

# The Impact of Celebrity Endorsement by Social Influencer Celebgram on Purchase Intention of Generation Z in Fashion Industry

Adib Damara Satria, Sarah Jatipuri, Anggia Desvhi Hartanti, Lim Sanny

**Abstract:** Marketing trend has changed constantly in the modern age of social media. Thus, companies need to select, appropriate marketing tools for their goods and services. Influencers in social media, especially Instagram celebrities (celebgram) endorsement is commonly used by companies as they have an important role in promotion on social media. In the field of fashion and lifestyle, generation z is on the top among other generations who are interested in social media influencers. This study targets to evaluate the effect of the superstar variable authorization in Instagram or in Indonesia commonly called celebgram, on the purchase intention of generation z variable directly, and also with the mediating variable, attitude towards the brand and the advertisement. The sample in this study was taken online from generation z in Indonesia who used Instagram and had ever done online shopping fashion product on e-commerce or social commerce with a total of 165 respondents, and 154 respondents passed the screening. The authors have used non-probability sampling, using convenient sampling method and PLS analysis. HeHe outcomes of the research shows that the celeb glam endorsement has a, encouraging the generation z's buying intentions and their attitude towards advertisement and brands. It is recognized that generation z's attitudes towards advertising and brands also have impacts on their purchase intention. Celebgram endorser with higher credibility will create an even more positive impact on the generation z's attitude toward the advertisement and brands, and finally, their purchase intention., The credibility of celebgram endorsers, includes trustworthiness and expertise. In this research, it is found that Indonesian generation z views trustworthiness more important than expertise. Another determinant of celebrity endorsement is attractiveness, which includes similarity, likeability, and familiarity. In this research, Indonesian generation z respondents placed similarity as the highest factor instead of the other.

**Keywords:** Celebgram Endorsement; Purchase Intention; Brand; Generation Z; Attitude towards the Advertisement

## I. INTRODUCTION

Marketing trends have changed constantly, particularly

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**Adib Damara Satria**, BINUS Business School, Bina Nusantara University, Jakarta Pusat, 10270, Indonesia.

**Sarah Jatipuri**, BINUS Business School, Bina Nusantara University, Jakarta Pusat, 10270, Indonesia.

**Anggia Desvhi Hartanti**, BINUS Business School, Bina Nusantara University, Jakarta Pusat, 10270, Indonesia.

**Lim Sanny**, BINUS Business School, Bina Nusantara University, Jakarta Pusat, 10270, Indonesia.

in the modern of social media [1]. To understand their target customers, each company need to choose the, appropriate marketing tools for their stuff and services. Marketers are understood about the variety of using social media, as it becomes an essential element of the internet users' [2] that is accessible in several multiple languages and permit users to connect with people across economic, geographical or political-borders [3].

Companies today are investing millions of investments annually for the use of celebrity endorsement. In recent years, celebrity endorsers became a great marketing tool due to constant innovations in marketing [4], and it is increasing the continuous interest of both customers and companies as it is the popular advertising method [5]. Celebrity endorsement that is commonly used by companies is actors/actresses or using influencers in social media, both of them have important roles in promotion on social media. It is claimed by approximately 80% of online marketers that their online business potentially boosted to higher levels because of the social media influencers shaped the followers' attitude, opinions, actions, and purchase decision [6].

As the generation who were born mostly the digital era, generation z are a maximum concern on the sausage of technology like, mobiles, PCs, digital gadgets and internet [7]. Generation z today is categorized as children and teenager, familiar with the digital world since their childhood. The characteristics of generation z are behaving instantaneously, like things that are detailed, and have the desire to get recognition [8]. Generation z also become a group that does not want to be left behind by trends and want to be up to date in it [9].

Online purchasing is an action which requires main interaction with devices and customers, and it is related to the generation z. The generation z in online shopping on e-commerce with the most frequently purchased product category that is dominated by fashion, namely clothing (48%), accessories (33%), bags (28%), and shoes (28%) [10]. It is predicted, with the increase in the population of generation z, will also increase the number of people shopping online from 7.9 million to 8.9 million people [11]. Generation z is on the top among the other generation who are interested in Social Media Influencers (SMI) of 84.5%, in the field of fashion and lifestyle [12]. In choosing fashion, generation z is typical of people who follow trends, glance at what is used by the



closest person or friend and what they consider cool is different from millennials who see based on experience.

Generation z's is behaved and response negatively towards pop-up advertisement [13]. However, advertorial marketing is actually less successful in working on the generation z market [14]. One of the most loved platforms by generation z is Instagram, and for that, business marketers who are eyeing generation z as their target market need to understand generation z's character on using Instagram [15]. Moreover, based on ease of accessibility and most used apps by generation z, Instagram is on the top rank with the percentage of 54.2% [16]. Instagram is in the world's most common social network with the maximum number of users around one billion [17]. Normally, it permits users to manage and share their, pictures and videos. It is also a value social media marketing tool to because of its visual nature and large number of users. In 2016, it is recorded that 98% of fashion brands have Instagram profiles, also the image brand posts are on the average of 27.9 post per month.

Indonesia is on the fourth rank of countries with the most Instagram users after the United States, India and Brazil [17]. In the Asia Pacific, Indonesia has the largest Instagram community, with more than 45 million users every month [18]. The growth of Instagram social media in Indonesia is increasing rapidly, and the latest Instagram user data in Indonesia is 53 million people [19]. Development of this Instagram usage triggers the emergence of microcelebrity phenomenon in Instagram or commonly stated as Social Media Influencers (SMIs) or celebgram it is interesting because of the emergence of SMIs in the economic perspective makes changes to the value of messages and audiences in the business world [20].

More and more people are trying their luck to become influencers on various social media, especially on Instagram, so they will be called celebgram [21]. The presence of celebgram breaks the assumption that if many people who wanted to be popular, they have to appear on television, but now an ordinary person can become a celebrity in Instagram with thousands or even millions of followers [22]. Instagram celebrity's phenomenon began to emerge, with their thousands of followers to million, with a large number of likes [20].

In Indonesia, there are names of the most popular celebgram by the number of their followers such as Awkward 3.5 million and Rachel Vennie 2.2 million [23]. As for now, there is not the only woman, but there is also a man who are no less cool and also charming and stylish such as Arief Muhammad & Gaga Muhammad [24]. This phenomenon invites potential advertisers to market their products through these accounts as they become celebgram endorsers [20], which arguably more influential than conventional advertisements in other media, because of the closeness and mutual feeling between followers that will make the promotions more effective [25].

However, there are also many celebrities who have interesting posts, their physical appearance is attractive, but being controversial or have bad influence as the public figure. For example, it was reported that several celebrity

lists in Indonesia reap popularity because of controversies ranging from abusive speech styles, too free lifestyles, making comments on the social media to the press, and things that are not considered good at his daily life as a public figure [26]. Celebrities with bad reputation because of their controversial story will reduce credibility and trust in a program [27]. Credibility itself is one component of reputation that can form public trust [28]. Celebrities that have poor credibility will automatically make their reputation have bad impact on public trust.

To understand consumers, it is needed to study with the mention objective that links to their behavior. Buying target of the consumer depends on how consumer's feeling is. Also, the purchase intention of choosing a product depends on their understanding of the product [29]. Therefore, it is essential for the marketers and owner to cater to the contents on their online promotion media, which effect the purchase mention the objective of their ' customers.

The previous study in Indonesia about the similar topic was titled "The Celebrity Endorser (Telegram) Effect Toward Purchase Intention On Instagram Social Media" [30], with three determinants of celebgram, visibility, credibility, and attractiveness, thus results ineffective towards the purchase intention. That research took a random age range and only focused on a specific sampling of followers of @Indahkus\_ account on Instagram, and there was no specific industry category. This research shas some differences with the previous research that has been mentioned above. Firstly, in terms of the determinant of the celebrity endorsement variable, it is only using credibility and attractiveness as determinants, and not focusing only to one person as an influencer on Instagram, but all Indonesian celebgram in general. Next, in the purchase intention variable, this research is only focused on the segmentation of generation z who has ever done online shopping for fashion products, whether in social commerce or e-commerce and has become the audience of any celebgram. Also, besides analyzing the link among shopping intention and superstar endorsement directly, there are also two mediating variables, attitude towards the brand and the advertisement; it mediates between the celebrity endorsement variable and purchase intention.

## II. LITERATURE REVIEW

The endorsement is a special kind form of marketing policy to influence people by using someone called an endorser, thus can be categorized into celebrity endorser and non-celebrity endorser [31]. Superstar endorser is a well-known personality by the public due to his/her accomplishments in areas different than that of the product class endorsed [32]. There are numerous big brands use celebrity endorsement concept as their marketing communication tools [33]. Celebrity endorsement is one of the most popular of practices of marketing to stimulate consumer products and services. At is also one of the communication tactics by marketers to construct an image between the brand and

consumer [34]. Celebrity endorsements are frequently used by companies because it can easily escalate the brand of the company as well as save resources in building credibility by transferring their values to the brand [35]. Social Media Influencers (SMI) are called as the internet celebrities because of they as the active users on social media and enjoy the high level of presence, means that they strongly influence audience's behavior [36]. People who have the same interests are can be influenced by the individuals who can make them adapt or change their decision, thoughts and actions is called the social influence. Influencers are having high social clout and credibility as they serve the best connection between the brand and customer through their openness and candidness [37] because SMIs are claimed to be all about interaction [38]. The SMIs are represented the third-party endorsers who are independent and shape an audience's attitudes through social media [39]. This is could potentially offer the valuable insights to the marketers, whereby they can develop strategies on promotion to shape customers' decision-making towards their product and services, by identifying the SMIs' effectiveness [6].

The psychological route of evaluating a particular ing, whether with favour or not, is called an attitude [40]. Attitude is when individuals endure the emotional feelings, favorable or unfavorable evaluations, and action tendencies toward an object or idea, toward almost everything [41], that is often comparatively constant and are enduring predisposition for those individuals to perform in a specific way, for instance, to forecast the consumer's behavior towards a product or service [42]. In other words, consumers' preferences and attitude to the purchase of a product or service are based on their personal desire and attitude of performing their behavior, thus based on their expectations and beliefs of the consequences as the result of their behavior [43]. It is one of the important knowledge, about consumer's attitude, for emerging a , fruitful marketing operation that is advertising researchers interested in [6].

The audience's behavior towards advertising can be represented through their favorable or unfavorable reaction towards the advertisement, it is the attitude towards advertisement, thus can measures the advertising effectiveness as it an influential indicator [35], and it can also reveal the degree of involvement in advertisement [44]. The indication that the consumers highly involved in the advertisement is when they express their favorable attitude into it. For instance, pictures can assist customers to ing with the product and when the advertisement provides good pictures, it will significantly impact them and make them get closer to the product, because of the product seems authentic, real and credible, this makes them experiences certain feeling from watching it [42].

Attitude the brand is considered as an person's evaluation of the brand [35]. Attitude toward the brand is a relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behavior [45]. Attitude toward the brand is a predisposition to responds in a favorable or unfavorable way to a specific brand after the individual has

been shown the advertising stimulus. Consumer's attention can be defined as subjective and objective towards a brand [46]. The subjective form notes the brand awareness, brand association, brand preference, brand image, while the objective form indicates the market share, brands, the strength of distribution system and promotional cos.

Purchase intention denotes to a strategy to buy something in future for sausage, a cognitive procedure where numerous issues consumer perception about product or source person really matters [47] typically, it is related to consumers' behavior, perceptions and attitudes, [48]. Purchase intention is can be used to predict market share and sales, as it the widely-used marketing tool to estimate marketing strategy effectiveness [6].

### A. Hypothesis Development

Following are the hypothesis of our research, developed within a research model on Fig. 1:

**H1:** Celebrity endorsement is significantly given positive effect to purchase intention of Generation Z

Purchase intention would be one of the dependent variables since it is claimed that endorsers credibility had the greatest influence on the using intention [35]. Celebrity's credibility has positive relation on consumers' purchase intention [49]. It is assumed that the physical attractiveness of superstar will extremely intend -consumer to buy the product that is advertised [50]. Attractive endorsers are influenced by consumers value [33]. Two features that are argued within the expertise, source credibility, the trustworthiness, can affect customers' opinions, behavior , attitudes and beliefs u[6]. al, it will be more influential and skillful of shaping customer's purchase intention when the influencers are viewed as experts.

**H2:** Celebrity endorsement is significantly given positive effect to Generation Z's attitude towards the brand

Attractiveness in celebrity endorsement and style towards the brand is considerably connected [51]. Celebrity endorser's credibility has a positive effect on attitude towards the brand [52]. Celebrity endorsement with source credibility positively impacts the brand attitude [53].

**H3:** Celebrity endorsement is significantly given positive effect to Generation Z's attitude towards the advertisement

The celebrity that is physically attractive in advertising led to more favorable attitudes towards the advertisement [54]. Celebrity endorser's credibility and attractiveness had a positive effect on the attitude toward the advertisement [52]a [55]. Celebrity endorsement with the credibility of source positively impacts the attitude towards the advertisement [53].

**H4:** Generation Z's attitude towards the brand is significantly given positive effect on their purchase intention.

Endorsement towards the brand created a positive feeling and had a positive impact purchasing intention [56]. Favorable attitude towards the product is dominant that can lead to purchasing intention. Thus attitude towards brand significantly and positively affect buying intention [6]

[48].

**H5:** Generation Z’s attitude towards the advertisement is significantly given positive effect on their purchase intention.

Between the attitude towards the advertisement and purchase intention, there is a significant relationship, the more positive attitude of the consumer towards advertising will give more positive impact to the consumer’s purchase intentions [57]. Celebrity endorsement in advertisement campaign is positively in influencing the buying intention of the customers [58]. Attitude towards advertising has a direct influence on the effectiveness of marketing as it affects customer purchase intention [44].

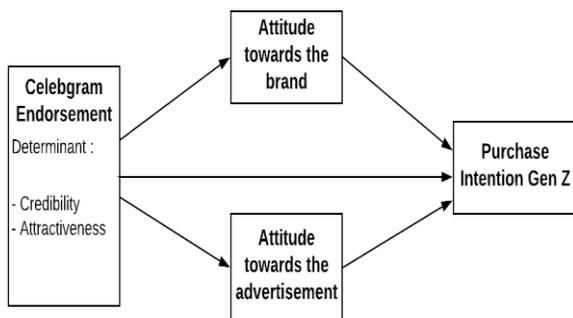


Figure 1. Research Model

### III. METHODOLOGY

#### A. Measurement

The questionnaire for this research contained multi-item measures of celebrity endorsement, attitude toward the brand, advertisement, and purchase intention generation z. The items selected for the constructs were mostly modified from previous studies to confirm content soundness. The items to measure celebrity endorsement was measured by two items adapted from Adam & Hussain [33] and Uyen et al. [59] modified to fit the fashion context studied, with its three dependent factors of celebrity endorsement, credibility, and attractiveness. Items for attitude toward the brand and attitude toward the advertisement was measured by two items adapted from Zafar and Rafique [50]. Finally, purchase intention generation z was measured using Zafar and Rafique [50] and Adam & Hussain [33] purchase intention’s scale. All of the items were evaluated by a five-point Likert scale where one represents “strongly disagree”, and five represent “strongly agree”.

#### B. Data Collection and Analysis

An online questionnaire was developed to measure the theoretical constructs. The author used non-probability sampling, using convenient sampling method. A total of 154 generation Z living in Indonesia, who have a social media Instagram, and liked to buy fashion items on e-commerce.

SmartPLS 3 program was used to validate the measurements and test the hypotheses. We use the PLS-SEM approach to validate the research model. This approach was chosen because of its ability to test causal relationships

between constructs with multiple measurement items. The fit of the structural model was evaluated by examining multiple linear regression. The variables and hypotheses were arranged in PLS-SEM as on Fig. 2.

## IV. RESULTS AND FINDINGS

### A. Descriptive Analysis

Table 1. Respondents Profile

Characteristic	Category	Number of person	Percent age (%)
Gender	Male	43	27.9
	Female	111	72.1
Age	12 – 14 years old	2	1.3
	15 – 17 years old	28	18.2
	18 – 23 years old	124	80.5
Location	Java	142	92.2
	Sumatera	10	6.5
	Nusa Tenggara	2	1.3
Profession	Student	130	84.4
	Unemployed	8	5.2
	Half-time worker	7	4.5
	Full-time worker	6	3.9
	Entrepreneur	3	1.9
Commerce Media	Social Commerce	48	31.2
	E-Commerce	106	68.8
Shopping Frequency	Less than once in a month	73	47.4
	Once in a month	55	35.7
	More than once in a month	26	16.9
Buying Amount	< Rp 100,000,00	18	11.8
	Rp 100,000,00 – Rp 500,000,00	110	71.9
	Rp 500,000,00 – Rp 1,000,000,00	17	11.1
	> Rp 1,000,000,00	8	5.2

The valid questionnaire was accounted for 154 copies. Based on demographic analysis on Table. 1, female respondents amounted to 111 (72.1%), and Male respondents amounted 43 (27.9%) who have taken part in this survey. The bulk of participants were a young adult between 18-23, which accounted for 80.5%. 18.2% (28 respondents) were teenagers who aged 15-17. Approximately 92.2% of the respondents were domicile in Java. Secondly, most of the respondents were student, which accounted for 84.4% (130 respondents). E-commerce dominates the use of online buying and selling transactions, which is 68.8% (106 respondents), while transactions on social media are 31.2% (48 respondents). In the questionnaire, we also asked how often respondents do online shopping for fashion products. Apparently, as many



as 47.4% (73 respondents) did online shopping activities less than once a month. This means that the number of times they shop online cannot be defined only in one month's vulnerable time. Finally, the majority of respondents spend their money on fashion products online within the price range of Rp. 100,000.00 - Rp. 500,000.00 with the number of respondents, 71.9% (110 respondents).

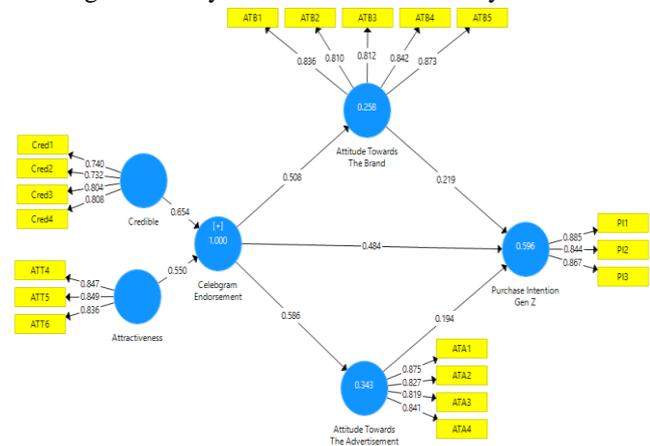
**B. Reliability and validity test**

**Table 2.** Reliability and Validity Test

Research Construct and Research Item	Factor Loading	Composite Reliability	AVE. Var. Extracted
Celebrity Endorsement Credible	>0.7	>0.7	>0.5
Cred1	0.74		
Cred2	0.732	0.855	0.596
Cred3	0.804		
Cred4	0.808		
Attractiveness		0.881	0.712
ATT4	0.847		
ATT5	0.849		
ATT6	0.836		
Attitude Towards Advertisement		0.906	0.707
ATA1	0.875		
ATA2	0.827		
ATA3	0.819		
ATA4	0.841		
Attitude Towards Behaviour		0.92	0.697
ATB1	0.836		
ATB2	0.81		
ATB3	0.812		
ATB4	0.842		
ATB5	0.873		
Purchase Intention		0.899	0.749
PI1	0.885		
PI2	0.844		
PI3	0.867		

Reliability and convergent validity of the constructs on Table. 2 were assessed by composite reliability and average variance extracted. The composite reliability scores of all constructs are measured suitable as they above the suggested limit of 0.70 (Nunnally, 1978). The Composite Reliability value ranges from the smallest 0.855 to the largest 0.920, indicates that each variable has complied with composite reliability and have a high level of reliability. Convergent validity can be evaluated by the average extracted variances (AVE) levels of 0.50 [60], which intended that more than half of the variances noticed in the items were hypothesized constructs. The AVE value ranges from the smallest 0.596 to the largest 0.749. Also, convergent validity can be assessed by factor loading. Factor loading results ranged from the smallest 0.732 and the largest 0.885. Another method for assessing discriminant validity is to compare the square root value of AVE of each construct with a correlation between constructs and other constructs in the model. If the AVE

square root value of each construct is greater than the correlation value between constructs and other constructs in the model, it is said to have good discriminant value validity [61]. Seeing from the AVE value in the table above all variables are >0.50 so that it can be said that each indicator that has been measured can reflect the variables are valid. All results confirm discriminant validity. In summary, the measurement model demonstrated adequate reliability, convergent validity and discriminant validity.



**Figure 2.** PLS-SEM

**C. Hypothesis Testing**

**Table 3.** Hypothesis Testing

Hypothesis	Path	Path Coefficient	T Statistics ( O/STD EV )	P Values	Status
H1	CE → PI	0.484	6.848	0.000	Supported
H2	CE → ATB	0.508	6.732	0.000	Supported
H3	CE → ATA	0.586	8.02	0.000	Supported
H4	ATB → PI	0.219	3.227	0.001	Supported
H5	ATA → PI	0.194	2.492	0.013	Supported

Hypothesis testing in this study was carried out by looking at the value of T-Statistics and the value of P-Values. The research hypothesis can be declared accepted if the P-Values value is <0.05 [62]. Based on the data in the Table. 3 above, it can be seen that of the five hypotheses proposed in this study, all of them can be accepted because each of the influences shown has a P-Values value <0.05 so that it can be stated that the dependent independent variable has a significant effect.

**D. R – Square**

Based on data processing that has been done using the SmartPLS 3.0 program, the R-Square value is obtained as follows.

**Table 4.** R – Square



<b>Variable</b>	<b>R - Square</b>
ATA	0.343
ATB	0.258
PI	0.596

Based on the data in the Table. 4 above, it can be seen that the value of R-Square for the attitude towards the advertisement variable is 0.343. The acquisition of this value explains that the percentage of attitude towards the advertisement can be explained by the celebrity endorsement of 34.3%. Then for the R-Square value, the attitude towards brand variable is 0.258. This value explains that the attitude towards the brand can be explained by the celebrity endorsement of 25.8%. The R-Square value obtained by the purchase intention variable is 0.596. This value explains that purchase intention can be explained by the attitude towards advertisement, attitude towards brand and celebrity endorsement is 59.6%.

**E. Discussion**

Based on the derived results, it is known that H1 is supported. Judging from the research questionnaire between celebrity endorsement variables on purchase intention generation z, for variable celebrity endorsement found the highest mean with the question "trust in celebgram endorsers (trustworthiness)" and z generation purchase intention variables found highest mean with the question "how much interest do you have to buy fashion products promoted by celebrities Instagram Instagram". From the questionnaire, it can be seen that the important factor of the generation z assessment in their purchase intention is trustworthiness towards gram endorsers, which is a significant element affecting the generation of purchase intention. Trustworthiness itself is one of the sources of credible, by the previous theory which explains the source credibility of fundamental states that a message can be effective depends on the level of trustworthiness and expertise of the source or endorsers [35]. Credible itself is one of the elements of celebrity endorsement in harmony with the theory of Adam & Hussain [33] points out there are essential elements for celebrity endorsements there are credible and attractiveness. In a previous study, it was also known that a credible celebrity is a factor in influencing purchase intention, Celebrity's credibility has positive relations on consumers' purchase intention [49] in this study explains that celebrity endorsement with credibility has a positive influence on purchase intention. Glancing at the phenomenon that is among the generation of z is always up to date in choosing the fashion they use. Generation Z tends to follow what is chosen by its influencer [14]. That phenomenon supports this hypothesis that generation z follows influencers that they trust and like, especially in term of fashion.

Based on research, it is known that H2 is supported. In the research questionnaire, the highest mean variable celebrity endorsement with the question "trust in celebgram endorsers (trustworthiness)" and the highest attitude towards the brand variable with the question "good or bad towards fashion brands endorsed by celebrities Instagram ". From the results

of the questionnaire response, there was a significant relationship between variable celebrity endorsement towards attitude towards the brand. Previous research also argues that celebrity endorser's credibility has a positive effect on attitude towards the brand [52]. In terms of profile, the interest of generation z towards social media influencers / celebrities and the world of fashion shows a fairly high number, which is reported by [12] which states that Generation z is among the other generation who are interested in Social Media Influencers (SMI) of 84.5%, in the field of fashion and lifestyle.

Based on the results of the study, it is known that H3 is accepted. Judging from the highest mean variable celebrity endorsement with the question of "trust in celebgram endorsers (trustworthiness)" and the attitude variable toward the advertisement from the highest mean with the question "informative or uninformative questions on the advertisements delivered by celebgram endorsers ". From the highest mean, the two questionnaires show that there is a significant relationship, per by previous studies [53] stating that celebrity endorsement with positive credibility impacts the attitude towards the advertisement. In terms of profile, generation Z is the generation that likes audio and visual advertising [14]. However, advertorial marketing is working in the generation z market. Thus, Telegram has the opportunity to be an influence on digital advertising the average audience is generation z [16]. More, based on ease of accessibility and most used apps by generation z, Instagram is on the top rank with the percentage of 54.2%.

Based on the results of the research that has been done, it is known that H4 is accepted. Viewed from the mean, the attitude toward the brand variable got the highest mean with the question of "good or bad image on brand fashion which was influenced by celebgram" and the purchase intention variable got the highest mean with the question "how much your interest to buy products that promoted by celebgram" From the mean value of the questionnaire, it shows that there is a significant relationship, in accordance with the research that has been done before states that endorsement towards the brand creates positive effects to purchase intention [56]. Judging from generation profile z is a generation that is also concerned with fashion, according to [63]. Therefore, it is not surprising that having a positive outlook on fashion brands can affect buying an interest in generation z. Also known in the world of online e-commerce generation z includes fashion fans that the generation z in online shopping on e-commerce with the most fashionable products that are dominated by fashion, namely clothing (48%), accessories (33%), bags (28%), and shoes (28%) [15].

Based on the research, it is known that H5 is approved. The attitude towards the advertisement variable got the highest mean with the question of "informative or uninformative advertisements delivered by the celebrity endorsers" and the z generation purchase intention variable got the highest with the question of "how much you are interested ing products that promoted by celebgram" From the mean value between the



two variables, it shows that there is a significant relationship between the attitude towards advertisement and purchase intention. So, according to previous research shows the positive attitude of the consumer towards advertising will give more positive impacts on the consumer's purchase intentions [57].

## V. CONCLUSION

### A. Implications

The company that involved in the Indonesia fashion market, targeting Indonesian generation z as their customers, and use Instagram to promote their fashion products, need to choose the celeb glam endorsers with higher credibility to create even more positive impact to the generation z's attitude toward the advertisement and brands, and finally their purchase intention. It is also important for the marketers to identify celebgram endorser with higher trustworthiness as it is the highest determinant of the credibility of the celebrity endorser, chosen by Indonesian generation z in term of fashion. According to a study's key findings, guilt-proneness is the strongest personality trait to predict how trustworthy the person is [64]. This person's tendency to anticipate feeling guilty is the stronger predictor more than the other personality traits such as extraversion, openness, agreeableness, neuroticism, and conscientiousness.

Attractiveness in this study has a lower mean score than trustworthiness. However, finding both factors in a celebgram endorser is excellence. Marketers need to know about similarity feeling between the celebrity endorsers and its audiences that makes them attractive. If someone can understand the other person's emotions, it will give both feeling of understanding and connectedness, which can increase attractiveness toward that other person [65]. It means that if a celebgram endorser could make his/her audience understand about and get connected with them, this can increase their attractiveness because of the audience can feel the emotions. The ability to recognize emotions indicate that someone has similar "neural vocabulary".

### B. Limitation and Suggestion for Future Studies

To avoid non-directed research, there are limitations in conducting research, within the scope of research boundaries are made. This research is only carried out on Indonesian generation z, which was born between 1995-2010. The respondent screening also limited to the respondents who have an Instagram account, ever seen any celebrity endorsers in Instagram, and ever experience shopping for fashion products online. It is hoped that this research can be used as reference material in conducting further research.

Further research can be conducted in this research by adding other factors or variables that can more affect to attitude toward the brand, attitude toward the advertisement and purchase intention, such as the celebrity-brand congruency or another variable that can be affected. Other suggestions are by changing the demographics of respondents and expanding the research to check the

significance of media in marketing and promotion in other scopes of business. This journal themed business also can be related to the psychology matter. So, it is also recommended for the next researcher to find a specific and practical way to identify someone's trustworthiness, similarity feelings, etc., then it can be used as a tool for getting the exact person for promoting products, especially in term of celebgram endorsers.

## REFERENCES

### AUTHORS PROFILE



**Adib Damara Satria**

He is currently an active master degree student of management faculty at Bina Nusantara Business School, Bina Nusantara University. He had been active in an organization called HIMME (*Himpunan Mahasiswa Management*), the

Management Student Association as an activist in the field of public relations. He is also working as a freelancer in the field of Event Management and experienced working in PT Telekomunikasi Indonesia, Tbk (DDS/ DIVISION DIGITAL SERVICE) in the Travel and Tourism department, in marketing division. He is currently developing a small sized business in the culinary field called Taboo.delicious.



**Sarah Jatipuri**

Sarah is currently an active student of Master Track Magister Management, a program that designed for the students with higher academic achievement to finish her bachelor and master degree in the shorter time at Bina Nusantara

Business School, Bina Nusantara University. She was also experienced student exchange program to Kindai University, Japan in the faculty of International Studies then acquired a title of Bina Nusantara Student Transnational Ambassador (BINUS STAR). The Impact of Celebrity Endorsement by Social Influencer Celebgram on Purchase Intention of Generation Z in Fashion Industry is her first article in the international journal that brings her to compete in the 5 slides 5 minutes presentation competition held by the ASIA International Multidisciplinary Conference (AIMC) in 2019. Her work was for international companies as a freelancer in the field of Export-Import Legal. She is passionate for entrepreneurship and developing businesses with Islamic Finance basis, along with her future vision to help empower others. She is currently developing a small sized business in the culinary field that makes use of traditional Indonesian good quality ingredients.





**Anggia Desvhi Hartanti**

Anggia is currently an active student of Master Track Magister Management program at Bina Nusantara University. Her high achievement in academic brings her to finish the bachelor and master degree in the shorter time, about four plus half years. She was also experienced working in the Human Resources and Development division at PT Gilang Agung Persada in 2018. Her business passion is in the travel and entertainment field, along with her future vision to be involved in the international entertainment event production. She is currently developing a small sized business that provides the concert ticket of famous international singers and celebrities with the best value.



**Lim Sanny**

Currently she works in Bina Nusantara University as a Head of International Business Management Binus Business School Undergraduate Program, and also a lecturer in Binus Business School. Besides that, she's also a researcher in Business Management and an active member in *Forum Manajemen Indonesia (FMI)*, *Ikatan Sarjana Ekonomi Indonesia (ISEI)*, *Forum Dosen Persaingan Usaha (FDPI)*, Association of International Business (AIB). She also holds some certifications such as Export Import (Level 2) in 2013 and Lumina International Certification for Practitioner in 2018. In addition, she also contributes in developing small and medium enterprise in Indonesia especially for franchising. She is also a speaker in several events for small medium enterprise development in Indonesia held by Pemda, Kadin, *Asosiasi Franchising Indonesia*, IFBM, *Komisi Pengawas Persaingan Usaha (KPPU)* and The Ministry of Trade. Some of her articles about SME and Franchising in Indonesia have been published in Business Franchise Magazine, Swa Magazine and several international journals indexed by Scopus.