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# Celebrity Endorser and Purchase Intention: The Mediating Role of Resonance-Based Self-Attitude and Brand Credibility

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## Abstract

This study aims to analyze the mediating influences of resonance-based self-attitude and brand credibility in a relationship between celebrity endorser credibility and celebrity endorser congruity toward brand purchase intention in the current dynamic business environment. It employs a quantitative research method and reports on a survey, using a questionnaire, including the population of consumers of various instant coffee brands in several cities in Indonesia. The number of respondents in this study was 432 people. The analysis was performed using Partial Least Square Structural Equation Modeling and SmartPLS software. The analysis consisted of descriptive statistics, evaluation of the measurement model, evaluation of the structural model, and hypothesis testing. The results partially support the model developed. The findings suggest that the instant coffee product advertising in Indonesia needs to create brand messages focusing on the formation of resonance-based self-attitude from consumers to increase the influence of celebrity endorser credibility and celebrity endorser congruity, as well as the brand credibility towards the brand purchase intention. This study contributes to the marketing literature and the theory of planned behavior by providing empirical evidence on the relationship between celebrity endorser credibility, celebrity endorser congruity, resonance-based self-attitude, brand credibility, and brand purchase intention.

**Keywords:** Celebrity Endorser Credibility, Celebrity Endorser Congruity, Resonance-Based Self-Attitude, Brand Credibility, Brand Purchase Intention

**JEL Classification Code:** C39, L19, L29, M31, M37

## 1. Introduction

The use of celebrity endorsers in a marketing strategy has become one of the interesting topics to be investigated (Chin, Isa, & Alodin, 2019; Osei-Frimpong, Donkor, & Owusu-Frimpong, 2019). Data shows that 14% to 19% of advertisements in US (Plank, 2012), 20% in UK (Erdogan,

Baker, & Tagg, 2001), 45% in Taiwan (Solomon, 2006), 60% in South Korea (Choi, Lee, & Kim, 2005), and 70% in Japan (Temperley & Tangen, 2006) have used this strategy. Based on Nielsen (2020), the contribution of instant coffee sales in Indonesia is around IDR18.3 trillion per year of the total fast-moving consumer goods category. Luwak White Koffie is one of the instant coffee brands in Indonesia that uses celebrity endorser Lee Min Ho with a contract valued at more than IDR22 billion (DetikNews, 2016). In 2020, its market share reached 15.9% and was in the third position of the top 10 brands of instant coffee in Indonesia (Nielsen, 2020).

For some companies, involving the celebrity endorsers in their marketing strategy can have negative effects that can harm the brand credibility, and even the consumers' purchase intention because they might be involved in controversial or legal matters. Sometimes, they can also overpower the brand identity or distract the consumer's attention (Campbell & Warren, 2012; White, Goddard, & Wilbur, 2009). Previous studies have only examined the relationship between celebrity endorsers and consumers' purchase intention. However,

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there is only limited research, which had examined how well the celebrity endorsers could create the relationship between the brand and consumers to increase the brand credibility to generate the consumers' purchase intention. Therefore, this study attempts to discuss the value and practical significance from the mediating influences of resonance-based self-attitude and brand credibility in the relationship between celebrity endorser credibility and celebrity endorser congruity towards brand purchase intention.

## 2. Literature Review and Hypothesis Development

### 2.1. Celebrity Endorser's Respect, Resonance-Based Self-Attitude, and Brand Credibility

Respect is a perception gained as a result of celebrities receiving awards or achieving achievements. It also comes from how the celebrities respond or treat their fans (Mansour & Diab, 2016). The celebrities who always value public opinion and behave politely in public can generally build a positive image and good relations with their fans. Those with this kind of credibility are considered as highly effective endorsers in supporting the process of forming the consumer attitude, which become one with brand, and will simultaneously increase the credibility of the brands it represents (Erdem & Swait, 2004; Kensinger & Corkin, 2003). Hence:

*H1: Celebrity endorser's respect has an influence on resonance-based self-attitude.*

*H2: Celebrity endorser's respect has an influence on brand credibility.*

### 2.2. Celebrity Endorser's Attractiveness, Resonance-Based Self-Attitude, and Brand Credibility

Attractiveness is something that celebrities have that can be seen immediately, not only limited to physical form, but includes unique hobbies or talents, prominent personalities, and an unusual lifestyle of people in general (Wang & Scheinbaum, 2017). Attractive celebrities have a positive and persuasive to spread word-of-mouth (WOM), which also plays a role in fostering the brand resonance, including how much psychological bond the consumers have towards the brand as seen from their willingness to seek information about the brand and followed by the willingness to buy the brand (Keller, 2009). Hence:

*H3: Celebrity endorser's attractiveness has an influence on resonance-based self-attitude.*

*H4: Celebrity endorser's attractiveness has an influence on brand credibility.*

### 2.3. Celebrity Endorser's Trustworthiness, Resonance-Based Self-Attitude, and Brand Credibility

Trustworthiness is formed because the celebrities can convey information objectively, and essentially refers to the commitment and integrity possessed by the celebrities. Trustworthy celebrities are able to create positive information on the brand features they represent (Thomas & Johnson, 2019; Wang & Scheinbaum, 2017). The celebrities as endorsers of a brand can help the consumers to accept the brand messages as their own through the brand advertising, where the company's next task is to realize these brand messages in order to create the consumer attitudes that are become one with the brand and to maintain brand credibility (Erdem & Swait, 2004; Oh & Park, 2020). Hence:

*H5: Celebrity endorser's trustworthiness has an influence on resonance-based self-attitude.*

*H6: Celebrity endorser's trustworthiness has an influence on brand credibility.*

### 2.4. Celebrity Endorser's Expertise, Resonance-Based Self-Attitude, and Brand Credibility

Expertise is formed based on the knowledge and skills possessed and developed by the celebrities. Those who have relevant expertise can provide valid statements and highly persuasive in conveying the information related to the brand attributes (Siemens, Smith, Fisher, & Jensen, 2008). Collaborating with an expert celebrity as an endorser can help a company creating a unique selling proposition that can meet a range of consumer needs that the competing brands cannot meet (Gupta & Dang, 2009). This situation will create a brand resonance that fosters the consumer attitude to become one with the brand, which also plays an important role in creating the brand credibility (Erdem & Swait, 2004). Hence:

*H7: Celebrity endorser's expertise has an influence on resonance-based self-attitude.*

*H8: Celebrity endorser's expertise has an influence on brand credibility.*

### 2.5. Celebrity-Brand Personality Congruence, Resonance-Based Self-Attitude, and Brand Credibility

Brand personality is described as a set of human characteristics associated with a brand, such as gender,

socioeconomic class, and human personality traits. Brand image tends to be symbolic and is a consumer's self-expression (Freling & Forbes, 2013). The process of forming a personal relationship between a brand and a consumer is a process that occurs when a celebrity's personality is transferred to the personality of the brand it represents (Malodia, Singh, Goyal, & Sengupta, 2017). The congruence between the celebrity personality and brand personality will shape the consumer attitude so that they can become one with the brand used, which is also formed based on the brand credibility - an accumulation of promotional strategies consistently maintained and realized by the company (Erdem & Swait, 2004; Govers & Schoormans, 2005). Hence:

*H9: Celebrity-brand personality congruence has an influence on resonance-based self-attitude.*

*H10: Celebrity-brand personality congruence has an influence on brand credibility.*

## **2.6. Celebrity–User Personality Congruence, Resonance-Based Self-Attitude, and Brand Credibility**

In daily life, the consumers tend to use the brands tailored to their personalities, and the brands consumed will reflect the actual self-image as well as the ideal image that the consumers want to present (Escalas & Bettman, 2003). The process of shaping the consumer's personality often adopts the personality of the celebrities they admire. In this case, the celebrities act as inspirational figures who can influence the consumer attitude in determining, which brands to consume (Yoon & Kim, 2015). The congruence between the celebrities' and consumers' personalities will shape the consumer attitudes to become one with the brand and increase the brand credibility supported by these celebrities (Dwivedi, Johnson, & McDonald, 2015; Erdem & Swait, 2004). Hence:

*H11: Celebrity-user personality congruence has an influence on resonance-based self-attitude.*

*H12: Celebrity-user personality congruence has an influence on brand credibility.*

## **2.7. Celebrity–User Gender Congruence, Resonance-Based Self-Attitude, and Brand Credibility**

At the cognitive level, gender differences will provide a perspective where men and women use different modes of information processing. Men are said to be "selective processors" who pay more attention to salient cues than detailed message elaboration, while women are "comprehensive processors" who access and capture all

information prior to conducting an assessment (Sun, Lim, Jiang, Peng, & Chen, 2010). It was found that female consumers are more receptive to claims from female celebrities. Conversely, male consumers are easier to accept claims from male celebrities. Therefore, the celebrity-consumer gender congruence will shape the consumer attitude that become one with the brand, manifested through the brand messages in order to maintain the brand credibility (Erdem & Swait, 2004; Nguyen, 2020). Hence:

*H13: Celebrity-user gender congruence has an influence on resonance-based self-attitude.*

*H14: Celebrity-user gender congruence has an influence on brand credibility.*

## **2.8. Resonance-Based Self-Attitude, Brand Credibility, and Brand Purchase Intention**

The role of celebrities in influencing the consumers' opinion can foster attachment, a sense of togetherness, and active involvement between the consumers and brands, which are strongly influenced by the consumers' experiences and socio-cultural backgrounds that emerge deeply from their emotions and cognition (Keller, 2009; Malär, Krohmer, Hoyer, & Nyffenegger, 2011). The celebrities as endorsers are found to be able to make the unknown or less popular brands to be transformed into the brands preferred by consumers (Singh & Banerjee, 2018). The attitude of consumers who become one with the brand is influenced by the credibility of the brands they consume. This can also increase the consumers' expectations about the brand benefits, which in turn will increase the consumer purchase intention (Ajzen, 2001; Maharani, Helmi, Mulyana, & Hasan, 2020; Nguyen, 2021). Hence:

*H15: Brand credibility has an influence on resonance-based self-attitude.*

*H16: Resonance-based self-attitude has an influence on brand purchase intention.*

*H17: Brand credibility has an influence on brand purchase intention.*

## **3. Research Methods**

Online questionnaires were distributed to examine the hypotheses in this study. The target population was consumers of various instant coffee brands in several cities in Indonesia. A total of 465 questionnaires were returned, yet only 432 were eligible for further analysis. In the questionnaire, the respondents were asked to rate all five variables of CER, CEA, CET, CEE, CBPC, CUPC, CUGC, RBSA, BC, and BPI using a five-point Likert scale. Further,

the data was analyzed using Partial Least Square Structural Equation Modeling and SmartPLS software. The research model is as shown in Figure 1.

## 4. Results and Discussion

### 4.1. Sample Characteristics

The respondents are 78% male and 22% female. Meanwhile, only 2% are under 20 years old, 43% are 21–30 years old, 33% are 31–40 years old, 22% are 41–50 years old, and 1% is older than 30 years old. Most of the respondents (73%) work as employee, while the rest (21%) work as businessman, 4% are school students and college students, and 1% is a lecturer. Based on their educational background, 3% have diploma degree, 20% have associate degree, 68% have undergraduate degree, 7% have master’s degree, and 2% have doctoral degree.

### 4.2. Evaluation of Measurement Model

The validity test consisted of convergent and discriminant validity. The convergent validity test was done by considering the average variance extracted (AVE) whose value must be greater than 0.5 for each variable. Furthermore, the outer loading value for each item must be greater than 0.7 (Hair, Hult, Ringle, & Sarstedt, 2017). Table 1 shows that the result of measurement value is reliable and valid. Meanwhile, the discriminant validity test was performed using Fornell-Larcker and cross-loading criteria. The Fornell-Larcker

criteria aims to see the validity of discriminant at the construct-level, while at the indicator-level, they use the cross-loading value. Below, Table 2 shows that all AVE values of the square root of each variable have a higher value than the correlation value between the variables.

### 4.3. Evaluation of Structural Model

In this stage, the  $R^2$  value of brand credibility is 77.2%, 79.5% on the brand purchase intention, and 82.6% on the resonance-based self-attitude. Note that the higher the  $R^2$ , the better prediction against the endogeneous construct (Hair et al., 2017). The construct of BC could be explained by CER, CEA, CET, CEE, CBPC, CUPC, and CUGC by 77.2%, while the rest (22.8%) could be explained by other constructs not involved in the model. Similarly, the BPI construct could be explained by the RBSA and BC by 79.5%, while the rest (20.5%) could be explained by other constructs not included in the model. Lastly, the RBSA could be explained by CER, CEA, CET, CEE, CBPC, CUPC, CUGC, and BC by 82.6%, and the rest (17.4%) could be explained by other constructs not included in the model.

### 4.4. Hypothesis Testing

Testing the hypotheses was done by observing whether the  $p$ -value was lower than 0.05 (significance level = 5% or  $\alpha = 5\%$ ) or not. If the  $p$ -value was lower than 0.05, then it could be concluded that the hypothesis was supported and vice versa. Determining the strength of the relationship or

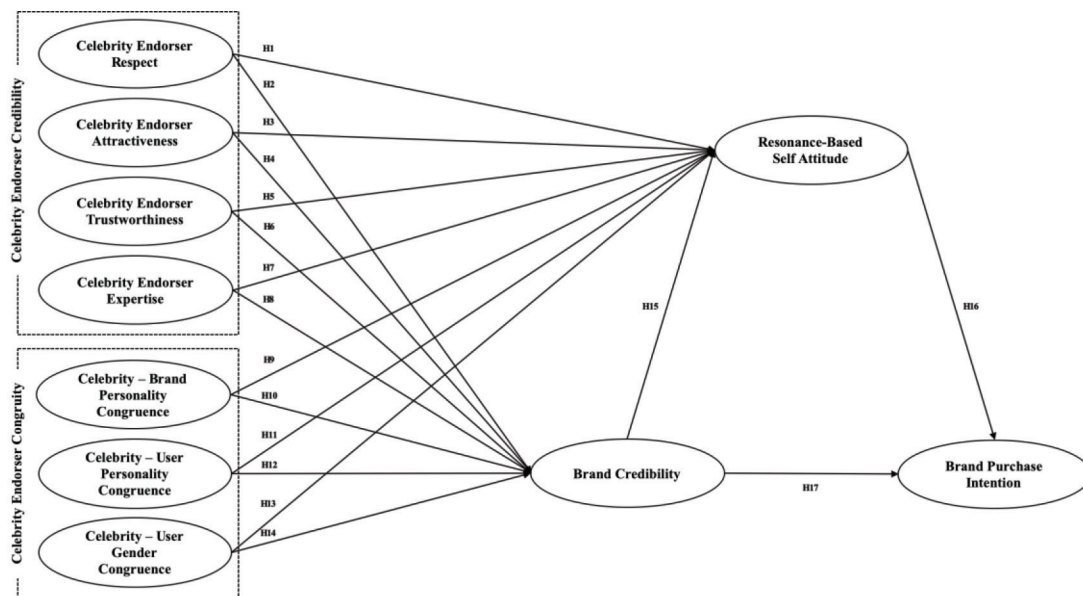


Figure 1: Research Model

**Table 1:** Reliability and Convergent Validity

Description	Average Variance Extracted	Composite Reliability	Outer Loading	Conclusion
Brand Credibility / BC	0.691	0.917		Reliable
BC1			0.851	Valid
BC2			0.892	Valid
BC3			0.721	Valid
BC4			0.873	Valid
BC5			0.809	Valid
Brand Purchase Intention / BPI	0.726	0.930		Reliable
BPI1			0.832	Valid
BPI2			0.897	Valid
BPI3			0.870	Valid
BPI4			0.880	Valid
BPI5			0.774	Valid
Celebrity Endorser's Attractiveness / CEA	0.861	0.926		Reliable
CEA1			0.910	Valid
CEA2			0.946	Valid
Celebrity Endorser's Expertise / CEE	0.631	0.872		Reliable
CEE2			0.753	Valid
CEE3			0.842	Valid
CEE4			0.768	Valid
CEE5			0.812	Valid
Celebrity Endorser's Respect / CER	0.645	0.879		Reliable
CER2			0.792	Valid
CER3			0.849	Valid
CER4			0.795	Valid
CER5			0.776	Valid
Celebrity Endorser's Trustworthiness / CET	0.639	0.898		Reliable
CET1			0.811	Valid
CET2			0.815	Valid
CET3			0.813	Valid
CET4			0.782	Valid
CET5			0.773	Valid
Celebrity-Brand Personality Congruence / CBPC	0.700	0.921		Reliable
CBPC1			0.797	Valid
CBPC2			0.877	Valid
CBPC3			0.836	Valid
CBPC4			0.866	Valid
CBPC5			0.804	Valid

**Table 1:** Continued

Description	Average Variance Extracted	Composite Reliability	Outer Loading	Conclusion
Celebrity-User Gender Congruence / CUGC	0.901	0.979		Reliable
CUGC1			0.909	Valid
CUGC2			0.955	Valid
CUGC3			0.961	Valid
CUGC4			0.967	Valid
CUGC5			0.954	Valid
Celebrity-User Personality Congruence / CUPC	0.776	0.945		Reliable
CUPC1			0.872	Valid
CUPC2			0.791	Valid
CUPC3			0.887	Valid
CUPC4			0.932	Valid
CUPC5			0.916	Valid
Resonance-Based Self-Attitude / RBSA	0.760	0.966		Reliable
RBSA1			0.832	Valid
RBSA2			0.810	Valid
RBSA3			0.883	Valid
RBSA4			0.911	Valid
RBSA5			0.906	Valid
RBSA6			0.916	Valid
RBSA7			0.840	Valid
RBSA8			0.876	Valid
RBSA9			0.866	Valid

**Table 2:** Discriminant Validity

Construct	BC	BPI	CEA	CEE	CER	CET	CBPC	CUGC	CUPC	RBSA
BC	0.856									
BPI	0.831	0.860								
CEA	0.607	0.561	0.928							
CEE	0.499	0.506	0.319	0.795						
CER	0.569	0.609	0.439	0.621	0.803					
CET	0.440	0.575	0.188	0.684	0.605	0.799				
CBPC	0.695	0.633	0.300	0.648	0.679	0.593	0.837			
CUGC	0.761	0.770	0.610	0.359	0.533	0.367	0.453	0.949		
CUPC	0.756	0.750	0.474	0.531	0.717	0.542	0.826	0.633	0.881	
RBSA	0.852	0.850	0.611	0.404	0.537	0.450	0.503	0.827	0.654	0.872

**Table 3:** Results of Hypotheses Testing

Hypotheses	Standardized Path Coefficient	$\rho$ -value	Decision
H1: Celebrity endorser’s respect → resonance-based self-attitude	0.036	0.390	Not Supported
H2: Celebrity endorser’s respect → brand credibility	−0.144	0.001	Supported
H3: Celebrity endorser’s attractiveness → resonance-based self-attitude	0.045	0.131	Not Supported
H4: Celebrity endorser’s attractiveness → brand credibility	0.210	0.000	Supported
H5: Celebrity endorser’s trustworthiness → resonance-based self-attitude	0.171	0.010	Supported
H6: Celebrity endorser’s trustworthiness → brand credibility	−0.012	0.730	Not Supported
H7: Celebrity endorser’s expertise → resonance-based self-attitude	−0.067	0.059	Not Supported
H8: Celebrity endorser’s expertise → brand credibility	0.043	0.359	Not Supported
H9: Celebrity–brand personality congruence → resonance-based self-attitude	−0.211	0.000	Supported
H10: Celebrity–brand personality congruence → brand credibility	0.392	0.000	Supported
H11: Celebrity–user personality congruence → resonance-based self-attitude	0.040	0.539	Not Supported
H12: Celebrity–user personality congruence → brand credibility	0.149	0.006	Supported
H13: Celebrity–user gender congruence → resonance-based self-attitude	0.338	0.000	Supported
H14: Celebrity–user gender congruence → brand credibility	0.427	0.000	Supported
H15: Brand credibility → resonance-based self-attitude	0.621	0.000	Supported
H16: Brand credibility → brand purchase intention	0.451	0.000	Supported
H17: Resonance-based self-attitude → brand purchase intention	0.475	0.000	Supported

correlation between the independent and dependent variable could be seen from the standardized-path coefficient value that ranges from  $-1$  to  $+1$ . The closer the path coefficient value to 1, the stronger the latent effect or construct relationship (Hair et al., 2017). Table 3 shows that 11 out of 17 hypotheses are empirically supported or significant.

#### 4.5. Discussion

By using sample data from 432 consumers of various instant coffee brands in several cities in Indonesia, this study produces some significant findings. First, only 1 out of 4 celebrity endorser’s credibility has a positive relationship with resonance-based self-attitude. The results of this study show that H1, H3, and H7 are not supported, meanwhile H5 is supported. Second, 2 out of 4 celebrity endorser’s credibility has a positive relationship with brand credibility. The results of this study show that H2 and H4 are supported, meanwhile H6 and H8 are not supported. Third, 2 out of 3 celebrity endorser’s congruence has a positive relationship with resonance-based self-attitude. The results of this study show that H9 and H13 are supported, meanwhile H11 is not supported. Fourth, celebrity endorser’s congruence has a positive relationship with brand credibility. The results of this study show that H10, H12, and H14 are supported. Fifth, brand credibility has a positive relationship with

resonance-based self-attitude. The results of this study show that H15 is supported. Sixth, resonance-based self-attitude has a positive relationship with brand purchase intention. The results of this study show that H16 is supported. Seventh, brand credibility has a positive relationship with brand purchase intention. The results of this study show that H17 is supported.

The results partially support the model developed, 11 out of 17 hypotheses are empirically supported or significant. This study found that resonance-based self-attitude and brand credibility are partially supported by celebrity endorser’s credibility (Mansour & Diab, 2016; Wang & Scheinbaum, 2017) and celebrity endorser’s congruence (Malodia et al., 2017; Siemens et al., 2008; Thomas & Johnson, 2019). It is also found that resonance-based self-attitude and brand credibility are simultaneously increasing brand purchase intention of instant coffee product (Chin et al., 2019; Yoon & Kim, 2015). The findings suggest that the instant coffee product advertising in Indonesia needs to create brand messages focusing on the formation of resonance-based self-attitude from consumers to increase the influence of celebrity endorser credibility and celebrity endorser congruity, as well as the brand credibility toward the brand purchase intention (Chin et al., 2019; Keller, 2009; Maharani et al., 2020; Osei-Frimpong et al., 2019; Singh & Banerjee, 2018).

## 5. Conclusion

This research implies that, in order for a company to succeed, the management should focus on creating the brand messages focusing on the formation of resonance-based self-attitude from consumers to increase the influence of celebrity endorser's credibility and celebrity endorser's congruence, as well as the brand credibility, which will ultimately result in the brand purchase intention. However, this research still has several limitations. First, the research design used is quantitative. Future research should use qualitative research designs to explore the ins and outs of each relationship proposed in the research model. Future studies can also replicate this research model to measure the influence of non-celebrity endorsers. It is also recommended to separate the consumer's self-image (actual self-image and ideal self-image) and add types of media used (conventional media and digital media). Further, future research should also focus on one brand of instant coffee with one celebrity endorser to avoid biased results.

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