

The Influence of Celebrity Endorsements on Purchase Intention (A Study on VIVO V7)

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Abstract: *Celebrity endorsements in advertising is one the most effective tools to promote and inform a new product or service. Several previous research has been proven that celebrity endorsers as a marketing platform brings many positive impact on consumer purchase intention, especially for new brand entering new market. Those researches have proved empirically the effectiveness and the positive impact of celebrity endorsements in advertising, particularly on purchase intention and also revealed that several dimensions that built celebrity endorsement. By using structural equation modeling (SEM) through Smart-PLS, this research investigates the impact of celebrity endorsements variables on purchase intention. The data used in this study is the primary data. The data itself collected directly by the researcher to answer the problem or research objectives. To test the independent variable on the dependent variable, a survey was conducted in Indonesia by using a structured questionnaire. The questionnaire was self-administered, meaning respondents were given statement items and filled in responses themselves through the online survey platform, namely Survey Monkey. Total samples are 100 respondents. The findings reveal that celebrity endorsement has a positive and significant impact on purchase intention, and the three dimensions (attractiveness, expertise, and trustworthiness) play an important role on forming celebrity endorsement variable. The correlation values and loading factor of the three constructs; attractiveness, trustworthiness, and expertise, represent the contribution on celebrity endorsement. Moreover, trustworthiness of the celebrity is the biggest contributor on celebrity endorsement variable. This is followed by attractiveness and expertise dimensions.*

Keywords: *Celebrity endorsement, purchase intention, attractiveness, expertise, and trustworthiness*

Date of Submission: 05-08-2018

Date of acceptance: 22-08-2018

I. Introduction

Advertising is “the professional persuasion” that is convince to create awareness about what is being offered with concluding objective to advise towards buying intention. Since the last ten years, it has been seen that marketing environment changed the involvement of celebrities in advertisement (Khan et al., 2016). Today's consumer is very different than it was five years ago.” Nowadays, the majority of business firms depend on advertising to publicize their products to the target markets. In reality, the central target of advertising strategies is the persuasion of consumers, who are becoming more and more selective, educated and sophisticated (Carvalho, 2012).

Advertising through celebrity endorsements has become a trend and a perceived winning formula of product marketing and company image building. Celebrities have the potential of helping the advertisements stand out from the surrounding clutter (Gupta et al., 2015). It has been experienced that the products endorsed by celebrities help them to standout and get more noticed while shopping due to their improved level of product recall (Bowman, 2002). The association with the celebrity's name usually being the selling point of the campaign (Priyankara et al., 2017). Celebrities are frequently used in conservation marketing as a tool to raise awareness, generate funding, and effect behaviour change (Duthie et al., 2017).

Due to the competitive environment in which companies are working on, doing an effective communication is definitely one of the key issues to catch the attention of the consumers and there are a variety of communication strategies, which allow the advertisers to reach their target. The use of celebrities as spokespersons is becoming an increasingly common strategy in the advertising industry (Carvalho, 2012). There is a daily access to hundreds of television stars, movies, sport athletes and other well known celebrities through the five major mass advertising media: television, radio, magazines, newspapers, and internet (Azab, 2011).

Khan et al., (2016) reveal that celebrities are well perception personalities having a strong appearance and affecting power to pursue the audience either by their attractiveness, trust with brand which leads in conception of strong brand value in observer minds. It becomes an important thing to introduce the product by well-known and credible personality in a competitive marketing world (Gheysari et al, 2012). Celebrities are cultural symbols who reflect the values and ideas of a particular culture (Hassan and Jamil, 2014).

Despite the wide use of celebrities for marketing products, the empirical literature is ambiguous on the effectiveness of celebrity endorsement (Duthie et al., 2017). Pringle, (2004) argues that celebrities act as indicators of quality, providing a brand with increased publicity and exposure as well as access to a celebrity's audience. In addition, a brand is linked by association to desirable qualities that consumers believe a celebrity to possess. Consequently celebrity endorsement can be a powerful predictor of an intention to purchase products or services (Pornpitakpan, 2004).

In order to increase the awareness and its market share, the popular brand as VIVO V7 is currently endorsed by one of the most famous celebrity in Indonesia, namely Agnes Monica. She has more than 15 million Instagram followers, 17.4 million Twitter followers, 5.3 million Facebook followers and has gained recognition as an international artist through her latest album in The United States of America (USA). On the other hand, it is a big question that whether Indonesian celebrity is the effective medium to promote the product/brand or not. Understanding the effectiveness of endorsers is a very important issue for both academics and practitioners. A number of studies have examined whether, and under what conditions, celebrities become suitable product endorsers and some of them generally support the effectiveness of celebrity endorsement. Nevertheless, recent studies are bringing new information about the profitability and applicability of celebrity endorsement (Carvalho, 2012). Studies have shown the use of celebrity endorsers can create a more positive response as well as a higher purchase intention than non-celebrity endorsers. Industry experts claim sales increase will boost due to the more common availability of celebrity endorsed products that are attracting a consumers (Priyankara et al., 2017).

Most of the research studies conducted in the past have found a positive impact of celebrity endorsements on consumers' purchase intentions (Gupta et al., 2015). However, some studies have been conducted in different countries. The present research seeks to find out the influence of celebrity endorsements on purchase intentions of Indonesian consumers. It shall be interesting to see whether similar findings are seen in the present study or not.

II. Literature Review

Celebrity Endorsement. Celebrity is an omnipresent feature of society, blazing lasting impressions in the memories of all who cross its path (Kurzman, et al., 2007). Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness (Silvera and Austad, 2004). Celebrity is an individual who is known to the public, such as actors, sport figures, entertainers and others for their achievements in their respective areas other than the product endorsed by them (Friedman and Friedman, 1979). Stafford et al., (2003) defining celebrity endorser as "a famous person who uses public recognition to recommend or co-present with a product in an advertising". Celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979).

Celebrities are increasingly being used by marketers to get attention and recall of the consumers. Not only this, the marketers expect their brands to benefit in many more ways by linking their brands to the celebrities (Gupta et al., 2015). Multinational organization used celebrity endorsement in the advertisement because they believe that the celebrities in advertisement have a very significant and greater impact for consumer buying behavior and their purchase intention (Khan et al., 2016).

This study refers to the study of Priyankara et al., (2017) which uses attractiveness, trustworthiness, and expertise as the dimensions of celebrity endorsement. The concept of attractiveness does not only focus on the physical attractiveness. Attractiveness in this context means intellectual skills, personality properties, way of living, athletic performances, and skills of endorsers (Erdogan, 1999). Celebrities can be attractive because they established for example great sport performances and people have great respect for their achievement and therefore they are attracted to them (Priyankara et al., 2017). Secondly, expertise of celebrity endorsement is being defined as "the extent to which an endorser is perceived to be a source of valid assertions" (Erdogan, 1999). The level of celebrity expertise will determine its effectiveness (Amos et al., 2008). The more expertise a celebrity has, the more effective it will be. The expertise of a celebrity will not be changed by negative publicity, but the believability and credibility will be negatively influenced (Priyankara et al., 2017). Trustworthiness refers to the "fairness, honesty, and credibility of an endorser" (Erdogan, 2001).

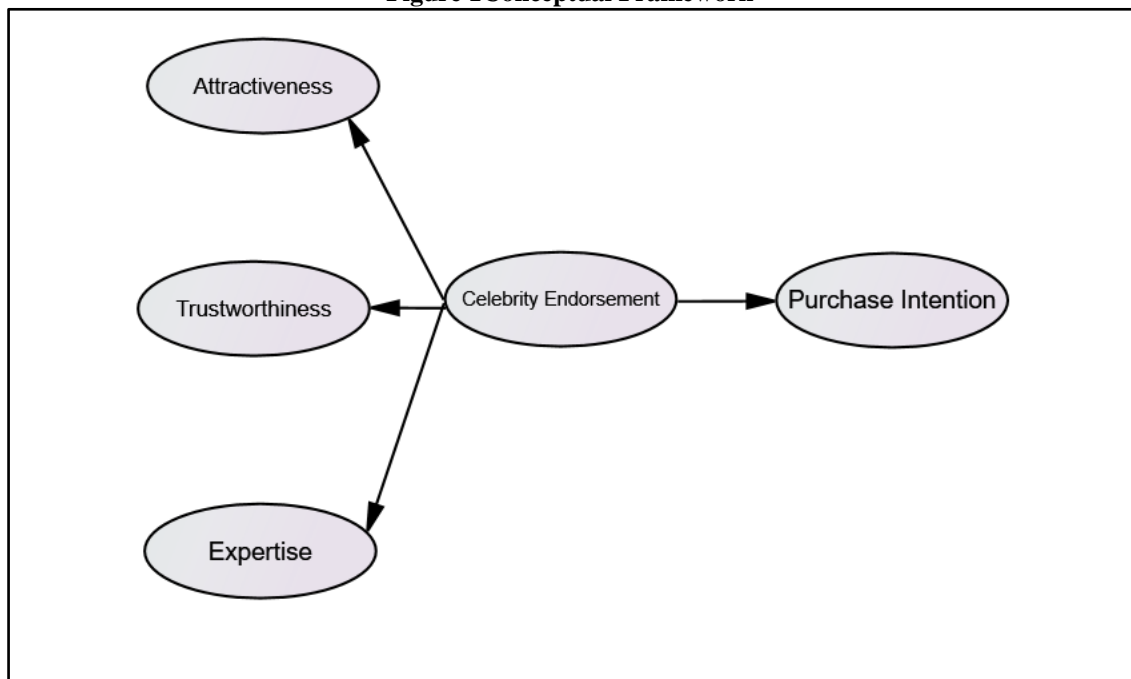
Purchase Intention. A plan to buy something in future for use but preceding to this a emotional process works afterwards where certain point consumer perception about product or source person indeed matters (Khan et al., 2016). Purchase intention is an individual's conscious plan to make an effort to purchase a brand (Spears and Singh, 2004). Consumers purchasing intentions always arise after consumer perceived value and perceived benefit, that is to say, comes from consumers perception on benefits and values acquisition, and it is an important key to predict consumers purchasing behavior (Carvalho, 2012). Purchase intention is the only result of single celebrity opinion that is his/her expertise rather than any other (Khan et al., 2016).

Celebrity Endorsement on Purchase Intention. It is vital to ensure campaigns are as effective as possible, which is determined by factors including the public perception of the brand and the celebrity endorsement (Duthie et al., 2017). Chan et al., (2013) state that using a celebrity in an ad would enhance purchase confidence (intention to purchase). Previous research was conducted by Gupta et al., (2015) prove that celebrity endorsements have a significant impact on consumers' purchase intention. It shows that a low degree of correlation between celebrity endorsements and purchase intention, but the their study found that celebrity endorsements can be an effective marketing tool to the marketers as it shows a significant positive impact on consumers' purchase intentions. Numerous researches have proved empirically the effectiveness and the positive influence of the endorsements by the celebrities in advertising, particularly on endorser's credibility, message reminder, announcements approval and purchase intention (Gupta et al., (2015).

It is evident from the study conducted by Pugazhenthii and Ravindran, (2013) that celebrity does catch the attention of consumers and that the main purpose of a celebrity endorsement is making the product popular, so that people may recognize it easily and it is because of the presence of these celebrities that the product is noticed and remembered by the consumers. The brand stands out from the rest of the brands and facilitates instant awareness if celebrity endorsement is used effectively.

In a study conducted by Gupta et al. (2015) successfully proved that the celebrity endorsement formed on the basis of three dimensions (expertise, trustworthiness, and attractiveness) has a positive and significant impact on consumers' buying intentions. The concept of celebrity endorsements works especially well in the case of new or unfamiliar products. It can be a good tool to increase the possibilities to go for trial purchase. The celebrity and the product being endorsed should share some common attribute which will be remembered by the consumers (Pugazhenthii and Ravindran, 2013).

Figure 1 Conceptual Framework



III. Research Methods

Data collection procedures. The data used in this study is the primary data. The data itself collected directly by the researcher to answer the problem or research objectives. To test the independent variable on the dependent variable, a survey was conducted in Indonesia by using a structured questionnaire. The questionnaire was self-administered, meaning respondents were given statement items and filled in responses themselves through the online survey platform, namely Survey Monkey. Total samples are 100 respondents. Measurement items for celebrity endorsement and purchase intention were adapted from Gupta et al., (2015). Each item was measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) with nine demographic questions also included, such as gender, age, education, job, domicile, weekend destinations, frequency of Instagram usage, frequency of Youtube usage, and also their monthly expenditure.

Profile of respondents. From the result of data processing related to the characteristics or profile of the respondents, it is found that the majority of respondents are living in Jakarta (77.3%), while others living in Bekasi, Bogor, Bandung, Tangerang, and Depok. The gender majority was 69.2% female and the remaining

30.8% male. Respondents were between 17 to 55 years old with the majority aged between 26-35 years old (71.1%). Over half of the respondents have graduated from university with bachelor’s degree (61.2%), and they have been working on some private companies (79.9%). Moreover, the majority of respondents spend at least 5 hours a day to access Youtube (72.4%) and Instagram (81.2%).

IV. Research Result

Evaluation of sample adequacy. To answer the research question about the relationship between independent variable and dependent variable were used structural equation model approach (SEM). In this case model testing used the software assistance, namely SmartPLS v 3.0M. SmartPLS uses the Partial Least Square (PLS) approach. PLS is one of the alternative methods of model estimation to manage structural equation modeling (SEM). PLS-SEM simultaneously considers the variability in multiple variables. PLS software is computationally more efficient that covariance-based SEM like LISREL, and PLS software makes minimal demands on sample size or the distribution of data as well as PLS software supports both confirmatory and exploratory model, on the other hand, LISREL supports only confirmatory research (Hair et al., 2014).

The sample size plays an important role in estimating and interpreting research results. According to Hair et al., (2014), the results of statistical tests are very sensitive to the size of the sample size. Researcher spread the questionnaire as the instrument of this study and took a sample of 100 people in order to prove or answer the research objective. The first analysis in this research are validity and reliability test before analysing whole structural model.

Table 4 Validity and Reliability Test Results

| Code | Measurement | Factor Loading | Cronbach Alpha | CR | AVE |
|------|--|----------------|----------------|-------|-------|
| | Celebrity Endorsement | | 0.924 | 0.936 | 0.519 |
| | <i>Attractiveness</i> | | 0.894 | 0.926 | 0.761 |
| ATT1 | I think the endorser / influencer has a physical appearance that ... [elegant] | 0.933 | | | |
| ATT2 | I think the endorser / influencer has a physical appearance that ... [handsome / beautiful (beautiful)] | 0.934 | | | |
| ATT3 | I think the endorser / influencer has a physical appearance that ... [sexy] | 0.707 | | | |
| ATT1 | I think the endorser / influencer has a physical appearance that ... [attractive] | 0.895 | | | |
| | <i>Trustworthiness</i> | | 0.901 | 0.927 | 0.717 |
| TRU1 | I think the endorser / influencer ... when doing Vivo V7 endorsement. [has a good knowledge] | 0.792 | | | |
| TRU2 | I think the endorser / influencer ... when doing Vivo V7 endorsement. [sincere] | 0.821 | | | |
| TRU3 | I think the endorser / influencer ... when doing Vivo V7 endorsement. [honest] | 0.869 | | | |
| TRU4 | I think the endorser / influencer ... when doing Vivo V7 endorsement. [can be trusted] | 0.883 | | | |
| TRU5 | I think the endorser / influencer ... when doing Vivo V7 endorsement. [become the main reference] | 0.865 | | | |
| | <i>Expertise</i> | | 0.929 | 0.947 | 0.781 |
| EXP1 | I think the endorser / influencer has ... in technology (smartphone / smartphone). [experience] | 0.779 | | | |
| EXP2 | I think the endorser / influencer has ... in technology (smartphone / smartphone). [good knowledge] | 0.881 | | | |
| EXP3 | I think the endorser / influencer has ... in technology (smartphone / smartphone). [qualification / certification] | 0.897 | | | |
| EXP4 | I think the endorser / influencer has ... in technology (smartphone / smartphone). [skill] | 0.934 | | | |
| EXP5 | I think the endorser / influencer has ... in technology (smartphone / smartphone). [expertise] | 0.918 | | | |
| | Purchase Intention | | 0.930 | 0.950 | 0.827 |
| PI1 | I ... after viewing content uploaded by endorser / influencer. [want to know about the product of Vivo V7] | 0.893 | | | |
| PI2 | I ... after viewing content uploaded by endorser / influencer. [I am interested to try Vivo V7] | 0.897 | | | |
| PI3 | I ... after viewing content uploaded endorser / influencer. [consider to buy Vivo V7] | 0.936 | | | |
| PI4 | I ... after viewing content uploaded by endorser / influencer. [will have to have Vivo V7] | 0.910 | | | |

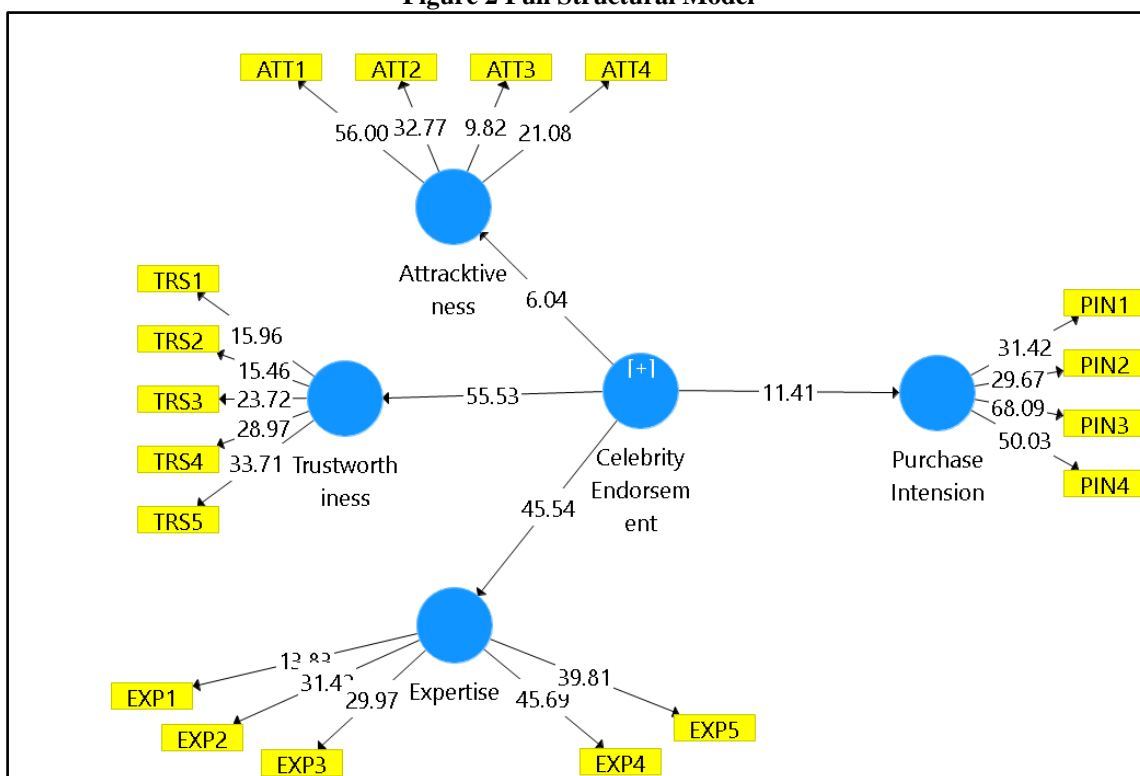
Source: Smart-PLS Result

Validity and Reliability test result. Validity test was evaluated based on factor loading value and convergent validity. Convergent validity is the extent to which a measure correlates positively with alternative measures of the same construct (Hair et al., 2014). Reliability test was evaluated refer to internal consistency of reliability.

To establish convergent validity, average variance extracted (AVE) and loading factor is must be considered. The AVE is defined as the grand mean value of the squared loadings of the indicators associated with the construct and a value of >0.50 indicates that the construct explains more than half of the variance of its indicators (Hair et al., 2014). The above results show that all AVE values were above 0.50 and all loading factor values are greater than 0.70. Thus, it can be said that all indicators are valid or able to explain the variables in this research.

Composite reliability and cronbach alpha were used to test internal consistency. Firstly, values below 0.70 are considered lacking in terms of internal consistency reliability (Hair et al., 2014). Results from the test above show that the composite reliability for all variables were above 0.70. Secondly, the rule of thumb is that cronbach alpha should be higher than 0.60. The result show that cronbach's alpha for all variables were 0.60, so that all the indicators are reliable.

Figure 2 Full Structural Model



Source: Smart-PLS Result

Latent Variable Correlations. These results indicate the relationship value or how strong the relationship between latent variables in this study. Furthermore, the correlation results can be seen in the following table:

Table 5 Latent Variable Correlations

| Correlations | Correlation Values | Result |
|--|--------------------|-------------|
| Attractiveness<->Celebrity Endorsement | 0.640 | Strong |
| Attractiveness <-> Purchase Intention | 0.339 | Moderate |
| Celebrity Endorsement <-> Expertise | 0.895 | Very Strong |
| Celebrity Endorsement <-> Purchase Intention | 0.652 | Strong |
| Celebrity Endorsement <-> Trustworthiness | 0.903 | Very Strong |
| Expertise <-> Purchase Intention | 0.541 | Strong |
| Trustworthiness <-> Purchase Intention | 0.677 | Strong |

Source: Smart-PLS Result

The table above shows the relationship between latent variables in this research. The determination of whether or not the relationship, the researcher refers to the theory published by statistikian, (2017) which reveals that the value of correlation is nearing 0 is very weak. The full explanation is expressed through the relationship

interval from which 0.80-1.00 is a very strong category, 0.60 - 0.799 falling into the strong category, 0.40 - 0.59 is moderate, 0.20 - 0.39 falling into the weak category, and 0.00 - 0.19 is the very weak category.

The table above also shows that there is a correlation of all latent variables that fall into the category very strong, strong, and moderate. The celebrity endorsement variable has a very strong relationship to the dimensions of trustworthiness and expertise with values of 0.903 and 0.895 respectively. Meanwhile, the relationship between celebrity endorsement and attractiveness dimension is in strong category with correlation value of 0.640. Furthermore, the relation of attractiveness dimension with purchase intention which fall into the moderate category, that is with the correlation value of 0.339.

Celebrity Endorsement on Purchase Intention. To analyze the effect of three dimensions of attractiveness, expertise, trustworthiness on the celebrity endorsement variable, and the effect of celebrity endorsement variable on purchase intention, and its regressions values between the two variables, the following is the result of significance test which obtained from the data processing by using Smart-PLS software, among others are as follows:

Table 6 P Values & T Statistics

| Variable | Factor Loading | T Values | P Values | Conclusion |
|---|----------------|----------|----------|-------------|
| Celebrity Endorsement -> Purchase Intention | 0.650 | 11.41 | 0.000 | Significant |
| Attractiveness ->Celebrity Endorsement | 0.640 | 6.04 | 0.000 | Significant |
| Expertise ->Celebrity Endorsement | 0.900 | 45.54 | 0.000 | Significant |
| Trustworthiness ->Celebrity Endorsement | 0.901 | 55.53 | 0.000 | Significant |

Source: Smart-PLS Result

From the table above shows some results or findings in this study, among others are as follows:

- Celebrity endorsement has a positive and significant impact on purchase intention.
- The attractiveness dimension has been shown to contribute positively to the formation of the celebrity endorsement variable.
- The dimension of expertise is proven to contribute positively to the formation of the celebrity endorsement variable.
- The dimension of trustworthiness has been shown to contribute positively to the formation of the celebrity endorsement variable.

V. Discussion

The findings reveal that celebrity endorsement has a positive and significant impact on purchase intention, and the three dimensions (attractiveness, expertise, and trustworthiness) play an important role on forming celebrity endorsement variable. The correlation values and loading factor of the three constructs-attractiveness, trustworthiness, and expertise, represent the contribution on celebrity endorsement. Moreover, trustworthiness of the celebrity is the biggest contributor on celebrity endorsement variable. This is followed by attractiveness and expertise dimensions.

Celebrity endorsements have a significant impact on consumer’s purchase intention. Using an attractive and trustworthy celebrity can help a marketer to increase consumers’ purchase intention for the brand/product (Gupta et al., 2015). This finding are in line with several previous research, such as Pornpitakpan, (2004), and Chan et al., (2013).

Priyankara et al., (2017) state that the celebrity used in advertisements should have following qualifications in order to yield effective results. Firtsly, should have knowledge about the advertised product. Secondly, should use the product. Thirdly, should have a good image. Fourth, should have presentation skills. And lastly, should be relevant to the product.

The findings of Gupta et al., (2015) reveal that celebrity endorsements can be an effective marketing tool available to the marketers as it is expected to have a significant positive impact on consumer’s purchase intentions. These positive purchase intentions can be converted to purchase if other factors in the marketing mix are well planned. Khan et al., (2016) firmly state that celebrity endorsement is amarketing communication used to advise an audience to take and some action, and advertisement by concentration of celebrities turn into aspect in modern competitive marketing environment for high acceptance and formation of strong product attention.

On another note, the result of this research support that of statement of Pugazhenthii and Ravindran, (2013) which stated that newly launched products are the ones which benefit the most out of celebrity endorsements. Initially, the celebrity can help the product to gain reach among the masses. The concept of celebrity endorsements works especially well in the case of new or unfamiliar products. It can be a good tool to increase the possibilities to go for trial purchase.

Moreover, the findings of this research supports that of Carvalho, (2012), which found that celebrity endorsement had a positive relation with consumers purchasing intentions. This finding also supports previous

study by Klaus and Bailey, (2008) which pointed out that consumers respond differently to female celebrity endorsers than to male celebrity endorsers and ads featuring female celebrities were evaluated more favorably.

Agnes Monica, the ambassador of Vivo V7 has more than 15 million Instagram followers, 17.4 million Twitter followers, and 5.3 million Facebook followers. Ali et al., (2017) revealed that social media celebrities play a considerable role in influencing consumer habits positively, mainly due to their proximity and connection to their millennial audience. Celebrity endorsement being utilized as a channel through which the corporation can significantly increase their reach and achieve popularity within the millennial age group who are proven to be the heaviest users of social media. It's proven or in line with this research sample where the majority aged between 26-35 years old (71.1%) or are in the milenial category.

VI. Conclusion

The results of this research shown attractiveness, expertise, and trustworthiness play an important role on forming celebrity endorsement variable, and celebrity endorsement positively influence consumer purchase intention to Vivo V7 products. Therefore, the researcher derives several implications.

Managerial Implications. The advertisers should be careful in selecting the suitable celebrity for the product, as it can affect the way it is perceived by the customers. The positioning of the product is directly affected by the celebrity endorsing it(Pugazhenth and Ravindran, 2013).Marketing managers should considers several aspect before choosing a celebrity to promote their products, particularly consider the background of the artist associated with their attractiveness, expertise, and trustworthiness. In addition, the female gender becomes the main consideration in choosing a celebrity endorsement, as well as the number of followers in social media can be a consideration in order to expand the exposure of the advertisements. Web 2.0 technology made the users able to change the content on page through providing their responses and feedback. Because of this technology, social networking sites were introduced which basic purpose was to keep the individuals in touch and get socialize (Ali et al., 2017).

Limitations and Recommendation for Future Research. This study certainly has some limitations. First, the study focuses only on female celebrity endorsement. Secondly, respondents in this research living in Jakarta, Bekasi, Bogor, Bandung, Tangerang, and Depok. Furthermore, the focus of this research was limited to social media Instagram and Youtube only.

Thus, for further research is expected to analyze male celebrity endorsement, and take samples outside the city of Jakarta, Bekasi, Bogor, Bandung, Tangerang, and Depok. Moreover, future research is also expected to examine and analyze the frequency of Facebook usage by respondents.

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WidartoRachbini. " The Influence of Celebrity Endorsements on Purchase Intention (A Study on VIVO V7) ." *IOSR Journal of Business and Management (IOSR-JBM)* 20.8 (2018): 59-66.