THE EFFECT OF CELEBRITY ENDORSER CREDIBILITY AND BRAND IMAGE ON PURCHASE INTENTION MODERATED BY BRAND DIFFERENCE

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***Abstract* :** *Social media offers many opportunities for online marketing strategies that harness the power of society, especially when they are combined with traditional approaches such as celebrity endorsements. The reach, frequency, and speed of communication on social media offer the ideal range for online marketing delivery. However, the speed of change could threaten to short-lived the effects of investing in social media marketing. The shift in behavior from offline (offline) to online (online) in Indonesian society has opened up new opportunities in online shops . One that uses an online shop system is the cosmetic brand Oriflame, by attracting market share, one of which is through social media Facebook. For example, the cosmetic product "The One" from Oriflame uses a celebrity endorser, namely Isyana Sarasvati. This type of research is a causality research design with a quantitative approach. The research population is prospective consumers and members of Oriflame throughout Indonesia. Sampling with non-probability sampling method using the sampling technique Purposi v e Sampling to suit the research objectives, and the population in the study is potential consumers. Data collection techniques by distributing online questionnaires using google form as many as 220 respondents who have been tested for validity and reliability. The data analysis technique used is multiple linear regression. The results of this study indicate that the biggest influence is on the brand image variable on purchase intention, while the smallest influence is the celebrity endorser credibility variable on purchase intention. As well as brand differentiation which has a positive influence, and is able to increase the influence between celebrity endorser credibility and brand image on purchase intention.*

Keywords: *Celebrity Endorser Credibility, Brand Image, Brand Differentiation, Purchase Intention*

1. Introduction

The rapid development of technology affects various aspects of life. The development of technology and forms of communication media is an *absolute thing* and cannot be prevented from the convenience provided by the internet to carry out daily activities such as searching for information, communicating and shopping. Purchasing online (*online*), is a shopping activity carried out via the internet. Online buying or shopping for goods online has now become a lifestyle of modern society, where the trend is increasing. The many advantages and conveniences obtained are one of the factors that trigger the online buying trend. (Flew, 2005).

Social media can connect people and allow them to share information in various forms including videos, photos, documents, texts, and more. This ability has shifted the role of the *audience* from being only recipients to being at the same time giving information. From this, the convenience provided by the internet has penetrated into shopping trends. The number of social media users in Indonesia is increasing.
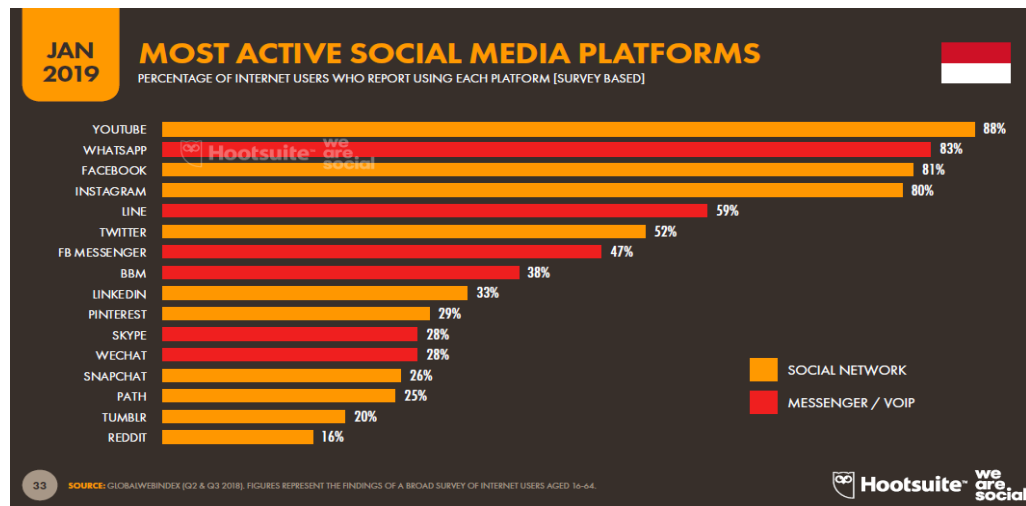
Source: https://tekno.kompas.com , 2019

Figure 1. Percentage of Plantforms Media Application Users in Indonesia in 2019

In 2019, according to research from the media company *"We Are Social"* in collaboration with *Hootsuite* , it was stated that there were 150 million social media users in Indonesia. That number is up 20 million users compared to the results of research in 2018. Still the same as last year, Facebook is the most popular social media application in Indonesia, with a penetration of 81 percent, despite being hit by a security scandal in the past year. Especially for social media, the top five in Indonesia are occupied by Facebook, Instagram, Twitter, Snapchat, and LinkedIn. The popularity of Facebook as a social media can only be defeated by the video streaming platform YouTube and the instant messaging application it supports, namely WhatsApp (https://tekno.kompas.com , 2019).
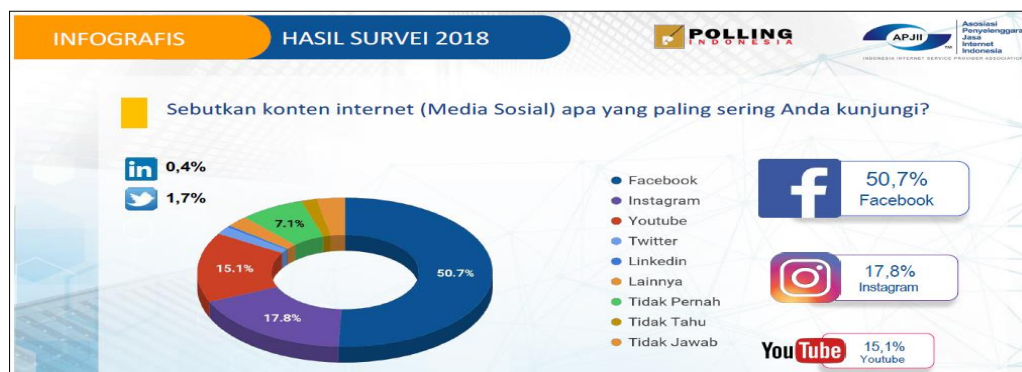
Source: *https://email.kominfo.com m, 2019*

Figure 2. Percentage of Plantforms Media Application Users in Indonesia in 2018

In the report on the results of the APJII survey (Association of Indonesian Internet Service Providers) in 2018 under the title penetration and behavioral profile of Indonesian internet users, there were 50.7% who used Facebook. Facebook became the first platform, followed by Instagram at 17.8% and YouTube at 15.1%. There was an increase from the previous year of 48% to 50.7% in 2018. The increase in this year was 2.7%, predicted by APJJI that there will continue to be an increase in the following year
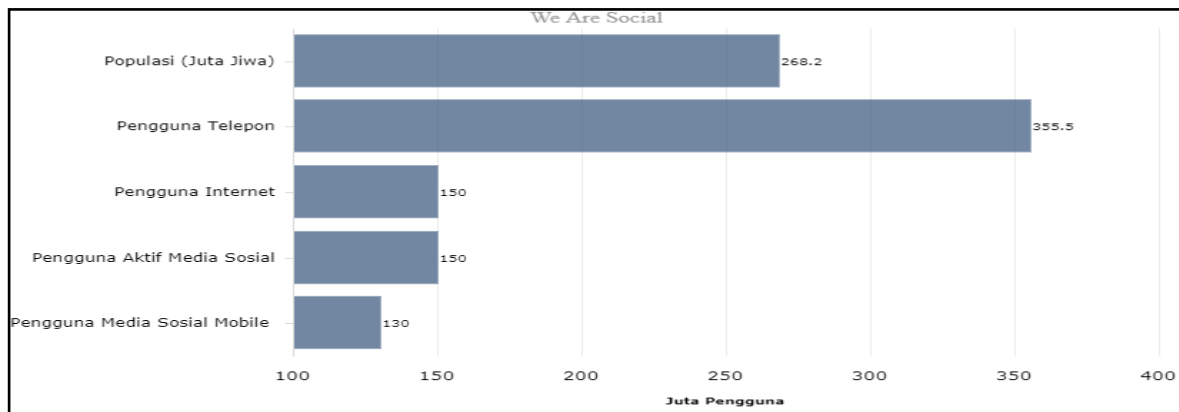
Source: https://databoks.katadata.co.id , 2019

Figure 3. Data Diagram of Telephone, Internet, Social Media Users, Indonesia According to We Are Social in 2019

The shift in behavior from offline *to* online in Indonesian society has opened new opportunities for online *shops* in utilizing *online platforms* such as social media. This is a great potential for businesses to do social media-based marketing. In 2016, businesses spent more than 12% of their total marketing budget on social media channels, only about half of these companies reported an impact on their performance (Moorman, 2007). Therefore, a *marketing strategy* in managing the right *online platform* is needed to increase the purchase value.

Empirical research shows that the role of celebrity *endorsers* on social media is able to increase consumer awareness , brand image, and purchase intention (Lee & Watkins, 2016; Pradhan, Duraipandian, & Sethi, 2016; Herwanda, Sumarwan, & Tinaprilla; 2019). Products recommended by celebrities are able to influence consumer opinions and affect consumer buying interest (Herwanda, Sumarwan, & Tinaprilla; 2019). However, the strategy is fully effective when the celebrity *endorser* has strong credibility among members of the target group (Dwivedi, Johnson, & McDonald, 2015) . In addition, the quality of goods must be able to differentiate from the same market offering (Hoeffler & Kevin, 2002; Keller, 1993).

The credibility of the celebrity endorser affects the intention to buy the product (Fazio & Williams, 1986). *Celebrity Credibility* means that celebrities who advertise their products have good communication skills in bridging the advertised product and consumers who want to buy. This credibility is determined by the expertise and ability to be trusted by consumers (Mowen & Minor, 1998, in Ing and Furuoka, 2007). Under these conditions, celebrity support can increase purchase intention (Pradhan, et.al., 2016).

Herwanda, et.al (2019) assessed that the brand image built by cosmetic products in Indonesia can increase product purchase intentions. Brand image creates perceptions in consumer memories of a product, both thoughts, feelings, and expectations of consumers (Angle

& Forehand, 2016). In improving the brand image, the brand must have a *differentiation* that distinguishes the brand from other brands. Differentiation is the process by which the company creates a superior brand, different in providing benefits to consumers (Keller, 1993). This differentiation can strengthen the product image so as to encourage consumers to buy the product. Based on longitudinal research conducted in Austria by Fink et al (2020) shows the long-term effect between the image of telecommunication products on product purchases from the brand is strengthened by brand differentiation.

One business that uses an online shop system and utilizes celebrity endorsers is the cosmetic brand Oriflame . For example, The One cosmetic product from Oriflame uses a celebrity endorser , namely Isyana Sarasvati , one of the famous singers in Indonesia to attract and gain market share. Oriflame is attracting market share through social media facebook because of active social media platform *Facebook* is quite high from the results of the analysis shown by APJJ in 2018.

Table 1. Rating of Cosmetic Products in Top Brand Index

No	2015	2016	2017	2018	2019
1	Revlon	Pixy	Revlon	Oriflame	Loreal
2	Mirabella	Oriflame	Pixy	Revlon	Etude
3	Sari Ayu	Red-A	Mirabella	Mybeline	Revlon
4	Viva	Mybeline	Viva	Pixy	Avon
5	Pixy	Body Shop	Sari Ayu	Wardah	Covergirl
6	Oriflame	La Tulipe	Oriflame	Body Shop	Oriflame
7	Mybeline	Mirabella	Mybeline	La Tulipe	Urban Decay
8	La Tulipe	Sari Ayu	La Tulipe	Queen's Mustika	Maybelline
9	Queen's Mustika	Queen's Mustika	Wardah	Red-A	MAC

Source: Marketing Magazine 2015-2019

In table 1. it can be seen that Oriflame cosmetics in 2015 – 2019 tended to fluctuate, ranking first in 2018. Many factors affect the fluctuation of the Oriflame brand, one of the contributing factors is related to the level of purchase of Oriflame products which fluctuates up and down on Oriflame products. . Another possibility that causes these cosmetic brand fluctuations is that the majority of consumers prefer Oriflame products that are on discount, so they only buy products that are cheap. Another factor that causes brand fluctuations is that competitors' cosmetic products provide more quality, brand image and prices that attract consumers to buy their products.

Previous research has found that endorsers have an important role in the selling value of the product. However, it is still a question whether the role of celebrity endorser applies in the context of social media (Hoffman & Fodor, 2010). This study was conducted to address gaps related to the role of social media-based strategies in marketing and the practical relevance of

influencers (Agrawal, 2016). However, the role of the endorser alone is not enough to be followed by the credibility of the product being marketed. This study will focus on assessing the influence of celebrity endorser credibility in the use of social media and brand image on the purchase value of Oriflame products. In addition, this study examines the moderating role of product differentiation on the credibility of celebrity endorsers and selling value and brand image on the purchase value of Oriflame products.

Endorser Credibility of Brand Image

Celebrity credibility according to Shimp (2003) in Prabowo (2014), "The reliability and superiority of celebrities in conveying a product with the strength of their appeal are the main reasons for choosing celebrities as advertising supporters". A company that uses celebrity endorsements expects that certain characteristics or qualities of the celebrity will be transferred to its products through marketing communications (Erdogan, 1999). This transfer causes the brand image to combine cognitive and affective brand beliefs, which together form the consumer's overall impression of the brand. Brand image is a set of definitive and emotional perceptions of brands that are reflected by brand associations held in consumers' memories (Keller, 1993). The endorser traits contribute to this overall mix of cognition and emotion.

Information integration theory explains the transferability and quality of celebrity endorsers to brand image. It does so by illuminating how customers shape and modify their attitudes as they receive, interpret, and evaluate stimulus information, and ultimately integrate it with the existing set of attitudes for the brand (Anderson, 1981).). The credibility of a *celebrity endorser* is important (SigapPappu, & Bettina Cornwell, 2011). Authenticity and positive emotional attachment influence purchases that consumers are likely to follow celebrities on social media (Kowalczyk & Kathrynn 2016; Kowalczyk, Pounders, & Stowers, 2016). celebrities help consumers to shape their needs through creation connection *self-brand* (Dwivedietal., 2015). In Thing this credibility celebrity endorsers seem particularly relevant in social media, where information is readily available permanent (Harris, 2009), and There are also phenomenon like information which excessive and fake news (Habibietal., 2014).

Sponsored Company Brand Image on Purchase Intention Brand Image (*Brand Image*)

Consumers who have a positive image of a brand will be more likely to make a purchase (Setiadi, 2003; Rahayu, S. et.al 2021). Kotler defines *brand image* as a set of beliefs, ideas and impressions that a person has of a brand. Therefore, consumer attitudes and actions towards a brand are largely determined by *brand image* which is a requirement of a strong brand. Durianto and Sitinjak (2004) state that *brand image* is a *brand association that is* interconnected and creates a series in consumers' memories. Consumers who are accustomed to using certain *brands* tend to have consistency in *brand image.* Consumers more often buy products with well-known brands because they feel more comfortable with familiar things, there is an assumption that well-known brands are more reliable, always available and easy to find, and have quality that is not in doubt, so that better-known brands are more frequent. consumers choose over unknown brands (Aaker, 1991). Brand communities on social media have great potential to improve relationship quality and form customer loyalty (Hajli et al., 2017), and instill brand image in society such as enabling marketers to build two-way relationships with community members (Li & Bernoff, 2011). Ideally, the relationship that prompts the outcome not only reflects the brand image in the social media community, but also has a more impact on purchase intentions among community members than the content provided by marketers (Schivinski & Dabrowski, 2016).

Purchase Intention Aspect

Zafar & Mahira (2012) examined the effect of celebrity advertising on brand perception and purchase intention. Islahuddin and Eko (2015) examined the role of *celebrity endorsers* in shaping *perceived value* and *purchase intention* . Aspects of the purchase intention of the research to be carried out, referring to research in international journals (Mathias Fink, at.all, 2018), namely: (1) The possibility of consumers choosing; (2) compelled to buy the product; (3) tend to try.

Brand Differentiation as Moderator

Perceived brand differentiation (ie, the degree to which members of the target society can differentiate the brand from other similar brands) is considered the key to market success (Dickson & Ginter, 1987). For customers of a brand considered to have strong differentiation, the brand will be unique and trigger easily identified and remembered by consumers (Hoeffler & Kevin, 2002; Keller, 1993). Provision of products for customers with reasons to buy certain brands, not other similar brands (Aaker, 2001). The stronger the brand differentiation, the clearer is the image, in terms of a mixture of cognition and emotion, the consumers hold in their minds (Carpenter, et.al 1994).
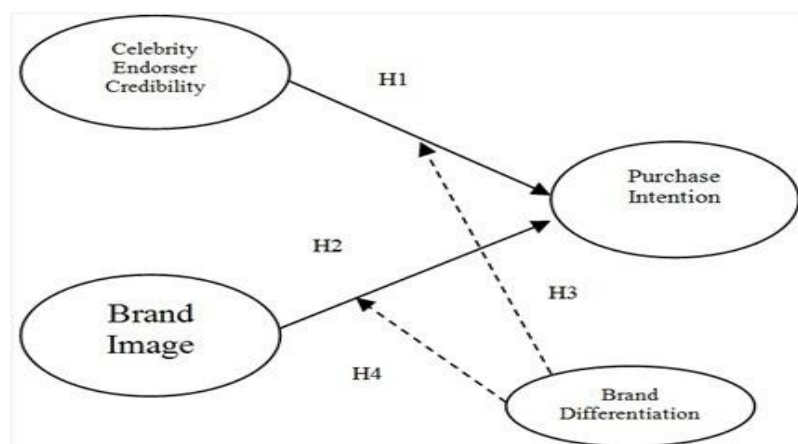
Source: Matthias Fink et all (2018)

Figure 4. Research Research Model

Based on the theoretical review and the empirical findings above, the hypotheses proposed in this study are:

H1 : There is an influence of celebrity endorser credibility on purchase intention
H2 : There is an influence of brand image on purchase intention
H3 : Brand differentiation strengthens the effect of celebrity endorser credibility on purchase intention
H4 : Brand differentiation strengthens the influence of brand image on purchase intention.

2. Research Method

The design used in this study is a causal research design. Causal design is to obtain evidence of a causal relationship from the independent variable and the dependent variable

(Uma Sekaran, 2010). The data that has been collected is processed in the form of numbers and analyzed quantitatively by hypothesis testing with the analytical model used, namely PLS 3.2.9 smart *software* . The object of the study was the cosmetic company Oriflame Indonesia, to determine the effect of celebrity endorser credibility and brand image on purchase intention moderated by brand differentiation communicated on social media facebook (Study on Cosmetic Products "The One" Oriflame Indonesia. Primary data sources are all data collected obtained directly from research conducted on prospective customers/members of Oriflame throughout Indonesia. Secondary data sources are literature, articles, websites, on the internet relating to the research conducted, as well as organizational documents related to this research. The population used in the study These are potential customers and members of Oriflame throughout Indonesia. Sampling in this study is a *non-probability sampling sampling method* because it is not known how many population characteristics or population elements are, so the determination of the sample or respondents taken are prospective consumers. men and oriflame members throughout Indonesia.

3. Results and Discussion

3.1.Results

Characteristics of respondents with female gender (80%) are more numerous than male respondents who are only 20 percent. This shows that potential consumers and members of Oriflame are dominated by women. This is due to the characteristics of Oriflame products which are more suitable for women. Characteristics of respondents based on education level showed that most of the prospective customers and members of Oriflame have a high school education level of 72 people (39%), the next order is prospective customers and Oriflame members who have a master's education level of 61 people (30%), followed sequentially S1 as many as 50 people (21%), and D1 as many as 37 people (10%). This indicates that prospective customers and Oriflame members are educated people and can make choices according to their own tastes.

Characteristics of respondents based on age showed that respondents, namely prospective customers and members of Oriflame at most were aged between 31 years to 35 years, as many as 96 people (44%). The second order is respondents aged between 26 years to 30 years, as many as 67 people (30%). The next order in sequence is respondents with ages between 36 and 40 years, as many as 39 people (18%), the last is respondents with age over 45 as many as 12 people (5%) and age less than 25 years as many as 6 people (3 %). Based on the age of respondents, prospective customers and Oriflame members can illustrate that the majority of prospective customers and members of Oriflame are people aged 31 to 35 years, so it can be said that most of the prospective customers and members of Oriflame are productive ages.

Analysis of respondents' answers to research variables

i = Highest score – Lowest score
category

$$= \frac{5-1}{3}$$

i = 1.33 1.34

Then 3 categories can be made, namely:

Table 2. Answer Categories

Category	Average value
(1)	**(2)**
Low	1.00 – 2.33
Currently	2.34 - 3.67
Tall	3.68 - 5.00

Table 3. Category Average Answers

Variable	Average value	Category
(1)	**(2)**	**(3)**
Celebrity Endorser Credibility (X1)	4.15	Tall
Brand Image (X2)	3.88	Tall
Purchase Intention (Y)	4.24	Tall
Brand Differentiation (Z)	4.03	Tall

Source: Research Results, 2020 (data processed)
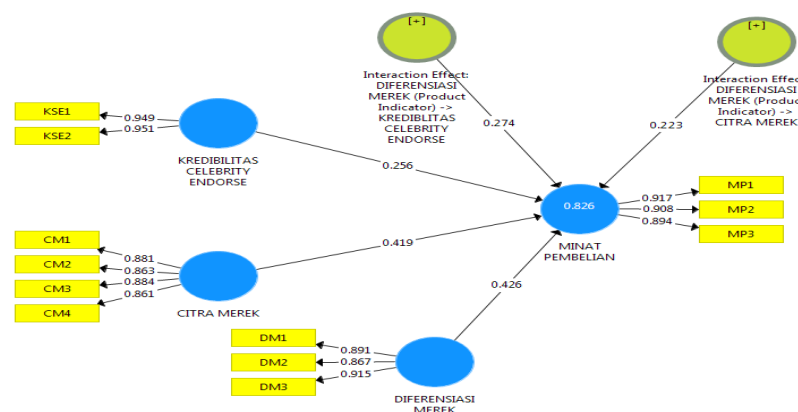
Validity test

Figure 5. Results of PLS_Regression (Algorithm)

Based on Figure 5. it can be seen that all indicators have a loading factor value above the criteria > 0.5. Thus it can be interpreted that the indicators used in this study are valid or have met *convergent validity* and can be continued for further research.

Reliability Test

No.	Variable	Average Variance Extracted (AVE)	Composite Reliability	Cronbach Alpha

(1)	(2)	(3)	(4)	(5)
1	CREDIBILITY OF CELEBRITY ENDORSER (X1)	0.903 Reliable	0.949 Reliable	0.892 Reliable
2	BRAND IMAGE (X2)	0.761 Reliable	0.927 Reliable	0.895 Reliable
3	PURCHASE INTENTION (Y)	0.822 Reliable	0.932 Reliable	0.891 Reliable
4	BRAND DIFFERENCE (Z)	0.794 Reliable	0.920 Reliable	0.870 Reliable

Source: Research Results, 2020 (data processed)

From the results of the reliability test above, it shows that all research variables have shown to be fit gauges. All variables studied from all question items that will be used have a good level of reliability.

Measuring the Value *of the Inner Model* and *Structural Model*

Variable	R Square
(1)	(2)
Purchase Intention (Y)	0.826

Source: Research Results, 2020 (data processed)

The table above shows the R-square value ($R2^{)}$ of the Purchase Intention variable (Y) of 0.826, meaning that the variability of purchase intention which can be explained by the celebrity endorser credibility construct, brand image construct and brand differentiation construct is 82.6%, and the rest is influenced by other factors not examined in this study.

Hypothesis Testing
Based on the results of the structural model test, it can be concluded:
1. Hypothesis 1: Celebrity Endorser Credibility has an effect on Purchase Intention , based on the results of the t-statistical value of 2.362> 1.96, it is concluded that there is a positive and significant effect of celebrity endorser credibility on purchase intention.
2. Hypothesis 2: Brand Image has an effect on Purchase Intention , based on the results of the t-statistical value of 3.667 1.96, it is concluded that there is a positive and significant effect of brand image on purchase intention.
3. Hypothesis 3: brand differentiation strengthens the effect of celebrity endorser credibility on purchase intention, based on the t statistic of 3.323 > 1.96. Thus, it can be concluded that brand differentiation can strengthen the influence of celebrity endorser credibility on purchase intention.
4. Hypothesis 4: brand differentiation strengthens the effect of brand image on purchase intention, based on the t statistic value of 3.132> 1.96. Thus it can be concluded that

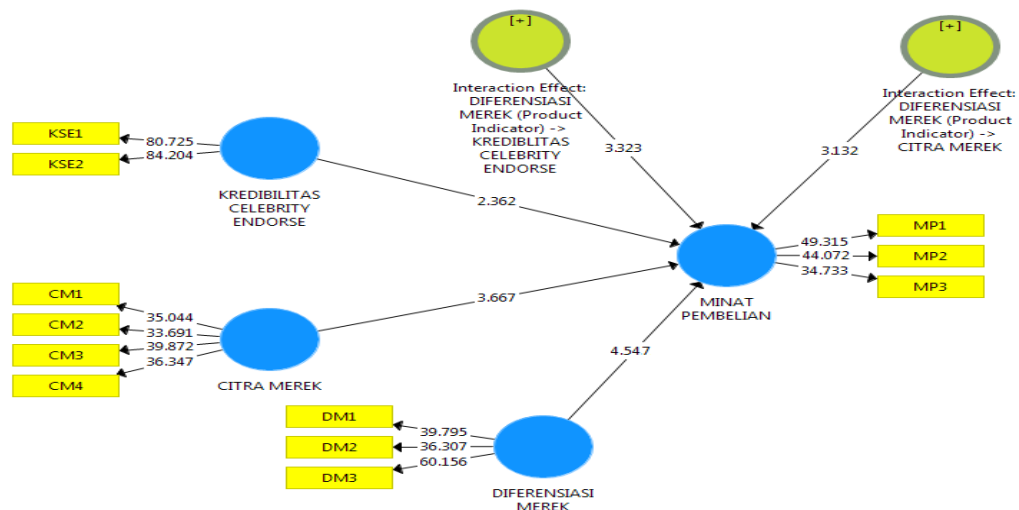brand differentiation can strengthen the influence of brand image on purchase intention

Figure 6. PLS_t value (Bootsrapping) Processing Results

3.2.Discussion

The Effect of Celebrity Endorser Credibility on Purchase Intention

The H1 test states that celebrity endorser credibility has a significant positive effect on purchase intention of The One Oriflame cosmetic product . This shows that social media offers many opportunities as a means of *online marketing strategy* , harnessing the power of society, especially when combined with traditional approaches such as celebrity endorsements. In addition, the reach, frequency, and speed of communication on social media offer the ideal distance for marketing delivery through *online media* .

This research strengthens the previous research conducted by Matthias Fink, *et al* . (2018), with the title *Effective Entrepreneurial Marketing on Facebook – A Logitufinal Study* , where the results of the study show that the credibility of *celebrity endorsers* increases the purchase intention of members of the sponsored Facebook community and increases the sponsor's brand image as well. Brand differentiation plays a dual role: strengthening the effect of celebrity endorser credibility on brand image, at the same time improving the effect of brand image on purchase intention . Then Silvera, (2004) with the title *Factors Predicting The Effectiveness Of Celebrity Endorserment Advertisements.* The results of this study indicate that the effectiveness of celebrity endorser strategies is sensitive to the context, namely social media. Several other studies include: Sigap (2011), Kowalczyk (2016), Kowalczyk, *et al* . (2016) say that the delivery of credible images of celebrities is very important for the success of marketing activities through social media and the credibility of *celebrity endorsers* is important. This condition is in accordance with what was stated by Kotler (2003) advertising is a form of non-personal presentation and promotion of ideas, goods or services by certain sponsors that requires payment.

The Effect of Brand Image on Purchase Intention

H2 test states that brand image has a significant positive effect on the purchase intention of The One Oriflame cosmetic product . Consumers who have a positive image of a brand will be more likely to make a purchase (Setiadi, 2003). This finding is in accordance with the results of a study conducted by Matthias *et al* . (2018), Berger, J. (2010), and Fazio, RH, (2015), where the results of their studies generally say that images or brands that have strong and well-known characteristics are proven to have a positive effect on consumers' purchase intentions. The better the brand image of a product, the more people intend to buy it. Keller (2000) says that brand image consists of two main factors, namely (1) physical factors, which are the physical characteristics of the brand, namely: design, packaging, logo, brand name, function, and product usability of the brand, and (2) Psychological factors, formed by emotions, beliefs, values and personality that are considered by consumers to describe the product of the brand.

Effect of Celebrity Endorser Credibility on Purchase Intention Moderated by Brand Differentiation

The H3 test states that the brand differentiation variable can moderate the credibility of celebrity endorsers on the purchase intention of The One Oriflame cosmetic product on Facebook social media users . This is in line with what was stated by Ries & Trout (1986), that strong brand differentiation will create a positive effect of celebrity endorser credibility on brand image. Therefore, the greater the brand differentiation, the more important the influence of celebrity endorser's credibility on the purchase value is.

Effect of Brand Image on Purchase Intention Moderated by Brand Differentiation

The H4 test states that the brand differentiation variable can moderate the effect of brand image on the purchase intention of The One Oriflame cosmetic product . The purchase intention is strongly influenced by previous memories (Ratnayake *et al* ., 2010). In this case, the stronger the brand differentiation, the greater the positive influence of the brand image on the desire to purchase products for consumers.

4. Conclusion

This study focuses on investigating the role of brand image, celebrity credibility, and sales intention as well as the moderating role of brand differentiation in the context of the cosmetics industry . The results of the study concluded that the credibility of *celebrity endorsers* who become *brand ambassadors* of a good product can increase the purchase intention of prospective consumers. Furthermore, the brand image of a company both in terms of public assessment can increase consumer purchase intentions for the product. Brand differentiation has an important moderating role to increase the purchase intention of a good product advertised using a *celebrity endorser.* In addition, the stronger brand differentiation increases the brand image of consumers' desire to buy products.

So managers need to pay attention to the credibility of *celebrity endorsers* as brand ambassadors. The good credibility possessed by celebrity endorsers must reflect the product and be in line with the intended target *market* . In addition, a good brand image needs to be built by managers by paying attention to the use of social media.

Research Limitations and Suggestions for Future Research

This study has research limitations so that further research needs to be carried out, namely:

1) This research only focuses on the cosmetic industry. The results of this study reflect the description of brand image, credibility, and brand differentiation in the cosmetic industry in developing countries. Further research can be carried out in various industries to provide a different picture;

2) This research was conducted with a quantitative approach. To provide more in-depth results, further researchers can use the *mixed method* by combining quantitative and qualitative.

3) Further research can add more internal and external factors that influence purchase intentions so that it will be easier to know the strengths and weaknesses of the factors that influence purchase intentions. Knowing the strengths and weaknesses and then developing strategies to further highlight the factors that become strengths and overcome the factors that can be a threat to increasing consumer purchase intentions.

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