

An Analysis Of Communication Celebrity Endorsement On Brand Image

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Abstract

The main objective of this study is to propose a conceptual model to assess whether persuasive messages can lead to acceptance in the form of information provided by Instagram social media opinion leaders, and, also, the extent to which messages on products and services affect brand image recommended by celebrity endorsement. Communication helps managers to do their jobs and responsibilities. Communication serves as the basis for planning. Celebrity endorsement are used as a common corporate communication strategy to build brand image. Advertisers believe that the use of celebrity endorsement affects advertising effectiveness as well as on purchase intention and repurchase. The study used a quantitative approach using 241 samples from clothing consumers using multiple linear regression processed with SPSS 25. The results of this study found that there was a significant and positive influence of celebrity endorsement on clothing companies brand image. Celebrity endorsement play an important role in improving clothing companies brand image with the endorsement method carried out by celebrity endorsement proven to be able to give a positive impression on the brand image in the eyes of consumers, especially on social media Instagram.

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INTRODUCTION

In recent years, as stated by Goodman et al. (2011), the brand has started using famous people on social media. Due to its visual nature and incredible growth, Instagram is becoming a powerful tool for people who own a business. Instagram celebrities have similar visibility and popularity to traditional celebrities, but also seem to be a better fit. for consumers because they usually live online. Therefore, they have the potential to be very effective marketers' ambassadors. In line with that, the potential of Small and Medium Enterprises (SMEs) in cyberspace has considerable potential. This can be proven by several data submitted by companies that sell the Belionline site, where the Kaskus internet site claims that the number of transactions reaches IDR 575 billion per month, OLX IDR 300 billion per month. Upright Decision stated that the average transaction in Indonesia is dominated by social media, namely around Facebook (50%), Kaskus (14%), Twitter (12%), WordPress (5%), LinkedIn (2%), and the rest (17%) use other social media platforms (Siswanto, 2013).

Social media is indeed a medium of socialization and interaction. Therefore, if its existence is used as the easiest and cheapest marketing medium by the company, Small and Medium Enterprises (SMEs) must use social media as a promotional medium that is supported by a business website or blog that can display and show customers directly about products and services. company-owned services. Amid the government's push for people to run businesses and to encourage the growth of SMEs, entrepreneurs are starting to get an important tool in growing their business by utilizing social media as a free promotional tool. Even today, social media is not only a promotional medium, but is also used as an interactive marketing tool, a service, building communication with customers and potential customers, and as a tool for selling and buying products online (Fahlevi, 2021).

The development of information technology today makes people no longer care about the limitations of distance, space and time. Information technology gave birth to the internet, the internet offers many benefits for SMEs to improve the marketing of their products. In addition, the internet provides the benefit of increasing opportunities for SMEs to collaborate with other entrepreneurs. One of the internet technologies that is growing rapidly and has the potential to encourage SME marketing is social media. Social media has the potential to connect many people easily and for free (Aulia et al., 2021). Therefore, it is very important for businesses to understand the fast transformation in social media (Pitta et al., 2012). Entrepreneurs and celebrity endorsement can take advantage of the presence of social media for online marketing and help increase high purchasing power. Celebrity endorsement are people who have quite a lot of followers or audiences on social media and they have a strong influence on their followers such as artists, celebrities, bloggers, youtubers, and so on (Kumparan, 2019).

Celebrity endorsement use social media as a platform to communicate the content they create and one of them is showing their identity on social media with what brand they use (Ivana et al., 2021). Celebrity endorsement marketing on social media is a new phenomenon in the industry. In this modern era the market continues to experience growth and change, this topic has been widely discussed by contemporary media, but not enough by scientific researchers. The literature review included the identification of social media celebrity endorsement, the importance of digital marketing and its impact on brands, and the strategic planning they use when communicating with consumers. Instagram allows brands to advertise to celebrity endorsement and stakeholders, the result of which is to strengthen their relationship with consumers and, according to marketing objectives, to strengthen the brand image in the eyes of consumers (Magrath & McCormick, 2013). Instagram has a feature that really supports users to advertise the products they sell and then reap lots of followers and likes. Young entrepreneurs take advantage of existing features to communicate with their account followers. How to communicate can be by commenting on the photos that have been uploaded.

Celebrity endorsement can be categorized as micro-celebrities. They are people who work through their lives online and they use technology like social platforms, blogs, and videos. Also, (Gorry & Westbrook, 2009) stated that celebrity endorsement represent autonomous outside endorsers who

shape people's attitudes towards social media because of the power of their influence. This is different from celebrities who have previous characters that were not born from Instagram so that their popularity and characteristics were formed before the emergence of Instagram. In this study, the focus is on celebrity endorsement who already have character and popularity long before they were known on Instagram. Celebrity endorsement are defined by (Sammis et al., 2015) as a way for companies to increase audience awareness through marketing techniques by conveying brand messages with their audiences in the form of promoted content. Celebrity endorsement initially have many similarities with celebrity endorsers, so celebrity endorsement marketing communications are supported by celebrities on social media who are called social media celebrity endorsement.

This study examines the effect of celebrity endorsement on Instagram on consumers, with a specific focus on increasing the relevance of celebrity endorsers and their effect on Instagram users in the 18-30 age group (Pittman & Reich, 2016). Previous research has shown that half of Instagram users fall into this age category (Sheldon & Bryant, 2016). In this study, the authors investigate the impact of Instagram on source credibility, consumer purchase intentions and social identification with different types of celebrities. Particular attention is paid to the non-traditional types of celebrities who have become famous using online media.

The clothing industry currently plays an important role in today's lifestyle, where many people who buy a product are not just a desire but a need. Because now with social media that is growing very rapidly, many brands are improving their brand image through brand ambassadors that match the face of the brand. So, many local clothing brands in Indonesia use Instagram social media to show the image of the celebrity endorsement. This celebrity endorsement will be one of the people who represent the brand that endorses the celebrity endorsement. Over time, many local brands have also made clothing brands, one of which is Clothing companies. Clothing companies is a premium clothing brand that produces products such as jeans, t-shirts, hoodies, and jackets. This brand comes from Bekasi which was founded in September 2010. Clothing companies promotes its products, namely jeans, apparel, accessories. in various ways, one of which is by selecting and using Celebrity endorsement to communicate what Clothing companies wants for its products to be introduced and promoted to the wider community. streetwear style, skater, vespa boy, band boy.

In this context, this research is based on the relationship between online opinion leaders in this case celebrity endorsement and their followers, who receive multiple evaluations and need to decide whether they will accept or discard them in the decision-making process. Thus, the main objective of this study is to propose a conceptual model to assess whether persuasive messages can lead to acceptance in the form of information provided by Instagram social media opinion leaders, and, also, to what extent messages on products and services affect the image of the recommended brand. by celebrity endorsement.

METHOD

This study uses a quantitative approach to empirically prove the influence of celebrity endorsement on the brand image of clothing companies. Researchers do not need to examine the population, but only by examining the sample. If the population is too large, there is a possibility that subjects may be missed from the study at the time of data collection Research cannot be done by using the population as a data source. Avoid anything destructive. More efficient than time, effort, and cost. As a social researcher, the possibility of error or bias in research is quite small. The acceptable error rate in this study is 5% (e=5%) or it can also be said that the study uses a 95% confidence level. Sampling is the process of selecting enough samples from the population, so that a study of the sample and an understanding of the properties or characteristics of the sample makes it possible to generalize to all elements of the population (Sekaran & Bougie, 2016). Sampling involves the following steps: (1) population determination; (2) determination of sample frames; (3) determining the sampling design; (4) determination of sample size; and (5) carry out the sampling process.

According to Joseph F. Hair (2019), to determine the sample size of a population that cannot be calculated is as follows:

- Recommended above 30 samples.
- For a business survey, a sample of around 100 is considered adequate.
- Or ranging from 15 to 20 times of the independent variable.

Therefore, the researcher in this study will use the non-probability sampling method, with the determination of the sample using purposive sampling, namely the determination of the sample by considering certain characteristics (Ghozali, 2018). for the sample in this study are the respondents who meet the following criteria:

- Respondents have social media Instagram
- Respondents follow Clothing companies' Instagram social media account

The number of samples in this study will be determined using the slovin formula, the researcher will collect data from 241 respondents who are ideal for this research to produce more accurate results.

Table 1. Measurement

Variable	Dimension	Indicators	Source	Scale
Celebrity Endorsement (X)	Credibility	Trustworthy in choosing products	Shimp (2013)	Likert scale 1-5
	Attractiveness	Attracting customers to purchase		
	Power	Expertise in persuasively directing consumers		
Brand Image (Y)	Strength	The power of product information on the brand	Keller (2013)	Likert scale 1-5
	Favorability	The power of liking for the brand		
	Uniqueness	Brand competitive advantage		

RESULTS AND DISCUSSION

This section describes the details of each respondent's answer to the question items that have been

filled in on the questionnaire.

Table 2. Descriptive Statistic

	N	Minimum	Maximum	Mean	Std. Deviation
X1A	241	1.00	5.00	4.0818	1.01486
X1B	241	1.00	5.00	4.2182	.93241
X1C	241	1.00	5.00	4.1182	1.01124
X1D	241	1.00	5.00	3.8182	1.15084
X1E	241	1.00	5.00	4.0545	.99389
X1F	241	1.00	5.00	4.1091	1.02577
X1G	241	1.00	5.00	3.8000	1.00275
X1H	241	1.00	5.00	3.7455	1.16080
X1I	241	1.00	5.00	3.7000	1.17739
Y1A	241	1.00	5.00	4.3273	.97782
Y1B	241	1.00	5.00	4.4000	.93062
Y1C	241	1.00	5.00	4.3000	.96308
Y1D	241	1.00	5.00	4.4636	.90541
Y1E	241	1.00	5.00	4.4727	.84277
Y1F	241	1.00	5.00	4.3818	.93830
Y1G	241	1.00	5.00	4.2727	.93759
Y1H	241	1.00	5.00	4.2182	1.01712
Y1I	241	1.00	5.00	4.2545	1.00855
Valid N (listwise)	241				

At the end of the SPSS test, it measures the regression or the influence of the celebrity endorsement variable (X) on the brand image variable (Y) and measures how much influence it has. In this section it is necessary to find out whether this research model is feasible or can be a predictor of consumer satisfaction, then a feasibility test is carried out by knowing the value of R square.

Table 3. Linear Regression

Model	Coefficients	T - Statistic
	Std. Error	
Constanta	28.275	9.066***
	3.119	
Celebrity Endorsement	0.303	3.549**
	0.085	
R ²	0.104	
Adjusted R ²	0.096	

*** < 0.01

** < 0.05

The results of the table above explain that the independent variable, namely celebrity endorsement, has a positive influence on brand image, this can be seen in the coefficient value or beta value of the celebrity endorsement variable, which has a positive value of 0.303, this provides

information that the effect is unidirectional or when there is an increase in the celebrity endorsement variable, it will there is also an increase in the brand image of Clothing companies.

$$Y = 28.275 + 0.303X$$

Y = Brand Image

X = Celebrity endorsement

In the table above it is explained that the value of the coefficient of determination is 0.104, this means that the ability of the independent variable, namely the celebrity endorsement in explaining the dependent variable of brand image, is 10.4% and the remaining 89.6% is explained by other variables and factors not found in this study.

The results of this study indicate that there is a significant positive influence between celebrity endorsement on brand image, this is in accordance with previous research on other products that discuss the same problem by Sutia et al. (2020) which states that there is a significant influence between celebrity endorsement on their image even though their research on beauty products discusses the same variables. Furthermore, this study also has the same results with reputable international journals that have different contexts and purchasing power from the Indonesian context, such as research conducted by Malik and Guptha (2014) which states that there is a significant influence between celebrity endorsement on consumer behavior including brand image. Celebrity endorsements are able to change the image of a brand by doing endorsements and this is seen as a new search in effective social media marketing. Several studies say, such as that conducted by Malik and Gupta (2014) which states that on social media celebrity endorsement have homogeneous followers, making it easier for celebrity endorsement to influence their followers in viewing and making decisions.

Celebrity endorsement basically makes the brand image have more value. When a brand image has been able to build a product's character and provide a value proposition, then convey the product's character to its customers in a unique way, it means that the brand image has given an emotional power more than the rational power possessed by the product. This will make customers associate positive things in their minds when thinking about the brand. Marketers are very careful in choosing celebrities as their brand advocates. According to Marhaeni et al. (2022) a significant influence of celebrity endorsement on brand image and consumer buying behavior. The use of celebrity endorsement in advertising has a significant effect on consumer purchase intentions. However, Chung and Cho (2017) suggest that endorsements through celebrities have a not very significant effect on consumers' purchase intentions. According to Wang and Scheinbaum (2018), celebrity endorsements are proven not to be able to directly generate purchase intentions. A positive brand image of a product will affect consumers' buying intentions and will encourage consumers to make purchases. Brand image is important because part of a brand that can be recognized but cannot be spoken, such as symbols, letter designs, special colors or customer perceptions of a product or service represented by the brand. With the creation of a good brand image for a product in the eyes of consumers, it will be very useful for marketers, because

the brand image will affect the assessment given by consumers to other alternative brands that are expected, not only to meet consumer needs, but can provide better and more guaranteed satisfaction.

CONCLUSION

There is a positive influence between celebrity endorsement on Instagram social media on the Clothing companies brand image. The more often celebrity endorsement provide information, the Clothing companies brand image will increase. The magnitude of celebrity endorsement influence on Clothing companies' brand image is 0.303. The results of this study can be further developed by including additional variables such as company reputation as a further study of public relations in the clothing business. The use of analytical techniques can also be considered in further research with a larger sample size and using more variables related to brand image so that it will clarify the brand image in the endorsement phenomenon which is currently being carried out as a company strategy. For clothing companies or other clothing companies, this research is useful as a reference for establishing communication and improving the company's brand image through celebrity endorsement on Instagram social media. The role of celebrity endorsement gives a positive signal to the company; therefore it is necessary to select the right celebrity endorsement by the company to endorse their products. The company's image will increase in line with the positive signals given by celebrity endorsement in leading audience opinion.

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