# Examination of Advertising on Social Media:
# The Role of Endorsers in Creating Brand Awareness

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**ABSTRACT:**

This research aims to measure the effectiveness of advertising in the consumer goods market, as well as to determine the effectiveness of advertising conducted on social media in creating brand awareness. By employing exploratory research with a quantitative approach, 389 data were obtained. The results of this study show that the measurement of advertising effectiveness can be done through celebrity endorsers, message content, and the use of social media. In addition, the effectiveness of advertising has a positive and significant influence on the creation of brand awareness. In details, celebrity endorsers or well-known public figures do not guarantee the formation of brand awareness. This research recommends a collaboration between celebrity endorsers who portray a good image with feasible budget supported with the appropriate messages and media with the right target audience, so the consumer goods advertising can be effective.

## 1. INTRODUCTION

The consumer goods category, such as food and soft drinks, is one of the product categories that mostly use advertising and promotion activities in various media since it is categorized as a product cluster that has slight differences between one and another. Thus, they rely heavily on intensive advertising and promotion activities (Kotler et al., 2019). Consumer goods employs their promotional activities by using advertisements on various platforms, such as advertisements on television, YouTube, Instagram, and Twitter.

Social media is one of the media that provides opportunities for marketers to convey information to customers. Currently, social media is the main choice of promotional media due to the shifting from conventional to digital one. The number of users is very large and continues to increase, which has attracted the attention of various businesses to carry out marketing communication activities in this media. The presence of increasingly diverse social media makes it easier for customers to find and get the information they need (Gunawan et al., 2020). The marketing communication process in social media has the nature of sharing where each other can contribute and show positive and negative responses, so it has a very wide spreadability (Gunawan et al., 2021).

Marketers use social media to be able to communicate with their customers in the form of delivering information, education, and promotions. Promotions carried out by marketers on social media can be done in various ways; one of which is through advertising. Currently, advertising on social media is an effective way because the messages delivery to the audience becomes faster (Stephen, 2016). Social media advertising dominantly relies on celebrity icons as the product endorsers as the target is to let the products be easily recognized by public (Andita et al., 2021). The endorser acts as a spokesperson who represents the product, so the product information conveyed by the endorser will be trusted by the public.

Another goal of marketing communication activities through social media is that companies want to create brand awareness in the minds of the public (Duffett, 2017; Sosianika et al., 2021). Brand awareness is the ability of potential consumers to recognize or recall a brand in their minds while assisting consumers in connecting the product with the brand (Aaker & Biel, 2013). Brand awareness is also considered a prerequisite for brands to be included in consumer considerations set in the decision-making process and is considered an important component of brand knowledge (Kotler & Keller, 2013). Therefore, companies must be able to create brand awareness in each of their product advertisements through various media, especially through social media. However, social media is a platform that continues to grow and develop; therefore, an understanding in using social media marketing for creating brand awareness needs to be developed because it is still very limited (M. F. Y. Cheung & To, 2019).

Based on this description, this study then aims to measure the effectiveness of consumer goods advertising using three approaches: endorsers, advertising messages, and the use of social media. Another purpose of this study is to determine the effect of advertising effectiveness on brand awareness formation.

## 2. LITERATURE REVIEW

Advertising is a commercial and non-personal communication about an organization and its products that is transmitted to the target audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor billboards, or public transportation (Belch & Belch, 2018). The objective of advertising is a specific

communication task, and the level of achievement must be achieved with a certain audience within a certain period. Advertising may also include any paid form of non-personal presentation and promotion of ideas, goods, or services by a sponsor (Nyström & Mickelsson, 2019).

Effectiveness refers to a measurement in which the target has been achieved. In details, the greater the percentage of the target achieved, the higher the effectiveness is (Shen et al., 2016). The effectiveness of an advertisement refers to the condition when an advertisement produces an impact, so consumers can remember the advertising message conveyed under the wishes of the company (Ahmad & Megayani, 2020). In addition, the advertisement can have an influence related to awareness, knowledge, and preference for the product being advertised.

An endorser is known by many people because they have skills and abilities in a specific field, so they are able in promoting a product. In addition, endorsers are defined as individuals who are known by the public for their achievements to support a product to gain consumer confidence in buying it (Belch & Belch, 2018). Endorsers are divided into three dimensions: trustworthiness, expertise, and attractiveness (A. T. Shimp & Andrews, 2013). Firstly, trustworthiness is when the endorser can be relied upon and trusted by the public as a valid source of information. Secondly, expertise refers to endorser's special skills concerning the brand or product. Finally, attractiveness includes physical attractiveness as well as attitudes and actions seen by the endorser. The endorser that is often used to promote products is celebrities. Celebrities who are used as endorsers will be effective when the celebrity is credible and able to convey the message of a product (Kotler & Keller, 2013). Previous studies have shown that the use of celebrities in advertising can generate greater attention from consumers. In addition, another study states that celebrities can help a new product to be accepted by consumers so that consumers are willing to make purchases that can increase company profits (Andita et al., 2021; Pughazhendi et al., 2012).

$H_1$: Celebrity endorsers have a positive and significant effect on advertising effectiveness

Advertising is said to be effective if the advertiser can achieve the goals to be achieved (A. T. Shimp & Andrews, 2013). Effective advertising recognizes that people not only buy the product but the benefits of the product. Effective advertising is also an advertisement that can attract attention and is easy to remember, and it can motivate people to make a purchase (T. A. Shimp & Andrews, 2014). Effective advertising is not only about conveying information but must create a strong brand awareness in the minds of consumers. The advertising message must be attractive, so the message can build a positive image in attracting the attention of potential consumers. Advertisements with images will have high effectiveness which will affect the attitude of the audience (El-Dali, 2019). Message effectiveness is a condition where the advertising message conveyed can influence the audience so that they get the essence of the advertising message they watch. This happens because advertising has its charm and provides a target movement to provide a response or attitude towards a particular advertisement or brand (M. L. Cheung et al., 2019). A positive attitude towards the brand will provide benefits for the company in terms of repurchase that

may be made by consumers and will create loyalty to consumers (Alty Amalia et al., 2021; Hashim et al., 2018).

$H_2$: Message has a positive and significant effect on the effectiveness of advertising.

Social media is an independent media and commercial advertising community where people gather, interact, socialize and exchange opinions (Kotler & Keller, 2013). Another definition is that social media is a group of internet-based applications that are built on web 2.0 technology and that allow the creation and exchange of user-generated content (Djatnika & Gunawan, 2021). Social media can take many forms, such as social networks, blogs, internet forums, podcasts, pictures, videos, and social bookmarking(Orenga-Roglá & Chalmeta, 2016). Social media is one of the effective ways to communicate with consumers in creating brand identity and improving consumer brand communication (Seo & Park, 2018; Sutrisno et al., 2020)

$H_3$: Social media has a positive and significant effect on the effectiveness of advertising.

Brand awareness is the ability of a brand to appear in the minds of consumers when they think about and associate the brand with certain product categories and how easily the brand appears in the minds of consumers (Aaker & Biel, 2013; T. A. Shimp & Andrews, 2014) So, this indicates that the brand strength in the minds of consumers will interpret the level at which the brand is located. Meanwhile, the low level of consumer awareness of a brand interprets the lowest level of brand knowledge.

In addition, there is a research suggesting that an advertisement delivered effectively will be able to affect the brand awareness of a product significantly (M. L. Cheung et al., 2019). The emergence of brand awareness is if there is a sense of familiarity with a brand. This familiar feeling will give consumers confidence when they use the product. So, this will lead to a feeling that the risk faced by consumers is reduced which in turn will lead the consumers to consider and choose the brand in question(Huang & Sarigöllü, 2012). Therefore, designing advertising programs is expected to have an impact on consumers. However, high awareness must be followed by consumer action. Otherwise, the advertising program implemented will be ineffective in conveying the message. Interactive marketing using social media is a powerful tool in shaping and increasing brand awareness (M. L. Cheung et al., 2019; Hutter et al., 2013; Valos et al., 2017).

$H_4$: Advertising effectiveness has a positive and significant effect on brand awareness.

The relationship between the variables and the formulation of the hypothesis can be seen from the research model shown in Figure 1
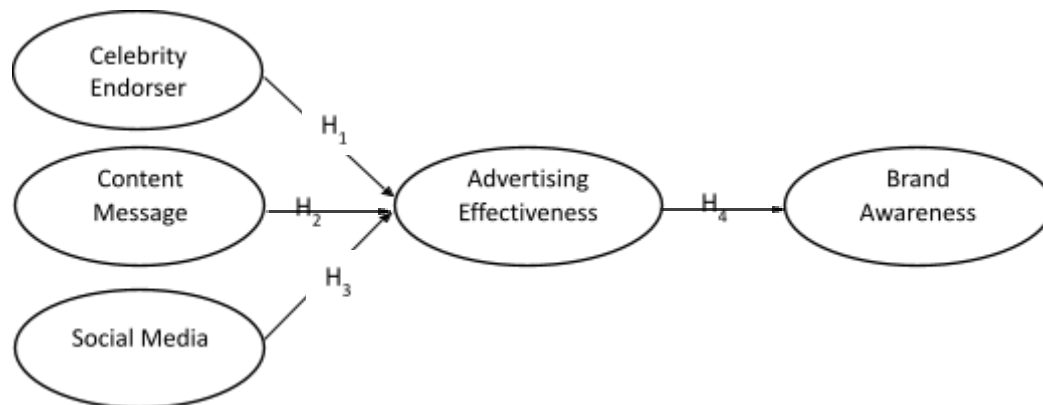
**Figure 1.** Research Model

## 3. METHODS

In this study, the researcher employs a quantitative research approach. Meanwhile, the method used in this research is explanatory research. It is based on the reason that this study tests a theory or hypothesis that has been determined to determine the influence of the independent variable (independent) on the intermediary variable and the dependent variable (dependent) or reject the hypothesis of existing research results. This research is conducted through three variables: endorsers, advertising messages, and social media.

The population of this study is the consumers who have social media accounts and have watched various advertisements for food and soft drink products in the period of June to August 2021 with 389 respondents. The sampling technique used in this study is simple random sampling; when sample members from the population are taken randomly without regard to the strata that exist in the population (Suhartanto, 2014). The data is collected through online questionnaire. The questionnaire is a series or list of questions that are arranged systematically to be filled out by respondents (Ghozali & Latan, 2015). So, the source of data used is primary data obtained from questionnaires that have been filled out by respondents, which includes the identity and responses of respondents.

Data analysis in this study is a quantitative data analysis technique using statistical methods. The method used is partial least square through Smart PLS software version 3.3. Data processing is carried out by testing the outer model, followed by measuring the inner model as a form of testing the structural model. Partial Least Square is a powerful analytical method because it is not based on many assumptions (Hair, J.F., Hult, G.T.M., Ringle, C., Sarstedt, 2016).

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent Demographics

The amount of data used was 389 out of a total of 403 respondents by eliminating 14 data that became outliers and unreliable. Most respondents are 63% women whose occupation takes 57% as students and the average person spending every month on consumer products in the food category is IDR 250,000 – IDR 500,000. Respondent profiles are presented in table 1.

**Table 1** Demographics of Respondents

| Variable | | Percentage | Frequency |
|---|---|---|---|
| Gender | Male | 37% | 145 |
| | Female | 63% | 244 |
| Occupation | Student | 57% | 222 |
| | Employee | 24% | 93 |
| | Entrepreneur | 16% | 62 |
| | Other | 3% | 12 |
| Purchase of Personal Consumption Goods | < IDR 250.000 | 21% | 81 |
| | IDR 250.000 - 500.000 | 94% | 137 |
| | IDR 500.000 - 750.000 | 36% | 87 |
| | IDR 750.000 - IDR 1.000.000 | 32% | 72 |
| | >IDR 1.000.000 | 13% | 12 |

## 4.2 Outer Model
Convergent Validity

**Table 2.** Average Variant Extracted

| | AVE |
|---|---|
| Content Message | 0.643 |
| Celebrity Endorsers | 0.656 |
| Social Media | 0.724 |
| Advertising Effectiveness | 0.619 |
| Brand Awareness | 0.660 |

Convergent validity is indicated as valid through the Average Variant Extracted (AVE) value which is greater than 0.5. In Table 2, the AVE value is above 0.5, so each variable has met the requirements of convergent validity.

Discriminant Validity

Discriminant validity is carried out to prove that the indicator in a construct has the largest loading factor in the construct it forms compared to the loading factor with other constructs.

**Table 3**. Cross Loadings

|  | Ads Effectiveness | Celebrity Endorser | Brand Awareness | Social Media | Content Message |
|---|---|---|---|---|---|
| Ef-1 | **0.772** | 0.388 | 0.262 | 0.419 | 0.457 |
| Ef-2 | **0.830** | 0.495 | 0.380 | 0.482 | 0.545 |
| Ef-3 | **0.756** | 0.346 | 0.353 | 0.424 | 0.457 |
| En-1 | 0.438 | **0.808** | 0.227 | 0.416 | 0.442 |
| En-2 | 0.342 | **0.806** | 0.188 | 0.372 | 0.281 |
| En-3 | 0.477 | **0.816** | 0.344 | 0.486 | 0.428 |
| KM-2 | 0.267 | 0.175 | **0.729** | 0.492 | 0.449 |
| KM-3 | 0.376 | 0.194 | **0.872** | 0.584 | 0.516 |
| KM-4 | 0.338 | 0.317 | **0.827** | 0.471 | 0.383 |
| KM-5 | 0.384 | 0.344 | **0.815** | 0.485 | 0.466 |
| MS-1 | 0.458 | 0.403 | 0.549 | **0.865** | 0.539 |
| MS-2 | 0.369 | 0.352 | 0.636 | **0.839** | 0.554 |
| MS-3 | 0.582 | 0.459 | 0.503 | **0.877** | 0.594 |
| MS-4 | 0.463 | 0.577 | 0.472 | **0.822** | 0.555 |
| PI-1 | 0.575 | 0.435 | 0.371 | 0.505 | **0.837** |
| PI-2 | 0.463 | 0.342 | 0.508 | 0.593 | **0.775** |
| PI-4 | 0.441 | 0.381 | 0.487 | 0.500 | **0.793** |

Table 3 shows that each construct has the largest loading factor in the construct it forms compared to other constructs. Thus, indicators in each block are better than indicators in other blocks.

Composite Reliability and Cronbach's Alpha

**Table 4**. Composite Reliability and Cronbach's Alpha

|  | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| Ads Effectiveness | 0.693 | 0.829 |
| Celebrity Endorser | 0.741 | 0.851 |
| Brand Awareness | 0.828 | 0.885 |
| Social Media | 0.875 | 0.913 |
| Content Message | 0.725 | 0.844 |

The variable is declared reliable if the Cronbach's alpha value is above 0.6 and the composite reliability value is above 0.7. Based on Table 4 above, it can be seen that all variables have Cronbach's alpha values above 0.6 and composite reliability values above 0.7. Thus, it can be concluded that the data has good reliability.

## 4.3 Inner Model
Hypothesis test

**Table 5**. Hypothesis Test

|  |  |  | Original Sample | Sample Mean | Standard Deviation | T Statistics | P Values |
|---|---|---|---|---|---|---|---|
| H1 | CE | EA | 0.426 | 0.428 | 0.052 | 8.215 | 0.000 |
| H2 | CM | EA | 0.245 | 0.246 | 0.065 | 3.748 | 0.000 |
| H3 | SM | EA | 0.179 | 0.177 | 0.070 | 2.557 | 0.005 |
| H4 | EA | BA | 0.385 | 0.389 | 0.068 | 5.672 | 0.000 |

Based on Table 5, the results of the H1 test can be seen that the original sample value is 0.245 and the t-statistics value is 3.748 which is greater than 1.962. So, with a significance level of 5%, it can be concluded that endorsers have a positive effect on advertising effectiveness. So H1 is accepted.

The results of the H2 test obtained the original sample value of 0.385 and the t-statistics value of 5.672 > 1.962 with a significance level of 5%. It can be concluded that advertising messages have a positive effect on advertising effectiveness. So H2 is accepted.

The H3 test shows the original sample value of 0.179 with a t-statistics value of 2.557 > 1.962. Based on the test results, social media has a positive effect on advertising effectiveness with a significance level of 5% and it can be concluded that H3 is accepted.

The results of the H4 test resulted in the original sample value of 0.426 with a significance level of 5% and the t-statistics value of 8.215 which was greater than 1.962. With this value, advertising effectiveness has a positive effect on Brand Awareness so that H4 is accepted.

## 5. DISCUSSION

Brand awareness is one of the goals to be achieved through promotional and advertising activities, especially in conditions of very competitive competition and very minimal differentiation between products on the market. The consumer goods market is a market that has identical conditions with competitive competition and minimal differentiation from one product to another. Based on these conditions, marketers must also try to fight for each other's attention so that their products have high brand awareness because the consumer goods category is very prone to switching. To anticipate the occurrence of switching as well as to maintain the existence in the market, the marketers try to create brand awareness through effective advertising. Based on the results of the study, it is known that brand awareness is influenced by the effectiveness of advertising. The higher the effectiveness of an advertisement, the higher the brand awareness is. Advertising that can persuade will be able to maintain consumer memory about the products offered, as well as to create attraction for the target audience (Knoll, 2016; Yousaf & Shehzad, 2019).

The effectiveness of advertising through this research is measured through three approaches, namely the use of celebrity endorsers, message packaging, and the use of social media. Based on the results of the study, these three approaches give a positive and significant impact. A celebrity endorser is a spokesperson who represents a product and is considered to represent the product. What is conveyed by the spokesperson has relevance to the product and is remembered by customers. Based on the results of the study, it is known that celebrity endorsers have a positive influence on advertising effectiveness. These results mean that the better the endorser, the better the effectiveness of advertising is. It relates with the previous research which states that the use of endorsers who have good credibility can make the advertising be more effective (Andita et al., 2021; Loureiro & Sarmento, 2019).

While media packaging is an important measure of the effectiveness of the advertisements, the content of messages that are right on target and are not confusing makes it easier for customers to interpret them (Gunawan et al., 2020; Hashim et al., 2018;

Shen et al., 2016). The results of the second hypothesis test are between advertising messages and advertising effectiveness. These results show that advertising messages have a positive effect on advertising effectiveness. These results are in line with the previous research conducted by scholars which state that advertising messages affect the effectiveness of advertisements.

Then, social media is proved to be one of the effective media to deliver advertising to customers since the users of social media are growing. The test results show that social media has a positive effect on the effectiveness of advertising. The results of the study state that endorsers, advertising messages, and advertising media are factors that affect the effectiveness of advertising (Evans et al., 2017; Nyström & Mickelsson, 2019; Yousaf & Shehzad, 2019)

## 6. MANAGERIAL IMPLICATIONS

There are several important notes obtained from the results of the research that can be used as material for improvement in increasing the effectiveness of advertising to increase brand awareness in the minds of customers. The first is that marketers must consider the use of celebrity endorsers to increase the effectiveness of advertising. Based on the results of research and confirmation to several respondents, it is concluded that the endorser represents a product or brand so that the selection of the character of the celebrity endorser must also be under the character of the product or item. Celebrity endorsers do not have to be well-known public figures, but they should have a positive image so that they can increase the effectiveness of advertising and can create relevant brand awareness. Second, advertisings that occur on social media are very stacked on top of each other while those that are considered irrelevant and annoying will be skipped by customers. Therefore, in packaging the content of the message, it should be short and clear and have a touch of point. For example, in digital advertisements, the duration of the first three up to five seconds must be a point of attention. The first five seconds must be able to provide something meaningful for customers so that customers are comfortable in receiving the information conveyed by the advertisement. Third, optimization of the use of social media needs to be continued because this media is one of the most widely used media and its users continue to grow. The development of social media needs to be a concern and adapted to the character of its users; media monitoring needs to be carried out continuously to be able to find out any changes in the characteristics of the audience who are the target market. Social media is media that can be customized based on the user's needs; therefore, the advertising content in this media must be following the target market so that it is in accordance with the customization and can reach the customer.

## Limitations of the research
This research was conducted on all social users without distinguishing the social media and the very general involvement of demographic factors so that detailed aspects were not obtained for each variable and each customer segment. Future research is recommended to conduct the research based on each character of social media to obtain specific input related to the character of each media. Then, in terms of respondents, it is also possible to

examine each segment, such as based on the age, income level, or other demographics that are important.

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