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The Influence of Instagram Celebrity Endorsement on Purchase Intention of Erigo Products

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Abstract

One of the marketing strategies related to social media is the celebrity endorsement strategy. However, there is one aspect that needs to be considered for a business when implementing a marketing strategy in the form of celebrity endorsement, namely the celebrity aspect. This study aims to analyze and examine the influence of celebrity aspects including trustworthiness, product match-up, and attractiveness in triggering purchase intentions with consumer perceptions as a mediator. This study uses a quantitative approach method by distributing questionnaires to 165 respondents of Instagram social media users who know the Erigo fashion brand and know Angga Yunanda as a celebrity endorser. The results of data collection were statistically analyzed using PLS-SEM with SmartPLS software. The results prove that celebrity aspects including trustworthiness, product match-up, and attractiveness have a positive and significant influence on consumer perceptions through Instagram celebrity endorsements. In addition, consumer perception can act as a mediator in the relationship between product match-up and consumer purchase intention. This study also reveals that consumer perceptions can have a positive and significant effect on purchase intentions.

Keywords: Trustworthiness, Product Match-Up, Attractiveness, Consumer Perception, Purchase Intention.

INTRODUCTION

Instagram is now one of the most popular social media in the business world. Social media such as Instagram can be used to support business activities through social media marketing and establish relationships with audiences in a fast and low-cost

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manner. Many companies have now used social media to promote their product brands and maintain relationships with their consumers (Isaacson, 2018). According to Maryolein et al. (2019), Instagram is one of the perfect media and its superior features in the current era have an important role for both businesses and individuals.

Instagram can help companies to promote company-owned products, especially in the fashion field. Instagram is now recognized as one of the most effective social media platforms in promoting businesses. What distinguishes Instagram from other social media is that Instagram prioritizes strong visual appeal in the form of both photos and videos (Pelletier et al., 2020). The visual features of Instagram can be used by marketers in creating creative content about the products being sold to attract attention from the audience. The power of visual display on Instagram can have the effect of increasing digital visual engagement and generating purchase intentions in visual communication (Valentini et al., 2018). Fashion products are one example of creative content that appears on many Instagram pages.

One of the marketing strategies for fashion businesses through social media today is to apply the concept of celebrity endorsement in their marketing content (Park & Lin, 2020). The use of celebrity endorsement is an added value in marketing because a message conveyed will be more attractive, for example, some celebrities who are popular will be easier to remember and can be of interest to the wider community. According to Schimmelpfennig & Hunt (2020), celebrity endorsements can have a strong influence on brands such as fostering more audience interest in the endorsed brand. The role of celebrities in promoting a product can lead to positive purchase intentions in the minds of the audience for the promoted product.

Most of the previous studies that carried out this topic mostly used aspects of attractiveness, expertise, and trust as independent research variables (Chekima et al., 2020; Khan et al., 2019; Osei-Frimpong et al., 2019). In this study, researchers added the variable product match as an independent variable of research on aspects of celebrity endorser credibility. In addition, some studies say that product match has no significant effect (Afifah, 2022; Clara, 2023; Levi et al., 2017). Based on the insignificance of the product match factor in previous studies, researchers are interested in conducting an in-depth study related to this factor.

Based on the previous explanation, the main research question to be answered is how the influence of the trustworthiness variable, product-match variable, and attractiveness variable on celebrity endorsement in Instagram social media on product purchase intention. The driving factor for researching this topic is to find out the effect of

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these three variables on product purchase intentions from the Erigo brand Instagram account, which often only uses celebrities who are on the rise without seeing the match between celebrities and products (Kerin & Musadad, 2022).

Erigo is a fashion brand from Indonesia that was founded in 2013. One of the social media marketing strategies used by the Erigo brand is by means of celebrity endorsement which includes several famous celebrities to attract attention from consumers. One of the celebrities who has worked with Erigo to support the marketing of its products is Angga Yunanda. Angga Yunanda has a stylish and fashionable style of dressing so as to foster his own appearance character in his style of dressing. In addition, Angga Yunanda also has experience as a model. Based on these factors, Erigo is interested in using Angga Yunanda's role in the celebrity endorsement marketing strategy.

Based on this explanation, researchers are interested in knowing the extent of the influence of trustworthiness, product-match, and attractiveness on celebrity endorsement of a content in influencing consumer purchase intentions, especially in the aspect of product-match. The results of this study are intended to answer questions about what factors shape consumer perceptions that can affect purchase intentions. Thus, this research is also expected to be an input for fashion companies in improving their product marketing strategies.

LITERATURE REVIEW

Social Influence Theory

Social influence theory is a person's strategy in seducing and influencing others in relation to behavioral decisions (Haryono et al., 2015). Social influence can also be defined as changes in thoughts, feelings, or attitudes in individuals resulting from interactions with other individuals or groups (Liang et al., 2017). The cause of social influence is when a person's emotions, thoughts, and actions are influenced by others. This theory has been widely used as a basic reference for research related to the influence of celebrity endorsement on purchase intention (Aw & Labrecque, 2020; Osei-Frimpong et al., 2019). One of the drivers of the widespread use of this theory is that it can provide insight into how a person's thoughts and attitudes can be influenced by social influences, in this context the influence of celebrity endorsement advertising. Based on this, SIT can be used as a rationale for examining the effect of celebrity endorsement on the purchase intention of Instagram social media users in this study.

Trustworthiness

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Trustworthiness refers to the perception of honesty, integrity, and trust of an endorser (Schouten et al., 2020). In this case, trustworthiness is related to the endorser being perceived by the public as a figure who is always consistent, honest, and has high integrity. Endorsers who have a high level of credibility and honesty have the potential to strengthen advertising messages (Nabil et al., 2022). Thus, the effect of marketing content through Instagram featuring trustworthy celebrities will be more widespread and influence audience perceptions compared to those featuring untrustworthy models or no celebrity elements at all.

Product Match-Up

Product match relates to the perceived compatibility between the celebrity endorser and the endorsed product, and it relies on the similarity of attributes between product features and celebrity image (Breves et al., 2019). The image of a celebrity endorser and complementary product features can foster a strong relationship between the celebrity endorser and the product, and this significant match plays a role in strengthening endorsement effectiveness (Gong & Li, 2017). This is similar to the statement from Wright (2016) that a high degree of similarity between a product and the endorser's personality can lead to a positive attitude towards the endorsed product and purchase intention. Therefore, the right match between celebrities and products can significantly strengthen advertising results.

Attractiveness

Celebrity endorser attractiveness is not only related to the physical appearance of a celebrity, but also other qualities such as character, intelligence, and lifestyle (Olaosebikan, 2020). Appearances that can be seen and felt according to indicators forming the attractiveness of celebrity endorsers, namely classy, elegant, handsome or beautiful, and attractive. The attractiveness of a celebrity endorser can persuade audiences who see him in social media advertising content. According to Sari et al. (2021), celebrities who have physical attractiveness can have a positive influence on the products they advertise, which in turn will influence a person's purchasing decision for a product. Celebrity attractiveness can also play a role in increasing recognition or awareness of a product or service (Nabil et al., 2022).

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Consumer Perception

Consumer perception refers to how a person understands and interprets the information received regarding a product (Sharma et al., 2023). Perception involves an individual's interpretation of an event based on his past experience. The results of research by Wang et al. (2023) explains that perception has a positive effect on forming intentions, further explaining that perception can mediate attitudes in determining purchasing decisions. Consumers tend to decide to buy a product based on their perception of a product.

Purchase Intention

Purchase intention is the tendency of consumers to buy or take certain actions related to the purchase of a product (Luqman et al., 2022). Consumers who want to buy a product, usually look for relevant information based on their experience and external factors. These external factors can influence consumer purchasing intentions. Consumers will have a positive perception when there are celebrity endorsers who support a product because this can increase consumer buying intentions (Iskandar & Sutejo, 2023).

Research Framework

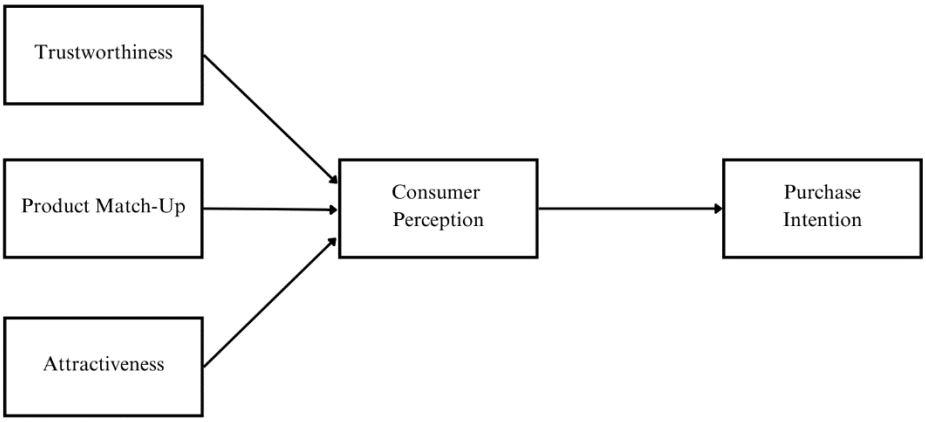


Figure 1. Research Framework

RESEARCH METOD

This research uses a quantitative approach that uses statistical tools in analyzing data. The object of this research is Angga Yunanda's celebrity endorsement of the Erigo

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brand. The data collection method in this study used an online questionnaire via Google Form. The sampling technique in this study used convenience sampling method. The research population is the Indonesian people as active Instagram users, while the sample with the criteria of knowing the Erigo brand and knowing the celebrity Angga Yunanda. This study uses primary data and has a sample according to the criteria totaling 165 respondents. Data collection uses a Likert scale with a range of 1 (strongly disagree) to 6 (strongly agree). Data analysis was performed using SMART PLS software for statistical analysis.

RESULTS

Descriptive Analysis

The following is the classification of respondents based on the results of the questionnaire that has been obtained. Based on the classification criteria, there were 83 female respondents, or around 50.3% of the total respondents, while there were 82 male respondents who made up 49.6% of the total respondents. Most of the respondents in this study were female. Furthermore, the survey results of respondents aged 21 to 25 years totaled 98 respondents or 59.3%, aged less than equal to 20 years totaled 39 respondents or 23.6%, and aged 26 to 30 years totaled 23 respondents or 13.9%. Then, respondents with a frequency of using Instagram in a day for 1-2 hours totaled 64 respondents or 38.7%, use for 3-4 hours totaled 54 respondents or 32.7%, use for ≤ 1 hour totaled 13.3%, use for 5-6 hours totaled 16 respondents or 9.6%, and use for ≥ 6 hours totaled 9 respondents or 5.4%.

Outer Model Test

Convergent Validity Test

The results of the convergent validity test are shown in Figure 2 below.

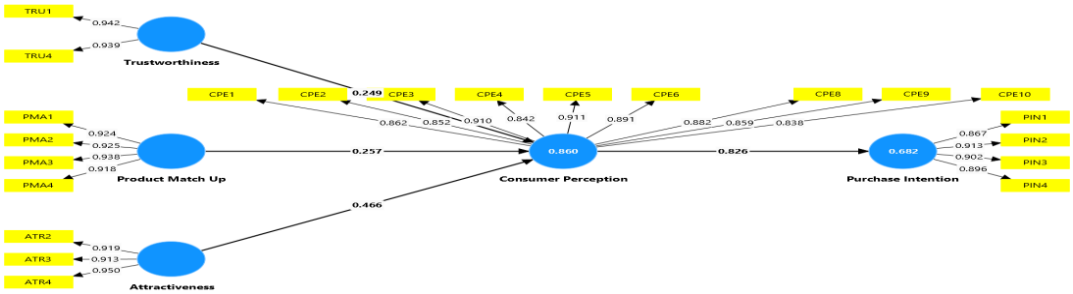


Figure 2. Convergent Validity Test Results

Source: Primary Data processed (2024)

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Based on the picture above, the results of the convergent validity test data that have been processed in the Outer Loading format and the Average Variance Extracted (AVE) value can be seen in Table 1.

Table 1. Convergent Validity Test

Variable	Item	Loading Factor	AVE
Attractiveness	ATR2	0.919	0.860
	ATR3	0.913	
	ATR4	0.950	
Consumer Perception	CPE1	0.862	0.761
	CPE10	0.838	
	CPE2	0.852	
	CPE3	0.910	
	CPE4	0.842	
	CPE5	0.911	
	CPE6	0.891	
	CPE8	0.882	
	CPE9	0.859	
Purchase Intention	PIN1	0.867	0.800
	PIN2	0.913	
	PIN3	0.902	
	PIN4	0.896	
Product Match-Up	PMA1	0.924	0.858
	PMA2	0.925	
	PMA3	0.938	
	PMA4	0.918	
Trustworthiness	TRU1	0.942	0.885
	TRU4	0.939	

Source: Primary Data processed (2024)

Table 1 proves that all variable items have a value loading factor that meets the criteria, which is more than 0.70 (Hair et al., 2019). This means that the results of this study can be considered valid. All variables have met the criteria with an AVE value of

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more than 0.50 (Hair et al., 2019). Based on the AVE test results, all variables are said to be valid. Therefore, the results of the convergent validity test show that all variables in this study are said to be convergently valid.

Discriminant Validity Test

Table 2. Fornell-Lacker Criterion

	Attractiveness	Consumer Perception	Product Match Up	Purchase Intention	Trustworthiness
Attractiveness	0.927				
Consumer Perception	0.901	0.872			
Product Match Up	0.855	0.869	0.926		
Purchase Intention	0.799	0.826	0.699	0.895	
Trustworthiness	0.862	0.871	0.857	0.736	0.941

Source: Primary Data processed (2024)

Discriminant validity test measurement is based on the Fornell-Larcker Criterion value. Based on the table above, the Fornell-Larcker Criterion test results show that the square root AVE value for each variable is higher than the variable value below it.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Attractiveness	0.918	0.948
Consumer Perception	0.961	0.966
Product Match Up	0.945	0.960
Purchase Intention	0.917	0.941
Trustworthiness	0.870	0.939

Source: Primary Data processed (2024)

The measurement of the reliability test in this study is based on the value of Cronbach's Alpha and Composite Reliability. Based on Table 4.16, all variables have cronbach's alpha and composite reliability (CR) values that have met the established

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criteria of more than 0.6 (Hair et al., 2021). The higher Cronbach's alpha and composite reliability values indicate that the level of reliability is high. Therefore, it can be stated that all variables in this study are reliable.

Inner Model Test

R-Square

Table 4. R-Square Test Result

Variable	R-square	R-square adjusted
Consumer Perception	0.860	0.858
Purchase Intention	0.682	0.680

Source: Primary Data processed (2024)

Table 4 shows the results of the coefficient of determination test with R-square that all endogenous variables in this study can be explained well by the exogenous variables. This can be seen from the R-square value of the consumer perception variable (0.860) which exceeds 0.75 and is in the strong category (R^2> 0.75). This means that the consumer perception variable gets an influence from the variables of trustworthiness, product match, and attractiveness of 86%. Furthermore, the R-square value of the purchase intention variable (0.682) exceeds 0.50 and is in the moderate category (R^2> 0.50). This means that the purchase intention variable gets an influence from the variables of trustworthiness, product match, attractiveness, and consumer perceptions by 68%.

Goodness of Fit Test (Q-Square)

Table 5. Q-Square Test Result

Variable	Q^2predict
Consumer Perception	0.853
Purchase Intention	0.626

Source: Primary Data processed (2024)

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Based on Table 5, it can be concluded that the two endogenous variables in this study, namely consumer perception and purchase intention, have a Q^2 value greater than zero ($Q^2 \geq 0$). The consumer perception variable ($Q^2 = 0.853$) has been predicted by the variables of trust, product suitability, and attractiveness by 85.3%. Meanwhile, the purchase intention variable ($Q^2 = 0.626$) has been predicted by the variables of trustworthiness, product match, and attractiveness by 62.6%. Thus, this research model can be declared predictive.

Hypothesis Test

The results of the path coefficient test are shown in Figure 3 below.

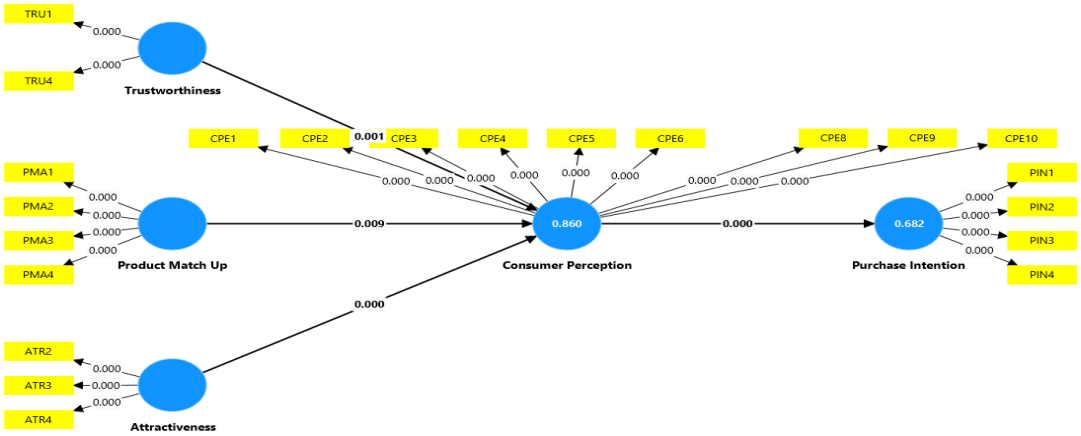


Figure 2. Path Coefficient Test Results

Source: Primary Data processed (2024)

Hypothesis testing is conducted by reviewing the T-statistic and P-value values. The research hypothesis is considered accepted and significant if the T-statistic value is more than 1.96 (T-statistic > 1.96) and the P-value is less than 0.05 (P-value < 0.05).

Table 6. Hypothesis Test Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Attractiveness -> Consumer Perception	0.466	0.476	0.090	5.196	0.000
Consumer Perception -> Purchase Intention	0.826	0.827	0.036	23.232	0.000

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Product Match Up -> Consumer Perception	0.257	0.247	0.099	2.605	0.009
Trustworthiness -> Consumer Perception	0.249	0.249	0.076	3.276	0.001
Product Match Up -> Consumer Perception -> Purchase Intention	0.213	0.204	0.083	2.558	0.011

Source: Primary Data processed (2024)

Based on Table 6, it can be said that all hypotheses that are directly related are accepted and significant. In addition, the mediator role of the consumer perception variable in this study also produces a significant value.

DISCUSSION

The Effect of Trustworthiness on Consumer Perceptions

The results of this study found that the trustworthiness aspect of celebrity endorsement has a positive and significant influence on consumer perceptions. This indicates that the higher the trustworthiness aspect of celebrity endorsement, the higher the potential for increasing positive consumer perceptions. The results of this study are in accordance with previous research conducted by Lou & Yuan (2019) that trustworthiness in a celebrity is positively able to generate positive perceptions and views of consumers towards celebrities who endorse a product. The results of this study are also supported by Wang & Scheinbaum (2017) that the trustworthiness aspect of celebrity endorsement has a significant influence on consumer perceptions.

In the context of this research, Angga Yunanda as a celebrity endorsement of Erigo products is known as a celebrity who has high integrity, honesty, and reliability by consumers. The trustworthiness aspect has an important role in shaping consumer perceptions of celebrities which then leads to the Erigo brand endorsed by celebrities. Thus, the aspect of trustworthiness in Angga Yunanda as a celebrity endorser can influence consumer perceptions.

The Effect of Product Match on Consumer Perceptions

The results of this study indicate that the product match aspect of celebrity endorsement has a positive and significant influence on consumer perception. This indicates that if a celebrity endorsement supports a product that is suitable and in accordance with his image, it can affect consumer perception. These results are

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supported by research from Salvation (2018) that product match can have a positive effect on consumer perceptions of the endorser itself and the products supported. The results of this study are also supported by research from Sharma et al. (2023) that the aspect of product match of a celebrity endorsement with the product it supports will foster a good perception of the celebrity and the product being supported so that it allows the effectiveness of the endorsement.

In the context of this research, Angga Yunanda as a celebrity endorsement of Erigo products has experience in fashion and modeling. This can then lead to consumer perceptions that Angga Yunanda has a suitable image when juxtaposed with Erigo fashion products. Angga Yunanda, who has relevant knowledge and experience with Erigo fashion products, can make consumers develop a perception of trust in the endorsement. Thus, the aspect of Angga Yunanda's product match with Erigo products can influence consumer perceptions.

The Effect of Attractiveness on Consumer Perceptions

The results of this study found that the attractiveness aspect of celebrity endorsement has a positive and significant influence on consumer perceptions. The results of this study are in accordance with previous research conducted by Gupta (2023) that the attractiveness aspect of an endorser can positively influence consumer perceptions and make supported advertisements more attractive. The results of this study are also supported by Fan et al. (2022) that the attractiveness aspect of an endorser tends to attract attention and create positive perceptions of celebrity endorsement.

In the context of this research, Angga Yunanda as a celebrity endorsement of Erigo products is known as a physically attractive celebrity. Angga Yunanda with strong physical attractiveness tends to attract consumers' attention more easily. Angga Yunanda's charming attractiveness can then lead to the perception that the Erigo product he endorses is a good product. Thus, the attractiveness aspect of Angga Yunanda as a celebrity endorser can influence consumer perceptions.

The Mediator Role of Consumer Perception in the Relationship between Product Match and Purchase Intention

This study proves that consumer perceptions have a role in mediating the relationship between product match and purchase intention. Potential consumers will have online purchase intentions after being exposed to celebrity endorsement, especially the aspect of product match, which then grows positive perceptions of celebrities and the

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products they support. The results of this study are supported by research from Khan et al. (2019) that if consumers find a strong relationship between product match and celebrity endorsers, then consumer perceptions of the celebrity and the product will be positive, and can lead to purchase intentions.

In the context of this research, Angga Yunanda's celebrity endorsement has an appropriate product match with Erigo products because Angga Yunanda is a fashionable celebrity who follows the growing fashion trends. The fashionable element of Angga Yunanda combined with Erigo fashion products has the potential to foster positive consumer perceptions related to celebrities and endorsed products. These perceptions can then increase consumers' intention to buy the product. Thus, positive consumer perceptions from the aspect of Angga Yunanda's product compatibility with Erigo products can influence consumer purchase intentions.

The Effect of Consumer Perceptions on Purchase Intention

The results of this study indicate that consumer perceptions have a positive and significant influence on purchase intentions. This indicates that the positive perceptions formed by consumers can encourage consumers to choose and grow purchasing intentions. The results of this study are supported by research from Kardinah et al. (2023) that a positive perception of something tends to be directly related to an increase in purchase intention. The results of this study are also reinforced by research from Mkerwa (2024) which says positive impressions and perceptions in the minds of consumers can lead to purchase intentions.

In the context of this study, consumer perceptions arising from aspects of celebrity endorsement which include trust, product suitability, and attractiveness can influence consumer purchasing intentions. If endorsers are perceived positively by consumers, it will increase the likelihood of consumers to buy the advertised product. The credibility of Angga Yunanda will increase consumer confidence that Erigo products are worth buying. Thus, the consumer perception factor of celebrity endorsement can influence purchase intention.

CONCLUSION

This study aims to analyze several influential factors that can foster purchase intentions through celebrity endorsement of Instagram social media on the Erigo fashion brand. The research model is proposed to determine the role of the relationship between

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aspects of celebrity endorsement which includes trustworthiness, product match, and attractiveness on purchase intention through mediation by consumer perceptions.

Based on the analysis of the research results, it can be concluded that trustworthiness, product match, and attractiveness of celebrity endorsement have a positive and significant effect on consumer perceptions. This study also proves that the relationship between product match and purchase intention can be mediated by consumer perceptions positively and significantly. Furthermore, consumer perceptions have a positive and significant effect on purchase intentions.

This research is expected to provide input for marketers of a business who want to use a marketing strategy in the form of celebrity endorsement that needs to pay attention to several aspects and consider the choice of celebrity endorser. This is necessary so that the celebrity endorsement strategy carried out can run effectively. In addition, it is important for a business to be able to pay attention and select celebrity candidates to be selected so that they can match the image of their business products.

This research only focuses on the Erigo fashion brand on Instagram social media. Therefore, the results of this study cannot be used as a reference for other brands and social media because there may be differences in features, user references, and user attitudes. Future research can use other social media platforms and use other brand objects. This is to determine the effect of celebrity endorsement on social media and other brand products.

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