The Influence of Celebrity Endorsement and Brand Love on Purchase Intention

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Abstract: Currently, brand love and celebrity endorsers have become two important elements that influence consumer purchasing choices. The purpose of this study is to examine how brand love and celebrity endorsers influence consumer intentions to make purchases. Through quantitative analysis, data were obtained from a survey conducted on 300 respondents who were active social media users. The results of the analysis show that celebrity endorsements have a positive and significant influence on brand love, which then increases purchase intentions. All of these things support marketers in designing more efficient marketing strategies.

Keywords: celebrity endorsement, brand love, purchase intention, marketing, social media.

INTRODUCTION

In the modern marketing era, the use of celebrities as product endorsers has become a common strategy used by many companies. Celebrity endorsement not only increases brand visibility but can also shape consumer perceptions of the brand. According to research by Catharina Clara (2023), celebrity endorsement can increase brand love, which in turn has a positive effect on consumer purchase intentions. Brand love itself is a concept that describes the emotional closeness between consumers and brands, which includes feelings of love, attachment, and commitment to the brand (Albert et al., 2008).

Celebrity endorsement has become a common marketing strategy used by various brands to attract consumer attention. According to research by Gammoh et al. (2015), the presence of a celebrity in an advertisement can increase brand credibility and attract consumer interest. This is especially true in the digital era, where social media allows celebrities to connect directly with their fans. A study by Catharina Clara (2023) showed that celebrity endorsement can increase brand love, which is a strong affective feeling towards a brand.

Studies show that 70% of consumers are more likely to buy products endorsed by celebrities they like (iPrice, 2023). This shows that celebrities not only serve as the face of a brand, but also as an emotional connector that can influence purchasing decisions. This

research is important to understand how celebrity endorsement and brand love interact and contribute to consumer purchase intention.

Brand love itself is a concept proposed by Albert et al. (2008), which describes the emotional attachment of consumers to a brand. Consumers who love a brand tend to be more loyal and have higher purchase intentions. In this context, it is important to understand how celebrity endorsement can affect brand love and purchase intention. This study answers the question: to what extent do celebrity endorsement and brand love affect purchase intention among consumers.

Brand love, on the other hand, is a deep positive feeling towards a brand, which can influence consumer loyalty and purchasing behavior. Albert et al. (2008) explained that brand love consists of several dimensions, including emotional closeness, commitment, and satisfaction. When consumers feel love towards a brand, they are more likely to make repeat purchases and recommend the product to others.

In Indonesia, competition in the e-commerce market is getting tighter. According to a report from iPrice (2023), many e-commerce platforms use celebrity endorsement strategies to attract consumers' attention. For example, Tokopedia and Shopee often use famous celebrities in their advertising campaigns. This shows that companies are aware of the power of celebrity influence in building trust and attracting buying interest.

In the context of increasingly competitive markets, a deep understanding of the factors that influence purchase intention is essential for marketers. With the increasing use of social media, consumers are increasingly exposed to various forms of celebrity endorsements. This study will examine the relationship between celebrity endorsement, brand love, and purchase intention using relevant quantitative data.

METHOD

This study uses a quantitative approach with a survey method to collect data. Respondents involved in this study were 300 active social media users in Indonesia who had been exposed to advertisements with celebrity endorsements. Sampling was done randomly to ensure data representativeness. The questionnaire used consisted of several parts, including questions about celebrity endorsements, brand love, and purchase intention, which were measured using a 5-point Likert scale.

The analysis was conducted using descriptive and inferential statistical methods. Descriptive statistics were used to describe the demographic characteristics of respondents, while regression analysis was applied to test the hypothesis about the influence of celebrity endorsement and brand love on purchase intention. SmartPLS 3.0 software was used to carry out the regression analysis, following the method proposed by Ghozali and Latan (2020).

Before data collection, the questionnaire was tested to ensure its validity and reliability. The results of the test showed that all items in the questionnaire had good validity and reliability values. After the data was collected, analysis was conducted to evaluate the relationship between the variables studied.

Based on the stated research objectives, namely to determine the influence of celebrity endorsers and brand love on purchase intentions. This study uses two independent variables and one dependent variable.

The Influence of Celebrity Endorse Credibility on Purchase Intention

Based on research conducted by (Wang et al., 2017), it was found that credibility obtained from celebrities has a positive and significant effect on purchase intention. In accordance with research by (Rodrigues & Rodrigues, 2019) which shows that the credibility of endorsed celebrities has a significant impact and influences purchase intention.

H1: Celebrity endorsement credibility has a positive and significant influence on Purchase Intention.

The influence of brand love on Purchase Intention

Based on the results of research conducted by (Navaneethakrishnan & Sathish, 2020), it shows that Brand Love has a positive and significant influence on Purchase Intention. In line with research conducted by (Trivedi & Sama, 2021) shows that Brand Love has a significant and influential influence on Purchase Intention. Based on this statement, propose the following hypothesis:

H2: Brand Love has a positive and significant influence on Purchase Intention.

Table and Figure Description
Hypothesis Table

Hypothesis	Connection	Path Coefficient	Standard Deviation (STDEV)	T-statistics	P-Value	Conclusion
H1	CE➔PI	0.534	0.079	6,733	**0.000**	**Accepted**
H2	BLUE➔PI	0.494	0.105	4.692	**0.000**	**Accepted**

Based on the results of the table above, it can be concluded that some of the results of direct hypothesis testing are:

1. Based on the hypothesis testing in this study, the T-statistic value is 6.733, the p-value is 0.000, and the path coefficient is 0.534. The T-statistic value is greater than the T-table value of 1.96, the p-value is in accordance with the recommendation, which is less than 0.05, and the path coefficient value shows a positive value. These results indicate that celebrity-supported credibility (CEC) has a positive and significant effect on Purchase Intention (PI) so that H1 is accepted.

2. Based on the hypothesis testing in this study, the T-statistic value is 4.692, the p-value is 0.000, and the path coefficient value is 0.494. The T-statistic value is greater than the T-table value of 1.96, the p-value is in accordance with the recommended value, which is less than 0.05, and the path coefficient value shows a positive value. These results indicate that brand love credibility (BLOVE) has a positive and insignificant effect on trust in purchase intention (PI) so that H2 is accepted.

Figure
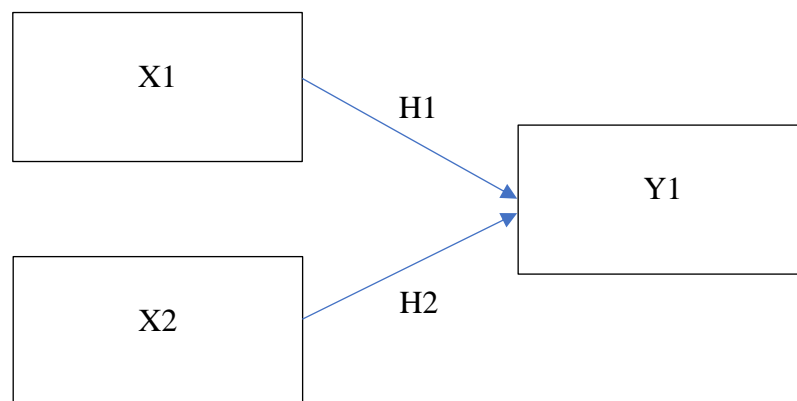
RESULTS AND DISCUSSION

The results of the analysis show that celebrity endorsement has a significant positive effect on brand love. This finding is in line with research by Burnasheva and Suh (2022), which found that endorser credibility can increase consumers' emotional responses to brands. In this context, celebrities who have a positive image and relevance to the endorsed product can create a stronger emotional bond with consumers. For example, celebrity endorsement campaigns in beauty product advertisements are often successful in attracting consumers' attention and building brand love.

Furthermore, brand love has been shown to have a positive influence on purchase intention. This shows that consumers who have a strong emotional attachment to a brand tend to have higher purchase intentions. Research by Ferreira et al. (2019) supports this finding by showing that brand love functions as a mediator between brand experience and consumer loyalty. In this context, brands that are able to create positive experiences for consumers can increase brand love and, ultimately, purchase intention.

The analysis also shows that celebrity endorsement not only directly affects brand love but also through enhancing brand image. Brands associated with famous celebrities tend to have a better image in the eyes of consumers. According to research by Gusti et al. (2020), endorser credibility plays an important role in building a positive brand image, which in turn can increase purchase intention. In this case, marketers need to choose celebrities who are not only famous but also have an image that is in line with brand values.

From the results of this study, it can be concluded that the combination of effective celebrity endorsement and strong brand love development is very important to increase purchase intention. Therefore, marketers need to design strategies that consider both of these aspects to achieve optimal results.

CONCLUSION

In this study, it was revealed that celebrity endorsement and brand affection have a significant impact on purchase intention. Celebrity endorsement not only increases brand affection but also plays a role in improving a good brand image. Brand affection, on the other hand, acts as a link that strengthens consumers' purchase intention. These findings provide crucial insights for marketers in developing more efficient marketing strategies, by considering the emotional elements that can strengthen consumers' bonds with brands. Therefore, selecting the right celebrity and creating an emotional connection with consumers should be a top priority in future marketing campaigns.

This study also provides in-depth insights into the influence of celebrity endorsement and brand love on purchase intention among Indonesian consumers. The results of the analysis show that effective celebrity endorsement can increase brand love, which in turn has a positive effect on purchase intention. In addition, the importance of understanding consumer demographic characteristics and building strong emotional connections with celebrities is key to a successful marketing strategy. Companies looking to leverage celebrity endorsements should not only choose celebrities based on popularity, but also consider their credibility and appeal in the eyes of consumers. In addition, building brand love through positive experiences and meaningful interactions with consumers can increase loyalty and purchase intentions.

This study also has limitations, including focusing on one market segment and using a survey method that may not cover all consumer perspectives. Therefore, further research is needed to explore the influence of other factors that may affect the relationship between celebrity endorsement, brand love, and purchase intention. Thus, future research is expected to contribute to the development of marketing theory and practice, as well as provide

recommendations for companies in designing more effective marketing strategies in today's digital era.

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