DIGITALIZATION STRATEGIES THROUGH BRAND IMAGE, CELEBRITY ENDORSER, AND EWOM OF INDONESIAN HALAL PRODUCT TOWARDS A PURCHASE DECISION

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Abstract: A purchase decision is one essential goal that all businesses want to achieve, particularly to sustain their business. In order to pursue that objective, businesses apply various digitalization strategies, including strengthening the image of their brands, approaching celebrity endorsers, and spreading the power of electronics word of mouth (eWOM). However, there was an inconsistent result that stated brand image and eWOM do not influence a purchase decision. Based on those explanations, this study examined whether brand image, celebrity endorser and eWOM have an influence towards purchase decision. To aim the research objectives, the data from 245 respondents collected using a purposive sampling technique through both online and offline questionnaires. Thus, collected data were analyzed using multiple regression analysis techniques. The results of this study conclude that all variables, including brand image, celebrity endorser, and eWOM positively influence towards purchase decision of Indonesian halal products both partially and simultaneously. Furthermore, the degree of the significant result might allegedly be supported by some predominate indicators, including the research object that recognizes as a halal product or responsible and trustee.

Keywords: *brand image, celebrity endorser, electronic word of mouth, purchase decision*

1. Introduction

A purchase decision is one essential goal that all businesses want to achieve. To pursue that objective, recent business applies various digitalization strategies, including strengthening the image of their brands, approaching celebrity endorsers, and spreading the power of online word of mouth. Specifically, about brand image, Henslowe (2003) defined it as an impression obtained from knowledge and understanding and also facts about a product or situation. The brand also positively influenced a perceived value (Baek, Kim, Kim, & Byon, 2020) as well as connected to memory and contribute an insight to the consumer behavior (Daniels, Kunkel, & Karg, 2019). Meanwhile, according to Kotler and Keller (2011) brand image is defined as perception and the beliefs of consumers who have been reflected in the memory of consumers. This memory of the brand will obviously be recalled when there is a description of that product's trademark is mentioned. The trust of a provider (brand) will create a good perception on confidence benefits, which then influence in purchase intention (Pasharibu & Ihalauw, 2012). Furthermore, research study conducted by Rahma and Afrianty (2018) and

DjatmiNoak and Pradanab (2016) found that brand image has a significant influence on purchasing decisions. On the other hand, Wahyuni (2019) concluded that brand image has no significant effect on purchasing decisions.

Brand image itself can be defined as emotions, attitudes, and thought of consumer towards a certain brand (Gardner & Levy, 1955). Moreover, Dobni and Zinkhan (1990) stressed the term brand image as a subjective and perceptual phenomenon of brand or product that is held by the consumer interpretation. Understanding brand image according to Henslowe (2003), namely the impression obtained according to the level of knowledge and understanding of facts about people, products, situations. While the understanding of brand image according to Kotler and Keller (2011) brand image is an insight and also trust that is buried in the perspective of consumers, which then reflected or embedded in consumers' minds. A brand is an identifier for both the seller and the producer of a product or service. Furthermore, Kotler and Keller (2011) mentioned that brands are complicated symbols that can be determined in six levels as follows: (1) Attributes that are reminiscent of certain brands; (2) Functional and emotional benefits; (3) Value interpreted by a brand; (4) Culture symbolized by a brand; (5) reflected personality; (6) Types of Users implied. Based on the above definitions, brand image can be stated as an opinion or a strong picture attached to a product so that people can immediately know the product including its benefits and others because the product has been attached to the thinking of consumers.

In addition to brand image, companies generally provide information, remind, persuade, and strengthen consumers, which in turn will influence consumer behavior in making purchasing decisions for a product or service through advertising (Kotler & Keller, 2011). One of the things that need to be considered in advertising is in the selection of figures or what is often referred to as celebrity endorsers. Celebrities play as important role that has a huge influence on advertising effectiveness and brand recall (Hussain, Melewar, Priporas, Foroudi, & Dennis, 2020). An advertising endorser is someone who has certain expertise, awareness and has the attraction to deliver a message from a product so that in a short time can increase consumer buying interest (Chi, Yeh, & Tsai, 2011). For example, beauty cosmetics products such as Olay cosmetics using artists from India, Kajol, Pixy with Citra Kirana, Loreal with Dian Sastro, Garnier with Laudia Cinthya Bella, Maybelline with Sherina Munaf, and Wardah using celebrity endorser with artists Inneke Koesherawati, Natasha Rizky, Ria Miranda, Dian Pelangi, Zaskia Sungkar, Dewi Sandra, Lisa Namuri, Tatjana Saphira (Tribunstyle, 2016). Celebrity endorsers obviously have a significant influence on purchasing decisions (Wahab & Tao, 2019). That statement is also supported by Arora, Prashar, Parsad, and Vijay (2019), which highlighted that celebrity attractiveness played an important role that leads to purchase intention.

Celebrities endorsements represent a marvelous vehicle to gain the marketing objectives, consists of communication, awareness, and uniqueness its brand or products among competitors to influence the consumer purchase decision (Erdogan, Baker, & Tagg, 2001). According to Shimp (1997) endorsers can be divided into two groups, namely: (a) Celebrity Endorsers, who are figures (actors, entertainers, or athletes) known to the public for their achievements or skills in different fields of the supported product classes; and (b) Typical person endorsers that are ordinary people (not celebrities), which are used in promoting a particular product or service by a company. The selection of this type of endorser is usually used as a form of promotional testimonials to win consumer confidence. The most common

example is in public service advertisements that tend to use this type of endorser so that the message delivered is easily understood and understood by the audience because it is expected that the audience feel that the message presenter is one of them. Typically, a celebrity endorser is a well-known individual who by the public or potential consumer of a brand (Fleck, Michel, & Zeitoun, 2014). Choose the right celebrity endorser is very crucial since this person makes people take notice of the product endorsed, which then influence consumers' preferences minds in making a purchase (McCormick, 2016). In line with that statement, Na, Kunkel, and Doyle (2020) also stated that to build an elicit engagement and good consumer perception about a brand, a celebrity should aware about the content that they share. On the other words, the credibility of endorsers, particularly in delivering message and trustworthiness will influence customer's attitude (Brison, Byon, & Baker, 2016). The use of celebrity endorsers in accordance with the product being advertised will be able to influence consumers' positive responses to the product, so consumers will be influenced to buy products voluntarily without any compulsion to buy the product.

Moreover, to strengthening the brand image and celebrity endorsers, the rapid advancement of information and communication technology through the Internet, especially social media, is also used and favored by many people to access and obtain information. This statement is supported by the research of Jones (2010), which stated that social networking sites are public media where users can write, store, and also publish information online. The active participation of Internet users or customers in the form of comments or experiences uploaded to a product will unconsciously influence the perception of prospective customers while they are going to make a purchase decision, namely an eWOM (electronic word of mouth). EWOM as well as celebrity endorsement also has an impact to purchase decision (Danniswara, Sandhyaduhita, & Munajat, 2020) since the perception towards some brand also contributed by an alliance experience (Su & Kunkel, 2019). Furthermore, Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) defined an eWOM as a positive or negative statement from (potential) customers about products or companies aimed at the general public via the Internet. Moreover, Lkhaasuren and Nam (2018) concluded that eWOM with good quality and credibility has a significant effect on consumer's purchase. An eWOM also be considered could change the receiver's purchase decision since it categorized as a process of personal influence in giving meaningful information from the sender (Ismagilova, Dwivedi, Slade, & Williams, 2017). Even though, there is a contrary research result that conducted by Suwarduki, Yulianto, and Mawardi (2016), which stated that eWOM was not found to be a predictor of purchase decision, however the vast majority results of previous studies against this finding. On the other words, the previous research results more likely to conclude that eWOM has a significant impact on customer to do purchase decision since that information quality also affected on trust (Lkhaasuren & Nam, 2018; Zainal, Harun, & Lily, 2017; Zhao, Wang, Tang, & Zhang, 2020).

Electronic word of mouth (eWOM) is a statement from a potential or former customer about a product or company addressed to the general public or institutions via the Internet in the form of negative statements or positive statements (Hennig-Thurau et al., 2004). This buzz communication that is supported by the Internet at this recent time became a buzz that travels faster not only in a local area (Rosen, 2002). EWOM that plays as the promotion in the form of computer-mediated communication has shown to highly influence on consumer behavior even though not as superior as the traditional WOM (Porter, 2017). Consumers will

be able to search valuable information to do purchase decisions through eWOM, while the company uses this platform to deliver a low-cost message to their consumers (Zulkiffli & Kamaluddin, 2017). Furthermore, about eWOM, Hennig-Thurau et al. (2004) determine it in to eight dimensions, namely: (1) Platform assistance includes the frequency of consumer visits in viewing the comments column and the number of comments written by consumers on opinion platform; (2) Venting negative feelings to prevent others and the release of negative emotions from the dissatisfaction they experience; (3) Concern for other consumers to make a purchase decision based on their experience in using a product or service; (4) Positive self-enhancement as psychological communication that expresses a feeling of satisfaction with a certain product or service; (5) Social benefits as identification and social integration and to show participation in a social community; (6) Economic incentives obtained as awards from platform operators; (7) Helping the company to motivate other potential buyers based on the positive experiences they have gained; (8) Seeking advice for others. In addition, Gruen, Osmonbekov, and Czaplewski (2006) defines an electronic word of mouth as a communication medium used to share information between consumers who have never met before or do not even know each other about products or services that have been consumed by these consumers.

This study modifies several studies including adopting brand image variables (Rahma & Afrianty, 2018) and celebrity endorsers (Arora et al., 2019; Wahab & Tao, 2019) on purchasing decisions. And by adding an eWOM variable towards purchasing decisions based on the research from Lkhaasuren and Nam (2018), Ismagilova et al. (2017), and Zainal et al. (2017). Moreover, this study will also test inconsistent results, which states that the brand image variable (Wahyuni, 2019) and eWOM (Suwarduki et al., 2016) do not influence purchasing decisions. An object that has been used in this research was Indonesian beauty cosmetics, Wardah, a well-known product by the public, especially with its Halal brand image. This product got halal-certified from LPPOM MUI from 1999, including received Halal Award and 2nd Indonesia Original Brand in 2011, followed by the 1st Indonesia Original Brand in 2012 by SWA magazine version and 1st Local Brand with the highest sales in Matahari Department Store as well as was in the 3rd rank of all local and global brands (Devina, 2016). Furthermore, Wardah also got TOP Brand Index Phase 1, the year 2020 in several categories (including lipstick, blush on and bb cream, and powder) compared with other cosmetic brands (Frontier, 2020). Ultimately, based on those explanations, this research examined whether brand image, celebrity endorser, and eWOM significantly influence purchase decisions with Wardah as the object. In addition, this study also addresses theoretical and practical contributions to the literature on purchasing decisions by extending previous studies on brand image, endorser, and eWOM variables from the previous studies, mainly in the marketing field of study.

In addition, this study wants to determine the relationship between brand image, celebrity endorser, and eWOM towards purchase decision both partially and simultaneously. That statement is supported by some previous research about several variables that influence to purchase decision, including brand image (DjatmiNoak & Pradanab, 2016; Rahma & Afrianty, 2018), celebrity endorsers (Arora et al., 2019; Wahab & Tao, 2019), and eWOM (Ismagilova et al., 2017; Lkhaasuren & Nam, 2018; Zainal et al., 2017). Furthermore, Danniswara et al. (2020) also stated that both EWOM and celebrity endorsement also has an impact to purchase decision. Thus, there are four hypotheses (Figure 1) that determined the

influence on purchase decision caused by a combination of all independent variables, which aim to prove whether those variables (brand image, celebrity endorser, and eWOM) would affect towards purchase decision, as well as the effect from each independent variable.
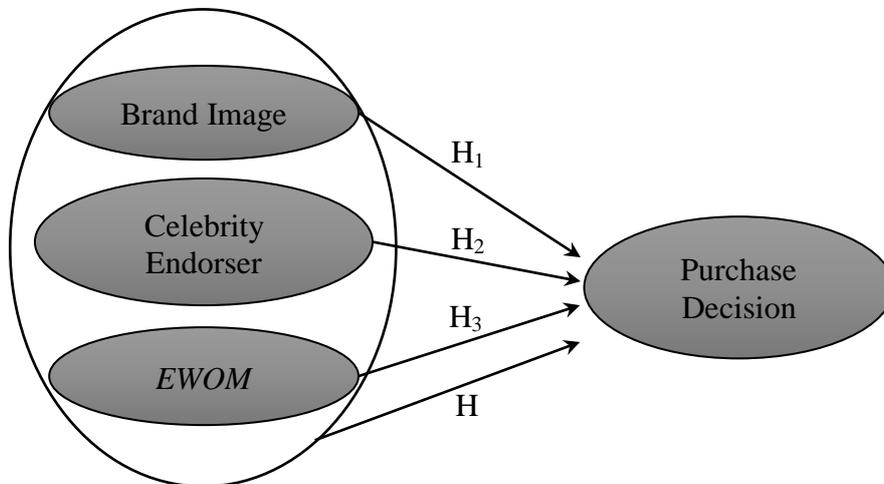

Figure 1: Research Model

2. Research Method

The type of research used in this research is quantitative, with all Wardah product users in Salatiga city as the population. Sample in this research collected using a purposive sampling technique, where the criteria for sample selection are (1) Have used Wardah products; (2) An Internet user that have accessed information about Wardah through the Internet; and (3) Knowing an advertisement of Wardah. The number of samples tested as a sample size adjusts the magnitude of the scope of this complex study to a minimum of 200 (Malhotra, 2012). Demographics of this study respondent showed that the age of the respondents is dominated with respondents between 21-25 years with a total of 186 out of 254 (73%) respondents, with the largest percentage of respondents being students (170 of 254 respondents or 67%). Thus, most of the respondents using the Internet around 6-8 hours per day (39%), followed by respondents who are accessing the Internet around 9-12 hours a day (33%), more than 12 hours a day (24%) and around 3-5 hours per day (4%). Thus, in this study, the numbers of samples that met the criteria requirement and used were 245 respondents. Moreover, in order to collect the data, questionnaires were distributed to the respondents, who meet the criteria that have been specified, both using online with Google Form (researcher distributed the link via online private messages to respondents) and also offline with printed questionnaires.

Table 1. Operational Variable

Variabel	Operational Definition	Empiric Indicators	Source
Brand Image	A perspective and beliefs about a product that are memorized in the consumers' mind	1. Brands are reminiscent of certain attributes 2. Brands represent functional benefits	Kotler and Keller (2011) with modificatio

	(Kotler & Keller, 2011)	3. Brands represent emotional benefits 4. The brand reflects the value of the manufacturer 5. The brand symbolizes a certain culture 6. Brands reflect certain personalities 7. Brands imply the types of consumers who buy products	n
Celebrity endorser	Well-known person by the general public or target consumers of a brand (Fleck et al., 2014)	1. A figure is known by the public 2. The ability of celebrities to be trusted in delivering messages 3. The appeal of celebrities in advertising products 4. The ability of celebrities in their skills starring in advertisements	Shimp (1997) with modification
Electronic word of mouth	A statement that made by potential target or customers either positive or negative about a product or company, which is intended for many people via the Internet (Hennig-Thurau et al., 2004)	1. Platform assistance - The number of times consumers saw the comment column - Number of comments written by consumers 2. Venting negative feelings 3. Concern for other consumers 4. Positive self-enhancement (expression of positive feelings) 5. Social benefit 6. Advice seeking	Hennig-Thurau et al. (2004) with modification
Purchase Decision	Several stages carried out by consumers before making a purchase decision on a product (Kotler & Keller, 2011)	1. Introduction of consumers to their needs 2. Search for information on a product 3. Consumer decisions to evaluate products 4. Consumer decisions to buy products 5. Post-purchase consumer behavior	Kotler and Keller (2011) with modification

3.   Results and Discussion

3.1. Results

The researcher first conducted a pre-test by distributing 30 questionnaires to test the validity and reliability of all indicators of questions used in the study. The results of the pre-test test show that all indicators of questions in the questionnaire for the four variables tested, namely brand image, celebrity endorser, eWOM, and purchase decision are valid and reliable so that all indicators are used for actual research. The data used in testing the actual research that met the requirements were 245 data, with details that initially there were 254 questionnaires distributed, but there were 9 questionnaires that were not used (7 questionnaires did not meet the criteria and 2 questionnaires were not filled in completely).

Furthermore, the 245 data were tested for validity and reliability and found that all indicators were valid (referring to Pearson Correlation R-value of 0.479 to 0.857 which was greater than the r-table of 0.125 or the value of Sig. that were less than 0.05) and reliable (with Cronbach Alpha of 0.782, 0.715, 0.804 and 0.842 respectively for brand image, celebrity endorser, eWOM and purchase decision variables, which are greater than reliability's cut of value that is 0.6). The result of data tested also proved that there were no outliers since those data were created a close pattern, which follows the direction of the diagonal line in normal P-P Plot of Regression Standardized Residual graph. In addition, the data also have been checked for normality and found have a normal distribution.

To aim the study objectives, particularly to test the hypothesis, multiple regression analysis was used, mainly to find out how much influence between two or more independent variables on the dependent variable. Based on the analyzed, the coefficient of determination (Adjusted R square) results showed as 0.335. In other words, it means that 33.5% of purchase decisions variable in this study can be examined by three independent variables namely brand image, celebrity endorser, and eWOM, while the rest as 66.5% is explained by other variables. Thus, the celebrity endorser found as the most influential variable compared with brand image and eWOM that have a coefficient of regression as 0.340, 0.274, and 0.165 respectively.

Table 2 Summary of Statistics Hypotheses Testing Results

Hypothesis			t	F	P (≤ 0.05)	Result
Brand Image	→	Purchase Decision	4.685		< 0.001	Supported
Celebrity Endorser	→	Purchase Decision	3.287		0.001	Supported
eWOM	→	Purchase Decision	3.460		0.001	Supported
Hypothesis 4: Brand image, celebrity endorser, eWOM simultaneously	→	Purchase Decision		41.916	< 0.001	Supported

The results of the first hypothesis (Table 2) can be stated that a brand image variable has a positive influence on purchase decision. That statement is supported by the α or p-value, which is 0.000 that less than 0.05 or the value of t-value 4.685 > 1.969 (t-table). As well as the first hypothesis, the second and third hypotheses that stated celebrity endorser and eWOM also found to be significantly influenced towards purchase decision partially. Those statements are supported by the multiple regression analysis that can be seen in Table 2, which are showing that the t-value of celebrity endorser and eWOM are 3.287 and 3.460 respectively, and both of them are greater than the t-table as 1.969. Moreover, the p-value of celebrity endorser and eWOM towards purchase decision (Table 2) are the same, which is 0.001 < 0.05 that means both of those variables, namely celebrity endorser and eWOM significantly influence a purchase decision. Finally, the analyzed all independent variables, namely brand image, celebrity endorser, and eWOM also found that significantly influence simultaneously towards a purchase decision. That result was tested using an f-test, with f-value (Table 2) is 41.916 that is greater than f-table, which is 2.642, moreover, the p-value also stronger the statement since the value is 0.000 < 0.05.

3.2. Discussion

The first hypothesis states that brand image influences the purchase decision. This finding strengthening the previous study conducted by Rahma and Afrianty (2018) as well as DjatmiNoak and Pradanab (2016). On the other hand, this finding also has the opposite result with the result finding that was stated by Wahyuni (2019). A stronger brand image in a product will have a positive impact on consumer purchasing decisions. However, two points need to be improved by the seller, such as a certain culture and personalities that got the least score by the respondents. In the celebrity endorser variable, mainly about the second hypothesis, the prominent indicators are in the several statements, such as celebrities who advertise Wardah products are well-known figures, the appeal of celebrities who advertise the products are attractive, and the endorser celebrities who become advertising stars are highly skilled, with an average value of 4, which means that the overwhelming majority of respondent agreed about those statements. The results of this study support research from Danniswara et al. (2020), Arora et al. (2019) as well as Wahab and Tao (2019), which states that celebrity endorsers influence a person's decision to buy a product. In addition, the result, which stated that celebrity endorser has a significant influence on a purchase decision, might also be created since the celebrity is famous, particularly as the beautiful model that is pious towards religion too. In line with this statement, Schimmelpfennig (2018) conducted a study that notably certain sectors, mainly personal care and cosmetics frequently supported by celebrities that are well-known to the general public.

The results of the third hypothesis support some research results (Danniswara et al., 2020; Ismagilova et al., 2017; Lkhaasuren & Nam, 2018; Zainal et al., 2017), which state that eWOM has a positive relationship towards purchasing decisions. On the contrary, this result contrast with Suwarduki et al. (2016) research finding that found that eWOM does not influence a purchase decision. The difference in the results of those studies is possible because based on Suwarduki et al. (2016) study, the attitude of others and situational factors that might appear assumed to influence decision making besides eWOM. However, the statement that those factors affected a decision to visit a tourist destination has no further explanation and lack data support. On the contrary, a study conducted by Abubakar, Ilkan,

Al-Tal, and Eluwole (2017) against this statement too since eWOM significantly found affected travel intention. In line with that statement, the result of this study also strengthening most of the previous studies that stated eWOM influences purchase decisions. Furthermore, on this hypothesis, the degree of the significant result might allegedly be supported by some predominate indicators, including the ability to easily comments that suggest in using Wardah products. Moreover, positive comment about consumers good experiences in using that product, benefits that the reader perceives through others comment as well as the numerous numbers of respondents that likely to look for advice in the comments column about the other consumers' experiences would influence the reader. Moreover, since this product also recognizes as a halal product, then the eWOM from others has been taken as the responsible and trustee source. This statement is supported by Salleh (2016) that stated there is a unique nature of Islamic relationship or spirit of brotherhood, particularly the interaction among them. In addition, the last hypothesis result also supported by some indicators of purchase decision that stands out, such as consumers feel that products in this study are fit with their need, then they also have no trouble in finding information about these products as well as since they evaluate that Wardah products match with their wish and preference. Finally, the last hypothesis, which stated that brand image, celebrity endorser, and eWOM simultaneously influence a purchase decision, is supported or significant. Based on that statement, it can be concluded that all the previous journals, particularly that define purchase decision affected by brand image (DjatmiNoak & Pradanab, 2016; Rahma & Afrianty, 2018), celebrity endorsers (Arora et al., 2019; Wahab & Tao, 2019), and eWOM (Ismagilova et al., 2017; Lkhaasuren & Nam, 2018; Zainal et al., 2017) are all supported by this study.

4. Conclusion

Brand image, celebrity endorsers, and also eWOM are partially has a positive influence on purchase decision, with celebrity endorser found to be the most influential variable on purchasing decision. In details, the first hypothesis found to be significantly influenced, it might be there are some statements indicators of brand image that has a good perception from respondents, including the statement that Wardah cosmetics brand has a certain characteristic on its product, it represents emotional benefits, and also reflect the value of an outstanding producer or manufacturer. Secondly, about the next hypothesis, which stated that celebrity endorsers influence a purchase decision, this hypothesis also proved to be supported. On the other word, it can be said that celebrity endorser has significant influences on a purchase decision. The third hypothesis also proved as significant, particularly that highlighted eWOM has an influence towards purchase decision. Moreover, the data that analyzed using multiple regression analysis also proved that those three independent variables, namely brand image, celebrity endorser, and eWOM also significantly influence a purchase decision simultaneously.

Moreover, for practical contribution, it is advisable for companies to promote using celebrity endorsers that are in line with the product's brand image and those who can attract attention and convey messages very well to the target consumers. Furthermore, the marketer of cosmetics products needs to concern about brand image improvement, mainly about creating symbolize personalities and clarify the culture of the products from the consumers' perspective.

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