

THE INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTION (CASE STUDY : CLEAR SHAMPOO IN MANADO)

PENGARUH SELEBRITI ENDORSER TERHADAP INTENSI PEMBELIAN (STUDY KASUS : SHAMPOO CLEAR DI MANADO)

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ABSTRACT

Clear shampoo occupied the first position of the best brand shampoo in 2015 with 22.1%. In 2005 Unilever developed Clear strategy for the brand extension to the hair styling category. Companies should be able to designing an effective marketing strategy so that consumers can give a positive response to the product. The role of celebrity endorsement is often used to support the product and it helps build trust with current and potential costumers, increases the chance of the brand being remembered, and attract new type of audience. This research used a multiple linear regression analysis with the sample is 100 respondents that were obtained from citizen at Manado City. The result from this research shown that the physical attractiveness, expertise, and congruity have significantly influence customer purchase intention to buying Clear shampoo. The consumer like the endorser that always shows up on the television and already recognize by the consumer, in other words the consumer like the endorser that already have a high popularity and also the respondent more attracted by a good looking endorser.

Keywords: celebrity endorsment, purchase intention

ABSTRAK

Shampoo clear berada di posisi pertama sebagai brand shampoo terbaik dengan persentase 22.1%. Pada tahun 2005 Unilever mengembangkan strategy shampo clear untuk perluasan merek dalam kategori model rambut. Perusahaan harus bisa mendesain strategi marketing yang efektif agar konsumen bisa memberikan respon yang positif terhadap produk. Peran dari endorser selebriti adalah sering untuk mendukung produk dan membantu untuk membangun kepercayaan dengan konsumen yang sekarang dan berpotensi, menaikkan kesempatan agar brand dapat diingat, dan menarik pelanggan yang baru. Penelitian ini menggunakan analisa linier regresi berganda dengan sampel 100 responden yang didapat dari penduduk kota Manado. Hasil dari penelitian ini menunjukkan bahwa daya tarik fisik, keahlian, dan keselarasan secara signifikan mempengaruhi intensi pembelian pelanggan untuk membeli shampo clear. Para konsumen menyukai endorser yang selalu muncul di televisi dan sudah dikenal oleh konsumen, dengan kata lain para konsumen menyukai endorser yang memiliki popularitas yang tinggi dan juga para responden lebih tertarik pada endorser yang memiliki wajah yang menawan.

Kata kunci: endorser selebriti, intensi pembelian

1. INTRODUCTION

Research Background

The era of free trade and globalization is characterized by the expanding range of products, both in the form of goods or services that cause business competition between companies is getting tougher. This causes the management company is required to more closely address in determining the competitive strategy. Every company is trying to attract the attention of (potential) customers in various ways, one of them by providing information about the product.

Advertising is one of the most common ways companies use to direct the persuasive communication to the target audience. This media is deemed as most effective in influencing consumers to make purchases in order to appeal the prospective customers to buy the particular product or service. Based on this, the company should be able to design an effective marketing strategy so that consumers have responded positively to the product. Marketing strategies that can be undertaken by companies to communicate their products effectively in introducing products and attract the attention of consumers through advertising.

There's so many ways that company can do to attract the consumer with the advertisement, one of them is using celebrity that can be an actor/actrees, singer, or even a person that being a player on any kind of sports. Its called celebrity endorsement. The role of celebrity endosement is often used to support the product and it helps to build trust with current and potential costumers, increases the chance of the brand being remembered, and attract new type of audience.

Become the leading of shampoo brand, Unilever as the company that produce the Clear Shampoo definetely have a marketing strategies. Companies should be able to designing an effective marketing strategy so that consumers give a positive response to the product. Marketing strategies is a procedure by which companies react to situations of competitive market and forces of market or react to environment forces and internal forces to enables the firms to achieve its objective and goals in target market, through all aspects of the marketing mix, that consist of products, prices, promotion, and distribution (Slater et al.,2009; Lee, Griffith 2004). Marketing strategies that can be done by companies to communicate effectively the value of their product. A company cannot make dream to be a well known brand until they invests in their promotional activities, for which consumer market have been dominating through advertisements (Kumar and Raju, 2013).

Research Objective

The objectives of this research are to identify the significant effect of:

1. Celebrity Endorsement factors (Physical Attractiveness, Expertise, Trustworthiness, adn Congruity) on consumer Purchase Intention simultaneously
2. Physical Attractiveness on Celebrity Endorsement oin consumer Purchase Intention partially.
3. Expertise on Celebrity Endorsement on consumer Purchase Intention partially.
4. Trustworthiness on Celebrity Endorsement on consumer Purchase Intention partially.
5. Congruity on Celebrity Endorsement on consumer Purchase Intention partially.

Theoretical Framework

Marketing

According to the American Marketing Association (AMA) Board of Directors, Marketing marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This definition focuses on exchange as central concept. It suggests that the parties involved must have something of value to offer to the other party and must have the desire and ability to give it up and find a way to communicate with one another.

Integrated Marketing Communication

Integrated Marketing Communication or IMC is a term whose widespread use is comparatively recent, a fact, which might explain why there not yet is a common understanding of its real meaning and the lack of a generally accepted definition. According to Polyorat (2014), integrated marketing communication (IMC) is considered an attempt to integrate and synthesize its promotional mix, which includes advertising, sales promotion, public relations, personal selling, and event and direct marketing.

Celebrity Endorsment

Celebrity endorsement is a character (actor, entertainer or athlete) known to the public because of his achievements in many things. The advertising agencies willing to pay a high price to the celebrities that are liked and respected by the audience become targets and that are expected to influence the attitudes and behavior of consumers on the products supported (Muktamar, 2014). Bramantya (2016) said that a good looking an a good appearance endorsement can attract support advertisement. Celebrity endorsers have positive influence on purchase intentions. Several studies support that similar ethnic group celebrities are effective on purchase intention (Hassan and Jamil, 2014).

Dimensions of Celebrity Endorsement

Physical Attractiveness. According to Patzer (1985), Physical attractiveness is an informational cue which involves effects that are subtle, pervasive, and inescapable; produces a definite pattern of verifiable differences; and transcends culture in its effects. *Credibility/Trustworthiness.* Trustworthiness refers to the “honesty, integrity and believability of an endorser” (Erdogan, 2001). Consumer has generally a consideration that celebrities are trustworthy source of communicating information (Goldsmith et al., 2000). *Expertise.* Celebrity expertise is one of the reasons in order to find out its influence on recipients of information (Amos, Holmes and Strutton, 2008). And *Congruity* is celebrity matchup principle with product is as important as all other attributes pertains to celebrity for high social acceptability and strengthening the credibility of celebrity (Kamins, 1990; Kotler, 1997).

Consumer Purchase Intention

According to Kotler (2000) purchase intention is a common effectiveness measure and it is often used to anticipate response behavior. Purchase intention means a consumer prefers to buy a product or service because people find that they needs a particular product or service, or even attitude towards a product and perception of product. In other words, purchase intention is the plan in which a person intends to buy a particular goods or service sometime in the near future. The plan is to buy an item but the timing is left to the individual to plan. Purchase intention on consumer behavior is important because it is about the willingness of the consumer it self. Purchase intention can measure the possibility of a consumer to buy products and services, more higher the customer intention to buying, the higher a consumer’s willingness is to buy products or services.

Conceptual Framework

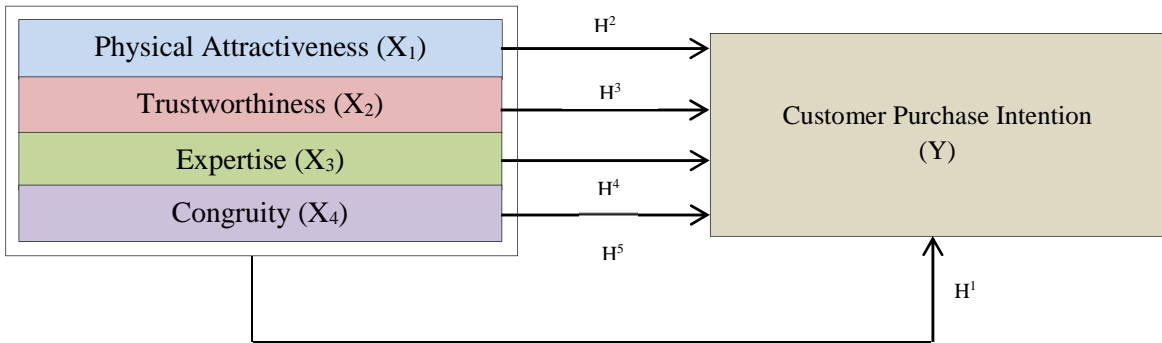


Figure 1. Conceptual Framework
 Source: Data Processed (2016)

Research Hypotheses

The hypotheses of this research are:

- H₁: Physical Attractiveness, Expertise, Trustworthiness, Congruity on Celebrity Endorsement have significant influence simultaneously on Purchase Intention.
- H₂: Physical Attractiveness has significant influence partially on Purchase Intention.
- H₃: Trustworthiness has significant influence partially on Purchase Intention.
- H₄: Expertise has significant influence partially on Purchase Intention.
- H₅: Congruity has significant influence partially on Purchase Intention.

2. RESEARCH METHODOLOGY

Type of Research

This research is a causal type of research where it will investigate the influence of Celebrity Endorsement (Physical Attractiveness, Expertise, Trustworthiness, and Congruity) on Consumer Purchase Intention. Causal research is used to establish causes and affect relationship between the variables. this research use a quantitative method and multiple regression analysis. The quantitative methods are especially helpful with large complex problems. (Anderson. et.al. 2008:6).

Place and Time of Research

This research was conducted in Manado from August-September 2016. And this research regarding the customer of Clear Shampoo as the the main respondents.

Population and Sample

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigated (Sekaran, Bougie. 2014). The research population is an adult citizen in Manado. It comprises some members selected from it. In other word, some, but not all, elements of the population form the sample. The population in this research is the entire customers of Clear shampoo in Manado. The total sample is 100 respondents.

Data Collection Method

This research data obtained from primary data. Primary data refer to information obtained first-hand by researcher on the variable of interest for specific purpose of study (Sekaran, Bougie. 2010:180).

Operational Definition and Measurement of Research Variables

Physical Attractiveness (X_1) - A number of virtuous characteristics that consumers may perceive in an endorser of Clear Shampoo.

Expertise (X_2) - The knowledge, experience, and skills with regard to the Clear Shampoo advertisement.

Trustworthiness (X_3) - The trusted from target audience due to the life Celebrity endorser lives professionally and personally, as revealed to the general public through the mass media.

Congruity (X_4) - Congruity is matchup principle with product is as important as all other attributes pertains to celebrity for high social acceptability and strengthening the credibility of celebrity.

Consumer Purchase Intention (Y) - Consumer Purchase Intention go through variety of processes before buying a Clear Shampoo product.

Data Analysis Method Validity and Reliability Test

To analyze the validity of questionnaires, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what ought to be measured. Reliability test is established by testing for both consistency and stability of the answer question. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran 2006:177).

Multiple Regression Analysis Model

Multiple regression is a descriptive tool used too develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, to control confounding variables to better evaluate the contribution of other variables, ot to test and explain a causal theory. The formula of multiple regression models in this research is shown below :

$$y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

- y : Consumer Purchase Intention
- a : Intercept
- $\beta_1 - \beta_4$: Regression Coefficient of Each Variable
- X_1 : Motivation
- X_2 : Perception
- X_3 : Attitude and Belief
- X_4 : Learning
- e : Error

3. RESULT AND DISCUSSION

Result Validity and Reliability

Validity Test

All the total values for each indicator for independent variables and dependent variables are above 0.3. It means all the indicators are valid.

Table 1. Reliability Test

| No | Variables | Cronbach's Alpha |
|----|----------------------------|------------------|
| 1 | Physical Apperience | ,777 |
| 2 | Expertise | ,654 |
| 3 | Trustworthiness | ,704 |
| 4 | Congruity | ,708 |
| 5 | Customer Purchase Decision | ,752 |

Source: SPSS 22.00 (2016)

The table shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables in this research is considered reliable and can be used to retrieve data.

Classical Assumption Test Multicollinearity Test

Table 2. Collienarity Statics

| Variable | Collinearity Statistics | |
|-------------------------|-------------------------|-------|
| | Tolerance | VIF |
| Physical Attractiveness | ,851 | 1,175 |
| Expertise | ,766 | 1,306 |
| Trustworthiness | ,756 | 1,323 |
| Congruity | ,842 | 1,188 |

Source: SPSS 22.00 (2016)

The table 2 shown that the tolerance and VIF values. The tolerance value of physical attractiveness is 0,851, expertise is 0,766, trustworthiness is 0,756, and congruity is 0,842, meaning the tolerance value of each variable is more than 0.1. The VIF value of physical attractiveness is 1,175, expertise is 1,306, trustworthiness is 1,132, and congruity is 1,188, meaning the VIF value of each variable is less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.

Heteroscedasticity

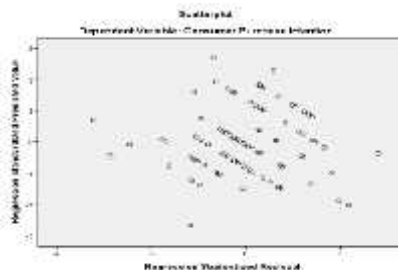


Figure 2. Heteroscedasticity Test

Source: SPSS 22.00 (2016)

Figure 2 shown that the dots is not created a specific pattern and also spread above and below 0 (zero). It proves that there is no heteroscedasticity in this regression model.

Normality

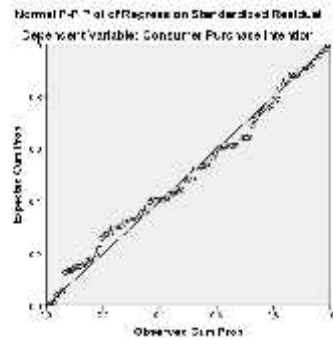


Figure 3. Normality Test
 Source: SPSS 22.00 (2016)

Figure 3 shown that the dots are spread in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

Multiple Regression Analysis

Table 3. Multiple Regression Result
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | ,830 | ,473 | | 1,754 | ,083 | | |
| Physical Attractiveness | ,256 | ,069 | ,278 | 3,690 | ,000 | ,851 | 1,175 |
| Expertise | ,351 | ,095 | ,295 | 3,715 | ,000 | ,766 | 1,306 |
| Trustworthiness | ,392 | ,074 | ,425 | 5,323 | ,000 | ,756 | 1,323 |
| Congruity | -,178 | ,073 | -,184 | -2,428 | ,017 | ,842 | 1,188 |

Source: SPSS 22.00 (2016)

The interpretation of the equation is :

1. Constant 0,830 shows the influence of physical attractiveness (X₁), expertise (X₂), trustworthiness (X₃), congruity (X₄) to the customer purchase decision (Y). It means that if all the independent variables are zero, the customer purchase intention (Y) as dependent variable is predict to be 0,830.
2. 0,256 is the coefficient of physical attractiveness (X₁) meaning if there is one unit increasing in X₁ while other variables are constant then Y is predicted to increase by 0,256.
3. 0,351 is the coefficient of expertise (X₂) meaning if there is one unit increasing in X₂ while other variables are constant then Y is predicted to increase by 0,351.
4. 0,392 is the coefficient of trustworthiness (X₃) meaning if there is one unit increasing in X₃ while other variables are constant then Y is predicted to increase by 0,392.
5. -0,178 is the coefficient of congruity (X₄) meaning if there is one unit increasing in X₄ while other variables are constant then Y is predicted to decrease by -0,178.

Table 4. Result of R and R²
Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---|----------|-------------------|----------------------------|
|-------|---|----------|-------------------|----------------------------|

| | | | | |
|---|-------------------|------|------|--------|
| 1 | ,736 ^a | ,542 | ,523 | ,25857 |
|---|-------------------|------|------|--------|

Source: SPSS 22.00 (2016)

R and R2/RSquare are use to see the relationship between independent and dependent variables. Table 4 shows that the R2 is 0,542 which mean the independet variable affecting the dependent variable with 54,2%.

Hypothesis Testing

Table 5. F-Test Output ANOVA^a

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 7,511 | 4 | 1,878 | 28,084 | ,000 ^b |
| | Residual | 6,352 | 95 | ,067 | | |
| | Total | 13,862 | 99 | | | |

Source: SPSS 22.00 (2016)

Table 5 shown that the F_{count} is higher than F_{table} , $F_{count}=28,084 > F_{table}=2,69$. thus H_0 is rejected and H_1 is accepted. Independent variables physical attractiveness, expertise, trustworthiness and congruity are simultaneously influences significantly the customer purchase intention as the dependent variable.

Table 6. T-Test

| Variables | t_{count} | t_{table} | Description |
|-------------------------------------------|-------------|-------------|-------------|
| Physical Attractiveness (X ₁) | 3,690 | 1.98 | Accepted |
| Expertise (X ₂) | 3,715 | 1.98 | Accepted |
| Trustworthiness (X ₃) | 5,323 | 1.98 | Accepted |
| Congruity (X ₄) | -2,428 | -1.98 | Accepted |

Source: SPSS 22.00 (2016)

The T_{test} is used to see the partial influence of each independent variable on the dependent variable. This test is done by comparing t_{count} with T_{table} with the level of significance is 45% ($\alpha = 0.05$). If $T_{count} > t_{table}$ then H_0 is rejected and H_1 is accepted and if $T_{count} < T_{table}$ then H_0 is accepted and H_1 rejected.

1. Table 10 shows that t_{count} is 3,690 and since the level of significant is 5% (0.05) then the t_{table} is 1.98, the result is $t_{count} = 3,690 < t_{table} = 1.98$. Since the t_{count} is greater than t_{table} , then H_0 is rejected and H_1 is accepted. It means that variable physical attractiveness has significantly influences customer purchase intention.
2. Table 10 shows that t_{count} is 3,715 and since the level of significant is 5% (0.05) then the t_{table} is 1.98. the result is $t_{count} = 3,715 > t_{table} = 1.98$. Since the t_{count} is greater than t_{table} then H_0 is rejected and H_1 is accepted. It means that variable expertise has significantly influences customer purchase intention.
3. Table 10 shows that if t_{count} is 5,323 and since the level of significant is 5% (0.05) then the t_{table} is 1.98. the result is $t_{count} = 5,323 < t_{table} = 1.98$. Since the t_{count} is greater than t_{table}

then H_0 is rejected and H_1 is accepted. It means that variable trustworthiness has significantly influences customer purchase intention.

4. Table 10 shows that t_{count} is -2,428 and since the level of significant is 5% (0.05) then the t_{table} is 1.98. The result is $t_{count} = -2,428 > t_{table} = -1.98$. In this case, its mean that the congruity factors is not rejected, but accepted in contrary way.

Discussion

Physical Attractiveness and Consumer Purchase Intention

The context of physical attractiveness on this reasearh is how the celebiry endorser looks like. How handsome or pretty the endorser are, the body, and also the charisma that the celebrity endorser shows to the consumer. It is a source to capture attention of audience. The result shows that physical attractiveness is significantly influence the consumer purchase decision. Most of the respondents are more attract if the endorsers that the company choose are have a good looking face and body.

Expertise and Consumer Purchase Intention

The context of expertise on this research is how the celebrity endorser attract the people the way they offering the product. How good their speak and also the way they talk about the product. The result shows that the expertise is significantly influence the consumer purchase decision. The respondents wants the endorser that know everything about they product, have more experience, and also a endorser that often shows in the television. The respondents like the endorser with high knowledge and skills has strong power of recommendation as compare to the endorsers.

Trustworthiness and Consumer Purchase Intention

The context of trustworthiness on this resears is the integrity and believability of an endorser. Which the recipient sees the source as having relevant knowledge, skills, or experience and the source to give unbiased, objective information. The result shows that trustworthiness has significantly influence the consumer purchase decision. Most of respondents like the endorser that have a "clean-name" which mean never do some criminals. The celebrity endorser like Agnes Mo and Christiano Ronaldo are attract the consumer, the consumer like them because of they attitude and how honest they are.

Congruity and Consumer Purchase Intention

The context of congruity on this research is that product is easily "recall and affect" is improved by the similarity between source endorser and brand. The result shows that congruity has an influence toward the consumer purchase decision but in a contrary way. From the data analysis, three of four celebrity endorsement factors (physical attractiveness, expertise, and trustworthiness) are significantly influence the consumer purchas decision meanwhile the one factors (congruity) in not. Thats mean, the looks of the celebrity, knowledge, and the attitude of the celebrity are really attract the people to buy Clear Shampoo.

4. CONCLUSION AND RECOMMENDATION

Conclusion

1. All of the celebrity endorsement factors (physical attractiveness, expertise, trustworthiness, and congruity) give a simultaneous influence on customer purchase intention of Clear Shampoo.

2. The physical attractiveness on celebrity endorsement factors is give a partial influence which mean the physical attractiveness give a significant influence on on customer purchase intention of Clear Shampoo.
3. significant influence on customer purchase intention of Clear Shampoo.
4. The trustworthiness on celebrity endorsement give a partial influence and also become the most significant influence on customer purchase intention of Clear Shampoo.
5. The congruity on celebrity endorsement factors give a partial influence in a contrary way and be the only one factor on celebrity endorsement factor that give a partial influence in contrary way on consumer purchase intention of Clear Shampoo.

Recommendation

1. Based on the research, the physical attractiveness give a significant influence on consumer purchase decision. Which mean the respondent more attracted by a good looking endorser. Clear shampoo company should keep and search a endorser that have a handsome and pretty face. That is going to attract more consumer of clear shampoo.
2. Expertise give a significant influence on consumer purchase decision. The consumer like the endorser that always shows up on the television and already recognize by the consumer, in other words the consumer like the endorser that already have a high popularity. It is okay fine for Clear shampoo company to here a celebrity with a high popularity. Although it will spend more money, but it will attract more consumer.
3. The trustworthiness become the factor that influnce the consumer purchase decision on clear shampoo. The consumers are more attracted to the endorser that did not have a criminal records. No drugs and something that have a negative value. Clear shampoo should keep Agnes Mo and Christiano Ronaldo as their celebrity endorser because the consumer like them and they were attracted the consumer to buy the products.

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