The Impact of Endorser on Social Media Engagement and Consumers' Purchase Intention: Case of Indonesian Footwear Brands

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Abstract

This study aims to examine the impact of endorser credibility and social media engagement behavior on purchase intention towards local Indonesian footwear brands, focusing on sneaker shoes. This research method is quantitative by using questionnaires and a software application named SmartPLS. This research was conducted through Google form with a sample of 120 followers of the three Indonesian Instagram influencers. The method used in this research is non-probability sampling with convenience sampling techniques. This study shows that endorser credibility has a significant positive relationship with social media engagement behavior toward Indonesian sneaker footwear brands. Further, this study also finds that social media engagement behavior has a significant positive relationship with purchase intention toward Indonesian sneaker footwear brands.

Keywords
Endorser credibility, footwear brand, Instagram, purchase Intention, social media engagement behavior.

1. Introduction
Rapid digital technology and connectivity are reshaping consumer behavior. Based on London's strategic market research, digital technology and social media play an important role in how consumers make decisions (Mufti 2018). The fact that many Indonesians depend on smartphones, various e-commerce companies are trying to expand their business in Indonesia (Tan 2019). Many fashion industries in Indonesia have endorsed local celebrities to represent their brands on social media, such as Instagram (Danniswara et al. 2017). With the number of followers on Instagram and other platforms, social media influencer is particularly relevant for future projects by brand and marketing agencies (Vitone 2016). These social media influencers became endorsers who represent brands or products through social media platforms to attract their followers to become potential consumers (Totoatmojo 2015).

Celebrity endorsements still play an important role in how to attract consumers, for example, the sneakers footwear brands Adidas and Puma take hold of Kanye West and Rihanna's social media, with this both brands can power their fan base to create an online sensation (Vitone 2016). Various industries have successfully entered the Indonesian market, the footwear industry is one of them. Economic globalization is currently taking place in Indonesia and has both positive and negative impacts on the economy, the negative impact of globalization is the loss of love for local products that affect the lifestyle of Indonesian people. Indonesia is the 4th largest shoe industry in the world and has great potential to increase the value of the processing industry by 7% in the next few years (Humaira 2020). The previous source from

Asosiasi Persepatuan Indonesia in 2018 shows that five footwear brands, namely Adidas and Nike, have mastered the market, contributing more than 10% of the total footwear industry in Indonesia, and then Bata. The last two brands Fladeo and Piero are Indonesian local brands and less competitive compared to foreign brands (Adidas, Nike, and Bata).

The research objective of this study is to examine the impact of endorser credibility and social media engagement behavior on purchase intention towards Indonesian footwear brands. Past studies have examined the impact of celebrity endorsement in the context of the fashion industry (Herjanto and Adiwijaya 2020), airline sector (Wang et al. 2017), skincare (Sanny et al. 2020). A study in Malaysia that focuses on the fashion industry found that endorsers improve company and product on brand image, but not the intention to purchase (Chin et al. 2019). However, there is still a lack of research on endorsement, social media engagement, and its relation to purchasing intention that focuses on local shoe brands. This study aims to help the local footwear industry to stay relevant, competitive, and attractive by helping them to understand the impact of endorser credibility on social media engagement behavior and consumer purchase intention.

2. Literature Review

Local brands are brands mostly owned by domestic customers so that they are not seen to give the impression of privilege, specificity, luxury, and uniqueness so that local brands are not interested in those who have a high need for uniqueness and of course, local brands have low emotional value, local brand owners must increase their brands' emotional value by understanding the needs of young consumers to appear unique and participate in raising local brand awareness among domestic customers, particularly young customers (Sulhaini et al. 2020).

Indonesia has various products from local brands, such as clothing, accessories, handbag, and even footwear brands. For the past few years, the quality of the local products is getting better, however, CNBC Indonesia (2018) informed that 60% of Indonesian consumers prefer to buy various foreign products than those made in Indonesia. Hence, local brand owners must increase their brands' emotional value by understanding the needs of customers, especially young customers to appear unique and participate in raising local brand awareness (Sulhani et al. 2020).

Stimuli, organism, and response (SOR) theory have been used to study customer engagement (Kim et al. 2018), such as within online brand community behaviors (Gummerus et al. 2012), co-creation in social networking communities (Kamboj et al. 2018), and customer loyalty in social networking commerce (Kamboj et al. 2018). This research is using stimulus – organism-response as a model for a theoretical framework, which endorser credibility as a stimulus, social media engagement as an organism, and purchase intention as a response.

Social media is currently popular across the world, various company's social networks are growing at a rapid pace, which helps create online engagement with customers (Hallock et al. 2019). According to Ohanian (1991), the efficacy of celebrity endorsements is supported by trustworthiness, expertise, and attractiveness (Freire et al. 2018).

Credibility is defined as the public's trust in the celebrity; the previous journal also mentioned that trustworthiness refers to the trust that a celebrity conveys to the public, while the expertise is related to the experience and knowledge the endorser has an object, and for the attractiveness is linked to the physical appearance of the endorser (Freire et al. 2018). Research from Choi and Rifon (2012) proved that purchase intentions are increased when endorsers successfully romanticized self-concept and self-image belief in customers. A study from Wang et al. (2017) proved that trustworthiness, expertise, and attractiveness of celebrity endorsers influence brand credibility, brand attitude, and purchase intention.

To improve customers' spending on local brands, the Indonesian fashion industry uses local celebrities to promote their brands through social media, such as Instagram (Danniswara et al. 2017). In the marketing world, it is no longer a new phenomenon to use endorsement (Van der Waldt et al. 2009). Previous study also stated there are four types of social media engagement behavior, such as liking, sharing, consuming, and commenting (Dolan et al. 2019). Research from Habibi et al. (2014) confirmed when users are actively participating in community activities on social media, the higher the chance for them to interact and cooperate with brands, by that, the potential for purchasing behavior is higher. Hutter et al. (2013) stated that social media engagement has a positive impact on word-of-mouth activities, brand awareness, and purchase intention, and these are strong reasons for the relevance of social media in terms of brand management. Still, we lack an understanding of whether social media engagement, that focuses on behavioral increases purchase intention.

Intention to buy is important for increasing their benefit, the businesses want to increase the selling of the product (Vidyanata et al. 2018). Phuong and Dat (2017) mention that the possibility that consumers expect or are willing to buy a specific product or service in the future represents the purchase intention. Lomeli et al. (2019) stated that purchase intentions are different from attitudes, Intentions reflect "the

person's purpose in the context of his or her deliberate plan to exert effort to carry out a behavior," while attitudes are summary assessments (Eagly and Chaiken 1993).
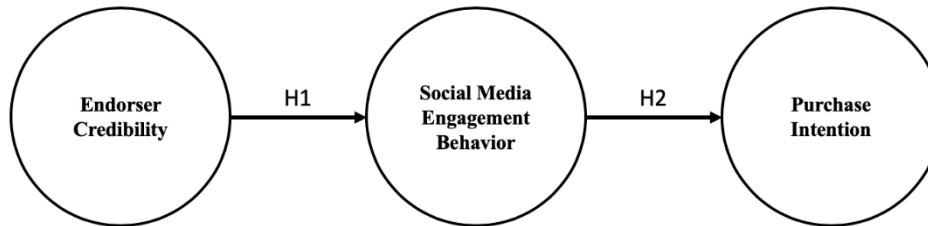

Figure 1. Theoretical framework

According to the explanation above, the following hypotheses are:
H1: Endorser credibility has a significant and positive impact on social media engagement behavior.
H2: Social media engagement behavior has a significant and positive impact on purchase intention.
Figure 1 describes the theoretical framework.

3. Methods

Various industries have successfully entered the Indonesian market, the footwear industry is one of them. Economic globalization is currently taking place in Indonesia and has both positive and negative impacts on the economy, the negative impact of globalization is the loss of love for local products that affect the lifestyle of Indonesian people. Competition among local and global brands continues to increase, Indonesian young consumers are accepting the global brand phenomena, they try to increase social status using the power of the brand itself (Ratriyana 2018). As a result, there are gaps in the marketing literature, which this study aims to fill.

The tool that was used to test the hypothesis for this research was a quantitative data processor application named SmartPLS, and Partial Least Square Structural Equation Modelling (PLS-SEM) is used in the application for equation methods. The method that is used in this research is non-probability sampling with convenience sampling techniques because there is no specific data that inform how many shoe users are in Indonesia.

This research is using convenience sampling, this sampling approach in which the participants are picked based on how easy they are to engage with and how accessible they are. Convenience sampling is a suitable fit for this study because the population is huge and testing everyone is difficult (Etikan et al. 2015). According to Hair et al. (2014) guidelines; that is ten times the number of formative indicators measuring a construct or ten times the number of inner model paths leading to that construct. Hence, for this research the number of reflective indicators is one while for the number of inner model paths leading to the construct is also one. Refer to Hair et al. (2014) the minimum sample size is 10. Nevertheless, to be prepared for irrelevant data, 100 respondents are required in this research; and previous research shows that a beginning point of 100 to 200 is usually a good place to start for path modeling (Wong 2013). Partially, one hundred millennials in Indonesia with age range from twenty-two until thirty-eight will be participating in this research.

The unit of analysis of this study is social media community of a sneaker-shoe influencer. Hence, the participants of the survey are the followers of several well-known Instagram influencers in Indonesia that receive endorsement from Indonesian sneaker brands, such as Brian Notodihardjo (@bryantbrian), Dr. Tirta (@dr.tirta), and Intan Khasanah (@strngrrr). This research is using quantitative methods by using questionnaires, and measures for endorser credibility that focusing on attractiveness, expertise, trustworthiness questions were adapted from McCracken (1989) and Ohanian (1990) in Wang (2017) study, and we used a five-point Likert scale to measure these variables. The purchase intention indicators were adapted from Kudeshia and Kumar (2017) research. To measure social media engagement behavior, the measurement items were adapted from Ananda et al. (2019) study.

4. Data Collection

Using a quantitative method to collect data, the total of the survey participants was 150, with 80 percent participants are Brian Notodihardjo (@bryantbrian), Dr. Tirta (@dr.tirta), and Intan Khasanah (@strngrrr) instagram followers in Indonesia and the rest are filtered out. In terms of gender, the simple random sampling consists of 80.8 percent of the participants in the 21-25 years old, 10.8 percent in the 16-20 years old, 6.7 percent in the 26-30 years old, and the rest of age group percentage are equal in the 31-35 years old and less than 15 years. The participants are mostly an Instagram followers of Dr. Tirta (@ dr.tirta) at 61.7 percent, followed by 25.8 percent Khasanah (@strngrrr) Instagram followers and 12.5 percent Brian Notodihardjo (@bryantbrian) Instagram followers. Table 1 provides a summary of the demographic profiles.

Table 1. Demographic profile

Variables		Frequency (n = 120)	(%)
Gender	Male	65	54.2
	Female	55	45.8
Age	< 15 years old	1	0.8
	16-20 years old	13	10.8
	21-25 years old	97	80.8
	26-30 years old	8	6.7
	31-35 years old	1	0.8
Marital Status	Single	115	95.8
	Married	5	4.2
Average expense per year in buying shoes	< IDR 500.000	21	17.5
	IDR 500.001-IDR 1.000.000	21	17.5
	IDR 1.000.001-IDR 5.000.000	45	37.5
	>IDR 5.000.000	33	27.5
Highest education level	High school	21	17.5
	Associate degree	6	5
	Undergraduate	85	70.8
	Graduate	6	5
	Post graduate	1	0.8
	Others	1	0.8
Occupation	Employee	50	41.7
	Student	36	30
	Freelancer	15	12.5
	Entrepreneur	19	15.8
Preference	Local sneakers	36	30
	Global sneakers	84	70
Sneakers buying behavior	Bought sneakers at least once in a year in the last one year	93	77.5
	Doesn't buy sneakers in the last one year	27	22.5
Platform/medium to find information about sneakers	Instagram	101	84.2
	Web	13	10.8
	Family/friends	4	3.3
	Store/mall	2	1.6
Place to buy shoes	Online store	72	60
	Offline store	48	40
Influencer follower	Dr. Tirta / @dr.tirta	74	61.7
	Brian Notodihardjo / @bryantbrian	15	12.5
	Intan Khasanah / @strngrrr	31	25.8

5. Results and Discussion

To test our hypotheses, we use a statistical modeling technique called partial least square structural equation modelling (PLS-SEM). This technique is cross-sectional, general, and linear. This part explains the overall analysis that includes composite reliability (CR), average variance extracted (AVE), and outer loadings by using SmartPLS from 120 respondents. It is informed that the recommended amount of composite reliability (CR) is 0.7, the value of outer loading is recommended to be higher than 0.7, and average variance extracted (AVE) also recommended with the value of 0.5. However, there are a few of the loadings that have been tested with the value lower than 0.7, hence, it they were deleted due to low value.

5.1 Measurement Model Evaluation

This research consists of 20 items from the questionnaire to measure the factors of endorser credibility, social media engagement behavior, and purchase intention. For endorser credibility, there are three factors that have been tested which are attractiveness (4 items), expertise (4 items), and trustworthiness (4 items). By using Likert scale, this questionnaire is ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 2. Loadings, composite reliability,
and average variance extracted of the results

Dimension	Item	Loading	CR	AVE
Endorser Credibility	ECA1	0.337	0.911	0.479
	ECA2	0.249		
	ECA3	0.636		
	ECA4	0.680		
	ECE1	0.588		
	ECE2	0.744		
	ECE3	0.723		
	ECE4	0.841		
	ECT1	0.750		
	ECT2	0.814		
	ECT3	0.843		
	ECT4	0.800		
Purchase Intention	PI1	0.864	0.915	0.731
	PI2	0.853		
	PI3	0.884		
	PI4	0.791		
	PI5	0.878		
Social Media Engagement Behavior	SMB1	0.892	0.799	0.718
	SMB2	0.775		
	SMB3	0.871		

The number of values among loadings, composite reliability, and average variance extracted were different after we deleted these items. There are some factors of the variables that are not accepted, this is because the loading of attraticveness factors and one of expertise factor are not higher than 0.7, and average variance extracted (AVE) also lower than 0.5 (see Table 2). After seeing the results of factor loadings, The items ECA1, ECA2, ECA3, ECA4, and ECE1 were not accepted due to low value in factor loadings. The meaning of the code of ECA is endorsement credibility attractiveness, hence, attractiveness is not included among the factors in the endorser credibility. Moreover, ECE1 is also not acceptable since the factor loadings value is also low. The meaning of the code of ECE1 is endorser credibility expertise 1, from one of the variable factor.

Table 3. Final loadings, composite reliability, and average variance extracted

Dimension	Item	Loading	CR	AVE
Endorser Credibility	ECE2	0.750	0.927	0.644
	ECE3	0.735		
	ECE4	0.859		
	ECT1	0.761		
	ECT2	0.818		
	ECT3	0.851		
	ECT4	0.836		
Social Media Engagement Behavior	SMB1	0.893	0.884	0.718
	SMB2	0.772		
	SMB3	0.872		
Purchase Intention	PI1	0.864	0.931	0.731
	PI2	0.853		
	PI3	0.884		
	PI4	0.791		
	PI5	0.878		

Table 3 shows that endorser credibility is reliable to social media engagement behavior with the value of CR by 0.927, for social media engagement behavior is also reliable to measure purchase intention except ECE1 and the CR value is 0.884. Thus, the questions that act as indicators for the factors are considered reliable to measure the factor of brand endorser credibility and social media engagement behavior. To find the convergent validity, each variable of average variance extracted (AVE) is calculated and from Table 3 it shows that all the AVE values are acceptable with value more than 0.50, and it can be concluded that convergent validity is confirmed. Moreover, discriminant validity refers to how far these factors are uncorrelated and different (Badgaiyan et al. 2016).

Table 4. HTMT results

	EC	PI	SMB
Endorser Credibility			
Purchase Intention	0.115		
Social Media Engagement Behavior	0.229	0.826	

Table 4 shows the value of discriminant validity, according to HTMT criterions. According to the official website of SmartPLS, if the HTMT value is below 0.90 or 0.85, discriminant validity already exists between the two reflective constructs, and it means that all of the constructs are acceptable.

5.2 Structural Model Testing

Table 5. Overall hypothesis testing results

	Path Coefficient	*T*-Statistics	*p*-values	Decision
Endorser Credibility -> Social Media Engagement Behavior	0.214	3.142	**0.002**	**Supported**
Social Media Engagement Behavior -> Purchase Intention	0.716	13.950	**0.000**	**Supported**

As shown on Table 5, social media engagement behavior has significant effect on purchase intention with the value of 0.716, while the endorser credibility also has significant effect on social media engagement behavior with path coefficient 0.214. The *p*-values are all below 0.05 and it can be concluded that all the relationships between these variables are accepted or can be called as significant.
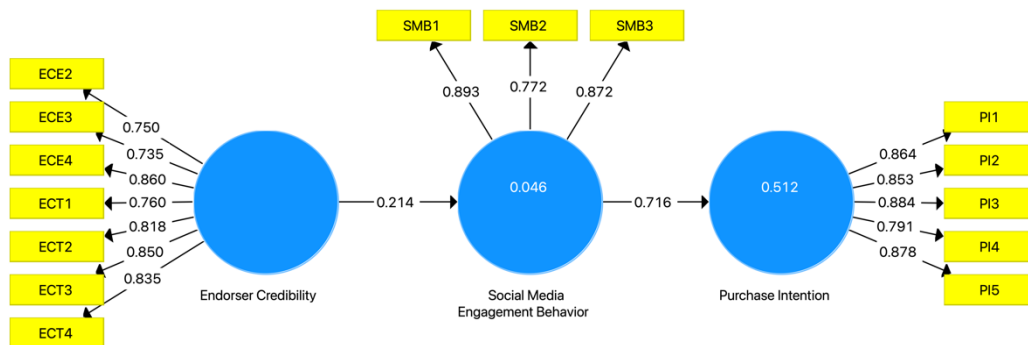

Figure 2. PLS-SEM Results

From Figure 2 above, social media engagement behavior (SMB) dependent variable coefficient determination R^2 is 0.046, meaning that the independent variable namely endorser credibility (EC) explain only 4.6% of the variance in social media engagement behavior (SMB). On the other hand, purchase intention (PI) dependent variable coefficient determination R^2 is 0.512, meaning that the independent variable namely social media engagement behavior (SMB) explain 51.2% of the variance in purchase intention (PI). Therefore, it can be said that the model shows a weak prediction of the effect of endorser credibility toward social media engagement behavior, albeit endorser credibility has the potential to affect social media engagement behavior as shown by the path coefficient. This may be due to there are other factors beside the endorser credibility that may affect social media engagement behaviors that are not investigated in this research such as Instagram account characteristics, i.e., originality, uniqueness, quality, and quantity (Istania et al. 2019). However, the model shows moderate prediction, 51.2%, of the effect of social media engagement behavior toward purchase intention (Hair et al. 2016).

5.3 Discussion

According to the results, members of local Indonesia sneaker brand endorsers' Instagram account may have social media engagement behavior affected by the endorser credibility. Followers of the endorsers engage in social media behavior through the 'likes', 'comments' and 're-share' of the Instagram post of the endorsers. However, the endorser credibility prediction on social media engagement behavior is weak, although it is still significant. Hence, there are other factors other than endorser credibility such as the Instagram characteristics of the endorser, i.e., originality, uniqueness, quality, and quantity (Istania et al. 2019) that need to be considered if Indonesian sneaker brands want to target consumers' social media engagement behavior in terms of local footwear brand social media endorsement.

Further, the results of this study show that social media engagement behavior may positively affect purchase intention of the followers of the Instagram local sneaker brand endorsers. In other words, if a follower has a social media engagement behavior, there is a higher chance that the follower will purchase the Indonesian sneaker footwear brands. This finding is in line with Hutter et al. (2013) study that stated social media engagement behavior has a positive impact on purchase intention. Liking, commenting, or re-sharing posts of the endorsers about the brands on Instagram in this study can help the brand boost their consumers' purchase intention.

6. Conclusion an Implications

This research finds that endorser credibility may impact social media engagement behavior. However, this study finds that the attractiveness factor in the endorser credibility may not be significant in affecting the social media engagement behavior in the case of Indonesian sneaker footwear consumers that are members of Indonesian footwear brand endorsers' Instagram community, But, two other dimensions of endorser credibility dimensions, i.e., the expertise and trustworthiness, may be significant and important to increase the consumer social media engagement behavior. Thus, local sneaker brands may focus on collaborating with local endorsers that have the expertise and trustworthiness about sneaker footwear to enhance consumer engagement (Jin and Ryu 2019).

This study also shows evidence that social media engagement behavior may influence purchase intention in the case of Indonesia's footwear brands. Thus, local sneaker brands may collaborate with the influencers and endorsers that have credibility about footwear and shoes to create social media posts that are beneficial and entertaining to boost the consumer social media engagement behaviors (Gummerus et al. 2012).

For future research we suggest researchers examine endorsers of global footwear brands to have a better understanding of the difference between endorsers of local footwear brands and endorsers of global footwear brands and how they may impact social media engagement and purchase intention of their social media members.

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