

BAB V PENUTUP

5.1. Kesimpulan

Berdasarkan dari hasil penelitian yang telah dilakukan, maka peneliti kemudian mengambil kesimpulan sebagai berikut:

Penelitian ini bertujuan untuk menganalisis pengaruh kredibilitas *celebrity endorser* yang mencakup dimensi kepercayaan (*trustworthiness*), keahlian (*expertise*), dan daya tarik (*attractiveness*) terhadap kredibilitas endorser (*credibility*), serta pengaruh kredibilitas endorser dan kesesuaian endorser–produk (*congruence*) terhadap minat beli konsumen (*purchase intention*) pada produk pakaian olahraga Whittaker yang dipromosikan oleh dr. Tirta melalui platform TikTok.

Hasil penelitian menunjukkan bahwa kepercayaan endorser (*trustworthiness*) berpengaruh positif dan signifikan terhadap kredibilitas endorser, sehingga H1 diterima. Hal ini menunjukkan bahwa semakin tinggi tingkat kepercayaan konsumen terhadap dr. Tirta sebagai endorser, semakin kuat pula persepsi kredibilitasnya secara keseluruhan di mata konsumen. Selanjutnya, keahlian endorser (*expertise*) juga terbukti berpengaruh positif dan signifikan terhadap kredibilitas endorser, sehingga H2 diterima. *Expertise* merupakan dimensi yang paling dominan dalam membentuk kredibilitas endorser, yang mencerminkan bahwa latar belakang profesional dr. Tirta sebagai dokter dinilai sangat relevan oleh konsumen dalam konteks promosi produk pakaian olahraga Whittaker.

Daya tarik endorser (*attractiveness*) juga terbukti berpengaruh positif dan signifikan terhadap kredibilitas endorser, sehingga H3 diterima. Daya tarik dr. Tirta yang mencakup kepribadian yang hangat, gaya komunikasi yang santai, serta konsistensi gaya hidup aktifnya dipersepsikan konsumen sebagai aspek yang turut memperkuat kredibilitasnya sebagai endorser. Lebih lanjut, kredibilitas endorser (*credibility*) terbukti berpengaruh positif dan signifikan terhadap minat beli konsumen, sehingga H4 diterima. Hal ini menunjukkan bahwa semakin tinggi kredibilitas yang dipersepsikan konsumen terhadap dr. Tirta, semakin tinggi pula minat beli mereka terhadap produk Whittaker.

Terakhir, kesesuaian endorser–produk (*congruence*) terbukti berpengaruh positif dan signifikan terhadap minat beli konsumen, sehingga H5 diterima. *Congruence* merupakan prediktor terkuat minat beli dalam penelitian ini, yang mencerminkan bahwa kesesuaian antara identitas dr. Tirta sebagai dokter yang aktif berolahraga dengan *positioning* Whittaker sebagai merek *sport apparel* lokal sangat kuat dipersepsikan oleh konsumen sebagai hal yang selaras dan autentik.

5.2. Implikasi Manajerial

Berdasarkan hasil pengujian hipotesis, penelitian ini memberikan beberapa implikasi manajerial bagi Whittaker maupun perusahaan sport apparel lokal dalam menerapkan strategi celebrity endorsement.

Hasil penelitian menunjukkan bahwa expertise merupakan dimensi yang paling berpengaruh dalam membentuk credibility (H2 diterima). Oleh karena itu, Whittaker disarankan untuk memilih endorser yang memiliki keahlian atau pengalaman yang relevan dengan produk, seperti atlet, pelatih kebugaran, atau tenaga medis.

Selain itu, attractiveness (H3 diterima) dan trustworthiness (H1 diterima) juga berpengaruh positif terhadap credibility. Dengan demikian, Whittaker perlu memilih endorser yang tidak hanya menarik, tetapi juga memiliki citra yang baik, gaya hidup yang sesuai, serta mampu menyampaikan pesan secara jujur dan konsisten.

Selanjutnya, credibility terbukti berpengaruh positif terhadap purchase intention (H4 diterima). Hal ini menunjukkan bahwa peningkatan kredibilitas endorser dapat mendorong minat beli konsumen terhadap produk Whittaker. Di sisi lain, congruence menjadi faktor yang paling kuat memengaruhi purchase intention (H5 diterima). Oleh karena itu, Whittaker perlu memastikan adanya kesesuaian antara karakteristik endorser dengan citra merek agar strategi celebrity endorsement dapat memberikan hasil yang lebih optimal.

5.3. Keterbatasan Penelitian

Penelitian ini tidak terlepas dari sejumlah keterbatasan yang perlu diakui sebagai bahan pertimbangan dalam menginterpretasikan hasil penelitian, antara lain:

1. Penelitian ini hanya berfokus pada satu endorser, yaitu dr. Tirta Mandira Hudhi, sehingga temuan penelitian ini tidak dapat digeneralisasikan secara langsung ke endorser lain yang memiliki latar belakang, karakteristik, dan konteks yang berbeda.
2. Penelitian ini hanya berfokus pada satu merek sport apparel, yaitu Whittaker, sehingga temuan penelitian ini tidak dapat digeneralisasikan ke merek-merek pakaian olahraga lain, baik lokal maupun internasional.
3. Pengumpulan data dilakukan melalui survei daring yang bersifat self-reported, sehingga terdapat kemungkinan terjadinya response bias, di mana responden memberikan jawaban yang tidak sepenuhnya mencerminkan persepsi sebenarnya.
4. Penelitian ini hanya mengkaji variabel kredibilitas endorser (trustworthiness, expertise, attractiveness) dan kesesuaian endorser–produk (congruence) sebagai prediktor minat beli. Masih terdapat variabel-variabel lain yang berpotensi memengaruhi minat beli konsumen yang tidak diikutsertakan dalam model penelitian ini, seperti brand image, perceived quality, dan parasocial relationship.

5.4 Saran untuk Peneliti Selanjutnya

1. Penelitian selanjutnya disarankan untuk memperluas konteks dengan menggunakan endorser lain selain dr. Tirta Mandira Hudhi, atau membandingkan efektivitas beberapa endorser sekaligus, misalnya membandingkan endorser berlatar belakang profesional kesehatan dengan atlet atau selebriti hiburan yang mempromosikan produk pakaian olahraga, sehingga hasil penelitian dapat digeneralisasikan secara lebih luas dan tidak terbatas pada satu figur endorser tertentu.
2. Penelitian selanjutnya disarankan untuk memperluas cakupan merek yang diteliti, tidak hanya terbatas pada Whittaker, tetapi juga merek sport apparel lokal Indonesia lainnya atau membandingkan merek lokal dengan merek internasional yang lebih mapan, guna memperoleh pemahaman yang lebih komprehensif tentang efektivitas strategi celebrity endorsement di industri pakaian olahraga Indonesia, khususnya dalam konteks penggunaan platform TikTok sebagai media promosi.
3. Penelitian selanjutnya disarankan untuk mengombinasikan metode survei kuantitatif dengan metode kualitatif seperti wawancara mendalam atau focus group discussion, guna meminimalkan potensi response bias sekaligus memperoleh pemahaman yang lebih mendalam tentang persepsi konsumen terhadap kredibilitas endorser dan kesesuaian endorser–produk, terutama dalam konteks endorser berlatar belakang profesional kesehatan.
4. Penelitian selanjutnya disarankan untuk menambahkan variabel lain yang berpotensi memengaruhi minat beli konsumen pada produk sport apparel, seperti brand image, perceived quality, parasocial relationship, atau perceived authenticity, baik sebagai variabel independen, mediasi, maupun moderasi, guna memperkaya model penelitian berbasis PLS-SEM dan meningkatkan kemampuan prediksi terhadap perilaku konsumen di platform TikTok.

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LAMPIRAN
Lampiran 1. Kuesioner Google Formulir

Pengaruh Kredibilitas Celebrity Endorser dan Kesesuaian Endorser Produk (<i>Congruence</i>) terhadap Minat Beli Konsumen	Pengaruh Kredibilitas Celebrity Endorser dan Kesesuaian Endorser Produk (<i>Congruence</i>) terhadap Minat Beli Konsumen
Halo semuanya, Perkenalkan nama saya Keiser Febricio Goemono Saputra, mahasiswa Universitas Atma Jaya Yogyakarta Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta Saat ini saya sedang melakukan penelitian dengan judul "Pengaruh Kredibilitas Celebrity Endorser dan Kesesuaian Endorser Produk (<i>Congruence</i>) terhadap Minat Beli Konsumen". Penelitian ini bertujuan untuk Menguji pengaruh kredibilitas <i>celebrity endorser</i> dan kesesuaiannya dengan produk terhadap minat beli konsumen. Seluruh data yang diperoleh akan digunakan hanya untuk kepentingan akademik dan penelitian, serta akan dijamin kerahasiaannya. Partisipasi anda dalam mengisi kuesioner ini sangat berarti bagi kelancaran penelitian ini. Pengisian kuesioner diperkirakan memerlukan waktu sekitar 3-5 menit. Apabila ada pertanyaan, silahkan menghubungi WhatsApp: +6282133814286 Atas waktu dan partisipasi anda, saya ucapkan terimakasih	keiserfgs777@gmail.com Ganti akun Tidak dibagikan * Menunjukkan pertanyaan yang wajib diisi Pertanyaan filter 1 Apakah anda mengerti mengenai brand Whittaker? * ☐ Ya ☐ Tidak
keiserfgs777@gmail.com Ganti akun Tidak dibagikan	

Pengaruh Kredibilitas Celebrity Endorser dan Kesesuaian Endorser Produk (*Congruence*) terhadap Minat Beli Konsumen

keiserfgs777@gmail.com [Ganti akun](#)

Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan filter 2

Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok? *

☐ Ya

☐ Tidak

Pengaruh Kredibilitas Celebrity Endorser dan Kesesuaian Endorser Produk (*Congruence*) terhadap Minat Beli Konsumen

keiserfgs777@gmail.com [Ganti akun](#)

Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Demografi

Umur *

☐ 18-24 Tahun

☐ 25-34 Tahun

☐ 35-44 Tahun

☐ 44-54 Tahun

Gender *

☐ Pria

☐ Wanita

Pendidikan terakhir *

- ☐ SMP / Sederajat
- ☐ SMA / Sederajat
- ☐ Diploma (D1/D2/D3)
- ☐ Sarjana (S1)
- ☐ Pascasarjana (S2/S3)

Pendapatan per bulan *

- ☐ <Rp 1.000.000
- ☐ Rp 1.000.000 – Rp 2.999.999
- ☐ Rp 3.000.000 – Rp 4.999.999
- ☐ Rp 5.000.000 – Rp 9.999.999
- ☐ >Rp 10.000.000

Frekuensi mengakses tiktok *

- ☐ Setiap hari
- ☐ 4–6 kali per minggu
- ☐ 1–3 kali per minggu
- ☐ Beberapa kali per bulan
- ☐ Jarang / hampir tidak pernah

Kredibilitas Endorser

dr. Tirta terlihat tulus dalam merekomendasikan produk Whittaker. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

dr. Tirta terlihat jujur dalam merekomendasikan produk Whittaker. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

dr. Tirta terlihat dapat dipercaya dalam merekomendasikan produk Whittaker. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

dr. Tirta terlihat meyakinkan saat merekomendasikan produk Whittaker. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Kredibilitas Endorser

dr. Tirta terlihat tulus dalam merekomendasikan produk Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

dr. Tirta terlihat jujur dalam merekomendasikan produk Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

dr. Tirta terlihat dapat dipercaya dalam merekomendasikan produk Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

dr. Tirta terlihat meyakinkan saat merekomendasikan produk Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kepercayaan (Trustworthiness)

dr. Tirta sungguh-sungguh memikirkan kepentingan konsumen saat merekomendasikan produk Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

dr. Tirta menunjukkan integritas yang tinggi saat merekomendasikan produk Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

dr. Tirta terlihat peduli terhadap kebutuhan konsumen saat merekomendasikan produk Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya percaya pada pilihan produk Whittaker yang direkomendasikan oleh dr. Tirta. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Keahlian (*Expertise*)

dr. Tirta memiliki pengalaman yang relevan dalam merekomendasikan produk Whittaker. *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

dr. Tirta memiliki kualifikasi yang sesuai untuk merekomendasikan produk Whittaker. *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

dr. Tirta memiliki kemampuan yang mendukung untuk merekomendasikan produk Whittaker. *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya menilai bahwa dr. Tirta memiliki pengetahuan yang baik tentang produk Whittaker. *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya menilai bahwa dr. Tirta merupakan ahli di bidang yang diwakilinya. *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Daya Tarik (*Attractiveness*)

dr. Tirta terlihat menarik saat merekomendasikan produk Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya lebih memperhatikan iklan Whittaker karena menampilkan dr. Tirta.*

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya menilai bahwa dr. Tirta memiliki penampilan yang menarik.*

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya menilai bahwa dr. Tirta memiliki cara berbicara yang meyakinkan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Secara keseluruhan, dr. Tirta memiliki daya tarik yang kuat dalam *

mempromosikan Whittaker.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Kesesuaian Endorser dengan Produk (Congruence)

Menurut saya, dr.tirtaa cocok dengan produk Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kombinasi antara dr. Tirta dan Whittaker terasa sesuai. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Citra dr. Tirta dan Whittaker terlihat saling mendukung. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

dr. Tirta merupakan sosok yang tepat untuk mewakili Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Minat Pembelian (*Purchase Intention*)

Saya tertarik untuk membeli Whittaker. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya akan mencari informasi lebih lanjut mengenai produk Whittaker sebelum membelinya. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya memiliki keinginan yang tinggi untuk membeli produk Whittaker dalam waktu dekat. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya akan mencoba produk Whittaker setelah melihatnya secara langsung. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya bersedia membeli produk Whittaker di masa yang akan datang. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Lampiran 2. Data Responden dan Jawabannya

1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
2	5/10/2026 22:33:12 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	<Rp 1.000.000	Setiap hari
3	5/10/2026 22:33:56 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	>Rp 10.000.000	Setiap hari
4	5/10/2026 23:49:50 Ya	Ya		18-24 Tahun	Pria	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	Setiap hari
5	5/11/2026 13:05:21 Ya	Ya		25-34 Tahun	Pria	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
6	5/11/2026 13:45:41 Ya	Ya		18-24 Tahun	Wanita	SMA / Sederajat	Rp 5.000.000 – Rp 9.999.999	1–3 kali per minggu
7	5/11/2026 20:41:23 Ya	Ya		18-24 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
8	5/11/2026 21:39:11 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
9	5/12/2026 1:45:48 Ya	Ya		18-24 Tahun	Wanita	SMA / Sederajat	>Rp 10.000.000	Setiap hari
10	5/12/2026 1:49:03 Ya	Ya		18-24 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
11	5/12/2026 1:51:31 Ya	Ya		18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
12	5/12/2026 2:27:57 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 5.000.000 – Rp 9.999.999	Setiap hari
13	5/12/2026 7:10:05 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
14	5/13/2026 16:08:18 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
15	5/13/2026 16:09:42 Ya	Ya		35-44 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
16	5/13/2026 16:11:04 Ya	Ya		25-34 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
17	5/13/2026 16:28:34 Ya	Ya		25-34 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
18	5/13/2026 16:29:12 Ya	Ya		18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
19	5/13/2026 16:29:58 Ya	Ya		25-34 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
20	5/13/2026 16:30:41 Ya	Ya		35-44 Tahun	Wanita	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	1–3 kali per minggu
21	5/13/2026 16:31:34 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
22	5/13/2026 16:32:17 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari

1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
23	5/13/2026 16:33:15 Ya	Ya		35-44 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Beberapa kali per bulan
24	5/13/2026 16:33:58 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
25	5/13/2026 16:34:11 Ya	Ya		25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
26	5/13/2026 16:34:47 Ya	Ya		18-24 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4-6 kali per minggu
27	5/13/2026 16:35:02 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
28	5/13/2026 16:35:40 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
29	5/13/2026 16:36:24 Ya	Ya		18-24 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
30	5/13/2026 16:36:43 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
31	5/13/2026 16:37:07 Ya	Ya		25-34 Tahun	Wanita	Diploma (D1/D2/D)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
32	5/13/2026 16:37:50 Ya	Ya		44-54 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	1-3 kali per minggu
33	5/13/2026 16:38:36 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
34	5/13/2026 16:39:10 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	4-6 kali per minggu
35	5/13/2026 16:39:22 Ya	Ya		35-44 Tahun	Pria	Diploma (D1/D2/D)	Rp 5.000.000 – Rp 9.999.999	4-6 kali per minggu
36	5/13/2026 16:41:48 Ya	Ya		25-34 Tahun	Pria	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
37	5/13/2026 16:43:02 Ya	Ya		25-34 Tahun	Pria	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	1-3 kali per minggu
38	5/13/2026 16:44:05 Ya	Ya		25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
39	5/13/2026 16:45:17 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
40	5/13/2026 16:45:58 Ya	Ya		25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
41	5/13/2026 16:47:59 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
42	5/13/2026 16:51:19 Ya	Ya		25-34 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	1-3 kali per minggu
1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
44	5/13/2026 16:52:56 Ya	Ya		25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	1-3 kali per minggu
45	5/13/2026 16:54:45 Ya	Ya		25-34 Tahun	Wanita	Diploma (D1/D2/D)	Rp 1.000.000 – Rp 2.999.999	1-3 kali per minggu
46	5/13/2026 16:55:54 Ya	Ya		35-44 Tahun	Wanita	Diploma (D1/D2/D)	Rp 3.000.000 – Rp 4.999.999	4-6 kali per minggu
47	5/13/2026 16:59:02 Ya	Ya		25-34 Tahun	Pria	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
48	5/13/2026 16:59:59 Ya	Ya		35-44 Tahun	Pria	Diploma (D1/D2/D)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
49	5/13/2026 17:02:34 Ya	Ya		25-34 Tahun	Pria	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
50	5/13/2026 17:03:13 Ya	Ya		25-34 Tahun	Pria	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	1-3 kali per minggu
51	5/16/2026 17:08:23 Ya	Ya		35-44 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	4-6 kali per minggu
52	5/16/2026 17:10:22 Ya	Ya		25-34 Tahun	Pria	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	1-3 kali per minggu
53	5/16/2026 17:11:02 Ya	Ya		35-44 Tahun	Pria	Diploma (D1/D2/D)	Rp 3.000.000 – Rp 4.999.999	Beberapa kali per bulan
54	5/16/2026 17:11:43 Ya	Ya		25-34 Tahun	Wanita	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
55	5/16/2026 17:12:19 Ya	Ya		25-34 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
56	5/16/2026 17:13:03 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
57	5/16/2026 17:13:37 Ya	Ya		35-44 Tahun	Wanita	Diploma (D1/D2/D)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
58	5/16/2026 17:14:13 Ya	Ya		18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
59	5/16/2026 17:15:11 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
60	5/16/2026 17:15:54 Ya	Ya		25-34 Tahun	Wanita	Diploma (D1/D2/D)	Rp 3.000.000 – Rp 4.999.999	1-3 kali per minggu
61	5/16/2026 17:16:29 Ya	Ya		35-44 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
62	5/16/2026 17:17:05 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	<Rp 1.000.000	Setiap hari
63	5/16/2026 17:17:41 Ya	Ya		35-44 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu
64	5/16/2026 17:18:37 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4-6 kali per minggu

1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
65	5/16/2026 17:19:11 Ya	Ya		35-44 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
66	5/16/2026 17:56:02 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
67	5/16/2026 17:56:57 Ya	Ya		35-44 Tahun	Wanita	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	1–3 kali per minggu
68	5/16/2026 17:57:44 Ya	Ya		35-44 Tahun	Wanita	Sarjana (S1)	>Rp 10.000.000	Beberapa kali per bulan
69	5/16/2026 17:58:28 Ya	Ya		25-34 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
70	5/16/2026 17:59:13 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	1–3 kali per minggu
71	5/16/2026 18:00:02 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
72	5/16/2026 19:49:50 Ya	Ya		25-34 Tahun	Wanita	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		4–6 kali per minggu
73	5/16/2026 19:50:33 Ya	Ya		25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	1–3 kali per minggu
74	5/16/2026 19:51:16 Ya	Ya		35-44 Tahun	Wanita	Diploma (D1/D2/D: Rp 3.000.000 – Rp 4.999.999		1–3 kali per minggu
75	5/16/2026 19:51:57 Ya	Ya		35-44 Tahun	Wanita	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Beberapa kali per bulan
76	5/16/2026 19:58:57 Ya	Ya		35-44 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	1–3 kali per minggu
77	5/16/2026 19:59:50 Ya	Ya		35-44 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Beberapa kali per bulan
78	5/16/2026 20:00:35 Ya	Ya		35-44 Tahun	Wanita	Diploma (D1/D2/D: Rp 5.000.000 – Rp 9.999.999		1–3 kali per minggu
79	5/16/2026 20:01:50 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
80	5/16/2026 20:02:35 Ya	Ya		35-44 Tahun	Wanita	Diploma (D1/D2/D: Rp 5.000.000 – Rp 9.999.999		1–3 kali per minggu
81	5/16/2026 22:00:31 Ya	Ya		25-34 Tahun	Pria	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	1–3 kali per minggu
82	5/16/2026 22:01:26 Ya	Ya		35-44 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	1–3 kali per minggu
83	5/16/2026 22:02:25 Ya	Ya		35-44 Tahun	Pria	Diploma (D1/D2/D: Rp 3.000.000 – Rp 4.999.999		4–6 kali per minggu
84	5/16/2026 22:03:15 Ya	Ya		25-34 Tahun	Pria	Diploma (D1/D2/D: Rp 3.000.000 – Rp 4.999.999		Setiap hari
85	5/16/2026 22:04:06 Ya	Ya		35-44 Tahun	Pria	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		1–3 kali per minggu
1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
86	5/16/2026 22:46:36 Ya	Ya		35-44 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
87	5/16/2026 22:47:35 Ya	Ya		18-24 Tahun	Wanita	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		1–3 kali per minggu
88	5/16/2026 22:48:29 Ya	Ya		35-44 Tahun	Pria	Pascasarjana (S2/ Rp 5.000.000 – Rp 9.999.999		Setiap hari
89	5/16/2026 22:49:49 Ya	Ya		25-34 Tahun	Pria	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	1–3 kali per minggu
90	5/16/2026 22:50:48 Ya	Ya		18-24 Tahun	Wanita	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		1–3 kali per minggu
91	5/16/2026 22:51:34 Ya	Ya		25-34 Tahun	Wanita	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		Setiap hari
92	5/16/2026 22:52:19 Ya	Ya		35-44 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
93	5/16/2026 22:54:00 Ya	Ya		44-54 Tahun	Pria	Pascasarjana (S2/ Rp 5.000.000 – Rp 9.999.999		Beberapa kali per bulan
94	5/16/2026 22:55:00 Ya	Ya		25-34 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Beberapa kali per bulan
95	5/16/2026 22:56:07 Ya	Ya		35-44 Tahun	Wanita	Pascasarjana (S2/ Rp 5.000.000 – Rp 9.999.999		Setiap hari
96	5/16/2026 22:57:19 Ya	Ya		35-44 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	1–3 kali per minggu
97	5/16/2026 23:00:18 Ya	Ya		35-44 Tahun	Wanita	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
98	5/16/2026 23:01:16 Ya	Ya		18-24 Tahun	Pria	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		4–6 kali per minggu
99	5/16/2026 23:02:07 Ya	Ya		35-44 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
100	5/16/2026 23:03:13 Ya	Ya		35-44 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
101	5/18/2026 18:36:34 Ya	Ya		18-24 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
102	5/19/2026 18:37:45 Ya	Ya		25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
103	5/19/2026 18:38:52 Ya	Ya		18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
104	5/19/2026 18:40:00 Ya	Ya		18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
105	5/19/2026 18:40:46 Ya	Ya		25-34 Tahun	Pria	Diploma (D1/D2/D: Rp 3.000.000 – Rp 4.999.999		4–6 kali per minggu
106	5/19/2026 18:42:53 Ya	Ya		18-24 Tahun	Wanita	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		4–6 kali per minggu

1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
107	5/19/2026 18:44:20 Ya		Ya	18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
108	5/19/2026 18:45:13 Ya		Ya	25-34 Tahun	Wanita	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		Setiap hari
109	5/19/2026 18:46:23 Ya		Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
110	5/19/2026 18:47:08 Ya		Ya	25-34 Tahun	Pria	Diploma (D1/D2/D: Rp 3.000.000 – Rp 4.999.999		Setiap hari
111	5/19/2026 18:47:56 Ya		Ya	18-24 Tahun	Pria	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		Setiap hari
112	5/19/2026 18:48:44 Ya		Ya	25-34 Tahun	Wanita	Diploma (D1/D2/D: Rp 3.000.000 – Rp 4.999.999		Setiap hari
113	5/19/2026 18:49:29 Tidak							
114	5/19/2026 18:49:32 Ya		Ya	35-44 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
115	5/19/2026 18:52:32 Ya		Ya	25-34 Tahun	Pria	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		Setiap hari
116	5/19/2026 18:54:04 Ya		Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
117	5/19/2026 18:55:01 Ya		Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
118	5/19/2026 18:55:49 Ya		Ya	25-34 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
119	5/19/2026 19:12:30 Ya		Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	Setiap hari
120	5/19/2026 19:24:52 Ya		Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
121	5/19/2026 19:27:19 Ya		Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
122	5/19/2026 19:28:01 Ya		Ya	25-34 Tahun	Pria	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	Setiap hari
123	5/19/2026 19:34:33 Ya		Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
124	5/19/2026 19:39:39 Ya		Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
125	5/19/2026 19:40:37 Ya		Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	Setiap hari
126	5/19/2026 19:50:08 Ya		Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	Setiap hari
1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
128	5/19/2026 19:51:26 Ya		Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	1–3 kali per minggu
129	5/19/2026 20:35:59 Ya		Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
130	5/19/2026 20:36:49 Ya		Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
131	5/19/2026 20:37:29 Ya		Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
132	5/19/2026 20:38:23 Ya		Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	Setiap hari
133	5/19/2026 20:46:05 Ya		Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
134	5/19/2026 20:47:38 Ya		Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
135	5/19/2026 20:48:16 Ya		Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
136	5/19/2026 20:53:18 Ya		Ya	35-44 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
137	5/19/2026 20:53:57 Ya		Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	Setiap hari
138	5/19/2026 20:54:34 Ya		Ya	25-34 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
139	5/19/2026 21:06:40 Ya		Ya	18-24 Tahun	Wanita	Diploma (D1/D2/D: Rp 1.000.000 – Rp 2.999.999		4–6 kali per minggu
140	5/19/2026 21:12:21 Ya		Ya	18-24 Tahun	Wanita	SMA / Sederajat	<Rp 1.000.000	Setiap hari
141	5/19/2026 21:14:38 Ya		Ya	35-44 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	1–3 kali per minggu
142	5/19/2026 21:29:11 Ya		Ya	25-34 Tahun	Pria	Diploma (D1/D2/D: Rp 3.000.000 – Rp 4.999.999		Setiap hari
143	5/19/2026 21:49:19 Ya		Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
144	5/19/2026 21:59:44 Ya		Ya	25-34 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
145	5/19/2026 22:00:32 Ya		Ya	18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
146	5/19/2026 22:01:23 Ya		Ya	18-24 Tahun	Pria	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
147	5/19/2026 22:02:18 Ya		Ya	18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
148	5/19/2026 22:03:14 Ya		Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari

1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
170	5/20/2026 0:12:38 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
171	5/20/2026 0:29:54 Ya	Ya	Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	1–3 kali per minggu
172	5/20/2026 0:37:28 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
173	5/20/2026 5:20:48 Ya	Ya	Ya	25-34 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
174	5/20/2026 5:21:41 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
175	5/20/2026 5:22:56 Ya	Ya	Ya	35-44 Tahun	Wanita	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	4–6 kali per minggu
176	5/20/2026 5:40:18 Ya	Ya	Ya	35-44 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	4–6 kali per minggu
177	5/20/2026 5:41:36 Ya	Ya	Ya	18-24 Tahun	Pria	Diploma (D1/D2/D)	Rp 1.000.000 – Rp 2.999.999	Setiap hari
178	5/20/2026 5:42:56 Ya	Ya	Ya	35-44 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
179	5/20/2026 5:44:09 Ya	Ya	Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
180	5/20/2026 5:45:10 Ya	Ya	Ya	44-54 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
181	5/20/2026 5:46:11 Ya	Ya	Ya	35-44 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
182	5/20/2026 5:47:47 Ya	Ya	Ya	35-44 Tahun	Wanita	Pascasarjana (S2)	Rp 5.000.000 – Rp 9.999.999	1–3 kali per minggu
183	5/20/2026 5:48:42 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	<Rp 1.000.000	Setiap hari
184	5/20/2026 5:49:45 Ya	Ya	Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 1.000.000 – Rp 2.999.999	Setiap hari
185	5/20/2026 5:51:20 Ya	Ya	Ya	35-44 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
186	5/20/2026 5:52:25 Ya	Ya	Ya	25-34 Tahun	Pria	Diploma (D1/D2/D)	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
187	5/20/2026 7:40:32 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	1–3 kali per minggu
188	5/20/2026 7:41:27 Ya	Ya	Ya	25-34 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
189	5/20/2026 7:42:54 Ya	Ya	Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
191	5/20/2026 7:44:34 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	1–3 kali per minggu
192	5/20/2026 7:48:47 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	1–3 kali per minggu
193	5/20/2026 7:49:43 Ya	Ya	Ya	18-24 Tahun	Wanita	Diploma (D1/D2/D)	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
194	5/20/2026 7:50:31 Ya	Ya	Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
195	5/20/2026 7:51:28 Ya	Ya	Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	1–3 kali per minggu
196	5/20/2026 7:52:04 Ya	Ya	Ya	18-24 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
197	5/20/2026 7:52:42 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
198	5/20/2026 7:53:37 Ya	Ya	Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
199	5/20/2026 7:54:30 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	1–3 kali per minggu
200	5/20/2026 7:55:16 Ya	Ya	Ya	25-34 Tahun	Wanita	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
201	5/20/2026 7:56:01 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	1–3 kali per minggu
202	5/20/2026 7:59:39 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
203	5/20/2026 7:59:48 Tidak							
204	5/20/2026 8:00:36 Ya	Ya	Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
205	5/20/2026 8:01:24 Ya	Ya	Ya	25-34 Tahun	Wanita	Diploma (D1/D2/D)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
206	5/20/2026 8:02:06 Ya	Ya	Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	1–3 kali per minggu
207	5/20/2026 8:03:36 Ya	Ya	Ya	25-34 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	Setiap hari
208	5/20/2026 8:04:22 Ya	Ya	Ya	25-34 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
209	5/20/2026 8:05:06 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
210	5/20/2026 8:05:47 Ya	Ya	Ya	18-24 Tahun	Wanita	SMP / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
211	5/20/2026 8:06:32 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari

1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
212	5/20/2026 8:07:13 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
213	5/20/2026 8:07:58 Ya	Ya	Ya	18-24 Tahun	Wanita	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
214	5/20/2026 8:08:36 Ya	Ya	Ya	25-34 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	4–6 kali per minggu
215	5/20/2026 16:58:22 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
216	5/20/2026 17:00:14 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
217	5/21/2026 15:16:00 Ya	Ya	Ya	18-24 Tahun	Pria	Diploma (D1/D2/D3)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
218	5/21/2026 15:17:44 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
219	5/21/2026 15:32:00 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
220	5/21/2026 15:33:06 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	>Rp 10.000.000	Setiap hari
221	5/21/2026 15:34:20 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	>Rp 10.000.000	Setiap hari
222	5/21/2026 15:35:25 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
223	5/21/2026 15:36:55 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
224	5/21/2026 15:37:55 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
225	5/21/2026 15:38:59 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	4–6 kali per minggu
226	5/21/2026 15:40:05 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
227	5/21/2026 15:41:02 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	>Rp 10.000.000	Setiap hari
228	5/21/2026 15:46:46 Ya	Ya	Ya	18-24 Tahun	Pria	Diploma (D1/D2/D3)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
229	5/21/2026 15:48:22 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
230	5/22/2026 14:26:41 Ya	Ya	Ya	18-24 Tahun	Pria	SMA / Sederajat	<Rp 1.000.000	1–3 kali per minggu
231	5/24/2026 13:44:20 Ya	Ya	Ya	25-34 Tahun	Pria	SMP / Sederajat	Rp 5.000.000 – Rp 9.999.999	4–6 kali per minggu
232	5/25/2026 0:37:16 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 5.000.000 – Rp 9.999.999	Setiap hari
1	Timestamp	Apakah anda mengerti mengenai brand Whittaker?	Apakah anda pernah melihat dr.Tirta mempromosikan produk Whittaker di media sosial tiktok?	Umur	Gender	Pendidikan terakhir	Pendapatan per bulan	Frekuensi mengakses tiktok
233	5/25/2026 0:41:43 Ya	Ya	Ya	18-24 Tahun	Pria	Diploma (D1/D2/D3)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
234	5/26/2026 13:49:03 Ya	Ya	Ya	18-24 Tahun	Pria	Diploma (D1/D2/D3)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
235	5/26/2026 16:34:23 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
236	5/26/2026 16:42:27 Ya	Ya	Ya	18-24 Tahun	Pria	Diploma (D1/D2/D3)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
237	5/27/2026 13:17:26 Ya	Ya	Ya	18-24 Tahun	Pria	SMA / Sederajat	Rp 3.000.000 – Rp 4.999.999	4–6 kali per minggu
238	5/27/2026 13:19:45 Tidak							
239	5/27/2026 13:27:37 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	<Rp 1.000.000	Setiap hari
240	5/27/2026 13:55:31 Ya	Tidak						
241	5/27/2026 15:42:14 Tidak							
242	5/27/2026 16:16:10 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	Rp 3.000.000 – Rp 4.999.999	Setiap hari
243	5/27/2026 18:22:22 Ya	Tidak						
244	5/27/2026 18:23:56 Ya	Ya	Ya	18-24 Tahun	Pria	SMA / Sederajat	Rp 1.000.000 – Rp 2.999.999	Setiap hari
245	5/27/2026 20:09:43 Ya	Ya	Ya	18-24 Tahun	Pria	Sarjana (S1)	<Rp 1.000.000	Setiap hari
246	5/27/2026 20:43:09 Tidak							
247	5/27/2026 22:30:41 Ya	Ya	Ya	18-24 Tahun	Pria	Diploma (D1/D2/D3)	<Rp 1.000.000	4–6 kali per minggu
248	5/28/2026 1:13:36 Ya	Ya	Ya	18-24 Tahun	Pria	SMA / Sederajat	<Rp 1.000.000	4–6 kali per minggu

CRED1	CRED2	CRED3	CRED4	TRUST1	TRUST2	TRUST3	TRUST4	EXP1	EXP2	EXP3	EXP4	EXP5	ATR1	ATR2	ATR3	ATR4	ATR5	CONG1	CONG2	CONG3	CONG4	PINT1	PINT2	PINT3	PINT4	PINT5
4	5	3	5	5	4	4	5	5	5	5	5	4	5	4	4	5	5	3	4	5	4	4	5	3	5	4
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2	1	4	2	2	1	2	1	2	4	4	3	5	5	5	2	3	2	4	4	4	5	5	4	4	4	3	2
4	2	4	2	1	1	1	3	4	3	3	5	4	3	4	3	4	5	5	3	3	5	2	4	5	1	4	4
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5	4	5	3	4	4	3	4	3	3	4	3	3	4	3	4	5	4	3	4	2	2	4	3	4	4	4	5

Lampiran 2. Hasil Olah Data Menggunakan SmartPls4

Outer loadings - Matrix						
	ATR	CONG	CRED	EXP	PINT	TRUST
ATR1	0.814					
ATR2	0.843					
ATR3	0.825					
ATR4	0.830					
ATR5	0.819					
CONG1		0.821				
CONG2		0.820				
CONG3		0.867				
CONG4		0.868				
CRED1			0.845			
CRED2			0.865			
CRED3			0.853			
CRED4			0.845			
EXP1				0.864		
EXP2				0.840		
EXP3				0.873		
EXP4				0.845		
EXP5				0.871		
PINT1					0.874	
PINT2					0.856	
PINT3					0.790	
PINT4					0.822	
PINT5					0.875	
TRUST1						0.858
TRUST2						0.854
TRUST3						0.859
TRUST4						0.853

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATR	0.884	0.887	0.915	0.683
CONG	0.866	0.870	0.908	0.713
CRED	0.874	0.875	0.914	0.726
EXP	0.911	0.912	0.933	0.737
PINT	0.899	0.900	0.925	0.712
TRUST	0.879	0.881	0.916	0.733

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix

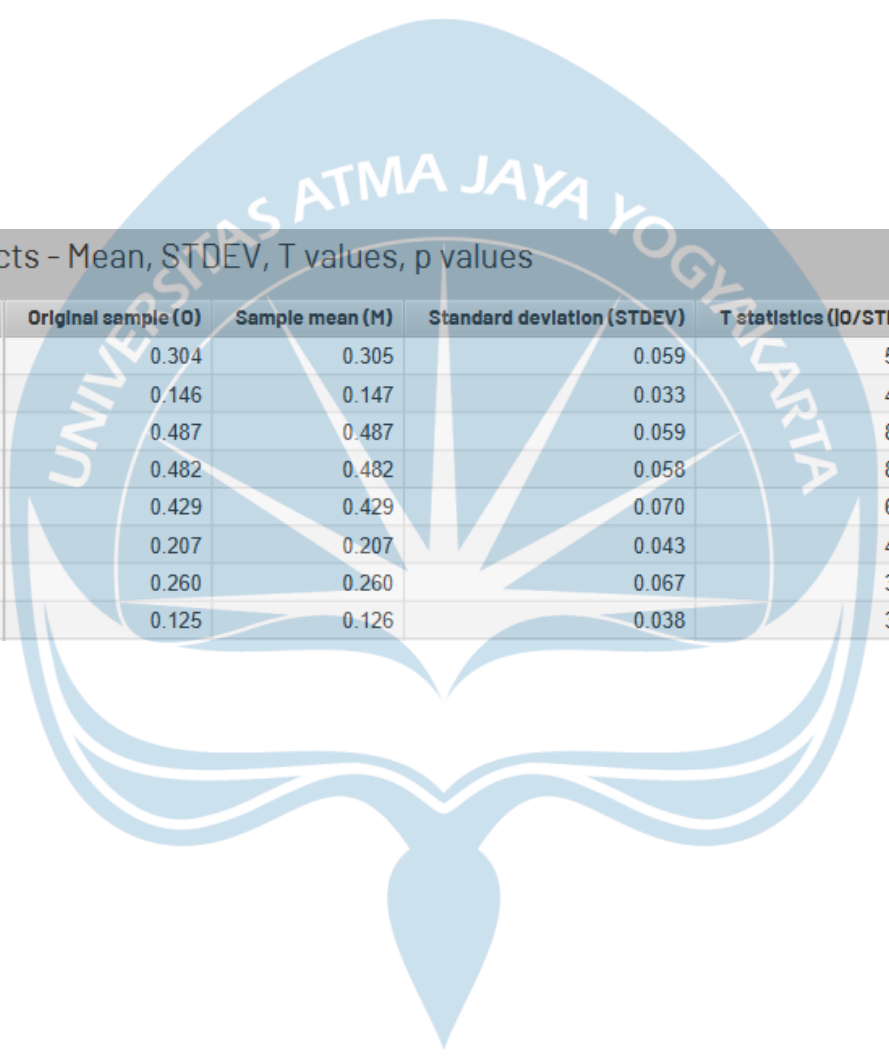
	ATR	CONG	CRED	EXP	PINT	TRUST
ATR						
CONG	0.400					
CRED	0.707	0.420				
EXP	0.579	0.372	0.801			
PINT	0.550	0.750	0.744	0.590		
TRUST	0.424	0.374	0.665	0.552	0.577	

Discriminant validity - Fornell-Larcker criterion

	ATR	CONG	CRED	EXP	PINT	TRUST
ATR	0.826					
CONG	0.352	0.844				
CRED	0.626	0.367	0.852			
EXP	0.522	0.333	0.716	0.859		
PINT	0.491	0.663	0.660	0.535	0.844	
TRUST	0.377	0.328	0.587	0.496	0.516	0.856

Discriminant validity - Cross loadings

	ATR	CONG	CRED	EXP	PINT	TRUST
ATR1	0.814	0.279	0.478	0.368	0.380	0.268
ATR2	0.843	0.288	0.578	0.470	0.439	0.333
ATR3	0.825	0.267	0.484	0.415	0.376	0.298
ATR4	0.830	0.308	0.500	0.435	0.394	0.307
ATR5	0.819	0.311	0.533	0.459	0.431	0.346
CONG1	0.276	0.821	0.295	0.219	0.511	0.218
CONG2	0.262	0.820	0.289	0.302	0.537	0.294
CONG3	0.293	0.867	0.316	0.305	0.581	0.312
CONG4	0.353	0.868	0.336	0.292	0.604	0.277
CRED1	0.568	0.334	0.845	0.580	0.585	0.564
CRED2	0.504	0.304	0.865	0.605	0.540	0.515
CRED3	0.547	0.314	0.853	0.636	0.559	0.479
CRED4	0.511	0.297	0.845	0.620	0.566	0.440
EXP1	0.450	0.314	0.576	0.864	0.464	0.376
EXP2	0.436	0.198	0.591	0.840	0.368	0.403
EXP3	0.424	0.265	0.651	0.873	0.489	0.468
EXP4	0.517	0.357	0.637	0.845	0.489	0.494
EXP5	0.412	0.291	0.613	0.871	0.480	0.379
PINT1	0.412	0.579	0.575	0.415	0.874	0.474
PINT2	0.442	0.527	0.569	0.463	0.856	0.443
PINT3	0.414	0.553	0.489	0.431	0.790	0.399
PINT4	0.430	0.519	0.617	0.487	0.822	0.424
PINT5	0.377	0.620	0.532	0.461	0.875	0.434
TRUST1	0.351	0.266	0.495	0.451	0.420	0.858
TRUST2	0.271	0.291	0.446	0.410	0.390	0.854
TRUST3	0.353	0.283	0.531	0.402	0.461	0.859
TRUST4	0.311	0.282	0.528	0.434	0.486	0.853



Total effects - Mean, STDEV, T values, p values							
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)			P values
ATR -> CRED	0.304	0.305	0.059	5.127			0.000
ATR -> PINT	0.146	0.147	0.033	4.439			0.000
CONG -> PINT	0.487	0.487	0.059	8.261			0.000
CRED -> PINT	0.482	0.482	0.058	8.315			0.000
EXP -> CRED	0.429	0.429	0.070	6.116			0.000
EXP -> PINT	0.207	0.207	0.043	4.848			0.000
TRUST -> CRED	0.260	0.260	0.067	3.887			0.000
TRUST -> PINT	0.125	0.126	0.038	3.288			0.001

The influence of celebrity endorsement on the purchase behavior of brands and product categories

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Abstract

Purpose – Celebrity endorsement has been profusely used to promote the consumption and purchase intention of diverse product categories; however, there is scarce research about whether celebrity endorsement effectiveness differs between brands and product categories. In this context, this study aims to answer this question: "Does consumer purchase behavior influenced by celebrity endorsement differ between brands and products?"

Design/methodology/approach – To this end, a conceptual model of the influence of celebrity endorsement on consumer purchase behavior is examined through a multiple group structural equation modeling on two consumer samples (315 = brands; 308 = product categories). Samples were categorized as a celebrity promoting either a product category or a brand, and food products were selected as the product category for the investigation.

Findings – Findings indicate differences in the effectiveness of celebrity endorsement between brands and product categories: credibility is the most relevant variable influencing consumer purchase intention for product categories, while credibility and congruence both influence consumer purchase intention for brands. Similarly, the celebrity recommendation of brands generates greater purchase intention due to celebrity congruence with the endorsed product.

Originality/value – To the best of the authors' knowledge, the present research is one of the first endeavors to compare the effectiveness of celebrity brand endorsement versus celebrity product endorsement on purchase intention.

Keywords Consumer behavior, Celebrity endorsement, Brands, Product categories, Food products

Paper type Research paper

1. Introduction

The company Kellogg's advertised its brand Frosted Flakes cereals with the image of the Olympic swimmer, Michael Phelps, on the package; the singer Selena Gomez published an Instagram post on Coca-Cola brand with great success among her fans, and former first lady Michelle Obama collaborated in a communication campaign to promote the consumption of vegetables and fruit among children (Englund *et al.*, 2020), as a way to enhance healthy food consumption.

Consumers continuously face images of both brands and product categories in social media, and the presence of celebrities recommending these items influence consumer purchase behavior (Hwang and Zhang, 2018; Chang *et al.*, 2020). This is linked to the fact that celebrities make both products and brands more attractive to potential consumers (Schimmelpenninck and Hunt, 2020), and many consumers are willing to purchase what their favorite celebrities endorse

(Tian *et al.*, 2021; Huo *et al.*, 2022). Even the nature of the product or the specific product category influences the effectiveness and success of the endorsement (Jain *et al.*, 2011), being celebrity endorsement profusely used to influence the purchase intention of food brands and products (Bragg *et al.*, 2018; Zhou *et al.*, 2019).

Extant literature on marketing has emphasized the influence of celebrity endorsement on consumer behavior (Bergkvist and Zhou, 2016; Gilal *et al.*, 2021; Kim and Kim, 2021; Rifon *et al.*, 2022), and numerous companies have collaborations with celebrities to target consumers through social media (Coates *et al.*, 2019; Folkvord and Laguna-Camacho, 2019). Prior studies on celebrity endorsement have postulated that the endorsement effectiveness depends on the attributes or characteristics of the celebrity (Saldanha *et al.*, 2018; Gilal *et al.*, 2021; Yang *et al.*, 2023). But the question of whether celebrity endorsement is an effective communication tool both for brands and product categories or commodities remains unsolved (Yang *et al.*, 2023). The significance of comparing the effectiveness of celebrity endorsement in brand and product endorsement is

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underlined by the fact that findings could suggest companies that a communication campaign with the use of celebrities would be more effective when recommending a product category, rather than when recommending a specific brand.

The objective of the present research is to challenge the use of celebrity brand endorsement to achieve endorsement success, and propose an alternative approach based on the endorsement of product categories or commodities. This novel approach considers the value of using the product categories to achieve high effectiveness of celebrity endorsement. To this end, this research will examine whether celebrity endorsement effectiveness results from the endorsement of the product category, rather than brand endorsement. Further research is needed to understand whether the effectiveness of celebrity's recommendations varies depending on the presence of a brand, and to better understand what characteristics of celebrities influence consumer purchase behavior for brands and product categories.

This study aims to address the gap in the celebrity endorsement literature examining whether the effectiveness of celebrity endorsement differs when recommending a brand or a product category. For this purpose, this research is grounded on the *source-credibility model* (Hovland *et al.*, 1953), the *source-attractiveness model* (McGuire, 1985) and the *match-up theory* (Koernig and Boyd, 2009) to propose a conceptual model to examine the potential differences in celebrity endorsement between brands and product categories. The present study investigates the impact of celebrity-related variables – credibility, congruence with the product, trustworthiness, expertise and attractiveness – on the dependent consumer-related variable – purchase intention –, while considering the influence of product-related variables like the presence or the absence of a brand.

To the best of the authors' knowledge, this study is one of the first to directly compare the effectiveness of celebrity endorsement on consumer purchase intention of brands and products (Schimmelpfennig and Hunt, 2020), being the contribution to this field of knowledge threefold. In the first place, this study aims to determine whether there are differences in the factors influencing the effectiveness of celebrity endorsement for brands and for product categories or commodities. In the second place, the present research strives to identify the characteristics of celebrity endorsers that influence consumer purchase behavior of product categories and brands, providing an empirical examination for food products and food brands. In the third place, this study sets out a future research agenda for celebrity endorsement on specific product categories; for instance, breakfast cereals, soft drinks or dairy products.

The article adopts the following structure. First, a conceptual framework of celebrity endorsement is presented and a review of the research hypotheses. Second, the methodology of the investigation is described, followed by the discussion of the results. Finally, the theoretical and managerial implications are discussed, as well as the research limitations and guidance for future research.

2. Conceptual framework

2.1 Celebrity endorsement

Numerous academics in the marketing field have defined the concept of celebrity. In his seminal work, McCracken (1989)

defines a celebrity as “any individual who has high public recognition, and who uses this recognition for the benefit of a consumer good, appearing in an advertisement” (p. 310). The conceptualization of the term celebrity has evolved over time to include any profession that gives public exposure, such as the film and television industry, social media, arts or sports (Sokolova and Kefi, 2020; Shukla and Bubey, 2022).

Celebrity endorsement is referred to “the agreement between an individual who enjoys public recognition (a celebrity) and a brand or product to use the celebrity for the purpose of promoting the brand or product” (Bergkvist and Zhou, 2016; p. 644); and as the celebrity's ability to persuade consumers to purchase the endorsed product or brand (Rifon *et al.*, 2022). Consistent with Winterich *et al.* (2018), a celebrity endorser could be described as a prominent or popular individual who is successful in his/her profession and who enjoys public recognition, who uses his/her social image to endorse a product or brand or to merely associate his/her image with a brand, service or product (Yang *et al.*, 2023).

Endorsements and recommendations made by celebrities represent an effective and popular marketing communication strategy extensively adopted, leading to an improved communication with consumers and to an increase in consumer purchase intention (Singh and Banerjee, 2018). For this reason, the celebrity endorsement phenomenon has been profusely studied (Zhou *et al.*, 2019; Schimmelpfennig and Hunt, 2020; Schouten *et al.*, 2020; Brooks *et al.*, 2021; Yang *et al.*, 2023).

The popularity of celebrity endorsement has increased in the past years, and today companies often use product endorsement as part of their communication strategy (Wang and Kim, 2020; Yang *et al.*, 2023). One reason for the widespread popularity of celebrity endorsement is that it has a positive influence on consumer behavior toward the endorsed product or brand (Tran *et al.*, 2019; Yang *et al.*, 2023), the product purchase intention (Tran *et al.*, 2019; Sokolova and Kefi, 2020), product and brand awareness and recognition (Wang and Kim, 2020; Tian *et al.*, 2021; Zhou and Kraak, 2021); word of mouth, brand evaluations and willingness to pay a premium price (Winterich *et al.*, 2018); brand engagement and company reputation (Shukla and Bubey, 2022).

Prior research has also emphasized the effectiveness of celebrity endorsement to increase product sales and the company's revenue and market value (Gilal *et al.*, 2020). The effectiveness of the marketing message communicated through a celebrity is grounded on his/her attributes and appeal (Saldanha *et al.*, 2018; Gilal *et al.*, 2021), having a superior influence on consumer attitude and purchase intention in comparison with other communication tools (Saldanha *et al.*, 2018; Sokolova and Kefi, 2020).

Nowadays, the increasing penetration of social media – that gives individuals great opportunities for communication and expression – has led to the phenomenon of “internet celebrities,” acknowledged as individuals who recommend products and brands through online social media (Liu *et al.*, 2020; Lee *et al.*, 2021; Brooks *et al.*, 2021). The growing power enjoyed by “internet celebrities” in marketing communication is because of the emergence of social media and high penetration of the internet (Eng and Jarvis, 2020), and

influences consumer purchase decisions (Janssen *et al.*, 2021; Tseng and Wang, 2022), being perceived as similar to celebrity endorsers due to their online status (Ozuem *et al.*, 2024). The consumers' identification with social media "internet celebrities" is strongly determined by their perceived similarity, leading to a positive attitude and increased purchase intention toward the recommended product or brand (Liu *et al.*, 2020; Schouten *et al.*, 2020; Wang and Kim, 2020; Ozuem *et al.*, 2024).

In the past years, academics and practitioners have examined the phenomenon of influencer marketing, which is closely related to celebrity endorsement. Consistent with Khamis *et al.* (2017) the so-called "influencers" could be described as "those individuals who have gained their popularity and fame by successfully branding themselves as experts on social media," in contrast to traditional celebrities who have achieved public recognition due to their professional talent (Jin, 2018). These "influencers" are individuals who create diverse content through social media to influence consumer attitudes and purchase decisions (Chang *et al.*, 2020; Tseng and Wang, 2022), being recognized as influential persons because of their numerous followers (Hwang and Zhang, 2018; Lee *et al.*, 2021). Consistent with the proposal of Yu and Hu (2020) this study assumes that internet celebrities could be described as individuals that influence audiences' emotions, opinion and behaviors through social media interaction and who have a great tendency to influence the audience. Academics have predominantly emphasized that "influencers" could be more effective than traditional celebrities, given that they are perceived as more authentic (Jin *et al.*, 2019; Schouten *et al.*, 2020; Yu and Hu, 2020).

2.2 Celebrity endorsement of brands and product categories

The study presented here has selected food products as the product category under research to analyze the potential different effectiveness of celebrity endorsement between brands and product categories. The reason underlying the selection of food as the product category under research is the high effectiveness of celebrity's recommendations for fast-moving consumer goods and low-involvement products purchased through a routine decision-making (Jain *et al.*, 2011), given that most food products fall under this categorization.

In a market characterized by the fact that almost everything is branded (Chapleo, 2011), products like vegetables and fruits are still often commercialized as unbranded commodities, whereby the grower does not incorporate brands to differentiate the produce that is frequently marketed as a commodity (Lewis *et al.*, 2014). For this reason, some food companies place a strong emphasis on product characteristics, being flavor and smell the main selling attributes which are not transmittable through communication tools or through celebrity endorsement (Hartmann *et al.*, 2017).

The development of communication campaigns by food companies is not an easy task, and food produce is often the last product category to adopt modern communication tools such as celebrity endorsement. As a consequence, food companies have developed communication campaigns focusing on the consumer relationship with food, with the purpose of creating a link between the emotions associated with food and a well-

known celebrity (Hartmann *et al.*, 2017). In line with this argumentation, celebrity endorsement could be considered an effective communication tool to raise product awareness, to inform about the intrinsic and extrinsic values of food products (Bodini *et al.*, 2009) and to persuade consumers about the food health benefits (Bragg *et al.*, 2018; Zhou and Kraak, 2021).

Furthermore, it is recognized that the use of social media celebrity endorsement can capture the attention of a wider consumer audience (Godey *et al.*, 2016), and influence consumer purchase intention (Tran *et al.*, 2019; Schimmelpfennig and Hunt, 2020). For instance, the well-known social media Instagram has increasingly been used to show food products, being food one of the product categories more present on social media (Evans *et al.*, 2017). This is linked to the fact that the social media Instagram is mostly based on visual aesthetics, making it suitable for the promotion of food products and to influence the way individuals purchase and consume food (Blight *et al.*, 2017).

In line with this argumentation, in the past decades, branding has become core to the success of packaged products. Strong brands enjoy high levels of awareness and elicit important benefits for companies through consumer acceptance, consumer preference and the creation of positive consumer behavioral responses (Veloutsou *et al.*, 2020; Veloutsou, 2023). The underlying reason is the modernization and development of retailing, making consumers unable to rely on the shopkeeper's guidance on the characteristics of products and as a consequence, consumer behavior became more strongly influenced by communication tools like branding (Lewis *et al.*, 2014).

Today, the great majority of consumers do not have time or the knowledge to select quality products every time they shop, being familiar brands those who can greatly reduce consumer effort and time in the purchase decisions (Stanton and Herbst, 2005). It is, therefore, expected that consumers place great trust in brands and branded products, being celebrity endorsement a highly effective communication tool to attract consumer interest toward brands and influence consumer behavior (Tran *et al.*, 2019; Schouten *et al.*, 2020; Schimmelpfennig and Hunt, 2020).

Referring to food brands, those food brands sponsored through online social media effectively influence consumer behavior, driving more positive attitudes toward the brand, greater brand awareness and higher purchase intention (Evans *et al.*, 2017; Schimmelpfennig and Hunt, 2020). For instance, most of the celebrity endorsement campaigns on food brands targeted to children and young consumers could be considered as highly effective (Bragg *et al.*, 2018).

3. Research hypotheses

The present research proposes a conceptual model to examine the influence of celebrity endorsement on consumers' purchase behavior of products and brands grounded on the *source-credibility model* (Hovland *et al.*, 1953), the *source-attractiveness model* (McGuire, 1985) and the *match-up theory* (Kamins, 1990). The study presented here is based on the *source-credibility model* (Hovland *et al.*, 1953) which proposes that the influence of a source depends on its level of perceived credibility. To better understand this theoretical model it

should be noted that it assumes that information from a credible message sender influences the attitudes of the receiver through internalization that takes place when the opinions presented by the sender are perceived as useful to solve a consumer problem (Biswas *et al.*, 2006). On the other hand, the *source-attractiveness model* (McGuire, 1985) is also considered, which posits that an attractive source influences consumers' attitudes more favorably compared to a less-attractive source (Ohanian, 1990). This theoretical model addresses the fact that physically attractive individuals more effectively influence attitude change (Chaiken, 1979), being able to increase arousal that, in turn, affects information processing (Roozen and Claeys, 2010). Aligned with this theory, attractive sources of information are evaluated more favorably and have a more positive impact on consumer perceptions of the brands and products with which they are associated (Kamins, 1990). The *match-up theory* is the third theoretical framework under consideration. Consistent with this theoretical model, the celebrity endorser should be congruent with the recommended product or brand – also known as the celebrity and product or brand “match-up” – to effectively influence consumer behavior (Kamins, 1990; Koernig and Boyd, 2009). The *match-up theory* posits that the perceived congruence between the meaning transferred by the celebrity's image and the product message results in more positive evaluations of the endorser, the product or the brand (Koernig and Boyd, 2009). The conceptual proposed model is shown in Figure 1.

3.1 The credibility of celebrities

The term credibility could be defined as “the extent to which a source is recognized as possessing significant knowledge or enough experience to offer an unbiased judgment” (Carroll, 2008), highlighting whether an individual is recognized as being honest, true and unbiased. A prominent scholar, Ohanian (1990) defined in his seminal work the concept of endorser credibility as “the extent to which an endorser is perceived as possessing expertise relevant to a given topic and can be trusted to provide an objective opinion on a subject.”

The *source-credibility* theoretical model proposes that various characteristics of a communication source generate effects on message receptivity (Erdogan, 1999). Based on this theoretical model, the credibility of the endorser could be considered the key factor to achieve an effective communication and an impact

on consumers' behavior and attitudes toward the endorsed products and brands (Tran *et al.*, 2019). According to the *source-credibility* model, if the endorser of a message is perceived as “credible,” the message will have a significant impact (Hovland *et al.*, 1953), being the highly credible source more persuasive than the less credible one (Ohanian, 1990; Erdogan, 1999). On the other hand, the *source-credibility* model identifies trustworthiness, attractiveness and expertise as the key dimensions of the source credibility (Hovland *et al.*, 1953; Till and Busler, 2000; Tzoumaka *et al.*, 2014); while emphasizing the impact of trustworthiness, expertise and attractiveness of the celebrity on consumer purchase intentions (Ohanian, 1990).

Ample evidence supports the notion that consumers are more likely to positively evaluate products and brands endorsed by individuals that are perceived to be credible (Erdogan, 1999; Bergkvist and Zhou, 2016). When celebrities recommend a product or brand in a more genuine authentic way, for instance, showing or presenting the product in a real-life setting, they are perceived as more credible (Russell and Russell, 2017).

Despite authors like Deshbhag and Mohan (2020) report that in Western countries celebrity endorsements have a limited impact on consumers' purchase behavior; most of the previous research highlights that the endorser credibility has a positive effect on different consumer behavioral outcomes, such as brand evaluations, purchase intentions or willingness to pay a premium price (Winterich *et al.*, 2018). In line with this argumentation, the purchase intention could be defined as the “individual's willingness to purchase goods or services” (Das, 2014). On the contrary, recent research reports that prominent brands do not appear to require the effect of the celebrity endorsement to boost consumers' attitude and their purchase intentions (Fons *et al.*, 2024). In the present study, the following research hypothesis is presented:

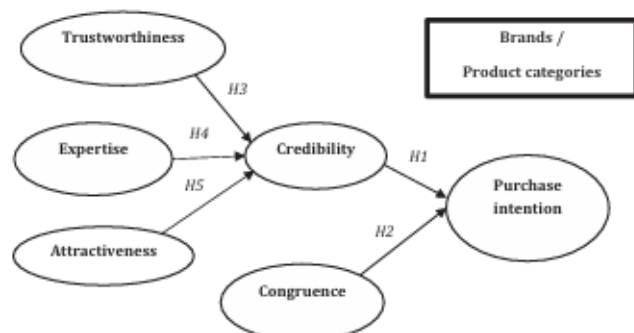
H1. The credibility of the celebrity positively influences consumers' purchase intention of brands and product categories.

3.2 The congruence between the celebrity and the product recommended

The *source-credibility* theoretical models failed to explain the reasons why an endorser was effective for one product but ineffective for some other product, being the match-up between the endorser and the endorsed product one potential explanation (McCracken, 1989). The *match-up theory* (Kamins, 1990; Koernig and Boyd, 2009) postulates that a good match or congruence between the endorser and the product or brand is a key determinant for the effectiveness of the endorsement, referring to the degree the image of the celebrity matches the image of the endorsed product (Tseng and Wang, 2022).

This is linked to the fact that the celebrity endorsement can fail if there is not a good “fit” between the brand or product and the celebrity who recommends it, being endorsement more effective with a high congruence between the celebrity and the recommended product or brand (Kamins, 1990; Till and Busler, 2000; Lee *et al.*, 2021). Conversely, Liang and Lin (2018) argue that both congruent and incongruent endorser-

Figure 1 Conceptual proposed model



Source: Authors' own elaboration

product combinations have a positive effect on consumers' purchase intentions; while recent research emphasizes that the match-up hypothesis predicting endorsement success does not consider any connection between the consumer and the endorser (Carlson *et al.*, 2020).

Ample evidence supports the notion that celebrities have been profusely used to endorse a wide range of products given that they enhance consumer attitudes and purchase intentions, especially when there is consistency between celebrity and product characteristics (Liu *et al.*, 2020; Tseng and Wang, 2022). Prior literature indicates the positive influence of the product-endorser match-up on consumers' attitudes (Kim and Kim, 2021) and purchase intention (Gong and Li, 2017; Farivar and Wang, 2022); whereas a low product-endorser congruence negatively affects the effectiveness of celebrity endorsement (Park and Lin, 2020), and the endorser credibility (Dwivedi *et al.*, 2016). Therefore, this hypothesis is presented:

- H2. The congruence between the celebrity and the endorsed product positively influences consumers' purchase intention of brands and product categories.

3.3 Trustworthiness of celebrities

The concept of trustworthiness refers to perceptions of honesty, integrity, sincerity and reliability of an endorser (Erdogan, 1999; Wang and Scheinbaum, 2018; Singh and Banerjee, 2018), addressing the question of whether an individual could be considered believable or not. Consistent with Ohanian (1990), the term of celebrity trustworthiness refers to the degree of confidence placed by an individual in a source, emphasizing the faithfulness and reliability of the celebrity.

The present study considers the celebrity endorser's trustworthiness, expertise and attractiveness as independent second-order constructs in the *source-credibility model* that influence endorser credibility, corresponding with the proposal of Yuan *et al.* (2016). Prior literature indicates that consumers get more easily influenced by someone whom they trust (Atkin and Block, 1983); and in turn, a product endorsed by a trustworthy endorser is more effective in influencing consumer behavior than an endorsement by a less trustworthy endorser is (Wang and Scheinbaum, 2018). However, contradictory results about the impact of trustworthiness were reported by Ohanian (1991) who found a nonsignificant influence of endorser trustworthiness on consumer's intention to purchase a celebrity-endorsed brand.

Similarly, celebrity trustworthiness has a positive influence on consumers' attitudes and behavioral outcomes (Wang and Scheinbaum, 2018), such as product and brand purchase intention (Osei-Frimpong *et al.*, 2019). Hence, the following hypothesis is posed:

- H3. The trustworthiness of the celebrity positively influences the celebrity's credibility.

3.4 The expertise of celebrities

The term expertise refers to the source's level of knowledge; skills or experience as perceived by individuals (Erdogan, 1999; Wang and Scheinbaum, 2018). In line with this definition,

expertise could be described in terms of high levels of experience, knowledge and problem-solving skills within a specific domain; while it is recognized that to become an expert requires long-term training, experience and practice (Wiedmann and Von Mettenheim, 2021).

The theoretical framework of the *source-credibility model* argues that an endorser with expertise is more persuasive (Erdogan, 1999) and more likely to influence consumer behavior (Biswas *et al.*, 2006). Furthermore, the term of celebrity expertise is described as the degree of perceived skills, experience, knowledge or understanding connected to the brand or product being recommended (Choi and Rifon, 2012) and positively affect product and brand attitudes and purchase intentions (Ohanian, 1990; Wiedmann and Von Mettenheim, 2021).

Celebrity expertise is more relevant in the endorsement effectiveness than physical attractiveness in the recommendation of technical products (Roozen and Claey, 2010), and Eisend and Langner (2010), on the other hand, report the delayed impact of expertise but no direct influence on celebrity endorsement effectiveness. Aligned with previous literature, this study proposes that consumers are more willing to purchase a product or brand when the endorser is perceived to be an expert in his/her field (Till and Busler, 2000; Saldanha *et al.*, 2018). Thus, the following hypothesis is presented:

- H4. The expertise of the celebrity with a brand or product category positively influences the celebrity credibility.

3.5 The attractiveness of celebrities

In regard to the concept of attractiveness, authors like Erdogan (1999), Gong and Li (2017) and Wang and Scheinbaum (2018) highlight that the endorser attractiveness depends not only on physical attractiveness but also on nonphysical characteristics such as personality, intellectual skills, friendliness and lifestyle. On the contrary, some researchers report that only the physical attractiveness of celebrities exerts a positive impact on product evaluation, especially for beauty-related products (Biswas *et al.*, 2006; Wang and Scheinbaum, 2018), while other studies indicate the limited influence of physical attractiveness on consumer behavior when the endorser is perceived to be an expert (Premeaux, 2009).

The attractiveness is a dimension of the source credibility that affects the receiver of communication (McGuire, 1985). Accordingly, the *source-attractiveness model* posits that an attractive source influences consumers' attitudes favorably compared to a less-attractive source (Ohanian, 1990; Till and Busler, 2000), being the attractiveness of the endorser a positive influence on his/her credibility (Ohanian, 1990).

Extant research reports that the endorser's attractiveness is more important than her/his expertise when influencing consumers' behavior (Knoll and Matthes, 2017; Kusumasondaja and Tjiptono, 2019), having a great positive influence on consumer purchase intentions (Osei-Frimpong *et al.*, 2019). This outcome might be because consumers associate the positive stereotypes of attractive people with the products and brands advertised (Frank and Mitsumoto, 2021). However, it is unclear if particularly attractive endorsers are able to influence beyond consumer attitudes and create direct

purchase intention (Caballero *et al.*, 1989), and other researchers found that perceived physical attractiveness of the celebrity endorser influences purchase intention under certain conditions (Till and Busler, 2000). Considering that the attractiveness of celebrities recommending food products on social media has a great influence on consumer behavior (Kusumasondjaja and Tjiptono, 2019), the following hypothesis is proposed:

- H5. The attractiveness of the celebrity positively influences the celebrity's credibility.

4. Methodology

4.1 Data collection

The current research argues that the concept of celebrity endorsement could be understood as the recommendation of products or brands, and celebrity endorsement on social media was categorized as promoting either a food product or a food brand. Then, visual stimuli with real celebrities were presented to the participants simultaneously with the questionnaire, showing two celebrities recommending either a food product category – a food commodity – or a food brand. These visual stimuli presented food content generated by two celebrities and shared in social media – Instagram –, regardless it was encouraged or financially supported by companies or not, due to the fact that the use of real online content elicits more valid responses from participants.

This study used endorsement on social media because prior studies report that when consumers see product and brand information on online social media, they do not know whether the celebrity was paid to make the endorsement or whether they simply spontaneously shared their favorite products and brands (Gong and Li, 2017). The selected celebrities for the visual stimuli were well-known celebrities in Spain, who have good image and enjoy high popularity. Besides, the two selected celebrities have a close relationship with food products: the famous chefs Jordi Cruz – recommending food brands – and Dabiz Muñoz – recommending a food product category.

The survey was conducted among consumers residing in Spain in June 2021. Research data were collected through random sampling using an online structured self-administered questionnaire. The research questionnaire was created using Qualtrics® software, and invitations to fill out the online questionnaire were located in the authors' social media and disseminated with the collaboration of other professors.

One "yes/no" pre-screening mandatory question was included to ensure that participants read celebrity recommendations or comments on online social media; and in turn, those participants who do not read these recommendations were screened out of the survey. Next, a pretest study was conducted to survey a small subset of the population to determine whether the questionnaire was valid and reliable; and accordingly, the instrument was pretested among 35 respondents to check adequate wording, question order and the ability of the participants to understand the meaning of the questions.

Two questionnaires were prepared, one for branded food products, and a second one for food product categories. The questionnaires consisted of two parts. The first part was

prepared to gather demographic and socio-economic information; while the second part included the questions to measure participants' assessment of the variables. Research participants assessed each item on a seven-point Likert-type scale to measure the level of agreement or disagreement with the proposed statements, ranging from "strongly disagree" (1) to "strongly agree" (7). Finally, 315 valid questionnaires were obtained for branded products, and 308 valid questionnaires were obtained for product categories, at a confidence level of 95%. Respondents of the branded products' questionnaire were different from the food product category questionnaire; and in turn, a total amount of 623 consumers participated in the study. The sample profile is summarized in Table 1.

4.2 Variables and measurement scale

The variables for this research were selected based on prior research (Table 2). The credibility of celebrities was assessed using four items adapted from Ohanian (1990) and Martins *et al.* (2017). To measure trustworthiness, expertise and the attractiveness of celebrities we adapted the scale proposed by Ohanian (1990). The congruence or match-up between the celebrity and the product or brand being endorsed was measured through a four-item scale adapted from Dwivedi *et al.* (2016). Finally, the consumers' purchase intention was measured through a four-item scale adapted from Wiedmann *et al.* (2014).

5. Results

5.1 Analysis of the measurement model

To estimate the measurement model a confirmatory factor analysis was conducted. The first examination revealed the need to remove two items from the initial scale – CONG1 and PINT2. Having removed these indicators, the results showed an adequate specification of the factorial structure of the model.

Then, the unidimensionality, validity and reliability of the measurement model were analyzed. In the first place, the level of internal consistency was examined through the Cronbach alpha estimates, that range from 0.696 to 0.916, thus indicating good construct reliability (Table 3). Convergent validity was established with factor loadings for all items being close to 0.70 and significant ($p \leq 0.05$) (Anderson and Gerbing, 1988). The obtained results reported an average variance extracted (AVE) above 0.50, indicating that the measures are significantly related to the underlying dimensions. The composite reliability (CR) of the constructs reached the commonly accepted threshold of 0.70, indicating a good internal consistency of the model (Hair *et al.*, 1998). So, the results show an adequate factor structure of the model.

Finally, to evaluate the discriminant validity among the constructs, the AVEs were compared to the squared interconstruct correlation estimates of each paired constructs (Fornell and Larcker, 1981). The results indicate that the AVE values were greater than the squared correlations, suggesting discriminant validity (Table 4).

5.2 Analysis of the structural model

Structural equation modeling through multigroup analysis using maximum likelihood estimation was developed to test the proposed hypotheses through Amos 18.0 software. The fit

Table 1 Sample profile

Variable	Category	Brands		Products	
		Frequency	(%)	Frequency	(%)
Age	16–20 years	28	9.0	25	8.3
	21–30 years	77	24.4	78	25.2
	31–40 years	90	28.5	90	29.1
	41–50 years	74	23.5	69	22.4
	51–60 years	35	11.2	35	11.3
	> 61 years	11	3.4	11	3.7
Gender	Total	315	100.00	308	100.00
	Male	154	48.8	152	49.2
	Female	161	51.2	156	50.8
	Total	315	100.00	308	100.00
Household monthly income level (EUR/Month)	900–1,800	28	9.0	26	8.6
	1,800–2,700	89	28.2	85	27.5
	2,700–3,600	103	32.6	96	31.2
	3,600–4,500	58	18.4	63	20.3
	>4,500	37	11.8	38	12.4
	Total	315	100.00	308	100.00
Education level	None	25	7.9	21	7.0
	Primary education	57	18.2	55	17.9
	Secondary education	87	27.5	94	30.4
	University education	122	38.7	118	38.2
	Doctorate (PhD)	24	7.7	20	6.5
	Total	315	100.00	308	100.00
Frequency of reading celebrity recommendations on social media	Daily	39	12.3	50	16.3
	Once a week	60	19.1	48	15.6
	Several times per week	90	28.6	93	30.1
	Once a month	29	9.2	25	8.0
	Several times per month	64	20.4	66	21.5
	Sometimes a year	26	8.1	20	6.5
	Rarely	7	2.3	6	2.0
	Total	315	100.00	308	100.00

Source: Authors' own elaboration

indices (CFI = 0.952, NFI = 0.926, RMR = 0.077, RMSEA = 0.052, $\chi^2 = 829.441$, $df = 312$, $p = 0.000$, C = MIN/DF = 2.658) achieved acceptable values according to Hair *et al.* (1998) indicating a good model fit.

5.3 Model estimates and research hypotheses testing

Research findings provide empirical support for the acceptance of *H1*, *H2* and *H3* for the endorsement of brands; while research *H1*, *H3*, *H4* and *H5* could be accepted for the recommendation of product categories (Table 5).

Regarding the purchase behavior of brands, the *credibility* of the celebrity was found to have the highest positive impact on consumers' purchase intention ($\beta_{1B} = 0.445$; $p \leq 0.001$); followed by the *congruence* of the celebrity or match-up with the endorsed product ($\beta_{1B} = 0.235$; $p \leq 0.001$). On the other hand, when examining the variables that influence the credibility of the celebrity, findings indicate a strong positive influence of the celebrity's *trustworthiness* ($\beta_{2B} = 0.719$; $p \leq 0.001$). These results indicate that as long as consumers perceive the celebrity to be trustworthy, the celebrity would be perceived as credible when recommending a brand, being coherent with previous research (Gupta *et al.*, 2015; Wang and Scheinbaum, 2018).

Contrary to the research initial expectations, the obtained results do not support the significant influence of celebrities' *expertise* ($\beta_{3B} = 0.087^{ns}$) and celebrities' *attractiveness* ($\beta_{4B} = 0.034^{ns}$) on the credibility of celebrities when recommending a brand. That is, expertise and attractiveness show a lack of influence on celebrities' credibility, since the relationships failed to reach statistical significance. In line with this argument, the obtained results support that the celebrity knowledge, skills or expertise with products, along with their attractiveness does not influence consumers' perception about their credibility. In regard to the lack of influence of the celebrity attractiveness on their credibility when endorsing a brand, the obtained results are aligned with previous research reporting that the endorser attractiveness mostly affects consumer behavior in beauty-related products (Osei-Frimpong *et al.*, 2019).

Regarding the consumers' purchase intention of products, findings indicate a strong positive influence of the celebrity *credibility* on consumers' intention to purchase ($\beta_{1U} = 0.889$; $p \leq 0.001$); while not supporting a significant influence of celebrities' *congruence* on purchase intention ($\beta_{5U} = 0.075^{ns}$), being in line with Liang and Lin (2018) who demonstrated the lack of relevance of congruence of the endorser. Findings also demonstrate that when celebrities endorse a product category,

Table 2 Measurement variables and indicators

Latent variables	Indicators	Brands		Products	
		Mean	SD	Mean	SD
Credibility (Ohanian, 1990; Martins et al., 2017)	CRED1: Celebrities recommending products/brands seem to be sincere	5.82	1.271	5.25	1.362
	CRED2: Celebrities recommending products/brands seem to be honest	5.81	1.277	4.77	1.433
	CRED3: Celebrities recommending products/brands seem to be reliable	5.96	1.249	5.17	1.424
	CRED4: Celebrities are credible and convincing	5.95	1.272	5.14	1.425
Trust (Ohanian, 1990)	TRUST1: Celebrities show high level of commitment to the consumers	5.88	1.325	5.13	1.471
	TRUST2: Celebrities have high integrity when recommending brands/products	5.93	1.339	5.24	1.450
	TRUST3: Celebrities care and are concerned about consumers	5.91	1.335	5.09	1.491
Expertise (Ohanian, 1990)	EXP1: Celebrities recommending brands/products are experienced in this area	5.95	1.221	5.18	1.416
	EXP2: Celebrities recommending brands/products are qualified in this area	6.01	1.263	5.23	1.450
	EXP3: Celebrities recommending brands/products are skilled in cooking	5.96	1.226	5.15	1.436
Attractiveness (Ohanian, 1990)	ATR1: The celebrity recommending brands/products is attractive to me	6.05	1.071	5.36	1.480
	ATR2: I pay more attention toward advertisements/recommendations presented by attractive/beautiful celebrities	5.96	1.240	5.28	1.441
Congruence (Dwivedi et al., 2016)	CONG1: There is a logical connection between the brand/product and the celebrity	6.01	1.139	5.18	1.439
	CONG2: There is a match-up between the brand/product and the celebrity	6.02	1.160	5.25	1.460
	CONG3: The combination of the product/brand and the celebrity is adequate	6.01	1.130	5.21	1.450
	CONG4: The images between celebrities recommending brands/products and the products recommended are connected	5.95	1.186	5.28	1.460
Purchase intention (Wiedmann et al., 2014)	PINT1: I am likely to purchase brands/products recommended by celebrities	5.96	1.331	5.16	1.390
	PINT2: My willingness to purchase brands/products recommended by celebrities is high	5.78	1.250	5.29	1.441
	PINT3: I would purchase brands/products recommended by celebrities	5.88	1.260	5.26	1.491
	PINT4: Celebrity recommendations inspire me to purchase the recommended brand/product	5.91	1.328	5.19	1.463

Source: Authors' own elaboration

Table 3 Factor loadings and indicators of internal consistency and reliability

Construct	Items	Brands				Products			
		Cronbach alpha	Lambda (λ)	CR	AVE	Cronbach alpha	Lambda (λ)	CR	AVE
Credibility	CRED1	0.916	0.849	0.913	0.725	0.803	0.702	0.807	0.636
	CRED2		0.847				0.722		
	CRED3		0.843				0.707		
	CRED4		0.866				0.715		
Trustworthiness	TRUST1	0.881	0.827	0.907	0.720	0.716	0.715	0.774	0.544
	TRUST2		0.872				0.704		
	TRUST3		0.846				0.736		
Expertise	EXP1	0.844	0.800	0.846	0.647	0.696	0.692	0.743	0.590
	EXP2		0.811				0.704		
	EXP3		0.802				0.712		
Attractiveness	ATTR1	0.738	0.677	0.722	0.598	0.725	0.698	0.673	0.596
	ATTR2		0.802				0.730		
Congruence	CONG2	0.818	0.750	0.821	0.615	0.712	0.714	0.748	0.597
	CONG3		0.831				0.701		
	CONG4		0.749				0.698		
	CONG1		0.802				0.730		
Purchase intention	PINT1	0.913	0.877	0.913	0.778	0.812	0.761	0.820	0.603
	PINT3		0.887				0.762		
	PINT4		0.882				0.805		

Notes: CR = composite reliability; AVE = average variance extracted

Source: Authors' own elaboration

there is a positive relationship between celebrity *trustworthiness* ($\beta_{2U} = 0.551$; $p \leq 0.001$), *expertise* ($\beta_{3U} = 0.279$; $p \leq 0.001$) and *attractiveness* ($\beta_{3U} = 0.135$; $p \leq 0.001$) on the credibility of the celebrity. Therefore, trustworthiness, expertise and attractiveness would be the stepwise order

in the creation of celebrity credibility when recommending product categories. Finally, derived from the results it can be argued that the celebrity trustworthiness is the main variable influencing the celebrity credibility, for both brands and products.

Table 4 Discriminant validity and matrix of correlations

Variables	Brands						Product categories					
	Cred.	Trust.	Exp.	Attr.	Cong.	Pint.	Cred.	Trust.	Exp.	Attr.	Cong.	Pint.
<i>Credibility</i>	<i>0.851</i>						<i>0.732</i>					
<i>Trustworthiness</i>	0.615	<i>0.848</i>					0.503	<i>0.737</i>				
<i>Expertise</i>	0.454	0.462	<i>0.804</i>				0.531	0.562	<i>0.768</i>			
<i>Attractiveness</i>	0.648	0.412	0.370	<i>0.773</i>			0.578	0.512	0.571	<i>0.772</i>		
<i>Congruence</i>	0.546	0.332	0.355	0.666	<i>0.784</i>		0.583	0.432	0.469	0.467	<i>0.773</i>	
<i>Purchase intention</i>	0.334	0.315	0.415	0.145	0.312	<i>0.882</i>	0.461	0.512	0.515	0.412	0.502	<i>0.776</i>

Note: the diagonal values in italics represent the square root of the average variance extracted of each construct

Source: Authors' own elaboration

Table 5 Structural model estimates and hypotheses testing

Relationships	Brands (n = 315)						Product categories (n = 308)					
	β	p	t	H	β	p	β	p	t	H	β	p
Credibility → Purchase intention	$\beta_{1B} = 0.445$	$p = 0.001$	4.771	H1: Supported	$\beta_1 = 0.889$	$p = 0.000$	9.523	H1: Supported				
Congruence → Purchase intention	$\beta_{2B} = 0.235$	$p = 0.004$	2.895	H2: Supported	$\beta_{2U} = 0.075^{ns}$	$p = 0.209$	1.284	H2: No supported				
Trustworthiness → Credibility	$\beta_{3B} = 0.719$	$p = 0.000$	8.568	H3: Supported	$\beta_{2U} = 0.551$	$p = 0.000$	7.457	H3: Supported				
Expertise → Credibility	$\beta_{4B} = 0.087^{ns}$	$p = 0.329$	1.016	H4: No supported	$\beta_{3U} = 0.279$	$p = 0.001$	5.076	H4: Supported				
Attractiveness → Credibility	$\beta_{5B} = 0.034^{ns}$	$p = 0.556$	0.680	H5: No supported	$\beta_{4U} = 0.135$	$p = 0.002$	2.916	H5: Supported				
R^2 (Credibility) = 0.702						R^2 (Credibility) = 0.551						
R^2 (Purchase intention) = 0.762						R^2 (Purchase intention) = 0.450						

Source: Authors' own elaboration

6. Discussion and implications

The objective of this study is to examine whether the effectiveness of celebrity endorsement depends on the presence of a brand on the product, and analyze the use of brand endorsement compared to product category endorsement to achieve endorsement success. This outcome implies the examination of what characteristics or attributes of celebrities influence consumer purchase intention of brands compared to product categories – or commodities. To this end based on the *source-credibility model* (Hovland *et al.*, 1953), the *source-attractiveness model* (McGuire, 1985) and the *match-up theory* (Koernig and Boyd, 2009), this study proposes and empirically tests a conceptual model to examine the differences in celebrity endorsement between brands and products.

The obtained results support that consumers' purchase intention is strongly influenced through celebrity credibility, which is greatly influenced by the trustworthiness of the celebrity either recommending a product or a brand. This outcome underscores that a celebrity endorser should be one individual who is perceived as credible based on his/her trustworthiness.

In regard to the influence of celebrity trustworthiness on the celebrity credibility when purchasing brands, findings accord with previous research in asserting that a trustworthy source is more persuasive, regardless of whether he/she is an expert (Kamins, 1990; Wang and Scheinbaum, 2018). These findings tie in with the study by Gupta *et al.* (2015) who reported the greatest impact of trustworthiness over other celebrity-related characteristics. In a similar vein, the obtained findings disclose the lack of influence of celebrities' *expertise* and celebrities' *attractiveness* on the credibility of celebrities on brand endorsement.

One potential reason for the lack of influence of celebrities' expertise might be that this characteristic is not perceived as relevant, since brands of fast-moving consumer goods are frequently consumed by individuals; who may feel as having expertise in these brands' purchase and evaluation. Another potential explanation for this outcome would be that the brand could be acting as a guarantee of a certain level of product quality and credibility (Aaker, 1996). These results are aligned with previous studies postulating that the use of expert celebrities is not deemed necessary when endorsing low-risk products (Atkin and Block, 1983; Deshbhag and Mohan, 2020) which is the case of food brands.

Referring to the lack of influence of the celebrity attractiveness on their credibility when endorsing a brand, the obtained results are coherent with previous research and demonstrate that the attractiveness of an endorser mostly affects consumer behavior in beauty-related products (Osei-Frimpong *et al.*, 2019), which is not the case of food products, being the product category under research.

Furthermore, and regarding celebrities' recommendation of product categories, findings report a strong positive influence of the celebrity *credibility* on consumers' intention to purchase, while not supporting the influence of the celebrities' *congruence* or *match-up* with the endorsed product. One possible reason might be the great difficulty to present high congruence between celebrities and product categories or commodities. Another potential explanation for this outcome may be that consumers when taking the decision to purchase a food product – being the product category under research – do not consider relevant the congruence between the endorser and the product type, being in line with Liang and Lin (2018).

In light of the obtained results, the answer to the question being investigated here "Does consumer purchase behavior

influenced by celebrity endorsement differ between brands and products?", would be that the celebrity credibility is the major attribute influencing consumer purchase intention for product categories; while credibility and congruence both influence consumer purchase intention for brands. In line with this argumentation, the credibility of the celebrity endorser, followed by the celebrity congruence or match-up with the endorsed product are the main factors influencing consumers' purchase intention for brands. It is, therefore, expected that celebrity endorsers who are perceived to be honest, reliable and congruent are more likely to influence consumers' purchase intention of brands.

When promoting brands, the celebrity recommendation generates greater consumer purchase intention due to celebrity congruence with the endorsed product category; however, the attributes of the celebrity as attractiveness or expertise were not relevant. One potential explanation is that perceived expertise about a celebrity endorser is processed as a central cue, implying its applicability in high-involvement products, which is not the case of food products. In a similar vein, extensive research has reported the positive impact of celebrity attractiveness mainly for attractiveness-related products (Osei-Frimpong *et al.*, 2019), not being the case of food items. Conversely, research findings demonstrate the influence of trustworthiness, expertise and attractiveness on the credibility of the endorser when recommending a product category.

The present study reports that the underlying processes explaining the effectiveness of celebrity endorsement depend on the product category or brand name endorser combination. Research findings imply that for a brand endorsement to be effective, the celebrity should be trustworthy and congruent; while, for a product category, the celebrity should be trustworthy, expert and attractive to a lesser extent. This result is aligned with prior research indicating that both brands and celebrities –understood as “brand persons” – reinforce each other; and in turn, companies use the credibility of celebrities to position the product and establish itself as a brand (Deshbhag and Mohan, 2020).

The purpose of the present research was to challenge the use of brand endorsement to achieve a celebrity endorsement success and proposed an alternative approach to brand endorsement based on the endorsement of commodities or product categories. The obtained results offer a sound understanding of the value of the use of commodities in celebrity endorsement and demonstrate that the underlying processes to achieve high endorsement effectiveness differ from the traditional brand-endorsement combination.

6.1 Theoretical and managerial implications

The current research provides guidance and theoretical implications for marketers. In the first place, the present study contributes to the literature on celebrity endorsement providing an empirical comparison of the effectiveness of celebrity endorsement on consumers' purchase intention between brands and products. In line with this argumentation, this study recognizes that consumers are influenced in their purchase behavior through different celebrity attributes, depending on whether a brand or a product category is being endorsed. In the second place, the present research has identified the characteristics of celebrity endorsers that most influence

consumer purchase behavior of brands and products, being credibility, as well as the celebrity trustworthiness the greater influences when the celebrity is either recommending a product or a brand. In the third place, this study demonstrates that despite it is acknowledged that consumers are influenced in their purchase behavior by celebrity endorsement, this influence is different depending on the presence of a brand.

Research findings provide valuable managerial insights for marketers to implement better celebrity marketing practices. There is an increasing recognition that celebrity endorsement is a beneficial communication tool that provides companies with opportunities to create a positive product or brand image. In this context, this study argues that the starting point of celebrity endorsement for a company or marketer should be to explore whether a brand or a product category or commodity should be endorsed. In a similar vein, for a marketer or company, it would be better to have *an a priori* understanding of whether to endorse a given brand or a commodity before proceeding with the communication strategy.

This research comprehensively indicates that celebrity endorsement is an effective communication tool for both influencing brand and product categories' purchase intention; and provides guidelines for selecting an effective endorser, being credibility and trustworthiness the main influencing factors. This finding implies that companies should select the appropriate type of celebrity who is more suitable for the product or brand image.

The study presented here may assist companies in the selection of a celebrity endorser, since studies confirm the great investment done by companies in promoting their brands and products through celebrity endorsement (Deshbhag and Mohan, 2020; Brooks *et al.*, 2021). Finally, the present study highlights that credible and trustworthy celebrities have a positive impact on consumer purchase intention; and therefore, selecting a celebrity endorser based his/her credibility and trustworthiness seems to be an adequate strategy for product categories that are not particularly related to attractiveness or performance.

6.2 Research limitations and future research guidance

This research has limitations representing avenues for future research on the topic. In the first place, further research on celebrity endorsement could examine the influence of consumer-related variables that were not included in this study, such as the level of consumer involvement with the product category, since different levels of involvement may yield different results. In the second place, future studies may focus on the influence of the congruence of the celebrity endorser with the recommended product, and its influence depending on the type of endorsed product. In the third place, future studies on celebrity endorsement could examine the differences in endorsement effectiveness comparing social media recommendations that are presented to consumers clearly stating that the content is financially supported versus celebrity's recommendations that have not received financial support. Future studies may compare explicitly declared endorsements of products and brands versus celebrity endorsements without a clear statement of the endorsement deal, since different results may arise. In the fourth place, more comprehensive research could be developed on how the

hedonic or utilitarian nature of the recommended products could influence the effectiveness of celebrity endorsement. In the fifth place, further research could examine the direct influence of celebrity trustworthiness, expertise and attractiveness on the purchase intention of product categories and brands, as well as the indirect effects of these variables through the celebrity credibility. In the sixth place, future research is required to investigate whether the purpose of companies' communication could determine the use of celebrity endorsement of a product or a brand, and the focus on the different subdimensions of the celebrity attractiveness – such as personality, intellectual skills or lifestyle – could provide interesting venues for further research. Finally, this research was conducted in a specific country, and other promising avenues for future research include the extension of research to a more diverse geographical location to examine potential differences across countries and potential cultural associations in celebrity endorsement of products and brands.

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