

THE INFLUENCE OF INDONESIAN CELEBRITY BRAND AMBASSADOR ON CONSUMER BUYING BEHAVIOR OF FEMALE BEAUTY PRODUCTS

PENGARUH DUTA MEREK SELEBRITI INDONESIA PADA TINDAKAN PEMBELIAN KONSUMEN TERHADAP PRODUK KECANTIKAN WANITA

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ABSTRACT

Celebrity brand ambassador has become popular in Indonesia. Many companies advertise their brand has used celebrity brand ambassador to attract people to buy their product. This study aims to find out the influence of Indonesian celebrity brand ambassador on consumer buying behavior of female beauty products. The method used to analyze the data is the Simple Regression Analysis which enables the researcher to analyze the influence of the independent variable, which is Brand Ambassador to the dependent variable, which is Consumer Buying Behavior. The independent variable in this research is Indonesian Celebrity Brand Ambassador. 100 female under age between 17 to 50 years were surveyed as respondents. Data have been collected from both the primary and secondary source. For the primary researcher has used questionnaire. The result of this research shows that there is significant simultaneous and partial influence of Indonesian celebrity brand ambassador on consumer buying behavior of beauty products.

Keywords: Celebrity Brand Ambassadors, Consumer Buying Behavior.

ABSTRAK

Selebriti duta merek telah menjadi populer di Indonesia. Banyak perusahaan mengiklankan merek mereka menggunakan merek duta selebriti untuk menarik orang membeli produk terutama untuk wanita. Penelitian ini bertujuan untuk mengetahui pengaruh duta merek selebriti Indonesia terhadap perilaku pembelian konsumen dari produk kecantikan wanita. Metode yang digunakan untuk menganalisis data adalah Analisis Regresi Sederhana yang memungkinkan peneliti untuk menganalisis pengaruh variabel independen yang merupakan brand ambassador terhadap variabel dependen, yang merupakan perilaku pembelian konsumen. Independen variabel dalam penelitian ini adalah selebriti Indonesia duta merek. Sedangkan sampel dari responden adalah berjumlah 100 responden wanita yang telah menggunakan produk kecantikan dan semua responden berumur di antara 17 sampai 50 tahun. Data telah dikumpulkan dari kedua sumber primer dan sekunder. Untuk keutamaan peneliti telah menggunakan kuesioner. Hasil penelitian ini menunjukkan bahwa ada pengaruh secara simultan dan parsial signifikan dari selebriti Indonesia duta merek pada perilaku pembelian konsumen dari produk kecantikan.

Kata Kunci: Selebriti Duta Merek, Perilaku Pembelian Konsumen.

1. INTRODUCTION

Research Background

Beauty products become an important thing for modern female nowadays. Many of female do not want to go out without using their beauty product. Most female looking for a beauty product to make them self more comfortable and look beauty for their face. To choose the beauty product can become the difficult thing because of many beauty product that come out. The beauty product comes out with many offers for the beauty treatment to attract female to buy the product. Mostly, female can be interest with the product because of the icon that promotes the product or image of the product. The icon can attract the people to buy the product. Nowadays, female consumer flooded by several of beauty products advertisements that exist in television, magazine, and another media. This is supported by the use of celebrity as brand ambassador become one of marketing strategy.

Using celebrities as brand ambassadors is hardly a new concept. Celebrities are popular and followed by many people so it makes sense that marketers benefit from using them in order to get their message across. A celebrity can capture consumers' attention link the brand with their own personal image and associate their positive attributes with those of the product concerned. Meanwhile, the challenge of the marketer is to find a hook that will hold the subject's attention. One of the proffered approaches to make the advertisement looks more interesting is by requiring the celebrity brand ambassador to take part in it. Many businesses believe that an advertisement delivered by a celebrity provide a higher degree of appeal, attention, recall and possibly purchase compared to those celebrities. The image of popular person will affect many people to stop and pay attention to the advertisement itself. Companies tends to use celebrities ambassador more than the ordinary people because the attributes is just owned by the popular celebrity including beauty, courage, talent, and spirit to decoy brands that will be supported by celebrity. Companies hire celebrities from a particular field to feature in its advertisement campaigns. More and more companies of beauty product prefer the celebrities as the icon of their product. Marketers spend enormous amount of money on celebrity as brand ambassador contracts based on the belief that celebrities are effective spokespersons for their products.

Research Objectives

The objectives of this research are to know;

1. Popularity, credibility, and believability influence on consumer buying behavior of female beauty products.
2. Popularity influence on consumer buying behavior of female beauty products.
3. Credibility influence on consumer buying behavior of female beauty products.
4. Believability influence on consumer buying behavior of female beauty products.

2. THEORETICAL FRAMEWORK

Marketing

Kotler and Armstrong (2008) broadly defined marketing as " A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. Marketing is the process by which companies create value for customers and build strong and profitable relationships in order to capture value from customers in return. Marketing involves satisfying consumer needs. If the marketer understand consumer needs, develop products that provide superior value and prices, distributes, and promotes then effectively, the product will sell very easily.

Marketing have a relationship with the consumer behavior, where both concern on customers, the activity and how customers get attract and why customer interest with product or service. Marketing had two phases or sides of view. First as philosophy, an attitude, or a management orientation which affect the satisfaction of customer. Second, marketing is activities and process that can be used to implement this philosophy. From The American Marketing Association's the definitions of marketing focus on the second phase above. marketing is the activity, set of institutions, and processes of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (McDaniel, Lamb, and Hair, 2011).

Marketing Mix

Kotler and Kellers (2012) described marketing mix as the combination of product, pricing, distribution (place), and promotion strategies used to market products. In planning and implementing strategies, marketing managers develop the four basic components (often called the *Four P's*) of the marketing mix. The many possibilities can be collected into four groups of variable known as the "four Ps": product, price, place and promotion.

1. Product means the goods-and-services combination the company offers to the target market.
2. Price is the amount of money customers have to pay to obtain the product.
3. Place includes company activities that make the product available to target consumers.
4. Promotion means activities that communicate the merits of the product and persuade target customer to buy it.

Integrated Marketing Communication

Duncan (2008) defined integrated marketing communication as "A process for planning, executing, and monitoring the brand messages that create customer relationship". IMC is about the synergy and creativity, integration, and communication. Although many companies have coordinated and focused their marketing communication to a certain extent, one of the best examples of how to do IMC is the story of Saturn.

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements (<http://economictimes.indiatimes.com/definition/marketing-mix>).

Brand Ambassador

Brand ambassador is marketing jargon for celebrity endorser or spokes model, a person employed by an organization or company to promote its products or services. The brand ambassador is meant to embody the corporate identity in appearance, demeanor, values and ethics. The key element of brand ambassadors lies in their ability to use promotional strategies that will strengthen the customer-product/service relationship and influence a large audience to buy and consume more. Predominantly, a brand ambassador is known as a positive spokesperson, an opinion leader or a community influencer, appointed as an internal or external agent to boost product/service sales and create brand awareness. Today, brand ambassador as a term has expanded beyond celebrity branding to self branding or personal brand management (https://en.wikipedia.org/wiki/brand_ambassador).

Star power works because celebrity embody cultural meaning-they symbolize important categories like status and social class, gender, age and even personality types (Solomon, 2013).

The thinking behind celebrity involvement in advertising is that people will be more inclined to use products endorsed by a celebrity because they will identify with and want to be like this person. Celebrities can also bring new excitement, energy, and even perceived value to a product (Bovee & Thill, 2011).

Consumer Behavior

Belch & Belch (2017) defined consumer behavior as the process and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desire. While Schiffman and Kanuk (2004) explained that customer behavior is the behavior that consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decision to spend their available resources (time, money, effort) on consumption related items. That includes what buy, why buy it, when buy it, where buy it, how often buy, how evaluate after the purchase and the impact such evaluations on future purchases, and how disposed of it.

Consumer Buying Behavior

According to Kotler (2008:75), consumer buyer behavior refers to the buying behavior refers to the buying behavior of final consumers-individuals and household who buy goods and services for personal consumption. Consumer buyer behavior is influenced by the buyer’s characteristics and by the buyer’s decision process. The most important thing, which influences the individual behavior, is the consumer’s family, social, and cultural environment.

Research Hypothesis

The hypotheses of this research are:

- H0 : Brand Ambassador has no significant influence on consumer buying behavior.
- H1 : Brand Ambassador has a significant influence on consumer buying behavior.

3. RESEARCH METHOD

Type of Research

This research uses causal research because it will determine and investigate the influences of Indonesian celebrity brand ambassador on consumer buying behavior of beauty products.

Place and Time of Research

This research is conducted in Manado, North Sulawesi, Indonesia. The research was held during May to June 2015.

Conceptual Framework

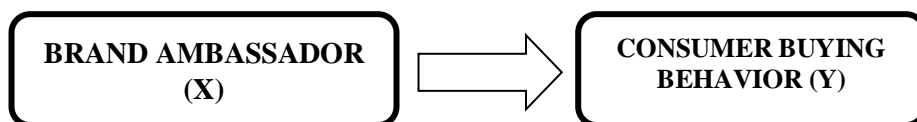


Figure 1. The Conceptual Framework
 Source: Data Processed, 2015

Population and Sample

In this research the population is female consumer of beauty products in Manado city Indonesia.

Data Collection Method

The source of data can be from primary and secondary sources. Primary data is data originated by the researcher specifically to address the research problem (Sekaran and Boogie, 2009:35). The researcher obtains primary data from results of survey and questionnaires.

Operational Definition and Measurement of Research Variables

1. Popularity is the level of famous the celebrity across the consumer mind. How the celebrity as the icon can make people to buy the product.
2. Credibility is the level where the consumer sees a source has the knowledge, expertise or experience relevant and reliable sources to provide objective information.
3. Believability is based on how honest the celebrity is about what he/she says concerning the brand and how honest a celebrity is when being a brand ambassador of the product.
4. Consumer buying behavior is the variable refers to how the consumer act after they see the promotion of the product.

Data Analysis Method

Validity Test

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity is the ability to measure what it is supposed to validity test is used to know whether the instrument is valid or not. The instrument is valid if the value of variable is positive and more than 0.3 ($r > 0.3$). Constructing validity is the assessment of validity (truth that an item is measuring something that actually measurement) based on the pattern of linkages between items that measures the question.

Reliability Test

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measure a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie:2009).

Simple Linear Regression Model

Linear regression is used to model the value of a dependent scale variable based on its linear relationship to one or more predictors. The linear regression model assumes that there is a linear, or "straight line", relationship between the dependent variable and each predictor. Once gathered the data from the field, the next step to analysis the data and solving the problem using Simple Linear Regression Method, it also to test the hypotheses that have been stated. The data then inserted into the statistical tools SPSS 21. This method has been chosen to measure the influences of Indonesian celebrity brand ambassador on consumer buying behavior of female beauty products.

4. RESULT AND DISCUSSION

Result

Validity and Reliability

The value of Corrected Item - Total Correlation with SPSS 21 of the indicators are all above the acceptance limit 0.5, therefore the research instrument is valid. The Reliability test is done by looking at the *Alfa Cronbach* value, in this research the value of Alfa Cronbach is 0.705, which is above the acceptance limit of 0.6, therefore the research instrument is reliable.

Simple Linear Regression Model

Simple Linear Regression used to develop an equation (a linear regression line) for predicting a value of the dependent variables given a value of the independent variable.

Table 1. Simple Linear Regression Analysis Output Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,686	,157		4,378	,000		
	Brand Ambassador	,847	,037	,917	22,691	,000	1,000	1,000

a. Dependent Variable: Consumer Buying Behavior

Source : Data Processed SPSS, 2015

From the simple linear regression equation above, it can inform the interpretation as follows: The constant (a) of 0,686 shows the influence of brand ambassador (X₁). It means if the independent variable is equal to zero (0) then the value of consumer buying behavior (Y) is predicted to be 0,686.

Simple Regression Coefficient of Determination (R²)

The Influence of X₁ on Y can be seen that determinant of the coefficient (r²) in the table above. r² value of 0,840 in this study may imply that the contribution of Indonesia Celebrity Brand Ambassador (X₁) on Female Buying Behavior (Y) of 84% while the remaining 16% is affected by other variables which not explain in this research.

Simple Regression Coefficient of Correlation (r)

The Simple Regression Coefficient of Correlation (r) is used for correlation or relationship X₁ on Y. The correlation coefficient values can be seen in table:

Table 2. Simple Regression Coefficient of Correlation (r)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,917 ^a	,840	,838	,16631	2,164

a. Predictors: (Constant), Brand Ambassador

b. Dependent Variable: Consumer Buying Behavior

Source : Data Processed SPSS 2015

Based on the analysis of correlation (r) is equal to 0,917 indicating that the Correlation of The Influence of X_1 on Y has a strong relationship.

Hypothesis Testing

T-Test

Table 2. T-Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
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1	(Constant)	,686	,157		4,378	,000		
	Brand Ambassador	,847	,037	,917	22,691	,000	1,000	1,000

a. Dependent Variable: Consumer Buying Behavior

Source: Data Processed SPSS (2015)

Based on the calculations in the table above, the interpretation as follows:

The table shows that significance value = 0.000, it means X_1 partially influence on Y significantly. T_c for X_1 22.691 greater than the value of 1.984 t_{table} means X_1 has significant partial influence on Y . The sig. value at 0.000 means that prediction of X_1 influence on Y doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore, H_a received.

F-Test

Table 3. F-Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,241	1	14,241	514,886	,000 ^b
	Residual	2,711	98	,028		
	Total	16,952	99			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Brand Ambassador

Source : Data Processed SPSS (2015)

Value 514,886 of F_{count} significant 0,000. Because the $sign < 0,000$ means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0,010. Therefore H_0 is rejected and accepting H_a . Thus, the formulation of the hypothesis that The Influence of X_1 on Y Simultaneously accepted.

Discussion

Celebrity as brand ambassador become one of aspect that make people want to buy the product especially for the female when buy their beauty products. The celebrity is one of the reason why they choose to use the products it's because of the celebrity's popularity, credibility, or believability. By using the Likert Scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting, and analyze data. There are five point scale ranging from 1 = "strongly disagree" to 5 = "strongly agree".

This research has been conducted to analyze the influence of Indonesian celebrity brand ambassador as the independent variable on consumer buying behavior of female beauty products as the dependent variable.

In this research, data was collected from 100 female respondents that were categorized by age, occupation, and income per month. The data was taken from the consumers who were using the female beauty products. From the researcher objectives that the number of respondents in this research were 84%. At the age demographics, most of respondents were at the range of age between 17-50 years old. The most respondents in this research are PNS and have income at range Rp. 3.000.000-5.000.000.

Based on the theory and result of analysis, brand ambassador (X1) have correlation with consumer buying behavior (Y). The correlation celebrity brand ambassador toward the consumer buying behavior is significant simultaneously. From the analysis that has been conducted by using the simple linear regression analysis is found that:

$$Y = 0.686 + 0.847X$$

Based on the result above shows that celebrity brand ambassador have positive influence toward the consumer buying behavior on beauty products, it can inform the interpretation as follows : The constant (a) of 0,686 shows the influence of brand ambassador (X₁). It means if the independent variable is equal to zero (0) then the value of consumer buying behavior (Y) is predicted to be 0,686.

5. CONCLUSION AND RECOMMENDATION

Conclusion

There are four constructive findings in this research, which are listed as follow:

1. Popularity, credibility, and believability have significant and simultaneous influence on consumer buying behavior of female beauty products.
2. Popularity has significant and partial influence on onsumer buying behavior of female beauty products.
3. Credibility does not has significant and partial influence on onsumer buying behavior of female beauty products.
4. Believability has significant and partial influence on onsumer buying behavior of female beauty products.

Recommendation

Therefore, the several recommendations given are:

1. The marketer should continuously maintain and improve the marketing strategies to use the celebrity as brand ambassador for the female beauty product because the celebrity can create a good promotion which can attract people interested with the product because of their appearance as the icon of the product.
2. For companies, it is better to use celebrity as the icon of the product because of the celebrity's popularity, credibility and believability can increase the sales and give positive value to company.
3. Suggestion for other beauty products, they have to increase the sales product using the celebrity as brand ambassador who endorse the female beauty product is important to

promote a product. The consumer wants to buy the product because of the brand ambassador.

4. For the consumer, do not just buy the product because of the celebrity brand ambassador, but notice about the quality of the product as well.

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