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## THE IMPACT OF CELEBRITY ENDORSEMENT ON BRAND AWARENESS OF CHILDRENSWEAR

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**Abstract.** *The market of childrenswear in Indonesia is emerging and promising. However, as the competitiveness is relatively high, the right marketing strategy is needed to compete in the market. Brand awareness is one of determining factors in the purchasement of a product. That is why a business should really pay attention on its brand awareness. Celebrity endorsement is a marketing strategy which one of its benefits is to increase brand awareness. This research has aim to investigate the impacts of the factors in celebrity endorsement when used by childrenswear brands to increase their awareness. The data of this research gathered from online questionnaires spread to 210 respondents of Indonesian mothers considered as the target market of childrenswear. The relationship between the independent variables of endorser's credibility, endorser's attractiveness, and match up/product fit towards dependent variable of brand awareness is analyzed using multiple linear regression. Based on the respondents' assessment, celebrity endorsement done by childrenswear brands perceived positively by the respondent. The result of statistical analysis indicates that there is correllation between celebrity endorsement and brand awareness in 22% variances. However, from the three factors analyzed, only the factor of endorser's attractiveness has significant impact in raising brand awareness of childrenswear.*

**Keywords:** *Brand Awareness, Celebrity Endorsement, Childrenswear, Indonesian Market*

### Introduction

There is a big opportunity in Indonesia 's childrenswear industry considering the prediction of increasing children population of the country for some years ahead (Badan Pusat Statistik, 2013). Aside from the opportunity, there is a fact that the competition in the market can be categorized as high. There are numerous players from global retailers to local brands competing in the market of childrenswear in Indonesia. According to businessoffashion.com, Uniqlo, Adidas, Nike and H&M are some of top ten international childrenswear brands that massively growing their market in Asia Pacific. As the target market, which is mothers, having wide range of choices in childrenswear, they have their own preferences in choosing which brands their children will use.

The customer's purchase of a brand is proceed by several steps such as awareness, knowledge, liking, preference, and conviction in the hierarchy of effects models (Lavidge & Steiner, 1961). Awareness is the first step which highly influenced the customer decision making process (Chung et al., 2013). Television, smartphone, and online ads are used to deliver brand awareness since those medias are trustworthy for the customers to help them choosing products (Aaker, Building Strong Brands, 1996). The marketing activities using those channels are of course requires a big budget. That is why start-ups allocated more time and money to expose their brand to the consumers in order to intensify the awareness of the brand (Abdussalam, 2014).

Celebrity endorsement is a marketing strategy that is used by businesses to boost sales and reaching greater market by using celebrities as the face of the product (Belch & Belch, 2001). The main reason why a business use celebrity endorsement is to increase the exposure of their brand (Kotler, Armstrong, Saunders, & Wong, 2001). Celebrities are those persons such as actors, actresses, athletes, politicians, and the other public figures who are well known in the society. Using celebrity as an endorser now is commonly used reckon the benefits that it gives. Some of the benefits that celebrity endorsement gives

are influence purchase decision of consumer, building brand awareness, strengthen a brand position, and make new users attracted (Abdussalam, 2014).

### **Problem Identification**

To catch the opportunity and compete in the market of childrenswear in Indonesia, a childrenswear brand needs to implement marketing strategy to build its brand awareness. As the previous literatures shown that celebrity endorsement could raise brand awareness, this strategy can be considered to be implemented by new childrenswear brand. However, the impact of celebrity endorsement on brand awareness of childrenswear still needed to be analyzed noting that the cost of implementing this strategy is not cheap.

### **Research Questions**

Regarding the previous problem statement, the formulation of research questions are:

1. How is the customers' assessment on celebrity endorsement done by several childrenswear brands?
2. How effective is celebrity endorsement strategy in building brand awareness of several childrenswear brands?

### **Research Objectives**

1. To understand the customers' assessment on celebrity endorsement done by several childrenswear brands
2. To measure the effectiveness of celebrity endorsement in building brand awareness of several childrenswear brands

## **Theoretical Foundations**

### **Celebrity Edorsement and Endorser**

Celebrity endorsement is one of the advertising form that is taking the advantages of the endorser's popularity to represent a brand (McCracken, 1989). The use of celebrities as the face of the product is intended to boost sales and reach greater market (Belch & Belch, 2001). Now that endorsement strategy is popularly used by many brands, celebrities can charge large amount of costs for the endorsement that they do (Caroll, 2008).

Celebrities are those persons such as actors, actresses, athletes, politicians, and the other public figures who are well known in the society. Using celebrity as an endorser now is commonly used reckon the benefits that it gives. McCracken's defined celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement."

### **Advantages of Celebrity Endorsement**

The main reason why a business use celebrity endorsement is to increase the exposure of their brand (Kotler et. al, 2001). The other benefits that endorsement strategy gives are help to increase attention, polish the brand and product's image, introduce or reposition the brand, or underpin global campaigns (Erdogan, 1999). Abdussalam (2014) on his journal 'Celebrity Advertisements: Key to Marketing Success' state some advantages celebrity endorsement specifically gives which are influence purchase decision of consumer, building brand awareness, strengthen a brand position, and make new users attracted. Celebrity endorsement is an effective marketing strategy to be used by relatively small brands who haven't recognized in the market yet (Milford & Nwulu, 2015).

### **Factors Affecting Celebrity Endorsement**

The newest model developed by Seiler & Kucza (2017) shows that there are 3 factors affecting the endorsement as marketing strategy, those are:

1. Source Credibility

Source credibility can be defined as "a communicator's positive characteristics that affect the receiver's acceptance of a message". The source credibility model analyzes the factor leading to the perceived credibility of the communicator. In this model, the effectiveness of the message depends on level of expertise and trustworthiness of the endorser or

communicator (Belch & Belch, 2001). The previous studies shows that the credibility of a person is made up of two characteristics which are the person's expertise and trustworthiness.

2. Source Attractiveness

Attractiveness covers similarity, familiarity and likability. Similarity is the resemblance between the source and the receiver. Familiarity appear from knowledge of the source through repeated exposure. Likeability occurs from affection for the source due to the physical appearance, behaviour or other personal characteristics (Ohanian, 1990).

3. Match-up/Product Fit

Match-up or product fit refers to to the congruence between the product being endorsed and the celebrity endorser. Compatibility needed in order to establish effective messages, it should be between the celebrity as the advertiser, the product or company's image, and characteristics of target market. Perception of "fit" between brand and celebrity image determine the match between those two (Amos et. al, 2008)

### Brand Awareness

Brand awareness can refers to how far a brand can be identified on any occasion by the consumers (Keller, 1993). There are two types of brand awareness which differs one another specifically, those are brand recognition and brand recall (Belch & Belch, 2001).

Brand awareness is taking an important role in a customer's purchase decision of a product as it proceed the other 5 stages in the hierarchy of effects model developed by Lavidge & Steiner in 1961. Before customers enter the stage of knowledge, liking, preference, conviction, and purchase, awareness is the first effect that a customer would experienced through advertising activity.

### Level of Awareness

The previous studies divided the types of brand awareness into some dimensions. Belch & Belch (2001) state that brand recall and brand recognition are two types of brand awareness that shows different characteristics on how customers being aware of a brand. In addition of those two dimensions, Aaker (1991) represent the highest level of awareness which called as top of mind awareness. The level of awareness is shown on the figure below:

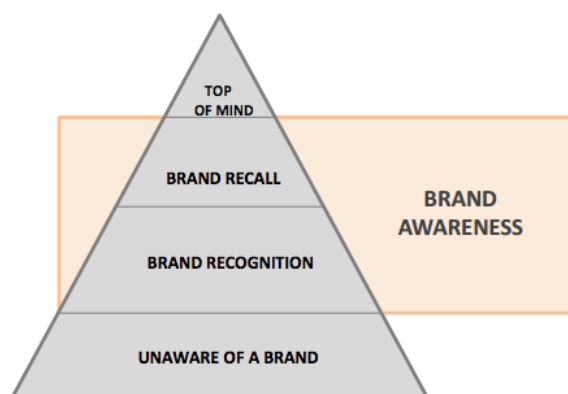


Figure 3. 1: Level of Brand Awareness

1. Brand recognition

Brand recognition is how consumers can differs a brand when they see it. The recognition is more relating to the visual of the product attributes rather than naming the brands. (Percy & Rossiter, 1992).

2. Brand Recall

Brand recall or is how consumers can state several brand names when giving certain product category spontaneously (Keller, 1993). It shows the strong relation between a brand and a category. Most consumers can only recall around 3 - 5 brand names on a product category. Only few can give 7 or more brand names. The lower interest of a product category, the least brand name that consumers can recall (Trout & Ries, 1972).

3. Top of mind awareness

Top of mind awareness is the highest level of awareness (Aaker, 1991) This awareness will be achieved when a brand is spelled the first time in unaided recall test. Danes et. al (2010) stated that top of mind brands are the first brand that came into customers mind in the purchasing cycle.

### How Endorsement Impacting Brand Awareness

As social media usage increased, brand awareness can be build through the social media users' opinion (Malaska, Saraniemi, & Tahtinen, 2010). Celebrities are also commonly use social media and often give their influences through their online activities. As the celebrities having plenty of followers on their social media, they have access to certain people that follow them. Kotler et. al (2001) stated that celebrity endorsement can increase the exposure of the brand. Thus, the endorsement done in social media specifically on Instagram by celebrities can increase the exposure of the brand in Instagram as well.

### Conceptual Frameworks

Based on the theoretical foundations, the model that will be used in this research is using the factors affecting endorsement to analyze their impact on brand awareness. The conceptual framework of this research is as follows:

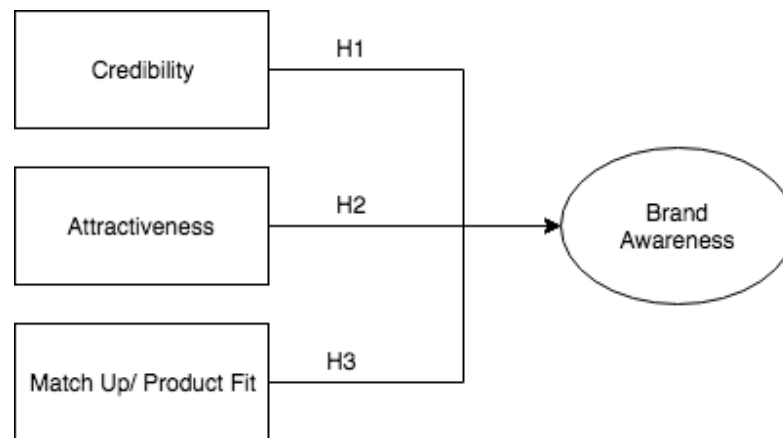


Figure 3. 2: Conceptual Framework

Hypotheses Development:

H1: Credibility of celebrity endorser have positive impacts on brand awareness

H2: Attractiveness of celebrity endorser have positive impacts on brand awareness

H3: Match up/product fit between celebrity endorser and the product being endorsed have positive impacts on brand awareness

### Methodology

#### Population and Sample

Population addressed in this research is the customers of several childrenswear brand. Specifically, the respondent must be Indonesian mothers of children aged 0 – 10 years old who owned social media Instagram.

This research targeted minimum sample size of 200 respondents. This sample size is based on the common marketing research respondents requirement of minimum 200 respondents and maximum 500 respondents (Malhotra, 2010).

#### Data Analysis Method

This research is an explanatory research that will explain how celebrity endorsement as one of marketing strategy impacted on brand awareness of childrenswear. Online questionnaire used in data collection filled out by 210 respondents. Preliminary research through recall test is also done before analyzing the impact of celebrity endorsement on brand awareness of childrenswear from respondent's assessment. The respondents considered to be the customer of childrenswear. The data is analyzed using multiple linear regression.

Multiple regression is the form of linear regression analysis that is applied to explain the relationship between two or more independent variables and one dependent variable.

## Results and Discussion

### Validity Test

In this research, the validity of each items in the questionnaire will be analyzed by using bivariate pearson. To be valid, the pearson score of the test should be  $\geq$  r-table of product moment. The table below shows the validity test result of each indicators:

*Table 5. 1: Validity Test Result*

No.	Variable	Label	Pearson	Validity
1	<b>Credibility</b>	CR_EXPERIENCED	0.622	VALID
		CR_KNOWLEDGEABLE	0.750	VALID
		CR_SKILL	0.703	VALID
		CR_DEPENDABLE	0.833	VALID
		CR_HONEST	0.744	VALID
		CR_SINCERE	0.748	VALID
2	<b>Attractiveness</b>	AT_PHYSICAL	0.699	VALID
		AT_FAMILIARITY	0.729	VALID
		AT_LIKEABILITY	0.771	VALID
		AT_SIMILARITY	0.553	VALID
3	<b>Match Up/ Product Fit</b>	MP_IMAGE	0.838	VALID
		MP_LOGICAL	0.803	VALID
		MP_STORY	0.838	VALID
4	<b>Brand Awareness</b>	AW_RECOGNITION	0.932	VALID
		AW_RECALL	0.939	VALID
		AW_OVERALL	0.883	VALID

Since the pearson score of all indicators shown in table 5.7 are more than 0.135, then all indicators are valid and further test can be done to all indicators.

### Reliability Test

Reliability test result is shown on the table below:

Table 5. 2: Reliability Test Result

Variables		Cronbach's Alpha	Reliability
<b>Dependent Variable</b>	Brand Awareness	0.907	Reliable
<b>Independent Variable</b>	Credibility	0.830	Reliable
	Attractiveness	0.625	Reliable
	Match Up/Product Fit	0.768	Reliable

Based on table 5.8, Cronbach's Alpha score of brand awareness, credibility, and match up/product fit variables are more than 0.7. The result indicates that the three variables are very reliable. For the attractiveness variable, the Cronbach's Alpha score is above 0.6 which reliability still considered to be acceptable.

**Multiple Linear Regression Test**

The table below shows the result of regression:

Table 5. 3: Coefficient of Determinant Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.469 <sup>a</sup>	.220	.209	2.32990

a. Predictors: (Constant), MP, AT, CR

Based on table 5.16, the R Square value of this model is 0.220. It means that 22.0% of the variance in brand awareness can be explained by endorser's credibility, endorser's attractiveness, and product fit/match. The rest of 78.0% are explained by the other factors beside celebrity endorsement that is discussed in this research. According to Shojae and Azman (2013), there are several factors that significantly affecting brand awareness in social media context namely brand exposure, customer engagement, and electronic word of mouth. Since celebrity endorsement can be included as a part of brand exposure factor and there are another factors affecting brand awareness, the result above is reasonable.

**F-Test**

The result of f-test can be seen on table 5.17. The f-table used in this research is 3.04 with 5% level of significance. The f-test value of the independent variables is 19.405 > 3.04 and the significant value of the test is 0.00 < 0.05. It means that at least one of the independent variables among the endorser's credibility, endorser's attractiveness, and product fit/match up have significant impact towards brand awareness.

Table 5. 4: Annova Table

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	316.010	3	105.337	19.405	.000 <sup>b</sup>
Residual	1118.258	206	5.428		
Total	1434.268	209			

a. Dependent Variable: AW

b. Predictors: (Constant), MP, AT, CR

**T-Test**

T-test was applied to see the relationship between each of independent variables toward the dependent variable.

Table 5. 5: Coefficient Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.426	1.003		1.422	.157
	CR	.083	.055	.128	1.522	.129
	AT	.304	.084	.293	3.613	.000
	MP	.137	.106	.118	1.303	.194

a. Dependent Variable: AW

Based on table above, the final equation to predict brand awareness from endorser's credibility, endorser's attractiveness, and match up/product fit is:

$$Y = 1.426 + 0.083 (X1) + 0.304 (X2) + 0.137 (X3)$$

Y: Brand Awareness

X1: Endorser's Credibility

X2: Endorser's Attractiveness

X3: Match up/Product Fit

The equation can be interpreted as:

$\beta_0$  value of 1.426 is the expected value of brand awareness when the value of independent variables (X1, X2, and X3) are equal to zero.  $\beta_0$  value is the basic value of brand awareness without the effect of celebrity endorsement. Since the value is more than 0, the brand awareness of childrenswear brands considered to exist before the celebrity endorsement is done. This can occur as the childrenswear brands could be implementing other marketing strategies besides celebrity endorsement in building their brand awareness.

$\beta_1$  = for each unit increase in endorser's credibility, 0.083 unit predicted to increase in brand awareness, controlling for endorser's attractiveness and match up/product fit.

$\beta_2$  = for each unit increase in endorser's attractiveness, 0.304 unit predicted to increase in brand awareness, controlling for endorser's credibility and match up/product fit.

$\beta_3$  = for each unit increase in endorser's attractiveness, 0.137 unit predicted to increase in brand awareness, controlling for endorser's credibility and endorser's credibility.

The regression result on table 5.18 shows the t-value and the significant of the model in this research. The t-table used for N=210 with significant level 5% is 1.971547. Here is the further explanation of each variable test result:

- Credibility of the endorser (CR) has t-table value of 3.613 > 1.971547 and significance value of 0.129 > 0.05. It means that credibility of endorser is not significantly affecting brand awareness. So, the hypothesis is rejected.
- Attractiveness of the endorser (AT) has t-table value of 1.522 < 1.971547 and significance value of 0.000 < 0.05. It means that the attractiveness of the endorser significantly affecting brand awareness. So, the hypothesis is accepted.
- Match up/product fit (MP) has t-table value of 1.303 > 1.971547 and significance value of 0.194 > 0.05. It means that match up/product fit is not significantly affecting brand awareness. So, the hypothesis is rejected.

The result shows that the only variable which significantly impacting brand awareness of childrenswear brands is the endorser's attractiveness with t-value of 1.522 and significant value of 0.000. The other two variables which are endorser's credibility and match up/product fit didn't show a significant result in impacting brand awareness.

## Conclusion

This research analyzed some factors of endorsement influencing brand awareness of childrenswear which are the endorser's credibility, endorser's attractiveness, and match up/product fit. The relationship between the independent variables and dependent variable analyzed using multiple linear regression.

The data analyzed in this research are based on the online questionnaires spread to the target market of childrenswear. Some childrenswear brands considered in this research are the top childrenswear brands known from their endorsement activities based on aided recall test done previously which are Mothercare, Velvet Junior, Libby Baby, H&M, and Gerai Alfatih Kids.

- Indonesian mother's as the target market of childrenswear brands had quite good perception on celebrity endorsers based on the assessment done in this research. However, they were still doubting on the indicators of endorser's sincerity in endorsing the brands and endorser's similarity with their lifestyle.
- Respondents were familiar with several childrenswear top brands and the endorsement activities done by the brands. The childrenswear brand that using celebrity endorsement most massively is Velvet Junior as more than 50% of the respondents have ever seen celebrities endorsing the brand.
- From the statistical analysis, endorsement only explain 22% variance of brand awareness, so there are another factors that affect brand awareness besides celebrity endorsement.
- Based on the multiple linear regression applied in this research, the only factor that significantly raise brand awareness of childrenswear is the attractiveness of endorser.

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