

## The Effect of Celebrity Endorsements on Purchase Intention through Brand Image and Brand Awareness (Study on Scarlett Whitening Skincare consumers)

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### Abstract.

Entrepreneurs use endorsements through social media. This study aims to determine the effect of celebrity endorsement on purchase intention through brand image and brand awareness. This study was quantitative research using SPSS 25. The population in this research was potential consumers who knew about the Scarlett brand. Moreover, the sample in this research was 300 respondents. In addition, to test the instrument's feasibility, validity, and reliability tests, classical assumption tests, and hypothesis testing – the analysis technique path analysis. The results of this research show that (1) celebrity endorsement has a positive and significant direct effect on brand image and brand awareness, (2) celebrity endorsement does not have a positive and significant direct effect on purchase intention, and (3) brand image and brand awareness have a positive and significant direct effect on purchase intention, (4) celebrity endorsement has a positive and significant indirect effect on purchase intention through brand image and brand awareness. Based on the study results, similar business actors suggest that companies should be more selective in using celebrities who promote their products; besides, they should pay attention to exciting content.

**Keywords:** Celebrity Endorsement, Purchase Intention, Brand Image, Brand Awareness

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## 1. Introduction

In terms of the economy, technological developments have an essential role; besides and help human economic activities; besides, the practice of E-marketing in this era is mainly conducted by business people in Indonesia. E-marketing is marketing which is achieved through online sites on the internet so that it can be done quickly, interact directly, and reach a broader range of consumers who are better known as social media marketing; such as Instagram, Facebook, Twitter, Youtube, and so on (Sabila,2019). Instagram is also used for several celebrity endorsements where the celebrity endorsement is a character displayed to convey an advertising message and invite consumers to purchase a product or service (Indonesian Advertising Council, 2020). The research conducted by Afifah et al. (2022) shows that E-WOM and celebrity endorsers have a positive and significant effect on the brand image of Wardah and Maybelline since a good celebrity can support customer-oriented advertising. In addition, celebrity credibility is a brand image that is useful for enhancing the brand's characteristics.

In consuming a product or service, consumers should be careful in making purchases by paying attention to a brand image which is a thought that is in the hearts of consumers when remembering a brand of a particular product or service (Firmansyah,2019). The research which had conducted by Then & Johan (2020) shows that product quality, brand image, and brand trust have a significant effect on purchase intention on SK-II skincare products in Jakarta since if the product quality, brand image, and brand trust are getting better so that the intention to buy SK-II skincare products will increase in the Jakarta area. Meanwhile, in promotion, endorsements should be conducted attractively to create purchase intentions. Furthermore, purchase intention is the possibility that a consumer wants to buy a particular product or service. Research conducted by Yan (2018) shows that celebrity endorsement of a cosmetic product can have a significant effect on consumers' purchase intentions, so celebrity endorsements play an essential role in reputation, physical attractiveness, and popularity in recommending cosmetic products to increase consumer buying intentions in Malaysia. In addition, brand awareness is an awareness of a brand that is in the mind of consumers to remember and recognize a brand. Moreover, the research which had conducted by Lee et al. (2019) shows that brand awareness, brand association, perceived quality, and brand loyalty affect the purchase intention of consumers of skincare products; besides, perceived quality is the most significant factor in influencing consumers' purchase intentions in purchasing skin care products.

Many skincare businesses use promotional media to attract consumers' buying interest, one of which is Scarlett Whitening. Scarlett Whitening has used endorsement services from several artists and celebrities, such as Rachel Vennya, Ria Ricis, Agnezmo, Song Joong Ki, and others who already have a "blue tick" or verified account on their Instagram account. Furthermore, Scarlett creates several types which are differentiated based on the needs of each consumer; such as body care, face care, and hair care, where all product categories from Scarlett have been registered at BPOM, have the MUI halal label, and do not tested on animals, without mercury, without Hydroquinone, and safe for pregnant women & breastfeeding mothers. (Source: [www.scarlett-whitening.com](http://www.scarlett-whitening.com)).

Therefore, based on the description which the author has presented, the author himself will discuss the media celebrity endorsement promotion on purchase intention through brand image and brand awareness of Scarlett products, where celebrity endorsement is one of the causes that can influence buyers when creating purchase intentions on Scarlett products since there are influencers mentioned above who have attractiveness in terms of popularity, attitude, achievement, and so on. Moreover, a celebrity endorser will also affect the brand image if the celebrity endorser or influencer used can explain the product's advantages correctly, provide information about the company image or product image clearly, and give a good impression to consumers. In addition, if an endorser can explain the product well and attractively, brand awareness or brand awareness will arise in consumers, such as remembering or knowing about a brand being promoted.

## 2. Research Method

This study used quantitative research with descriptive and explanatory research methods. The population in this study was prospective consumers, from teenagers to adults who intend to buy Scarlett Whitening. Moreover, the sampling technique in this study used a probability sampling technique and a simple random sampling type since the sampling was conducted randomly and the sample had the same opportunity using the Daniel & Terrell formula so that 300 respondents were obtained. Technical data analysis using path analysis and Sobel test. The following is a model of the equation of substructures I and II in this study:

$$X = \beta Z_1 X + \beta Z_2 X + \varepsilon_1 + \varepsilon_2$$

$$Y = \beta YX + \beta YZ_1 + \beta YZ_2 + \varepsilon_3$$

Description:

- *Celebrity Endorsement* (X) = independent variable
- *Brand Image* (Z<sub>1</sub>) = mediating variable
- *Brand Awareness* (Z<sub>2</sub>) = mediating variable
- *Purchase Intention* (Y) = dependent variable
- $\beta$  = coefisient Beta
- $\varepsilon$  = error

## 3. Results and Discussion

### 3.1. Results

The profile of potential consumers in this study was primarily female. The age of the respondents was dominant at the age of 22-26 years. Meanwhile, the respondent's occupation was dominated by private employees. The prevailing respondent's expenditure was the one that had an expenditure of <1,000,000. Two hundred eighty respondents knew about the Scarlett brand and influencers who promote Scarlett. However, the researcher only used 270 respondents in this study since there were several obstacles when doing the classical assumption test, one of which was that the respondents were not appropriate or inconsistent. Hence, the researchers conducted data outliers of as many as ten people and resulted in the final respondent of as many as 270 people.

Variable	T-value	t-table	Sig.	Desc
X -> Z1	15,647	1,97	0,000	H1 accepted
X -> Z2	13,603	1,97	0,000	H2 accepted
X -> Y	1,899	1,97	0,059	H3 rejected
Z1 -> Y	3,215	1,97	0,001	H4 accepted

Z2 -> Y	7,001	1,97	0,000	H5 accepted
X -> Z1 -> Y	3,133	1,97		H6 accepted
X -> Z2 -> Y	9,755	1,97		H7 accepted

In the test of the direct influence of celebrity endorsement on brand image and brand awareness, the variable X is obtained for the variables Z1 and Z2 with a t-value of 15,647 > t-table = 1.97 and a value of t-value 13,603 > t-table = 1.97 so that the obtained t-value > t-table and sig value 0.000 < 0.05 which means that the celebrity endorsement variable has a direct and significant positive effect on brand image and brand awareness so that H1 and H2 are accepted. Meanwhile, in the test of the direct influence of celebrity endorsement on purchase intention, the variable X is obtained against the Y variable with a t-value of 1,899 < t-table = 1.97 so that t-value < t-table and a sig value. 0.059 > 0.05 means that the celebrity endorsement variable has no direct and significant positive effect on purchase intention, so H3 is rejected. On the other hand, in the test of the direct influence of brand image and brand awareness on purchase intention, the variables Z1 and Z2 are obtained against the Y variable with a t-value of 3,215 > t-table = 1.97 and a value of t-value 7.001 > t-table = 1.97 which means that t-value > t-table and the value sig. 0.001 < 0.05. Thus, it can be concluded that the brand image and brand awareness variables have a direct and significant positive effect on purchase intention so that H4 and H5 are accepted. Meanwhile, based on the calculation of the H6 Sobel test, t is obtained at 3.133, so the t value obtained is t-value > t-table, which is 3.133 > 1.967, which means that brand image can mediate the relationship between celebrity endorsement and purchase intention. The t obtained is t-value > t-table, which is 9.755 > 1.967, meaning brand awareness can mediate the relationship between celebrity endorsement and purchase intention.

### 3.2. Discussion

In the first hypothesis, celebrity endorsement has a positive and significant effect on brand image. Thus, this study supports previous research conducted by Adiba et al. (2020), which stated that celebrities positively affect brand image. The research is also in line with the research which had conducted by Khan et al. (2016), which said that endorsements have an extensive and significant role in increasing brand awareness and brand image so that it shows that the credibility, attractiveness, trustworthiness, and expertise of a celebrity can introduce a brand image since the influencer conveys messages according to the reality, being honest in promoting Scarlett, give a good review without dropping other products, have expertise and confidence in promoting Scarlett, upgrade with exciting content, create captions or speech when promoting Scarlett, and have a good attitude. In the second hypothesis, celebrity endorsement has a positive and significant effect on brand awareness. Thus, this study supports previous research conducted by Ateke et al. (2016), which said a positive and meaningful relationship between celebrity endorsement and brand awareness. The research is also in line with a study conducted by Fadeyi et al. (2019) which stated that celebrities help consumers' perception of brand awareness. Thus, it shows that the credibility, expertise, and attractiveness of an influencer can affect brand awareness of Scarlett's products since influencers can convey messages according to their products, provide good reviews, and have expertise and confidence when promoting Scarlett products on.

The third hypothesis proves no positive and significant effect of celebrity endorsement on purchase intention. Thus, this study does not support previous research conducted by Zhang

(2020), which stated a solid and positive correlation between celebrity endorsement and purchase intention in the purchase intention of cosmetics in China. However, this study is in line with research conducted by Zhongqi (2020), which stated that celebrity endorsement does not significantly positively affect purchase intention in men. In addition, there is also a similar study which had conducted by Witjaksari et al. (2022), which stated that Celebrity Endorser partially has no significant effect on buying interest in MS Glow treatment products and the research which had conducted by Munasinghe et al. (2020) stated that the likeability of a celebrity does not affect purchase intention so that it indicates that expertise, credibility, attractiveness and so on are not able to influence purchase intention since influencers are still not appropriate when promoting Scarlett products when viewed based on the age or gender of the respondents. Furthermore, the fourth hypothesis proves a positive and significant effect of brand image on purchase intention. Therefore, this study supports previous research conducted by Febriati & Respati (2020), which proves that brand image has a positive and significant effect on the purchase intention of Emina cosmetic products. The study is also in line with the research conducted by Shamsudin et al. (2020), which proves that brand image significantly affects purchase intention in Malaysia. Therefore, it shows that the superiority of brand associations, the strength of associations, and uniqueness can affect purchase intention because the Scarlett product has several advantages. The product has been registered with BPOM and has a halal label. MUI has many types of variants and unique aromas, selling products ranging from hair care, body care, and skincare; Scarlett products can be obtained quickly.

The fifth hypothesis proves a positive and significant effect of brand awareness on purchase intention. Thus, this research supports the previous study conducted by Shamsudin et al. (2020), which proved that Brand Awareness has a positive effect on Purchase Intention in 3 major cities in Malaysia. Moreover, the research is in line with research which had conducted by Lee et al. (2019), which stated that there is a positive relationship between brand awareness, brand associations, perceived quality and brand loyalty, and consumer purchase intentions for skincare products so that it indicates that brand recognition, brand recall, and top of the mind brand (peak) can influence purchase intention since Scarlett's presence appears on social media and marketplaces a lot. Moreover, Scarlett is easily recognized by looking at symbols, logos, packaging, or others, and Scarlett can be trusted. In addition, the Scarlett brand is the best choice for others.

Furthermore, the sixth hypothesis shows a positive and significant indirect effect on the celebrity endorsement variable on purchase intention through brand image. It means that brand image can be a variable that mediates between celebrity endorsement and purchase intention. Thus, this study supports previous research conducted by Masato & Sopiah (2021), which stated that brand image could mediate the influence of celebrity endorsers on the purchase intention of Head & Shoulders shampoo products. Celebrity endorsements in promoting Scarlett can convey messages following reality with exciting content and context by using clear captions or speech so that purchase intentions can occur on Scarlett products. However, without a brand image, the purchase intention is not fully realized since it is one of the main factors in making the purchase intention of a product. In addition, the presence of a brand image will create an impression in the minds of potential consumers.



Moreover, the seventh hypothesis shows a positive and significant indirect effect on the celebrity endorsement variable on purchase intention through brand awareness. It means that brand awareness can be a variable that mediates between celebrity endorsement and purchase intention. Thus, this study supports previous research conducted by Ningrat & Yasa (2019), which stated that brand awareness could mediate the relationship between celebrity endorsement and purchase intention. An influencer promotes Scarlett products by appearing confident, and the influencer promotes Scarlett products according to the needs of the respondent's skin so that purchase intentions can occur. However, brand awareness can also increase the occurrence of purchase intentions for Scarlett products since Scarlett's presence is easy to find through social media and marketplaces, easy to recognize just by looking at the symbol, logo, or packaging; besides, Scarlett is always in the mind of potential consumers, and they will choose this brand over other brands when they see influencers promoting Scarlett products so that it will trigger purchase intentions.

#### 4. Conclusion

This study can add to the literature related to celebrity endorsement, purchase intention, brand image, and brand awareness since these findings can help companies to be more selective in using celebrity endorsement services which have abilities; such as informing, attractiveness, trust, and influencer expertise in promoting Scarlett so that can attract consumer buying intention by paying attention to the brand image or giving the impression and brand awareness; such as the presence of a symbol, logo, or packaging on the brand. The results of this research are expected to provide an overview of the company so that it becomes a reference for market expansion and toward the right target consumers.

This study has research limitations: (1) it only uses one independent variable and the dependent variable, and (2) it only uses technical data analysis through path analysis so that further research is expected to use more detailed data analysis.

The implications of this study are expected to provide information to companies to be more selective in using the services of artists or celebrities in promoting their products. Meanwhile, on social media, the company pays more attention to exciting content and develops its products, such as creating travel-size packaging to reach all classes of society.

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