Expertise, Trustworthiness, Similarity, Familiarity, Likeability, Product-Match Up of Celebrity Endorsement to Purchase Intention

Isti Februari Afifah

[1] Institut Komunikasi dan Bisnis LSPR, Jakarta, Indonesia

Abstract

Celebrity endorsement has become popular marketing strategy for the last decade. However, it is not always effective. Sometimes, it brings adverse effect to the brand and product due to wrong selection of celebrity figure. Therefore, this study aimed to investigate variables that related to celebrity endorsement, but have most significant influence to purchase intention. Among others: expertise, trustworthiness, similarity, familiarity, likeability, and product-match. So, it can be used by marketers as an insight. There were 200 respondents involved in this explanatory quantitative study. The findings revealed that all variables have positive influence to purchase intention. However, it is only expertise, trustworthiness, similarity, familiarity, and likeability that have significant influence. It means, product-match up had insignificant influence to purchase intention.

Keywords: celebrity endorsement, expertise, trustworthiness, product-match up, purchase intention

Introduction

With the significant development of the internet and social media, many micro and medium enterprises utilize both as an online storefront. Usually, the consumer who attracted to products can directly contact the seller through phone number, Line, or WhatsApp and wired the money to seller bank account. Then, the seller will ship the products to the consumer. This type of transaction has become the essential characteristic of internet era and called as "online shopping" (Liang & Lai, 2002).

Corresponding author:
Isti Februari Afifah, Postgraduate Program in Communication, Institut Komunikasi dan Bisnis LSPR, Jl. K.H. Mas Mansyur No. Kav. 35, Karet Tengsin, Kecamatan Tanah Abang, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10220 Jakarta 12160
Email: istifebruaria@gmail.com

One of social media that become a marketplace is Instagram. The online shop flourished in this social media. Thus, the competitiveness of online shops is increased significantly. So, the online shop started thinking to use marketing strategies. One of the strategies that is chosen is celebrity endorsement, which has been significantly use in the last decade, whether in printed or broadcasted promotion. Celebrity endorsement has been defined as: "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989 in Farhat & Khan, 2011).

Many studies revealed that celebrity is chosen as endorse, due to the presence that widely known by the public and some also admired. So, the celebrity is able to acquire and maintain the attention (Simmer, Damron-Martinez, & Haytko, 2009). According to Ohanian, the public sees celebrity as a person who is more expert, trustworthy, and credible compared to non-celebrities (1990 in Ahmed, Farooq, & Iqbal, 2014). Moreover, celebrity endorsers pass on their symbolic meanings and acquired associations to the products they endorse, the symbolic meanings are passed on to the consumer; the product is uniquely differentiated and its perceived value is infinitely enhanced.

Although, the impact of celebrity endorsement has been discussed extensively in many literatures, the way that celebrity endorsement influences consumer behavior will be different from target market to another. It is possible the target market with A set characteristics will easily influenced by celebrity endorsement, while B set characteristic shown otherwise.

While, the effectiveness of celebrity endorsement as marketing tools of online shop in Instagram also showed the various result. A research which compared the effectiveness of celebrity endorsement to recommendations of the fellow online consumer for the shoes product has shown that celebrity endorsement brings higher attention to the product, and many willing to buy due to they believe that the quality of product is fine because it being used and endorse by celebrity (Wei & Lu, 2013). However, a research that conducted to Y generation (who born in 1980 – 2000) in Thailand shows that celebrity endorsement does not have significant impact to buying behavior (particularly willingness to try, intention to buy, and actual buying activity) (Kutthakaphan and Wahloonluck, 2013). Also, the effectiveness of celebrity endorsement to increase profit is not proven, yet.

This study will investigate Instagram users in Indonesia to assess the impact of celebrity endorsement, and also its effectiveness to influence purchase intention. This country is chosen because Indonesia is well-known for its consumptive behavior. Moreover, as developing the country, the society is drowning in many products that come from developed countries. Thus, this practice grows significantly. #Jualan, the keyword is commonly used to identify products that being sales has been used 10 million times in photo and video by August 2014 (Dariswan & Indriani, 2014).

Literature Review

Celebrity endorsement has been quite popular in the last decades (Naz & Siddiqui, 2015). Companies use the help of public figures or celebrities such as television stars, movie actors, famous athletes, and even dead personalities to endorse brands (Shimp & Craig, 2012). Advertisement using celebrity endorsement is proved to emerge more around other advertisements and that is the reason why vendors choose to use celebrity endorsement (Bhatt, Jayswal, & Patel, 2013; Ahmed, Farooq, & Iqbal, 2014).

The investigation on how celebrity endorsement can be used as marketing tools with analyzing the ideal choice for celebrity endorsement and why the celebrity is used in endorsement was conducted by Chan, Ng, and Luk (2013). The result was the top ten ideal characteristic of celebrity for endorsement. Among others: suits the advertising image, correct target market, good values, price, a good fit between them and the product, no scandal, fame rate, availability, looks, and credibility.

Meanwhile, Shimp and Craig (2012) found that there are various reasons used by advertisers to use celebrity to endorse their advertising, such as economic value, to increase selling rate, to make audience pay attention to the ad, to make a good perspective toward the ad, to increase desire to purchase, and to build a personality for the ad. Celebrities are able to attract and hold customer attention either due to their fame or because they are idolized, and they can present professional testimonials on products that can be recognized to have devoted to their successful career are the unique ability celebrities have that other do not.

One of the most common reasons of celebrity endorsement usage is to increase the purchase intention. Purchase intention is part of consumer behavior. Purchase intention is widely used as a predictor of subsequent purchase (Grewal, Krishnan, Baker & Borin, 2008). According to Dodds, Monroe and Grewal (2011), the purchase intention refers to the possibility of a consumer's willingness to buy products. Bagozzi and Burnkrant (2009) believe purchase intention as a personal behavioural tendency to a particular product. Intention to purchase is the consumer's inclination to act toward an object (Kim & Kim, 2004). Besides that, Spears and Singh (2014) also considered purchase intention as the effort of an individual consciously planning to purchase the products of a brand.

In order to effectively influence purchase intention, Ahmed, Farooq, and Iqbal (2012) emphasized the importance to choose the right celebrity. Because, the celebrity might end-up damaging the image and reputation of the brand due to controversies, scandals, and failures

There are several models that established by the scholars that can be used to select the ideal celebrity and enhance the effectiveness of celebrity endorsement to achieve the goals. One of them is source credibility. It developed based on the assumption that positive characteristics from the communicator affect the acceptance of a message from the receiver. For the celebrity endorsement, source credibility first used by Ohanian in 1990. According to him, source credibility consists of two elements, expertise and trustworthiness. As stated above, the expertise means the endorser had experience and skills to give reliable review about the brand or product. Meanwhile, the trustworthiness means the endorser is perceived by public as figure that always consistent, honest, and had high integrity. However, it is not important whether the communicator is really expert and trustworthy or not, as long as the audience perceived it that way (Ahmed, Farooq, & Iqbal, 2014). In their study, the effectiveness of celebrity endorsement through source credibility model, it revealed that credibility has positive relation to consumer purchase intention. The value of relation is .538, which indicate fair strength of the relationship. Based on this result, the researchers suggested marketers to select celebrity with high credibility to enhance the effectiveness of celebrity endorsement. The research was conducted to 110 students in Islamabad, Pakistan. This sample considered small by the researchers and mentioned in the limitations, which should be improve by another research in the future. Similar result revealed by Pornpitakpan (2014) that two elements of credibility, expertise and trustworthiness had positive relations to purchase intention. Contrast to the previous research, this research used larger sample which was 880 undergraduate in Singapore. Hence, this result is more reliable and generalizable compared to previous one.

Another model is known as "source valence". The source valence had three factors, familiarity, likeability/attractiveness, and similarity. The familiarity from the audience to the endorsers affect the effectiveness of a message, as well as the attractiveness to the audience, the endorsers likeability (affection toward the endorsers based on their behavior or physical appearance) and similarity (correlation between the audience and the endorsers) (Ha & Lam, 2017). According to their research, familiarity had positive impact to purchase intention. It appears so because familiarity means the consumer often see the celebrity and recognize him/her, then it make it easier to recall the brand or product when the need rose. Meanwhile, likeability/attractive in this research, also had positive impact to purchase intention. Because, it makes the advertisement more impressive and last in consumers' mind. This research able to provide reasoning behind relationship of variable because it combine the quantitative and qualitative approaches. Same finding also revealed by Jaffari and Hunjra (2017), familiarity had direct and significant impact to purchase intention. So does, the likeabilitty/attractiveness. This research has high reliability, because it has 2038 respondents that come from distinct demographic profile.

There is also another model which proposed by Till and Busler proposed that the match-up between endorsed product and celebrity who endorse it affect the effectiveness of the advertisement. It means, an important role played by the match-up between the brand image and the celebrity endorser to product and evaluations based on the advertisement (Felix & Borges, 2014). While, according to Karasiewicz & Kowalczuk, the match-up is crucial to assure that the product and endorser are compliments each other (2014). On the research that used product match-up as one of the factors of effective of celebrity endorsement revealed that product match-up indeed had positive influence to generate higher purchase intention despite the attractiveness of endorser is low (Liu, Hua, & Minghua, 2007). However, the result is more favorable if marketers combine the low product match up endorser but highly attractive. This research runs a number of scenario with varied level of endorser atrractiveness, high and low product match-up, as well as used distinct products to avoid bias. Hence, the result of this research is highly reliable. In the quantitative research that performed by Karasiewicz and Kowalczuk (2014) product match up also had positive influence to purchase intention. However, the significance is depend on the product type. This research used 237 sample in quasi-experiement that consist of four groups (two product categories and two types of endorsers).

Hypothesizes Development and Research Framework

Based on the literature review, this study proposed six hypothesizes among others:

- H1: Expertise had positive and significant impact to purchase intention

- H2: Trustworthiness had positive and significant impact to purchase intention

- H3: Similarity had positive and significant impact to purchase intention

- H4: Familarity had positive and significant impact to purchase intention

- H5: Likeability had positive and significant impact to purchase intention

- H6: Product-Match had positive and significant impact to purchase intention

With the mentioned hypothesizes, the hypothesis model will be as follow:

Figure 1 Research Model
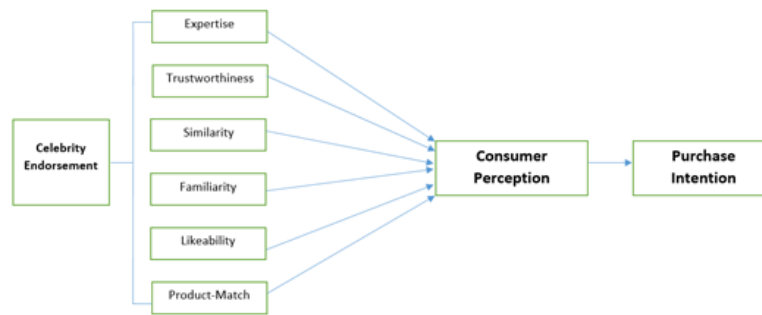
The model displayed the relationship between independent variables (expertise, trustworthiness, similarity, familiarity, likeability, and product-match) that related to celebrity endorsement to dependent variable (purchase intention).

Methods

In this study, the quantitative approach is used. Quantitative approach popularly used in research that focused on factor that influence customer satisfaction. Because, the quantitative approach make it possible for researcher to reach large number of sample in short amount of time. Moreover, the standardized procedure of quantitative approach has simplified process of data gathering and analysis. It is also able to prevent bias due to the controlled environment. Hence, this research will use quantitative approach (Neuman, 2014). Meanwhile, the type of research is explanatory, which attempt to explain how a social phenomenon occurred and try to elaborate about the phenomenon itself (Bradley, 1996). As the result, the analysis of the research findings can be more comprehensive. This is matched with the research objectives that attempt to explain how nepotism impact core value and corporate reputation.

The population of this study is Indonesian Instagram users. However, because the population is too large, non-probability sampling is used instead probability sampling. Two types of non-probability sampling, quota and purposive are utilized to drawn appropriate number of sample. This research aimed for 200 usable samples that consist of 125 female and 75 male. This division is based on notion that women shop more often than man (Taylor, 2015).

The data from samples is obtained with questionnaire, which is data collection instrument that consist with multiple choice questions to find out about respondents' demographic and also their perception/opinion towards certain matter. In this study, the questionnaire developed based on variables and its dimensions. The questionnaire was administered through various of methods, face to face, social media, and personal chat.

Before the questionnaire is given to the samples, pilot test is performed to make sure the items can be understood easily. Besides that, the pilot test is conducted to assess the validity and reliability of the items. All of the composite reliabilities of the constructs were over the cut-off value of .60, ensuring adequate internal consistency of multiple items for each construct (Babbie, 2010). Meanwhile, in order to test the hypothesizes, multiple regression analysis.

Table 1. Result of Validity and Reliability Test

Variable	Cronbach's Alpha
Trustworthiness	.670

Expertise	.876
Similarity	.635
Familiarity	.888
Likeability	.918
Product Match-up	.928
Purchase Intention	.651

Result and Discussion

The respondents' demographic analysis revealed that there are 125 female respondents or 62.5% from the total respondents while the male respondents are 75 or 37.5% of the total respondents. This is matched the quota sampling, where the research required 125 female respondents and 76 male respondents. When it comes to age group, it found that there are 142 respondents in age between 20 – 27 years old or 71% of total respondents. While, there are 41 respondents in age between 28 – 35 years old or 21% of the total respondents. And, there are 16 respondents in age between 36 – 43 years old or 8% of the total respondents. Regards the educational level of respondents, the data shown that there are 46 respondents had graduated from high school or 23% of the total respondents. While, there are 114 respondents had graduated from diploma/undergraduate or 58% of the total respondents. And, there are 40 respondents had graduated from post graduate or 20% of the total respondents. For the income level, it appeared that there are 32 respondents had income less than 3 million per month or 16% of the total respondents. While, there are 70 respondents had income between 3 – 5< per month or 35% of the total respondents. Also, there are 56 respondents had income between 5 – 8< or 28% of the total respondents, there are 32 respondents had income between 8 – 11 million or 16% of the respondents; and there are 10 respondents had income more than 11 million per month or 5% of the total respondents. Overall, the analysis indicated that the respondents' consists of individual with various demographic characteristics or heterogenetic. Therefore, it improve the generalizability of study findings.

Table 2. The Demographic Profile Analysis

Demographic Factors		Frequency	Percentage
Gender	Male	75	37.5%
	Female	125	62.5%
Age Group	20 – 27	142	71%
	28 – 35	42	21%
	36 – 43	16	8%
Education Level	High School	46	23%
	Diploma/Undergraduate	114	58%
	Post-graduate	40	20%
Income Level	<3 million	32	16%
	3 – 5< million	70	35%
	5 – 8< million	56	28%
	8 – 11 million	32	16%
	>11 million	10	5%

The table 3 revealed that 61.5% respondents accumulatively access Instagram between 7 – 9 hours per week or can be categorized as heavy users. 26% can be considered as moderate user, 7.5% very heavy user, and 5% light user. While accessing Instagram, the respondents' come across many endorsement posts, both featured celebrity and non-celebrity. 88.5% of

respondents preferred the endorsement that featured celebrity. It is only 11.5% that preferred non-celebrity endorsement. 67% of the respondents saw the celebrity endorsement post often. While, 20% of the respondents saw it sometimes and 13% of the respondent saw it rarely. When it comes to celebrity types, 45% of the respondents prefer actor/actress and TV personalities, 34% preferred internet celebrity, 37% preferred athlete, and 1% preferred business person. This data is meaningful insight for the marketers that helpful to compose marketing strategy that related to celebrity endorsement.

Table 3. Respondents' Instagram Usage, Celebrity Endorsement Exposure and Preference Analysis

Factors		Frequency	Percentage
Exposure to Instagram per Week	1 – 3 hours	10	5%
	4 – 6 hours	52	26%
	7 – 9 hours	123	61.5%
	>10 hours	15	7.5%
Preference of Endorsement	Celebrity	177	88.5%
	Non-celebrity	23	11.5%
Exposure to Celebrity Endorsement Post	Often	134	67%
	Sometimes	40	20%
	Rare	26	13%
	Never	0	0%
Type of Celebrity	Actor/Actress, TV Personalities	90	45%
	Internet Celebrity	34	17%
	Athlete	74	37%
	Business Person	2	1%

Based on the regression analysis, it revealed that the R value is 0.906. It means, all celebrity endorsement variables (expertise, trustworthiness, similarity, familiarity, likeability, and product-match) simultaneously have very strong positive correlation to purchase intention. Meanwhile, R Square value indicated that all celebrity endorsement variables simultaneously can predict purchase intention 82.1%. While, the rest 17.9% are predicted by other variables that are not included in this study.

Meanwhile, P value needs to obtain to see the degree of significance that each variable has to purchase intention. On the Coefficient Table, the P value is available in the column Sig. If P value < 0.05, it means the influence is significant. On other hand, if P value > 0.05, it indicated that the influence is insignificant

There six independent variables that related to celebrity endorsement, expertise, trustworthiness, similarity, familiarity, likeability, and product-match. Out of the six variables, only product match up that had insignificant influence to purchase intention. Due to the P Value is 0.167 which greater than 0.05. After seeing the significance of independent variables influence to dependent variables, the positive and negative of influence must be considered in order to test the hypothesizes.

All independent variables have positive influence to purchase intention, including product match up with insignificant influence. It revealed through the Beta Unstandardized Coefficient. Because, the influence is positive when expertise of celebrity improved by one point, it will increase the purchase intention by 0.127. This also applied to other variables with varying number of increments. Trustworthiness is able to increase purchase intention by 0.388, similarity (0.215), familiarity (0.113), likeability (0.231), and product match up (0.062). The variables that can increase purchase intention the highest is trustworthiness.

Therefore, it can be concluded that only H6 that stated Product-Match had positive and significant impact to purchase intention, is rejected. Meanwhile, H1, H2, H3, H4, and H5 are accepted. It means expertise, trustworthiness, similarity, familiarity, and likeability have positive and significant influence to purchase intention.

Table 4. Regression Analysis Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906[a]	.821	.815	.3326

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.458	.149		2.071	.002
	Expertise	.127	.030	.159	4.247	.000
	Trustworthiness	.338	.042	.330	8.038	.000
	Similarity	.215	.039	.215	5.535	.000
	Familiarity	.113	.042	.134	2.701	.008
	Likeability	.231	.052	.239	4.468	.000
	ProductMatchup	.062	.045	.067	1.388	.167

Expertise, trustworthiness, similarity, familiarity, and likeability are proven to have positive and significant influence to purchase intention. This result also confirmed by previous researches. According to Bhatt, Jayswal, and Patel (2013) the high level of expertise and trustworthiness of celebrity reduce the possibility of Instagram users to doubt a message or reject. Thus, the effect of Instagram selling post that feature celebrity that considered as an expert and trustworthy will be wider and deeper compared to those which feature non-trustworthy figure or no celebrity figure at all. Meanwhile, the positive and significant influence of similarity is confirmed by Adnan, Jan, and Alam (2017). It is because generally people always attracted to others that share similar characteristics with them. Besides increase the attractiveness, similarity is also make the audience easily relate themselves to celebrity that endorsing the product. Furthermore, likeability considered had persuasive effect. When an individual like a person who relies the message, he/she will be easily persuaded. On the other hand, when an individual dislike a person who relies the message, he/she tend to reject it. Even in some cases, the message can have an adverse effect. Kehn (2012) suggested that in many situation, even competence can be defeated by likeability. For the finding of familiarity, it is similar with the research that performed by Ha and Lam (2017). It found that familiarity had positive impact to purchase intention. It appears so because familiarity means the consumer often see the celebrity and recognize him/her, then it make it easier to recall the brand or product when the need rose. On other hand, the insignificance of product match up to influence purchase intention is confirmed by Levi, Varnali, and Tosun (2017). According to

their research, the match-up maybe required for certain type of product, such as sport gear, but it does not apply generally to all types of product.

Conclusion

Based on the findings, H1, H2, H3, H4, and H5 are accepted, while H6 is rejected. It means, expertise, trustworthiness, similarity, familiarity, and likeability have positive and significant influence to purchase intention. But, product match up does not have significant influence to purchase intention. Therefore, it recommended for the marketers that consider applying celebrity endorsement to their campaign must take into account the variables that have significant influence to purchase intention. Particularly, trustworthiness that had most significant influence. Conducting a FGD toward a candidate for celebrity endorsement can help the marketers to figure out the public perception about the celebrity. Nowadays, this also can be done by monitoring the comment section on the celebrity social media account.

References

Adnan, A., Jan, A., & Alam, W. (2017). Relationship between Celebrity Endorsements & Consumer Purchase Intention. Abasyn Journal of Social Sciences, 10(2), 356 - 372.

Ahmed, N., Farooq, O., & Iqbal, J. (2014). Credibility of Celebrity Endorsement and Buying Intentions an Evidence from Students of Islamabad, Pakistan. International Letters of Social and Humanistic Sciences, 20, 1 - 13.

Babbie, E. (2010). The Practice of Social Research. Belmont, CA: Wadsworth.

Bagozzi, R., & Burnkart, R. (1979). Attitude Measurement and Behavior Change: a Reconsideration of Attitude Organization and Its Relationship to Behavior. In NA - Advances in Consumer Research (pp. 295 - 302). Association for Consumer Research.

Bhatt, N., Jayswal, R., & Patel, J. (2013). Impact of Celebrity Endorser's Source Credibility on Attitude Towards Advertisements and Brands. South Asian Journal of Management, 20(4), 74-95.

Bradley, N. (1996). Marketing research tools and techniques. Oxford: University Press.

Chan, K., Ng, Y., & Luk, E. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. HKBU Department of Communication Studies Journa, 14(2), 167 - 179.

Dariswan, P., & Indriani, M. (2014). Consumers' Attitude Toward Shopping Through Instagram Social Media. Singapore: Asia-Pacific Business Research Conference.

Dodds, W., Monroe, K., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. Journal of Marketing Research, 28(3), 307 - 319.

Farhat, R., & Khan, B. (2011). An Exploratory Study of Celebrity Endorsements . International Conference on Economics and Finance Research, 4, 463 - 466.

Felix, R., & Borges, A. (2014). Celebrity Endorser Attractiveness, Visual Attention, and Implications for Ad Attitudes and Brand Evaluations: A Replication and Extension. Los Angles: Latin American Advances in Consumer Research.

Ha, N., & Lam, N. (2017). The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention. International Journal of Economics and Finance, 9(1), 64 - 77.

Jaffari, S., & Hunjra, A. (2017). Mediating Impact of Celebrity Endorsement in Relationship of Celebrity Characteristics and Consumers Purchase Intention. Abasyn Journal of Social Sciences, 10(2), 329 - 344.

Karasiewicz, G., & Kowalczuk, M. (2014). Effect of Celebrity Endorsement in Advertising Activities by Product Type. International Journal of Management and Economics, 44, 71 - 91.

Kim, E., & Kim, Y. (2004). Predicting online purchase intentions for clothing products. European Journal of Marketing, 38(7), 883 - 897.

Kutthakaphan, R., & Wahloonluck, S. (2013). The Use of Celebrity Endorsement with the Help of Electronic Communication Channel (Instagram). Sweden: Malardalen University.

Levi, E., Varnali, K., & Tosun, N. (2017). The Match-Up Hypothesis Revisited: A Social Psychological Perspective. International Journal of Communication, 11, 278 - 300.

Liang, T., & Lai, H. (2000). Electronic store design and consumer choice: an empirical study. 33rd Hawaii International Confrence on System Science. Honululu.

Neuman, W. (2014). Social Research Methods: Qualitative and Quantitative Approaches. Harlow: Pearson Education.

Shimp, T. (2010). Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communication (4th ed.). Texas: The Dryden Press.

Simmers, C., Damron-Martinez, D., & Haytko, D. (2009). Examining the Effectiveness of Athlete Celebrity Endorser Characteristics and Product Brand Type: The Endorser Sexpertise Continuum. Journal of Sport Administration & Supervision, 1(1), 52-64.

Taylor, S. (2015, August 21). Why Women Like Shopping More Than Men. Retrieved January 11, 2016, from The Huffington Post: http://www.huffingtonpost.co.uk/steve-taylor-phd/why-women-like-shopping-more-than-men_b_8014480.html

Wei, P., & Lu, H. (2013). An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior. Computers in Human Behaviour, 29, 193-201.