

JAIDE

ISSN : 3032-1077

<https://doi.org/10.61796/jaide.v1i9.925>**CELEBRITY INFLUENCE AND ADVERTISEMENT EFFECTIVENESS: HOW CHA EUN WOO AFFECTS PURCHASE DECISIONS FOR WALL'S CORNETTO WHITE ROSE****Roudlotul Auwalina**

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Received: Sep 15, 2024; Accepted: Sep 18, 2024; Published: Sep 21 2024;

Abstract: General Background: The influence of marketing strategies on consumer purchasing decisions is a key area of research, particularly in the context of popular culture endorsements. **Specific Background:** This study explores the impact of celebrity worship, brand ambassadors, and advertisements on the purchasing decisions for Wall's Cornetto White Rose ice cream among K-Pop fans in Sidoarjo. **Knowledge Gap:** While existing research highlights the effects of these marketing elements individually, there is limited evidence on their combined impact in the specific context of K-Pop endorsements. **Aims:** The aim of this research is to quantitatively assess how celebrity worship, the role of brand ambassadors, and advertisement effectiveness influence consumer purchase decisions for Wall's Cornetto White Rose ice cream. **Results:** Utilizing a descriptive quantitative approach and Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0, the study finds that while celebrity worship and advertisements significantly influence purchase decisions, the presence of a brand ambassador does not. The results show that celebrity worship and advertisements positively impact consumer choices, whereas the brand ambassador's role is not a determining factor. **Novelty:** This study provides new insights into the relative importance of celebrity worship versus brand ambassador influence, specifically within the K-Pop fan segment. **Implications:** The findings suggest that marketers should focus on enhancing celebrity-driven campaigns and effective advertisements to influence purchasing decisions, rather than overemphasizing brand ambassadors. Limitations include the study's focus on K-Pop enthusiasts, which may not generalize to other demographics, and the use of Google Forms for data collection, which could affect response quality. Future research should consider a broader audience and direct survey methods for more comprehensive results.

Keywords: Celebrity Worship, Brand Ambassador, Advertisement, Purchase Decision, K-Pop

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Introduction

The presence of the current South Korean cultural trend (Korean Wave/Hallyu) is not only popular in South Korea but also penetrates other countries including Indonesia. The results of the Hallyu phenomenon in the past decade have made K-Pop (Korean Pop) a sensation with fans who not only support idols, but they are also willing to sacrifice everything as proof of loyalty to become fans [1]. K-Pop fans make their favourite idols a reference in behaving to look like idols with one of the attitudes shown is buying and consuming products related to their favourite idols [2]. The enthusiasm and fanaticism of K-Pop fans has made many changes in consumer consumption behaviour. People who are K-Pop fans will feel trusted and easily influenced by their idols so that they quickly decide to buy products without thinking based on the level of need [3]. Products that collaborate with K-Pop idols make fans willing to queue to buy just because they want to get a wrap with a special collaboration design as a collection [4]. According to survey results, K-Pop fans in Indonesia are willing to spend a lot of money to buy various things related to their idols [5]. This phenomenon can be a factor in increasing sales.

Purchase decision is a process in which consumers consider various product options and decide to choose one or more products that can fulfil their needs after consideration of various factors [6]. From the various purchase decision factors, there are two stimuli [7] that have an impact on K-Pop, namely individual consumers and environmental influences through celebrity worship, as well as company marketing strategies with the use of brand ambassadors and advertisements. Fans usually show certain characteristics that can be identified as celebrity worship, which is a form of obsession with parasocial relationships that make these relationships a top priority in life [8]. When someone becomes a fan of a celebrity, they will show approval of whatever they use, wear, or consume [9]. This is a great opportunity for companies because a fan can be a potential buyer. The higher the level of celebrity worship of fans, the stronger their level of involvement and loyalty to the idol figure [10] to be motivated to buy more products related to the idol [11]. Celebrities have become the main icon for changing consumer attitudes towards brands [12].

In an increasingly competitive market, companies must always try to attract consumer attention in various ways. One industry that has experienced an increase is the ice cream food industry. The ice cream industry could drive economic growth because per capita ice cream consumption in Indonesia continues to increase along with the many different variants of ice cream available. Ice cream consumption in Indonesia during 2019 reached 9,817 with a sales value of Rp.6 trillion [13]. The demand for ice cream is mostly dominated by the wall's brand which recorded sales growth of 3.7% as of March 2021. One of the strategies to maintain the growth of wall's ice cream sales is to launch new variants [14]. Seeing higher enthusiasm from K-Pop fans, many companies increase sales of their products by making K-pop as brand ambassadors as well as advertising models to influence product purchase decisions. In January 2024, cornetto Indonesia launched a new variant of cornetto white rose ice cream and announced through a video post featuring K-Pop idol Cha Eun-Woo as their ice cream brand ambassador.

Brand ambassador is someone who has a passion for the brand, able to introduce, and convey information related to the brand [15]. The use of brand ambassadors can help the emotional connection between companies and consumers, which in turn will shape the product image and have an impact on consumer decisions to buy and use these products [16]. Consumers will be more interested in buying products supported by artists who are admired or have an image that suits them [17]. Therefore, brand ambassadors are considered capable of influencing consumer behaviour in purchasing decisions and companies will use brand ambassadors in an advertisement to create awareness or interest from information that stimulates consumers to use products with the attractiveness of these celebrities [15]. Advertisement is an effective form of communication that can reach audiences at a relatively low per-contract cost, facilitating the introduction of new brands, increasing demand for available brands and mostly by increasing consumer preference awareness (top of mind) of established brands in mature product categories [18]. The purpose of advertisement is to build the image of a product in the long term [19]. Television is generally recognised as the most

powerful advertising medium capable of reaching many consumers at low viewing costs [20]. Although the company's brand is widely recognised, advertisement is still needed [21]. Consumers view advertisements received as a source of information about products and brands. The more creative the advertisement is made, the more likely consumers are interested and buy the advertised product [19].

In previous study, it was found that purchase decisions are directly and significantly influenced by the level of celebrity worship of fans [9]. A K-Pop fan who has excessive love for his idol will make purchases of idol goods [11]. The results of other studies also show that celebrity worship has a positive and significant influence, where the majority of teenage K-Popers make purchases to feel closer to their idols. This is because fans consider that the idol's success is their success too, they will be proud when their idol sells albums that exceed the previous record [22]. However, other studies show the opposite direction. The higher the level of celebrity worship, it will not affect the decision to purchase TinyTan clear shampoo [23]. Fans also do not consider Korean idols as someone perfect, because according to them K-Pop idols are ordinary people with advantages in the arts [24].

Study that examines the impact of brand ambassadors on purchase decisions. Brand ambassadors have a positive and significant influence on the purchase decision of McDonald's BTS Meal products [25]. The better the brand ambassador for the product, the better the consumer purchase decision. The popularity of celebrities as brand ambassadors could attract attention and imply that brands can be trusted by consumers to make purchase decisions [26]. The results of other studies also show that brand ambassadors have a significant positive effect on purchase decisions [27]. From the results of previous research which shows that brand ambassadors have a significant influence on the purchase decision variable where it is stated that brand ambassadors who have a large fanbase automatically bring in consumers with behaviours that lead to the purchase of a product [28]. Meanwhile, other studies show that brand ambassadors influence Neo Coffee's purchase decision but are not significant. Consumers still buy the product with whoever the brand ambassador is [29]. Brand ambassador variables can be ignored in consumer purchase decisions, because celebrities who are widely admired and loved by the public have a huge influence in influencing purchase decisions [30].

If the product is relatively new, the manufacturer will usually make an advertisement to introduce it to consumers. If consumers do not know about its existence in the market, consumers will not be interested in the product [31]. Consumers will tend to buy products after seeing advertisements by finding out information related to the product before buying it [32]. Media advertisement has a significant positive effect on purchase decision [33]. Ads that convey product information very well, help consumers be encouraged to make purchase decisions [34]. Advertisement on television can be as the main tool of effective product promotion in marketing a food product [35]. However, the results of other studies show that the advertisement variable has a positive but insignificant effect on purchase decisions [36].

Based on the description above, there is a gap from the results of previous study, namely the Evidence Gap, where the results of study which is the benchmark for comparison are inconsistent between general facts and phenomena [37]. So that this study aims to determine the effect between the variables of celebrity worship, brand ambassador, advertisement on purchasing decisions for consumers of wall's cornetto white rose ice cream products among K-Pop fans in Sidoarjo. This study is expected to provide information about people's consumption behaviour patterns. So that it can be taken into consideration for producers in producing goods and services, so that there is a sustainable pattern of public consumption.

Methods

This study uses a type of quantitative methods through a descriptive approach, which is a research method that analyses quantitative data systematically and is used to provide descriptions based on the data that has been collected [38]. The population in this study were consumers of cornetto white rose ice cream in Sidoarjo who had an interest in K-Pop. Sampling in this study uses non-probability sampling method because some members of the population are not given the same

opportunity. This type of sampling is through purposive sampling based on predetermined criteria [39]. The sample criteria set are consumers of wall's cornetto white rose ice cream in Sidoarjo who have an interest in K-Pop, know K-Pop Idol Cha Eun Woo as the brand ambassador of wall's cornetto white rose ice cream, know the advertisements featuring Cha Eun Woo and cornetto white rose products. In determining the number of study samples because the population size cannot be known with certainty, it is adjusted to the method of analysing the sample size requirements in the Structural Equation Model (SEM), where the minimum sample size is 5 times the number of indicators [39]. Given that this study employed 16 variables, a minimum of 80 samples were needed.

The type of data used in this study is primary data, namely data collected directly related to all study variables to obtain answers to research problems. Respondents were given questionnaires with a series of items that were methodically organized using a Likert scale to gather data. The Likert scale is used as a measurement of a person's attitude, opinion, and perception of existing phenomena by respondents [38]. The Likert scale used consists of 5 measurement points, (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. The data analysis technique in this study uses PLS-SEM analysis with Smartpls version 3 software, as a data analysis tool. The use of PLS-SEM analysis is intended to predict construct relationships, confirm theory, and explain the relationship between latent variables. In addition, PLS-SEM also does not require normally distributed data and only requires a small number of samples [40].

The analysis begins by illustrating the variable relationship from the hypothesis formulation. Then two stage tests are carried out, namely the measurement model (outer model) to test the manifest variables on latent variables. This model test includes validity and reliability tests to measure the feasibility of variables. Indicators are declared valid if the loading factor > 0.7 and the Average Variance Extracted (AVE) value > 0.5 and the indicator is declared reliable if the Cronbach's Alpha (CA), Composite Reliability (CR), and rho_A values are > 0.7 each. The second test stage is the structural model test (inner model) to test the relationship between variables from the hypothesis. This model test includes: (1) R Square on endogenous constructs of 0.67 (strong), 0.33 (moderate), and 0.19 (weak). (2) Test path coefficients to determine the results of the coefficient significance value by estimating the standard error as an estimate. (3) Hypothesis testing by looking at the p-values and t-statistic values. The hypothesis is accepted if the p-values < 0.5 and t-statistic $> t$ table (with a significance level of 5% = 1, 96) [41].

Table 1: Variable instruments and research indicators

Variable	Indicators
Purchase Decision [42]	<ol style="list-style-type: none"> 1. Speed of purchase decision 2. Individual purchase 3. Purchase due to product superiority 4. Purchase conviction [42]
Celebrity Worship [43]	<ol style="list-style-type: none"> 1. Entertainment social 2. Intense personal feeling 3. Borderline pathological
Brand Ambassador [44]	<ol style="list-style-type: none"> 1. Transference 2. Relevance 3. Credibility 4. Attractiveness 5. Strength [45]
Advertisement [45]	<ol style="list-style-type: none"> 1. Informative 2. Persuasive 3. Recall 4. Reinforce

Source: Author data processing (2024)

Result and Discussion

Demographics Analysis

From the results of distributing questionnaires through Google Forms, the total number of respondents obtained was 80 respondents. From this number, the researchers then classified the respondents into several categories, such as gender, occupation, and income per month. This classification aims to find out about the characteristics of the respondents. The demographics of these respondents can see in Table 2.

Table 2: Respondent Demographics

Category	Item	Amount	Percentage
Gender	Male	55	0,68%
	Female	25	0,31%
Average Age of		20-22 years	0,11% - 0,12%
Jobs	Student	16	0,65%
	Self-employed	16	0,34%
	More	1	0,12%
Monthly Outcome	<Rp500.000	50	0,45%
	Rp500.000 – Rp1.000.000	30	0,27%
	>Rp1.000.000	30	0,27%

Source: Author data processing (2024)

Based on the table 2 above, it can see that respondents who meet the criteria, namely people in Sidoarjo who like K-Pop are dominated by female 0,68% while male respondents are 0,31%. For the age of respondents who fill in is on average 20-22 years old, in the monthly outcome category the percentage of respondents who spent money per month around <Rp500.000 are 0,45%, Rp500.000 – Rp1.000.000 are 0,27% and >Rp1.000.000 are 0,27%.

Testing the Measurement Model (Outer Model)

The purpose of the measurement model test is to evaluate the measurement construct's or indicator's validity and reliability. Convergent validity can be evaluated in two stages, namely by looking at the outer loadings value must be > 0.7 and the average variance extracted (AVE) must be > 0.5 to be considered valid.

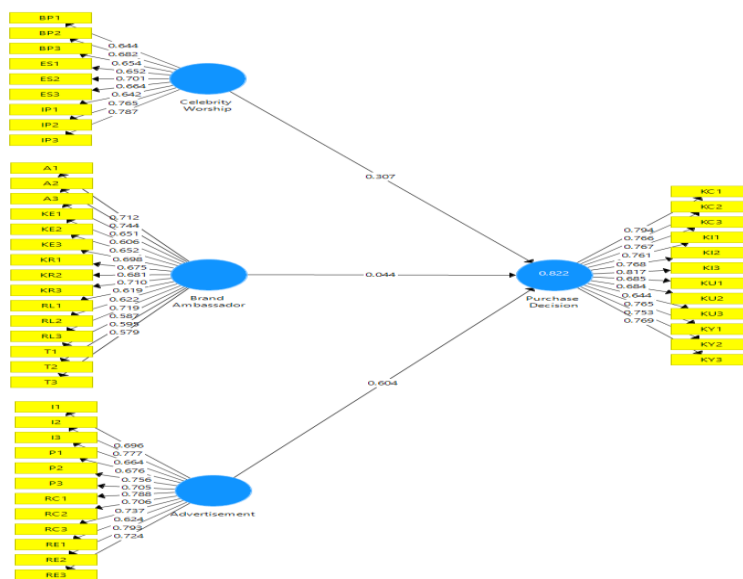


Figure 1: Results of outer loading SmartPLS Version 3.0

From Figure 1, in the loading factor there are several indicators that are invalid because they have a loading factor value below 0.7 the smallest value. Invalid indicators are BP1, IP1, KE1, RL1, RL2, T1, T2, T3 so that these indicators must be removed from the model. Removal of indicators is continued by re-estimating to evaluate the validity measurement model in each indicator. The removed indicator is selected from the smallest loading factor value of the variable that is said to be invalid. If the validity test with outer loadings has been fulfilled, then the measurement model has the potential to be tested further.

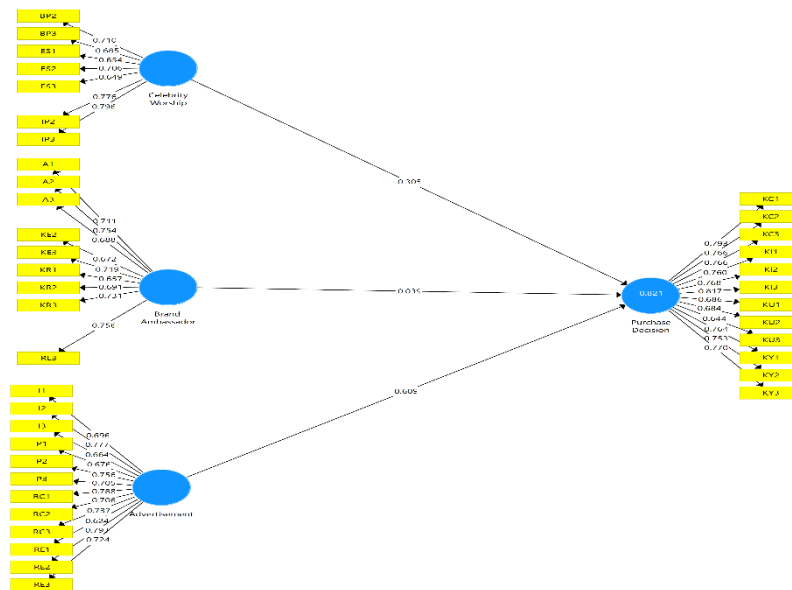


Figure 2: Results of re-estimated diagram

From Figure 2, after re-estimation, each indicator increases, and all indicators have a positive relationship to each latent variable and loading factor > 0.5. The AVE value provides further insight into the validity of each variable indication in addition to the loading factor value. If the AVE value of the indicator is more than 0.5, then the indicator is considered valid. Table 3 displays the AVE value for each indicator

Table 3:

Variable	AVE
Celebrity Worship	0,508
Brand Ambassador	0,503
Advertisement	0,521
Purchase Decision	0,557

Source: Data processing SmartPLS Version 3.0 (2024)

As can be observed from the preceding table, the AVE value of each latent variable > 0.5, this indicates that the latent variable is said to be valid. A reliability test is the next action to take after finishing a validity test. The results of this reliability test are shown by the composite reliability, rho_A, and Cronbach's Alpha values. As long as every value is more than 0.7, an indicator for a latent variable can be considered decent. Table x displays the reliability test findings for this investigation.

Table 4: Reliability Test Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Celebrity Worship	0,837	0,844	0,878
Brand Ambassador	0,876	0,878	0,901
Advertisement	0,916	0,918	0,929
Purchase Decision	0,933	0,935	0,942

Source: Data processing SmartPLS Version 3.0 (2024)

Based on the table 4 below, the results show that all variables have a value above 0.7 and are considered to have met the requirements for internal consistency reliability.

Structural Model Testing (Inner Model)

The inner model is a structural model that predicts the causal relationship between latent variables. Using the bootstrapping process, the T-statistic test parameter is obtained to predict the association. The inner model shows the degree of estimate between latent variables or constructs.

R-Square Test

The coefficient of determination is a number that shows the amount of influence contribution given by exogenous latent variables to endogenous latent variables. A weight of 0.19 indicates a weak weight, a weight of 0.67 indicates a significant weight (good), and a weight of 0.33 indicates a moderate weight (moderate). This is the R-square test in Table 5.

Table 5: R-Square Test

	R-Square	R-Square Adjusted
Purchase Decision	0,849	0,843

Source: Data processing SmartPLS Version 3.0 (2024)

In the table 5 above, the R-Square value obtained is 0.846. These results indicate that the celebrity worship, brand ambassador and advertisement variables can explain the purchase decision variable by 84.6%, and 15.4% is explained by other variables outside the hypothesised variables.

Hypothesis Testing

To conclude whether the hypothesis is accepted or rejected, the p-value is used with a significance level of $\alpha = 5\%$ or 0.05. If the p-value < 0.05 , the hypothesis is accepted and there is an effect. Additionally, the T count needs to exceed the T statistic value. For 80 responders, the T count is 1.96. The outcomes of the SmartPLS bootstrapping assessment of the structural model are shown in Table 6.

Table 6: Research Hypothesis Model Testing Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Celebrity Worship → Purchase Decision (H1)	0,305	0,303	0,153	1,991	0,047
Brand Ambassador → Purchase Decision (H2)	0,039	0,057	0,182	0,216	0,829
Advertisement → Purchase Decision (H3)	0,609	0,597	0,275	2,215	0,027

Source: Data processing SmartPLS Version 3.0 (2024)

According to the path coefficient results above, the celebrity worship variable (X1) on the purchase decision variable has a parameter coefficient value of 0.305 with a T-statistic value greater than the T table value (1.96), namely 1.991 and the value for P value <0.5 , which is 0.047. Thus, it is possible to declare that hypothesis H1 is supported because celebrity worship significantly and favourably influences the decision to make purchases. The brand ambassador variable (X2) on the purchase decision variable (Y) produces a parameter coefficient value of 0.039 with a T-statistic value smaller than the T-table value (1.96), namely 0.216 and the value for P value > 0.5 , which is 0.829. Thus, it is possible to declare that hypothesis H2 is not supported because celebrity worship insignificantly and does not influence the decision to make purchases, that hypothesis H2 is rejected. Variable advertisement (X3) on purchase decision (Y) produces a parameter coefficient value of 0.609 with a T-statistic value greater than the T-table (1.96) value of 2.215 and a value for P value <0.5 , which is 0.027. Thus, it can be said that advertisement has a positive and significant effect on purchase decision, so it can be stated that hypothesis H3 is accepted.

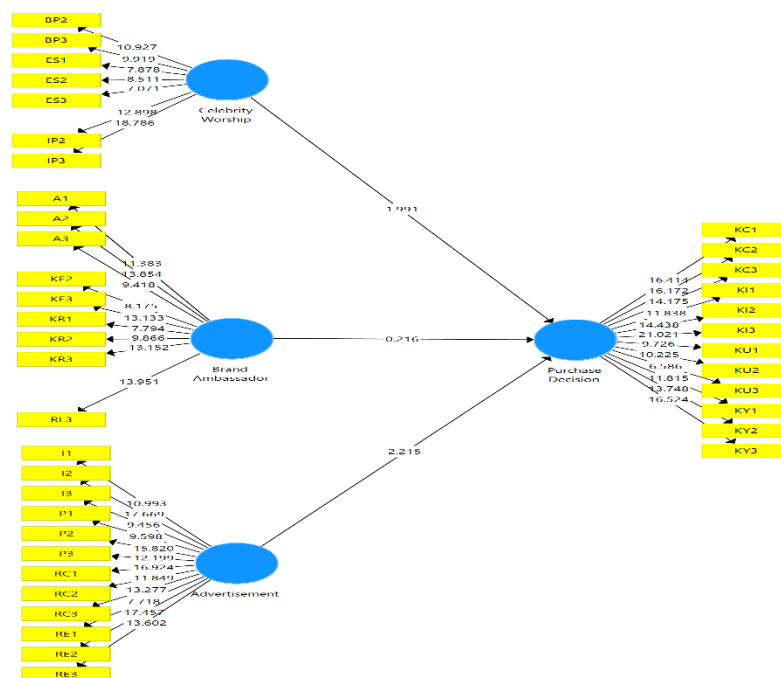


Figure 1: Bootstrapping Results

Celebrity Worship Affects Purchase Decisions

Based on the results of the analysis, it proves that celebrity worship has an influence on wall's cornetto white rose purchase decision. This shows that the behaviour of fans is at the middle level (intense personal feeling) and the highest level (borderline pathological). Fans love to think and need to know things related to idols where consumers choose products because their idols recommend them. So that consumers are willing to buy cornetto white rose products as a form of support for a favourite idol.

The results of this analysis are also in line with the theory that if the level of celebrity worship of fans is high, it can increase their engagement [46]. including making them feel happy and enthusiastic about buying items related to their favourite idols [11]. No matter if it is a merchandise product or a brand advertised or used by an idol, fans will be willing to pay for the product as proof of their loyalty as a fan [1]. This theory is supported by the results of research that states that celebrity worship has a direct and significant positive influence on purchase decisions [10]. The results of another study that shows that celebrity worship has a positive and significant influence, stated that the majority of K-Poppers teenagers make purchases to feel closer to their idols [22].

Brand Ambassador Has No Influence On Purchasing Decisions

Based on the results of the analysis, it proves that brand ambassador variables have no effect

on purchasing decisions. This shows that the credibility of the cornetto white rose product, which is a new product, has not fully given confidence in consumers. In addition, the power that brand ambassador Cha Eun Woo has does not influence consumers to buy cornetto white. But in the other, consumers consider that brand ambassadors and products have relevance with the product.

The results of this research analysis are not in line with the theory that the use of appropriate brand ambassadors can lead to consumers' desire to buy the product [47]. Celebrities have the power to make advertising trustworthy in product or brand recognition [48]. In addition, this research is also supported by other studies that prove that brand ambassadors have no effect on purchasing decisions [49]. The results of another study that shows a Korean brand ambassador has no effect on purchase decisions, because many brand options will be the best explanation for why Korean brand ambassadors do not significantly influence customer purchase decisions in this case [50].

Advertisement Affects Purchase Decisions

Based on the results of the analysis, it proves that advertisement has an influence on wall's cornetto white rose purchase decision. This shows that according to consumers, the content of the cornetto white rose advertisement is easy to remember. Consumers feel that the white rose cornetto advertisement is informative and the same as the original product. So, consumers are persuaded to buy products from the ads they see.

Advertisement has an influence on people's mindset and behaviour. Consumers always want to get new products offered through advertising on information media such as the internet, television or other mass media [20]. This theory is supported by the results of previous research which shows that advertisement has an influence on purchase decision [35]. Other studies also show that advertising has a positive but not significant effect on purchase decisions [36].

Conclusion

Fundamental Finding: This study reveals that celebrity worship and advertisements significantly influence the purchase decisions for Wall's Cornetto White Rose ice cream among K-Pop fans, whereas the role of the brand ambassador does not impact purchasing behavior. This suggests that consumer attraction to celebrities and effective advertising are more critical factors in influencing buying decisions than the presence of a brand ambassador. **Implication:** These findings emphasize the need for marketers to focus on leveraging celebrity endorsements and optimizing advertisement strategies to enhance consumer engagement and drive purchasing decisions. Brand ambassador roles may need reevaluation or integration with other strategies to be more effective. **Limitation:** The study's focus on K-Pop fans in Sidoarjo limits the generalizability of the results to other demographics or regions. Additionally, the use of Google Forms for data collection might have affected response accuracy and completeness. **Further Research:** Future studies should explore a broader range of consumer demographics and employ direct survey methods to improve data reliability. Expanding the scope of research variables and examining the interplay between different marketing strategies could provide deeper insights into consumer purchasing behavior..

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