
The Effect of Celebrity Endorsement on Purchase Intention of Adidas Products Mediated by Customer's Attitude Toward Brand

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Abstract

This study aims to determine the effect of celebrity endorsment on purchase intention of Adidas which mediates customer attitude towards brand. Big companies currently use celebrity to be able to market their products, one of which is a sportwear company, namely Adidas, which uses Kanye West as a celebrity endorser to be able to market their products. Companies are expected to pay attention to or see celebrity from several variables, namely celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity liking, celebrity familiarity and celebrity match-up congruence with the brand / product. This study uses individual primary data collection methods using a questionnaire. Researchers took respondents who live in the Tangerang and Jakarta areas. Respondents in this study were 150 respondents. This study uses data processing using Partial Least Square - Structural Equation Modeling (PLS-SEM) and is processed using SmartPLS software. The results showed that the celebrity endorsement variable had a positive and significant effect on the response from prospective Adidas customers,

so that customers would do Purchase Intention mediated by customer attitude toward the brand.

Keywords: celebrity endorsement, purchase intention, customer attitude towards brand

I. INTRODUCTION

This study aims to determine the effect of celebrity endorsement on purchase intention of Adidas which is mediated by customer attitude towards brand. Big companies currently use celebrity to be able to market their products, one of which is a sportswear company, namely Adidas, which uses Kanye West as a celebrity endorser to be able to market their products. Based on the results of the research that has been made, it shows that companies cannot arbitrarily choose celebrities to be able to advertise products. Companies are expected to pay attention to or see the celebrity from several variables, namely celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity liking, celebrity familiarity and celebrity match-up congruence with the brand / product.

2. Hypothesis Development

2.1 Celebrity Trustworthiness and Customer Attitude Toward Brand

Celebrity Trustworthiness is the most useful and most effective tool to make customers trust and rely on the brand even more. Therefore, if celebrities who advertise a particular product or brand have trustworthiness in the eyes of customers, the customer's attitude towards the brand will also be more positive [1]. Thus, the following hypothesis can be developed:

H1: Celebrity trustworthiness has a positive effect on Customer Attitude Toward Brand.

2.2 Celebrity Expertise and Customer Attitude Toward Brand

Emphasizes that celebrity is considered as someone who is an expert in a certain field, so this will cause the endorsement of a brand to be higher than celebrities who do not have expertise [2] [3]. The more persuasive a celebrity who is an expert (expert), the more it will create customer purchasing decisions [1]. If a celebrity is considered as expertise, then the attitude of the customer to the brand will also increase towards the brand endorsed by the celebrity. Based on the explanation above, the hypothesis of this study is proposed as follows:

H2: Celebrity Expertise has a positive effect on Customer Attitude Toward Brand
Celebrity Attractiveness and

2.3 Customer's Attitude Toward Brand

A celebrity is said to be attractive because of the popular image she has in the public eye. The attractiveness of this celebrity will encourage customers to increasingly want to be like the celebrity [4]. Based on the explanation above, the hypothesis of this study is proposed as follows:

H3: Celebrity Attractiveness has a positive effect on Customer Attitude Toward Brand

2.4 Celebrity Similarity and Customer Attitude Toward Brand

Similarity is described as "the supposed similarity between the source and recipient of the message" [5]. In other words, a customer can resemble the endorser. People are more easily influenced when they find common ground between themselves and their supporters. If celebrities and customers share popular factors, such as the same life style or interests, a better association will be formed [6]. Based on the explanation above, the hypothesis of this study is proposed as follows:

H4: Celebrity Similarity has a positive effect on Customer Attitude Toward Brand

2.5 Celebrity Liking and Customer 's Attitude Toward Brand

According to [5], if customers like (likes) a certain celebrity, then they will also like a brand advertised by that celebrity because the brand is already attached to the image of the celebrity. Therefore, if celebrity liking is getting higher, customer attitudes to the brand will be even more positive. Based on the explanation above, the hypothesis of this study is proposed as follows:

H5: Celebrity Liking has a positive effect on Customer Attitude Toward Brand

2.6 Celebrity Familiarity and Customer Attitude Toward Brand

Familiarity (familiarity) means a feeling of similarity through emotions and contact with a celebrity [7]. Celebrity familiarity will have a more positive impact when the customer finds out that he or she resembles the celebrity. This is called the sheer exposure effect. When customers have short contact with celebrities and the contact interval becomes longer, the familiarity effect will increase the customer's attitude towards the brand. Conversely, the effect is negative when they have prolonged contact and the contact interval becomes shorter [8]. Based on the explanation above, the hypothesis of this study is proposed as follows:

H6: Celebrity Familiarity has a positive effect on Customer Attitude Toward Brand

2.7 Celebrity Match-up Congruence With The Brand / Product and Customer Attitude Toward Brand

Based on the journal [9], customers want a new insight into the celebrity as someone who is considered an ordinary human who shows their routine and daily life which not only accentuates their career and popularity. When receiving real information about the celebrity, the customer will feel that he has a close relationship with celebrity. Therefore, if the celebrity is considered more authentic by the customer, the relationship between the customer and the brand advertised by celebrity will also feel tighter. Based on the explanation above, the hypothesis of this study is proposed as follows:

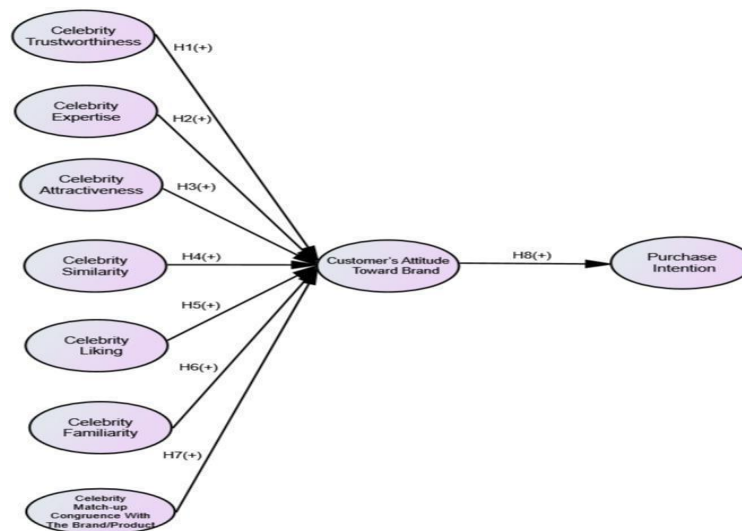
H7: Celebrity Match-up Congruence With The Brand/Product has a positive effect towards Customer's Attitude Toward Brand

2.8 Customer's Attitude Toward Brand and Purchase Intention

Customer purchase intentions discuss the tendency to buy certain brands or products [7]. According to [10][2] [11] argue that a positive customer attitude towards celebrity support will increase their purchase intention. Many studies also show that customer attitudes towards brands have a positive and significant impact on purchase intentions. Based on the explanation above, the hypothesis of this study is proposed as follows:

H8: Customer Attitude Toward Brand has a positive effect on Purchase Intention

2.9 Conceptual framework



II. METHOD

In this study using a sampling technique Non Probability Sampling with purposive sampling technique with a sample size of 150 people. This study uses an interval scale, on the grounds that the interval scale has accurate information about the ranking order where when there is a measurement and besides that the interval scale can also interpret the high difference in values directly [12]. In this study using a Likert scale, which aims to make respondents in this study convey the level of agreement to disagree for each question posed through a questionnaire. After the data is collected, the data will be processed using SEM or Statistical Equation Modeling with the PLS or Partial Least Square approach using SmartPLS software.

4. Research result

4.1 Outer model

In testing the validity of indicators, the loadings indicator must be above 0.70 that each indicator has met the stipulated requirements. The loading indicator on the reliability test results of this indicator ranges from 0.705 to 0.960. The next step is to test the convergence and discriminant validity in this study which will be explained in table.

Table 1 Discriminant Validity Test Results (Fornell-Lacker)

Source: Made from the results of actual research data processing 150 respondents (2020)

In carrying out the discriminant validity of the measurement model, if each construct is greater than the correlation between the construct and other constructs, it can be said to meet the Fornell-Lacker discriminant validity requirements.

Then in discriminant validity, the value of the Heterotrait-Monotrait Ratio (HTMT) or the correlation between variables is also seen with the condition that the correlation number is ≤ 0.85 , the following is the value of the Heterotrait-Monotrait Ratio (HTMT) in table 3 below:

Table 2: Discriminant Validity Test Results (Heterotrait-Monotrait Ratio (HTMT))

It can be seen that the discriminant validity has been achieved, the whole construct validity test in this study to test the PLS-SEM model measurement has been achieved because it meets the predetermined requirements.

The next step is to test the reliability of all the variables used in this study. The results of the reliability test can be seen in table 3 below:

Table 3 Results of the Actual Research Reliability Test

In table 3, it can be seen that the value of Cronbach's alpha and composite reliability of each variable shows a number above 0.70 which can be said that each of these indicators meets the criteria of Cronbach's alpha and composite reliability that has been set. Furthermore, the researcher will explain the value of each indicator which must be more than 0.70.

4.2 Inner Model

After testing the outer model, the data analysis stage was continued by evaluating the inner model by testing the coefficient of determination (R^2), multicollinearity, as well as testing the hypothesis, both direct and indirect effects through mediation.

Table 4 R-Square Value

From table 4 variable customer's attitude toward brand, the R-square value is 0.790 which means that 79.0% of the existing variations can be explained by the celebrity trustworthiness variable, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity liking, celebrity familiarity and celebrity match- up congruence with the brand / product while the remaining 21.0% is explained by other variables outside the variables used in the study, the R-square value of 0.790 is included in the strong category.

The purchase intention variable has an R-square value of 0.623, which means that 62.3% of the existing variations can be explained by the customer's attitude toward the brand variable, while the remaining 37.7% is explained by other variables outside the variables used in the study, the R value. -squarenya of 0.623 is in the moderate category.

Table 5 Inner VIF of the Actual Study

Furthermore, the researcher will test each indicator for evidence of multicollinearity using the Variance Inflation Factor (VIF) threshold used is that each indicator must have a VIF value of less than 5. If the indicator has a VIF value of more than 5, then there is multicollinearity and indicates that the indicator is correlated with other indicators. In other words, the indicator is no longer needed. Table 5 below shows the inner VIF value below 5 which means there is no multicollinearity.

4.3 Results and findings

The first hypothesis states that there is a positive effect of celebrity trustworthiness on customer's attitude toward brand with a path coefficient of 0.185. The first hypothesis has a t-count of 2.027 and a p-value of 0.043. Thus based on these limits it can be concluded that the first hypothesis is supported. The second hypothesis states that there is a positive influence of celebrity expertise on customer's attitude toward brand with a path coefficient of 0.178. The second hypothesis has a t count of 2.382 and a p-value of 0.018. Thus based on these limits it can be concluded that the second hypothesis is supported. The third hypothesis states that there is a positive effect of celebrity attractiveness on customer's attitude toward brand with a path coefficient of 0.225. The third hypothesis has a t-count of 2,280 and a p-value of 0.023. and it can be concluded that the third hypothesis is supported. The fourth hypothesis states that there is a positive effect of celebrity similarity on customer's attitude toward brand with a path coefficient of 0.065. The fourth hypothesis has a t-count of 1.320 and a p-value of 0.187. Thus based on these limits it can be concluded that the fourth hypothesis is not supported. The fifth hypothesis states that there is a positive effect of celebrity liking on customer's attitude toward the brand with a path coefficient of 0.187. The fifth hypothesis has a tcount of 2.411 and a p-value of 0.016, the fifth hypothesis can be concluded that it is supported. The sixth hypothesis states that there is a positive influence of celebrity familiarity on customer's attitude toward brand with a path coefficient of 0.022 which has a t count of 0.306 and a p-value of 0.759 and it can be concluded that the sixth hypothesis is not supported. The seventh hypothesis states that there is a positive effect of celebrity match-up congruence with the brand / product on customer's attitude toward brand with a path coefficient of 0.200 which has a t count of 2.697 and a p-value of 0.007 and it can be concluded that the seventh hypothesis is supported. The eighth hypothesis states that there is a positive influence on customer attitude toward brand on purchase intention with a path coefficient of 0.789 which has a tcount of 15.492 and a p-value of 0.000 and it can be concluded that the hypothesis eighth supported.

The results showed that the celebrity endorsement variable had a positive and significant effect on the response from potential Adidas customers, so that customers would do Purchase Intention mediated by customer attitude toward the brand.

III. CONCLUSIONS, IMPLICATIONS AND SIGNIFICANCE

Attitudes toward brands have factors that have an impact on product purchase intentions and product interest. After the researcher tested the reliability of the measurement scale and tested the explanatory factor analysis of the celebrity endorser, the result was that the researcher could draw conclusions on the factors that only made celebrity more famous so that it did not produce a significant effect on the omitted brand. While other factors that have a positive and significant effect on the brand can be maintained.

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