

The Effect of Celebrity Endorsement on Buying Interest Through Brand Image

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Abstract—*The purpose of this study was to investigate the direct and indirect effects of a celebrity endorsement on buying interest through brand image, and the role of brand image as a mediating variable between a celebrity endorsement and buying interest of MS Glow facial care products. The population and sample of this study were active Food Technology students at Muhammadiyah Malang University. The research sample consisted of 80 participants. This was descriptive and explanatory research, which used a quantitative approach. Data were analyzed using PLS-SEM. The results were: (1) the celebrity endorsement had a significantly positive influence on the buying interest and brand image of MS Glow skincare (2) brand image had a significantly positive influence on buying interest, and (3) brand image mediates the influence of the celebrity endorsement on buying interest of MS Glow skincare.*

Indexed Terms- *Celebrity Endorsement; Brand Image; Buying Interest*

I. INTRODUCTION

Purchasing decisions are buyers' decisions about which brand to buy, and consumers can form their interest in buying the most preferred brand. Purchasing decision is a process of making a purchase decision which includes determining what to buy or not to buy (Kotler and Armstrong, 2017). Buying decision of branded products made by consumers for certain reasons. Individual behavior is predicted by buying interest and what matters in interest is its intensity. The emergence of potential consumer buying interest in a product is from the attributes of the product.

Consumer buying interest is the stage that makes consumers into several brands that include the devices they choose. The next stage is making an alternative

purchase which is the process most favored by consumers, based on various considerations. This buying interest describes a person when planning to buy several products with a certain brand. Buying interest can be influenced by social factors in the form of culture, family, social status and reference groups. Buying interest is the attitude of consumers in making purchasing decisions to be made.

Schiffman, et al. (2012) stated that there are two behaviors at the end of purchase decision, namely trial and repeat purchase. Buying interest is the probability that a consumer will purchase a particular product. A strong brand image is able to generate several main advantages for a company, one of them is competitive advantage. According to the research conducted by Lien et al. (2015), brand image is a key driver which positively influences buying interest.

One way to market a product is through an advertisement. Advertising is a mass communication process that involves certain sponsors or advertisers who pay for the services of a mass media for broadcasting their advertisements (Kotler & Keller (2016). The most important component in an advertisement is the message that will be conveyed by the advertisement. Promotional media are often used to convey information about products through online promotion media is by celebrity endorsement.

Munasinghe et al. (2020) stated one of the factors that influence purchasing decisions is the role of celebrity endorsement. Product marketing using celebrity endorsement is proven to be more effective than not using celebrity endorsement. The effect of the celebrity endorser as a promotional tool for the company also provides positive and significant results on purchasing decisions (Ha and Lam, 2017).

According to Schiffman et al. (2012), there are two behaviors that occur towards the conclusion of a purchase decision: trial and repeat purchase. The

likelihood that a consumer will buy a given product is known as purchase intention. Competitive advantage is one of the major benefits that a firm may get from having a good brand image. Brand image is a major factor that favorably affects consumers' intentions to make purchases, according to study done by Lien et al. (2015).

An established brand will have more opportunities to increase the volume of sales of its items. The majority of Indonesian consumers avoid reading and prefer to watch adverts through audio visual content. Advertisements are supported by the audio visual in order to further appeal to customers in other media besides television, such as YouTube. Good-looking celebrities and prominent people are used as endorsers to make products even more appealing. An endorser is frequently depicted in the commercial to help the delivery of the advertisement. Shimp and Andrews (2013) defined a celebrity endorser as a well-known celebrity, such as a prominent athlete or actor. Because the message delivered through intriguing sources (famous celebrities) would garner more attention and be easier to recall, producers are interested in using celebrities to sell their products. Using a celebrity as a commercial star throughout several media, starting with print, social media, and television, is known as celebrity endorsement.

In this modernization era, the world of advertising has changed from the previous method to a more modern method. Advertisements that use celebrity endorsements can have an influence on buying interest. When advertising using celebrity endorsers, the attractiveness and attributes of celebrity popularity are expected to be able to provide a sense of interest for the community. Other research proves that celebrity endorsement has a significant influence on consumer purchasing decisions. The decision to use celebrity endorsement should still go through several considerations, including the level of celebrity popularity and the celebrity's condition can represent the character of the advertised product (Morimoto, 2018).

Brand image is one way to measure marketing effectiveness as measured by the ability of potential buyers or consumers to recognize or remember a particular brand. Celebrities who are chosen to

endorse a product have a positive impression in society, thus creating a good brand image as well. Brand image is a consumer's perception of the actual brand, which is an opinion formed by consumers as an interpretation of everything the company does (Aaker, 1991). Choosing a strong brand image is mandatory for every company, because brand image is a very important asset and valuable, where it takes dedication, hard work and the right person to build the reputation and image of a brand. A good brand image will encourage buying interest from consumers for the product.

Buying interest, according to Rossiter and Percy (1998), is the consumer's self-instruction to buy things, create plans, take appropriate activities including suggesting (initiator), recommending (influencer), choosing, and ultimately opting to buy. According to Assael (2001), the following elements can be used to determine buying interest: (1) Transactional intention, which is the tendency to buy things, (2) Referential intention, which is the tendency to recommend things to others, (3) Preferential intention, which is the behavior of having a strong preference for certain things, and (4) Exploratory intention, which is the behavior of constantly seeking out information about the desired thing and information to support the good quality.

According to Spry et al. (2011), celebrities can influence consumers' buying interest by having three characteristics: (1) attractiveness, which refers to a person's hospitality, pleasant personality, physical appearance, and profession; (2) trustworthiness, which refers to a person's honesty, integration, and credibility; and (3) expertise, which refers to a person's knowledge, experience, or skill.

II. LITERATURES REVIEW

• *Celebrity Endorsement*

Endorsers play an important role in the brand management process as a competitive and differentiating feature. According to Schiffman et al. (2012:287) the role of celebrity endorsers as an advertising model commonly used by companies in an advertisement are: (a) Testimonials, if the celebrity personally uses the product, the party can testify about the quality and benefits of the advertised product or

brand; (b) Endorsement, there are times when celebrities are asked to star in product advertisements where they are not personally an expert in the field; (c) Actor, a celebrity is asked to promote a certain product or brand related to the role he is currently starring in a certain program; (d) Celebrity spokespeople who promote a product, brand or company for a certain period of time are included in the spoke person role group. Their appearance will be associated with the brand or product they represent.

Shimp and Andrews (2013) mention that there are several attributes of celebrity endorsement: (1) Credibility, refers to the tendency to trust or trust the endorser. If an information source, such as an endorser, is considered credible; (2) Attractiveness consists of three dimensions related to similarity, familiarity, and liking. Sources are considered of interest to recipients if any similarity or familiarity with the source, and if the recipient likes the source regardless of whether the two have anything in common or not. Attractiveness is not only physical, but also includes a number of characteristics that are advantages of endorsers, such as intellectual skills, personality traits, lifestyle characteristics, skills and so on; (3) Power, is the charisma emitted by the source so that it can influence the thoughts, attitudes, or behavior of consumers because of the endorser's statement or message.

- *Brand Image*

Brand image is the perception of the brand in the mind of the customer. It is an aggregate of beliefs, ideas, and impressions that a customer holds regarding the brand. According to Kotler & Keller (2016), the image of a brand cannot be implanted in the minds of customers in a short time and through only one medium, but the image of a brand must be conveyed to customers through every available means of communication and disseminated continuously, because without a strong image it is very difficult to create a brand. the company can attract new customers to buy products from the company.

Brand image is a collection of memories, both good and bad, that a consumer has about a certain brand. Additionally, a strong brand image helps the producers stand out to consumers more. In other words, customers will choose to purchase goods that have a positive brand reputation. According to Chan et al.

(2013), the indicators of brand image are as follows: (1) Saliency, a collection of appealing and noticeable qualities of a product; (2) Reputation, the reputation that a product have; (3) Familiarity, a product that is well-known in society; and (4) Trustworthiness, the confidence in one's ability to use a product.

- *Buying Interest*

Consumer 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 the desire to buy it arises in order to have it (Kotler and Keller, 2016). To activate buying interest, there are two very important things: (1) The consumer's memory of the product brand, which is useful as a decision plan when faced with a buying situation; (2) Strive for its existence, namely through integration when consumers make purchasing decision processes, such as promotions.

According to (Kotler & Keller, 2016), buying interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented. Assael (2010:24) stated that buying interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers to make a purchase.

There are a number of elements that might affect a consumer's interest in purchasing a product, including: (1) Cultural factors. A culture can include subgroups made up of national groups, religious groups, racial groups, and regional groups. (2) People's purchasing decisions are also influenced by social considerations. Typically, a product that is popular in the community, like sticky rice, is the one that has a social impact. (3) The most important considerations in making a purchase are personal ones. These variables include the buyer's age, various life stages, current employment and financial circumstances, as well as personality and self-perception (Kotler and Keller, 2016)

- *Hypothesis*

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

H1: There is a positive and significant direct influence of celebrity endorsement on the buying interest of MS Glow facial care.

H2: There is a positive and significant direct influence of celebrity endorsement on the brand image of MS Glow facial care.

H3: There is a positive and significant direct influence of brand image on the buying interest of MS Glow facial care.

H4: There is a positive and significant indirect influence of celebrity endorsement on the buying interest through the brand image of MS Glow facial care.

II. RESEARCH OBJECTIVES

The purpose of this study was to investigate the direct and indirect effects of a celebrity endorsement on buying interest through brand image, and the role of brand image as a mediating variable between a celebrity endorsement and buying interest of MS Glow facial care products.

III. RESEARCH METHODOLOGY

Quantitative approach and explanatory research are applied in this research. The research sample is 80 out of 120 questionnaires distributed. The respondents are active students of Food Technology at Muhammadiyah Malang University. The data collection method implemented is closed-questionnaire with 5 response alternatives, highly agree (score 5) and highly disagree (score 1).

IV. RESULT

The data analyzed in this study was based on a research instrument (questionnaires) which was distributed online to 120 respondents. 80 respondents had filled out and returned their questionnaires. The result of the research explains the result of validity and reliability test of the instruments and the result of hypothesis test as follow.

• *Descriptive Statistics Result*

Based on the analysis of the descriptive statistics, the grand mean of celebrity endorsement variable was 4.54, meaning that the celebrity endorsement featured by MS Glow facial care product is good, the grand mean of brand image variable was 4.67, meaning that

the brand image produced on MS Glow facial care is good, and the grand mean of buying interest variable was 4.65, meaning that the customers buying interest of MS Glow facial care is high.

• *SEM-PLS Analysis Result*

Table 1. Loading Factor Convergent Validity

Variable	Dimension	Loading Factor	Results
Celebrity Endorsement	Trustworthiness	0.913	Valid
	Expertise	0.880	Valid
	Attractiveness	0.889	Valid
	Charisma	0.821	Valid
Brand Image	Honest	0.901	Valid
	Corporate image	0.884	Valid
	User image	0.876	Valid
Buying Interest	Product image	0.908	Valid
	Ease of use	0.833	Valid
	Enjoyment	0.789	Valid
	Shopping experience	0.771	Valid
	Promotion	0.823	Valid

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

Table 2. Reliability Test

Independent	Mediator	Dependent	Path Coef.	Indirect Coef.	Conclusion
Celebrity Endorsement	-	Buying Interest	0.445	-	H1 was accepted
Celebrity Endorsement	-	Brand Image	0.517	-	H2 was accepted
Brand Image	-	Buying Interest	0.434	-	H3 was accepted

Celebrity Endorsement	Brand Image	Buying Interest	-	0.221	H4 was accepted
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It can be seen that the composite reliability values of all constructs in the model are all greater than 0.70, so the measurement model with reflexive indicators has a very high level of validation. Thus, it can be said that the research instrument for all variables is reliable because it has met composite reliability.

Table 3. Recapitulation of Hypothesis Test Result

Variable	Dimension	Cronbach's	Results
Celebrity Endorsement	Trustworthiness	0.834	Reliable
	Expertise	0.872	Reliable
	Attractiveness	0.853	Reliable
	Charisma	0.781	Reliable
Brand Image	Honest	0.867	Reliable
	Corporate image	0.771	Reliable
	User image	0.754	Reliable
	Product image	0.865	Reliable
Buying Interest	Ease of use	0.816	Reliable
	Enjoyment	0.712	Reliable
	Shopping experience	0.747	Reliable
	Promotion	0.761	Reliable

V. DISCUSSION

According to the findings of the SEM-PLS test, celebrity endorsement has a favorable and significant impact on college's student desire to make a purchase. It indicates that the corporation will have an easier time enhancing the image of the promoted product the better and more beautiful the actor or public person featured as the celebrity endorser is. The celebrity portrayed as an endorsement can increase the commercial's credibility and effectiveness as an advertising medium (Munasinghe et al., 2020). Companies frequently choose to use a celebrity endorser in their advertising in an effort to increase

market share. Morimoto (2018) and Masato (2021) found that celebrity endorsement increases the social worth and popularity of the products.

Celebrity endorsements will improve brand recognition and provide consumers more of a chance to learn about the product (Masato, 2021; Morwitz, 2014). According to the analysis's findings, brand image has a positive and significant impact on consumers' willingness to purchase MS Glow skincare. It suggests that the better and more attractive the image of a product is, the more likely it will be for the product to improve buying interest.

Companies sometimes use celebrity endorsers in their advertising to pique the interest of their target audience. A celebrity, entertainer, athlete, or public personality who is well-known in society and who is able to support the things they are endorsing is known as a celebrity endorser (Shimp and Andrews, 2013). Thus, it can be said that using a well-known public figure whose accomplishments are trusted to be an icon of a commercial in order to recommend the promoted products is known as celebrity endorsement.

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