CELEBRITY ENDORSEMENT ON ATTITUDE FORMATION OF BRAND SHAMPOO
Research on Middle Class Consumer in Jakarta

Janette M. Pinariya and Era Pracillia
STIKOM LSPR Jakarta
Email: janette.mp@lspr.edu

ABSTRACT

The objectives of this research are to find out the relationship between celebrity endorsement and attitude formation toward brand shampoo. This research to measure the contribution value celebrity endorsement on attitude formation toward brand shampoo. The conclusion of this research is there is a positive moderate correlation between celebrity Endorsement and attitude formation of brand shampoo in term of product quality. The correlation is significant with strength of correlation coefficient is 0.546. Celebrity Endorsement contributes 29.8% on attitude formation of brand shampoo in term of product quality. The bivariate regression equation informs that in every unit of celebrity Endorsement will increase the attitude formation valued 0.520. On the other hand, if the celebrity Endorsement failed to perform, the attitude formation only valued 9.235. The equation is, y = 9.235 + 0.520x.

Keywords: celebrity relationships, attitude formation, brand shampoo

ABSTRAK


Kata Kunci: hubungan selebriti, pembentukan sikap, merek shampoo.
BACKGROUND

In Indonesia, market of cosmetic is crowded with local and imported products. Imported products from USA, Germany, France, Japan, and China own 13% market share, whereas 87% of the share is owned by local products such as PT Mustika Ratu and PT Martina Berto; it also includes multinational companies which operated in Indonesia such as PT Unilever Indonesia Tbk Tbk, PT Procter & Gamble Indonesia, PT L'Oreal Indonesia, and PT Mandom Indonesia Tbk.

Out of these companies, three multinational companies: Unilever; P&G; and L’Oreal are on the top of the game for cosmetic products such as skin care, hair care, and spa products. In particular order, PT Unilever Indonesia Tbk is on the top of the market share of personal care and cosmetics owning 60% market share. Followed by PT Procter & Gamble Indonesia with 20% of market share; L’Oreal in the third place owns 8%; the fourth place is owned by local company, PT Martina Berto with 5.7%.

Among those categories, shampoo category achieved 69.2% share in hair care category in Indonesia (Hair care in Indonesia to 2014, 2010). It is more than half of the market share. It indicates the major potential market for hair care product is in shampoo category. Therefore, the availability of potential market will also generate tight competition in the category since more producers will try to grab this market.

In regard to market, information notifies that in recent period, 12-15% out of 220 million population of Indonesia are anticipated to be in the middle-high income range. Economically, they have more spending power (Prospective buyers, 2007). Moreover, product quality is becoming the main concern for them in choosing a product or service (Market entry, 2007). This information gives a hint for a producer to come up with a suitable strategy which relevant to meet the needs of this market. Potential middle-high market in West Jakarta—Jakarta has been well-known as the metropolitan city. It is divided into Centre Jakarta, North Jakarta, West Jakarta, South Jakarta, and East Jakarta.

What is matter to potential market? Based on mentioned information, one of the characteristics of market in middle-high class is paying attention on functionality of product (Market entry, 2007). Moreover, according to Nielsen Indonesia, there is a change in buying pattern of medium to up class; they tend to choose a premium product which offers health, comfort, and lifestyle.

Kotler and Armstrong (2001: 605; 608) stated that target market is changing continuously. Therefore, the marketer has to prepare an effective communication to each target market because one target market to another has differences in characteristic. There are several elements in communication process: source—the initiator of a message, encoding, message—marketing communication messages (using promotional mix), channel, decoding, receiver, response—receivers’ reactions after knowing the message (e.g. becoming aware of the product features), feedback and noise.

Furthermore, Duncan (2005: 306) stated that in marketing communication program needs a message execution. It is the structure of a completed marketing communication messages. One of message execution is an endorsement. This type of message execution features a highly believable or likable source endorsing the product (Kotler and Armstrong, 2004: 502). Message delivered by highly credible sources are more persuasive. Therefore, more companies are using celebrities to deliver the message (Kotler and Armstrong, 2004: 479).

A company has to utilize a proper source to inform the message of a product in order to generate attitude formation toward the product. As Schiffman and
Kanuk (2007: 273) mentioned message is more likely to be believed when the source has credibility on audience eyes. According to Federal Trade Commission’s Guides Concerning Use of Endorsements and Testimonials in Advertising, endorsement is defined as “a message in an advertisement consumers are likely to believe reflects the opinions, beliefs, findings, or experience the message appears to reflect” (Purkey, 2003: 379, 383-384).


Tricomponent Model—Schiffman & Kanuk (2007) and Solomon (2009) stated that stages of processing in attitude formation or attitude changed can be analyzed by applying Tricomponent Model of cognitive learning. The model consists of three stages; cognitive, affective, and conative. Cognitive stage involves the development of knowledge and perception which are acquired by related information from various sources. In this case, the potential consumer acquired information from the hair celebrities. Second stage, affective; it is a consumer’s emotions or feelings about a particular product. The third stage, conative, is concerned with the tendency an individual will behave in a particular action with regard to attitude object (Schiffman and Kanuk, 2007: 235-238; Solomon, 2009: 284-285).

Model Theory—Horai and Fatollah (1974) stated majority the research in area of endorsement has been applied the source credibility theory and source attractiveness theory, named Source Model Theory (Biswas, Biswas, & Das, 2006: 18). The Source Credibility Model stated message effectiveness depends on the endorser’s perceived credibility. Credibility aspect consists of celebrities and trustworthiness (Charbonneau & Garland, 2005: 37). On the other hand, according to McGuire (1969) the Source Attractiveness Model has three interrelated aspects—familiarity, similarity, and likability (Biswas, Biswas, & Das, 2006: 18). Therefore, this research examines the Celebrity Endorsementof Brand shampoo by applying the Source Model Theory (source credibility and source attractiveness).

Research Question
What is the relationship between Celebrity Endorsementand attitude formation of shampoo in term of product quality?

Research Objectives
1. Finding out the relationship between Celebrity Endorsement and attitude formation toward brand shampoo in term of product quality.  
2. Measuring the contribution of Celebrity Endorsement on attitude formation toward brand shampoo.

Academic Significance
Research contributions to marketing communications study:
1. Adding up the information of conditions which can generate an effective Celebrity Endorsementstrategy particularly in message execution of hair care product.  
2. Informing the tactics to generate attitude formation on current buying pattern of medium-up consumer who concerns on functionality of product.

Practical Significance
Informing the relationship between Celebrity Endorsement and attitude formation toward brand shampoo as well as the contribution value of Celebrity Endorsement on attitude formations toward brand shampoo

**Scope and Delimitation**
1. This research examines the Celebrity Endorsement on attitude formation toward brand shampoo.
2. The respondents of this research are the middle class market in Jakarta.

**THEORIES / CONCEPT**

**Attitude Formation**

An attitude is “a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object” (Schiffman and Kanuk, 2007: 232). Moreover, Loudon and Bitta (1993: 423-425) stated that attitudes have several characteristics: have an object; have direction, intensity, and degree; have structure; and are learned. The explanations are:

Attitudes have to have an object, whether intangible or tangible item. The tangible items are: a physical thing such as product; an action such as buying a product; or one item such as a person or social groups. On the other hand, the intangible item is an abstract concept such as ethical behavior (Loudon and Bitta, 1993: 423).

This characteristic is applied to determine the object of the attitude formation of brand shampoo: Brand shampoo and Pantene product quality.

Attitudes have direction, degree, and intensity. An attitude displays how an individual feels toward an object. It displays (1) direction—the individual is either favorable or unfavorable toward, or for or against the object; (2) degree—how much the person either likes or dislikes the object; and (3) intensity—the level of certainty or confidence of expression about the object. The direction, degree, and intensity of an individual’s attitude toward a product provide marketers with a prediction of that individual readiness to act toward the product (Loudon and Bitta, 1993: 424).

Attitudes have structures, Attitudes have internal consistency and possess interattitudinal centrality. Attitude is viewed as a type of circular pattern. At the centre of the pattern are the individual’s important values and self-concept. Attitudes are associated with each other to form a complex whole. When the attitudes are related, there must be some amount of “fit” between them, or conflict will result. The interrelated of attitudes implies a certain degree of consistency (Loudon and Bitta, 1993: 424). This research examines the response of attitude formation based on elements cognitive, affective and conative. Hence, this characteristic is applied to analyze the individual’s important values and analyzing the interrelation between cognitive, affective and conative of the potential market’s attitude as a response on Brand shampoo and Pantene.

Attitudes are learned. Attitudes are developed from one’s personal experiences with reality, as well as from information from friends, salespeople, and news media. Attitudes are derived from both direct and indirect experiences in life (Loudon and Bitta, 1993: 425). This characteristic is applied to examine in what conditions potential market generates the attitude formation as an outcome of learning.

**Tricomponent Model**

Schiffman and Kanuk (2007) stated Tricomponent Model has the implications in attitude formation strategy. The model provides the answers to the process of attitude formation. Tricomponent Model has three sequential stages of processing: cognitive, affective, and conative (Schiffman and Kanuk, 2007: 235-238).
a. Cognitive

It involves a consumer’s knowledge and perceptions acquired by the information related about the product from various sources. The knowledge and the perception created are frequently forming the beliefs, the consumer believes the product possesses various attributes; it will lead to specific outcomes (Schiffman and Kanuk, 2007: 236).

b. Affective

It relates with a consumer’s emotions or feelings about a particular product. These emotions and feelings may depict the individual rates on product as “favorable” or “unfavorable”, “good” or “bad.” Cohen and Areni; Johnson and Zinkhan (1991); and Kim, lim, and Bhargava(1998) stated “emotional states may enhance or amplify positive or negative experiences and that later recollections of such experiences may impact what comes to mind and how the individual acts” (Schiffman and Kanuk, 2007: 236-237).

c. Conative

Conative is concerned with the tendency a consumer will behave in a certain way according to the attitude on a product. In this stage, a consumer’s intention to buy may be expressed. The positive attitude on product may impact in a positive tendency to buy the product. (Schiffman and Kanuk, 2007: 237-238).

Sequential stages of processing of Tricomponent Model displays attitude formation starting from creating an awareness and knowledge about the products, followed by the feelings and emotions which affect the consumer in a way they attach to the product, and then the stage which might describe the behavior is the conative stage. This stage describes the intention of a consumer whether want to or not want to buy the product. The conative stage shows the attitude changed or attitude formation toward the product. Schiffman and Kanuk (2007: 214) stated these sequential stages of processing are a part of a cognitive learning of an individual toward an object.

Source Model Theory

Companies use a celebrity endorser when the person’s stamp of approval enhances the product’s brand equity. Celebrities can also help create emotional bonds with brands. Transferring the bond that exists between the celebrities and audience to the product being endorsed is the objective. (Clow, 197:2012)

This research applies the source model theory in analyzing the attributes in celebrity endorsement. Horai and Fatoullah (1974), stated researchin the area of endorsement has been addressed in the context of twotohers –source credibility theory and source attractiveness theory (Biswaand Biswas and Das, 2006: 18). Ohanian (1990, 1991) stated message effectiveness depends on the endorser’s perceived credibility and perceived attractiveness (Charbonneau and Garland, 2010: 102). Therefore, this research applies credibility and attractiveness as dimensions of variable celebrity endorsement.

Source Credibility

Hovland (1953) stated celebrityise is defined as the perceived ability of the source to make valid assertions, while trustworthiness is defined as the perceived willingness of the source to make valid assertions. According to Hovland, sources exhibiting celebrityise and trustworthiness are credible and persuasive (McCacken, 1989: 310-311). Moreover, Bimbaum and Steger (1979); Norman (1976) stated celebrityise is topic-specific; an celebrity source must possess celebrityise on a certain topic rather than having it at the generalized level (Biswa and Biswas and Das, 2006: 19). Lafferty, Goldsmith, and Flynn, (2005: 34) stated that celebrities is commonly associated with the
congruency or fit between the endorser and the type of product endorsed.

Based on these previous studies, all indicates that in the celebrity Endorsement, there is a connection between the source credibility and source attractiveness. The connection is in the congruency between the endorser and the product endorsed. The congruency (similarity) is analyzed in the source attractiveness attribute. According to this connection, this research also utilizes the source attractiveness in order to analyze the Celebrity Endorsement attributes.

Source Attractiveness

McGuire (1985) stated that message effectiveness depends on familiarity, likability, and/or similarity of the source. Familiarity is defined as knowledge of the source through exposure and likability as affection for the source as an outcome of the source’s physical appearance and behavior, whereas similarity by applying “match-up” hypothesis of Kahle and Horner (1985); Karmins (1990); it is the fit/similarity between the endorser and the product (Lafferty, Goldsmith, and Flynn, 2005: 34). Sources who are known to, liked by consumer, and/or similar to the product (Kahle and Horner, 1985; Karmins, 1990) are attractive and persuasive (McCracken, 1989: 310-311). This research also suggests familiarity in the term of the message states by the endorser. Roggeveen and Johar (2002: 81-82) stated that repeated statements feel more familiar and are believed more than new statements. Therefore, the familiarity of the message and the source enhances consumer to believe in the product quality; it generates the attitude formation on product quality.

Hypothesis

The requirements are the perceived source credibility, source attractiveness, and the conditions which guide the attitude formation. Therefore, the hypothesis of this research is:

H0 = Celebrity Endorsement has no influence on attitude formation brand shampoo in term of product quality.
Ha = Celebrity Endorsement has the influence on the attitude formation of Brand shampoo in term of product quality.

Questionnaire

Questionnaire as a data generation method allows large samples to answer the same structured questions. It consists sets of scales measurements to get the primary data (Hair, Bush, and Ortinau, 2009: 235; 404). Scale format used in this research is Likert scale. “A Likert scale asks respondents to indicate the extent to which they either agree or disagree with a series of mental or behavioral belief statements about a given object. Likert scale collects cognitive-based or specific behavioral beliefs” (Hair, Bush, and Ortinau, 2009: 370; 371). The scale descriptors are “strongly agree,” “agree,” “not sure,” “disagree,” “strongly agree.”

Correlation Analysis

Walonick (2004: 92) stated, “Correlation is a measure of association between two variables. When calculating a correlation coefficient for interval data, use Pearson’s product moment formula.” Moreover, Burns and Bush (2006: 544) stated, “Pearson product moment correlation measures the linear relationship between two interval-scaled variables.”

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<th>Celebrity Endorsement</th>
<th>Attitude Formation</th>
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<td>Celebrity Endorsement</td>
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** Correlation is significant at the 0.01 level (2-tailed)
According to the table, correlation Pearson product moment correlation, \( r = 0.546 \). It indicates the positive correlations between these two variables. When the value of independent variable (celebrity Endorsement) increases, the value of the attitude formation also increases. Moreover, the strength of correlation coefficient (\( r = 0.546 \)) indicates the correlation between celebrity Endorsement and attitude formation is moderate positive. In addition to the correlation coefficient, the P-value (Sig.) = .000 indicates the correlation is significant. It means the relationship is reliable.

There is a positive moderate correlation between celebrity Endorsement and attitude formation of brand shampoo in term of product quality. The correlation is significant with strength of correlation coefficient is 0.546. Celebrity Endorsement contributes 29.8% on attitude formation of brand shampoo in term of product quality. The correlation is significant with strength of correlation coefficient is 0.546. Celebrity Endorsement contributes 29.8% on attitude formation of brand shampoo in term of product quality. The contribution of celebrity Endorsement is 29.8% out of 100%. It informs that the contribution is not that big because it less than half of the proportion.

Based on the data calculation, the linear regression equation as followed:

**Bivariate Regression Equation**

\[
y = a + bx
\]

\[
y = 9.235 + 0.520x
\]

The bivariate regression equation informs that in every unit of celebrity Endorsement will increase the attitude formation valued 0.520. On the other hand, if the celebrity Endorsement failed to perform, the attitude formation only valued 9.235.

**Hypothesis Testing**

The hypothesis testing is conducted at the 5% level of significance. The critical value is 1.972 (df=n-2, df=100-2). Based on this critical value, we can conclude; if the t-statistic is between -1.972 and +1.972, the null hypothesis is accepted. On the other hand, if the t-statistic is below -1.972 or above +1.972, the null hypothesis is rejected.

The t -statistic in Coefficient column valued 9.849. It informs the null hypothesis is rejected. It means the alternative hypothesis is accepted. Therefore, expert endorsement has the influence on the attitude formation of brand shampoo in term of product quality.

R Square

Coefficient correlation or \( r^2 \) indicates the proportion of variance in dependent variable which can be calculated by the combination of independent or predictor variable (Walonick, 2004: 104).
Conclusion:

Based on the data generated, the conclusion of this research is:

1. The correlation between celebrity Endorsement and attitude formation of brand shampoo in term of product quality. There is a positive moderate correlation between celebrity Endorsement and attitude formation of brand shampoo in term of product quality. The correlation is significant with strength of correlation coefficient is 0.546.

2. The value contribution of celebrity Endorsement on attitude formation of brand shampoo in term of product quality. Celebrity Endorsement contributes 29.8% on attitude formation of brand shampoo in term of product quality. The bivariate regression equation informs that in every unit of celebrity Endorsement will increase the attitude formation valued 0.520. On the other hand, if the celebrity Endorsement failed to perform, the attitude formation only valued 9.235. The equation is, 
\[ y = 9.235 + 0.520x. \]

Suggestion:

Researcher suggested that in the further research such as qualitative methodology to find more deep discussion. Based on the research analysis, I come up with several practical suggestions for brand of shampoo. The practical suggestions are divided into several parts in order to give specific action on each element:

1. Celebrity endorsement (in term of source credibility and source attractiveness)
   In order to deliver effective celebrity endorsement, brand of shampoo has to give more information in regard to endorsers’ track records and backgrounds. In order to inform this information, brand of shampoo can put the information on the backside of packaging. This is easier for potential market to read the information right in the time they are in the process of considering buying a product. Moreover, brand of shampoo can provide the promotional display (point-of-purchase material) in each shelf of product. The promotional display consists of the information in regard to track records and background of endorsers. The reason to put the information on shelves is because a potential market is deciding to do a trial action is on location.

2. Attitude formation
   Cognitive
   In order to give more knowledge related to brand of shampoo on potential market, they have to evaluate the current message in the TVC. The message has to inform the message that potential market expects to listen; who is the hair- celebrity endorsers? what are their track records”? why should I listen to them? what are product benefits? is it the right product to overcome my hair problem? what is making the product better? This type of question has to be answered by listening to the message in TVC and social media.

   Affective
   Affective can be produced by implementing a program which can engage the potential market on brand of shampoo. Potential market has to experience brand of shampoo directly. The positive result will be used as the testimonial to be used in another program. The further analysis will create the positive affection of potential
market on brand of shampoo since it describes the real process of analysis.

Conative
The insights inform that potential tend to do a trial action if there is a promotional pricing and friends’ recommendation. In previous suggestions, there is a testimonial of ‘good result’ in the program ‘result guarantee.’ This testimonial can be utilized as the recommendations to potential market. These testimonials come from the commoners and have no working-relations with brand of shampoo. It generates the independency of message. Moreover, brand of shampoo needs to generate more promotional pricing in order to push potential market to do a trial action. The potential market thinks this kind of promotional pricing will not disadvantage them because the price is lower, and if the product did not give great result, they did not think that buying the product is a mistake. This type of thinking generates the potential market to do more trial actions.

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