products, goods or services to social media users known as an online shop. The use of endorsements is one of the creative strategies in advertising that online shop sellers often use to introduce and disseminate product information that is owned widely and quickly. This research will focus on the influence of using endorsements on the sale of online shop businesses. This study examines the usefulness of endorsements to increase online shop sales for Tokikubytata. The research method used is descriptive with a qualitative data approach obtained from consumers and online shop owners through written interviews with questionnaires. The research process has several stages, starting from reading books about marketing endorsements, literature and research supporting references, understanding research backgrounds, collecting data, conducting a series of qualitative data analysis processes, and conducting written interviews and field observations. The result of this study show that endorsement is very influential in increasing the number of followers and buyers for Tokikubytata. Endorsement will help in increasing consumer confidence in the products marketed by Tokikubytata. Phenomenological studies in this study are a method used to explore that the phenomenon of endorsement can increase the number of followers for online shop.

Keywords: endorsement, Tokikubytata, online shop

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1. Introduction

The presence of mass media in modern society is undeniable. The internet is an important communication medium, seen from the characteristics of the internet itself, which is different from other communication media such as correspondence, newspapers, radio, and television. Due to the influence of these technological developments, people's lifestyles have changed. One of the most prominent of these technological developments is the trend of gadgets and activities in cyberspace, such as online shopping or more commonly called Online Shop. In this era of globalization, the use

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of technology and information in the business world is increasing. The high level of personnel mobility requires the business world to provide services and goods in real time according to user needs. Information and communication technology can be very helpful in social and economic problems. The level of technological progress has provided convenience for humans in various fields, one of which is in the field of commerce or buying and selling. The real form of technological progress is the internet. The internet provides various facilities for its users, one of which is as a place of buying and selling. This facility can be used as a field for business.

In the construction of consumption culture, advertising does not play a role alone. Various forms of rubrics in the mass media work on a similar system. The rubrics of lifestyle, fashion, news about the latest gadgets, essentially have the same role as consumption through advertising. The news about celebrities and other infotainment becomes a reference for the audience about how to style to follow their idol. How to dress according to certain artists and models and what products and brands they use are then imitated by the audience. This logic is then exploited by manufacturers of certain goods and products by making celebrities as icons of their brands. Online marketing that many UMKM choose is online marketing through social media such as Facebook, WhatsApp, Line, Instagram and so on.

Sellers (online sellers) in marketing their products must first create an account, then upload photos of products and services in the feed along with a caption to attract buyers. In addition, various social media have also developed advertising features to reach more target markets. The seller can set the length of time the ad is shown, the schedule, and the reach of the ad according to the tariff, the ad in the form of an attractive video or photo to be displayed by social media on each account without having to follow each account on the social media. The use of endorser communicators that have characteristics will be able to influence positive consumer attitudes or responses to the product, so that consumers will consider it in the buying process and are expected to directly influence their buying behavior. Thus, consumers are influenced to buy without any coercion. Consumers want and are happy with the product and if consumers have the ability to buy, they will eventually make a purchase of the desired product in the future [1]. Consumer buying behavior refers to the decision processes and actions of people involved in buying and using products.

The increasing demand for online shops is also inseparable from the advertisements used by each online shop in order to attract more consumers. Advertising is a persuasive communication medium designed to generate a response and help achieve marketing objectives or goals [2].

In this study, the researcher will explore the effect of endorsement on an online shop which was founded by the researcher himself as the owner of the tokikubytata shop. Tokikubytata was built in early July 2020 by using Instagram as the main medium for selling products and making teenage women to adults as their marketing targets.

The endorser becomes a form of cooperation between the two parties that is mutually beneficial. The use of celebrity endorsers or public figures must go through several considerations, including the level of celebrity popularity with the problem of whether the celebrity can affect the character of the advertised product. The method of using celebrity endorsers is to provide free goods or services to the celebrity endorser with the celebrity in return uploading a predetermined photo or video. Celebrity or public figure has the meaning of a figure or figure who is widely known by the general public, so that a celebrity or public figure does not only come from among artists but also someone who has an influence on the wider community.

Currently, digital advertising or advertising conducted through social media such as Instagram is starting to become a trend in this era of globalization. Instagram is a photo sharing application that allows users to take and upload photos and videos, apply digital filters, and share them to various social networking services including Instagram's own via mobile devices such as iOS and Android [3].

Instagram is the social media with the next most users. In the App Store, Instagram is ranked in the top 3 free applications with a rating of 4.8 out of 5. Instagram is a social media that provides online photo or video sharing services. Besides being able to upload photos or videos, Instagram also has several other features, such as Instastories, IGTV, Direct Messages, and video calls. In addition, Instagram is also used as a place for people to sell [4].

In the beginning, not many people knew about Tokikubytata, until in the end the researcher chose one of the Tiktok celebrities who had many subscribers and introduced tokikubytata products.

1.1. Endorsement

1.1.1. Definition of celebrity endorsement

Selebgram or SelebTiktok is a person who has a prominent profile and has public appeal and everyday influence in the media. Celebrities can be used as a quick tool to represent the targeted market segment.

There are several statements that say that the right Public Figure will tightly tie the product into a brand as represented by celebrities. Ohanian as quoted by Frans M Rayan, divides the three factors that exist in celebrities that can influence consumers to buy, including physical attractiveness (beauty, handsome, funny, etc.), trustworthiness and expertise (existence of expertise). Meanwhile, according to Philip Kotler, a celebrity or Celebrity who is very influential because he has credibility that is supported by factors of expertise, trustworthiness and the presence of Celebrity is a term for users of Instagram accounts that are famous on the social networking site Instagram. The term refers to the words celebrity and Instagram where the combination of the words means people who are famous like celebrities on Instagram. Celebrities often benefit from their popularity. Besides being able to become a public figure and get lots of connections, by becoming a celebrity you can get lots of endorsements from various brands and online stores.

1.1.2. Types of endorsers

1. The experts

The use of figures who have expertise in certain fields that are relevant to the advertised product is intended to make consumers interested and confident in the advertised product.

2. Celebrity

The use of artists, singers, movie stars who are liked by the wider community to advertise certain products, so that consumers also like these products as they like the artists or stars who advertise.

3. Ordinary people

The use of figures from ordinary people is considered neutral (impartial) to convey a product, so that consumers can be convinced of the honesty of the superiority of the product.

4. Leader figure

The use of public figures who are leaders in certain fields relevant to the advertised product, so that consumers are convinced of the superiority of the product.

Products or brands can stand out in advertising, one of which uses the appeal of public figures or community figures can be a character, TV star, actor, actress, athlete, scientist, and so on.

1.2. Purchase interest

1.2.1. Understanding purchase interest

Interest is an intention, defined in general as a deep desire to do something you like. An individual who knows information about an online site can make him interested in doing something related to the online that causes his interest, that is what is called an online purchase intention. Consumers who have online purchase intentions in a shopping site environment will determine the strength of a consumer's intention to make purchases that are determined by behavior through the internet.

Purchase interest or buying interest is a sense of interest experienced by consumers towards a product (goods/services) which is influenced by the external attitude of the consumer and the consumer himself. Meanwhile, according to Hidayat, Elita, and Setiaman as quoted by Endi Rekarti and Lilis Hertina, buying interest is something that arises after receiving a stimulus from the product he sees, from there arises an interest in trying the product until finally the desire to buy it arises in order to have it. Interest is described as a person's situation before taking an action, which can be used as a basis for predicting the action. Purchase intention is a behavior that appears in response to an object that shows the customer's desire to make a purchase.

1.2.2. Stages of consumer purchase interest

The stages of consumer buying interest can be understood through the AIDA model as follows:

1. Attention

This stage is the initial stage in assessing a product or service according to the needs of prospective customers, besides that prospective customers also learn about the products or services offered.

2. Interested

In this stage, potential customers begin to be interested in buying the products or services offered, after getting more detailed information about the products or services offered.

3. Desire

Prospective customers begin to think about and discuss the products or services offered, because the desire and desire to buy begins to arise. In this stage, potential

customers have begun to be interested in the products or services offered. This stage is marked by the emergence of a strong interest from potential customers to buy and try the products or services offered.

4. Action

At this stage, prospective customers have high stability to buy or use the products (goods/services) offered.

1.3. Social media

1.3.1. Social media Instagram

Instagram comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant", like the polaroid camera which at that time was better known as "instant photo". Instagram can also display photos instantly, like a polaroid in its display. As for the word "gram" comes from the word "telegram" which works to send information to other people quickly. It's the same with Instagram which can upload photos using the internet network, so the information you want to convey.

Instagram is an application where we can send photos and photo descriptions that we will upload so that they can be seen by our followers or followers. Instagram is indeed much loved by a wide audience and can be used to introduce products but if we want to buy products on Instagram, we have to make payments manually and send manually or need other application containers, for example Shopee and Tokopedia [5].

1.3.2. Social media TikTok

TikTok's immense popularity in Southeast Asia, the platform has become the latest platform for young people to voice their political aspirations. The results of his research found a uniqueness in the TikTok algorithm that allows to increase the number of views through organic promotions. Where TikTok is an entertainment medium, but also powerful enough to be relied on in product promotion. Supported that there are currently many people who like the TikTok application, so this is a great opportunity for you to use social media as a promotional medium. Even now, TikTok already has an application for buying and selling transactions. Unlike Instagram, where we still need other applications to support the buying and selling process such as Shopee, Tokopedia and so on.

2. Literature Review

In this study, the researcher first started by reviewing previous research related to the title and theme to be carried out by the researcher. In general, the definition of previous research is the past source of research results which will be attempted by researchers to compare the research to be carried out. The author raised several studies as references and comparisons for the author to enrich the study material in this study. In the following, the researchers found some of the results of previous research regarding Endorsment Public Figures.

2.1. Review of past research

To conduct this research, author need to take several titles of related research journals as a reference for author to conduct research and make comparisons between findings made by previous author and the title being studied.

This study alludes to research completed by Asmai Ishak [6] with the title the effect of using celebrities in advertising on consumer buying interest. This study aims to introduce advertising as a way to introduce products so that they can be known by the wider public and how to form advertisements and tell what advertising functions and their impact on society. In this study, the authors used the method of collecting research data using a questionnaire which is a development of the research instrument that has been used by Ohanian [7] and Menon et al [8]. And the results obtained from this study are from the three dimensions of celebrity credibility, only attractiveness has an insignificant effect on advertising attitudes, while trustworthiness and expertise have a significant effect.

The next research that I use as a comparison for my research this time by Dita Olivia, et al [9] with the title The influence of celebrity endorsers on Instagram social media in the promotion of hijab products on consumer buying interest (case studies on Instagram accounts @zahratuljannah and @joyagh). The purpose of this research is for the main purpose of the marketing concept is to serve consumers by getting a number of profits, or can be interpreted as a comparison between income and reasonable costs. This is different from the sales concept which focuses on the company's desires. The method used by the author is Validity is a measure that shows the level of validity or validity of an instrument. Which is where Validity is a measure that shows the level of validity or validity of an instrument. The results obtained from this study are that this study

concludes that from the two objects of this study the variables that have a significant effect on consumer buying interest are visibility, product match up, credibility, and power.

The next research by Sri Ayu Wulandari [10]. The purpose of this research is to find out and analyze whether there is an effect of the use of endorsements on the sales turnover of Muslim online shops in Palangkaraya. This type of research uses quantitative research using a descriptive format. Quantitative research with descriptive format aims to explain, summarize various conditions, various situations, or various variables that arise in the community that are the object of research based on what happened. The results of the Pearson product moment (r) correlation technique show that the correlation between endorsements and sales turnover is 0.881. Based on the interpretation of the correlation coefficient r value, then 0.881 including the level of very strong— relationship. This shows that there is a strong relationship between Endorsements and Sales Turnover.

2.2. Relationship between celebrity endorsement and purchase interest

The large number of social media users and online business people in Indonesia, has resulted in fierce competition between business people. Every business person must think to attract the attention of consumers in the end consumers have the intention to make a purchase. One way that online business people can do is to use Endorsment to Public Figures.

Marketers prefer typical-person endorsers to support advertising. They are usually used as a form of promotion to gain consumer trust. Typical-person endorsers can be more familiar to consumers because they feel they have the same actual self-concept, shared values, personality, lifestyle, demographic character, and so on. The use of endorsers is intended to provide encouragement to advertising messages to be easily accepted by consumers and facilitate the growth of consumer confidence in the advertised product. Attraction Public figures are very effectively used by advertisers to communicate with their markets. With advertisements carried out by the celebrity, it can be an influential force in generating interest or action related to the purchase or use of the selected goods and services.

3. Methods

This study uses a qualitative approach, with a constructivism paradigm. Data collection techniques are observation, interview and literature study. Qualitative approach allows a

researcher to interpret a phenomenon holistically by using words, without having to rely on a number. Bogdan and Taylor stated that qualitative research is one of the research procedures that produces descriptive data in the form of speech or writing and the behavior of the people observed [11].

Qualitative descriptive data which is a type, design, or research design that is usually used to examine research objects that are natural or in real conditions and are not set as in experiments. Descriptive means that the results of the research will be described as clearly as possible based on the research that has been done without drawing a conclusion based on the results of the research.

This study uses a qualitative descriptive research method with a phenomenological approach. Phenomenological research is a type of qualitative research that sees and hears more closely and in detail the explanation and understanding of individuals about their experiences. Phenomenological research has a goal, namely to interpret and explain the experiences experienced by a person in this life, including experiences when interacting with other people and the surrounding environment.

In this study, researchers will focus on consumers as informants to provide opinions about whether endorsements have an effect on increasing the existence and sales of the tokikubytata online store.

Researchers pay attention to the phenomenon that is happening right now after the covid-19, where many things have changed, one of which is shopping. Previously, we went to offline stores, now we can shop through social media such as Instagram and Tiktok. Then there are several celebgrams that open endorsement services so that the products sold by online sellers can be known and reached by many people. In addition, with the Endorsment service, it will save time and cost because when we pay for endorsement services, all advertisements will be fully carried out by the public figure with the applicable provisions.

4. Results and Discussion

4.1. Research objects

Research subjects in qualitative research are referred to as informants, namely people who provide information about the data that the researcher wants related to the research being carried out. This information can be in the form of research background situations and conditions.

The subjects of this study were several consumers who were randomly selected. To conduct this research, researchers have obtained several consumers that researchers use as informants. Researchers chose several people as informants at random with the criteria that they are regular customers of tokikubytata and they more often conduct online transactions through social media such as Tiktok and Instagram.

4.2. Research result

The research was obtained by in-depth interview techniques with informants directly as a form of data searching and field observations through observations in the assessment column that had been given by buyers in the Shopee application which was then analyzed by researchers. The researcher took seven informants who were loyal customers of tokikubytata for the last two years. In this study, all informants were selected by researchers based on various ages and occupations in order to obtain maximum data and according to all types of age and marketing targets.

In this study, the focus of the researcher as a data source is how the informant first got to know Tokikubytata and what made the informant finally make the decision to buy products at Tokikubytata. And make the answers of the informants to get a conclusion whether by doing an endorsement will greatly impact the buyer's decision to make a transaction. Then is Endorsment one of the best Media Marketing in this Covid-19 era?

Then from in-depth interviews conducted by researchers, it can be concluded that endorsements are very influential for the tokikubytata online store. Because all regular consumers who make transactions on tokikubytata know tokikubytata through tiktok tiwiski videos, so they finally follow Instagram and make purchases at tokikubytata.

The results of interviews and observations of researchers by choosing the right endorser will be very helpful to increase sales and advertise the product as a whole. In this study, buyers tend to get to know tokikubytata through celebrities and tiktok influencers.

The endorsement strategy will be more effective if the celebrity has a greater number of followers or followers, because the more followers, the more people will see the products they promote. If the producer or online shop owner chooses a program with a small number of followers, fewer will see ads and the opportunity to buy tokikubytata shop products will decrease.

5. Conclusions and Recommendations

5.1. Conclusions

From research conducted by researchers, endorsements are very influential in increasing sales and the existence of tokikubytata on social media. However, as an online shop seller, we need to conduct a survey when we want to choose a public figure to endorse. Because choosing the right Public Figure will be very helpful in increasing tokikubytata sales. Endorsement is not to sell products, but endorsements are carried out by sellers to introduce the store and what products are sold in the online store. No wonder if Endorsements do not always succeed and produce the desired results. Because essentially Endorsements are formed to advertise products, not to sell products.

Therefore, it is important to choose the Public Figure that will be chosen to do advertising so that the results obtained are maximized.

5.2. Recommendation

There is a need for further detailed research on endorsements and how to choose the right public figure according to the product we want to advertise. In addition, there is a need for a contract agreement and cooperation between the online shop that endorses the public figure so that the endorsement will give maximum results for both parties.

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