

The Role of Celebrity Endorser, Product Attractiveness in Improving Brand Image

Aris Mardiyono¹

Harry Soesanto²

¹Management, University of 17 August 1945, Indonesia

²Management, Diponegoro University, Indonesia

¹Author's correspondence: aris.05untagsmg@gmail.com

Abstract. The purpose of this study is to develop the concept of celebrity endorsers and product attractiveness to purchasing decisions with brand image as an intervening variable. A sample of 137 respondents consisted of fashion blazer owners in the city of Semarang. Retrieval of data by purposive random sampling method. The analysis tool uses Structural Equation Modeling with the application of the Moment of Structural Analysis program version 21. The findings of this study, the influence of celebrity endorsers, product attractiveness, and brand perception in a favorable and significant way. Celebrity endorsers, product attractiveness, and brand perception affect purchasing decisions in a positive and significant way.

Keywords: Brand image; Buying decision; Celebrity endorser; Product attractiveness.

Abstrak. Tujuan penelitian ini adalah mengembangkan konsep celebrity endorser, daya tarik produk terhadap keputusan pembelian dengan brand image sebagai variable intervening. Sampel sejumlah 137 responden yang terdiri dari pemilik fashion blazer di kota Semarang. Pengambilan data dengan metode purposive random sampling. Analisis data dengan Structural Equation Modeling dengan aplikasi program Analisis Moment of Structural versi 21. Temuan penelitian ini secara parsial menunjukkan pengaruh endorser selebriti, daya tarik produk, dan persepsi merek melalui cara yang menguntungkan dan signifikan. Endorser selebriti, daya tarik produk, dan persepsi merek berpengaruh secara positif dan signifikan terhadap keputusan pembelian.

Kata kunci: Citra merek; Celebrity endorser; Daya tarik produk; Keputusan pembelian.

Article Info:

Received: April 28, 2023

Accepted: October 4, 2023

Available online: November 27, 2023

DOI: <http://dx.doi.org/10.30588/jmp.v13i1.1505>

BACKGROUND

The era of globalization and increasingly fierce competition in the business world, companies need to think about effective marketing strategies to be able to win the

competition and attract consumers (Fregidou-Malama et al., 2022). One marketing strategy that is often used is to make a celebrity the face of a product in order to draw attention from consumers (Osei-Frimpong et al., 2019). In addition, product attractiveness is also an important factor in determining consumer purchasing decisions (Aprillia & Mustofa, 2022).

Consumer behavior can be significantly influenced by celebrities' brand preferences and purchases of goods and services (Ahmadi et al., 2023). Celebrities can be a crucial part of a company's marketing strategy because of their unique appeal and ability to draw a sizable following (Ahmadi et al., 2023). Celebrities have inner beauty, charisma, and credibility (Ladkoo & Ismael, 2018). The thesis of the argument said that celebrity endorsers use artists as advertising stars in the media, starting with print, social media, and television. Additionally, celebrities are used because of their well-known attributes, which typically exemplify the desired attractiveness of the things they promote. These qualities include excellent looks, courage, talent, grace, strength, and physical attractiveness.

Several previous studies to ascertain the impact of famous people endorsing brands. The research by Osei-Frimpong et al. (2019) stated that celebrity endorsers have a significant effect on brand image. The research by Freire et al. (2018) claims that celebrity endorsements improve a brand's image, however data from Rahme et al. (2022) despite assertions that visibility, credibility, appeal, and power all significantly affect brand image, the t-test results revealed that just two of the four variables did.

The perspective of the general public, a product's brand image determines how likely consumers make decisions about whether or not to purchase it. Rihayana et al. (2022) demonstrates that brand image significantly influences buying choices, and the research by Kausuhe et al. (2021) which in contrast to the data. It demonstrates that the brand image has an impact on purchasing decisions (Jalilvand & Samiei, 2012). It reveals how little power of brand image has over consumers' purchasing choices.

The previous studies have shown that when influencing consumer purchase decisions, brand image is a crucial intervening variable (Kuncoro & Windyasari, 2021). With brand image acting as an intervening variable in Semarang City's fashion boutiques, this study seeks to examine the impact of celebrity endorsers, advertising attractiveness, and on purchasing decisions. It is anticipated that this research will help businesses strengthen their marketing strategies and boost customer satisfaction for future consumers. In addition, this research can also provide important information for academicians and researchers in enriching literatures on marketing and consumer behavior.

THEORETICAL REVIEW

This section outlines the relevant theories that underlie the research topic and provides an overview of some of the previous relevant research and provides a reference and foundation for this research. If there is a hypothesis, it can be stated not explicitly and does not have to be in the question sentence.

Celebrity Endorser

The importance of celebrity endorsers in marketing is increasing brand awareness for expanding product reach to a wider audience (Freire et al., 2018). With the support of a well-known celebrity endorser (von Felbert & Breuer, 2020), the brand will be more easily recognized by potential consumers, increase consumer confidence, and properly selected celebrity endorsers can help build consumer confidence in the brands and products advertised. Syah et al. (2021) have the support of a famous and respected celebrity endorser, consumers will be more likely to believe in the quality of the advertised product, increase sales with support from a well-known celebrity endorser, products will be more easily recognized by potential consumers, and increase consumer purchase interest. It can help increase sales and generate profits for the company, improve brand image with the presence of a famous celebrity endorser, the brand will become more attractive, and more associated with success and popularity. It can also help to improve brand image and strengthen brand relationships with consumers (Jalilvand & Samiei, 2012). Therefore, celebrity endorsers are very important in marketing, because they can help increase brand awareness, build consumer trust, increase sales, and strengthen brand image. However, the selection of a celebrity endorser must be used carefully and in accordance with the values and goals of the brand to get maximum results.

Nelson and Deborah (2019) said that an individual with popularity, position, and substantial social influence who is employed by businesses or brands to strengthen their brand's reputation and increase sales of their products or services is referred as a celebrity endorser (Spry et al., 2011). A celebrity endorser is someone well-known and trusted by a sizable fan base who is used by a company or a brand to increase the brand awareness, brand image, and customer loyalty. S. W. Khan and Zaman (2021) stated that an individual who is well-known and has a high social position which is utilized by a business or a brand to build an emotional bond with customers and boost their trust in the product is referred to as a celebrity endorser. From these definitions, it can be concluded that celebrity endorsers are individuals who are well-known and have great social influences, who are used by companies or brands to promote their products or services, and can provide significant benefits for brands, including increasing brand awareness, brand image, consumer trust, and sales. The celebrity endorser includes trust or credibility, brand suitability, popularity, consumer perceptions, and brand continuity.

Product Attractiveness

Product attractiveness is one of the key elements influencing consumers' purchasing choices (Soler-Anguiano et al., 2023). Product attractiveness is an important factor, because it can influence consumer perceptions of product value and increase motivation to buy (Schnurr et al., 2017). A product that has a strong appeal can differentiate itself from similar products on the market and attract the attention of consumers who need the product. In addition, product attractiveness can also affect consumer and brand loyalty (Schnurr et al., 2017). Products that have strong appeal and provide added value to consumers will increase consumer satisfaction and form brand loyalty (Han & Ryu, 2009). When customers are happy with the brand and the product, they are more inclined to buy it again and tell others about it. Therefore, it is crucial for businesses to consider product attractiveness while developing their marketing and

product strategy. Strongly appealing products will boost sales and outsell rival products on the market.

Munir et al. (2019) define product attractiveness as the product's ability to attract attention and generate buying interest in consumers. Products that have strong appeal will be the main choice of consumers among similar products on the market. Fitriani and Ferdinand (2015) said that product attractiveness is related to the physical and non-physical characteristics of the product itself, such as design, quality, brand, price, features, benefits, and uniqueness. Products that have a good combination of these characteristics will have a high appeal to consumers. Putra and Ningrum (2019) stated that product attractiveness involves interactions between consumers and products. Consumers have different preferences and needs, so the attractiveness of an effective product is a product that can properly meet the needs and wants of consumers. Gramazio et al. (2021) define that product attractiveness is the product's ability to create a positive experience for consumers. Products that can meet the functional and emotional needs of consumers well will have a strong appeal. From these definitions, it can be concluded that product attractiveness is the product's ability to attract consumers' attention and purchase interest with attractive physical and non-physical characteristics and be able to meet consumer needs and desires. Meanwhile, indicators of product attractiveness according to Fitriani and Ferdinand (2015) are product quality, product design, product function, product availability, product price, and consumer experience.

Brand Image

Brand image is very important in influencing consumer purchasing decisions (Bilgîn, 2018). Brand image includes consumer perceptions, impressions, and evaluations of a brand or product (Sasmita & Suki, 2015). A strong brand image can help increase consumer trust and loyalty, reduce purchase risk, and differentiate products from competitors in the market. Conversely, a bad or negative brand image can cause consumers to avoid the product and choose competitor products that are more well-regarded. Building a solid and favorable brand image is crucial for businesses in today's cutthroat business environment. This can be accomplished through determining the brand's essential values, creating a distinctive brand position in the market, enhancing desired brand connections, and effectively and consistently communicating with customers. By Q. Zhang and Ahmad (2021), companies can create sustainable competitive advantages and strengthen consumer purchasing decisions for building a positive brand image.

According to Azizan and Yusr (2019), brand image is defined as the total perception that a brand leaves on consumers' minds, taking into account the quality, image, and overall impressions that the brand creates Balaji (2011) stated that brand awareness, brand associations, perceived quality, brand loyalty, and brand assets are the five components that make a brand's image better. Companies can use these characteristics to better understand how consumers view their brand or product. Y. Zhang (2015) said that brand image is a series of associations built by consumers based on their experience with a brand or product, as well as company communications and actions related to the brand. Bilgîn (2018) explained that a brand image is the image, reputation, and general impression generated by a brand in the minds of consumers. Based on the description of some of the definitions, it can be summarized that brand image is defined by building a positive and strong brand image, and companies can

improve trust, loyalty, and influence of their brand in the market. Indicators of brand image according to Buil et al. (2013) are brand awareness, brand attributes, brand value, brand image, brand involvement, and brand loyalty and advocacy.

Purchase decision

Purchase decisions are important in consumer behavior and have an important role in marketing (Buil et al., 2013). Generally, purchasing decisions have an important role in marketing because they affect consumer behavior, product prices, and a company's brand image. Therefore, companies need to understand the factors that influence consumer purchasing decisions and develop effective marketing strategies to influence these purchasing decisions.

Von Helversen et al. (2018) define purchasing decisions as the process of selecting and purchasing products that will satisfy consumer needs and wants. Purchasing decisions also affect product prices, promotions, and sales of a company. (Al-Azzam & Al-Mizeed, 2021) said that purchasing decisions are the result of a complex process and involve factors such as motivation, perceptions, and consumer attitudes toward products. Purchase decisions also affect consumer loyalty and brand image of a company. Based on the views of several experts that have been mentioned, it can be concluded that purchasing decisions are complex processes involving internal and external factors, such as individual consumer characteristics, social environment, product characteristics, motivation, perceptions, and consumer attitudes towards products. Purchasing decisions also affect consumer behavior, product prices, consumer loyalty, and a company's brand image. Therefore, companies need to understand the factors that influence consumer purchasing decisions and develop effective marketing strategies to affect these purchasing decisions. Foster (2017) stated that the indicators of purchasing decisions are buying steadiness after knowing product information, decide to buy because the brand is most preferred, and buy because it suits your wants and needs.

Relationship Between Variables

1. The influence of celebrity endorsers on brand image

Basically, the impact that a celebrity's appearance in an advertisement has on the brand or brand image of the advertised product is what is meant by the term "impact of a celebrity brand ambassador" (Lestari & Wahyono, 2021). By endorsing a product and being associated with it, a celebrity can enhance its brand image. The impact of a celebrity endorser on a brand's image depends on a number of elements, such as: (1) the celebrity's relevance to the product being advertised; (2) If a celebrity is credible and compatible with the promoted product, their influence on the brand's image will be larger; and (3) Consumer perceptions about celebrity endorsers towards positive brand image and in accordance with the values desired by consumers will influence consumers to perceive the product better. Celebrities who have high attractiveness will make consumers more interested in the advertised product. The exposure intensity: the more often the ad is shown and the celebrity's exposure to the product is more intense, the greater the effect on the product's brand image.

A number of studies have shown that the use of celebrity endorsers can improve how consumers view a product's brand. However, the success of celebrity influence on brand image also depends on the suitability between the brand and the celebrity, the credibility of the celebrity, the attractiveness of the celebrity, and the message conveyed

in the advertisement. Therefore, in using a celebrity endorser as a marketing tool, it is necessary to carefully consider these factors so that the effect on the product's brand image is optimal. According to Ahmad et al. (2019), the impact of celebrity brand ambassadors on brand perception is both good and significant. Celebrity endorsers can help increase a positive impression and brand image in the eyes of consumers, especially if they are considered to have characteristics that are consistent with the advertised brand. As a result, consumers are more inclined to buy products or services advertised by celebrity endorsers, because they feel more confident and trust the brand. The following first hypothesis (H1) can be put out in light of the given description:

H1: Celebrity endorser has a significant effect on brand image.

2. Product attractiveness and brand perception

When marketing a product, the impact of product attractiveness on brand image is crucial. Consumer impressions of a product's brand image can be impacted by how appealing a product is (M. M. Khan et al., 2019). The higher the attractiveness of the product, the more favorably consumers would perceive the brand image of the goods. This can increase consumer confidence in product quality and strengthen brand image in the minds of consumers. Thus, the company can expand market share and increase sales by taking into account the attractiveness of the products offered to consumers. Increasing product attractiveness can be done by paying attention to aspects such as product quality, product design, price, packaging, and promotions carried out by the company. The more attractive a product is, the greater the chance it has to become the top choice of consumers and create a strong and positive brand image.

According to Brennan and Croft (2012) also conducted research on the impact of product attractiveness on brand image. His research's findings indicate a strong correlation between brand image and product desirability. In their research, M. M. Khan et al. (2019) claimed that people will be more likely to notice and recall products that have high appeal, which can contribute to the development of a strong and favorable brand image. Product attractiveness itself can be defined as the product's ability to attract the attention and interest of consumers, both in terms of visual and functional. Priyankara et al. (2017) emphasizes the importance of companies in paying attention to product attractiveness factors in their branding strategies, because these factors can be key factors in shaping consumer perceptions of brands. Therefore, companies need to pay attention to all product aspects, from design, quality, to packaging, so that they can build a strong appeal for their products and help to strengthen their brand image to the consumers.

Irhandi et al. (2021) show there is an impact on brand perception that is both good and significant. The results of their research show that the higher the level of product attractiveness, the stronger the brand image that is formed in the eyes of consumers. In addition, the consumer perception of a brand as being high quality, dependable, and adding value is positively impacted by how appealing the product is. This demonstrates the critical impact that consumer perception of a brand plays in its appeal as a product. On the basis of the description, the second hypothesis (H2) can be proposed as follows:

H2: Product attractiveness has a significant effect on brand image.

3. The influence of celebrity endorsers on purchasing decisions

It's crucial to take into account in marketing how celebrity endorsers affect consumer decisions (Bilgah & Joesah, 2022). Numerous studies have demonstrated that using famous people as brand ambassadors can affect consumers' purchase decisions. Influence of celebrity endorsements on purchasing decisions (Lestari & Wahyono, 2021) is to raise customer awareness of the company through the use of celebrity endorsers. (Rahman, 2018). This is because consumers will find it easier to remember brands advertised by well-known and preferred celebrity endorsers; increase consumer confidence: Consumers tend to trust brands advertised by celebrity endorsers who are well-known and considered trustworthy. Thus, consumers tend to be more inclined to buy products advertised by the celebrity endorser; Celebrity endorsers can help improve brand image by giving a positive impression on consumers. Consumers tend to associate brands with famous and influential celebrity endorsers. The following third theory can be put out in light of the previous description:

H3: Celebrity endorser has a significant effect on purchasing decisions.

4. The influence of product attractiveness on purchase decisions

Product beauty is a major component in influencing consumer purchasing decisions, it is crucial for marketers and business people to understand how product attractiveness affects consumer purchasing decisions. When a product has high appeal, consumers tend to be more interested in buying the product. According to research, product attractiveness and customer purchase decisions have a favorable and significant association. Products that have strong appeal tend to influence consumer purchasing decisions, even when the price of these products is relatively higher than similar products that have lower attractiveness. Research by (Aprillia & Mustofa, 2022) demonstrated that consumer purchasing decisions are significantly influenced by a product's beauty. The findings of this study suggest that consumers are more likely to choose to purchase a product that they find more beautiful. The following fourth hypothesis can be presented in light of the previous description:

H4: Product attractiveness has a significant effect on purchasing decisions.

5. The influence of brand image on purchase decisions

The correlation between product purchases and brand perceptions among consumers is the impact of brand perception on consumer choice (Kausuhe et al., 2021). Consumers build an impression of a specific brand or product in their brains when they see that brand or product. If consumers have a favorable perception of the brand, they are more likely to select and purchase the product. Conversely, if the brand image is negative, consumers tend to avoid and choose other products. Therefore, it is important for companies to build and preserve a positive brand reputation to affect consumer purchase choices.

The study's findings support the assertions of experts that brand image has an impact on consumers' purchase decisions. (Hermiyenti & Wardi, 2019) said that brand image is frequently employed as an extrinsic requirement for purchasing a product. Consumers are more likely to trust a preferred or well-known brand when they have no

prior experience with the goods (Bilgah & Joesah, 2022). A brand with a favorable or positive reputation is thought to lower the risk of a purchase. This is why consumers frequently refer to a product's brand image when deciding whether or not to buy it. Thus, it can be inferred that factors affecting purchase decisions include business image, user image, and product image when considered collectively. The second goal of this study is to determine whether the three brand image variables—company image, user image, and product image—have any bearing on consumers' decisions to make purchases. Companies with a positive perception of their brands and products are more likely to be loved and accepted than those with negative or indifferent perceptions. When consumers don't have any prior experience with or knowledge of a product, they frequently utilize the corporate image as a reference when making purchasing decisions (Kausuhe et al., 2021). The fifth hypothesis, which goes as follows, can be proposed based on the foregoing description:

H5: Brand image has a significant effect on purchasing decisions.

The description given above can be used to create the study model depicted in Figure 1.

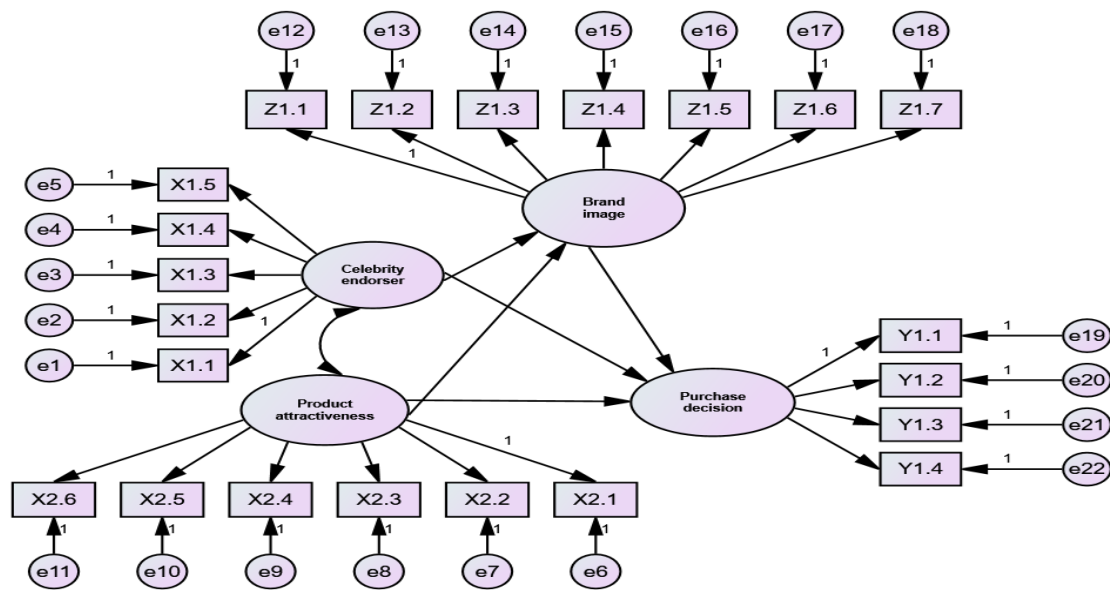


Figure 1. Empirical Development Model

RESEARCH METHODS

This study adopted a quantitative methodology and employed questionnaires to collect data. Information that has been gathered using both primary and secondary sources. This study used a quantitative approach with data collection techniques through questionnaires. Data that has been collected using primary data and secondary data.

Sample

The study focuses on the small and medium-sized businesses in the city of Semarang, with 145 owners or managers making up the sample, and 137 respondents

met the criteria to be processed, according to the normality test findings. The research sample was gathered from purchasers of fashionable blazers in the City of Semarang using a purposive sampling technique.

Table 1. Operational Definitions of Variables and Indicators

Variable	Operational of variables	Indicators
Celebrity endorser	Individuals who are well-known and have great social influence, who are used by companies or brands to promote their products or services, and can provide significant benefits to brands, including increasing brand awareness, brand image, consumer trust, and sales.	1. Trust or credibility 2. Brand conformity 3. Popularity 4. Consumer perception 5. Brand continuity
Product attractiveness	The product's ability to attract consumers' attention and purchase interest with attractive physical and non-physical characteristics and to be able to meet consumer needs and desires	1. Product quality 2. Product design 3. Product function 4. Product availability 5. Product price 6. Consumer experience.
Brand image	Building a positive and strong brand image, companies can increase brand trust, loyalty and influence in the market	1. Brand awareness, 2. Brand attributes, 3. Brand value, 4. Brand image, 5. Brand engagement, 6. loyalty 7. Brand advocacy
Purchase decision	A complex process involving internal and external factors, such as individual consumer characteristics, social environment, product characteristics, motivation, perceptions, and consumer attitudes towards products	1. The stability of buying 2. Decided to buy 3. Buy according 4. Wants and needs

Sources: Excerpted from other studies (2023).

Tools for Data Analysis

The equipment utilized in AMOS's (Analysis of Moment Structure) SEM (Structural Equation Model) data processing, version 21 (Hair Jr. et al., 2014). The Structural Equation Model (SEM) has seven steps that must be completed, i.e.: (1) Making model-based theories, (2) showing causation with flowcharts, and (3) Transitioning between structural model requirements and measurement equation specifications (4) The selection of input matrices and estimating techniques for the generated model, (5) Problem identification and evaluation, (6) Criteria for assessing goodness-of-fit, and (7) Model interpretation and modification.

RESULTS AND DISCUSSIONS

Results

Table 2 displays the processing outcomes from the Full Model SEM in the following manner. Feasibility assessment and statistical testing, data processing analysis was carried out at all stages of the SEM model.

Table 2. Results Of Testing The Feasibility Model SEM Evaluation

Goodness of Fit Index	Cut-off Value	Results Analysis	Evaluation Model
Chi - Square	<96.623 df 82	76.521	Fit
Probability	≥ 0.05	0.970	Fit
RMSEA	≤ 0,08	0.006	Fit
GFI	≥ 0.90	0.985	Fit
AGFI	≥ 0.90	0.963	Fit
CMIN / df	≤ 2.00	0.901	Fit
TLI	≥ 0.95	0.980	Fit
CFI	≥ 0.95	1.005	Fit

Source: Research data are processed (2023).

When conducting a thorough SEM model analysis, the data processing analysis results demonstrate that every construct utilized to create a research model satisfies the defined standards for the goodness of fit. The measure of goodness of fit which indicates a fit condition is caused by the Chi-square number of 76.521 which is smaller than the cut-off value set (96.623) with a probability value of 0.970 or above 0.05, this value indicates no difference between the matrix sample covarians with estimated population covariance matrices. Another measure of goodness of fit also shows good conditions, namely TLI (0.980); CFI (1.005); RMSEA (0.006) meets the criteria of goodness of fit. While the value of GFI (0.985) and AGFI (0.963) is still within the tolerance limit so that it can be accepted.

Reliability Test

In essence, the reliability test indicates the degree to which measuring devices are able to yield findings that are substantially consistent when measurements are made. once more about the same topic. In SEM, a reliability test can be acquired using the formula [1] that follows (Byrne, 2010).

$$\text{Construct Reliability} = (\sum \text{Standard Loading})^2 / (\sum \text{Standard Loading})^2 + \sum E_j \text{ -----}[1]$$

Table-4.2: Reliability Calculation Results

Variable	Standard loading data	Measurement error data	Data reliability
Celebrity endorser	2.87	0.32	0.87
Product attractiveness	2.98	0.24	0.90
Brand imag	2.70	0.23	0.89
Purchase decision	2.69	0.22	0.78

Source: Research data are processed (2023).

It is possible to determine from the measurement of the data's dependability above that each variable's reliability value satisfies the necessary conditions, which is above 0.70. This demonstrates the reliability of dimensions for quantifying constructs, or alternatively that the dimensions utilized are a component of the study assemble (Gozali,Imam; 2013). After SEM processing, the statistical test results are reviewed to determine the degree of importance of each link between variables, as determined by the Critical Ratio (CR) and probability value (p) for each relationship between variables.

Table 3. Standardized Regression Weight

Variables		Estimation	SE	CR	P	Description	
Celebrity endorser	→	Brand Image	.267	.320	3.511	.003	Sig
Product attractiveness	→	Brand Image	.517	.128	3.746	.002	Sig
Celebrity endorser	→	Purchase decision	.422	.293	4.857	.001	Sig
Product attractiveness	→	Purchase decision	.314	.224	4.994	.002	Sig
Brand Image	→	Purchase decision	.324	.321	3.211	.004	Sig

Source: Research data processed (2023).

Table 3 can explain that first Celebrity endorsements have a beneficial impact on brand image, according to tests on their effectiveness. The estimation parameter for examining the impact of celebrity brand ambassadors on brand perception reveals a CR value of 3.511 and with a probability of 0.003. The first premise can be supported by the two obtained outcomes alone. Second' the product attractiveness has a beneficial impact on brand image. With a probability of 0.002, the estimation parameter used to investigate how product allure affects brand perception yields a CR value of 3.746. The two values obtained meet the requirements for acceptance of the second hypothesis. Third, influence of celebrity endorsement on buying behavior. A CR value of 4.857 and a probability of 0.001 are revealed by the estimate parameters for analyzing the effect of celebrity endorsements on consumer choice. The two numbers obtained satisfy the criteria for each of the three hypotheses to be accepted.

Fourth, according to tests on the impact of product attractiveness on purchasing choices, product attractiveness influences choices in a favorable way. With a CR value of 4,994 and a probability of 0,002, the estimate parameter for assessing the influence of product appeal on purchase behavior is set at 0,002. Both results meet the criteria for the fourth hypothesis' adoption. Fifth, brand image has a favorable impact on purchasing choice, according to the results of testing brand image on that decision. The estimation parameter for examining the impact of brand perception on purchasing behavior is a CR value of 3.211 and with a probability of 0.004. Both values obtained meet the requirements for acceptance of the fifth hypothesis.

Discussions

The first hypothesis states that celebrity brand ambassadors significantly enhance the perception of a company. The relationship between the two factors was established empirically in this study, allowing it to be concluded that the brand image would be better the better the celebrity endorser. The research conducted can be concluded that the first hypothesis can be accepted. The indicators of a celebrity endorser consist of trust or credibility; brand suitability; popularity; consumer perception; brand sustainability (Ahmad et al., 2019; Lestari & Wahyono, 2021). Celebrity brand ambassadors greatly improve how people view a business. In this study, the relationship between the two variables was objectively proven, allowing researchers to draw the conclusion that the more well-known the celebrity endorser, the better the brand image.

The second hypothesis states that product attractiveness significantly enhances brand perception. (M. M. Khan et al., 2019). This study used empirical data to demonstrate the relationship between the two factors and draw the conclusion that brand image would improve with increased product attractiveness. The indicators of product attractiveness consist of product quality; product design; product function; product availability; product price; consumer experience (Irhandi et al., 2021). The results of

data processing show that product quality has the greatest influence among other indicators. These measurements are made based on a survey of the literature, and they are made in accordance with the circumstances in fashion blazer SMEs in Semarang City. In this study it is known that product quality; product design; product function; product availability; product price; consumer experience can improve brand image.

The third hypothesis claims that the influence of celebrity endorsing products is highly favorable. The relationship between the two variables was demonstrated empirically in this study, allowing it to be inferred that the more well-known the celebrity endorser, the better the purchasing decision would be. The indicators of a celebrity endorser consist of trust or credibility; brand suitability; popularity; consumer perception; brand continuity (Bilgah & Joesah, 2022; Rahman, 2018). The popularity indicator has the most influence over other indicators, according to the data processing results. Based on a survey of the literature, these metrics were created in accordance with the needs of the fashion blazer SMEs in Semarang. According to this study, factors including brand compatibility, popularity, customer perception, and brand continuity can all help consumers make better purchasing decisions.

The fourth hypothesis states that product attractiveness has a significant positive effect on purchase decisions. According to the outcomes of the data processing, the popularity indicator has the most influence over other indicators. These measures were developed in response to the requirements of the fashion blazer SMEs in Semarang based on a review of the literature. This study found that elements including brand suitability, popularity, client impression, and brand continuity can all aid shoppers in making wiser purchasing choices (Aprillia & Mustofa, 2022). The results of data processing show that product prices have the greatest influence among other indicators. These indicators are based on literature review and are developed according to the conditions in blazer SMEs in Kota Semarang. In this study it is known that product quality; product design; product function; product availability; product price; consumer experience can increase purchase decision.

The fifth hypothesis claims that the impact of brand image on buying behavior is highly favorable. The relationship between the two factors was established empirically in this study, allowing it to be concluded that the better the brand image, the better the purchasing choice would be. Brand image indicators consist of brand awareness, brand attributes, brand values, brand involvement, loyalty, brand advocacy (Kausuhe et al., 2021). Data processing results demonstrate that, among other measures, brand awareness has the most bearing. These indicators were designed in accordance with the state of blazer SMEs in the city of Semarang and were implemented based on a survey of the literature. According to this study, factors such as brand awareness, brand traits, brand values, brand engagement, loyalty, and brand advocacy can influence buying behavior.

CONCLUSIONS AND RECOMMENDATIONS

The results of the study indicate that there are large positive relationships between celebrity endorsers, products' attractiveness, and brand image, and that relationships also significantly influences on consumers' decisions to buy.

Research limitations

The following explanations are some limitations of this research. First, the generalization of research results only applies to the sample used in the study, so caution is needed in generalizing research results to a wider population. Second, data collection is only carried out using a questionnaire, so that bias in answers can occur and it is difficult to obtain truly valid data. Third, this study was only conducted on consumers in certain regions, so the results may not be generalizable to other regions. The four intervening variables (brand image) used in this research may not represent all the factors that influence purchasing decisions, so there is a possibility that other factors may also influence purchasing decisions. Fifth, this study only uses quantitative methods, making it difficult to explore more deeply the factors that influence purchasing decisions. Sixth, there is a possibility that other factors outside the variables studied may influence purchasing decisions, such as psychological, social, and cultural factors.

Future research agenda

The following explanations are several research agendas that can be carried out as the development of this research. First, conducting research on a larger scale, such as by reaching respondents from a wider area or by using a larger sample. Second, further research on the intervening variable, namely brand image, for example by examining the effect of brand image on purchasing decisions in more detail. Third, conducting research with different intervening variables, such as customer loyalty or customer satisfaction. Fourth, further research on celebrity endorser variables, such as by examining whether there are differences in the influence of celebrity endorsers with different characteristics (eg age, gender, or profession).

Fifth, comparing the influence of celebrity endorsers with influencers or endorsements from ordinary people (non-celebrities). Sixth, examine the influence of other factors that may influence purchasing decisions, such as price, product quality, or promotions. Seventh, examine the influence of other psychological or social factors that may influence purchasing decisions, such as motivation, perceptions, or social norms. Eighth, conducting research using different methods, such as literature review, qualitative research, or experimental research. Ninth, examine further the influence of product attractiveness, such as by examining the influence of specific factors such as design, brand, or product features. Tenth, compare the effect of product attractiveness between different products, such as products related to lifestyle, food and beverages, or technology.

Managerial implications

The following explanations are managerial implications of the results of this research. First, companies need to consider using the right celebrity endorser to promote their products in order to enhance brand image and influence consumer purchasing decisions. Second, For businesses to have an impact on brand perception and consumer purchase behavior, they must pay close attention to how appealing their products are. This can be accomplished through the development of new products, appealing designs, or improved product quality. Third, brand image needs to be considered by companies because it can influence consumer purchasing decisions. Therefore, companies need to focus on building a positive brand image in the right ways. Fourth, brand image can also be an intervening variable between celebrity endorsers, product attractiveness, and

purchasing decisions. Therefore, companies need to pay attention to the importance of brand image in influencing consumer purchasing decisions. Fifth, companies need to pay attention to other aspects that can also influence consumer purchasing decisions, such as price, promotion and distribution. All of these aspects need to be integrated holistically in order to optimally influence consumer purchasing decisions.

REFERENCES

- Ahmad, A. H., Idris, I., Mason, C., & Chow, S. K. (2019). The impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. *International Journal of Financial Research*, 10(5), 54–65. <https://doi.org/10.5430/ijfr.v10n5p54>
- Ahmadi, A., Taghipour, A., Fetscherin, M., & Ieamsom, S. (2023). Analyzing the influence of celebrities' emotional and rational brand posts. *Spanish Journal of Marketing - ESIC*, 27(1), 117–136. <https://doi.org/10.1108/SJME-12-2021-0238>
- Al-Azzam, A. F., & Al-Mizeed, K. (2021). The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan. *The Journal of Asian Finance, Economics and Business*, 8(5), 455–463. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0455>
- Aprillia, D. R., & Mustofa, R. H. (2022). The Influence of Lifestyle and Product Attractiveness on Purchasing Decisions at Coffee Shop in Blora Regency. *Proceedings of the International Conference on Economics and Business Studies (ICOEBS 2022)*, 655(Icoebs), 15–24. <https://doi.org/10.2991/aebmr.k.220602.003>
- Azizan, N. S., & Yusr, M. M. (2019). the Influence of Customer Satisfaction, Brand Trust, and Brand Image Towards Customer Loyalty. *International Journal of Entrepreneurship and Management Practices*, 2(7), 93–108. <https://doi.org/10.35631/ijemp.270010>
- Balaji, M. S. (2011). Building Strong Service Brands: The Hierarchical Relationship Between Brand Equity Dimensions. *Journal of Brand Management*, 8(3), 7–24.
- Bilgah, & Joesah, N. (2022). The Influence of Social Media Marketing and Brand Image on Purchase Decisions at Shopee Through Purchase Interest as A Mediation Variable. *Jurnal Ekonomi*, 11(3), 541–550.
- Bilgîn, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148.
- Brennan, R., & Croft, R. (2012). The use of social media in B2B marketing and branding: An exploratory study. *Customer Journal of Behaviour*, 11(2), 101–115.
- Buil, I., de Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, 66(1), 115–122. <https://doi.org/10.1016/j.jbusres.2011.07.030>
- Byrne, B. M. (2010). *Structural Equation Modeling with AMOS Basic Concepts, Applications and Programming*. Structural Equation Modeling. Second edition. New York: Routledge.
- Fitriani, L. K., & Ferdinand, A. T. (2015). Acculturative Iconic Product Attractiveness and Marketing Performance. *Journal of Global Strategic Management*, 2(9), 15–15. <https://doi.org/10.20460/jgsm.2015915570>

- Foster, B. (2017). Impact of Brand Image on Purchasing Decision on Mineral Water Product “Amidis” (Case Study on Bintang Trading Company). *American Research Journal of Humanities and Social Sciences*, 2(1), 1–11. <https://doi.org/10.21694/2378-7031.16023>
- Fregidou-Malama, M., Chowdhury, E. H., & Hyder, A. S. (2022). International marketing strategy of emerging market firms: the case of Bangladesh. *Journal of Asia Business Studies*, 17(4), 804–823. <https://doi.org/10.1108/JABS-12-2021-0504>
- Freire, O., Quevedo-Silva, F., Senise, D., & Scrivano, P. (2018). The effectiveness of celebrity endorsement in aspiring new celebrities: Examining the effects of brand, congruence, charisma and overexposure. *RAUSP Management Journal*, 53(3), 289–303. <https://doi.org/10.1108/RAUSP-04-2018-011>
- Gramazio, S., Cadinu, M., Guizzo, F., & Carnaghi, A. (2021). Does Sex Really Sell? Paradoxical Effects of Sexualization in Advertising on Product Attractiveness and Purchase Intentions. *Sex Roles*, 84(11–12), 701–719. <https://doi.org/10.1007/s11199-020-01190-6>
- Hair Jr., J. F., Gabriel, M. L. D. da S., & Patel, V. K. (2014). Modelagem de Equações Estruturais Baseada em Covariância (CB-SEM) com o AMOS: Orientações sobre a sua aplicação como uma Ferramenta de Pesquisa de Marketing. *Revista Brasileira de Marketing*, 13(2), 44–55. <https://doi.org/10.5585/remark.v13i2.2718>
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality and Tourism Research*, 33(4), 487–510. <https://doi.org/10.1177/1096348009344212>
- Hermiyenti, S., & Wardi, Y. (2019). A Literature Review on the Influence of Promotion, Price and Brand Image to Purchase Decision. *Proceedings of the 2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018)*, 64, 538–545. <https://doi.org/10.2991/piceeba2-18.2019.34>
- Irhandi, I., Agung, A. A. P., & Sapta, I. (2021). The Effect of Product Quality and Promotion on the Brand Image in Realizing the Brand Loyalty Hatten Wines in Denpasar. *International Journal of Sustainability, Education, and Global Creative Economics*, 4(2), 58–72. <http://www.journals.segce.com/index.php/IJSEGCE/article/view/174>
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kausuhe, J. N., Worang, F. G., & Gunawan, E. M. (2021). Pengaruh Citra Merek dan Negara Asal terhadap Keputusan Pembelian Smartphone Oppo di Manado. *Jurnal EMBA*, 9(1), 207–215.
- Khan, M. M., Memon, Z., & Kumar, S. (2019). Celebrity Endorsement and Purchase Intentions: The Role of Perceived Quality and Brand Loyalty. *Market Forces College of Management Sciences Volume*, 14(2), 99–120. <https://ssrn.com/abstract=3670188>

- Khan, S. W., & Zaman, U. (2021). Linking Celebrity Endorsement and Luxury Brand Purchase Intentions through Signaling Theory: A Serial-Mediation Model involving Psychological Ownership, Brand Trust and Brand Attitude. *Pakistan Journal of Commerce and Social Science*, 15(3), 586–613.
- Kuncoro, W., & Windyasari, H. A. (2021). Consumer Purchasing Decision Improvement Model through Brand Image, Religiosity, Brand Ambassador and Brand Awareness. *International Business Research*, 14(8), 42–54. <https://doi.org/10.5539/ibr.v14n8p42>
- Ladkoo, A. D., & Ismael, F. B. A. (2018). The Impact of Celebrity Endorsement on Brand Knowledge: A Comparative Study in Mauritius. *Business and Economic Research*, 8(2), 85–114. <https://doi.org/10.5296/ber.v8i2.12864>
- Lestari, M., & Wahyono. (2021). The Influence of Celebrity Endorser and Online Promotion on Purchase Decision Through Brand Image. *Management Analysis Journal*, 10(2), 198–211.
- Munir, A. R., Ilyas, G. B., Maming, J., & Kadir, N. (2019). The effect of geo-cultural product attractiveness on marketing performance: A conceptual framework. *Quality - Access to Success*, 20(173), 54–58.
- Nelson, O., & Deborah, A. (2019). Celebrity Endorsement Influence on Brand Credibility: A Critical Review of Previous Studies. *Online Journal of Communication and Media Technologies*, 7(1), 15–32. <https://doi.org/10.29333/ojcm/2577>
- Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice*, 27(1), 103–121. <https://doi.org/10.1080/10696679.2018.1534070>
- Priyankara, R., Weerasiri, S., Dissanayaka, R., & Jinadasa, M. (2017). Celebrity Endorsement and Consumer Buying Intention With Relation to the Television Advertisement for Perfumes. *Management Studies*, 5(2), 128–148. <https://doi.org/10.17265/2328-2185/2017.02.005>
- Putra, P. Y., & Ningrum, S. (2019). The Influence of Celebrity Endorser, Brand Image, and Brand Trust on Consumer Purchasing Decisions of Nike Brand Sport Shoes in Surabaya. *Journal of World Conference (JWC)*, 1(1), 208–218. <https://doi.org/10.29138/prd.v1i1.61>
- Rahman, R. (2018). Building brand awareness: The role of celebrity endorsement in advertisements. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 28(4), 363–384. <https://doi.org/10.1080/21639159.2018.1509366>
- Rahme, K. A., Yudianto, S. A., Putri, E. D. R., & Nastain, M. (2022). The Influence of NCT 127 Brand Ambassador on the “Click” Toothpaste Brand Image in NCTzen. *Aplikatif: Journal of Research Trends in Social Sciences and Humanities*, 1(2), 95–101. <https://doi.org/10.59110/aplikatif.v1i2.100>
- Rihayana, I. G., Salain, P. P. P., Rismawan, P. A. E., & Antari, N. K. M. (2022). The Influence of Brand Image, and Product Quality on Purchase Decision. *International Journal of Business Management and Economic Review*, 04(06), 342–350. <https://doi.org/10.35409/ijbmer.2021.3345>
- Sasmita, J., & Suki, N. M. (2015). Young consumers’ insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image.

International Journal of Retail and Distribution Management, 43(3), 276–292.
<https://doi.org/10.1108/IJRDM-02-2014-0024>

- Schnurr, B., Brunner-Sperdin, A., & Stokburger-Sauer, N. E. (2017). The effect of context attractiveness on product attractiveness and product quality: the moderating role of product familiarity. *Marketing Letters*, 28(2), 241–253.
<https://doi.org/10.1007/s11002-016-9404-3>
- Soler-Anguiano, F. L., Zeelenberg, M., & Díaz-Loving, R. (2023). The Interaction of Product Attractiveness and Decision-Making Style on Consumer Purchase Intention: A Cultural Moderation Perspective. *Journal of International Consumer Marketing*, 35(1), 19–29. <https://doi.org/10.1080/08961530.2021.2023829>
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6), 882–909.
<https://doi.org/10.1108/03090561111119958>
- Syah, L. L., Rahadi, D. R., & Farid, M. M. (2021). The Influence of Word-of-Mouth Online and Celebrity Endorser on Attitudes and Intentions of Tourists to Visit Indonesia During the Covid-19 Pandemic. *Journal of Management and Leadership*, 4(2), 38–60. <https://doi.org/10.47970/jml.v4i2.240>
- Von Felbert, A., & Breuer, C. (2020). How the type of sports-related endorser influences consumers' purchase intentions. *International Journal of Sports Marketing and Sponsorship*, 22(3), 588–607. <https://doi.org/10.1108/IJSMS-01-2020-0009>
- Von Helversen, B., Abramczuk, K., Kopeć, W., & Nielek, R. (2018). Influence of consumer reviews on online purchasing decisions in older and younger adults. *Decision Support Systems*, 113(March), 1–10.
<https://doi.org/10.1016/j.dss.2018.05.006>
- Zhang, Q., & Ahmad, S. (2021). Analysis of corporate social responsibility execution effects on purchase intention with the moderating role of customer awareness. *Sustainability (Switzerland)*, 13(8), 1–19. <https://doi.org/10.3390/su13084548>
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review. *Open Journal of Business and Management*, 03(01), 58–62.
<https://doi.org/10.4236/ojbm.2015.31006>