

Conference Paper

Effect of Celebrity Endorser Through Social Media on Organic Cosmetic Purchasing Intention Mediated with Attitude

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Abstract

A rapid information and communication technology development results in the change of community's lifestyle in online shopping. Online marketing strategy should be taken to improve organic cosmetic purchasing intention through Instagram, one of which is to use celebrity endorser in advertisement. Considering Theory of Planned Behavior, this research employed purchase intention, attitude toward advertisement, trustworthiness, expertise, attractiveness variables. The objective of research was to find out the effect of celebrity endorser on attitude toward advertisement and organic cosmetic purchase intention through Instagram. Technique of collecting data used was Google form through social media, Instagram. This research employed Structural Equation Modeling (SEM) with Maximum Likelihood estimation model. The result of analysis on 200 respondents showed that there is a positive effect of celebrity's trustworthiness, celebrity's expertise, celebrity's attractiveness on Attitude toward advertisement and organic cosmetic purchase intention through Instagram. In addition, attitude toward advertisement serves as imperfect mediation of celebrity's trustworthiness, celebrity's expertise, celebrity's attractiveness and purchase intention.

Keywords: Celebrity endorser, Trustworthiness, Attractiveness, Expertise, Theory of Planned Behavior, Attitude Toward Advertisement, Purchasing Intention, Organic Cosmetic, Social Media.

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1. Introduction

Economic growth in an economy becomes an indicator of successful development. Central Bureau of Statistics (BPS)'s data shows that the highest economic growth rate in Indonesia occurred in 2017, 5.07% during 2014-2017. It also shows that economic growth rate in Indonesia is 5.01% in 2014, 4.88% in 2015, and 5.03 in 2016. Economic sector, moreover information and communication sector, has the highest economic growth rate in 2017, 9.81% [3]. The rapidly developing information and communication technology is one of factors triggering economic growth in information and communication. It also impacts on the increased internet use. The result of Indonesian Internet Service Provider

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Association (Indonesian: *Assosiasi Penyelenggara Jasa Internet Indonesia* or APJII) shows that the number of internet users increases from 132.7 millions in 2016 to 143.26 millions 2017.

Internet can be used to do any activities using handphone (cellular phone) and computer only, like communication, searching for information, and shopping activities. Online shopping is considered as more efficient because it is faster, quicker, and more practical compared with conventional shopping (direct shopping). It is of course gives the business performers an opportunity of expanding their market and of improving the consumers' accessibility. Cosmetic business performer is one of those using internet as an effective marketing. Considering the Ministry of Industry's note, sale value of soap and cleanser cosmetic industry is IDR 19 trillions in 2017, increasing by 11.99% from that in 2016. The growth of cosmetic industry increases by 20% in 2018. It increases annually during 2016-2018, thereby resulting in tight competition between business performers in introducing and marketing their product. Therefore, this phenomenon requires business performers to have a strategy to attract consumers by understanding the purchasing decision comprehensively. The higher the consumers' purchase decision, the higher is the sale volume, and the better is the business. Attracting the consumers in marketing can be done using promotion media often used today, that is, advertisement in social media like Instagram. Instagram is a social media with the seventh largest number of user in the world. WeAreSocial.net and Hootsuite's survey found that the number of users reaches 800 millions on January 2018 [15].

Instagram is one of social media very popular among celebrities because it can be used to post their daily activities, like travelling abroad or lifestyle. A celebrity's lovers often make their idol trendsetter, so that many celebrities become endorsers in Instagram. Sivesan suggested that celebrity is considered as an individual of which people are fond [25], as confirmed by Sumarwan stating that celebrity can have strong influence on the consumers in purchasing product or service and brand selection [28]. Celebrity can be used as a marketing tool due to its extraordinary attraction and large number of devotees or lovers others do not have. Shimp suggests that celebrity endorser is defined as employing an artist, entertainer, athlete, and public figure well-known to many people for their success in their own area [14]. Celebrity endorser method is when a celebrity is given some product for free and paid for service in uploading photograph or video using the product in his/her Instagram posting. The user of characteristic endorser communicator will affect the consumer to have positive attitude or response to such product; thus consumers will take it into account in purchasing process and it is expected to affect their purchase behavior directly.

Attitude is an individual's internal evaluation on an object like branded product, and has been important concept in marketing research since 1960s. Hoyer and MacInnis define attitude as a relatively global and eternal evaluation on an object, problem, person, or action [14]. Fishbein & Ajzen said that there is a primary reason for this long term interest, similar to Hoyer and MacInnis's definition, attitude is considered as relatively stable and eternal predisposition to consumer to behave in certain ways [7].

Mackenzie defines attitude toward advertisement as predisposition to respond favorably or unfavorably to certain advertisement's stimulus during a certain exposure situation [17]. An individual's attitude toward an object can affect his/her attitude toward other related objects; in other words, when the consumers like an advertisement, they will transfer their like to the brand represented in the advertisement. Thus, it plays an important role in affecting the consumers' attitude toward purchase intention, either directly or indirectly [14]

Attitude is a general and permanent assessment on object, affair, person, and behavior [14]. Consistent activity and action underlie the individual's availability of behaving in certain way indicating the potency to review the consumers' behavior intention [7]. Salam and Wahid state that concept of attitude has been applied widely to marketing research since 1960 [23]. Therefore, Gresham & Shrimp has proposed the independent effect of attitude toward advertisement on purchase intention [11]. This proposal specifically investigated the direct effect of attitude toward advertisement on consumers' purchase intention. Mackenzie et al refers to attitude toward advertisement as a special predisposition to stimulate advertising [17]. Goldsmith et al suggests the direct significant relationship between attitude toward advertisement and purchase intention [10].

In its development history, artist endorse activity has been existing since 17th century when a British entertainer, Josiah Wedgwood, made a commercial break in which Princess Charlotte was enjoying morning tea. In 2000, Britney Spears was known as the most famous female singer in the world, so that anything she did will be viral and followed by her lovers distributed anywhere. A carbonated beverage company, Pepsi, saw a big chance behind the Queen of Pop's glory; then Britney was invited to collaborate with this company, and as a result, Pepsi became the number one beverage in the world. A study conducted by jimsjournal concluded that the famous celebrity or artist can influence the increased sale. The increase occurs because many lovers tending to follow their idol's habit or behavior. The more influential the individual, the more the payment he/she gets for once endorse [1]

The use of celebrity endorse builds on some factors, among others: celebrity's popularity with the celebrity's problem that can be selected to represent the character of product advertised [8]. Some points to be considered in selecting celebrity endorser are, among others: celebrity's ability of taking picture or making her video attractive; in addition number of lovers and photograph and video content beauty in delivering the product endorsed can also affect positively the increase in sale volume and marketplace to business performers. Celebrity endorser is more credible than non-celebrity endorser, as confirmed by Ohanian's study finding that there are three important components leading to consumers' attitude: trustworthiness, attractiveness, and expertise the celebrity has [21]. The use of celebrity endorser is expected to exert positive effect on consumers' purchase intention. Harrison said that celebrity endorser is considered to be most effective and efficient marketing trend compared with other marketing strategies [13]. It is in line with Berger et al arguing that the use of celebrity endorser is considered as more credible, more trustable, and knowledgeable due to their friendliness in establishing relation with consumers, particularly for the business targeting young generation [2].

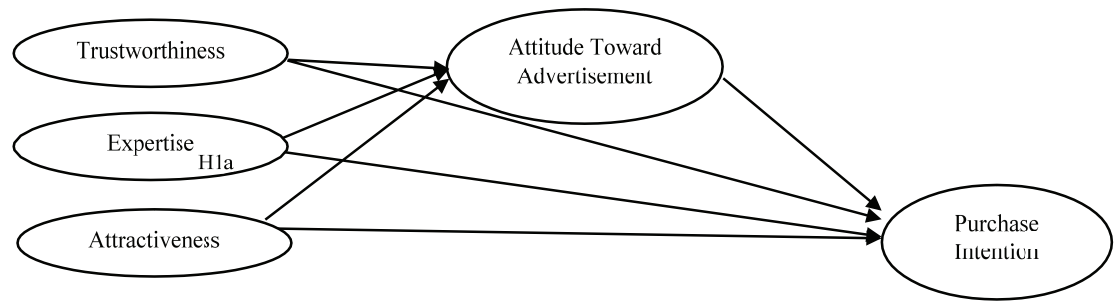
The message delivered by celebrity endorser is considered as more reliable and attracting more consumers, and it has been indicated with 82% polling stating that consumers tend to follow their favorite's influence more. This phenomenon of trending celebrity endorser use makes the author interested in studying the effect of celebrity endorser on Roromendut-brand organic cosmetic purchase intention through social media. The objective of research is generally to find out the effect of trustworthiness, expertise, and attractiveness on organic cosmetic purchase intention through Instagram mediated with attitude toward advertisement. Particularly, this research also aims to find out the effect of trustworthiness, expertise, and attractiveness on organic cosmetic purchase intention. Therefore, the hypothesis established is

H1. Celebrity's Trustworthiness, Celebrity's Expertise, and Celebrity's Attractiveness hypothetically affect Attitude Toward Advertisement positively.

H2. Celebrity's Trustworthiness, Celebrity's Expertise, and Celebrity's Attractiveness hypothetically affect Purchase Intention positively.

H3. Attitude Toward Advertisement hypothetically affects Purchase Intention.

H4. Attitude Toward Advertisement hypothetically mediates the effect of Celebrity's Trustworthiness, Celebrity's Expertise, and Celebrity's Attractiveness on Purchase Intention.



2. Method

This research employed a descriptive analysis method. Research technique employed was survey, the one taking sample from a population and using questionnaire as the technique of collecting primary data [27]. The population of research included the consumers ever purchasing Roromendut- brand organic cosmetic product in Instagram social media with unknown or infinite number. The sampling method employed was purposive sampling, the one conducted by determining the characteristics corresponding to criteria: people domiciling in Indonesia, having and using Instagram social media, having knowledge on celebrity endorser, and being interested in Roromendut-brand organic cosmetic product.

The sample consisted of 200 respondents using Maximum Likelihood estimation model based on Ghozali [9] in which the sample consisted of at least 100 -- 200 samples. The types of data used in this research were qualitative and quantitative data. Data source used consisted of primary and secondary data. Primary data was collected using online questionnaire with Google form distributed through social media. Secondary data was collected from books and journals relevant to the study. Data collection was carried out using questionnaire, the one in which participants fill in the statement from the questions given and then return it to the author [6]. The measurement method used in the questionnaire was Likert scale: 1 = very disagree and 5 = very agree. Method of analyzing data used was SEM (Structural Equation Modeling) with AMOS 22. The instrument was tested using validity, reliability, normality, outlier, goodness of fit criteria tests including, among others, chi square, probability, CMIN/DF, RMSEA, GFI, AGFI, TLI, and CFI.

3. Result and Discussion

Most respondents (98.5%) involved were females and the rest are male. About 50% respondents were 19-23 years old and majority have Senior High Education as their last education and 43% of them still have college student status. It is because majority Instagram users come from college students. The respondents acquired information on Roromendut organic cosmetic largely from social media. Respondents' motivation to purchase Roromendut-brand organic cosmetic is because they understand the advantage of organic cosmetic to skin health. In addition, those affecting organic cosmetic purchase intention are celebrity endorser. Celebrity endorsers are those can really affect Roromendut- brand organic cosmetic purchase intention.

3.1. Result of Validity Test

Table 1 shows that validity test result indicating r statistic $>$ r table, so that all question items in this study are valid.

3.2. Result of Reliability Test

Table 2 shows reliability test result indicating that the variable is reliable and all latent variables can be used for research purpose.

3.3. Result of Normality Test

Data normality test, according to table 3, shows that multivariate critical ratio value is 1.6 meaning less than 2.58, indicating that all variables are distributed normally in multivariate manner.

3.4. Result of Outliers Test

The result of outliers test shows that mahalnobisd-squared value is less than 51.180 (outliers margin in 24-degree chi-square table at significance level of 0.001); in addition, all observed numbers do not face outliers problem because p_1 and p_2 values are less than 0.05.

TABLE 1: Result of Validity Test.

Item	Variable	r statistic	r table	Note
T5	Trustworthiness	0.522	0.139	Valid
T4	Trustworthiness	0.565	0.139	Valid
T3	Trustworthiness	0.561	0.139	Valid
T2	Trustworthiness	0.544	0.139	Valid
T1	Trustworthiness	0.524	0.139	Valid
E5	Expertise	0.505	0.139	Valid
E4	Expertise	0.533	0.139	Valid
E3	Expertise	0.541	0.139	Valid
E2	Expertise	0.502	0.139	Valid
E1	Expertise	0.474	0.139	Valid
A5	Attractiveness	0.499	0.139	Valid
A4	Attractiveness	0.554	0.139	Valid
A3	Attractiveness	0.480	0.139	Valid
A2	Attractiveness	0.511	0.139	Valid
A1	Attractiveness	0.501	0.139	Valid
AT5	Attitude toward Advertisement	0.574	0.139	Valid
AT4	Attitude toward Advertisement	0.638	0.139	Valid
AT3	Attitude toward Advertisement	0.683	0.139	Valid
AT2	Attitude toward Advertisement	0.629	0.139	Valid
AT1	Attitude toward Advertisement	0.659	0.139	Valid
PI4	Purchase Intention	0.716	0.139	Valid
PI3	Purchase Intention	0.721	0.139	Valid
PI2	Purchase Intention	0.741	0.139	Valid
PI1	Purchase Intention	0.754	0.139	Valid

Source: Primary Data Analysis, 2019

3.5. Result of Goodness of Fit Test

Statistic value of structural research model as shown in Figure 1 indicates that the model is good fit in representing this research data. It can be seen from the result of goodness of fit test as indicated with table 5. The model in research has good fit, so that the analysis can be conducted further.

Celebrity's Trustworthiness affects Attitude Toward Advertisement of Roromendut-brand organic cosmetic positively through Instagram, indicating that higher Celebrity's

TABLE 2: Result of Reliability Test.

Variable	Cronbach's alpha Value	Note
Trustworthiness	0.828	Valid
Expertise	0.754	Valid
Attractiveness	0.754	Valid
Attitude toward Advertisement	0.774	Valid
Purchase Intention	0.725	Valid

Source: Primary Data Analysis, 2019

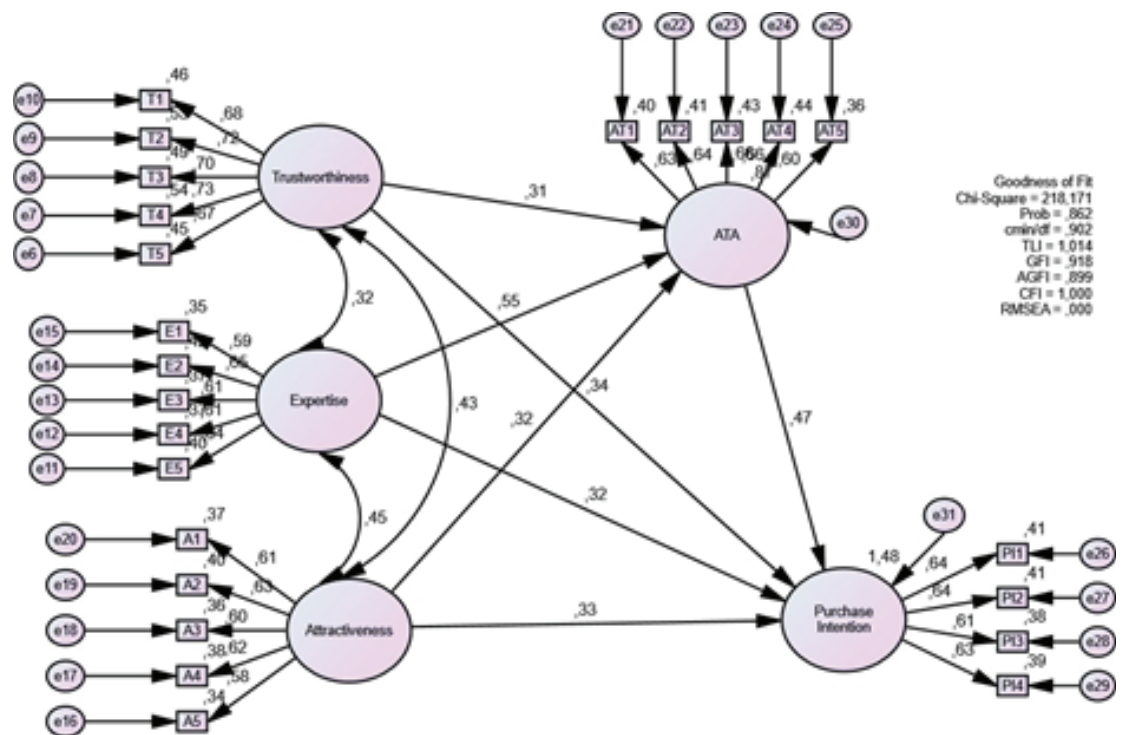


Figure 1: Research Structural Model.

Trustworthiness, the higher is the Attitude Toward Advertisement of Roromendut-brand organic cosmetic through Instagram. Celebrity's Trustworthiness is very desirable in an advertisement because it refers to audience's belief in celebrity to give information honestly and confidently. This finding is in line with Tsai and Chen stating that Celebrity's Trustworthiness believed to be honest and reliable will create audience's attitude [30]. This is also in line with Tormala and Clarkson arguing that Celebrity's Trustworthiness further has larger potency to encourage the attention to be paid to opinion change. Considering the result of research, it can be stated that celebrity's trust will encourage the people's positive attention to Roromendut-brand organic cosmetic advertisement through Instagram [29].

TABLE 3: Result of Normality Test.

Variable	Min	Max	Skew	c.r.	kurtosis	c.r.
PI4	3.000	5.000	-0.313	-1.807	-1.012	-2.920
PI3	3.000	5.000	-0.220	-1.271	-0.985	-2.844
PI2	1.000	5.000	-0.693	-4.000	0.907	2.618
PI1	3.000	5.000	-0.266	-1.534	-1.003	-2.896
AT5	3.000	5.000	-0.291	-1.683	-0.796	-2.299
AT4	3.000	5.000	-0.246	-1.422	-0.851	-2.457
AT3	3.000	5.000	-0.192	-1.107	-1.008	-2.909
AT2	3.000	5.000	-0.292	-1.688	-0.820	-2.367
AT1	3.000	5.000	-0.173	-0.998	-0.697	-2.013
A1	3.000	5.000	-0.281	-1.622	-0.835	-2.409
A2	2.000	5.000	-0.229	-1.323	-0.711	-2.052
A3	2.000	5.000	-0.450	-2.597	-0.681	-1.966
A4	3.000	5.000	-0.245	-1.416	-0.752	-2.172
A5	3.000	5.000	-0.224	-1.293	-0.961	-2.775
E1	2.000	5.000	-0.297	-1.717	-0.479	-1.383
E2	2.000	5.000	-0.405	-2.339	-0.262	-0.757
E3	2.000	5.000	-0.326	-1.880	-0.614	-1.771
E4	2.000	5.000	-0.256	-1.477	-0.628	-1.812
E5	2.000	5.000	-0.237	-1.366	-0.537	-1.550
T1	3.000	5.000	-0.167	-0.965	-0.943	-2.723
T2	2.000	5.000	-0.410	-2.369	-0.581	-1.678
T3	3.000	5.000	-0.237	-1.368	-1.085	-3.133
T4	2.000	5.000	-0.360	-2.076	-0.350	-1.009
T5	2.000	5.000	-0.358	-2.066	-0.399	-1.150
Multivariate					7.991	1.600

Source: Primary Data Analysis, 2019

Celebrity's Trustworthiness is known affecting Roromendut-brand organic cosmetic Purchase Intention through Instagram, meaning that the higher the Celebrity's Trustworthiness the higher is the Roromendut-brand organic cosmetic Purchase Intention through Instagram. This finding is in line with a previous study proving that trustable opinion induces positive purchase behavior. In addition, it is in line with MacInnis, Rao and Weiss [18] suggesting that trustable resource can affect purchase intention

TABLE 4: Result of Goodness of Index test.

No 1	Goodness of Index Chi Square	Reference Value Expected to be small	Result 218.171	Evaluation Good fit
2	Probability	> 0.05	0.862	Good fit
3	CMIN/DF	< 2	0.902	Good fit
4	RMSEA	≤ 0.08	0.000	Good fit
6	GFI	≥ 0.90	0.918	Good fit
7	AGFI	≥ 0.90	0.899	Marginal fit
8	TLI	≥ 0.90	1.014	Good fit
9	CFI	≥ 0.90	1.000	Good fit

Source: Primary Data Analysis, 2019

TABLE 5: Evaluation on Causality Test Regression Weight.

Variable	Estimation	Standard Error	P
ATA <--- T	.288	.070	***
PI <--- T	.344	.054	***
ATA <--- E	.521	.090	***
PI <--- E	.333	.081	***
ATA <--- A	.326	.090	***
PI <--- A	.375	.066	***
PI <--- ATA	.523	.136	***

Source: Primary Data Analysis, 2019

Note:

ATA: Attitude Toward Advertisement

PI: Purchase Intention

T: Celebrity's Trustworthiness

E: Celebrity's Expertise

A: Celebrity's Attractiveness

and with Wang, Cheng and Chu stating that purchase intention builds on celebrity's trustworthiness and celebrity endorser constituting effective advertising media [32]

Celebrity's Expertise affects Attitude Toward Advertisement of Roromendut-brand organic cosmetics through Instagram positively. The higher the Celebrity's Expertise, the higher is the Attitude Toward Advertisement of Roromendut-brand organic cosmetics through Instagram. This finding is in line with Mc Guire [19] and Stemthal et al stating that there is larger persuasive increase due to Celebrity's Expertise [26]. This finding is confirmed by Clark et al., stating that the change of attitude's congruence level is

affected by source expertise [5]. Considering the result of research, it can be seen that the respondents of social media consider Celebrity's Expertise in Roromendut- brand organic cosmetic advertisement through Instagram, thereby they have positive attitude toward it as a natural and healthy beauty treatment product.

Celebrity's Expertise affects Roromendut-brand organic cosmetic purchase intention through Instagram. It means that the higher the Celebrity's Expertise in the advertisement, the higher is the Roromendut-brand organic cosmetic purchase intention through Instagram. It is in line with Wulan stating that expertise affects online consumers' purchase intention positively and significantly [32]. Similarly, Ohanian suggests that the dimension of endorser's credibility, expertise, affects consumers' purchase intention [21].

Celebrity's Attractiveness affects Attitude Toward Advertisement of Roromendut-brand organic cosmetic through Instagram. It can be said that the higher the Celebrity's Attractiveness, the stronger and the more positive is the Attitude Toward Advertisement of Roromendut-brand organic cosmetic through Instagram. This finding is in line with previous study conducted by Mills and Aronson concluding that attractiveness can improve concession, the message delivered is intended unconsciously to influence others' opinion [20]. This also in line with Chaiken finding that higher physical attractiveness tends to improve persuasion as it is considered as competent celebrity [4]. Considering the result of these studies, it can be seen that celebrity's attractiveness including attractive appearance, beautiful face, and celebrity's ability of being admired by audience can affect positively the attitude toward advertisement and can contribute to influencing the purchase intention in Roromendut organic cosmetic product through social media.

Celebrity's Attractiveness affects positively the Purchase Intention in Roromendut-brand organic cosmetic advertisement through Instagram. It means that the higher the Celebrity's Attractiveness, the higher is the Purchase Intention in Roromendut-brand organic cosmetic advertisement through Instagram. It is in line with previous study conducted by Gupta concluding that attractiveness the celebrity has affects positively the consumers' purchase intention [12]. It is also in line with Pornpitakpan finding that endorser's attractiveness is related positively to the consumers' purchase intention [22].

Attitude Toward Advertisement affects Roromendut-brand organic cosmetic Purchase Intention through social media with estimated value of 0.326 at significance level of 99%. It means that the higher the individual's positive attitude to Roromendut-brand organic cosmetic, the higher is the Roromendut- brand organic cosmetic Purchase Intention through social media. This finding is in line with Gresham and Shrimp [11] stating that

attitude toward advertisement affects purchase intention. Mackenzie et al., [17] and Goldsmith et al., [10] also state that attitude toward advertisement tends to specifically stimulate advertising thereby can affect purchase intention. This finding is confirmed by Theory of Planned Behavior, stating that attitude will affect an individual's intention to do something.

Furthermore, Figure 1 shows that attitude toward advertisement serves as imperfect (incomplete) mediation to the effect of celebrity's trustworthiness, celebrity's expertise, celebrity's attractiveness on purchase intention. It can be seen from the significant result of analysis on the effects of celebrity's trustworthiness on purchase intention, celebrity's expertise on purchase intention, celebrity's attractiveness on purchase intention, and attitude toward advertisement on purchase intention

4. Conclusion

Celebrity's trustworthiness, celebrity's expertise, and celebrity's attractiveness affect positively the Attitude Toward Advertisement and organic cosmetic purchase Intention in Instagram. Attitude of Advertisement serves as imperfect mediation to the effect of Celebrity's trustworthiness, celebrity's expertise, celebrity's attractiveness on Purchase Intention.

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