Celebrity Endorsements And Its Brand Love On Purchase Intention At E-Marketplace

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Abstract: Advertised brands are frequently endorsed by a variety of well-known public figures. The purpose of this study is to investigate the impact of celebrities and brand ambassadors on purchase intentions in the e-commerce marketplace. The method employed is an online survey sent to Indonesian fans via direct message on the Instagram official account that posts collaboration ads between the e-commerce marketplace and brand ambassador. To assess the effect of variables, a structural Equation Model (SEM) with AMOS software was used. The study's findings explain the impact of celebrity endorsement and brand love on brand ambassadors purchasing interest, particularly on online shopping sites. Although celebrity endorsement as an exogenous variable is insignificant, all factors of celebrity endorsement show a significant confirmatory factor analysis. Purchase intention is positively influenced by brand passion and affection. This study's marketing implications for related parties are presented.
Keywords: Brand Love; Celebrity Endorsement; Purchase Intention; E-Marketplace.

Abstrak: Merek yang diiklankan sering menerima dukungan dari berbagai tokoh masyarakat populer. Penelitian ini bertujuan untuk menganalisis pengaruh selebriti sebagai duta merek dan cinta pada duta merek terhadap niat beli di *e-commerce marketplace* di Indonesia. Metode yang digunakan adalah survei online melalui pesan langsung kepada penggemar di Indonesia di akun resmi Instagram yang memposting iklan kolaborasi antara *e-commerce marketplace* dan *brand ambassador*. *Structural Equation Model* (SEM) dengan software AMOS digunakan untuk mengukur pengaruh antar variabel. Hasil penelitian ini menjelaskan pengaruh dukungan selebriti dan kecintaan pada duta merek, terhadap minat beli khususnya pada situs belanja online. Semua faktor dukungan selebriti menunjukkan analisis faktor konfirmatori yang signifikan, meskipun dukungan selebriti sebagai variabel eksogen menunjukkan pengaruh yang tidak signifikan terhadap niat beli. Gairah merek dan kasih sayang merek kepada duta merek berpengaruh positif dan signifikan terhadap niat beli. Implikasi pemasaran dari hasil penelitian ini disajikan untuk pihak yang terkait.
Kata Kunci: Cinta Merek; Dukungan Selebriti; Niat Beli; E-Marketplace.

INTRODUCTION

The use of celebrity endorsers is one of the company's ways of marketing communications (Shimp and Andrews, 2017) and has become the most popular advertising tool (Naseema, 2016). A brand partnering with celebrities to strengthen its brand is a common practice to boost its popularity (Jun and Yi, 2020; Qian and Park, 2021; Qureshi and Malik, 2017; Rocha et al., 2019), purchase intention (Mishra et al., 2017), and risk perception (Deshbhag and Mohan, 2020). For example, the e-marketplace in Indonesia, like Tokopedia, use the brand ambassador like the K-Pop (Ardhiyansyah et al., 2021) group BTS and Black Pink, Shopee uses Enhypen, Lazada uses Lee Min Ho and Seventeen, and many others the use of celebrities from South Korea in advertisements and entertainment events.

Marketing communication through celebrity endorsement (CE) has emerged as a research topic that has received sufficient attention from academics (Rocha et al., 2020) that celebrity has a significant impact on positively influencing the audience (Dey et al., 2021). Celebrity-endorsed advertisements are not only beneficial in creating brand awareness and brand recognition, but they help companies to reach the target audience. These elements play an important role in making an advertisement successful and influencing consumer buying behaviour. While brand-celebrity personality congruence and user-brand personality congruence have a significant impact on brand attitude and purchase intention, celebrity-user congruence does not (Pradhan et al., 2016; Rocha et al., 2020).

Companies use social media for various reasons, such as to attract new customers, build relationships with customers, increase brand awareness (Naseema, 2016), or communicate with brands online (Mishra et al., 2017). Celebrity Instagram endorsements for various brands may have varying effects on purchase intent (Gupta, 2021). When exposed to the influencer-with-product conditions, consumers demonstrated higher corporate credibility and a more positive attitude toward brand posts than when exposed to the product-only conditions (Jin and Muqaddam, 2019). Social media is a medium used by marketers from various industries to influence consumer purchasing behaviour through the use of social influencers (Gupta, 2021; Jun and Yi, 2020; Lim et al., 2019; Nugraha et al., 2018; Rocha et al., 2019).

Customers interact on social media as part of their decision-making process. Facebook, Instagram, and Twitter are attractive to consumers because they assist in making ad intrusiveness, ad attitude, and loyalty intentions (Belanche et al., 2019). Current research also alludes to the role of celebrity endorsement or social influencers in social media in the consumer purchasing decision-making process (Lee and Eastin, 2020; Nugraha et al., 2018; Rocha et al., 2020; Rosara and Luthfia, 2020). Young adults reported that social media is highly persuasive in terms of dietary behaviour via various social influence pathways (Friedman et al., 2022). The way consumers collect data has changed significantly because of the internet. Now consumers will use search engines to search for everything they want to know, including in the search for products they need and will buy. People who need information mention "Google it", which explains the importance of the internet (Ardhiyansyah et al., 2021). Consumers get initial knowledge about a product, usually from social media, before starting to search for more information about a product. One of the most popular social media in marketing products is Instagram (Dusee, 2016).

Instagram can be used on a variety of different operating systems and is suitable for all types of devices, so it is a very appropriate marketing communication media (Belanche et al., 2019; Gupta, 2021; Jin and Muqaddam, 2019; Nugraha et al., 2018). One of the most popular social media platforms was created by Kevin Systrom and Mike Krieger and launched on October 6, 2010. In 2016 Instagram had 400 million monthly active users and more than 75 million daily active users. In 2017, the total monthly active users of Instagram Indonesia reached 45 million. The number of Indonesian Instagram users who made stories at that time was also said to be twice as large as the global average. In 2019, according to Hoot Suite, a provider of social media content management services, globally, the number of monthly active users reached 1 billion, and daily active users were around 500 million. According to a recent report by Napoleon Cat, a Social Media Marketing analyst company based in Warsaw, Poland, Instagram users in Indonesia in May 2021, there were 88,220,000 people, accounting for 32 per cent of the total population. According to the survey, the majority of users are female. The majority of age groups range from 18 to 24 years

(32,000,000). The greatest disparity between men and women occurs between the ages of 13 and 17, where women outnumber men by 2,200,000 (NapoleonCat. 2021a). In terms of Facebook users in Indonesia, there were 176,800,000 in May 2021, accounting for 64.200 per cent of the country's total population. The majority of them (54 per cent) were men. People aged 25 to 34 made up the majority of users (59,000,000). The greatest disparity between men and women occurs among people aged 25 to 34, where men outnumber women by 7,000,000 (NapoleonCat. 2021b).

Meanwhile, several studies on brand love are related to the purchased brand itself. Brand love, trust, awareness, and image are all important antecedents that have a direct impact on brand loyalty; brand awareness, image, and trust have an indirect impact on brand loyalty (Zübeyir Çelik and Yüzüncü Yıl, 2022). Satisfaction increases brand love and loyalty (Kim et al., 2021). Four dimensions of brand experience influence two dimensions of brand love, namely, brand affection dan brand passion (Akgözlü and Kılıç, 2021). Brand love was linked to higher levels of compulsive buying (Le, 2021). Brand experience and brand love have a significant direct impact on brand loyalty and willingness to pay a premium price (Santos and Schlesinger, 2021). Brand love positively moderates the link between failure severity and negative emotions (Zhang et al., 2020). Brand loyalty and readiness to propagate the positive word of mouth are influenced by brand love (Clara, 2019).

The novelty in this research is the connection between the role of celebrities as brand ambassadors with the love of fans for them, which can influence buying interest. Brand love here is for the brand supporting ambassadors, not for the advertised brand. This research tries to further examine the concepts of brand love in other aspects, not for the product itself (Mulyawati and Handayani, 2020). Previous studies highlighting brand ambassadors (Zhang et al., 2020) but not seeing how much celebrities are loved by their fans so can affect interest in advertising partners. Other research on celebrity worship (Mulyawati and Handayani, 2020; Zsila et al., 2018) focuses more on how idol worship makes fans willing to spend a large amount of money on items related to their idols, such as physical albums and fashion, and other knick-knacks (Ardhiyansyah et al., 2021) but not on brand partners who contracted them as brand ambassadors. As in the findings (Nugraha et al., 2018), the influence of celebrity endorsement did not strongly influence buying interest. This means that other factors can strengthen it. So the benefit of this research is to get a clearer picture of the effect of celebrity endorsement characteristics and fans' love for them on consumer buying interest in the products they support. The use of celebrity endorsers from South Korea, which is increase recently among the e-marketplace brand categories in Indonesia, is a phenomenon that inspires whether the use of celebrities can affect consumer buying interest among the e-marketplace brands.

From the research gap above, the hypothesis of this research is tested, namely whether buying interest can be positively influenced by the use of celebrities and whether the love of celebrities as brand ambassadors also has a positive effect on buying interest in the brands it supports. So the purpose of this study is to analyze the role of celebrity endorsement and brand love to celebrity endorsers on buying interest. In addition, brand passion and brand affection act as mediating variables for the indirect effect of celebrity endorsement on buying interest. Because the purpose of this study is to analyze the effect of love on brand ambassadors, celebrities who have many fans are chosen, even fanatical fans who so support their idols, so that it is one of the most important equities for celebrities themselves.

THEORETICAL REVIEW

Purchase Intention. The determinants of consumer behaviour in the marketing literature are cultural, social, and personal factors. The key psychological processes in understanding consumer behaviour are as in the stimulus-response model. Marketing efforts and the environment influence consumer awareness, and a series of psychological processes combine with specific consumer characteristics to produce decision processes and purchase decisions. Motivation, perception, learning, and memory are the four key psychological processes that influence consumer behaviour. As a result, consumers consider a variety of factors before making a purchasing decision. Consumers must already have the intent to buy before making this decision. Purchase intention is a transaction behaviour demonstrated by consumers after evaluating a product and adopting consumer reaction to a product in order to assess consumers' purchasing potential. Purchase intention is defined as consumers' perceived likelihood of purchasing or purchasing a product (Iriani, 2021). A brand's ongoing relationship with its customers can encourage the emergence of purchase intentions. Celebrity endorsement does not influence purchase intent, but it does influence brand loyalty (Iriani, 2021). A celebrity endorser who possesses attributes such as likability, attractiveness, credibility, and personality has a positive influence on consumers' purchase intentions (Mishra et al., 2017).

Celebrity trust and celebrity expertise are the two most important dimensions of celebrities that influence Indian FMCG consumers' risk perceptions. Consumer purchase intentions are positively influenced by risk perceptions (Deshbhag and Mohan, 2020). Incompatibility between an influencer and an endorsed luxury brand leads to dissatisfaction with the brand's endorsement and dilution of the brand. This, in turn, has a negative impact on one's purchase intentions for the brand as well as WOM intentions for the brand's endorsement-related activity. Their research emphasizes the significance of the influencer-brand relationship while taking consumer characteristics into account when designing effective influencer marketing campaigns (Qian and Park, 2021). The findings support the notion that celebrities can positively influence an audience. The study also demonstrates how celebrity endorsement in advertising as a tool affects and influences people's opinions in marketing (Dey et al., 2021). Five key factors that influence customer purchase intention: are expertise, trustworthiness, attractiveness, brand image, and fit between celebrity endorsers and endorsed products. According to the research findings, expertise and fit between celebrity endorsers and endorsed products have a significant relationship with customers' purchase intent.

Celebrity Endorsement. The concept of celebrity endorsement (CE) or celebrity support starts from several traditional advertising techniques and media used by marketers to date and has grown quite rapidly with the development of information technology, such as the internet and social media. Celebrity endorsement is a marketing strategy that involves some influence from prominent people such as entertainers, politicians, or philanthropists who are highly respected and speak a lot in public, as stated by Mc Cracken, 1989 (Milfeld and Flint, 2021; Mishra et al., 2017; Nugraha et al., 2018). The relationship between celebrities and products is also referred to as the "Meaning Transfer Model (MTM)" by involving three stages of transfer. In the first stage, the audience or the public attaches a series of meanings to celebrities as honest, trustworthy, or classy. In the second stage, the meaning attached to the celebrity is transferred from the celebrity to the advertised product or brand through the endorsement/support process. In the third stage, the meaning of the

product/brand is obtained by consumers through product purchases. Celebrities don't just represent competence and attractiveness; they constitute a complex package of cultural meanings (Laz r, 2020; Zsila et al., 2018). As a result, celebrity endorsement is a technique that many marketers employ. It is critical to select the appropriate individual who is capable of properly representing the product and who can create trust among potential consumers (Jin and Muqaddam, 2019; Osorio et al., 2022). Celebrities, opinion leaders, friends, and peers have statistically significant effects on Gen Z luxury fashion consumption, whereas advertisers have no effect; friends and peers have the most significant effect among others (Sun et al., 2022).

A celebrity endorsement is a type of brand communication in which a celebrity acts as a spokesperson for a company and affirms the claim and position of the brand by lending personality, popularity, and status in society or knowledge about the product (Rocha et al., 2020). In short, celebrity endorsement is a marketing or advertising campaign that uses famous people who take advantage of their fame to help sell a product/service and foster brand reputation (Laz r, 2020; Naseema, 2016; Zsila et al., 2018). To be successful, the practice of celebrity endorsement requires adequate knowledge and experience. Celebrity endorsers assisted consumers in easily identifying products because the presence of these celebrities caused the product to be noticed and remembered by the consumers, as well as differentiate the various product brands in the market, resulting in better product knowledge and confidence in their purchase decisions (Madhusanka, 2017). Celebrities who match the brand attributes, have knowledge of the brand, have good experience and skills in promoting the brand, are visually and performance appealing, and have a trustworthy personality should be used by companies to endorse the brand. As a result, this can eventually lead to customer purchase intent.

Suitable. The use of celebrity endorsers increases attention, brand recall, and motivation to buy more than online reviews are formed when the celebrity endorser consistently matches the endorsed product or brand (Naseema, 2016). Celebrity endorsements make a product more appealing and memorable. According to (Naseema, 2016), CE improves product image, awareness, brand recall, and consumer repeat purchases. As a result, CE benefits both consumers and businesses. People enjoy seeing celebrities in a variety of brands. CE adds a touch of luxury and the expectation that a famous face will be appealing and easily identifiable in a crowded market. Successful celebrities generate a lot of money for their owners. Marketers should choose the right celebrity for the product. This boosts brand recall. The suitability of celebrities with supported products because of attractiveness is more influenced by the skill factor (Mishra et al., 2017). Due to credibility and congruence, celebrity endorsement has been found to have a significant impact on consumer purchase intention. Congruence between celebrity and brand, on the other hand, is more important than celebrity credibility (Mishra et al., 2017). The nature of the match between celebrity and product is to be accurate and feasible (Pradhan et al., 2016; Rocha et al., 2020) and endorser credibility (Dey et al., 2021). Consumers attempt to connect the celebrity's personality traits to brand attributes. Customers will rate the brand positively if they see a strong connection between the two (Khan et al., 2019).

Trust. Celebrities who can be trusted are an important factor in predicting consumer evaluations of their effectiveness as endorsers (Munnukka et al., 2016; Nugraha et al., 2018). In today's era of intense social media, the number of followers of celebrities affects consumers' perceptions of their credibility (Gupta, 2021; Jun and Yi, 2020). Celebrities and

brand images of endorsed products have the same characteristics that can increase the celebrity's sense of trustworthiness (Jin and Muqaddam, 2019). Collaboration with alluring and well-known brands is how social media influencers and micro-celebrities build their reputations and cultivate their online personas. According to the findings of their study, the perceived credibility of the endorser is significantly influenced by the credibility of the associated brand. Marketers must choose the type of possible product/brand placement in influencer campaigns strategically. Product photo placement must also be consistent, as explicit product placement that appears inconsistent with the core nature of the profile will undermine brand attitude and credibility. Furthermore, it will hurt the credibility of the source. Combining products/brands with an influencer source (moderate product placement) increases the appeal of the endorsement by combining the credibility of the brand with the personal appeal of the influencer. Similarly, the main takeaway for influencers is to choose credible brands to enhance their brands, as well as to include content that encourages parasocial interaction with followers. (Jin and Muqaddam, 2019). Based on their research (Nugraha et al., 2018), celebrity endorsers do not significantly impact purchase intention. The variable mediator is the attitude towards the brand. This attitude towards the brand is most influenced by the attractiveness of the celebrity. The object of research has succeeded in creating brand awareness and positive feelings towards them through the attractiveness of celebrity endorsers. Only the celebrity credibility variable has an impact on purchase intention, while the match between the celebrity and the endorsed product has a low impact on encouraging consumers to buy the product. When CE is overexposed in endorsing many product brands from different product categories, it is a negative CE strategy. The credibility of celebrity endorsements and their implications for brand value, consumer-brand connection, and the quality of the consumer's relationship with the brand (Dwivedi et al., 2014);(Rocha et al., 2020)). The role of trust and commitment in the process of brand enhancement via celebrity endorsement. The impact of the endorser's credibility on the relationship between the consumer and the brand is demonstrated using two-oriented results. The first is the quality of the consumer's relationship with the brand, and the second is the link between the consumer and the brands of the endorsers (Dwivedi et al., 2016); (Rocha et al., 2020).

Competent. Expertise, brand image, and fit between celebrity endorsers and endorsed products were independent variables that showed a significant relationship to customers' purchase intention. Celebrities with expertise in their fields can be used in advertisements to attract the target market's attention. Celebrity appeal becomes less effective for products that do not increase physical attractiveness. So that other factors are needed from celebrities besides attractiveness, such as competence or expertise (Madhusanka, 2017; Zhang et al., 2020) and being trustworthy (Madhusanka, 2017). A celebrity in the advertisement needed to be knowledgeable. The greater a celebrity's expertise is perceived by customers and audiences, the more easily they will capture the public's attention and inspire them to purchase the endorsed product. The goal of selecting an expert celebrity endorser was to give customers confidence in the way the celebrity endorsed the brand. The use of a celebrity with expertise was justified because they could use their knowledge, experience, and skills to promote the brand or product in the advertisement. For example, a company may hire a celebrity who is knowledgeable about the brand, has the experience, and is skilled at promoting it. As a result, this may eventually lead to customer purchase intent.

Attractiveness. Celebrity means transference dimensions, including personality, credibility, physical appearance, feelings, performance, values, and persuasion power. (Roy,

2016); (Rocha et al., 2020). Physical attractiveness, celebrity likeability, and product involvement influence the success of celebrity endorsements (Mishra et al., 2017; Munnukka et al., 2016; Qureshi and Malik, 2017). Influencers' physical attractiveness and likability are important prerequisites for attraction. The attractiveness of certain celebrities plays an important role in the attractiveness of a product, but negative information about the celebrity will have an impact on consumers' perceptions of the brand it supports (Madhusanka, 2017). These are for example fashion and cosmetic products that increase a person's physical attractiveness.

Celebrity attractiveness, credibility, and product match-up are three aspects of celebrity endorsement that encourage purchase intent. All celebrities may not be effective for all product categories and target audiences. Thus, marketing managers must map product attributes, personality, and target audience characteristics when choosing a celebrity. Furthermore, the chosen celebrity should not have endorsed too many products or competing brands. Ignoring these factors may lead to consumer confusion and harm brand image. Firms should also not overlook brand quality and loyalty, as both have a positive relationship with purchase intentions and brand image (Khan et al., 2019). The credibility of the endorsers influences consumers' attitudes toward advertisements. According to a study on celebrity-endorsed advertisements, the credibility, trust, and expertise of the endorsers increase message attention and recall and stimulate positive attitudes toward brands. The credibility of an endorser fosters emotional attachment and helps to establish a long-term consumer-brand relationship. Consumers not only accept credible sources' messages, but they also develop a credible attitude toward brands (Khan et al., 2019).

According to the findings (Iriani, 2021), celebrity endorsement does not affect purchase intent. Consumers do not usually pay attention to advertising when deciding where to buy coffee, especially if they drink it away from home. The majority of respondents in this study are young people who are more concerned with the taste that can be adjusted to their needs, as well as the circumstances when drinking coffee brands. However, for coffee with high brand awareness among consumers, celebrity endorsement does not increase their intent to purchase coffee from the brand. Meanwhile, in his research on the healthy food business (Nugraha et al., 2018) found that the influence of celebrity endorsement did not strongly influence buying interest, although it did influence attitudes towards the brand.

Brand Love. Researchers are beginning to believe that there are common characteristics between humans and between consumers and brands. The brand has a personality like a human. Brand personality has a significant impact on consumer brand preference for the considered brand (Banerjee, 2016). The dimensions of brand personality, namely Sincerity, Excitement, Competence, Sophistication, and Ruggedness, as stated by (Aaker, 1997);(Xie et al., 2020; Zhang et al., 2020). Between consumers and brands, there is a bond like a relationship between humans, so brands can be called active partners. This is an application of the concept of brand loyalty and brand personality (Akgözlü and Kılıç, 2021; Kim et al., 2021; Shin et al., 2022; Xu and Jackson, 2019). Humans can develop feelings for non-human objects, such as a brand. Brand love has three dimensions: passion, intimacy, and commitment (Akgözlü and Kılıç, 2021; Jebarajakirthy et al., 2021; Pontinha and Coelho do Vale, 2020). The following research has also revealed that consumers have feelings of love for the brands they use (Ahuvia et al., 2020; Santos and Schlesinger, 2021). Love for the brand affects brand loyalty and positive word of mouth (Clara, 2019), maintains a relationship with them better, and makes a better understanding of the brand (Amaro et al., 2020; Jun and Yi, 2020; Shin et al., 2022).

The level of interest and reliance that customers desire on a certain brand name is referred to as brand love, as stated by (Carroll and Ahuvia, 2006);(Ahuvia et al., 2020). The level of devotion to the brand is determined by two factors: brand affection and brand passion. (Ahuvia et al., 2020; Amaro et al., 2020). There is a difference between loving and liking a brand (Shin et al., 2022). Love exists with customers and has a long-term relationship with the brand. As a result, their love is deeper and more enduring than simply liking the brand. Positive word of mouth, brand loyalty, self-expression, and hedonistic brands are the primary outputs of brand love (Akgözlü and Kılıç, 2021; Amaro et al., 2020; Ardhiyansyah et al., 2021; Ferreira and Gabriel, 2022; Kim et al., 2021; Santos and Schlesinger, 2021; Shin et al., 2022).

While celebrity endorsement and brand experience have no direct effect on the brand's emotional value, it is suggested that other researchers investigate the concepts of both brand love and brand emotions in the future (Mulyawati and Handayani, 2020). Brand experience (sensory, emotional, intellectual, and behavioural) influences two aspects of brand love (Akgözlü and Kılıç, 2021; Ferreira and Gabriel, 2022). The research investigated the impact of celebrity endorsement on destination brand love, as well as the mediating effect of parasocial interactions in two distinct groups: past visitors and potential travellers. The findings show that both previous visitors and potential travellers can fall in love with a destination brand. However, the effects of celebrity endorsement on destination brand loyalty differ between the two groups. (Zhang et al., 2020).

A measure of brand attachment that includes secondary characteristics of brand love in partnerships with the five primary factors: brand intimacy, brand dreams, relationship term, brand memories, and brand uniqueness (Ahuvia et al., 2020). In interpersonal relationships, brand intimacy is analogous to closeness, familiarity, and fondness. Because of their obsessive bond with their favourite brand, brand-love consumers engage in compulsive purchasing behaviour (Le, 2021). Brand love emerges from the dynamic interaction of five integrated emotional dimensions: passionate, driven behaviour, commitment, affection and connection, consumer-brand identification, and brand relationship (Pontinha and Coelho do Vale, 2020). While Generation Z has a high level of loyalty toward luxury brands in terms of attitudes and behaviours, they do not necessarily have strong, passionate feelings for them (Shin et al., 2022). Consumers who experience brand failure experience negative emotions, which lead to retaliatory intent. The "love becomes hate" effect moderates the link between failure severity and negative emotions. Meanwhile, the "love is blind" effect moderates the link between negative emotions and retaliatory intention. (Zhang et al., 2020).

Materialism is strongly associated with not only loving brands but also with loving money. Brand love is also more strongly related to materialism's centrality and success dimensions (Ahuvia et al., 2020). When evaluating brand love, this brand is valued for two main reasons: brand pleasure and brand idealization. The length of the partnership demonstrates the brand's delight here. Idealization is synonymous with idealizing, ideal perfectionist, and showing off. As a result, customers may envision a brand as their greatest hope, and they can trust the brand since it has held the ideal place in their thoughts. The effects of brand love, in general, vary with relationship duration. (Rahman et al., 2021) Presents their research findings on the causes and consequences of brand love. Brand satisfaction, brand fit with the inner self, and personal experiences emerge as direct antecedents of brand love; functional and sensory brand uniqueness emerges as indirect antecedents of brand love. Brand loyalty, willingness to pay a price premium, word-of-

mouth intentions and forgiveness of brand mistakes are four desirable behavioural outcomes of brand love. This study highlights the love for celebrities who become endorsers of a brand, especially for purchase intentions on e-marketplace brands.

Brand affection. (Albert et al., 2008) present in (Ahuvia et al., 2020) Brand intimacy, brand dreams, relationship terms, brand memories, and brand uniqueness are secondary elements of brand love in relationships with the five main elements: brand intimacy, brand dreams, relationship term, brand memories, and brand uniqueness. Brand intimacy is analogous to human closeness, familiarity, and affection. Dreaming of a brand is an expression of the customer's heart, or customers show their dreams about the brand, indicating the brand's presence in their minds. The nature and length of a relationship with a brand are determined by intimacy, which refers to the depth of familiarity with the partner as a result of a long-term relationship. The length of a relationship reflects the level of satisfaction. A brand can elicit positive and significant memories in consumers, whether about history, childhood, or first experiences (Akgözlü and Kılıç, 2021). Brand uniqueness is the result obtained from the collection of opinions indicating that the brand was chosen in a different way or uniquely. Brand affection is commonly thought of as a sub-component of brand love (along with brand passion), encompassing the development of intimacy and a special relationship between the consumer and the brand (Pourazad et al., 2019). In this study, brand affection is directed at celebrity endorser brands that influence purchase interest in the e-marketplace they support.

Brand passion. Brand passion, defined as a brand fad, brand enthusiasm, infatuation, or even an unfounded hatred of a brand, is a psychological structure based on interpersonal inquiry. When evaluating brand love, they divided the secondary factor of liking this brand into two basic factors: brand pleasure and brand idealization. The length of the relationship demonstrates the brand's pleasure here. Idealization entails idealizing perfectionism and bravado. As a result, consumers can imagine a brand as their greatest hope, and they can trust the brand because it has taken the ideal position in their minds (Albert et al., 2009 (Ahuvia et al., 2020). Brand passion is an important "piece" in the development of management strategies aimed at establishing strong relationships between consumers and brands, as well as a prominent consumer behaviour construct with solid theoretical foundations. The importance of brand passion has been recognized by both consumer scholars and brand managers. As a result, studies have shown that brands that can create and maintain deep emotional bonds (e.g., brand passion) with their customers may increase consumers' willingness to pay a price premium and positive word-of-mouth for the brand; additionally, it may increase brand engagement, purchase intentions, and brand loyalty, which are the ultimate goals of both marketing scholars and brand managers (Gilal et al., 2018). The investigation of the role of brand ethics in adjusting the effects of brand passion on brand commitment (Arayesh et al., 2020). The relationship between the variables of brand passion and brand commitment is significant, and brand ethics plays an important role in this relationship (Arayesh et al., 2020). Brand passion and enjoyment are conceptualized as the affective cornerstones of the consumer engagement process, through which brands encourage their users to participate in brand communities and share their experiences. In comparison to brand love, self-brand connection, or brand attachment, brand passion implies a deeper connection with the brand (Pourazad et al., 2019). Brand passion in this study is aimed at celebrity endorser brands for purchase interest in the e-marketplace they support.

METHODS

This research is research on advertising in internet media, considering the current advertising trend that prefers internet media because it is more suitable for consumer groups with the younger generation. In addition, the global K-Pop brand is considered more suitable to raise the brand internationally, so the use of social media that can operate 24 hours, seven days a week, is considered more effective than traditional advertising media. This research was conducted online on followers of Instagram (IG) and Facebook (Fb) K-Pop fandom Indonesia accounts with the top 5 most followers. Because the research subject is an e-marketplace site in Indonesia and fandom k-Pop is almost all over the world, to get the right characteristics of respondents and overcome language problems it was decided to limit the population to Indonesian fans.

Data collection techniques using online survey techniques to respondents. The sample of respondents was taken purposively, namely followers of fandom of K-Pop as celebrity endorsers (e.g. Army-BTS, Blink-Black Pink, Engene-Enhypen, and Carat-Seventeen) and followers of e-marketplace Shopee, Tokopedia, and Lazada accounts. The condition is that they are fans of celebrities and have seen a collaboration ad between the e-marketplace and the endorser. Testing the goodness fit of the model was carried out to test the research model before testing the research hypotheses. The Structural Equation Model with AMOS software was used to test theoretical causality through empirical data testing. Researchers must be careful in including all relevant variables considering the limitations of the application. If the number of constructs is too large, their interpretation, especially their statistical significance, becomes difficult. From the existing theory, the following structural model is formulated (**Figure 1**):
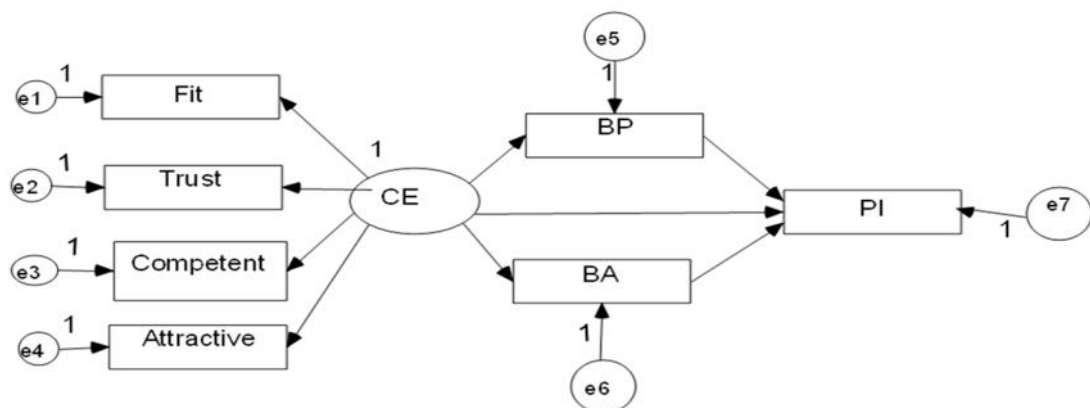

Figure 1. Structural Model the Effect of Celebrity Endorsement to Purchase Intention through Brand Passion dan Brand Affection as Mediation

Description:
Purchase Intention is abbreviated as PI
CE stands for Celebrity Endorsement
Fit determines the suitability of celebrity endorsement
Trust is a reliable predictor of celebrity endorsement
Competent is a measure of a celebrity's ability

Attractive is a measure of how attractive the celebrity is
Brand affection (BA) and brand passion (BP) are two indicators of brand love.

The measurement of each variable uses a Likert 5 scale from strongly disagree to strongly agree. The variables that determine buying interest in this research model are celebrity endorsement, brand passion, and brand affection. Celebrity endorsement is an unobserved exogenous variable measured from 4 sub-variables observed endogenous, namely compatibility, trustworthiness, competence, and attractiveness. The research instruments in **Table 1** were created using constructs from various research sources (Ahuvia et al., 2020; Akgözlü and Kılıç, 2021; Khan et al., 2019; Naseema, 2016).

Table 1. Constructs and Questionnaire Items

Celebrity Endorser Suitability (Fit)
Celebrity endorsements in advertisements help me remember the products they promote.
I believe celebrities use the product they have endorsed.
Celebrity endorsers match the products they endorse
The use of the Indonesian language supports the endorser's compatibility with the endorsed product.
Celebrity Endorser Trustworthiness (Trust)
The products I buy are endorsed by trustworthy celebrities.
Celebrity endorsers have used the products they promote as well.
I buy products that celebrities have had a pleasant experience with.
I buy products that celebrities have sufficient knowledge about.
Celebrity Endorser Competence (Competent)
Celebrities use their expertise to promote the products they endorse.
There is no doubt about the worldwide celebrity's competence.
As a popular celebrity, endorser competence makes an advert interesting.
A celebrity who is an expert increases the product's appeal.
Celebrity Endorser Attractiveness (Attractive)
The endorser appeals to me.
The endorser strikes me as refined.
I think the endorser is sophisticated.
The endorser is stunning, in my opinion.
Brand Passion (BP)
I enjoy watching celebrity endorsers in action.
Celebrity endorsers' actions always make me feel better, especially when I'm down.
Celebrity endorsers are my heroes because of their cool actions.
Celebrity endorsers' career journeys inspire and energize me.
Brand Affection (BA)
Celebrity endorsers who are my idols give me happy memories.
Celebrity endorsers who are my idols bring back happy memories from my past.
I believe there is a warm and cosy relationship between the fan and the celebrity endorser.
I will not easily believe the negative publicity about my idol.
Purchase Intentions (PI)
Celebrity-endorsed brand e-marketplaces capture my attention.
A celebrity-endorsed e-marketplace influences my purchasing decision.
I will buy from an e-marketplace if my favourite celebrity endorses it.
If I like the celebrity endorser's personality, I will buy on an e-marketplace.
I'll buy from an e-marketplace recommended by my favourite celebrity.
I enjoy shopping at an e-marketplace recommended by a celebrity.

Source: Celebrity Endorsement and Purchase Intention modified from (Khan et al., 2019; Naseema, 2016); Brand Passion and Brand Affection modified from Albert et al., 2008, 2009 in (Ahuvia et al., 2020; Akgözlü and Kılıç, 2021).

RESULTS

From the results of SEM analysis (**Table 2** and **Table 3**), this research model meets the minimum feasibility of a model so that it can be analyzed further (Byrne, 2016).

Table 2. Model Fit Measurement

Computation of degrees of freedom
Number of distinct sample moments = 28
Number of distinct parameters to be estimated = 16
Degrees of freedom = 28 - 16 = 12
Minimum was achieved
Chi-square = 21.247
Degrees of freedom = 12
Probability level = .047

The goodness fit measure of this model is as follows. The chi-square value of 21.247 (Sig. 050 df 12, critical values 21.247 bigger than 21.030) with a probability of .047 and a degree of freedom of 12 indicates that CMIN/DF (1.771 smaller than 2.000) is at an acceptable value. The Goodness Fit Index (GFI) shows 0.982, bigger than 0.900; meanwhile, AGFI also shows 0.957, bigger than 0.900. Tucker-Lewis index (TLI) shows 0.969, bigger than 0.950, and the Comparative fit index (CFI) shows .982, bigger than .940. The Root Mean Square Error of Approximation or RMSEA (0.050 smaller than 0.080) is also at the recommended value.

Table 3. Goodness Fit Measures of Structural Equation Model

Fit Measure	Default model	Saturated	Independence	Cut-off value	Macro
Discrepancy	21.247	0	542.103		CMIN
Degrees of freedom	12	0	21		DF
P	0.047		0		P
Number of parameters	16	28	7		NAR
Discrepancy/df	1.771		25.814	smaller than 2.000	CINDY
RMR	0.544	0	1.395		RMR
GFI	0.982	1	0.623	Greater equal to 0.900	GFI
Adjusted GFI	0.957		0.497	Greater equal to 0.900	AGFA
Parsimony-adjusted GFI	0.421		0.467	Between 0 to 1	PDF
Normed fit index	0.961	1	0	Greater equal to 0.950	NFI
Relative fit index	0.931		0		RFI
Incremental fit index	0.983	1	0		IF
Tucker-Lewis index	0.969		0	Greater equal to 0.950	TLI

Comparative fit index	0.982	1	0	Greater equal to 0.940	CFI
				Smaller and equal to	
RMS	0.05		0.281	0.080	RMS
RMSEA lower bound	0.006		0.261		RMSEALO
RMSEA upper bound	0.083		0.302		RMSEAHI
P for a test of close fit	0.464		0		CLOSE

Source: Source: Primary data processed, cut off value (Byrne, 2016)

From several goodness fit of model criteria in **Table 3**, this research model can be used to predict the parameter of the population. SEM was used to analyse the influence of Celebrity endorsement (Suitable, Trustworthy, Competent, and Attractive), Brand passion, and Brand affection on Consumer Purchase Intention.

Based on confirmatory factor analysis for the variable exogenous of celebrity endorsement in **Table 4**, it shows that all endogenous variables are significant (Sig. .000). It can be concluded that the celebrity endorsement (CE) variable has been successfully confirmed that is explained by the four endogenous variables (Suitable, Trustworthy, Competent, and Attractive). Even attractiveness shows a value of one or perfect in explaining or estimating the exogenous variable (CE). So that the structural equation of the research model becomes as seen in **Figure 2**.
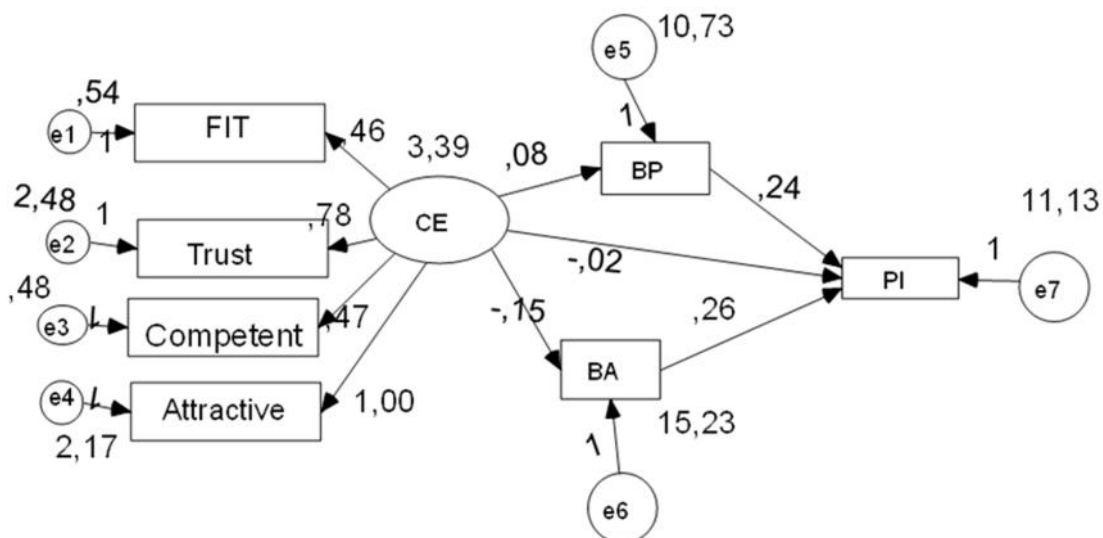

Figure 2. Structural Equation Model Analysis for the Relationship between Celebrity Endorsement, Brand Passion, Brand Affection, and Purchase Intention
Source: Primary data processed

In this study, it was also found that celebrity endorsement had no significant effect on purchase intention (Sig. 0.869) as well as on brand passion (Sig. 0.484) and brand affection (Sig. 0.248).

Meanwhile, the variable of love for celebrity endorsers has a significant positive effect (Sig. 0) on buying interest. Brand passion (BP) shows a pleasant feeling watching the action and idolizing celebrity endorsers has a positive effect on buying interest (PI) in the e-marketplace they work with (Sig. 0). Likewise, brand affection (BA) that shows closeness,

fond memories, dreaming of idols, all positively affect purchase intention (Sig. 0). This means that brand passion and brand affection here is not as mediating variables but as determinants of consumer purchase intention.

Table 4. Hypotheses Testing

			Estimate	SE.	CR.	P	Hypotheses
BP	<--	CE	0.077	0.110	0.700	0.484	rejected
BA	<--	CE	-0.151	0.131	-1.154	0.248	rejected
Attractive	<--	CE	1				accepted
Trust	<--	CE	0.780	0.069	11.291	0	accepted
FIT	<--	CE	0.464	0.037	12.671	0	accepted
PI	<--	BP	0.237	0.058	4.120	0	accepted
PI	<--	BA	0.257	0.048	5.315	0	accepted
Competent	<--	CE	0.465	0.036	12.897	0	accepted
PI	<--	CE	-0.018	0.112	-0.165	0.869	rejected
Variances							
			Estimate	SE.	CR.	P	
		CE	3.387	0.447	7.572	0	
		e5	10.726	0.856	12.526	0	
		e6	15.226	1.216	12.518	0	
		e4	2.168	0.252	8.613	0	
		e2	2.480	0.236	10.496	0	
		e1	0.535	0.059	9.122	0	
		e7	11.133	0.889	12.530	0	
		e3	0.482	0.055	8.718	0	

Source: Primary data processed

Characteristics of Respondents. There are three characteristics of the respondents identified on the demographic factors, namely gender, age, and length of time being a fan of a celebrity endorser. In addition, in fulfilling the respondent's requirements, they have never seen the advertisement. From the 1000 online questionnaires distributed to fandom accounts on Instagram and Facebook, 315 questionnaires were filled out completely and could be processed further. In **Table 5**, there are more female respondents than men. There are more women (fangirls) than men (fanboys) in this study. In terms of age, most of them are late teens who are growing up. Most of those who were willing to fill out the questionnaire were in the age group of 17 to 25 years. Even so, there are also quite a lot of adult fans, considering the various ages of the endorser artists. All respondents are fans. Most have been fans for 2 to 4 years. All respondents have ever seen the advertisement.

Table 5. Respondent Characteristics

No.	Characteristics	Category	Frequency	Percentage
1.	Gender	Men	123	39
		Women	192	60.900
2.	Age	Younger than 17 years old	36	11.420
		17 to 25 year old	149	47.300
		26 to 35 year old	52	22.600
		36 to 45 year old	42	16.500
		Older than 45 years old	36	11.420
3.	Length of time being a fan	Less than two year	87	27.600
		2 to 4 year	173	54.900
		5 to 7 year	55	17.500
4.	Fans of CE	Yes	315	100
5.	Have you ever seen add MP X CE	Yes	315	100

Source: Primary data processed
MP: Market Place
CE: Celebrity Endorser

DISCUSSION

This study shows that celebrity endorsement has no effect on purchase intention or brand love. This is in line with (Iriani, 2021; Jin and Muqaddam, 2019; Nugraha et al., 2018) that the influence of celebrity endorsement did not strongly influence buying interest. However, this study does not support the results of previous studies (Khan et al., 2019; Mishra et al., 2017; Naseema, 2016; Qureshi and Malik, 2017) that the use of celebrity endorsers increases attention, brand recall, and motivation to buy. In the meantime, brand love, as measured by brand passion and brand affection, has a positive impact on purchase intention. As a result, brand passion and brand affection serve as determinant variables rather than mediating variables. This is in line with the opinion (Ahuvia et al., 2020) that the love for the brand is integrated with the consumer himself and has a long-term relationship with the brand. The brand passion, which shows a pleasant feeling watching the actions of their idols and idolizing celebrities, has a positive effect on purchase intention. Celebrity-supported advertisements are not only beneficial in creating brand awareness and brand recognition, but they help companies to reach the target audience. Their love is deeper and more durable than just the brand. This finding supports (Ferreira and Gabriel, 2022; Pontinha and Coelho do Vale, 2020) that in the assessment of brand love, idolizing, idealistic perfectionism and showing off. Consumers can imagine celebrity endorsers as their highest expectations, so they can trust them because they have occupied a perfect position in their minds. Similarly, this research also supports (Nugraha et al., 2018; Rocha et al., 2020) that brand affection that shows closeness, fond memories, and dreaming of idols all positively affect purchase intention. Intimacy with the brand, in this case towards the endorsing celebrity brand, is defined as feelings of closeness, affection and loyalty in terms of love.

Meanwhile, celebrity endorsement is supported by its four indicators, namely attractiveness, competence, trustworthiness, and compatibility between the celebrity and the

brand it supports. The attractiveness of celebrity endorsement plays a huge role in attracting buying interest. Their worldwide entertainment shows their unquestionable competence. Personal celebrity endorsers are also considered trustworthy with their simple lifestyle and humble attitude, and the product brands they endorse are strictly selected by their management. The compatibility between the celebrity and the supported brand is an equally important factor. This finding supports research (Deshbhag and Mohan, 2020; Gupta, 2021; Madhusanka, 2017; Mishra et al., 2017; Munnukka et al., 2016) that physical attractiveness, celebrity likability levels affect the success of celebrity endorsements. This is in line with (Banerjee, 2016; Pradhan et al., 2016; Qian and Park, 2021; Xie et al., 2020; Y. Zhang et al., 2020) believe that it is very important to choose the right individual who can adequately represent the product, which can create trust among potential consumers. This study also supports (Gupta, 2021; Jun and Yi, 2020) that the number of celebrity followers affects consumers' perception of their credibility. Congruence has a positive effect on influencing purchase intention, supporting (Pradhan et al., 2016; Rocha et al., 2020) that the celebrity and the brand image of the endorsed product have similar characteristics that can increase the celebrity's sense of trust. This is also in line with (Laz r, 2020; Naseema, 2016; Rocha et al. 2020; Xie et al., 2020) that an increase in brand memory and purchase motivation results when the celebrity endorser's efforts continuously match the endorsed product or brand, which must be accurately and practical. This result has a marketing implication in that marketers can select celebrities who meet the requirements of these four indicators while also having a sizable and sufficiently devoted fan base.

CONCLUSION

All Celebrity endorsement endogenous variables (suitable, trustworthy, competent, and attractive) support celebrity endorsement. Even so, the results show that celebrity endorsements do not have a significant effect on purchase intention.

The variable of love for celebrity endorsers also has a positive effect on buying interest in the e-marketplace. The brand passion that shows a pleasant feeling watching the endorser's actions and idolizing has a positive effect on buying interest. The endorser's competence is a determining factor for good buying interest. Similarly, brand affection that shows closeness, fond memories, dreaming of idols all affects buying interest positively. Personal endorsers who can be trusted are important considering that there are not a few celebrities whose lives do not meet social ethics as public figures who become examples of society.

Likewise, the effect of celebrity endorsement is not significant on brand passion and brand affection. So brand passion and brand affection here are not as mediating variables but as determinants of buying interest. This confirms the results of the analysis that brand passion and brand affection are variables that determine purchase intention.

This research is limited to only celebrity endorsers and e-commerce shopping site platforms, so this research topic can be tested again with future research for other celebrity endorsers for other products or brands. This research is also concluded within the scope of the research population, namely fans of celebrity endorsers, so that for the non-fan population, the results of the study can be different. The use of celebrity endorsers is also temporary, so in different timescales where the brand ambassador has changed, the results of the research will also be different. Future research must adapt to celebrities who collaborate with brands at the latest time according to the research time.

The marketing implication of the results of this study is that the use of celebrity endorsers is still a determining factor for buying interest. But keep in mind to choose a celebrity endorser who has a large enough fan base to get a significant effect. Using a celebrity who has a lot of haters can be a bad strategy as it can harm brands that are endorsed by bad celebrities. The target market is an important thing in determining which celebrities to work with. Attention to local culture is also important, considering that Korean pop (K-pop) originates from South Korea, but in its advertisement, Bahasa Indonesia is used to make it easier for Indonesian people to accept them.

Suggestions for further research in the area of advertising research using brand ambassadors is to be able to re-do this research with different celebrity endorser subjects and different products or services. It can also replace or add to the assessed advertising media, namely traditional media such as television. From observations after this research was carried out, the advertisements studied were initially only broadcast on IG and You tube media but have also been broadcast on television. This can indicate that the celebrity endorser used is more widely accepted, not only among the main fans. It can also be investigated the effectiveness of using celebrity combinations that are used not only from abroad but also from within the country or even by non-celebrities, as many e-commerce platforms do. This investigation can also be expanded to the use of celebrity endorsers, which is a marketing communication strategy with social influencer endorsers that is growing today. With the advancement of digital advertising and social media usage, more and more social media celebrities, such as Instagram celebrities known as "celebgrams" or social influencers, have emerged. They are people who have a large number of Instagram followers, which can be used to promote a product or brand. The more they endorse brands, the more famous they become; however, they are also required for products to reach specific market segments. So it's not just brands that need celebrities; Both parties benefit from their relationship.

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