Comparing Between Local and International Endorsement

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ABSTRAK

Top athlete is turned into a part of the promotion to generate awareness and positive reaction to Ads. However, an Indonesia footballer has not been getting endorsed product or services. This research aims to explain how athlete endorsement can influence a purchase intention. With 381 respondents, this study used empirical test by Structure Equation Model (SEM) and Partial Least Square (PLS) for analyzing the relationship between variables. The first findings of this study indicate that both athlete endorsements has influence brand awareness, attitude to Ads and specifically impact on purchase intention. The second findings are the local athlete more influential than international athlete based on their impact on the three variables that used. This finding can be used for the company for selecting an endorsement in order to create an effective promotion.

Keywords
Athlete Endorsement, Brand Awareness, Attitude, Purchase Intention

1. BACKGROUND

The increasingly intense business competition makes, the company must innovate to attract potential customers. Not just unique products or services, advertising become one of the factors into consideration. Ads are used to help publish and promote products that will generate sales [1]. Companies have to spend huge amounts of money to promote their products or services. By using celebrity support their promotion as a tool to convey messages [2].

For Indonesia market, using celebrity endorsements in advertising is common. Celebrity endorsement can be found in ads that appear on national television or magazines. Not only local endorsement starred in ads, but there are also foreign endorsers adorn the pause broadcast Indonesian television show. Celebrity support is a common strategy used by marketers [3]. Celebrity endorsement will enhance the effectiveness of marketing communications, by enhancing product image, attracting attention and reminding products [4].

In the modern era, athlete maneuvering to become an endorser [5]. For example, Tiger woods and Roger Federer earn 37 and 58 million US dollars from endorsement based on Forbes. By relying on its popularity in the world of athlete transformed into one tool to support the company in promotional efforts.

From the football industry, there is the name Cristiano Ronaldo, his success as an endorser. In 2017, Fobes magazine records the endorse earnings of $ 37 million received by him. As an athlete, Ronaldo is among the most successful football players of the Daily Mail. Many of the individual accomplishments, he gets are like the best European players.

However, comparing athlete in other countries with Indonesia. There are many athletes who successfully become champions in world competition, such as Lilyana Natsir and Tantowi Ahmad (Badminton), Chris John (Boxing) and Eko Yuli Irawan (Lift iron). But, in football, Bambang Pamungkas is one of the most successful in Indonesia because he always selected in the national team player. In addition, was selected as an icon of Asian football players.

Not only Bambang Pamungkas, many Indonesian footballers who used his services for product promotion as an athlete endorsement. One of the athletes is Kim Kurniawan, a football player of German descent Kim has known in Indonesia since his emergence as a naturalized player in 2010 and also joined to support promotion in several local or multinational brands. The brand that uses the athlete endorsement is Clear Indonesia. Clear used both of the athlete's endorsement (local and international). Indonesia is the second most interested in football after Nigeria, based on Nielsen's research in 2014 that 77% of Indonesians have an interest in football. Looking from the high attention of Indonesians on soccer, the impact from this phenomenon that most of the existing consumers have a more fundamental knowledge of the soccer industry. So, athletes can

be used as a tool for corporate promotion to increase sales.

In some studies that have been done, comparing local and international athlete endorsement on the buying decision found that foreign athlete more influential [6]. Moreover, foreign celebrity endorser is higher effectiveness in advertisement [7]. These study find that foreign celebrity or athlete more effective than local athlete or celebrity.

Based on the background, the phenomenon that occurred in Indonesia about football. Researchers want to learn more about how local and international athlete influence in creating a purchase intention, with considering brand awareness and attitude towards Ads as intervening. Therefore, the researcher wanted to identify the influence of both athlete endorsers on the purchase intention of the product. By using Kim Kurniawan and Cristiano Ronaldo as a representation of local and international athlete. The same product line is used to find the comparison between the two types of the athletes, the Clear shampoo product. Based on the problems obtained, the purpose of this study are:

1. Identifying the impact of a local and international athletes as an endorsement on purchase intention.
2. Determining who the effectiveness between local and international athlete as an endorser.

2. LITERATURE REVIEW

Endorsers are specific icons or figures present in the Ads to convey messages and the aims to support the effectiveness of Ads quality [8]. Moreover, endorser is the representative of the brand in advertising to promote their product [9]. Celebrity endorsement is a well-known and popular public figure or someone with added value who gets respect from any community [10]. On the other hands, McCracken [11] says that athlete endorsement is an individual that appears in the Ads and has public recognition to represent the product. Thus, athlete or celebrity endorsement is a well-known individual who gets public recognition and is used to support advertisers. The influence of celebrity endorsements will enhance the effectiveness of marketing communications, by enhancing product image, attracting interest and product reminders [4].

Ohanian [12] shows in the literature on the effects and resources of athlete or celebrity endorsement, there are three components of the source of credibility: expertise, trustworthiness, and attractiveness. Expertise is the extent to which communicators are regarded as valid source statements. Trustworthiness as a level of trust in the communicator to communicate statements that he considered the most valid. The last indicator is Attractiveness, it is the physical attraction of a person [12]. The source of credibility shows that every celebrity who has every dimension contribute to persuasive communication. Amos, Holmes, and Strutton [13] have found a positive relationship between expertise, trustworthiness, attractiveness with the effectiveness of celebrity endorsements ads. Thus, the Athlete endorsement can be measured by Ohanian [12] findings.

Brand awareness is the power of brand actualization in the minds of customers [14]. In addition, brand awareness is how customers memorize brands rather than other brands [15]. In brief, brand awareness is the ability of the customer to recognize or memorize more about the brand than any other brand in their mind.

The relationship between endorsement and brand awareness affects the customer's mind by using their memories to remember Ads. If customer is watching an Ads intentionally or unintentionally, it can recall the brand. Attention can be made by celebrities and can be encouraging in the recall of a brand [16]. Many factors can affect purchase intention, but brand awareness is one element that can influence it. According to Lin and Chang's study [17] that purchasing decisions have been influenced by brand awareness efficiently. Brand awareness may affect future buying decision indirectly [18]. Based on previous research, the effectiveness of brand awareness can trigger purchase intention, it means not only effective for purchasing decisions but also stimulating purchase intentions.

Furthermore, celebrity or athlete endorsement also affects consumer attitudes towards advertising. Attitude towards Ads is how consumers respond the Ads to a positive or negative response [19]. Meanwhile, according to Mackenzie and Lutz [18], attitudes towards advertising is the tendency of consumers to respond to what is displayed by the ad as a positive or negative and beneficial or not benefits. In addition, according to Eze and Lee [20], attitude towards advertising is how consumers learn to advertise. Thus, attitude towards advertising is how consumers express their feelings refers to the overall advertisement.

Athlete or celebrity endorsement is crucial for building a communication of persuasion [21], it indicates that consumers can react to advertising whether to give a positive or negative impression. According to Kim and Na [22] that consumers evaluate ads based on the compatibility between product and athlete endorsement. In short, athlete

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endorsements have a part to build a good perspective of consumers. According to Daugherty et al [23] attitudes towards advertising can be measured through the following indicators:

1. Informative, advertising can provide useful information for consumers.
2. Entertaining is the overall response of consumers to the ads that are served (interesting / not).
3. Societal represents the material and cultural effects of advertising; such as the expression of one's personal experience.
4. Economic that can form consumer confidence about the ad as a unity.

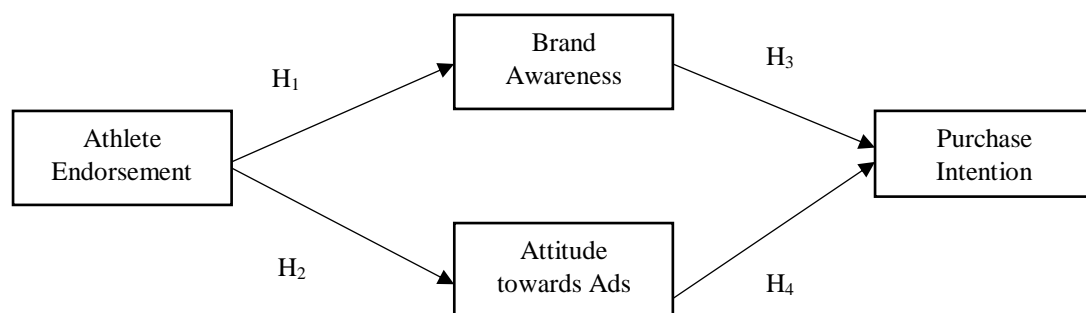Thus, this model research is:

Figure 1: Research Model

Based on figure 1, this aims to see the impact of athlete endorsement. The hypotheses made based on the above model is as follows:

H_1: Athlete Endorsement has a positive and significant impact on Brand Awareness

H_2: Athlete Endorsement has a positive and significant impact on Attitude towards Ads

H_3: Brand Awareness has a positive and significant influence on Purchase Intention

H_4: Attitude towards Advertising has a positive and significant influence on Purchase Intention

3. RESEARCH METHOD

This study used a quantitative approach. Muijs [28] Quantitative research focuses on collecting and measuring numerical data to explain certain phenomena. Data collection for this study used questionnaire. The questionnaire technique is to collect data that gives a set of questions or write statements to respondents to answer [29]. The measurement scale for all indicators in each question using a Likert scale of 1 to 5, it means that sequentially 1 completely disagrees and 5 totally agrees.

Descriptive analysis is used to measure analyzing the character of respondents and aims to describe

Purchase intention is the process of the consumer to make a plan for the purchase of a product or service through advertisements submitted with advertising [24]. Based on [25], the purchase intention is consumer behavior in the future or the possibility to buy the product. In addition, purchase intentions are also used to identify ads to be the final destination that might be a purchase [26]. On the other hand, purchase intentions can be considered to measure advertising usability [27]. Thus, the purchase intention is a positive reaction from the consumer on the product to make a real purchase.

what happens in the sample research. In addition, empirical testing is performed using SEM (Structural Equation Model) to analyze the relationship between celebrity endorsement, brand awareness, attitude toward advertisement and purchase intention by using PLS (Partial Least Square) analysis.

This research uses one of the nonprobability methods that is the conventional method. Conventional method or called accidental sampling is a method where the researcher draw samples from people or respondents who are easiest to obtain or access [30]. Data collection has been done through the online questionnaire by distributing questionnaires to the citizens of Bandung with a total of 381 respondents [31].

4. ANALYSIS AND DISCUSSION

Profile of respondents indicated that the proportion of women (44%) and men (56%) respectively. For age, the sample composition was dominated by the 18 to 25 year age group of 79%. The majority of respondents has a university background (67%) and the rest has a high school background. In addition, about 69% are still students and the rest has professional or managerial jobs in the private sector with a further 31% comprising civil servants, private

and others. Finally, the income profile shows a reasonable distribution of income groups of less than 1,000,000 rupiahs because the dominant sample is a student. Thus, it can be concluded that the sample composition tends to be dominated by the students (high school or college).

Table 1 describes the mean and standard deviation for each variable of the constructed or item in questioners. For international and local athletes, the highest average are on celebrity endorsement variables (3,346) and (3,436). In addition, table 1 Cronbach displays α for each variable that shows a value above the cut-off value (0.7) for each variable.

Table 1 Statistic Descriptive

Variables	International Athlete			Local Athlete		
	Mean	SD	Cronbach α	Mean	SD	Cronbach α
Celebrity Endorsement	**3.346**	**1.108**	**0.939**	**3.436**	**0.983**	**0.94**
Experience	3.352	1.135		3.328	1.004	
Expert	3.412	1.12		3.373	0.949	
Knowledge	3.31	1.064		3.459	0.957	
Dependable	3.163	1.045		3.333	0.957	
Reliable	3.276	1.04		3.407	0.967	
Attractive	3.564	1.175		3.609	1.005	
Classy	3.417	1.128		3.549	1.004	
Brand Awareness	**3.159**	**1.107**	**0.729**	**2.94**	**1.141**	**0.87**
Knowledge based on Ads	3.402	1.21		3.089	1.077	
Familiarity endorsement	3.517	1.059		3.239	0.955	
Self-representation	2.606	1.198		2.827	1.087	
Top of mind	3.129	1.228		2.869	1.101	
Attitude Towards Ads	**3.338**	**0.9867**	**0.917**	**3.152**	**0.924**	**0.948**
Convince	3.142	0.87		3.285	0.969	
Dependable	3.113	0.945		3.084	0.944	
Information	3.181	0.973		3.205	0.945	
Less bored	3.425	1.021		3.367	0.981	
Modern impression	3.682	1.002		3.596	0.936	
Artistic	3.249	1		3.228	0.965	
Effective Ads messages	3.43	0.952		3.339	0.918	
Strong Ads messages	3.386	0.948		3.31	0.898	
Purchase Intention	**3.072**	**1.028**	**0.854**	**2.958**	**0.969**	**0.883**
Buying possibility	3.244	0.931		3.144	0.921	
Buying certainty	2.78	0.995		2.727	0.958	
Buying willingness	3.11	1.011		3.003	0.981	

4.1 Measurable Model

Before conducting a more comprehensive analysis, evaluating the validity and reliability of previously collected data. The approach taken to measure validity and reliability uses the Average Variance Extracted (AVE) and Composite Reliability (CR).

Alarcón and Sánchez [32] says that if the value for AVE is above 0.5 then the data can be considered valid. Furthermore, for reliability test using (CR) if Cronbach's Alpha value above 0.7 then the data can be categorized into reliable data.

Table 2 Loading of the item measurement model, CR, and AVE

Item	International Athlete			Local Athlete		
	Loadings	Cronbach α	AVE	Loadings	Cronbach α	AVE
Celebrity Endorsement		**0.939**	**0.632**		**0.94**	**0.735**
Experience	0.878			0.833		
Expert	0.881			0.824		
Knowledge	0.836			0.861		
Dependable	0.864			0.892		

Item	International Athlete			Local Athlete		
	Loadings	Cronbach α	AVE	Loadings	Cronbach α	AVE
Reliable	0.882			0.877		
Attractive	0.867			0.871		
Classy	0.784			0.84		
Brand Awareness		**0.729**	**0.545**		**0.87**	**0.72**
Attitude towards Ads		**0.917**	**0.632**		**0.948**	**0.731**
Purchase Intention		**0.854**	**0.776**		**0.883**	**0.811**

Heterotrait-Monotrait is used to assess the measurement of discriminant validity. If all variables in each data have values below 0.9 then it can be declared valid [33]. This indicates that each data construct or item is declared valid because it has a value below 0.9. Therefore, the discriminant validity test using Heterotrait-Monotrait (HTMT) is declared valid.

Table 4 Heterotrait-Monotrait Ratio

	International Athlete				Local Athlete			
	1	2	3	4	1	2	3	4
Attitude towards Ads (1)								
Brand Awareness (2)	0.476				0.452			
Celebrity Endorsement (3)	0.573	0.227			0.675	0.343		
Purchase Intention (4)	0.614	0.579	0.446		0.612	0.637	0.508	

4.1 Structural Model

Based on the analysis (Table 5), GoF values can be categorized into three, with values ranging from 0.10 considered small, values of 0.25 medium and 0.36 are considered large [34]. GoF ratio results, for international athletes having a value of 0.390 and a local athlete of 0.671. The results of this study, using GoF for international athletes and athletes indicate that the data is appropriate to explain the proposed model. Chin et al [35] divides R^2 into three categories weak ($R^2 = 0.19$), medium ($R^2 = 0.33$), and large ($R^2 = 0.76$). Based on groupings for international athletes, brand awareness (R2 = 0.036), Aad (R2 = 0.291) and purchase intention (R2 = 0.397). As for local athletes, brand awareness (R2 = 0.980), Aad (R2 = 0.410) and purchase intention (R2 = 0.397). These findings determine that international athletes, grouping data with scores between weak to medium and domestic athletes between medium to large scores. According to Hair (2014), a cut-off value of Q^2 greater than 0 indicates the predictive relevance of the model under test, whereas a value less than 0 does not have a predictive value in the model. Q^2 calculations for international and local athletes are 0.169 and 0.277 (brand awareness), 0.021 and 0.065 (Aad), and 0.288 and .449 (purchase intention), indicating that the variables have various predictive relevance.

Table 5 Goodness-of-Fit (GoF) Fit, Q^2, R^2

Construct	International Athlete			Local Athlete		
	AVE	Q^2	R^2	AVE	Q^2	R^2
Celebrity Endorsement	0.632			0.735		
Brand Awareness		0.169	0.036		0.277	0.98
Attitude Towards Ads		0.021	0.291		0.065	0.41
Purchase Intention		0.288	0.397		0.343	0.449
Average score	0.632		0.241	0.735		0.613
AVE x R^2			0.152			0.450
GoF= $\sqrt{(AVE \times R^2}$			0.390			0.671

In order to measure the impact of athlete endorsement on purchase intention through brand awareness and attitude towards ads between international and local athlete. Table 6 shows the comparison of coefficient values between athletes. Coefficient value for international and local athlete, athlete endorsement relationship which has a positive and significant influence on brand awareness with a coefficient value obtained (0.19 and 0.312) significant at p <0.01, then H1 accepted. Then the celebrity endorsement has a positive and significant influence on attitude toward ads with a coefficient value (0.539 and 0.641) significant at p <0.01, then H2 is accepted. Furthermore, brand

awareness has a positive and significant influence on purchase intention with a coefficient value (0.31 and 0.392) significant at p <0.01, then H3 is accepted. The last relationship that occurs is the attitude towards ads has a positive and significant effect on purchase intention with a coefficient value (0.437

and 0.406) significant at p <0.01, then H4 is accepted. The last one looks at the specific effects that international and local athletes provide through brand awareness to purchase intention of 0.59% and 12.2%, while through attitude towards Ads to purchase intention of 23.6% and 26%.

Table 6 Path Coefficient

Path	International Athlete		Local Athlete	
	Coefficient	t-Stat	Coefficient	t-Stat
Celebrity Endorsement -> Brand Awareness	0.19	3.88	0.312	6.392
Celebrity Endorsement -> Attitude towards Ads	0.539	12.887	0.641	20.021
Brand Awareness -> Purchase Intention	0.31	7.146	0.392	7.951
Attitude towards Ads -> Purchase Intention	0.437	11.593	0.406	9.083
Celebrity Endorsement -> Attitude Towards Ads -> Purchase Intention	0.236	7.658	0.26	8.264
Celebrity Endorsement -> Brand Awareness ->Purchase Intention	0.059	4.848	0.122	3.183

4.2 Discussion

The results of this study concur with previous research on the role of celebrity endorsement of purchase intention [35, 6]. In this study, both athletes can build brand awareness and create a positive attitude towards Ads. Athlete endorsement positively and significantly affects brand awareness and attitudes towards Ads directly.

In accordance with previous research which states that there is a positive and significant relationship between celebrity endorsement and brand awareness in particular to create brand recognition and brand recall [36]. In this study, athlete endorsement plays a significant role but fairly small in influencing brand awareness. While the role of attitude towards Ads is very significant. Athlete endorsement effectively affects attitudes towards Ads based on celebrity endorsement and product [37]. Thus, both athletes have a significant influence on brand awareness and attitude towards Ads.

The first finding is both athletes have influence to generating purchase intention. It can be seen that the specific effect on the local athlete through brand awareness and attitude towards Ads mediators are 12.2% and 26%. Furthermore, the specific effect on an international athlete through brand awareness and attitude towards Ads as mediators are 5.9% and 23.6%. In brief, the local and international athlete has little difference effect to influence purchase intention.

The previous study found that a foreign athlete more influential for generating purchase intention [6] [7].

In contrast with previous study, this study found that a local athlete is more influential for enchanting consumers purchase intention when compared with an international athlete. This is because local athletes are more familiar than athlete international, even though the international athlete more known in global.

5. CONCLUSION AND IMPLICATION

In summary, this study discusses how the specific influence between local and international athletes refers to consumer purchase intention in Ads. Even the lack of local Indonesian athlete achievements is not a major consideration in this research. This research proves that local athlete is better used in advertisement among Bandung citizen compared with an international athlete. This study finds that local athlete more influential to generate purchase intention.

Practically, in this case, the findings of this study reveal that celebrity support can be an effective marketing tool available to marketers, as it is expected to have a significant positive impact on consumer purchase intentions. In addition, the findings of this study may be used by companies in selecting celebrity endorsers that are suitable for use in Indonesia.

6. LIMITATION AND FUTURE RESEARCH

This research provides some empirical evidence of the difference between international and local athlete in Indonesia. This study does not guarantee the findings of similar models in different markets

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and times. In addition, future cases may find the contribution and type of disruption to the outcome.

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