

The Impact of Korean Celebrity Endorsements Toward Purchase Intention in Indonesia Marketplace that mediated by Brand Image and Brand Attitude

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Abstract

This study aimed to analyze the effect of Korean endorser's credibility on e-commerce users' purchase intentions by examining the relationship between consumer attitudes towards endorsers, brand image, brand attitude, and purchase intention. The purchase intention-supporting credibility relationship was developed using the principle of associative learning. A field experiment was used to test the conceptual structure. Purposive sampling technique was used to collect 163 samples an online questionnaire was used to collect 163 samples of e-commerce users in a metropolitan city in Indonesia. SEM-PLS has been used to analyze data. The findings of this study were to analyze the effect of Korean endorser's credibility on e-commerce users' purchase intentions by examining the relationship between consumer attitudes towards endorsers, brand image, brand attitude, and purchase intention. The purchase intention-supporting credibility relationship was developed using the principle of associative learning. The present study will show the impact of using Korean endorsers in the e-commerce market. This paper is part of a broader study of BINUS University in Indonesia initiated in 2020.

Keywords

Foreign Celebrities, Brand image, Customer attitude, Brand Attitude, and Purchase Intention.

1. Introduction

Add Electronic commerce or e-commerce has become a trend in the digital era. The popularity of e-commerce can be seen in the significant growth of internet users from year to year. According to The Internet World Stats (2020), the number of internet users increased dramatically from 3.27 billion people in June 2015 to 4.68 billion people in June 2020. Based on Statista Research Department (2020), the revenue of electronic e-retail worldwide in 2015 was \$1.6 trillion and reached \$3.5 trillion in 2019. Based on Statista Research Department (2020), e-commerce retail sales worldwide amounted to \$1.548 billion in 2015 and reached \$4.206 billion in 2020. The revenue is projected to grow to 6.542 trillion US dollars in 2023. With 268.5 million people, Indonesia is the country with the highest population in Southeast Asia (Kompas.com, 2020), and with 63 million internet users, the country has one of the biggest potential markets globally for e-commerce. The increase in e-commerce revenues in Indonesia from year to year. According to Statista Research Department (2020), there were significant ups and downs in Indonesia's e-commerce revenue of \$8.459 million in 2017 and \$20.337 million in 2019. Indonesia's e-commerce revenues are predicted to reach \$44.855 million in 2022.

Among the total 103 million internet users in Indonesia, 83% are e-commerce users, where more than nine out of ten Internet users in Indonesia aged 16 to 64 presently start making online transactions every month (Datareportal 2019). The growth of e-commerce in Indonesia is driven by the growing development of internet users. The rate of internet penetration in Indonesia is 65%, making Indonesia the fifth country with the highest internet penetration level in Southeast Asia. The progress of e-commerce is not separated by the government's support, which provides leeway on

investment regulations in 2016 for foreign companies (Kominfo 2016). The new regulation attracts foreign investors to invest through Indonesian e-commerce companies.

Today's e-commerce businesses aim to grow and stay successful. Consumers are becoming nuanced, mature, and more demanding in the changing nature of competition (Brodie et al. 2011; Seno and Lukas 2007). To this end, e-commerce firms employ various marketing strategies, including celebrity endorsements. Based on Chow et al. (2019), celebrity endorsement is a lucrative and futuristic advertising tool in technology generation. Globalization enables people to access foreign cultures and celebrities easily. Originating from the Chinese media in the late 1990s, the "Korean Wave" or "*Hallyu*" is one of the phenomena that has influenced the world, including Indonesia. The popularity of Korean celebrities continues to grow through movies, drama (K-drama), and songs (K-pop) (Park 2014). The Korean Wave influences all genders and age ranges, but mostly the young generation whose age range is between 18 and 34, which comprised 50% of the internet users worldwide in 2019 (Clement 2020). Considering the effects of the "Korean Wave" phenomenon, E-commerce in Indonesia has used Korean celebrities as brand ambassadors. According to the attribution theory, a well-known foreign celebrity could create human associative memory (HAM) in consumers (Eagly et al. 1978; Kelley, 1973). A previous study by Bagdare and Roy (2015) on the country's role of origin in celebrity endorsements supported the HAM theory, which found that international celebrity/brand names could boost or decrease consumer attitude, perception of product quality, and purchasing intention in another country, depending on the degree of customer ethnocentrism. The previous findings by Bagdare and Roy (2015) found a positive relationship between a foreign celebrity on customer attitude towards the advertisement, customer attitude towards the brand, and customer purchase intention in India. But different from India, the previous study in the Chinese market from Hou (2012) found that in the Chinese market, local endorsers are evaluated to possess more attractiveness and reputation than their foreign counterparts. The explanation could be that Chinese consumers rely more on the similarities between celebrities and themselves, regardless of the product type. Based on data from study samples in China and India, the impact of using foreign endorsers for consumers in each country can be different. However, studies on foreign celebrities as endorsers in Indonesia are still limited, so the impact of using foreign endorsers for e-commerce has not been clearly defined.

The previous study of Kim and Tjoe (2016), explaining the positive relationship between the Korean wave phenomenon and Indonesian consumer's purchase intention of Korean cosmetic products, examined the 'country-of-origin' and 'ethnocentrism' effects. The purpose of this study is to investigate the link between customer attitudes toward the endorser and brand image, brand attitude, and purchase intention.

1.1 Objectives

The goals of celebrity endorsements in the digital age is to promote the image of the brand and the intention of buying a specific product or service. This research used Korean celebrity endorsers to identify the impact of foreign celebrity endorsements on Indonesia's e-commerce market by discovering the causal relationship between consumer's attitudes towards endorsers, brand image, brand attitude, and purchase intention. This study helps marketers evaluate the attributes of a foreign celebrity in order to increase marketing strategy efficiency. The findings would prepare marketers to select a foreign celebrity endorser based on their characteristics. In addition, it helps businesses understand the impact of international celebrity endorsements that would contribute to the e-commerce company's brand, image, and purchase intent. On a larger scale, the study aims to contribute to the national economy by helping SMEs' growth through e-commerce.

2. Literature Review

2.1 Foreign Celebrity Endorsement

Generally, a celebrity endorser is "any person" who obtains public recognition and uses that notoriety to promote " a consumer product name by featuring in an advertisement for it" (McCracken 1989). Celebrity endorsement is among the successful advertising strategies for raising brand recognition, improving attention and memory levels, and developing positive sentiments about the business (Solomon 2014). The purpose of celebrity endorsement is to include messages from brands because the messages displayed by celebrities are considered to affect perception, memory, brand retention, brand image, and consumer purchase intentions (Schiffman et al. 2010). Apart from the positive effects, there may also be disadvantages to celebrity endorsement. Using a celebrity as a spokesperson for a product can cost millions of dollars, depending on the popularity (Pornpitakpan 2003). The brand image may be adversely affected by celebrity problems and negative publicity (Till and Shimp 1998).

Based on Chao (2005), depending on the level of ethnocentrism of the customers, foreign celebrity/brand name could improve or decrease consumer attitude, perception of product quality, and purchase intention in another country. However, Hou (2012) reported that compared to foreign celebrities in China, local celebrities are more likely to be seen and viewed by consumers as real. Individuals tend to depend, in this case, on ethnicity, on individuals who share specific

characteristics with them. Although international celebrities occasionally represent a distinguished and relaxed style for Chinese customers, it does not appear to fit their everyday lives. Local celebrity endorsers are likely to be more emotionally invested than foreign celebrities. But different from China, the Korean wave has influenced consumers in Thailand and Indonesia to buy Korean products (Kim and Joe 2016; Mo and Byun 2014).

2.2 Consumer Attitude

According to Allport (1935), an attitude is a mental and neural state of readiness, organized by experience, exercising a directive or dynamic influence on the reaction of the individual to all objects and situations with which it is related. According to Bearden et al. (2001) and Kotler (2004), people have attitudes on nearly everything: faith, politics, cuisine, music, clothes, and so on. The consistency of consumer attitude-behavior describes the extent to which attitude contributes to buying (Berkman et al. 1999). Attitudes are relatively consistent with the behavior they reflect, but they change as the person is exposed to new stimuli, although they are not necessarily permanent. The attitude of consumers is also essential to know how to develop a successful marketing operation (Solomon et al. 2010). Recent research has shown that celebrity endorsement adds to a positive attitude toward the endorsed brand (Till et al. 2008) and the endorsed brand's reputation (Spry et al. 2011). Brian et al. (2006), suggested that match between spokespersons and types of products are important for consumers' positive attitude. Situational influences on the consumer sometimes intervene and disrupt the consistency between a specific person's attitudes and behaviors. Consumers' attitudes towards the endorser are affected by consumer attitudes towards an advertisement (Chow et al. 2019). The result established how customer attitude is related to both positive and negative perceptions about the endorser.

According to Batra et al. (1996), endorser credibility or attractiveness influences consumer acceptability while demonstrating or giving information about a product. According to Chijindu et al. (2012), the source's credibility model argues that the message efficacy is determined by an individual's perceived level of expertise, confidence, and appeal. Data from a reliable source (e.g., celebrities) could impact beliefs, opinions, attitudes, and behaviours via an interiorization process that happens when the beneficiaries acknowledge the source's influence on their attitudes and value. If the audience concludes that the endorser benefits from the product or service recommendation, confidence will be affected adversely. Expertness refers to a source's perceived ability to make a claim, such as an endorser's knowledge, experience, or abilities (Hovland et al. 1966).

2.3 Brand Image

According to Keller (2007), as reflected in the associations held in consumer memory, brand image is the perceptions and beliefs held by clients. In this respect, before consumers can respond positively to the branding campaign, brand knowledge and brand awareness should also be developed and understood. Celebrities attract attention, and the advertised brand image is expected to be transferred to their appealing characteristics (Batra et al. 1996). A study by Mukherjee (2009) showed that for brands with images that are consistent with the image of a celebrity they aspire to be like, customers report greater self-brand connections, especially when the image of the celebrity and the brand match. Mo and Byun (2014) discovered in Thailand that there is a favourable link between Korean celebrity endorsement and brand image. This conclusion is confirmed by Luo et al. (2020), which states that brand image is a complex dynamic of consumers' personality characteristics and attitudes and the association of psychological meaning and feeling. Brand image will determine consumers' feeling about a brand and affect their choice. As such, the theory and previous findings formulate the following hypotheses:

H1 = Consumer attitude towards an endorser has a positive impact on brand image

2.4 Brand Attitude

Brand Attitude is a person's long-term internal appraisal of a brand (Mitchell and Olson 1981). Brand attitudes are described as the customers' general assessment of the brand (Wilkie 1986). Brand attitudes are important because they frequently serve as the foundation for consumer behaviour (e.g., brand choice). Brand attitudes are connected to product-related attribute beliefs, along with functional and experiential advantages, which is consistent with perceived performance work (Zeithaml 1988). Therefore, the fundamental antecedent for brand behaviours is a celebrity's supporter, which leads to a positive consumer attitude toward the endorsed brand when customers believe that celebrities affect their style and begin taking action to acquire the product (Spears and Singh 2004). Bergkvist et al. (2016) discovered that respondents' attitudes about celebrity endorsers positively influenced brand attitude. As such, the theory and previous findings formulate the following hypotheses:

H2 = Consumer attitude towards an endorser has a positive impact on brand attitude

2.5 Purchase Intention

Purchase intention represents consumers' conscious desire to acquire or purchase products in the near future. Researchers also argued that consumer purchase intention reflected the short-term behavior of the consumers' purchase intention itself. Therefore, purchase intention is expected to forecast the consumers' actual purchase behavior in the

future (Espejel et al. 2008). Intention to purchase is a brand-related personal action trend (Bagozzi et al. 1979; Ostrom 1969) and combined consumer and product buying interests. The theory about buyer behavior has been largely influenced by buying intention research. Purchase intention becomes a critical factor in estimating a marketing strategy's effectiveness, predicting sales and market share.

Purchase intention is also described as the probability of customers' intent in purchasing a particular product (Grewal et al. 1998; Fengyang 2018). Pringle and Binet (2005) found that celebrity endorsers are effective in advertising because it leads to the intention of buying. Previous research from Lin and Yeh (2010) uses purchase intention as a factor to measure the effectiveness of mobile advertisement. Korean Wave, the Hallyu phenomenon, was influencing Indonesian people to purchase Korean products. Based on Kim and Tjoe (2016) previous study, there is a positive relationship between Korean Wave directly to the purchase intention of Korean products in Indonesia.

Consumers make their purchases primarily based on the image of the brand instead of the product itself. In addition, if the brand image is consistent with the consumer's self-concept, customers would give it preference. Brand image is considered an essential element of purchase intention amongst young consumers (Chow et al. 2019; Morwitz 2014). The previous study from Ahmad et al. (2013) found that brand image has a significant positive relationship with consumer buying behavior. According to et al. (2019), repurchase intention and brand image are positively linked. This is also supported by Rappaport (2007) which found, when there is an image connected to the brand, purchase intention would take place. According to a study conducted in Europe and the United States, a store with a strong brand image has a higher profit margin since the brand image influences the consumer's decision to buy or not buy the goods (Kremer et al. 2012). According to Romaniuk and Sharp (2003), the perceived brand image can positively improve purchase intention. Better brand image of enterprises will lead to consumers' higher purchase intention (Cretu and Brodie 2007; Keller 2001). As such, the theory and previous findings formulates the following hypotheses:

H3 = Brand Image has a positive impact on purchase intention

Based on Starr and Rubinson (1978), consumers with a robust and favorable brand attitude should be more prepared to pay premium prices. Flaherty and Pappas (2000) believed the critical factor in determining this purchasing intention towards the extended product is the attitude towards a core brand. Therefore, core-brand attitudes are directly connected to customer purchasing intentions (Ghen and Liu 2004). Till and Busler (2000) suggested that expertise has a positive influence on both brand attitude and purchase intention. The previous findings from Wahid and Sallam (2012) found a positive and substantial relation between consumers' brand attitudes and purchase intention. According to standard marketing literature practice (Mackenzie et al. 1986; Batra and Ray 1986), brand attitudes could lead to purchase intentions. Wang et al. (2017) also found a positive relationship between brand attitude and customers' intention to purchase air transportation services. While researching purchasing behavior, Kim and Han (2014) found that brand attitude had a favorable impact on purchase intention. According to (Lee et al. 2017), brand attitude refers to individual awareness of and propensity to the advertising company's brand and it has a bigger impact on purchase intention than advertising attitude. As such, the theory and previous findings formulate the following hypotheses:

H4 = Brand attitude has a positive impact on purchase intention

Makgosa (2010) revealed that social learning theory can convincingly explain the impact of celebrities on consumption behaviors. Thus, social learning theory posits that an individual's intention to purchase products is highly influenced by the consumers' attitude towards the endorser. Therefore, the most accurate indicator of purchasing intention is the buyer's attitude (Kim et al. 2010; Lloyd and Luk 2010), an attitude variable used to measure customers' potential brand commitments. Frimpong et al. (2019) discovered that celebrity endorsement positively influences brand marketing on customer purchase intention. Previous research by Lim et al. (2017) shown that customers' attitudes toward endorsers had a favourable correlation with the endorser consumers' purchase intentions. Another result by Bagdare and Roy (2015) discovered a positive link between international celebrity and customer attitude toward advertisement, brand, and purchase intention in India. As such, the theory and previous findings formulate the following hypotheses:

H5 = Consumer's attitude towards endorser has a positive impact on purchase intention

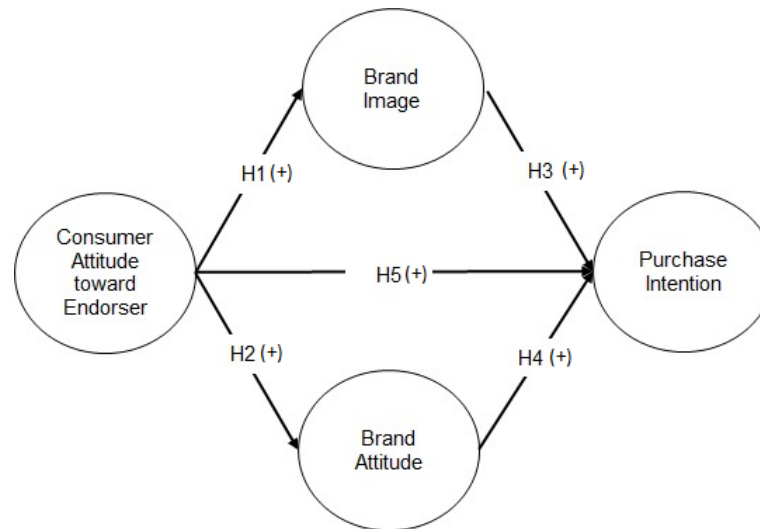


Figure 1. Research Model

3. Methods

This study used a quantitative method to analyze the data, as this is a descriptive study that is the type of quantitative research (Figure 1). In marketing research, quantitative methods are used for facts validation, estimation, relationships, and predictions (Hair et al. 2004). This is also a reason for using quantitative methods in this study due to numerous hypotheses to be evaluated. The purpose of this study is to describe the influence of Korean celebrity endorsers on brand image, brand equity, and consumer purchase intention. The variables in this study adopted from Wang (2017) and Reformart et al. (2018), which are consumers' attitude towards endorsers, brand image, brand equity, and consumer purchasing intention, which are applied to the most famous e-commerce brand in Indonesia.

The population is the e-commerce users which is one hundred million people (CNBC Indonesia 2021) and the sample taken is 163 people. The scale used five points Likert scale ranging from strongly agree to strongly disagree. Purposive sampling was used for the sample selection. This method was applied because only a few respondents who meet the criteria will be used in this research. The criteria that must be met are respondents who have made transactions in that e-commerce in the last three months and know that e-commerce uses Korean KPOP artist BTS (Bang Tan Boys) as endorsers for their brand. The collection of data took place from September 2020 to October 2020. The software analysis using SMART-PLS with graphical user interface for variance-based structural equation modelling (SEM) using the partial least squares (PLS) path modelling method

Hair et al. (1995) suggest that the minimum sample size is 5–10 observations for each estimated parameter. Ferdinand (2005) states that the number of samples is 5-10 times the number of indicators added to the number of latent variables. In this study, the number of research indicators was 15 so that the minimum sample size was 5 times the number of indicators or $5 \times 15 = 75$ and the maximum sample was 150. Hair et al. (1995) determined that the appropriate sample size was between 100-200, in this study the number of the sample used is 163.

4. Data Collection

Data were collected using purposive sampling. In total of 300 respondents, only 163 (54,33%) respondents met the criteria which is use the targeted e-commerce brand recently and know that the e-commerce brand uses Korean artists as brand ambassador.

Table 1. Demographic Characteristics of the Respondents

Subject	Characteristic	Frequency	Percentage (%)
Gender	Male	109	66,87
	Female	54	33,13
Age	Below 18 th	8	4,91
	18-24 th	82	50,31
	25-29 th	45	27,61
	30-39 th	26	15,95
	Above 39 th	2	1,23
City	Jabodetabek	130	79,75
	Outside Jabodetabek	33	20,25
Occupation	Housewife	2	1,23
	Employer	64	39,26
	Student / College	59	36,20
	Unemployed	3	1,84
	Business Owner	35	21,47
Education	High School	59	36,20
	Associate Degree (D3)	9	5,52
	Bachelor's degree (S1)	82	50,31
	Master's degree (S2)	12	7,36
	Doctoral Degree (S3)	1	0,61
Frequency of Shopping in E-commerce	1-4 Times	1	0,61
	1-5 Times	132	80,98
	6-10 Times	17	10,43
	More than 10 Times	13	7,98
Money spent	<Rp 1.000.000	103	63,19
	Rp. 1.000.000 - 2.000.000	35	21,47
	Rp. 2.000.000 - 3.000.000	14	8,59
	Rp. 3.000.000 - 4.000.000	3	1,84
	>Rp. 4.000.000	8	4,91

In total, 66,87 percent of the respondent's gender are male, and 50,31 percent are 18 – 24 years old. Most of it (79,75%) came from Jabodetabek cities, and 50,31 percent have bachelor's degree education. The respondent's occupation may vary from employer (39,26%), student (36,20%), and the rest are from business owner, unemployed, and housewife. Specifically, 80,98 percent of respondents are shopping in E-commerce 1-5 times, and most of it was spending under Rp 1.000.000 in one month. (Table 1)

5. Results and Discussion

5.1 Numerical Results

The researchers followed two measurement methods to determine the instrument's reliability: Cronbach alpha and composite reliability. Given the conservative nature of the Cronbach alpha test, composite reliability was included. The reliability indices of both measures are higher than the 0.7 minimum reasonable limit (Nunnally and Bernstein 1994) and indicate that the instrument is accurate and internally consistent.

Table 2. Measurement Properties of the Reflective Constructs (163 Respondents)

Construct & Indicators	Outer Loadings (> 0,70)	Composite Reliability (> 0,70)	Cronbach Alpha (> 0,60)	Average Variance Extracted (> 0,50)
Consumer Attitude towards Endorser	-	0,910	0,868	0,717
CA1	0,863			

CA2	0,861			
CA3	0,845			
CA4	0,817			
Brand Image	-			
BI1	0,849	0,916	0,885	0,686
BI2	0,813			
BI3	0,864			
BI4	0,834			
BI5	0,781			
Brand Attitude	-			
BA1	0,910	0,889	0,811	0,729
BA2	0,907			
BA3	0,732			
Purchase Intention	-			
PI1	0,915	0,923	0,875	0,800
PI2	0,913			
PI3	0,853			

When both convergent and discriminant were reached, the validity of the research tool was attained. When the average variance extracted (AVE) is 0,5 and above, an instrument has convergent validity (Bagozzi and Yi 1988). As shown in Table 2, the AVE ranged from 0.686 to 0.800, shows that all variables are met the convergent validity test. The outcome of the initial loading of the factor indicates that all the indicators loaded above appropriate limits of 0,7. Moreover, the researcher used Fornell-Larcker Criterion for assessing the discriminant validity.

Table 3. Discriminant Validity Test

	Brand Attitude	Brand Image	Consumer Attitude towards Endorser	Purchase Intention
Brand Attitude	0,854			
Brand Image	0,490	0,828		
Consumer Attitude towards Endorser	0,595	0,692	0,847	
Purchase Intention	0,870	0,514	0,588	0,894

Overall, discriminant validity (Table 3) can be accepted for this measurement model and supports the discriminant validity between the constructs.

The proposed research model was tested using SEM-PLS. The significance of the route was checked with 5,000 sub-samples using the bootstrapping resampling technique, suggested by Hair et al. (2011). Table 4 shows a positive linear, and a significant effect was found to exist between Consumer Attitude towards Endorser and Brand Image (Path Coefficient =0,692; $t=14,906$; $p<0,05$). It was also discovered to be a positive and substantial relation between Consumer Attitude towards Endorser and Brand Attitude (Path Coefficient =0,595; $t=9,999$; $p<0,05$). Brand attitude is a significant predictor of purchase intention (Path Coefficient =0,795; $t=14,583$; $p<0,05$). However, consumer attitude towards endorsers is an insignificant predictor of purchase intention (Path Coefficient =0,055; $t=0,892$; $p>0,05$).

Table 4. Hypothesis Test Result

Hypotheses & Path		Path Coefficient	T-stat	p	Result
H1	Consumer Attitude towards Endorser -> Brand Image	0,692	14,906	0,000	Supported

H2	Consumer Attitude towards Endorser -> Brand Attitude	0,595	9,999	0,000	Supported
H3	Brand Image -> Purchase Intention	0,086	1,835	0,067	Not Supported
H4	Brand Attitude -> Purchase Intention	0,795	14,583	0,000	Supported
H5	Consumer Attitude towards Endorser -> Purchase Intention	0,055	0,892	0,373	Not Supported

In all, the strength of the latent build relationship showed that the most predictive power within the model falls on the attitude of the brand (Path coefficient= 0,795), followed by the relationship between consumer attitude towards endorser and brand image (Path coefficient =0,692), and the weakest being the consumer attitude on endorser and purchase intention relation (Path coefficient =0,055).

5.2 Graphical Results

The variance explained (R square) in the model's circle indicates the total of variance explained that the latent constructs contribute. As shown in the SEM-PLS output (Figure 2), 76,8 percent of the total variance in purchase intention is attributed to the combined effect of consumer attitude towards endorser, brand image, and brand attitude.

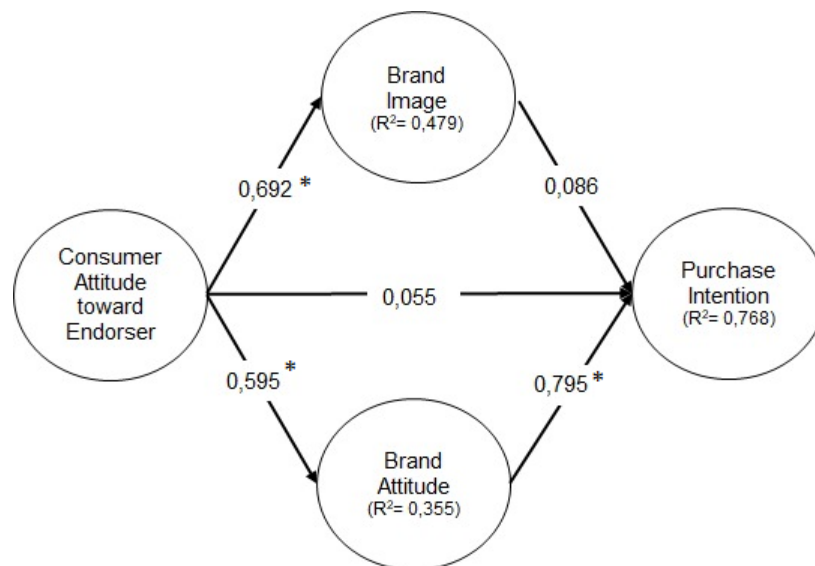


Figure 2. Hypothesis Test Result

5.3 Proposed Improvements

Nowadays, many celebrity endorsers have emerged, especially from the country of Korea; the endorser who has high credibility could build and impact the brand image and brand attitude of e-commerce. As a result, this study of the result can be helpful to those companies in Indonesia, especially in the e-commerce business, choose the right endorser with high credibility because it would affect the brand image and brand attitude of the e-commerce brand. Korean endorsers could positively impact e-commerce brand image and brand attitude. Therefore, E-commerce could consider using other Korean endorsers with high credibility to build its brand image and brand attitude. For instance, an e-commerce brand's qualifications for endorsers are in their experience and good skill in promoting their brand. This study also shows that brand attitude leads to purchase intention. Besides the endorser, e-commerce also needs to focus on maintaining the functional and experiential benefits and their perceived performance work to increase purchase intention. E-commerce brands can also take advantage of the Korean Wave, and the euphoria of K-pop fans have in increasing the sales of their products. Of the 20 countries on Twitter's list, Indonesia occupies the first position as the country with the highest number of tweets about K-pop throughout 2020. Indonesia is rumored to be the country with the most Kpop fans. This is extracted from this ranking list made purely from the number of tweets related to Kpop, from January 1 to December 31, 2020. Of the 20 countries on Twitter's list, Indonesia occupies the first position as the country with the largest number of K-pop tweets throughout 2020. Although this cannot be confirmed yet, the data released by Twitter shows that Indonesia is one of the countries with the largest Kpop fanbase (Kompas, 2021). It also supported by the data from Next Big Sound as Analytic and Insights for Music Industry, Indonesia is in fifth place compared to other countries with the most fanatic to Korean celebrities. Most Indonesian Korean fans are filled with millennials, which became a

respondent in this study and represented a quarter of Indonesia's demographic (24%) (BPS 2019). This makes more sense and becomes the right strategy for e-commerce to partner with endorsers who have large millennials fans to generating revenue and monetize their income.

5.4 Validation

This study demonstrates the effect of Korean endorser's credibility on e-commerce users' purchase intentions by examining the relationship between consumer attitudes towards endorsers, brand image, brand attitude, and purchase intention. The results provided empirical evidence that 3 from 5 hypotheses are accepted; there are consumer attitudes towards endorsers impacting brand image (H1) and brand attitude (H2). Also, brand attitude positively and significantly influences purchase intention (H4). The study results show that consumer attitude towards endorsers has a significant relationship with brand image. This shows that the Korean endorser's credibility gets transmitted to the brand image. The high credibility possessed by Korean endorsers will indirectly affect consumer perceptions of the brand and vice versa.

The relationship between consumer's attitudes towards endorsers and the brand's attitude is found to be significant. This finding is backed by earlier study, which indicates that a celebrity who is regarded as trustworthy should be picked to represent the business since credibility is a significant part of elevating people's attitudes about advertisements (Roy et al. 2013; Wang et al. 2017). In this case, the more positive the consumer's view of a brand endorser, the more positive the consumer's attitude about the endorsed brand's items is, and vice versa. This study showed that 66,87% of the respondents are male, and 33,13% of the respondents are female, indicating that Korean endorsers can influence both genders. Ferle and Edwards (2009) found that matching the target gender and the celebrity could increase the efficacy of the endorsement. Their findings revealed that women viewed female endorsers as more trustworthy, whereas men assessed male endorsers as more credible. These findings are consistent with previous studies in the ethnic identity literature on the racial congruency between models and customers (Morimoto and Ferle 2008).

Therefore, Respondents have a positive perception about the endorser that leads to the endorsed brand's product and lead to the purchase intention. Brand's attitude is the highly influential variable that leads to customer purchase intention, indicating that consumers with favorable attitudes towards the Korean endorser are more willing to shop in the endorsed brand. In this example, the Korean endorser employs a campaign to help customers remember the endorsed brand and urges them to purchase there. These echoes previous results in other studies such as Chen and Lu (2011) and Cheah et al. (2015). Meanwhile, H3 and H5 being rejected ($p\text{-value} > 0,05$) means brand image has an insignificant effect on purchase intention and consumer attitude toward endorsers is proven cannot generate purchase intention directly. This indicated that the brand image created by the endorser and the endorser does not directly impact respondent purchase intention. The respondents from this study are mostly men. According to Ferle and Edwards (2009), in response to advertisements, men are less impacted by the endorser's information and focus more on the product's information, whereas women use their knowledge on the endorser to evaluate the product. Contrary to the belief, males are self-assertive, self-purposed concerns related to their agendas (Bakan 1966; Carlson 1972). Hence, men are more logical than women (McGuinness 1976). The study from James et al. (2016) discovered that different combinations of brand associations (brand attributes) can produce favorable brand images that significantly increase the likelihood of purchase intentions and willingness to pay higher prices, indicators of brand equity. From this study, it is expected to be a reference for e-commerce brand owners to use celebrity endorsers to promote their brand attributes. This opens up opportunities for further research as the application of content that needs to be focused on being promoted by celebrity endorsers so that it can have a significant impact in increasing the purchase intention of both female and male users.

However, once consumers think using Korean endorsers of the brand is more credible, their attitude towards the endorsed brand will become more positive. Consumers' perception of endorsers is an important antecedent of brand attitude. Thus, the celebrity endorsement strategy can be used by the e-commerce brand to generate/boost purchase intention indirectly through brand attitude.

6. Conclusion

This research concluded that brand attitude played the biggest role in the purchase intention of Indonesia's e-commerce. The consumer's attitude towards Korean endorsers can lead to e-commerce brand attitude and purchase intention because the endorser's credibility and the endorser help the customer remember the brand. The consumer's view of the endorsed brand is influenced by their attitude toward the Korean endorser, which transfers the endorser's credibility to the endorsed brand. However, in this study, the consumer's attitude towards Korean endorsers and company brand image does not have a significant impact on consumer's purchase intentions.

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