

BRAND IMAGE MEDIATES BETWEEN K-POP CELEBRITY ENDORSEMENTS IN SOCIAL MEDIA ADS AND THE PURCHASE INTENTION OF GEN Z CONSUMERS

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ABSTRACT

The rapid movement of technology is growing significantly, especially in the smartphone industry. The number of several new brands of smartphones appearing in Indonesia makes tight competition between the previous smartphones brand. This phenomenon makes the fast movement to a brand by making great ads, especially in social media, and using celebrity endorsement as one of their strategy to attract new customers and boost the sales. This research is to find out that these strategies are still relevant to increase the sales of smartphones. The respondent of this research was generation Z who lived in Semarang and is currently active in using social media. The result of this research indicates that celebrity endorsement does play a significant role in effected brand image positively, but on the other hand celebrity endorsement does not influence purchase intention. Brand image has a positive and significant effect on purchase intention. Brand image is capable to mediate between celebrity endorsement and purchase intention.

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1. INTRODUCTION

The use of celebrity endorsement becomes widespread during the increasing of users of social media. According to (1), social media user growth has increased 59% of total population in the world that become social media users, and people spend more time on social media for 2 hours and 29 minutes a day. Creative ads in social media become the most strategic way to promote brands by using celebrity endorsement to seek consumers' attention. Celebrity endorse can communicate the feature of the brand itself and the most effective way to support the product effectively (2). Celebrity Endorsement become a brilliant strategy to approach not only for consumer's attention but also create a global awareness and the presence of a brand (3), which means company looking for character that can represent their brand in to the market and also increase their brand image.

The massive development of the internet makes every piece of information shared widely across the world without limitations. This invention significantly change the way of lifestyle and communications among people (4). In this situation, the rapid of technology especially the internet make customer easy to share a lot of information. The power social media affect the brand image on consumer purchase intention (4). The purchase intention can reflect the plan for future behavior on consumers based on their attitudes and emotions (5).

The fierce of business competition makes them build a lot of strategies to achieve their goals especially in smartphone companies. All smartphone companies were tried to survived during the covid-19 pandemic, when all sales were decrease and now it begin to recovery (6). Samsung step ahead to be consistent by using celebrity endorsement to create excitement of a new product. K-pop popularity is increasing every year across the world (7) especially among Generation Z. The K-pop artist such as BTS and Blackpink are the celebrities that represent Samsung smartphone. Their popularity brings excitement to the new product that launch by Samsung for last few years. The value of celebrity endorsement will be important to attract attention and influence consumer behavior also shape the consumer decision - making process (8).

Based on (9) research proved that the level of familiarity, attractiveness and trustworthiness of celebrity endorsement influence consumer purchase intention. This is also follow by (10) which celebrity endorsement were positively influence to purchase intention through brand attitude. Meanwhile other research from (2), (11), argue that celebrity endorsement were not significantly influence to purchase

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intention. Also research from (12) and (13) revealed that brand image is not significantly affected to purchase intention. Therefore in this research is to find clearly analyze about the mediation of brand image between celebrity endorsement in social media advertising and purchase intention of Generation Z consumers. It means in this research only targeted on people who were born between 1997 – 2012 (14).

2. LITERATURE REVIEW

Purchase Intention

Purchase intention is one of the component in consumer behavior that important to even influence consumers by making a choice based on certain brand in the market (15). The purchase intention is also the stage where consumer tend to act before they actually buy product or service (16). The composition of consumer attention that refers to buy a product in the future based on attitude and their preference (4). According to (17), there are four indicators for purchase intention, namely transactional interest, referential interest, preferential interest and explorative interest.

Brand Image

Brand image is the feeling of consumers perception and belief (18). A well-known brand image will appears unique in the market (19). Brand im age reflected by brand association and can be organized in consumer's mind which also direct that the competitive advantage in the market could be achieved by a positive brand (5). The activity of marketing in social media increasing the brand image. Definitely a good image of a brand will also make consumer have a good point of view to the brand itself (20).

Celebrity Endorsement

The influence of public figures becoming more important and relevant in advertising, where they can be a representative that have a strong communication to engage with consumers (21). Celebrity endorser is any individual that enjoy the public recognition and using the product on advertisement (2). Celebrity endorsement is one of the most important types in advertising which means companies using famous person to increase the consumers attention towards products or service that require to sell (22).

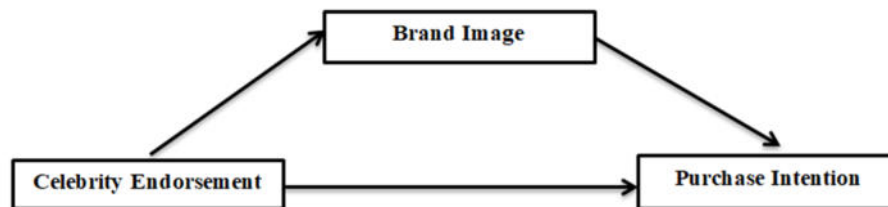


Figure 1. Research Model

3. METHODS

This research is using quantitative research with several stages. First stage is a process for collecting primary data which using questionnaire that will be spread by team to all respondents. The sampling technique is using purposive sampling with the criteria of responodent's age between 10 – 25 years old, because in this research targeting to only Generation Z. Second stage is a process to analyze all the data, by using multiple linier regression and sobel test in SPSS programme.

4. RESULT AND DISCUSSION

Respondent Characteristic

Based on the first table showed that most of the respondents were women with the age between 15 – 20 years old. Most of them were also college student who received more than Rp. 3.000.000 income every month. Table 1 also showed the most social media frequently use is Instagram with duration more that three hours per day.

Table 1. Respondent Characteristic

Description	Percentage
Gender:	
Male	25%
Female	75%

Age:	
10-14 years old	0%
15-20 years old	84%
21-25 years old	16%
Monthly Income:	
< Rp. 1.000.000	3%
Rp. 1.000.000 – Rp. 3.000.000	14%
> Rp. 3.000.000	83%
Occupation:	
Students	2%
College Students	96%
Private employees	1%
Others	1%
Social media that frequently use :	
Instagram	55%
Twitter	6%
Facebook	2%
Tik Tok	26%
Youtube	6%
Whatsapp	5%
Duration of social media use per day:	
30 Minutes – 1 Hour	18%
1- 2 Hours	33%
> 3 Hours	49%

Validity Test Result

The validity test result showed that the KMO value of all indicators were above 0.5 with significancy level 0.000 (23). It is also showed that all of the indicators were valid because of the loading factor is more than 0.4.

Table 2. Validity Test Result

Indicator Items	KMO Value	Component Matrix	Description
Celebrity Endorsement	0,951		
X1.1		0.855	Valid
X1.2		0.892	Valid
X1.3		0.928	Valid
X1.4		0.906	Valid
X1.5		0.933	Valid
X1.6		0.890	Valid
X1.7		0.922	Valid
X1.8		0.919	Valid
X1.9		0.932	Valid
X1.10		0.923	Valid
X1.11		0.857	Valid
X1.12		0.858	Valid
X1.13		0.874	Valid
X1.14		0.863	Valid
X1.15		0.804	Valid
Brand Image	0,767		
Y1.1		0.955	Valid
Y1.2		0.955	Valid
Y1.3		0.938	Valid

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Purchase Intention	0.809		
Y2.1		0.845	Valid
Y2.2		0.786	Valid
Y2.3		0.848	Valid
Y2.4		0.891	Valid

Reliability Test Result

In this research the reliability test were passed by all variables. Celebrity endorsement, brand image and also purchase intention was declared reliable because the value of Cronbach alpha is more than 0.7.

Table 3. Reliability Test Result

Variable	Cronbach	Standard	Description
<i>Celebrity Endorsement</i>	0.981	0.7	Reliable
<i>Brand Image</i>	0.945	0.7	Reliable
<i>Purchase Intention</i>	0.864	0.7	Reliable

Hypotheses Test Result

There are two equations in this research. The first equation from overall adjusted R^2 is 0.240 which means 24% from brand image variables that can be explain by celebrity endorsement and the rest of 76% can be explain by other variables beside these models. In another hand for F test result in first equation is 32.303 with significance level 0.000 and that is less than 0.05, so celebrity endorsement variable was simultaneously influence to brand image. Second equation, received 0.634 for adjusted R^2 which means 63.4% of purchase intention variable can describe by celebrity endorsement and brand image variables, and 36.6% can explain by other variables outside the models. Furthermore, the F test of second equation received 86.838 with significance level 0.000 that means celebrity endorsement and brand image simultaneously influence to purchase intention.

Based on table 4, the first hypotheses shows that celebrity endorsement received 0.498 for standardize coefficient beta score with significance value 0.000. This hypotheses revealed that celebrity endorsement has a positive effect towards brand image. The second hypotheses shows that celebrity endorsement received 0.098 for standardized coefficient beta score and with significance value 0.166, more than 0.05 therefore the hypotheses that said celebrity endorsement has a positive effect to purchase intention was rejected. Furthermore, the third hypotheses revealed that brand image has a positive effect on purchase intention by seeing the standardize coefficient beta score 0.748 and significance value 0.000 less than 0.05. So the third hypotheses was accepted.

Table 4. Regression Analysis Test Result Summary

Model	Adj. R Square	F Test		T Test		Description
		F	Sig	B	Sig	
1st Equation	0.240	32.303	0,000			
1. <i>Celebrity Endorsement on Brand Image</i>				0,498	0.000	Accepted
2nd Equation	0.634	86.838	0,000			
1. <i>Celebrity Endorsement on Purchase Intention</i>				0.098	0.166	Rejected
2. <i>Brand Image on Purchase Intention</i>				0.748	0.000	Accepted

Mediation Test Result

Table 5 shows that the effect has significance value 0.000 which less than 0.05. Therefore brand image can perfectly mediates between celebrity endorsement and purchase intention. Take a look from the regression result of celebrity endorsement towards purchase intention, it shows that celebrity endorsement has no direct effect on purchase intention, so with these result, proved that celebrity endorsement can have effect on purchase intention with the mediation role of brand image.

Table 5. Mediation Test Result

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	Value	s.e	LL95CI	UL95CI	Z	Sig (two)
Effect	.2967	0.593	.1803	.4130	4.9992	.0000

Discussion

In table 4 shows the result that celebrity endorsement has significantly positive effect on brand image. By seeing this path, the role of celebrity endorsement will increase the variable of brand image. A company should carefully decide to choose celebrity to endorse their brand. It's proved that the celebrity endorsement will make a great image through the brand. A great image that shows from a brand will make a consumers have a good perception about the brand itself (20). Celebrity endorsement can make a unique and relevant position in consumer's mind (9).

It also shows in table 4 that the result of celebrity endorsement effect on purchase intention was rejected. It means that celebrity endorsement has no effect on purchase intention. The great or famous celebrity that endorsed by a company to promote their brand couldn't make consumers to think purchase the product directly. The phenomena shows that consumers willing to purchase because of the quality and doesn't have any attention on advertising, seems consumer only consider advertising to medium information of the brands (11). In other hand by seeing the result of mediation, celebrity endorsement has an effect on purchase intention by the mediation role of purchase intention.

This research also discovered that brand image has a positive effect on purchase intention. A positive image on brand could increase the reputation value in competitive advantage (24). The good of brand image feature can be long term goals and become the asset to drive business effectively (25). A product that have a good image plays an important role to contribute on consumer's decision with a certain brand that can influence their behavior (15). This result are in line with previous research that conduct by (25), (15), (20).

5. CONCLUSION

The result of this study is first celebrity endorsement has a positive and significant effect on brand image. It means the better of celebrity endorsement will be following by the increasing of brand image. Second, celebrity endorsement has no direct effect on purchase intention. The result showed that celebrity endorsement was not significant, which means the better of celebrity endorsement will not following by the increase of purchase intention. Lastly brand image has a positive and significant result towards purchase intention. This showed that the better of brand image will be following by the increasing of purchase intention. Brand image were capable to mediate between celebrity endorsement and purchase intention. This research face a few limitations such as, the respondent were only from one city, so for further research need a larger sample to generalize research findings. This study only focus on Generation Z who were born between 1997 to 2012, and also this study only focus on smartphone industry, that might be different in another industry.

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