

THE INFLUENCE OF ENDORSER ON YOUTH PURCHASE DECISION

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ABSTRACT

Promotional marketing has been a chain of cycle used by companies in order to promote their products. In order to do that, most companies use endorsers as a medium to promote their product and influencing a consumer purchase decision. Celebrity endorser is the most popular type of endorser that affects youth purchase decision. However, nowadays the emergence of social media influencers has also played a role in influencing a youth purchase decision. Therefore, this research has been run in order to identify which endorser has more influence on youth purchase decisions based on endorser characteristics namely attractive, expertise, likeability, meaningful and trustworthy. 400 survey questionnaires have been distributed to the youth age between 18-5-25 years old. The findings indicate that social media influencer makes the highest influence on youth purchase decision with likeability characteristic has the highest contribution in influencing the youth purchase decision.

Keywords: endorser, social media influencer, celebrity endorser, youth purchase decision

Introduction

These days, consumers have been exposed to the variety of advertisements that function to influence them in changing their perception or attitudes towards the products, services and brands. Therefore, according to Comiati (2005), the specialists in advertising and marketing agreed that the changes can be occurred through the communication by certain source in which Peter (2016) emphasizes on the endorser as the source of communication through advertisement where it can be defined as the person that conveys variety of information in advertisement, and could be the one that easily recognizable or famous in public, organization, company, entertainment or even sport.

Albert, Ambroise and Florence (2017) explain that, without endorsers it is difficult for a brand or product to attract the target audience, as through endorsers a positive image and influence can be developed especially on consumer's perception, attitudes and behaviour towards specific brand. Hence, using celebrity as endorser has become one of the marketing strategy since then (Kumar, 2017). According to Apejoye (2013), celebrity has played an important role in marketing a product through advertisement and eventually endorser has become one of the advertising strategies that most of the companies used to create awareness to gain consumer responses about the products or services provided. Thus, celebrity endorsement can be referred to celebrities that agreed to lend their name and physical appearance for advertising purposes to promote the product or services which they may or may not be experts with (Jain, 2011).

Nowadays, the development of technology are growing fast, and the emergence of social networking sites has contribute to the growing numbers of people spending their

time online instead of offline (Upekha, 2015). In relation to this, research done by Burke (2017) found that social media influencers has become more popular in endorsing product and it has become a common tactic in marketing strategy to the current advertising field. Most of the company start to switch from using celebrity endorser to using social media influencer as their endorser.

According to Brorsson and Plotnikova (2017), social media influencer are always engages with promoting product or services by sharing their own posts, tweets, and blogs in social media platforms such as Facebook, Instagram, Twitter, Youtube and many more. Other than that, they also share their opinion and experiences about the products or services that they have been used, in order to give opportunities for consumers to do decision before buying the product that eventually will affect consumers purchase decision (Gashi, 2017). Therefore, the use of social media influencer marketing in lifestyle public relations initiatives has broken the wall between the consumer, the brand, and followers through social media content (Glucksman, 2017).

Nevertheless, Low and Lim (2012) emphasize that, a great endorser is not only about how good they are in social media or famous they are as celebrity, but a great endorser define on how good endorsers in ensuring a positive impact toward the company's brand and reputation . Otherwise, the endorser may cause negative reactions and impact toward the organization and public that possibly reduce the value of the advertisement in marketing strategy (Burke, 2017).

A research done by Chavda (2015) found that there are some factors that the purchase decision will be affected by the endorsers which are attractive, trustworthy, meaningful, likeability and expertise. People often see that the link between the product being endorse and the product itself is difficult for the consumer to judge, so this is the key to understanding when discussing celebrity endorsements (Hsu & McDonald, 2002).

However, based on the statement discuss above, does celebrity endorsement and social media influencer has really influenced consumer purchase decision after all? Because a successful endorser should have the ability to influence consumers' purchase decision and build up the image of the products at the end of the marketing process (Liu et. al., 2012). Therefore, the aim of this research is to identify which endorser has more influence of youth purchase decision. This will be investigate based on five factors of endorsers characteristics that can influence purchase decision suggested by Chavda (2015) namely attractive, trustworthy, meaningful, likeability and expertise. Type the title in bold type, single-spaced, and centred across the top of the first page, in 14 point Times New Roman, as illustrated above. Use APA-approved title case and try not to exceed 15 words.

Literature Review

According to the past study done by Clow et al (2006), endorser has become a tactic of the companies in order to influence the target audience and achieve the advertising goal in which improving the credibility and effectiveness of the message from the products or the brands to the specific audience. Therefore, research done by Friedman et al. (1976) proved that, advertisements with the present of endorser have gain more credibility of the message and successfully influence consumer purchase decision. In addition, Rimoldi (2015) explains that, when endorses introduce a product in an advertisement toward the audience; the cultural meaning of the endorser itself is transmitted to the product. Thus, by connecting endorser with brands, the advertisers can transfer the meaningful meaning toward the products

In relation to this, celebrity endorsement is one of the advertising techniques that company is likely to use in order to create the awareness and gain many responses about their products and services to the consumer. Many companies spend the huge resource on

hiring the celebrities to endorse their product or the sponsored message on the television, radio and magazines in hoping that through the endorser, consumer attitudes towards the brand can be increased (Apejoye, 2013). In the same way, George and Michael (2013) also agreed that celebrity endorser has frequently been used by the company since those celebrities can easily attract the consumer attention to the advertising's messages and increase the positive evaluation that can influence the positive attitude in purchase decision. Therefore, the increase of celebrities endorsing brands has been rapidly increasing over the past years and this phenomenon let the marketers acknowledge the power of celebrities in influencing consumer purchasing decisions (Zipporah & Mberia, 2014).

However, the development of technology and the emergence of social networking sites have contribute to the growing numbers of people spending their time online instead of offline (Upekha, 2015). Through the emergence of social media phenomena, social media influencers has become more popular in endorsing product and it has become a common tactic in marketing strategy to the current advertising field and become a popular strategy in communication campaigns amongst many industries (Burke, 2017).

Glucksman (2017) explains that, the social media influencer is a new type of the independent endorsers who shape the audience's attitude through the social media such as the blog and the other social media. Besides that, the social media influencers, through the social networking sites such as the Facebook, Twitter, Youtube create the online content to promote the certain brands by their own account to gain the following and the brand recognition. In addition, social media influencers also promote the products through their personal life hence this become more relevance towards the consumers (Ledbetter, 2016). Likewise, Buyer (2016) mentioned that, the influencers serve as the stable connection between the consumer and the brands in which through the video or photo that they have post on the social media that openness to the consumers contribute to the high credibility of the product from the consumers.

Research done by Gräve (2017) empirically shows that, celebrities influencer and social media influencers are perceived differently. These differences are related to the evaluation of characteristics that determine endorser effectiveness. Therefore, a research done by Khan (2017) found that there are some factors that the purchase decision will be affected by the endorsers which are attractive, trustworthy, meaningful, likeability and expertise.

Endorser attractive is one of the factors that can affect youth purchase decision. Weight, height and facial beauty of a person can be categorized as attractive which it is also a first thing that others people judge the endorser first relate to attractive (Sivanandamoorthy, 2013). Research done by Till and Busler (2000) found that, attractive is positively related to purchase intention (Till & Busler, 2000). Other than that, the endorsements attractiveness will also increase the brand awareness (Hakimi, Abedniy, & Zaeim, 2011). This is because, advertisers believe that "beauties sell well" and make full use of attractive endorser, spokespersons, and models in ads (Said & Napi, 2015).

Additionally, with a good physical attractive, it can persuade potential consumer to become consumer of the product. If the actual attractive of the endorser is related to the product, consumers often make a positive attitude towards product and advertising evaluation. (Zipporah & Mberia, 2014). According to survey conducted by Jatto (2014), he found that attractive people get more attention than unattractive people. Likewise, another pass study also stated that attractive people can change people's beliefs more than unattractive people (Ohanian, 1990).

The next characteristic is trustworthy in which endorser trustworthy can influence persuasion in a message-based elaboration since a greater need of thinking about a

message is necessary if the source is from an expert source that has low rather than high trustworthy (Priester & Petty, 2003). Besides that, according to Grace & Furuoka (2007), a source credibility is perceived to be believed with regards to its expertise and trustworthy where the greater the expertise and trustworthy of a source of information, the more likely an individual will perceive the source is credible.

Not only that, trust is also a very important factor that built loyalty and there is a significant and positive relationship between loyalty and trust. By building consumer confidence with providing quality service or product will lead the organization towards enhancing the consumer trust and at the end the trust will make the consumer to be loyal (Sarwar, Abbasi & Pervaiz, 2012). In the same way, Huang and Chang (2017) also mentioned that the formation of trust is actually important especially in determining whether or not a consumer will purchase. Therefore, overall, trustworthy trait by an endorser is a very important factor as it creates trusting intention where one person is willing to depend on the endorser in a given situation and trusting beliefs, means that one individual believes the other person is competent, honest, benevolent and predictable in a situation (Li, Kim & Park, 2007).

Next, the third characteristic is meaningful. According to research done by Fiore (2017), nowadays consumer are focusing toward the meaningful of the endorser in portraying the product advertisement and consumer also focusing toward the value-based information that carried by endorser rather than the attractive of the product. In addition, based on research conducted by Rimoldi (2015), whenever endorsers introduce or advertise a product in an advertisement to the public, the meaningful of the endorser itself will directly transferred to the product.

Thus, Apejoye (2013) emphasized that, without meaningful of the endorser in influencing purchase decision, the quality possessed in marketing strategy would not be effective because it is important to make sure that meaningful should be on the reason in influencing consumers purchase decision. Besides, in order to achieve consumers' decision making, the endorser aims to put more meaningful value toward product and convince the consumer to change their attitude and perception on decision making (Duffet, 2017).

Last but not least is likeability characteristic. The likeability of endorser has a very important role in influencing consumer behaviour based on the appearance, experience and attitude of the endorser itself (DuPlessis, 2004). The factor of likeability in endorser has even been shown and proved in the research done by Russel and Baldinger (2001) as the strongest factors that influencing purchase decision, linked with persuasion and sales in marketing strategy which had been considered as a very important measurement of the successful of advertising effectiveness. In fact, the finding of the research done by Biel and Bridgewater (1990) show that endorsers' likeability is one of the dependent factors that contribute to decision making in purchasing behaviour.

Methodology

The purpose of this research is to identify which endorser has more influence of youth purchase decision. This will be investigate based on five factors of endorsers characteristics that can influence purchase decision suggested by Chavda (2015) namely attractive, trustworthy, meaningful, likeability and expertise.

In this research, the answers to the following questions are being asked:

- 1) Which endorser has more influence on youth purchase decision?
- 2) What are the characteristics that contribute the most toward youth purchase decision?

Pre-Testing

A pre-test was conducted with 30 respondents who range age between 18 to 25 years old which is considered as youth. Cronbach’s alpha coefficient was run to ensure scale reliability of the instruments. The result of the reliability test for each factors are shown in the table 1.

Table 1 Results of Pilot Test

Factors	Items	Cronbach's Alpha Value (α)
Attractiveness	I buy the product because the celebrities/ social media influencer are attractive.	0.820
	I buy the product because the c celebrities/ social media influencer endorsed product creates a class	
	I buy the product or service because the celebrities/ social media influencer endorsed products are beautiful	
	I buy the product or service because the celebrities/ social media influencer endorsed products are elegant.	
Expertise	I buy the product because the celebrities/ social media influencer look sexy.	0.881.
	I buy the product because the celebrities/ social media influencer has enough expertise of the product he/she endorsed.	
	I buy the product because the celebrities/ social media influencer has enough experience to endorse the product	
	I buy the product because the celebrities/ social media influencer has enough knowledge of the product he/she endorsed.	
	I buy the product because the celebrities/ social media influencer has enough qualification to endorse the product.	
	I buy the product because the celebrities/ social media influencer has enough skilled of the product he/she endorsed.	

The reliability test indicates that all the items in each factor were reliable with the Cronbach’a Alpha value is higher than 0.7 accept for the factor of purchase decision. Even so, all the items in purchase decision section will still remain because according to Kline (1999) in Field (2005), the alpha value that below than 0.7 is still can realistically be accepted because of the diversity of the constructs being measured

Factors	Items	Cronbach's Alpha Value (α)
Attractiveness	I buy the product because the celebrities/ social media influencer are attractive.	0.820
	I buy the product because the c celebrities/ social media influencer endorsed product creates a class	
	I buy the product or service because the celebrities/ social media influencer endorsed products are beautiful	
	I buy the product or service because the celebrities/ social media influencer endorsed products are elegant.	
Expertise	I buy the product because the celebrities/ social media influencer look sexy.	0.881.
	I buy the product because the celebrities/ social media influencer has enough expertise of the product he/she endorsed.	
	I buy the product because the celebrities/ social media influencer has enough experience to endorse the product	
	I buy the product because the celebrities/ social media influencer has enough knowledge of the product he/she endorsed.	
	I buy the product because the celebrities/ social media influencer has enough qualification to endorse the product.	
	I buy the product because the celebrities/ social media influencer has enough skilled of the product he/she endorsed.	

Method

The survey questionnaire was distributed to 400 youth range age between 18 to 25 years old. 400 complete questionnaires have been collected to be analyzed. Respondents were asked to express their perception on the influence of celebrity endorser and social media influencer based on 5 factors of endorser characteristics (attractive, trustworthy, meaningful, likeability and expertise) derived from Chavda (2015) and their purchase decision using the five point Likert scales ranging from strongly disagree to strongly agree.

Analysis of the Data

Multiple regression analysis was run in order to see the influence of the influence of celebrity endorser and social media influencer on youth purchase decision with the

determinants of attractive, trustworthy, meaningful, likeability and expertise as the independent variables and youth purchase decision as the dependent variable. Respondents rated the questions on a 7-item Likert Scale.

Findings

The results of the multiple regression shows a significant model with the sign value is 0.000 ($p < 0.05$) and the value of R square is 0.325 which means that endorser explained 32.5 percent of the variance of youth purchase decision.

Between the two endorsers, Social media influencer has the highest Beta value coefficients ($\beta = 0.528$) followed by the celebrity endorser ($\beta = 0.053$). The result shows that social media influencer make the strongest influence towards the youth purchase decision. Between this two endorsers, the result shows that only Social media influencer make a significant unique contribution to the youth purchase decision with the sign value 0.000 (Sig. < 0.05) while the sign value of celebrity endorser is 0.415 more than 0.05 which means it is not significantly related to influence youth purchase decision.

Of the five endorser characteristics, likeability leads to the highest Beta value Beta value coefficients ($\beta = 0.218$) followed by meaningful ($\beta = 0.143$), expertise ($\beta = 0.129$), attractive ($\beta = 0.111$) and trustworthy ($\beta = 0.72$). The result shows that likeability make the strongest influence towards the youth purchase decision followed by meaningful, expertise, attractive and trustworthy. Between these five characteristics of endorsers, the result shows that Likelihood (Sig = 0.000), meaningful (Sig. = 0.027), and expertise (Sig. = 0.024) make a significant unique contribution to the youth purchase decision while attractive (Sig = 0.055), and trustworthy (Sig = 0.206), are found not statistically related to youth purchase decision with the Sig. value is more than 0.05.

Discussion and Conclusion

The findings from this research indicate that endorsers can influence youth purchase decision. The result of this research support what has been mentioned by Khan & Lodhi (2016), in which they emphasize on the influence of endorser towards consumer purchase decision. Therefore, like what has been said in the research done by Clow et al (2006), the used of the endorser can be a tactics for the companies to influence the target audience and achieve the advertising goal set and to improve the credibility and effectiveness of the message from the product or the brands to the specific audience in order to affect the consumer's attitudes.

Between the two endorsers, the results show that, social media influencer has more influence on youth purchase decision to compare with celebrity endorser. Similarly, research done by Ge & Gretzel (2018) also found that social media influencers is more effective in influencing youth purchase decision. This phenomena occurs because they are more relatable with the product, create quality content and they are more approachable with consumer and their target audience (Jing & Ulrike, 2018). Likewise, Liu et al. (2017) explain that, youth prefer to choose social media influencers rather than celebrity endorser due to the relevancy of the social media influencer in sharing relevant content instead of preference content.

Among all the five characteristics of the endorser that can influence the youth purchase decision, the findings of this research shows that, likeability should be emphasized more by the company when they want to hire the endorser followed by the characteristics of meaningful and expertise. While, attractive and trustworthy characteristics can be absent and put less focus since the results shows that they are not significantly contribute to the youth purchase decision. Research done by Fern, Boon, Ling & Huat (2015) also shows that attractive has not significantly related to purchase

decision because they found that consumer was more focus on others characteristic when they making purchase decision.

The trustworthiness of the endorser in the other hand, depends to a large extent on the consumer perception (Shimp, 2003) in which they tend to trust the source of sharing certain people similar to them (Erdogan, 1999). If the consumer believes that the endorser is biased or has a potential motivation to support the product or brand to provide information, such as payment, thus, the impact of the source may be weakened or rejected (Belch & Belch, 2009). Therefore, this might be the contribution to the result of no significant relationship between trustworthiness and youth purchase decision. Similarly, research done by Ifeanyichukwu (2016) also shows no relationship between the trustworthiness of the endorser and purchase decision.

Likeability characteristic is important to be considered by the company in order to influence youth purchase decision since according to DuPlessis (2004), the likeability of endorser has a very important role in influencing consumer behaviour based on the appearance, experience and attitude of the endorser itself. The factor of likeability in endorser has even been shown and proved to be the strongest factors that in influencing purchase decision, linked with persuasion and sales in marketing strategy which had been considered as a very important measurement of the successful of advertising effectiveness (Russel & Baldinger, 2001).

Next characteristic that should be considered by the company in choosing the endorser is meaningful characteristic. According to Apejaye (2013), without meaningful of the endorser in influencing purchase decision, the quality possessed in marketing strategy would not be effective because it is important to make sure that meaningful should be on the reason in influencing consumers purchase decision. In addition, nowadays consumer are focusing more on the meaningful of the endorser in portraying the product advertisement since they put their focus toward the value-based information that carried by endorser rather than the attractive of the product (Fiore, 2017).

Last but not least is the emphasize on the expertise characteristics. Research shows that expert endorser improve the brand recall rate, as well as positively influence customers' willingness to purchase. A research done by Hassan and Jamil (2014) shows a positive relationship between endorser and purchase intention in which most of the respondent think that the expertise of the endorser is very important before they make the purchase decision.

In sum, the result of this research indicate that, endorser can influence youth purchase decision with likeability characteristic contribute to the highest followed by meaningful and expertise while attractive and trustworthiness have no contribution on youth purchase decision. Therefore, this can be concluded that the youths would highly considers the likeability, meaningful and expertise factors before making any purchase decision. This research also reveal that, social media influencer has more influence on youth purchase decision compare to celebrity endorser. Hence, it is suggested to the company to put into consideration in choosing social media influencer as the endorser since it proves that it has more influence on youth purchase decision.

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