Do you (still) hire celebrities to increase purchase intention?

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ABSTRACT

The development of the coffee industry in Indonesia is growing significantly, as it is driven by the number of coffee shops that are developing both in villages to urban areas as a balancer for people's lifestyles who like to drink coffee while enjoying activities outside the home. This phenomenon makes the level of competition for coffee brands in packaging very hypercompetitive. Consumer intentions in deciding to buy packaged coffee are strongly influenced by the perception of the quality of the coffee, so it is not surprising that currently there are many different flavors and brands. To market coffee products, many producers use celebrity endorsement services. However, as time goes by and the marketing strategy through endorsement has become massive, it is necessary to study whether this strategy is still effective in increasing the number of sales. It turns out that currently endorsements do not really affect consumer purchasing decisions. From the results of the study, it can be concluded that: (1) perceived quality influences the intention to purchase packaged coffee, and perceived quality also influences brand loyalty in packaged coffee; (2) celebrity endorsement does not influence the intention to purchase packaged coffee, but celebrity endorsement influences the brand loyalty; and (3) brand loyalty influences the intention to purchase packaged coffee. So that in general brand loyalty is able to mediate the influence of perceived quality and celebrity endorsement on the intention to purchase packaged coffee.

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Introduction

The development of coffee industry in Indonesia showed significant growth. Coffee sales in Indonesia over the last 5 years increased to 44% (ICO, 2020). The high sales of coffee beans in Indonesia is followed by the circulation of coffee in packs with new brands, new businesses made from coffee (perfume, food, body and face care, etc.), and even grow thriving coffee shops to coffee shops. The high sales of ground coffee with various flavors and aromas are caused by household consumption and the demand for stalls to cafes is increasing.

Intense competition in the coffee business encourages ground coffee companies to make various innovations that can increase their sales. Currently, they are not only competing with fellow coffee companies, but also competing with coffee shops and café. Coffee consumers prefer coffee as a lifestyle, especially social life, enjoying a comfortable café while coffee is just a complement to the style. Thus, the decision of consumers is where they will drink coffee instead of on what coffee they want to drink.

Modern and simple lifestyle also become the cause of why consumers prefer to drink coffee in a stall or café. Enjoying coffee while doing activities outside the home for millennials shows that consumers no longer need to think about what coffee to drink, but which nearby locations provide coffee just to rest or meet friends. The shift in habits from drinking good coffee at home to drinking coffee comfortably encourages ground coffee companies to re-call consumers to have certain considerations in making decisions to choose coffee, instead of choose a place and ignore the taste of coffee.

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In the food and beverage industry, the strong character of the product is very important. Taste and quality are two things that distinguish between one food and another. Taste is related to taste while quality is related to consumer perception or subjective assessment of the product as a whole (Zeithaml, 1988). The results of the study from Dodds et al. (2011) have proven that coffee drinkers recognize the taste of coffee and tend to be consistent in choosing the type and quality of coffee. The study from Lien et al. (2015) also found that price becomes the determinant of the decision to purchase ground coffee when the consumer is not a coffee addict, but instead the sensitivity of coffee prices decreases when the consumer is an addict. Consumers who own a coffee shop business tend to choose coffee based on price to maintain competition with other coffee shops that are thriving at the moment (Plumeyer et al., 2019).

The effect of quality on a person's consistency in making purchasing decisions has been widely tested (Dodds et al., 2011). Kotler (2000) defined such consistency as brand loyalty, where loyal consumers of a brand will accelerate the occurrence of consumer purchasing intentions (Malik et al., 2013; Khan et al., 2019; Mittal et al., 1998; Macdonald & Sharp, 2000; and Hoeffler & Keller, 2003). However, the company's efforts to innovate can distort customer loyalty because customers must always process the process of rethinking before deciding whether to buy or not. Consumer behavior theory explains that a person's behavior is influenced by external factors, including role models (Vien et al., 2017). Role models play a role in influencing consumer decisions (Jones & Schumann, 2000). Based on the study of Hussain and Manzoor (2011), it is found that the style of public figures who are popular tend to be followed by fans. In 1997, when there was a lot of news about Princess Diana, whatever was used by Princess Diana would be followed by the general public. The Yamaha automotive company even paid Valentino Rossi dearly to attract potential motorcycle consumers (www.CNBC.com, 2020). Similarly, in Indonesia, when there is a crowded talking about a television series, the main character will be the star of any product advertisement that aired during the drama. Certain characteristics of public figures are attractiveness for people who can influence their decisions (Dewi & Purnami, 2019; Osei-Frimpong et al., 2019; Apejoye, 2013; Koththagoda & Weerasiri, 2015; and Khan et al., 2019). This phenomenon shows that companies use influencers to influence consumer decisions.

Therefore, this study attempts to test the effectiveness of innovations of ground coffee companies that do the same, namely using public figures to influence the decisions of consumers of ground coffee.

Literature Review

Theoretical and Conceptual Background

Purchase Intention

The process of purchasing decision of consumers is influenced by internal and external factors that can speed up consumers in deciding to purchase a good or service. According to Kotler (2000), the internal factor consists of cultural, social, psychological, and personality aspects, while the external factor consists of marketer stimuli implemented in its marketing strategy through product, price, place, and promotion. Therefore, there are various factors that is considered by consumers before they reach purchasing decision. Before they reach this decision, consumers must already have the intention to purchase. Purchase intention is defined as the possibility perceived by consumers to purchase or buy a product (Souiden et al., 2018) and the possibility of a buyer when they intent to purchase a product (Meshreki et al., 2018). According to Schiffman & Kanuk, (2000) purchase intention is a transaction behavior showed by consumers after evaluating a product, and adopting consumer reaction of a product to measure consumers' purchasing possibility. In addition, Mowen and Minor (2002) defined purchase intention as consumer desire to behave in a particular way with the purpose to own, spend, and use goods or services. The indicators used to measure purchase intention in this study are transactional, preferential, and explorative intention adopted from the study from Ling, Chai, & Piew (2010) and Vien, Yun, & Fai (2017).

Role Model and Consumer Behavior

According to behavioral theory, a person's behavior can change because of an influence from the surrounding environment, including people who become his role model, which can be a celebrity or non-celebrity. The role of a model can strongly influence a person's behavior, as it is in accordance with the results of the study from Haroon et al. (2015) who explained that encouraging a purchasing behavior of young generation is influenced by the role of the endorsement model that conveys the advertising message of a product convincingly. Therefore, in marketing their products, business people use the role of celebrity to introduce their products, thus it can be accepted by consumers. Television stars, film actors, famous athletes, to famous individuals who have died, who can influence consumer attitudes and behavior on the advertised product, are referred to as celebrity endorsers (Terence, 2007). According to McCracken (1989), celebrity endorser is a person who enjoys public recognition and uses this recognition on behalf of the goods when appearing in advertisements. In this study, celebrity endorsement is measured with several indicators, namely attractiveness, trustworthiness, and expertise (Koththagoda & Weerasiri, 2015) and (Gupta et al., 2015).

Perceived Quality

Quality is the total characteristics of a product or service that affect its ability to satisfy stated or implied needs (Kotler, 2000). The dimension of quality according to Aaker & Jacobson (1994) is measured from performance, future, conformance with specifications, reliability, durability, service ability, and fit and finish. Consumer assessment of a product can be very diverse, both in terms of price, quality, and image of the product. Consumer assessment of quality or perceived quality can be one indicator of the assessment of the

overall superiority of a product (Srivastava & Sharma, 2013). Perceived quality also provides product value to consumers; therefore, they have reasons to buy the product and can differentiate the brands from other competing brands (Asshidin et al., 2016). Perceived quality is a consumer's evaluation of the overall superiority of the brand (Yen, 2018) based on intrinsic clues (performance and durability) and extrinsic clues (brand name) (Asshidin et al., 2016). Perceived quality reflects consumer beliefs about whether product quality is good, as well as a way in which customers perceive the product's brand equity and overall superiority compared to available alternatives (Beneke et al., 2013; Souiden et al., 2018). Indicators of perceived quality used in this study are price, brand, performance/taste, and service.

Brand Loyalty

Consumer purchasing decisions can be in the form of decisions to continue to consume a product or change to another product. The consumer's decision to stick to a product for a certain period of time will shape consumer consistency in decision making. This consistency is known as loyalty. In terms of brands, the consistency to use a particular brand is called brand loyalty. Brand loyalty can be used as a measure of the extent to which the customer's relationship with the brand. Customer loyalty to a brand is formed because of the main role of customer experience when consuming services from the company (So et al., 2014). Consumers who are loyal to the brand are considered as indicators of the success of a company's marketing strategy. Furthermore, Schiffman & Kanuk (2000), defined brand loyalty as a consistent consumer preference to make purchases of the same brand on certain products or certain service categories.

Hypothesis and Conceptual Model

There are five hypotheses developed in this study, namely:

- H1: There is an influence of perceived quality on purchase intention*
- H2: There is an influence of perceived quality on brand loyalty*
- H3: There is an influence of celebrity endorsement on purchase intention*
- H4: There is an influence of celebrity endorsement on brand loyalty*
- H5: There is an influence of brand loyalty on purchase intention*

Based on the theory and explanation above, the conceptual model of this study is presented as follows:

Figure 1: Conceptual Model

Research and Methodology

Data and Sampling

This study is quantitative research using causal approach. The data used in this study is primary data in the form of questionnaire answer results. The independent variables in this study are perceived quality and celebrity endorsement. The mediating variable is brand loyalty, while the dependent variable is purchase intention. The data collection technique is using questionnaire distributed online using Google Forms, which is then broadcasted through WhatsApp, Twitter, and Instagram.

The sampling technique in this study is using non-probability sampling with judgmental sampling technique according to the characteristics. Validity and reliability test is then performed to the research instruments that will be used. The measurement scale for questionnaire item uses Likert scale. The data that has been collected is then analyzed with path analysis.

The population of this study is the consumers of coffee who have seen advertisements for package coffee drinks and have the intention to buy coffee, with the age ranging from 17 to 40 years old. From the research results, the consumers' characteristics are known as follows:

Based on gender, there are 125 male respondents and 75 female respondents, with 105 of them are students, while 95 of them are workers. 140 respondents often see the coffee advertisements through YouTube, while 25 respondents often see it on television, and 35 respondents see it from other social media. 75 respondents routinely drink coffee every day, and 122 respondents do not have that routine. The coffee brand that they know are Kapal Api, Good Day, White Coffee, Cappuccino, and Nescafe. 48 respondents choose to drink coffee at home, 107 respondents choose to drink coffee outside the house, and 45 respondents choose to drink coffee at both places.

Analysis and Findings

Before the research is carried out, validity and reliability test must be performed to the research instrument by conducting pilot test to 30 respondents.

Validity Test

The results of validity test indicate that 8 questionnaire items of celebrity endorsement variable, 10 questionnaire items of perceived quality variable, 3 questionnaire items of brand loyalty variable, and 7 questionnaire items of purchase intention variable are valid because the R-square is $\geq 0,361$ with positive sign. Therefore, the questionnaire items can be used to measure the influence of celebrity endorsement and perceived quality on purchase intention through brand loyalty.

Reliability Test

The results of reliability test indicate that the value of Cronbach's alpha of 0.986 for celebrity endorsement variable, 0.792 for perceived quality variable, 0.912 for brand loyalty variable, and 0.874 for purchase intention variable. These variables have met the requirement for reliability with Cronbach's alpha value that is greater than 0.70. Therefore, the research instrument is reliable and can be used as measurement tool.

Hypothesis Testing

Table 1: Results of Hypothesis Test

Hypothesis	Variable	Estimate	S.E.	C.R.	P
H1 (Accepted)	Perceived Quality → Purchase Intention	,272	,064	4,226	***
H2 (Accepted)	Perceived Quality → Brand Loyalty	,180	,062	2,906	,004
H3 (Accepted)	Celebrity Endorsement → Purchase Intention	,090	,080	1,127	,260
H4 (Accepted)	Celebrity Endorsement → Brand Loyalty	,586	,067	8,758	***
H5 (Accepted)	Brand Loyalty → Purchase Intention	,720	,072	9,981	***

Source: Primary Data Processed, 2021

Based on the table 1, it is known that hypothesis 1 shows the relationship between perceived quality and purchase intention with the C.R. value of $4.226 > 2.00$ and probability value of *** which means that it is smaller than 0.001 ($p \leq 0.05$), thus hypothesis 1 can be accepted. Similar results is also shown in the results of hypothesis 2 test, as the relationship between perceived quality and brand loyalty has the C.R. value of 2.906 with the probability value of 0.004, or smaller than 0.05, thus hypothesis 2 can be accepted.

However, different result is seen in the hypothesis 3. The relationship between celebrity endorsement and purchase intention shows the C.R. value of $1.127 < 2.00$ with the probability value of 0.260 ($p \geq 0.05$), therefore hypothesis 3 cannot be accepted.

Hypothesis 4 and 5 has the C.R. value of 8.758 and 9.981, which is greater than 2.00, while the probability value of each hypothesis is *** and ***, and it means that these values are smaller than 0.001 ($p \leq 0.05$). From these results, it can be concluded that hypothesis 4, namely the relationship of celebrity endorsement and brand loyalty, as well as hypothesis 5, namely the relationship between brand loyalty on purchase intention, can be accepted.

Research Model

$$Z = b_2X_1 + b_4X_2 + e_1 = 0,18X_1 + 0,59X_2 + 9,01$$

$$Y = b_1X_1 + b_3X_2 + b_5Z + e_2 = 0,27X_1 + 0,09X_2 + 0,72Z + 9,34$$

Figure 2: Conceptual Model

The Influence of Perceived Quality on Purchase Intention

Quality is one of the main aspects that consumers consider in making purchasing decision. Yan et al. (2019) and Souiden et al. (2018) stated in their study that perceived quality positively influences consumer purchase intention. Similarly, Khan et al. (2019) found that perceived quality has a significant influence on consumer purchase intention.

The results of this study indicate that perceived quality has an influence on purchase intention. Currently, consumers have the intention to purchase coffee because they are influenced by the perceived quality of the coffee product they chosen. A positive perceived quality will encourage consumers to conduct purchase and create brand loyalty.

If consumers have positive perceived quality towards a coffee brand, it will speed up their purchase intention without having to consider too much. Perceived quality is based on consumer subjective evaluation toward the coffee product and is a reflection of the consumer's mind in looking at the coffee brand he chooses. The behavior of consuming coffee is indeed not the same as other drinks, as when people are used to drink a certain brand, it is difficult for them to switch to another brand. In addition, the behavior of the people shows that they tend to spend more time by carrying out their activities along with drinking coffee outside the house, such as going to café or coffee shop. Therefore, the factor of circumstances and habit in drinking coffee will be accumulated in assessing perceived quality.

The Influence of Perceived Quality on Brand Loyalty

Consumer who has a positive perception of a brand can create a strong sustainable relationship with a brand, hence the possibility for consumers to switch to other brands is low (Yoo & Donthu, 2001), therefore consumer brand loyalty will also be formed. Hong et al. (2012) stated that perceived quality is positively related to brand loyalty. Similarly, it is also found by Brangsinga (2019) that perceived quality has a significant influence on brand loyalty.

The results of this study prove that perceived quality influences brand loyalty. Consumer perception toward a coffee brand that is based on experience will usually be difficult to change. Consumers will choose the coffee brand that is usually consumed on their next purchase, because they have felt the quality of the coffee product brand is good in terms of taste, aroma, and certain place to drink the coffee.

The Influence of Celebrity Endorsement on Purchase Intention

Khan et al. (2019) has stated in their study that celebrity endorser is positively and significantly influences purchase intention. Similar results are also found in number of studies such as Osei-Frimpong et al. (2019), Apejoye, (2013) and Koththagoda & Weerasiri (2015). On the other hand, Jamil & Hassan (2014) stated that endorsement through celebrity has a less significant influence on consumer purchase intention. In addition, Vidyanata & Hadiwidjojo (2018), Daud & Fitrianto (2015), and Stephanie et al. (2013) found that celebrity endorsement does not have any influence on purchase intention.

The results of this study indicate that celebrity endorser has no influence on purchase intention. The current phenomena show that in deciding to purchase coffee, consumers do not tend to pay attention to advertising, especially when they enjoy coffee outside their home. Most of the respondents in this study is young people who consider more about the taste that can be adjusted to their needs, as well as the circumstances during drinking coffee. They only consider advertising as a medium of information for the introduction of new or emerging coffee brands. However, for coffee brands with high brand awareness for the consumers, such as Nescafe, Good Day, Kapal Api, and White Coffee, celebrity endorser does not encourage their intention to buy coffee with these brands.

The Influence of Celebrity Endorsement on Brand Loyalty

The popularity and existence of celebrity in their role as celebrity endorsement of a product can influence the level of consumer confidence toward a product, thus increasing brand loyalty. Celebrity endorsement has a significant influence on brand loyalty (Dewi & Purnami, 2019; Lazarecic (2011). The results of this study indicate that Celebrity Endorsement has an influence on Brand Loyalty. It can be seen from the consumers that mostly are young people, who clearly understand about the artists who become a celebrity in the coffee product advertisement. This will make the consumers to be more loyal to the coffee brands sold in their coffee shops they come to, and it tend to make them reluctant to move to another place. Therefore, this study also supports the study from Vien et al. (2017) and Shareef et al. (2008). However, it does not support the results from Agung et al. (2017) who revealed that the credibility of celebrity endorser does not have any influence on loyalty.

The Influence of Brand Loyalty on Purchase Intention

The ongoing relationship between a brand and consumers can stimulate the emergence of purchase intentions. Furthermore, consumers can help maintain a competitive advantage in the market because consumers are not only purchasing existing brands, but will have higher purchase intentions for new or extended brands (Malik et al., 2013). Khan et al. (2019), Mittal et al. (1998), and Macdonald & Sharp (2000) stated that brand loyalty is able to stimulate purchase intention. Brand equity, one of which consists of brand loyalty (Aaker, 1996), can influence consumers' purchase intentions (Hoeffler & Keller, 2003).

The results of this study show that brand loyalty has an influence on purchase intention. Consumer loyalty to a particular coffee brand is based on the level of satisfaction from the function of the coffee brand, so that they are no longer sensitive to other factors such as price or design. Consumer brand loyalty will reflect a strong intention to purchase the brand continuously compared to other coffee brands.

Overall, an interesting finding from this study is that celebrity endorsement dose not directly influence purchase intention. However, when celebrity endorsement is able to create brand loyalty, a person's purchase intention will increase. This actually shows that brand loyalty acts as a full mediator in the relationship between celebrity endorsement and purchase intention. This is in accordance with the role model theory, as a person's behavior can change following the behavior of the role model. The results of this study indicate that role model or celebrity endorsement is not the main reason why a consumer decide to purchase a thing, but celebrity endorsement make consumers follow the celebrity endorsement's decision to purchase coffee drinks in the context of this study. This process requires a long enough absorption of information to be able to change a person's behavior to follow what is conveyed by celebrity endorsement. The implication of this study suggests corporate marketers to really choose celebrity endorsement with strong and trustworthy characters to maintain their characteristics in the long term. Choosing a celebrity based on a film he starred, or awards he received is not a decision that can last long. Strong celebrity endorsement characteristics will be able to change consumer decisions in the long term.

Conclusion

From the results of this study, it can be concluded that: (1) perceived quality influences the intention to purchase packaged coffee, and perceived quality also influences brand loyalty in packaged coffee; (2) celebrity endorsement does not influence the intention to buy coffee in packaging but celebrity endorsement influences the brand loyalty; and (3) brand loyalty influences the intention to purchase packaged coffee. Therefore, brand loyalty is able to mediate the influence of perceived quality and celebrity endorsement on the intention to purchase packaged coffee.

The limitation of this study is that it assumes that the coffee consumed today is a coffee brand that is commonly consumed, and it does not reveal how many endorsements of coffee brands have been seen, therefore it should be able to be used as a comparison of its advantages.

The managerial implication of this study is that it suggests marketers/companies to carry out several action. First, they should choose celebrity for endorsement with a strong and trustworthy character to maintain the characteristics in the long term. Choosing a celebrity based on a film he starred, or awards he received is not a decision that can last long. Strong celebrity endorsement characteristics will be able to change consumer decisions in the long term. Second, they should optimize the branding strategy management through promotional activities. This is because if the consumer is loyal to a brand, then it becomes an intangible asset for the company.

Future researchers are expected to add product innovation variable, because currently, coffee drinkers are not only focusing to the taste of the coffee itself, but also to the development of contemporary flavor variants, which becomes one of the options for young people these days.

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