The Effect of Brand Image and Celebrity Influencers towards Consumer Purchase Intention of ERIGO Store

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ABSTRACT

Objective – Exacerbated by mass media and modern digital marketing, the role of celebrity influence is considered paramount in driving forward purchase intention and in building a strong brand image. However, studies for this topic provide mixed results, with very few being conducted within the geographical context of Indonesia. This paper surveys whether these factors (celebrity influence; brand image) significantly affect Indonesian respondents' purchase decision for the local brand, ERIGO.
Methodology – An online survey questionnaire was developed using multiple perceptional scales with prevalidated survey items, as taken from previous research.
Findings – The results show that neither brand image nor celebrity influence have a positive significant impact on purchase decision for respondents in Indonesia.
Novelty – The suggested consumer purchase intention study will contribute to the growing body of knowledge aimed at understanding behavior of consumer purchase intention in Indonesia.
Keywords: brand image, celebrity influencer, purchase intention

I. INTRODUCTION

The introduction of mass media has resulted in important changes in brand image marketing. Prior to the 1990s, businesses devoted most of their marketing resources to traditional media, such as print publications, TV, radio, and billboards. However, the evolution of the Wild Wild Web and social media has introduced a new era for brands to promote their products and services: the era of digital marketing. Digital marketing has now become a dynamic and fast-growing industry and one of the most important tools in modern marketing (Gillpatrick, 2019). Now, faster and cheaper than ever, businesses can access their customers at the touch of a hand, whether it's through email marketing, SEO influencers, content marketing, or most notably, the widespread interest in celebrity influence on consumers' perceptions of brand image.

Celebrity influence has played an important role in driving consumer purchase intention since the inception of retail. From the creation of "poster girls" in the 1940s to the creation of "instacelebs" in 2020, celebrity influence has long been used to drive sales through an existing and adoring fan base. It is not

uncommon for businesses to spend thousands of dollars inviting global stars as brand ambassadors or brand faces, and indeed, the results show this method is very effective in building a strong brand image (referring to the customer's perception of the business). Newspapers across Southeast Asia lashed out at how the collaboration of Shopee and Korean superstar Blackpink pushed the company's gross product price up 173%, while Tokopedia's collaboration with boyband BTS allowed them to increase Shopee's website visits and sales in 2021 (Agustiyanti, 2021). As a result, it is not surprising that many young local businesses, including ERIGO, are following suit.

ERIGO is a fashion brand originating from Indonesia that has succeeded in representing the country at New York Fashion Week in both 2021 and 2022, pushing its fame to new heights both amongst the local and global audience. It is worth noting that perhaps a large part of its success has been due to their ingenious usage of celebrity influencers to promote their fashion brand since their first launch, starting with Arief Muhammad with the concept of "traveling" before venturing to others. For fashion brands such as ERIGO, celebrity influencers play a key part in driving purchase intention in a digitally-driven world. Brands ask celebrities to use their products and upload them to social media, and their adoring and dedicated fanbase often leads to a significant impact on the products they promote. Oftentimes, a celebrity's usage of a product does not only drive-up brand image, but also leads to the inception of product crazes or trends, both of which have been studied and shown to have a positive relationship with customer purchase intention.

As aforementioned, a strong brand image often leads to stronger purchase intentions, mainly due to factors such as existing brand trust and dedicated brand loyalty (Benhardy et al., 2020). Other studies from Badar's (2021) found that product quality, history, and reliability significantly influence consumer buying interest. According to Miati (2020), a good brand image can increase consumer confidence in buying from said brand, as customers perceive the products to have strong advantages and superior quality, regardless of whether it is factual or not. Often, strong brand image and loyalty will also lead to customers disregard for the process of comparison before buying a product. However, according to other studies, brand image has no effect on purchase intention as customers must first have the desire to buy said product, regardless of the brand it originates from (Junita, 2015; Wijaya & Annisa, 2020). It turns out that not all goods with a good brand image entice people to buy because of a variety of other factors. This paper will examine consumer buying intentions towards ERIGO to investigate the relationship between celebrity influencers driving "product crazes" and purchase intention, as well as the relationship between brand image and how it creates or affects customer buying interest.

II. LITERATURE REVIEW

According to Kotler and Keller (2016), consumer buying interest is a behavioral act by consumers in which they have a desire to choose, use, or even want something offered. Accordingly, the following indicators can be used to identify buying interest: (a) Transactional interest, or a person's proclivity to purchase a product, (b) Referential interest, defined as a person's proclivity to refer products to others, (c) Preferential interest, which describes the behavior of someone who has a strong preference for a product. This preference can only be changed if the preference product changes, and (d) Exploratory interest, this interest describes the behavior of someone who is constantly looking for information about the product he is interested in, as well as information to support the product's positive properties.

Consumer perception and belief are reflected in the associations held in consumers' memories as brand image (Kotler & Keller, 2016). Brand image is the perception of a brand that is reflected in the brand itself in memory when a consumer sees the brand (Indarto et al., 2018). A brand image is more than just a logo that represents the company, product, or service (Thimothy, 2016). Brand image is constructed from a variety of sources, including brand experience and product category, product attributes, price information,

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positioning on promotional communications, user imagination, and usage conditions. Brand attributes, brand benefits, and brand attitudes all contribute to brand image. According to Miati (2020), a good brand image and good products can increase consumer confidence because they have product advantages, uniqueness, and good product brand quality, regardless of the product's high selling price, so as to increase consumer buying intentions for a product. A brand image is a conceptual picture or impression created by a brand. Brand image placement in the minds of consumers must be done on a constant basis so that the brand image established remains strong and is viewed positively. When a brand has a strong and favorable image in the minds of customers, the brand is constantly remembered, and the likelihood of consumers purchasing the brand in question is extremely high (Bilgin, 2018). Li et al. (2011) claimed that a brand image is comprised of three components: (a) corporate image is a set of associations that consumers have with companies that produce goods and services, (b) user image, a collection of associations formed by consumers about users who use goods or services, such as the user himself, lifestyle or personality, and social status, and (c) product image, a set of associations perceived by consumers for a product, including the product's attributes, consumer benefits, use, and guarantees. Forbes lists the benefits of brand image (2016): (1) brand image generates recognition, which entails making the brand known to consumers and interacting with them, (2) brand image demonstrates how to position a brand so that customers know where to look for information, and (3) credibility and equity are built through brand image. The more frequently a brand can fulfill brand trust with a strong brand image, the easier it is for consumers to remember the brand and what it stands for. Therefore, from the description above, this study's first hypothesis is:

H1: There is a positive relationship between ERIGO's strong brand image and purchase decision.

Celebrity endorsements is considered an "ubiquitous" feature of marketing (Sufian, 2021). It has the potential to enhance audience attentiveness, make the ad more memorable, credible, and desirable and add glamour to the endorsed product (Nabil et al., 2022). Often, these advantages not only increase product reputation, but also influences purchase intention in previously uninterested consumers; that is to say, untapped markets have become new, potential customers because of the celebrity influencers. It is worth noting that 'purchase intention' is defined as the individual's conscious plan to try to purchase a brand (Spears & Singh, 2004), meaning that customers who previously did not have any regard for a particular brand are now inclined to purchase from it.

Many studies have proven that celebrity endorsements are likely to have a positive effect on consumer buying behaviour (Goldsmith et al., 2000). This is mainly due to the intense attachment and idolization society holds towards celebrities which attracts the public and motivates them to follow the celebrity (McCutcheon et al., 2002). One example of the enormous potential of celebrity influencers is the phenomenon of "fanbase bars" in China, where fans of a prticlar celebrity will raise up to millions of dollars to buy thousands of an endorsed product in order to support the celebrity's ventures. Indeed, stronger purchase intentions have been associated with celebrity endorsement practices (Erdogan, 2001). Additionally, even outside of their own fanbase, celebrity influence has the potential of helping advertisements stand out from the surrounding clutter – for example, previous studies have shown that products endorsed by celebrity standout and get more noticed by consumers while shopping due to their improved level of product recall (Bowman, 2002).

Interestingly, although most of the previous research supports a positive relationship between celebrity influence and increasing purchase intention, most studies conducted in Indonesia shows no correlation. According to Junita (2015) brand image can only influence the end result of the purchasing process but has no power over influencing purchasing intention as consumers must first have the desire to buy the product. This is supported by research from Wijaya and Annisa (2020) that states that creating a buying interest must first be done to influence purchase intention, which celebrity influence cannot do. It is interesting to examine whether the results of the study for ERIGO, being a local brand with a global audience and having

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used celebrity influencers since the beginning of its business, will follow the international trend of having a positive relationship between the two variables or the local research results of having no correlation. Based on the research, this study's second hypothesis is:

H2: There is a positive relationship between celebrity influence creating 'product trends' and purchase

Table 1. Measurement Scale

	Code	Dimension	Item
Brand Image	BI1	Image design	In my opinion, Erigo's brand identity is easily recognizable.
	BI2	Image publicity	When I use products from Erigo, I feel like I have a good personal image.
	BI3	Brand Aesthetics	In my opinion, the style of the Erigo brand has variations or models of clothes that are unique and popular in the community.
	BI4	Brand Charm	In my opinion, Erigo has a good brand image.
	BI5	Brand Function	Erigo products have reliable quality.
	BI6		The Erigo brand makes it easy for me to differentiate myself from other brands.
Celebrity Influencers	CI1	Communication Skills	In my opinion, Influencers know and understand a product or brand well.
	CI2	Influencer	In my opinion, Celebrity Influencers from Erigo have many followers or subscribers.
	CI3		In my opinion, Celebrity Influencers from Erigo have a great influence on the public.
	CI4	Authenticity	In my opinion, Celebrity Influencers should communicate objective information about a product or brand.
	CI5	Expertise	Influencers are experts in their field and have their own character or personality.
Purchase Intention	PI1		Making purchasing decisions for clothing products is important to me.
	PI2		I involve my feelings in making a purchasing decision for a clothing product
	PI3		Making a decision to buy a clothing product requires a lot of thought.
	PI4		I attach great importance to the purchase of clothing products.
	PI5		I enjoy being involved in the purchase of clothing products.

III. METHODOLOGY

Measurements

This study's survey reflects the effect of variable constructs brand image and celebrity influencers to customer's purchase intention. Figure 1 depicts the research's conceptual framework. All constructs are

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measured using multiple-item perceptual scales with pre-validated measurement items as per taken from previous, similar researches. 'Brand Image' is assessed through five dimensions; image design, image publicity, brand aesthetics, brand charm, and brand function (Chan, 2022). This survey adapts the aforementioned dimensions through statements about brand identity image design, customer image promotion, brand style, brand reputation, and recognition and quality assurance function (e.g. "In my opinion, Erigo's brand identity can be easily recognized"). Assessment of celebrity influencers was adapted from four dimensions of celebrity influencer credibility; communication skills, perception towards the existence of influencers, influencer authenticity, and influencer expertise (Ryu & Han, 2021) (e.g., "In my opinion, Influencers know and understand a product or brand well"). To assess purchase intention, this survey employed 5 five items of purchase decision dimensions from a survey conducted by O'Cass (2000) (e.g., "Making purchasing decisions for clothing products is important to me"). All of the items were measured on 5-point scales ranging from "Strongly Disagree" to "Strongly Agree" as five-point scales are more readily comprehensible to respondents and increases response quality whilst decreasing respondents' "frustration level" (Marton-Williams, 1986; Babakus & Mangold, 1992).

Sample & Population

To decide the appropriate sample size, this survey uses Green's (1991) procedures. Following the N $>\_ 50 + 8m$, where m refers to the number of predictors within the model. From here, this survey aimed to assess a minimum number of 66 respondents through an online survey (Google Forms). As this survey assessed customer's purchase intention in retrospect of variables such as brand image and celebrity influencers, an online survey is considered an appropriate medium as it reaches a broad population of participants within the target group to achieve rapid and cost-effective responses (Cho et al., 2014; Kim et al., 2011)

As aforementioned, the target respondents for this survey are participants with prior knowledge of the ERIGO brand to see how factors such as brand image and celebrity influencers affect or influence their purchase intentions and/or decisisons. As this study focuses on this meter metres as framework, a stratified random sampling method was employed.

Survey Procedure

Data collection using the online survey was conducted over a oneweek period (October - November, 2022). Invitations to participate in the study, which also includes information regarding the study's purpose, were sent or distributed via social media and messaging applications to ensure that respondents were randomly chosen. A total of 70 respondents participated within the survey. In the beginning on the study, a screening question purposely designed for this survey asked all participants of the existence of prior knowledge or recognition of the ERIGO brand (e.g., "Do you know a local Indonesian product called Erigo Store?"). From a total of 77 respondents, 67 responded 'yes' to this question and were eligible to continue the survey, resulting in a usable response rate of 87%. After the initial screening, the survey was divided into two sections; general information, which asked participants to fill in information regarding their gender, age range, occupation, income and spending; as well as 16 in-depth survey questions asking about the respondents' perception of how brand image and celebrity influence affect purchase decision. Respondents were asked to rank their agreement factor on a 5-point scale ranging from "Strongly Disagree" to "Strongly Agree" on each statement.
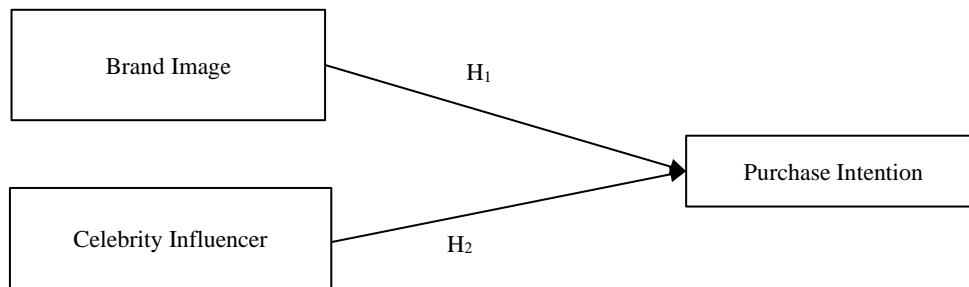
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Figure 1. Framework Model

IV. RESULTS AND DISCUSSION

Respondent Demographic

Table 2. Characteristics of Samples

Category	Number of Respondent (People)
Gender	51
Male	16
Female	
Total	67
Age	
18	4
19	8
20	14
21	15
22	11
23	6
24	4
25	3
26	2
Total	67
Occupation	
Student	52
Employee	15
Entrepreneur	0
Total	67
Monthly Income	
Less than IDR 1,000,000	4
IDR 1,000,000 - IDR 3,000,000	38
IDR 3,000,001 - IDR 5,000,000	14
More than IDR 5,000,000	11
Total	67
Monthly Expense (in Fashion Purchase)	
Less than IDR 300,000	13

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IDR 300,000 - IDR 600,000	43
IDR 600,001 - IDR 2,000,000	9
More than IDR 2,000,000	2
Total	67

Based on Table 2, most of the respondents in this survey are male with a total of 51 respondents (76.1%) in the age range of 20-22 years old (82.1%). Most of the respondents are students totaling 52 people (77.6%). More than half of the respondents had a monthly income of IDR 1,000,000 - IDR 3.000.000 (56.7%) and 20.9% of respondents had a monthly income ranging IDR 3,000,001 - IDR 5,000,000. In addition, 64.2% of respondents spent IDR 300,000 - IDR 600,000 per month on purchasing fashion items, and only 3% of respondents (2 people) spent more than IDR 2,000,000.

Measurement Reliability and Validity Test
This data used Smart PLS 4 to test the hypotheses as well as the multicollinearity of the variables in relation to the dependent variable in order to determine validity and reliability. The results of reliability and validity testing using factor loading, Cronbach's Alpha, and Composite Reliability (CR), which are derived from the analysis summarized in Table 3 below, indicate that none of the latent constructs are valid because some of their values were less than 0.7. Additionally, the average variance extracted (AVE) is less than 0.5, an unacceptable value.

Table 3. Reliability and Validity of Variables

Construct	Code	Loadings	T stat	Alpha	CR	AVE
Brand Image	BI1	0.511	1.277	0.655	0.427	0.264
	BI2	0.000	0.000			
	BI3	0.258	0.681			
	BI4	0.215	0.539			
	BI5	0.670	1.537			
	BI6	0.873	1.593			
Celebrity Influencer	CI1	-0.335	0.757	0.364	0.498	0.282
	CI2	-0.111	0.254			
	CI3	0.561	1.423			
	CI4	0.876	1.739			
	CI5	0.452	1.313			
Purchase Intention	PI1	0.597	1.708	0.68	0.68	0.407
	PI2	0.733	2.118			
	PI3	0.534	1.659			
	PI4	0.399	1.085			
	PI5	0.836	2.289			

Multicollinearity

Multicollinearity, or near-linear dependence, is a statistical phenomenon in which two or more predictors' variables in a multiple regression model are highly correlated (Daoud, 2017). This study uses collinearity statistics, or otherwise known as Variable Inflation Factor (VIF) to determine the existence of multicollinearity. According to Shrestha (2020), variance inflation factor is used to measure how much the variance of the estimated regression coefficient is inflated if the independent variables are correlated. VIF =1 indicates that the independent variables are not correlated to each other. If the value of VIF is $1 < \text{VIF} < 5$, the variables are moderately correlated to each other. Multicollinearity specifically occurs when $\text{VIF} \geq 5$ to 10. As seen from the results gathered in Table 5, the multicollinearity phenomenon is not present within this study.

Table 4. Collinearity Statistics (VIF)

BI1	BI2	BI3	BI4	BI5	BI6	CI1	CI2
1.118	1.160	1.436	1.460	1.488	1.306	1.101	1.119
CI3	**CI4**	**CI5**	**PI1**	**PI2**	**PI3**	**PI4**	**PI5**
1.129	1.190	1.195	1.154	1.198	1.391	1.227	1.669

Model Summary (R^2)

In table 6, the R-square value of this study has been calculated. The R-square value for purchase intention, the dependent variable within this study, is 0.174. Around 17.4% of purchase intention is directed, influenced, or can be explained by the independent variables, brand image and celebrity influence. According to Schober and Boer (2018), a correlation coefficient within the 0.10-0.39 shows a weak correlation. This result is also supported through the measurement reliability and validity tests (Table 3) as it shows that none of the latent constructs are valid.

Table 5. R-Square

	R^2	R^2 Adjusted
Purchase Intention	0.174	0.148

Hypothesis Testing

Based on Table 4 below, both H1 and H2 are incorrect and are to be rejected, as the p value of brand image (as the variable of H1) and the p value of celebrity influencers (as the variable of H2) greater than 0.05. Therefore, it is false that there is a positive relationship between ERIGO's strong brand image and purchase decision (H1), nor is there a positive relationship between celebrity influence creating 'product trends' and purchase decision (H2).

Table 6. Path Coefficient

Path	Beta	Sample Mean	STDEV	T Stat	P Value
Brand Image → Purchase Intention	0.227	0.063	0.347	0.652	0.414
Celebrity Influencer → Purchase Intention	0.302	0.279	0.271	1.113	0.266

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V. CONCLUSION

Based on the background problem and the objectives of this research, we can conclude that brand image does not positively impact consumer purchase intention on Erigo. In addition, celebrity influencer does not positively impact consumer purchase intention on Erigo. This result means that brand image and celebrity influencers have indicating that none of the latent constructs are valid because some of their values were less than 0.7 as well as the P-value are greater than 0.05 which resulting a negative correlation with consumer purchase decision.

Theoretical Implication

This study is accordance with the previous research that brand image has no effect on purchase intention as customers must first have the desire to buy said product, regardless of the brand it originates from (Junita, 2015; Wijaya & Annisa, 2020). The results of this study are contrary to the studied by previous researcher that studies have proven that celebrity endorsements are likely to have a positive effect on consumer buying behaviour (Goldsmith et al., 2000), due to the intense attachment and idolization society holds towards celebrities which attracts the public and motivates them to follow the celebrity (McCuthceon et al., 2002).

Managerial Implication

Although it is advisable in the current digital era for a brand to maintain an online presence through the use of celebrity influence and brand image, it is needless to assume that these two variables are necessary for a brand to drive sales. The results of this study indicate that neither construct have a significant influence on customers' purchase decision; therefore, brands may focus their attention onto other factors that may provide a more directly significant impact onto affecting buying decision.

Limitation and Future Research

This research is still being examined from a small number of the respondents due to the limited time in collecting the data. In addition, the study in this paper is develop without any mediating variables that can be used to examine and determine the effects related to the brand image, celebrity influencers, and consumer purchase decision. Also, in future research, qualitative methods can be used which provide a clear picture of the real perspective towards brand image and celebrity influencers on ERIGO. In addition, a large number of respondents is needed to get a better result, as well as using mediating variables such as self-consistency and perceived quality to determine the consumer purchase decision on ERIGO.

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