

# Antecedents of Consumer Purchase Intention of Fashion Products

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## Antecedents of Consumer Purchase Intention of Fashion Products

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### Abstract

Fashion products are such dynamic products. Therefore, understanding well to consumer intention is very important for producers as well as distributors. This study aimed to determine the effect of credibility, attractiveness, product suitability with personality, and celebrity recognition on consumer purchase intentions of Greenlight fashion products. The research data was collected using a questionnaire distributed to 109 respondents aged 15–31 years who knew Ariel Noah as a Greenlight product ad star, had seen Greenlight product advertisements, and had bought Greenlight fashion products. The data was processed using the multiple linear regression method. The results suggested that the credibility, attractiveness, and suitability of products with celebrity personalities positively and significantly affect consumers' purchase intentions of Greenlight fashion products. However, celebrity recognition had no significant effect on consumer purchase intentions for Greenlight fashion products. By considering the results, the stakeholders shall adjust their strategies to keep and enlarge their market shares further.

**Keywords:** Credibility; Attractiveness; Suitability Product with Celebrity Personality; Celebrity Recognition; Consumer Purchase Intention.

### 1. Introduction

Today, competition in the business world is very tight, making companies continue to compete for innovation. In marketing products, companies and business actors should be more creative. The right marketing strategy is needed to increase product sales. The way most often used by companies to market their products is through advertising promotions. Advertising promotion informs and persuades individuals to remember the company's product (Rangkuti, 2009).

Further, today's advertising promotion is through television and through social media such as Instagram and YouTube (Halder, Pradhan, & Chaudhuri, 2021). Good advertising can persuade buyers to make buying and selling transactions for a product (Daryanto, 2011). In introducing and promoting a product, it is ubiquitous for a brand to use the services of public figures, such as celebrities who are known to the public or commonly called endorsers (Harly & Octavia, 2014; Jatmiko, 2018). The support of public figures (endorsers) such as celebrities will make it easier for consumers to recognize a product (Nurani & Haryanto, 2010; Pratiwi & Mahfudz, 2021; Ayuni & Prasetyawati, 2020).

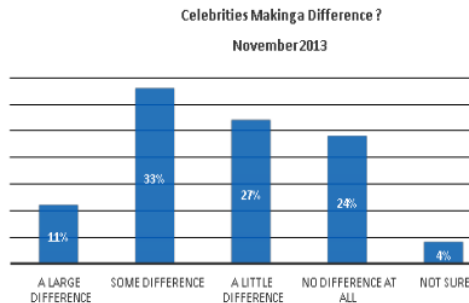
Celebrities who become endorsers should not be arbitrary because celebrities who are not suitable will affect consumers' purchase intentions (Jatmiko, 2018; Nurdianto & Malik, 2019). Assessment in selecting celebrities for endorsements includes

celebrity attractiveness, celebrity self-worth, and celebrity prestige (Jatmiko, 2018). Often in choosing an endorser, the celebrity's popularity rating is also considered, including comparing the popularity of international and local celebrities (Schimmelpennig, 2018; Jatmiko, 2018). The use of celebrity endorsements when marketing trusted products will significantly increase customer trust and purchase intentions (Nurani & Haryanto, 2010; Arora & Sahu, 2013; Sertoglu, Catl, & Korkmaz, 2014; Herawati, 2016; Anggi & Soesanto, 2016; Jatmiko, 2018; Pratiwi & Mahfudz, 2021). Uniquely, the purchase intention in potential consumers is contrary to their financial condition (Rizky & Hanifa, 2014). Purchase intention arises when a potential buyer sees a product advertisement and likes it but still cannot decide to buy it (Lamb & Daniel, 2001; Kotler, 2005; Li et al., 2022).

In previous research, celebrity endorsement has a positive effect on purchase intention (Stephanie and Rumambi, 2013; Apejoye, 2013; Pradhan, Duraipadian, & Sethi, 2014; Farel & Darma, 2014; Mubarak, 2016; Anggi & Soesanto, 2016; Jatmiko, 2018; Pratiwi & Mahfudz, 2021). Celebrity endorsements with attractiveness, trustworthiness, and expertise affect customers' purchase intentions for a product (Ayuni & Prasetyawati, 2020). Customers' purchase intention is getting higher because of the support of the celebrity role.

Figure 1 will compare the use of products supported by celebrity endorsements to product sales.

From Figure 1, 33% of adults in the USA believe that celebrity endorsements provide some difference in product sales compared to product sales that do not use celebrity endorsements. Meanwhile, 27% of adult respondents stated that there was only a slight difference due to celebrity endorsements, and 24% stated no difference.



**Figure 1.** Comparison of the use of products supported by celebrities' endorsement on product sales  
(Source: How influential are celebrities? (n.d.))

Data obtained from the research of Putra and Junaedi (2020) illustrates that celebrity credibility also greatly influences consumer buying intentions in Indonesia, especially among young people who are social media literate. This study intends to find the magnitude of the influence of the celebrity endorsement of the fashion brand "Greenlight," a local Indonesian product from PT. Biensi Fesyenindo and celebrity endorsers are also sources of information for consumers (Goldsmith, Lafferty, & Newell, 2000).

This study is significant because it aims to conduct for complementing previous research that still has not accommodated celebrity endorsement, which includes celebrity credibility, celebrity attraction, product match-up with celebrity personality, and celebrity confession, all thought to affect consumer purchase intention (McCracken, 1986; Goldsmith et al., 2000; Shimp, 2003; Nurani & Haryanto, 2010; Hakimi, Abedniy, & Zaeim, 2011; Harly & Octavia, 2014; Farel & Darma, 2014; Anggi & Soesanto, 2016; Jatmiko, 2018; Putra & Junaedi, 2020; Nurdianto & Malik, 2019; Permatasari, 2019; Pratiwi & Mahfudz, 2021). There are four questions in this research, 1. Does celebrity credibility positively affect consumer purchase intentions of Greenlight products? 2. Does celebrity attractiveness positively affect consumer purchase intentions for Greenlight products? 3. Does the suitability of products with celebrity personalities positively affect consumers purchase intentions of Greenlight products? 4. Does celebrity recognition positively affect consumer purchase intentions for Greenlight products?

## 2. Literature Review

### 2.1 Celebrity Credibility

Celebrity credibility is a trait possessed by celebrities through their objective opinion of an object and increasing the level of trust of others to generate purchase intentions for a product (Goldsmith et al., 2000; Ohanian, 1990). Factors that increase other people's trust in celebrity endorsers include their popularity, reputation, and behavior in public (Guan, Sirion, & Howard, 2008).

According to Goldsmith (2008), celebrity endorsers' credibility includes attractiveness, trustworthiness, and expertise. If the three dimensions of celebrity endorsers, they will usually influence public opinion and have high persuasion power. In finding out how far celebrities can convince potential consumers, several indicators must be seen by companies that will use their services. The celebrity credibility indicators include the attractiveness of the celebrity's appearance, the celebrity's honesty in conveying something based on facts, and the celebrity's expertise in conveying information trusted by the public (La Ferle & Choi, 2005).

### 2.2 Celebrity Attractiveness

The attractiveness of celebrity endorsements significantly affects how consumers perceive a product because, in general, the attractiveness (both intelligence, personality traits, lifestyle, and athletic posture) of a celebrity will be very different from the attractiveness of ordinary people (Shimp, 2003; Mowen & Minor, 2012). The attractiveness of an advertisement depends on the message conveyed by celebrities. Consumers can easily remember the advertisement for the product (Nurdianto & Malik, 2019).

Indicators to see the attractiveness of a celebrity, according to McCracken (1986), such as the general public's preference for celebrities, the similarity of celebrity figures (lifestyle, personal traits, body posture, or intelligence) with advertised products, and celebrity intimacy in the public eye also affect attractiveness celebrity.

### 2.3 Suitability of Product with A Celebrity Personality

In advertising a product, celebrities must represent the product marketed through speaking skills and physical or non-physical conditions (Adam & Hussain, 2017). Choosing an endorser with attributes that match the advertised product can increase consumer confidence and support product sales

(Hakimi et al., 2011; Mowen & Minor, 2012). Misra and Beatty (1990) revealed determinants of product suitability with celebrities, such as the perceived fit between the brand (brand name and attributes), the celebrity's image starring in the advertisement, and the physical attractiveness of the celebrity according to the advertised product. Adam and Hussain (2017) assess product suitability with celebrity personalities. It bases on indicators, such as the celebrity's reputation, the celebrity's image in front of the public (whether it represents the advertised product), and the characteristics of the celebrity's profile (such as age, profession) and performance according to the advertised product. For example, a physically fit and athletic professional basketball player is advertising basketball shoes (Adam & Hussain, 2017).

## 2.4 Celebrity Recognition

Rojek (2001) describes celebrity recognition as a cultural fabrication created by the help of the media industry and consumerism such as marketing agents, promoters, photographers, cosmetologists, clothing experts, personal assistants, and fitness trainers so that celebrities gain public recognition. This recognition from the public can improve the reputation, career, and image of celebrity endorsers through advertisements that are played (Silvera & Austad, 2004).

Factors that can cause celebrity recognition, according to Greene and Haidt (2006), are publicity from the media that catapulted the celebrity's name, moral judgments from the public on celebrity behavior, celebrity attractiveness in public, and celebrity credibility based on public assessments. In

this study, celebrity recognition is measured based on indicators made by Miciak and Shanklin (1994), namely, the appreciation from the public for the celebrity and the characteristics that distinguish the celebrity from other celebrities.

## 2.5 Consumer Purchase Intention

Consumer purchase intention is a feeling or desire that arises in response to an advertised good or service and creates a tendency for consumers to buy it because they want it or need it in the future (Kotler, 2012; Zafar & Rafique, 2013; Sadli et al., 2022). Factors that influence consumer purchase intentions include the physical quality factor of the product, the brand factor (such as a characteristic of the product, the attractive packaging factor, the price factor, the availability of goods, and reference factors or stimuli from outside to influence consumers to increase purchase intentions).

According to Ferdinand (2006), the indicators used to determine consumers' purchase intentions for a product include transactional interests that affect the tendency of individuals to buy certain products, referential interest in products introduced by consumer acquaintances, and personal interests or behavior towards primary preferences of the product. Exploratory interest arises from someone curious and seeks product information of interest.

## 2.6 Hypothesis

Four hypotheses were developed based on the previous studies and shown in the research model (Figure 2).

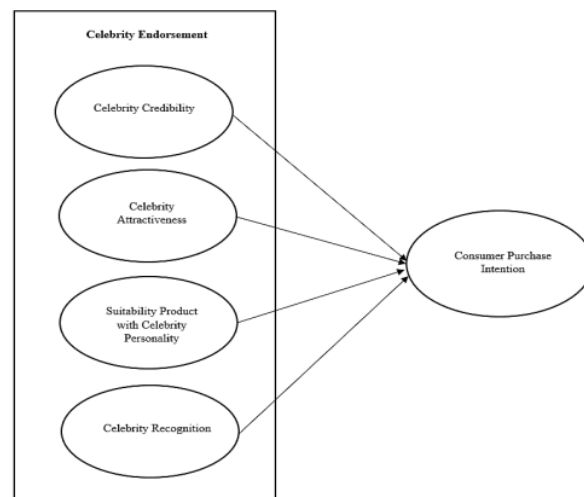


Figure 2. Research model

### 2.6.1 Relation between Celebrity Credibility and Consumer Purchase Intention

Celebrity endorser credibility is a level of consumer confidence in sources that provide information to consumers (Goldsmith et al., 2000). Consumers consider the information celebrities provide with the expertise to express objective opinions about a product (Ohanian, 1990). Previous studies have found that celebrity credibility affects consumer buying interest/intention (Rachmat, Ariyanti, & Zuliestiana, 2016; Adam & Hussain, 2017; Rachbini, 2018).

**H<sub>1</sub> : Celebrity credibility has a positive effect on consumer purchase intentions.**

### 2.6.2 Relation between Celebrity Attractiveness and Consumer Purchase Intention

The existence of celebrities is beneficial in the process of delivering product information to the public. Celebrity endorsers are the primary media companies that often market their products (Harly & Octavia, 2014; Jatmiko, 2018). Therefore, consumer attraction is significant to marketing products due to the influence of endorsers who have specific characteristics (intelligence, personality traits, lifestyle, and body athleticism) (Shimp, 2003). Research initiated by Rachbini (2018) obtained results where the attractiveness and attractiveness of celebrities affect purchase intention. Likewise, a case study by Sartika and Sukirno (2014) found that celebrity attractiveness affects consumers' purchase intentions.

**H<sub>2</sub> : Celebrity attractiveness has a positive effect on consumer purchase intentions.**

### 2.6.3 Relation of Product Suitability with Celebrity Personality on Consumer Purchase Intention

Creating a product that matches a celebrity's personality takes a celebrity with a personality that describes the advertised product in terms of expertise and physical condition (Till & Bussler, 1998). Widati's research (2016) shows that celebrity match results affect the product brand image. Meanwhile, Ankanisnara's (2012) research found that product compatibility with celebrity endorsers improves brand image.

**H<sub>3</sub> : The suitability of products with celebrity personalities positively affects consumers' purchase intentions.**

### 2.6.4 Relation of Celebrity Recognition to Consumer Purchase Intention

Celebrity recognition appears as a cause of cultural fabrication that celebrities get from the help of the media industry and consumerism that presents

a unique and attractive personality to the public (Rojek, 2001). In a study initiated by Adam and Hussain (2017), celebrity recognition affects consumers' buying intentions, while Dusenber, Almeida, and Amorim (2016) show that celebrity recognition affects consumers' purchase intentions.

**H<sub>4</sub> : Celebrity recognition has a positive effect on consumer purchase intentions.**

## 3. Methods

### 3.1 Sample and Data Collection

Data collection uses Google form questionnaires to respondents who are customers of Greenlight products. In order to describe the respondents more specifically, the sample was determined with criteria such as aged 15–31 years, knew Ariel Noah as a Greenlight advertisement star, had seen Greenlight product advertisements, and had bought Greenlight products (Saunders, Lewis, & Thornhill, 2009). Determining the number of samples using the formula created by Lemeshow, Hosmer, Klar, and Lwanga (1990) and determined that the minimum sample of respondents is 96. In data collection, it got 120 data and 109 who met the criteria.

### 3.2 Operational Definition Variable

**Table 1.** Operational definitions of variables and indicators

| Variable                                       | Indicator                              | Likert Scale                                                                            |
|------------------------------------------------|----------------------------------------|-----------------------------------------------------------------------------------------|
| Celebrity Credibility                          | Celebrity Appeal                       | 1 = Strongly Disagree<br>2 = Disagree<br>3 = Neutral<br>4 = Agree<br>5 = Strongly Agree |
|                                                | Celebrity Honesty                      |                                                                                         |
|                                                | Celebrity Skills                       |                                                                                         |
| Celebrity Attractiveness                       | General Public Likes (Likeability)     | 1 = Strongly Disagree<br>2 = Disagree<br>3 = Neutral<br>4 = Agree<br>5 = Strongly Agree |
|                                                | Similarity                             |                                                                                         |
|                                                | Familiarity                            |                                                                                         |
| Suitability Product with Celebrity Personality | Celebrity Reputation                   | 1 = Strongly Disagree<br>2 = Disagree<br>3 = Neutral<br>4 = Agree<br>5 = Strongly Agree |
|                                                | Celebrity Images                       |                                                                                         |
|                                                | Celebrity Personality Characteristic   |                                                                                         |
| Celebrity Recognition                          | Appreciation from Community (Esteem)   | 1 = Strongly Disagree<br>2 = Disagree<br>3 = Neutral<br>4 = Agree<br>5 = Strongly Agree |
|                                                | Differentiation / Celebrity Difference |                                                                                         |
|                                                | (Differentiation)                      |                                                                                         |
| Consumer Purchase Intention                    | Transactional Interest                 | 1 = Strongly Disagree<br>2 = Disagree<br>3 = Neutral<br>4 = Agree<br>5 = Strongly Agree |
|                                                | Referential Interest                   |                                                                                         |
|                                                | Preferential Interest                  |                                                                                         |
|                                                | Exploratory Interest                   |                                                                                         |

Two significant parts of the definition of operational variables are celebrity endorsement and purchase intention. Each variable has different indicators, and celebrity endorsement is divided into four variables: celebrity, celebrity attractiveness, product suitability with celebrity personality, and

celebrity recognition. Then an answer is given based on a 5-level Likert scale explained in Table 1.

### 3.3 Data Analysis Method

Hypotheses have been carried out. Then performed calculations to find answers to the problem formula and tests. The stages of the data analysis method start from grouping the data based on the variables and types of respondents, tabulating the data based on the variables and the overall respondents, then separating based on each variable sought.

The first analysis carried out in this research is a descriptive analysis of data to describe the raw collected data so that it is easier to understand and more concise (Sugiyono, 2011). The raw data collected is tabulated into a frequency distribution table to analyze the level of agreement with respondents' answers and find the most dominant indicator. From the data obtained, then a descriptive analysis was carried out for each research variable. For benchmark data interval category mean results as Table 2.

Afterward, it continues the validity and reliability test (Azwar, 2014; Ghozali, 2013) to measure the measuring instrument's accuracy and validity. Then, to meet the assumptions of multiple regression analysis, It tests the classical assumptions, which are normality, multicollinearity, and heteroscedasticity tests (Denis, 2018). After fulfilling the requirements of the classical assumption test, then proceed to multiple regression analyses such as the model feasibility test (F-test) and hypothesis testing (t-test) based on the F-count, R-Square, significance, and t-count values (Ferdinand, 2014). The data analysis uses the SPSS program.

## 4. Results

The total number of respondents in this study was 120 people. Some respondents did not meet the criteria in this study, and 109 respondents met the

criteria after the screening. Some respondents did not meet the criteria. Five respondents did not know Ariel 'Noah'. As many as three respondents had never seen an advertisement for Greenlight products, and as many as three respondents had never bought Greenlight products. Therefore, only 109 data can be processed in this study.

Greenlight product customers are people aged between 15 to 31 years. It shows that young people dominate the customers of Greenlight products in this study. This information follows the target market of Greenlight products: young people with never-ending, elegant, and mysterious designs.

The respondents' occupations in this study were still students or college students, with 81 respondents consisting of 46 men and 35 women, followed by work as entrepreneurs and employees with 28 respondents. It explains the previous data showing that Greenlight products are more favorable to both men and women young people who are still in school or college. Young people always want to look different every time, so it is common for them to have more than one Greenlight product in their collection. It proves there is a desire to continue purchasing Greenlight products in line with the increasing number of product designs released by these products.

This study's dominant respondents were those with an average monthly income of Rp. 1,000,000 to Rp. 1,999,999, as many as 81 respondents. Respondents with an average monthly income of Rp. 2,000,000 to Rp. 2,999,999, 13 respondents, and 15 with an average monthly income of more than Rp. 3,000,000. The price of Greenlight products, which are still affordable by young people, increases the consumer's purchase value of this product, as seen in the respondents' answers. Respondents in this study were dominated by those who earned Rp. 1,000,000 to Rp. 1,999,999. It means that the respondents of this research can still buy Greenlight products.

**Table 2.** The variables' category

| Interval    | Celebrity Credibility | Celebrity Attractiveness | Suitability Product with Celebrity Personality | Celebrity Recognition | Consumer Purchase Intention |
|-------------|-----------------------|--------------------------|------------------------------------------------|-----------------------|-----------------------------|
| 1.00 – 1.80 | Very Not Credible     | Very Not Attractive      | Very Not Suitable                              | Very Not Recognized   | Very Not Interested         |
| 1.81 – 2.60 | Not Credible          | Not Attractive           | Not Suitable                                   | Not Recognized        | Not Interested              |
| 2.61 – 3.40 | Credible Enough       | Attractive Enough        | Suitable Enough                                | Recognized Enough     | Interested Enough           |
| 3.41 – 4.20 | Credible              | Attractive               | Suitable                                       | Recognized            | Interested                  |
| 4.21 – 5.00 | Very Credible         | Very Attractive          | Very Suitable                                  | Very Recognized       | Very Interested             |

#### 4.1 Descriptions of Variables

Table 3 explains the descriptive analysis of this research's variables.

**Table 3.** Results of descriptive analysis of mean of all indicators and variables

| Indicators & Variables | Mean | Deviation Standards | Remarks         |
|------------------------|------|---------------------|-----------------|
| $X_{1,1}$              | 4.26 | 0.775               | Very Credible   |
| $X_{1,2}$              | 4.57 | 0.599               | Very Credible   |
| $X_{1,3}$              | 4.06 | 0.803               | Credible        |
| $X_1$                  | 4.29 |                     | Very Credible   |
| $X_{2,1}$              | 4.52 | 0.753               | Very Attractive |
| $X_{2,2}$              | 4.52 | 0.753               | Very Attractive |
| $X_{2,3}$              | 4.51 | 0.715               | Very Attractive |
| $X_2$                  | 4.52 |                     | Very Attractive |
| $X_{3,1}$              | 4.00 | 0.745               | Suitable        |
| $X_{3,2}$              | 4.04 | 0.838               | Suitable        |
| $X_{3,3}$              | 4.20 | 0.779               | Suitable        |
| $X_3$                  | 4.08 |                     | Suitable        |
| $X_{4,1}$              | 4.19 | 0.763               | Recognized      |
| $X_{4,2}$              | 4.47 | 0.632               | Very Recognized |
| $X_4$                  | 4.33 |                     | Very Recognized |
| $Y_1$                  | 4.30 | 0.788               | Very Interested |
| $Y_2$                  | 4.17 | 0.811               | Interested      |
| $Y_3$                  | 4.11 | 0.885               | Interested      |
| $Y_4$                  | 4.39 | 0.706               | Very Interested |
| $Y$                    | 4.24 |                     | Very Interested |

From the results of the descriptive analysis in Table 3, all the indicators of this research variable fall into the high and very high categories. It proves that each of the existing indicators influences one another. The lowest indicators in one variable are  $X_{1,3}$ ,  $X_{2,3}$ ,  $X_{3,1}$ , and  $Y_1$ . Based on this, the indicators have low value in the future must be improved to increase the consumer's purchase intention of the Greenlight fashion brand.

#### 4.2 Validity and Reliability

Furthermore, the validity test is carried out for each variable indicator. The purpose of testing the validity is to measure the validity of a measuring instrument. This validity test uses the Pearson Product Moment Correlation by calculating the correlation between the scores of each statement item and the total score (Ghozali, 2013). Table 4 shows the validity test results that all indicators are valid (Sig. values < 0.05).

Meanwhile, for the reliability test, it is known that all variables are reliable Cronbach's Alpha values > 0.6), as can be seen in Table 5.

**Table 4.** Validity test results

| Indicators | Total Variable Score    |       | Description |
|------------|-------------------------|-------|-------------|
|            | Correlation Coefficient | Sig.  |             |
| $X_{1,1}$  | 0.814                   | 0.000 | Valid       |
| $X_{1,2}$  | 0.700                   | 0.000 | Valid       |
| $X_{1,3}$  | 0.767                   | 0.000 | Valid       |
| $X_{2,1}$  | 0.884                   | 0.000 | Valid       |
| $X_{2,2}$  | 0.872                   | 0.000 | Valid       |
| $X_{2,3}$  | 0.821                   | 0.000 | Valid       |
| $X_{3,1}$  | 0.807                   | 0.000 | Valid       |
| $X_{3,2}$  | 0.879                   | 0.000 | Valid       |
| $X_{3,3}$  | 0.830                   | 0.000 | Valid       |
| $X_{4,1}$  | 0.824                   | 0.000 | Valid       |
| $X_{4,2}$  | 0.730                   | 0.000 | Valid       |
| $Y_1$      | 0.689                   | 0.000 | Valid       |
| $Y_2$      | 0.873                   | 0.000 | Valid       |
| $Y_3$      | 0.773                   | 0.000 | Valid       |
| $Y_4$      | 0.717                   | 0.000 | Valid       |

**Table 5.** Reliability test results

| Variable                                                 | Cronbach's Alpha | Description |
|----------------------------------------------------------|------------------|-------------|
| Credibility Celebrity ( $X_1$ )                          | 0.632            | Reliable    |
| Celebrity Attractiveness ( $X_2$ )                       | 0.822            | Reliable    |
| Suitability Product with Celebrity Personality ( $X_3$ ) | 0.790            | Reliable    |
| Celebrity Recognition ( $X_4$ )                          | 0.648            | Reliable    |
| Consumer Purchase Intention ( $Y$ )                      | 0.761            | Reliable    |

#### 4.3 Multiple Regression Analysis

Before performing regression analysis, it is necessary to know the results of the classical assumption test.

**Table 6.** Kolmogorov-Smirnov normality test results

| Parameter              | Results |
|------------------------|---------|
| Test Statistic         | 0.79    |
| Asymp. Sig. (2-tailed) | 0.089   |

Table 6 shows that the Kolmogorov-Smirnov normality test results meet the normal distribution pattern with a significance value > 0.05. Table 7 shows that the variables  $X_1$ ,  $X_2$ ,  $X_3$ , and  $X_4$  VIF met the requirements for no multicollinearity because none of the VIF values are less than 10. Furthermore, from the Glejser Heteroscedasticity test results, there is no heteroscedasticity because the significance value of each variable is  $X_1$ ,  $X_2$ ,  $X_3$ , and  $X_4$  have met the requirements > 0.05.

After going through the classical assumption test, it enters the multiple linear regression analysis, which helps predict the effect of more than one independent variable on the dependent variable. The analysis uses SPSS to perform multivariate data analysis calculations.

**Table 7.** Multicollinearity test results

| Variable                                                 | VIF   | Description                   |
|----------------------------------------------------------|-------|-------------------------------|
| Credibility Celebrity ( $X_1$ )                          | 1.328 | There is no multicollinearity |
| Celebrity Attractiveness ( $X_2$ )                       | 1.183 | There is no multicollinearity |
| Suitability Product with Celebrity Personality ( $X_3$ ) | 1.466 | There is no multicollinearity |
| Celebrity Recognition ( $X_4$ )                          | 1.042 | There is no multicollinearity |

**Table 8.** Glesjer heteroscedasticity test results

| Variable                                                 | Sig.  | Description           |
|----------------------------------------------------------|-------|-----------------------|
| Credibility Celebrity ( $X_1$ )                          | 0.125 | No heteroscedasticity |
| Celebrity Attractiveness ( $X_2$ )                       | 0.633 | No heteroscedasticity |
| Suitability Product with Celebrity Personality ( $X_3$ ) | 0.948 | No heteroscedasticity |
| Celebrity Recognition ( $X_4$ )                          | 0.527 | No heteroscedasticity |

**Table 9.** Multiple linear regression analysis

| Variable                                                 | Unstandardized Coefficients<br><i>B</i> | <i>t</i> | Sig.  |
|----------------------------------------------------------|-----------------------------------------|----------|-------|
| Credibility Celebrity ( $X_1$ )                          | 0.643                                   | 1.159    | 0.249 |
| Celebrity Attractiveness ( $X_2$ )                       | 0.290                                   | 2.995    | 0.003 |
| Suitability Product with Celebrity Personality ( $X_3$ ) | 0.271                                   | 3.481    | 0.001 |
| Celebrity Recognition ( $X_4$ )                          | 0.245                                   | 2.873    | 0.005 |
| Consumer Purchase Intention ( $Y$ )                      | 0.030                                   | 0.348    | 0.728 |

Table 9 results in the following equation.

$$Y = 0.643 + 0.290X_1 + 0.271X_2 + 0.245X_3 + 0.030X_4$$

From the equation above, it concludes that the regression coefficients of the four independent variables are positive, which means that if celebrity credibility, celebrity attractiveness, suitability of products with celebrity personality, and celebrity recognition increase, consumers' purchase intentions for Greenlight products will also increase, and vice versa.

As seen in Table 10, the coefficient of determination  $R^2$  measures how far the ability of this

research model explains the variation of the dependent variable. The value of  $R^2$  in this study is 0.395, which means the independent variables' ability to explain the dependent variable's variance is 39.5%. Other factors outside this study explain the remaining 60.5% of the variance of the dependent variable.

**Table 10.** The result of the coefficient determination

| <i>R</i> | $R^2$ |
|----------|-------|
| 0.628    | 0.395 |

After knowing the coefficient of determination, it carries out a hypothesis test through a feasibility test, which is *F-test* / ANOVA test model. The *F-test* or ANOVA test shows the influence of all independent variables on the dependent variable. Table 11 will explain the results of the model feasibility test using SPSS.

**Table 11.** Model feasibility test

| <i>F-count</i> | Sig.  | Description    |
|----------------|-------|----------------|
| 19.967         | 0.000 | Feasible Model |

Then a *t-test* was conducted to determine each independent variable's influence on the dependent variable. Because of the resulting significance value of 0.000, this research model is considered feasible and fit to provide a reference in managerial decision-making in the object of research. A hypothesis can be accepted if the value of *t-count* > 1.64 and Sig. < 0.05.

Table 12 shows that  $H_1$ ,  $H_2$ , and  $H_3$  are accepted because they get a value of the *t-count* > 1.64 and Sig. < 0.05, while  $H_4$  is rejected because it does not meet the value of the requirement.

**Table 12.** Conclusion hypothesis

| Variable                                                 | <i>t-count</i> | Sig.  | Description    |
|----------------------------------------------------------|----------------|-------|----------------|
| Credibility Celebrity ( $X_1$ )                          | 2.995          | 0.003 | $H_1$ Accepted |
| Celebrity Attractiveness ( $X_2$ )                       | 3.481          | 0.001 | $H_2$ Accepted |
| Suitability Product with Celebrity Personality ( $X_3$ ) | 2.873          | 0.005 | $H_3$ Accepted |
| Celebrity Recognition ( $X_4$ )                          | 0.348          | 0.728 | $H_4$ Rejected |

## 5. Discussion

This discussion is based on the analysis result earlier by looking at the hypothesis testing. Based on hypothesis testing using *t* values and Sig.  $H_1$  is accepted, which contains celebrity credibility and has a significant positive effect on consumers' purchase intention of Greenlight products. This study's results

align with previous studies' findings, which revealed that celebrity credibility affects consumers' purchase intentions or intentions (Harly & Octavia, 2014; Rachmat et al., 2016; Adam & Hussain, 2017; Rachbini, 2018; Jatmiko, 2018). The credibility of celebrities who become product endorsers is appropriate for following the product market segment. Meanwhile, in Putra and Junaedi's (2020) research, comparing two different celebrities, one celebrity's credibility does not affect buying interest. It is due to the different characteristics of the two celebrities (badminton athletes) who promote the product, thus causing credibility and different influences. It differs from the research initiated by Nurdianto & Malik (2018) and Nurani & Haryanto (2010), which found that endorser credibility did not affect consumer purchasing decisions and intentions. It is because the products have a specific target market, such as observing sports motorcycle products from well-known brands and energy drinks, so considerations in generating purchase intentions are not only celebrity credibility but also because of consumers' needs and economic conditions.

From the results of hypothesis testing, H<sub>2</sub>, which contains celebrity attractiveness, positively influences consumer purchase intentions on accepted Greenlight products. The results of this study are in line with research conducted by Sartika and Sukirno (2014), Rachbini (2018), Jatmiko (2018), Nurdianto and Malik (2019), Permatasari (2019), which concluded that celebrity attractiveness affects consumers' buying intentions/interests. It can happen because the attractiveness of celebrities in public is per the products. Meanwhile, in the research of Harly and Octavia (2014) and Park and Lin (2020), it was found that endorser attractiveness did not affect consumer buying interest. This result can occur because many consumers prefer to avoid celebrities who become endorsers in the product marketing segment. It is different from the findings of Anggi and Soesanto (2016), which reveal that the attractiveness of advertising does not have a significant effect on consumer buying interest but is optimistic. In this study, the advertised well-known mineral water products already have a good image in the minds of consumers, especially in Indonesia, so the attractiveness of advertisements or celebrity appeals is not too significant on consumer buying interest. Putra and Junaedi (2020) revealed that two badminton athletes who became endorsers of well-known milk drinks did not affect consumers' buying intentions. It causes the market segment of the drink not suitable for badminton athletes. This finding enriches the previous study in terms of the influence of celebrity attractiveness on purchase intention.

H<sub>3</sub> received from the results of this study reads that the suitability of Greenlight products with celebrity personalities has a positive influence on consumers' purchase intentions of Greenlight products. It aligns with the results of Till and Busler (1998), which showed that the product suitability with a celebrity's personality caused buying interest in the product. Putra and Junaedi (2020) revealed that the celebrity variable (badminton athletes) positively affected the purchase intention of dairy products. It happens because the athlete's personality matches the marketed product. Likewise, Ankasaniscara's (2012) research revealed that a product's suitability with a celebrity endorser would increase the brand image and generate consumer purchase intentions.

H<sub>4</sub>, which reveals that celebrity recognition affects consumers' purchase intentions on Greenlight products, is rejected because the effect is insignificant. It is different from the research of Adam and Hussain (2017) and Dusenberget al. (2016), which state that celebrity recognition affects consumer buying interest. It can happen because celebrity recognition is only sometimes a reference for consumers to buy a product. Generally, well-known brand images such as Greenlight, Aqua, Honda, and Indomilk do not always require celebrity recognition to increase sales. From the results of hypothesis testing, H<sub>4</sub>, which contains celebrity recognition, positively influences consumer purchase intentions on accepted Greenlight products. Besides, celebrity recognition helps support consumer increase from specific market segments. From the point of view of tight competition, the company must strengthen its competitive position by involving celebrity endorsement.

Based on the coefficient of determination, the results can only explain the variance of the purchase intention variable. So it is hoped that in future research it can accommodate another independent variable that is able to explain the variance of the dependent variable of purchase intention, such as the phenomenon of the emergence of celebrities who make product brands (Teng, Su, Liao, & Wei, 2020), brand marketing through celebrity live streaming (Park & Lin, 2020), brand marketing through social media Instagram (Rachmat et al., 2016; Sadli et al., 2022), unknown celebrities marketing well-known products and well-known celebrities marketing unknown products (McCormick, 2016), foreign celebrities marketing local products or local celebrities marketing foreign products in other countries (Jamil & Rameez ul Hassan, 2014; Schimmelpennig, 2018), comparing purchase intentions between celebrity endorsers and create spokespeople in advertising a product (Sertoglu et al., 2014), comparisons between

advertisements starring celebrities who are high, ordinary and low in public (Dekker & Van Reijmersdal, 2013; Ahmed, Farooq, & Iqbal, 2014). To further increase consumer attractiveness for marketed products, companies must consider choosing celebrity endorsers familiar with the community with a good image and reputation in the public eye. With this increase in attractiveness, people tend to be more receptive to Greenlight products in the future and increase consumer buying intentions. This research is limited to consumer respondents of Greenlight products whose advertisements starring Ariel Noah. To confirm the results, further research may consider making a comparison between different celebrities of one product. Therefore, it is hoped that future studies (12) include another independent variable that can explain the variation of the dependent variable of purchase intention, such as the phenomenon of celebrities becoming associated with particular brands of goods. In summary, all four hypotheses are supported in this study. This result paves the way for the manager that it is highly essential to endorse the celebrity in strengthening the company's competitive position.

## 6. Conclusions

The conclusions obtained by researchers after conducting this research are: 1) Celebrity credibility has a positive effect on consumer purchase intentions for product Greenlight. 2) The attractiveness of celebrities has a positive effect on consumer purchase intentions for Greenlight products. 3) Compatibility of Greenlight products with celebrity personalities positively affects consumer purchase intentions for Greenlight products. 4) Celebrity recognition affects consumer purchase intentions for Greenlight products but is not significant.

To increase the purchase intention of Greenlight consumers, it is necessary to pay attention to various lacking conditions as reflected in several indicators of research variables, which still get lower means scores than others. To increase the purchase intention of Greenlight consumers through the celebrity endorser variable, the company needs a more suitable and experienced figure to deliver advertisements. In this case, the company needs to consider looking for celebrities who are more experienced in advertising and have more control over the fashion market, according to Greenlight's target market.

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