

The Influence of Celebrity Worship on Celebrity Endorsement Towards Purchase Decisions in West Java (Case Study Blackpink at Tokopedia)

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Abstract – This research investigates the influence of Celebrity Endorsement towards Purchase Decisions by bringing up celebrity worship behaviors. This research raised the Blackpink endorsement program at Tokopedia as the study case. A quantitative method was used in this study to analyze the data using Structural Equation Model analysis. The questionnaire was distributed by using Google Forms and spread to West Java as the targeted respondents. The sample size of this study is 581 respondents who are following and like Blackpink and use Tokopedia. This research was analyzed through Smart-PLS 3.0. This Research found that Celebrity worship as the independent variable becomes the factor to influence Celebrity Endorsement. The result showed Celebrity endorsement is significantly influenced Purchase Decisions and Brand Awareness. The first study combines purchase decisions and celebrity worship variables in the construct. This research uses Blackpink's endorsement of Tokopedia as a study case.

Keywords: *Celebrity Worship, Celebrity Endorsement, Purchase Decisions, Brand Awareness, E-commerce*

Introduction

Hallyu refers to the popularity of the South Korean entertainment industry that has spread in China, Indonesia, Taiwan, Vietnam, and other Asian countries (Mustikawati, 2020). The Hallyu phenomena have an impact directly on exports of Korean Movies, Music, Video Games, and related materials worth US\$ 12.3 billion increasing to 22.4% in 2018 (Yonhap, 2020). In Indonesia, e-Commerce is one of the businesses that collaborated or endorsed with Korean girl groups or boy groups and became the highlight for special marketing events such as National Online Shopping Day (Setyowati, 2020).

In late 2020, Tokopedia announces the endorsement of Blackpink (Ulfa, 2020). The changes in the selection of celebrity endorsements have led to increased marketing spending. In this case, Tokopedia endorsed Blackpink which has a high rate of endorsement cost. All four member of Blackpink takes the most elevated rating chart for endorsement. Lisa Blackpink paid US \$200,000 per post, followed by Jennie Blackpink has earned the US \$170,000 per post, Rose Blackpink paid the US \$160.000 per post, and Jisoo Blackpink paid US 150,000 per post (Rama, 2020).

The shifting of Indonesian celebrities to Korean Celebrities for e-commerce endorsement in Indonesia has changed the marketing strategy for e-commerce in Indonesia. According to Rezki Yanuar, as country brand manager of Shopee Indonesia, the K-pop market is enormous because its fans are loyal to its idols and have powerful existences on social media, especially Twitter (Setyowati, 2020). The engagement of fans with their idols will have a positive impact on the marketing campaign, especially on social media. K-pop fans unite and have a Fan group, widely known as Fandom; they usually share their support act with their idols by following all of the updates and sharing them with the public (Yonhap, 2020).

E-commerce in Indonesia has done huge promotion on their highlight marketing events, where they will use advertising platforms such as TV and digital advertisement. In 2019, the 5 highest advertising spending on Television was dominated by e-Commerce whereas

Tokopedia was in fifth place at Rp.268,34 billion (Redaksi WE, 2019). Compared to the marketing expenses, Tokopedia has only achieved a total transaction of Rp18,5 Billion in Mei 2019 (CNN, 2020).

High expenses in marketing with low or no profit margins made some E-commerce fails in the tight competition one of them being Blanja.com. They decided to quit the competition because they could not survive with the burn rate system in Indonesia's e-commerce (Evandio, 2020). According to Ignatius Untung, Chairman of the Indonesian E-commerce Association (iDEA), e-commerce potentially loses its chance to survive in the market if they are not enacted a burn rate (Franedya, 2020). Thus, e-commerce needs funding from investors to survive in the market as the money will be used for promotions.

The strategy of marketing to collaborate with celebrities widely known as Celebrity Endorsement has been used by many companies. Celebrity Endorsement has become a strategic promotional tool used by marketers or business players (Nugraha, Kusumawardani, & Octaviane, 2017). According to (Mittelstaedt, Riesz, & Burns, 2000), An Endorsement is successful (i.e., in balance) when there is substantial consistency between a consumer's perception of a product and the endorser. It is crucial to choose the right celebrity as the endorser to maximize endorsement effectiveness. Evaluating the celebrity as the endorser can be measured using VISCAP Model (Rossiter & Percy, 1998).

Brand Awareness is a potential buyer's ability to identify or recall a brand as a member of a particular product category. Increasing brand awareness will increase the potential buyer to awareness of the brand. As the number of potential buyers increases, it can also play a role in the purchase decisions. Consumers are more likely to buy from you if they know of the brand and your product (Gustafson & Chabot, 2007).

According to Kotler & Armstrong (2008), Purchase Decision is the act of purchasing goods from the brand that customers prefer. A company has achieved the goals determined by the number of customers interested in a product and deciding to buy the product (Wijyaningrum, Kusumawati, & Nuralam, 2018). According to (Solomon, 2011), there are several stages in Purchase Decisions which are Problem Recognition, Information search, evaluation of alternatives, product choices, and outcomes. However, the consumers' decisions are not necessarily taken by a series of these processes; often, they are made quickly by imitating other consumers' decisions (Ankasaniscara, 2012). Although the consumer's approach is different, all consumers will evaluate the product they choose (Solomon, 2011).

Celebrity worship becomes a form for celebrities to enjoy a stronger emotional bond with their followers or fans (Singh & Banerjee, 2018). Their support has made celebrity endorsement in Indonesia has high engagement. According to McCutcheon, Ashe, Houran, & Maltby (2003), Worshipper's behaviors define into three stages which are entertainment-social, intense-personal, and borderline pathological. Entertainment-social is the first stage involving social life, such as discussing the celebrity with friends or following with celebrity's social life. Then, the intermediate stage is having an intense-personal feeling, whereas the individual has an intensive and compulsive sense and becomes obsessed with the celebrity. Borderline pathological is the highest worship stage and have the highest obsessions with the celebrity, such as buying the things used by their favorite celebrity or feeling the stars' failure as their failure.

Celebrity Worship has influenced Celebrity Endorsement supported by studies found (Armielia, 2018) and China (Hung, Chan, & Tse, 2011). Celebrity Endorsement influences Brand Awareness (Setiawan, 2018); (Wijyaningrum, Kusumawati, & Nuralam, 2018) and Purchase Decisions (Wijyaningrum, Kusumawati, & Nuralam, 2018); (Dewa, 2018).

The phenomena in Digital Industry, especially in E-commerce, have become the motive of this research to get more detail on celebrity endorsement's influence on purchase decisions and brand awareness by bringing up celebrity worship towards K-pop that occurs in Indonesia.

Method

The authors selected the quantitative method in this study to understand how the independent variable is affecting the dependent variable. This study aims to understand the influences of Celebrity Worship on Celebrity Endorsement to Purchase Decisions. In this case, the researchers use Blackpink as the celebrity endorsed by Tokopedia, one e-commerce in Indonesia. Therefore, to achieve the goal, a theoretical framework is needed in formulating the hypothesis.

The research was conducted from January until April in West Java. The researcher collected data through an online questionnaire using close-ended questions. The questionnaire is created through Google Forms and uses a 7-points Likert scale. 7-point Likert scale items are more reliable and convenient, and well build the representation of the respondent's actual assessment (Finstad, 2010) . The survey approach is used since the study is based on primary data. The questionnaire was distributed online via social media, which is Instagram. The operation definitions of Variables are derived from (Dewa, 2018); (Ankasaniscara, 2012); (Singh & Banerjee, 2018);. (Yoo & Donthu, 2001).

The data was analyzed to see the correlation between the variables through SmartPLS 3.0 The Average Variance Extracted (AVE) and Composite Reliability was used to test the validity and reliability. Composite reliability has an acceptable value equal to or higher than 0.7; below that means the construct has a lack of reliability (Urbach, 2010) . AVE explained the mean proportion of each explainable variable variance for each latent factor in the reflective model with an acceptable value equal to or higher than 0.5 (Garson, 2016). The Heterotrait-Monotrait model (HTMT) method is better at detecting the lack of discriminant validity with the acceptable value of HTMT should be lower than 1.0 (Henseler, Ringle, & Sarstedt, 2015); (Garson, 2016).

The descriptive analysis describes what occurred in the sample by summarizing the data within numbers (Thompson, 2009). The data can be described through mean and standard deviation. Mean refers to the average distribution of all data values, while standard deviation refers to the spread of the values in which each distribution is measured (Bhattacharjee, 2012).

Inferential Statistics refers to the statistical methods used to conclude the relationships among variables (i.e. hypothesis) (Bhattacharjee, 2012). Structural Equation Modelling (SEM) was used to analyze the data and assess the hypotheses' validity. In assessing the hypothesis testing, bootstrapping should be done to know the result of the Path Coefficient and R-square. In Path Coefficient, T-statistics and P-value become the parameter in evaluating the significance. The T-statistics value should be more significant than 1.96, while P-value should

be less or equal to 0.05 (Wong, 2013). R-square explains the effect of independent variables on dependent variables. The effect explains substantial, moderate, and weak, whereas a value of 0.67 considers substantial, 0.33 is considered moderate, and 0.19 consider as weak (Urbach, 2010). As SEM-PLS that used in this research, the goodness of fit was not included in the inferential analysis. The model's sample data achieve parameters that have a better prediction of the endogenous constructs by calculating estimating parameters to reduce the discrepancy of observed sample variance and covariance matrix calculated by the model (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014).

Results and Discussions

Research Result

In testing the hypothesis, the researchers decided to use the PLS-SEM method through SmartPLS 3.0. PLS-SEM has a benefit when the sample size is small because it can achieve higher statistical strength and better convergence than CB-SEM (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014). Although PLS-SEM can generate better results in a small sample size, increasing the sample size is needed when the intercorrelations indicator and factors do not meet the requirements and have poor quality (Wong, 2013). Besides that, PLS-SEM's capacity to compute fixed point (i.e., determinant) respondent-specific latent variable scores relevant to attributes and precisely estimate the value weights for attributes as a whole, rather than only for their levels, has significant implications.

Based on table 4.4, the majority of respondents are female, with the number 486 and dominating 83.6%. Thus, the male respondents were only 95 respondents with a percentage of 16.4%. The age of respondents dominating range of 17 – 25 years old has the highest number, with 463 respondents (79.7%). Students become has the highest percentage of occupation of 485 respondents (83.5%), followed by Employees with 48 respondents (8.3%). Within the range from Rp0 to Rp 500,000,- the average monthly spending to purchase at Tokopedia becomes the highest percentage of about 465 respondents (80%).

The validity and reliability have been tested through PLS statistical software, and the result shown in Table 4.1 has met the minimum criteria requirements of AVE value whereas the Brand Awareness value is 0.634, the Celebrity Endorsement value is 0.648, the Celebrity Worship value is 0.622, and Purchase Decisions value is 0.848. The Composite Reliability value has met the minimum criteria requirements whereas Brand Awareness is 0.802, followed by Celebrity Endorsement at 0.936, Celebrity Worship at 0.944, and Purchase Decisions at 0.953.

In assessing discriminant validity, the researchers use the HTMT method with an acceptable value that should be lower than 1.0. The result shown in table 4.3 Indicate all relationship was accepted whereas the importance of Brand Awareness to Celebrity Endorsement (0.576), Brand Awareness to Celebrity Worship (0.482), Brand Awareness to Purchase Decisions (0.553), Celebrity Endorsement to Celebrity Worship (0.872), Celebrity Endorsement and Purchase Decisions (0.562), Celebrity Worship to Purchase Decisions (0.679).

R-square explains the dependent variable's effect on the dependent variable into substantial, moderate, and weak. In contrast, a value of 0.67 is considered substantial, 0.33 is

considered moderate, and 0.19 is considered weak (Urbach, 2010). As shown in table 4.9, celebrity worship has a weak effect on Brand Awareness, with the value only reaching 0.231. In contrast, Celebrity Worship has a substantial impact on Celebrity Endorsement calls, about 0.696, and Celebrity Worship has a moderate effect on Purchase Decisions with a value of 0.331.

In executing the hypothesis testing, the result of T-statistics and P-value has adequate the criteria value. The criteria value of T-statistics should be larger than 1.96, while P-value should be less or equal to 0.05 (Wong, 2013). The result has shown in table 4.10 that all hypothesis were accepted whereas Celebrity Worship to Celebrity Endorsement (T-Statistics = 51.591 > 1.96; P-value = *** < 0.05); Celebrity Worship to Celebrity Endorsement (T-Statistics = 9.836 > 1.96; P-value = *** < 0.05); Celebrity Endorsement to Purchase Decisions (T-Statistics = 10.241 > 1.96; P-value = *** < 0.05); Brand Awareness to Purchase Decisions (T-Statistics = 5.301 > 1.96; P-value = *** < 0.05).

Discussions

The hypothesis of Celebrity Worship significantly influences Celebrity endorsement is accepted. Among all latent variables, Celebrity Worship has the highest impact on Celebrity Endorsement based on R-square. The findings support previous studies (Armielia, 2018) and Hung, Chan, & Tse (2011). Tokopedia has taken benefit from the celebrity worship owned by the Fans of Blackpink by endorsing Blackpink. As the hypothesis proves that celebrity worship behavior has become an important aspect in endorsing the celebrity, it also will influence the result of an endorsement. According to Hung, Chan, & Tse (2011), marketing managers need to calculate the fan size of a celebrity and estimate the effect on the company or brand before deciding to endorse the celebrity. Thus, considering celebrity worship in endorsing a celebrity becomes necessary for a company or brand to achieve its goal.

The hypothesis of Celebrity Endorsement significantly influences Brand Awareness is accepted. The findings are supported by Setiawan (2018); Wijyaningrum, Kusumawati, & Nuralam (2018); and Kim, Choe, & Petrick (2018). According to Wijyaningrum, Kusumawati, & Nuralam (2018), Celebrity Endorsement become a strategic tool for companies to improve brand recognition and brand recall to stay competitive. Since Blackpink has become International K-pop Celebrity, their recognition has been known globally, including in Indonesia. In this case, Tokopedia aims to reach the top of mind by improving brand recognition and brand recall by endorsing Blackpink, as proven in this research. Thus, endorsed celebrities with significant public attention will also impact the Brand or Company to gain awareness.

The hypothesis of Celebrity Endorsement significantly influences Purchase Decisions is accepted. The findings are supported by Wijyaningrum, Kusumawati, & Nuralam (2018); Dewa (2018), and Wachyuni & Priyambodo (2020). According to Dewa (2018), Celebrity endorser has the power to influence consumers' purchase decision, greater power will result in greater trust from people in the product they advertised. In this case, Blackpink has the power to convince consumer's purchase decisions. Although Tokopedia doesn't sell a product, it is measured from the number of transactions. Thus, the celebrity with significant public attention will have the power to convince people to purchase the product, increasing sales.

The hypothesis of Brand Awareness significantly influences Purchase Decisions is accepted. The findings are supported by Wijyaningrum, Kusumawati, & Nuralam (2018) and Ansari, Ansari, Ghori, & Kazi (2019). According to Ansari, Ansari, Ghori, & Kazi (2019), when the brand's well-known by consumers, the brand's purchase decisions will also increase because the brand's information will help them to clear their concerns about the brand. As mentioned before, Tokopedia has improved its brand recognition and brand recall to reach the top of consumers' minds. With the tight competition among e-commerce in Indonesia, becoming at the top of consumers' minds will indirectly win the competition because they will choose Tokopedia over the others, resulting in a higher number of transactions. Thus, brands or companies need to have strategic marketing that will gain awareness, resulting in increased sales.

Conclusions and Recommendations

The research aims to examine the influence of Celebrity Worship on Celebrity Endorsement to Brand Awareness and Purchase Decisions on Tokopedia. The research result shows all the hypothesis is accepted. This research found Celebrity Worship is significantly influenced Celebrity Endorsement. Through this discovery, the study determines the impact on Purchase Decisions and Brand Awareness. The result shows that Celebrity Endorsement significantly influences Purchase Decisions and Brand Awareness. Hence, it is essential to consider celebrity worship when endorsing the celebrity, which later impacts sales.

This study has proven the influence of celebrity worship on celebrity endorsement. Celebrity worship becomes one of the success determinants when endorsing the celebrity and achieving the goals. Tokopedia endorsed Blackpink to increase the traffic share, which later impacts purchase decisions, and gaining brand awareness is additional. Tokopedia has widely known by Indonesian users and ranks in the top three of e-Commerce in Indonesia. Therefore, E-commerce or Brand should be aware of the goals to achieve, as the importance of selecting celebrity-endorsed can have a different impact on the result.

Besides, E-commerce or Brand is highly recommended to analyze fans' size and celebrity worship behavior towards their celebrity before endorsing. According to Hung, Chan, & Tse (2011), brand managers can apply statistics to calculate how large the size of the fan is. It would be great for a Brand or E-commerce to endorse the celebrity which on rising and trending in Indonesia or Worldwide. In this case, Blackpink is very famous worldwide and has large fans, including in Indonesia. Therefore, Tokopedia makes use of Celebrity Worship behaviors owned by Blackpink fans to increase the traffic share. Tokopedia proves it in early 2021, which won the first position in e-commerce in Indonesia after being endorsed (Astutik, 2021).

As this research is only four variables, some variables have not been investigated. These research variables consist of Celebrity Worship, Celebrity Endorsement, Brand Awareness, and Purchase Decisions. The researchers suggest future research add some variables from previous studies on a theoretical framework to give more detailed research results. Thus, the researchers recommended investigating variables, namely, Brand Image (Kim, Choe, & Petrick, 2018); Over-endorsement (Hung, Chan, & Tse, 2011); Social Media Content (Kim, Choe, & Petrick, 2018).

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