

## IMPACT OF CRISTIANO RONALDO'S ATTRACTIVENESS AS BRAND AMBASSADOR TOWARDS BRAND AWARENESS SHOPEE

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### **ABSTRACT**

*Shopee is one of the consumer-to-consumer (C2C) e-commerce sites in Indonesia. Shopee often collaborates with domestic and international celebrities to become brand ambassadors, one of which is Cristiano Ronaldo. This study aims to determine whether there is an influence and how much influence the attractiveness of Cristiano Ronaldo on Shopee brand awareness. The sample in this study were 400 respondents. The sampling technique in this study was using purposive sampling technique. The data collection method used a questionnaire. The analysis technique used is simple linear regression through SPSS statistic 24 software. The findings of this study are that there is an influence between the attractiveness of Cristiano Ronaldo to Shopee's brand awareness of 3.3%. The results of this study indicate that the attractiveness of Cristiano Ronaldo has a significant and positive effect on Shopee brand awareness.*

**Keywords:** *Attraction, Brand Awareness, Shopee.*

### **PRELIMINARY**

With the advancement of an increasingly sophisticated era, all buying and selling activities have shifted through electronic media or e-commerce (Susilo, 2021; Susilo et al., 2021). According to Wong (2013) E-Commerce (electronic commerce) is the buying, selling, and marketing of goods and services through electronic systems. Reporting from cnbcindonesia (Hasibuan, 2020), the results of a survey conducted by Markplus, Inc. shows that 84.2% of Jabodetabek respondents prefer shopping at e-commerce compared to conventional stores, because it is much easier and more comfortable. This convenience also makes the development of the marketplace in Indonesia very fast. This is marked by the emergence of various e-commerce, such as Tokopedia, Bukalapak, JD ID, Blibli, Lazada, and Shopee as consumer-to-consumer (C2C) e-commerce and Zalora, Sociolla, Love&Flair, etc. as e-commerce brands to consumers (B2C).

This study will discuss one of the e-commerce used in Indonesia, namely Shopee which is owned by PT. Shopee International Indonesia as one of the leading e-commerce companies. Shopee is an online application that was established as a consumer-to-consumer (C2C) e-commerce that is safe, easy, and practical in buying and selling activities. But now, Shopee has developed into a hybrid e-commerce that serves C2C and B2C buying and selling activities.

Shopee was first founded in 2015 in Singapore by Forrest Li, a Singaporean entrepreneur. After being successful in Singapore, Shopee then expanded to several neighboring countries, such as Indonesia, Thailand, Vietnam, Taiwan, Malaysia, and the Philippines in the same year. Based on a survey from Tempo.co in less than five years, Shopee has managed to get a very good reception, even beating other e-commerce companies that have been in Indonesia for a long time (Christy, 2020).

Therefore, it is important for Shopee to increase their brand awareness in order to maintain its position as a leading e-commerce and become superior in this competition by beating its competitors. Brand awareness is a brand that first comes out or appears in the minds of consumers when they are thinking about a product and how quickly or easily the brand name is called. Brand awareness itself can be increased through promotions and advertisements (Shimp, 2003).

The presence of brand awareness makes a company and potential consumers able to distinguish a product or service from other products or services (Tsalis, 2019). This will later affect the decision to purchase products or services offered by companies, especially e-commerce companies. Thus, e-commerce companies can also adjust the promotions that will be carried out accordingly, whether through advertisements, sponsorships, events, to print media so that the results obtained are more optimal.

Reporting from Katadata (2020) based on the 2019 Online Shopping Behavior Survey conducted by Research Media, it is shown that the majority of Shopee users are women. Of the 1027 respondents consisting of 555 women and 472 men, 52 percent of women mentioned Shopee as the most frequently purchased e-commerce product, while only 16% of men answered so. Seeing this phenomenon, reported by Gatra.com (2019) Shopee took challenges and gaps to increase their brand awareness among men. This is done by launching a program called the Shopee Men program, Cash on Delivery, as well as the use of brand ambassadors (Gatra.com, 2019). Shopee Men is one of the Shopee programs launched by offering a variety of special needs for men, such as men's clothing, men's shoes, men's cosmetics, sports equipment, and other products favored by men. Cash on Delivery or on-site payment is done by Shopee because based on research conducted, most men prefer on-site payment methods or e-commerce. A brand ambassador is someone who presents a product and usually comes from public figures or other famous people (Mulyana & Wirakusumah, 2012).

The attractiveness in this term does not only mean physical attractiveness, but also non-physical such as personality and attitude. Attractiveness includes a number of characteristics that can be seen by the general public in supporters such as intelligence, personality traits, lifestyle, and athletic posture (Shimp, 2003). According to Herinta & Sutopo (2012) the attractiveness of a brand ambassador can create a positive image (awareness) of the company, and leave an impression on the minds of consumers. Therefore, it is important for Shopee as a leading e-commerce company to be able to choose a brand ambassador with the right appeal so that company goals can be achieved.

In 2019, Cristiano Ronaldo was officially chosen as Shopee's brand ambassador, coinciding with the launch of the Shopee Men program. This is certainly not without consideration, as Cristiano Ronaldo has been known as an influential public figure in the world of sports, especially in soccer. Chris Feng, as CEO of Shopee, even said that Cristiano Ronaldo is a public figure who inspires and is loved by many people, and his dedication to the world of football goes hand in hand

with Shopee's company commitment to Shopee users, where in this case, Shopee hopes to always have a positive impact to all countries where Shopee operates.

The popularity of Cristiano Ronaldo itself can not be separated from the attraction that is in him. Attractiveness can be physical or visual, but it can also be in the form of intelligence, personality, lifestyle, and so on. The presence of attraction is very important to influence others. The attractiveness of a person is divided into 3, as follows (Shimp, 2003).

1. Likability, includes physical likability and non-physical likability. Physical likability is the audience's impression of the ambassador's physical appearance. Generally, people like brand ambassadors who have good visuals or physique, such as beautiful, handsome, ideal body, etc. Non-physical Likability is the audience's perception of the brand ambassador's personality. In general, audiences like brand ambassadors who are cheerful, open, and natural
2. Similarity, is the audience's perception of the similarities they have with the ambassador. The similarity in question can be in the form of similar hobbies, activities undertaken, age, or problems faced.
3. Familiarity, is the level of acquaintance with the audience through exposure. For example, the use of brand ambassadors is assessed based on the level of frequency of appearing in public.

The use of the attractiveness of public figures such as Cristiano Ronaldo as a brand ambassador is expected to increase men's desire for the Shopee application, in this case increasing Shopee's brand awareness. Brand awareness is an asset that lasts a long time and is sustainable. A product that has been chosen by consumers directly until he has a dominant awareness of the product will be very difficult to replace with other products (Aaker & McLoughlin, 2010). The following is an explanation of each level of Brand awareness according to (Aaker, 1991):

1. Unaware of Brand: is the audience does not know about the brand
2. Brand Recognition: the audience already knows about the brand through recall
3. Brand Recall: the audience does not need a reminder to know the brand.
4. Top of Mind: the brand has become the audience's first choice.



Figure 1. Brand Awareness Pyramid

Source: (Durianto, 2004)

This research is also in line with the Elaboration Likelihood Theory. Elaboration Likelihood Theory state that audiences can receive information in two routes, namely the central route and the peripheral route. When information is processed through the central route, individuals actively and

critically think about, weigh, and analyze and compare the message content with the information they have. The central route is more widely used to measure the credibility of the communicator. Companies must find ways to get audiences that have nothing to do with them to buy the products or services they sell. Catchy jingles, color choices, and endorsement of a public figure with lots of fans, are all means of peripheral persuasion.

Therefore, the topic of this research is "The influence of Cristiano Ronaldo's attractiveness as a Brand Ambassador on Shopee's Brand Awareness." The hypotheses set out in this study include:

Ho: There is no influence of the attractive power of Cristiano Ronaldo as brand ambassador on Shopee's brand awareness.

H1: There is an influence of the attractive power of Cristiano Ronaldo as brand ambassador on Shopee's brand awareness.

There is also a framework of thought in this research is as follows.

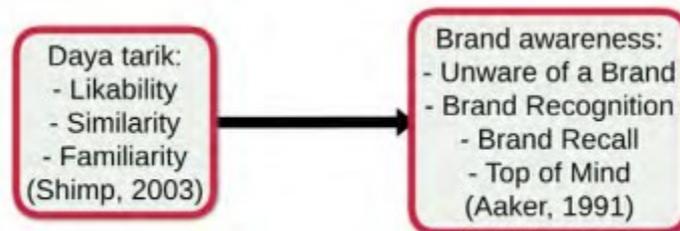


Figure 2. Conceptual Framework  
Source: Processing Result, 2020

The research results are expected to be useful as an additional reference for any research and contributions to the study of communication science related to brand awareness. In addition, the results of this study are also expected to be a reference or source of information for companies to evaluate and also carry out further communication strategies, especially in utilizing the attractiveness of brand ambassadors to increase brand awareness and face competitors.

## METHOD

This study uses the positivism paradigm. This research will use a quantitative approach, with the results of the research which will be proven by numbers (Susilo & Putranto, 2021). This research is in the form of an explanatory, which has the aim of providing an explanation of the causes and effects of a phenomenon that occurs in society. This study aims to explain the effect of attractiveness (X) on the level of Shopee brand awareness (Y).

The population in this study were Instagram followers of Cristiano Ronaldo. This was determined by considering that Instagram is a social media that is actively used by Cristiano Ronaldo. In this study, the researcher used a non-probability sampling technique using purposive sampling. The purposive sampling technique was chosen because the sampling required appropriate criteria so that the resulting data were accurate. The criteria that must be met by the sample in this study are as follows:

1. Male/female

2. Follow Cristiano Ronaldo's Instagram account
3. Have ever used Shopee

Calculation of the number of samples that will be used as research samples using the Taro Yamane formula, namely:

$$n = \frac{N}{d^2 + 1}$$

Note:

n = number of samples

N = number of population

d = confidence level (5% in this paper)

With the number of Instagram followers @cristiano as of December 7, 2020 is 224,000,000 people, the number of samples (n) is 400 respondents.

The data collection method used in this study is a survey method. Researchers used a questionnaire as an instrument for collecting primary research data, namely by using an online-based questionnaire, google form. This study will use a seven-point differential scale, strongly disagree (score 1) to strongly agree (score 7). Analysis of the answers to the questionnaire using a differential semantic scale. In addition to using questionnaires, researchers also use secondary data in the form of literature studies and other references such as books, journals, and previous studies that have similar problems. Previously, researchers tested the validity and reliability of the instruments used in this study. The validity test was carried out using the Pearson Correlation Test, while the reliability test was carried out through the Cronbach Alpha test. The test results show that the data used in this study is valid and reliable.

Furthermore, the first step in testing the questionnaire data is to measure the normality of the data distribution. Normality test is useful to see whether the variables X and Y variables are normally distributed. After that, the data was analyzed by conducting several tests, namely the correlation coefficient test (to see the level of relationship between variables), simple linear regression test and hypothesis testing (to determine and measure the influence of the attractiveness of Cristiano Ronaldo's brand ambassador on Shopee brand awareness).

## RESULT

Based on the questionnaire distributed to 400 respondents, the following are the demographics of the respondents in this study (by gender).

Table 1. Respondent's Gender

Gender	Frequency	Percentage
Male	191	47,75%
Female	209	52,25%
Total	400	100%

Source: Processing Result, 2021

Based on table 1, the results of data collection above show that there are 191 respondents (47.75%), male respondents (47.75%), while female respondents are 191 and male respondents are

209 respondents (52.25%) out from a total of 400 respondents. Based on the results above, there are more female respondents than male respondents.

### **Attractiveness Variable (X)**

The independent variable in this study is attractiveness with 3 dimensions, namely likability, familiarity, and similarity. These three dimensions were then developed into several indicators which were arranged into 9 questions in the questionnaire. The following are the results and discussion of the answers from 400 respondents on the attractiveness variable (X), especially for Cristiano Ronaldo.

#### *Likability Dimension*

The likability dimension is divided into 2, namely physical likability and non-physical likability. Physical likability is having a good visual or physical, such as an athletic body and a handsome face. Respondents in this study agreed that Cristiano Ronaldo has an attractive physical appearance, regardless of his age. With the support of regular exercise, it is undeniable that Cristiano Ronaldo does have an attractive appearance. For non-physical likability itself is the audience's perception of the brand ambassador's personality. In general, audiences like brand ambassadors who are cheerful, open, and natural. In this study, respondents stated that they really liked the personality and behaviour of Cristiano Ronaldo. This is mainly supported by the fact that the figure of Cristiano Ronaldo is seen on various social media as a very cheerful person and often makes donations to people in need. In addition, Cristiano Ronaldo also seems to love his family, especially his mother.

#### *Dimension of Familiarity*

One of the indicators of attractiveness is familiarity. Familiarity is the level of familiarity with the audience through exposure or how often someone appears in the media. In this study, respondents strongly agree that they are familiar and often see Cristiano Ronaldo in the media, in daily life and in various news events. Furthermore, people tend to be familiar or often see the figure of Cristiano Ronaldo appearing in the media with positive information. One example of positive news about Cristiano is that he does not draw tattoos or body paintings on his body so that he can continue to donate blood regularly so that he can help people in need. Talks about Cristiano Ronaldo also tend to be positive, starting from his achievements in football to the community assistance he provides. As a celebrity, although negative rumours persist, they can be covered up by positive news and achievements. News of Cristiano Ronaldo's victory often steals the attention of the public.

#### *Similarity Dimension*

This dimension aims to measure whether the public feels they have the same interest and style as Cristiano Ronaldo. The results of this study itself show that most of the respondents do not have a similar hobby, style of dress or interest in football like Cristiano Ronaldo. Therefore, it can be said that the similarity aspect in this study is not fulfilled. This is natural or not strange because most of the respondents are women, where generally women will tend to have similarities with fellow women. In addition, the followers of Cristiano Ronaldo today are not only coming from among

football lovers, considering that Cristiano Ronaldo has become a very famous public figure even for individuals who are unfamiliar with the world of football.

### **Brand Awareness Variable (Y)**

Brand awareness is the dependent variable in this study using 3 dimensions, namely, unaware of brand, brand recall, top of mind. The three dimensions are further elaborated into several indicators and arranged into 9 questions in this research questionnaire. The following are the results and discussion of the answers from 400 respondents who have been distributed in the brand awareness variable.

#### *Dimensions of Unaware of Brand*

The lowest level of brand awareness is unaware of the brand, where individuals are not aware of the presence of a brand. In this study, the majority of respondents claimed to already know and be aware of the existence of Shopee. Not only that, some respondents also claimed to know that Shopee is an online shopping place. Furthermore, respondents also know that Cristiano Ronaldo has been appointed as Shopee's brand ambassador.

#### *Dimensions of Brand Recall*

The next higher level of brand awareness is brand recall. At this level, individuals are able to identify a brand based on the logo, slogan, name, or distinctive colour of a brand. The results of this study indicate that most respondents claim to be able to remember Shopee just by looking at the Shopee logo. In addition, they also admitted that "Shopee" is a unique name that is easy to remember in their minds. Furthermore, the majority of respondents strongly agree that they recall the Shopee brand when they see the colour orange. This is supported by the ELM theory that uses the peripheral route, which uses catchy jingles to attract audiences. The peripheral route is used to make it more easily accepted by the general public.

#### *Top of Mind Dimension*

The highest level of brand awareness is top of mind, where at this level, people have chosen a brand to be their main choice. Top of Mind means that the brand is selected as the main brand of various brands that are in the minds of consumers. The results of this study indicate that most respondents claim to make Shopee the main choice in online shopping. They do this because they consider Shopee the best and safest place to shop. Respondents also admitted that they would mention Shopee when asked to name the ranks of e-commerce in Indonesia. This means that Shopee is the main brand on the minds of the respondents, among many other e-commerce.

### **Simple Linear Regression Test**

The regression test technique used by the researcher is using a simple linear regression test because there is only one variable studied in the study.

Table 2. Anova Test  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	526.164	1	526.164	13.495	.000 <sup>b</sup>
	Residual	15517.333	398	38.988		
	Total	16043.498	399			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Daya Tarik

Source: Research Processed Data, 2021

Based on the results in table 2, it can be seen that the significance value is 0.000. In this study, a significance value of 0.005 has been determined, so  $0.000 < 0.005$ . So it can be stated that the X variable (Cristiano Ronaldo's attractiveness as a brand ambassador) has an influence on the Y variable (brand awareness).

Therefore,

Ho: There is no influence of the attractiveness of Cristiano Ronaldo's brand ambassador on Shopee's brand awareness **rejected**.

H1: There is an influence of the attractiveness of Cristiano Ronaldo's brand ambassador on Shopee's brand awareness **accepted**.

Table 3. Data Model Summary  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.181 <sup>a</sup>	.033	.030	6.24406

a. Predictors: (Constant), Daya Tarik

b. Dependent Variable: Brand Awareness

Source: Research Processed Data, 2021

Based on table 3 above, it can be seen that the value of R Square is at 0.033 or 3.3%. Thus the magnitude of the effect of the variable X (Cristiano Ronaldo's attractiveness as a brand ambassador) on Y (brand awareness) is 3.3%. In conclusion, 96.7% of Shopee's brand awareness is influenced by other dimensions that are outside this research.

Table 4. Data Coefficients  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31.568	1.412		22.352	.000
	Daya Tarik	.129	.035	.181	3.674	.000

a. Dependent Variable: Brand Awareness

Source: Research Processed Data, 2021

Based on the test results described in table 4 above, it can be seen that the constant value (a) is 31.568 and the attractiveness value (x) is 0.129 with a significance value of 0.000. Therefore, the following equation is obtained:

$$Y = a + bX$$

$$Y = 31,568 + 0,129X$$

$$\text{Brand Awareness} = 31.568 + 0.129(\text{Attractiveness})$$

From this equation, it can be seen that the regression coefficient value of the attractiveness variable has increased by 0.129. Therefore, the regression coefficient on the attractiveness variable (X) and brand awareness (Y) is positive and directly proportional.

### Correlation Test

The correlation test conducted in this study used Pearson Correlation to determine and measure the relationship between two variables. Correlation test was carried out using SPSS 24 with the following results:

Table 5. Correlation Test  
**Correlations**

		Daya_tarik	Brand_awareness
Daya_tarik	Pearson Correlation	1	.181**
	Sig. (2-tailed)		.000
	N	400	400
Brand_awareness	Pearson Correlation	.181**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Research Processed Data, 2021

From table 5 above, it can be seen the results of the correlation between variables X and Y. The value obtained from the attractiveness variable to brand awareness is 0.181 with a significance value of both variables 0.000. Therefore, it can be seen that the two variables do not have a correlation relationship. The correlation coefficient on the attractiveness variable to brand awareness has a very weak relationship (less than 0.199).

### Normality test

The normality test aims to measure whether the confounding variables in the regression model have normal and abnormal distributions. The following are the results of normality testing in this study.

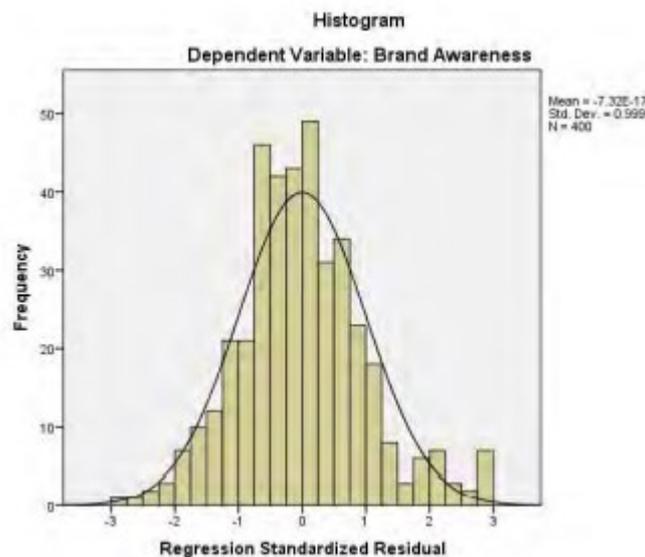


Figure 3. Normality Test (Histogram)  
Source: Research Processed Data, 2021

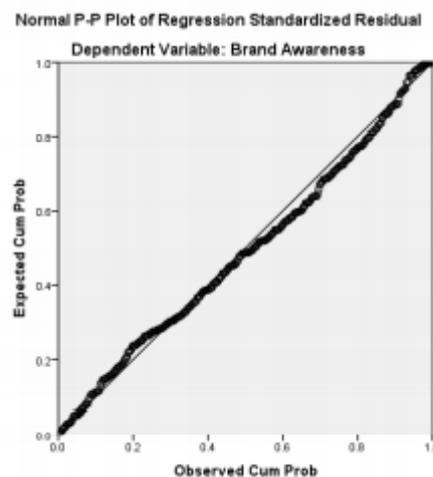


Figure 4. Normal P-P Plot of Regression Standardized Residual  
Source: Research Processed Data, 2021

Based on the two figures above, it can be said that the research data is normal, because on the histogram graph a distribution pattern is formed that leads to the right and on the graph plot the data that has been tested spreads around the diagonal line and follows the direction of the diagonal line.

## DISCUSSION

The results of the hypothesis test show that the attractiveness of Cristiano Ronaldo's brand ambassador has an effect on brand awareness of 3.3%, tested using SPSS 24. These results prove that there is an influence between Cristiano Ronaldo's attractiveness and Shopee's brand awareness. The value of 3.3% indicates that the relationship between variables is very low. This assessment is based on the results of the correlation test, with the level of the relationship between variables according to Sugiyono (2018). This shows that there are 97% of other factors that influence Shopee's brand awareness outside of the attractiveness of brand ambassadors that are not discussed in this study. But these results cannot be said to be very low literally, because the sample taken for research is not up to 0.1% of the total population of Cristiano Ronaldo's Instagram followers. So even though the resulting figure is only 3.3%, the impact is certainly very noticeable.

In the transference dimension, Cristiano Ronaldo's ability to convey messages is good, it can be seen from the answers to the respondent's questionnaire, then on the congruence dimension, Cristiano Ronaldo as a football player also attaches importance to people who need help in accordance with Shopee which helps people in difficulty in shopping. On the Credibility dimension, the information presented by Cristiano Ronaldo about the product can be trusted and not exaggerated. The appearance and charm of Cristiano Ronaldo is appropriate to be used as a brand ambassador. In the power dimension, Cristiano Ronaldo as a brand ambassador is able to influence someone so that they are interested in using Shopee.

At the end of the discussion, this study shows that the attractiveness of the Cristiano Ronaldo brand ambassador has an effect on Shopee's brand awareness. This statement can be seen from the significance value obtained at 0.000 which means it is smaller than the alpha value. This means that  $H_a$  is accepted and  $H_o$  is rejected, meaning that there is an influence of the attractiveness of Cristiano Ronaldo's brand ambassador on Shopee's brand awareness. However, it can be seen that there are other possible dimensions besides the attractiveness of a brand ambassador that can make brand awareness more effective.

In accordance with the Elaboration Likelihood Model theory, the results of this study indicate that Shopee generally uses the peripheral route to make purchasing decisions after viewing Instagram content and advertisements featuring the brand ambassador, Cristian Ronaldo. The type of peripheral line used is the liking type, which emphasizes the person who conveys the message that the audience likes.

The results of this study are also in line with the results of Raswen (2019) research regarding "The Influence of Blackpink Brand Ambassadors on Shopee Company Image on Students at UIN Suska Riau" which found that BLACKPINK brand ambassadors have an influence on Shopee's corporate image. In addition, similar results were also found by Fauzi (2017) that Celebrity Endorser Cristiano Ronaldo has a positive effect on Brand awareness of Clear Shampoo.

## CONCLUSION

The research entitled "The Influence of Cristiano Ronaldo's Brand Ambassador Attractiveness to Shopee's Brand Awareness" aims to determine whether there is an influence between the attractiveness of Cristiano Ronaldo's brand ambassador on Shopee's brand awareness and how big the influence is. Respondent data obtained as many as 400 respondents who were selected based on the population of Instagram followers @cristiano all have met the criteria. The following are conclusions that the author can take from the results of data processing:

1. There are still fewer male users than female users. Cristiano Ronaldo's appeal is still more inclined to affect female users.
2. There is an effect of the attractiveness of Cristiano Ronaldo's brand ambassador on Shopee's brand awareness using the SPSS 24 test.
3. There is an influence between the attractiveness of Cristiano Ronaldo's brand ambassador on Shopee's brand awareness by comparing F count
4. with F table that is, 13,495 with a significance of 0.000 and the value of F table is 3.86. Therefore, H<sub>0</sub> is rejected and H<sub>1</sub> is accepted.
5. Based on the results of a simple linear regression test, it was found that the influence of the attractiveness of Cristiano Ronaldo's brand ambassador on Shopee's brand awareness was 0.033 or 3.3% and there were 96.7% of other factors not discussed in this study.
6. The attractiveness of Cristiano Ronaldo's brand ambassador, namely his likability and familiarity, partially has an influence on Shopee's brand awareness, but the effect of similarity is still not significant, it can affect awareness, especially for male users.

The results of this study are 96.7% are other factors that affect Shopee's brand awareness that are not studied in this study, therefore other researchers are expected to enrich this research by analysing other factors besides the attractiveness of brand ambassadors that can affect Shopee's brand awareness. In addition, this research is also expected to be a reference for Shopee to maintain and use the appeal of brand ambassadors to attract more brand awareness for those who have not been reached. This research is expected to be one of the considerations for Shopee as one of the leading e-commerce in choosing the right approach or promotion, namely by utilizing brand ambassadors that are in accordance with the company's goals. It is also hoped that with this research, Shopee can further review what must be done so that brand awareness can be more accessible to the wider community.

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