Abstract

The increasing number of online shops makes the need of promotion is also increasing. To attract people to buy their products, online shops start to advertise themselves through popular people or celebrities. Because of many Celebrities and Selebgram became endorser for numerous products of online shops, the researcher investigated what considerations were considered in choosing a celebrity as their endorser. Using Phenomenology approach, the researcher interviewed three online shop owners about the criteria they applied in choosing a celebrity for the endorser for their product. Using Credibility concept and Attractiveness concept, this study showed that physical attractiveness was the main consideration followed by endorser’s identity in public. Trustworthiness and expertise were also counted into consideration in choosing an endorser.

Keywords: celebrity; endorser; credibility; attractiveness;

1. Introduction

Many products nowadays are advertised less on mass media. When Instagram gave the opportunity for their users for advertisements, there are more than 200 thousand advertisers who were interested, from small to large businesses (Bohang, 2016). Instagram said that the advertisers have various purposes such as increasing their product sales, and increasing public awareness of their brand. The new phenomenon that emerged lately is using Selebgram to promote their products.

Because of this phenomenon, Artist nowadays are trying to meet the standards to attract the fashion companies or online shop to endorse them. As the survey, Ayu Ting-Ting as the most popular celebrity that has the most followers in Instagram 16, 2 million (Notonegoro, 2016). She accepted endorsement in fashion, skin care and baby fashion with fee ranging from up to 10 million IDR per post (Kusmiyati, 2016). The second one is Gisella Anastasia with fee endorse ranging from up to 6 million IDR per post and she accepted fashion, food and baby product (Steviani, 2016). The third one is Ashanty with 7, 9 million followers and the endorsement fee starts from 5 million IDR (Steviani, 2016). Zaskia Adya Mecca, an actress from Ayat-Ayat Cinta movie has 7, 5 million followers. She is usually endorses Muslim fashion and bags with the endorsement fee over 5 million IDR for photos and 5, 5 million IDR for video (Steviani, 2016). The other celebrity is Aurel Hermansyah, she has 3, 8 million followers with fee endorse start from 3 million IDR per post (Ibtisam, 2016). She accepts endorsement of fashion, healthy & Diet supplement, also skin care. Sharena Delon has 2.4 million followers and puts up to
3.5 million IDR fee per post (Ibtisam, 2016) she also accepts the endorsement for her child. Donita with 2.8 million, she differentiates about the endorsement fee. For beauty product, the endorsement fee starts from 2.7 million IDR and non-beauty product starts from 2.3 million IDR (Steviani, 2016). On the other hand, instead of setting an endorsement fee, Ardina Rasti provides free endorsement for online shops. She accepts endorsement products such as food, fashion and beauty product. The reason behind this is that she wants to support the progress of local online shop (Maris, 2015).

In addition there are also Selebgram (Instagram Celebrity) who also has many followers and can be categorized as a public figure. For instance, Ria Ricis has 5.1 million followers people and in one day she could post up to 7 photos of her, which is why many online shops are interested in giving their product to Ria Ricis (Puspa, 2016). As for the endorsement fee, she sets it according to how many followers that she has. Awkarin, another famous celebrity Instagram, has 1.3 million followers and she accepts endorsement for fashion, gadget, beauty product and application for iPhone. Karin has set the price to start from 800 thousand IDR for the endorsement fee and 300-500 thousand IDR for paid promote (non-permanent uploaded photo and can be deleted within days.) (Tempo, 2016). Diana Rikasari has 218.000 followers on her Instagram with an endorsement fee of 800 thousand IDR and she only accepts fashion products. Dindra Nashriyah has 131 thousand followers and accepts makeup review, fashion, and Food & Beverages review with fee 600 thousand IDR. Stella Lowis with 72.7 thousand followers has accepted endorsement product for fashion mostly clothes, and beauty product with endorsement fee 150 thousand IDR. However there are Selebgrams who do not put endorsement fee such as @ethamohade, @gowimawa, @nafirafira, @lanypertiwi, @paolatambunan, @rusinabarbie (tipsjualanonline, 2015).

Because of this rising phenomenon, it created the third-party opportunity in which the job description of these parties is to organize and to maintain their communication between the online shops and the Public Figure. Moreover, many online shops on Instagram nowadays are seeking for the services that Selebgrams provide which is to promote their product to the public and gain brand awareness and sales growth. Therefore, it established a management industry of Instagram endorsement as a communication tool to communicate between the online shops and the public figure. Iconic Sister, BFF_Management, and Kindom_ID are some of the management to manage endorsement for Artists. Therefore, the online shop can contact the management directly and choose which Selebgram that they want to use. There are seven considerations for online shop while selecting a celebrity (Amin, 2015). The first one is familiarity. It is a big consideration if the online shop wants to promote their product on a big scale. The more people know and follow the celebrity, and then product of the online shop will get recognized also. And the online shop needs to see the followers of the celebrity whether it reaches the target market and how the target audience generally perceive him/her. The second one is relevance, it means whether there is a connection between the endorser and the product and the endorser with the target audience. The third one is credibility, it means how the target audience perceived this celebrity, do they adore the Artist, respect them, how influential she/he is, and the amount of haters does the Artist have, because it will give prominence for the online shop. The fourth is uniqueness; How creative and unique can the celebrity promote and influence the public? The last one is professional help by getting help from the professionals or Management for endorsement Artists, the online shop can consult and ask which Artist that fit into the criteria of the online shop (Amin, 2015).

Previous research studies have examined the congruence between celebrity endorsers and brands to explain the effectiveness of using famous persons to promote the brands (Till and Buster, 1998; Till and Shimp, 1998 as cited by Jain, 2011). Results show that a number of celebrity endorsements proved very successful, whereas others completely failed (Jain, 2011). Based on the 7 considerations that are already explained before, to answer whether the qualification that are already explained before is implemented by the online shop or not, therefore, this research would like to examine what are the considerations for clients in choosing Selebgram as the endorser for their clothing for teenager & young adult?
2. Literature review

Celebrity

Celebrity is an endorser who is usually believed to affect the establishment of the product image in consumers' minds or building a product brand (Lapans, 2016). This is because a celebrity as a public figure can be very influential to the public. In the meantime, there are people who are pleased to be exposed to public or enjoying public recognition. These people, who are used to share their glamorous lifestyle, capabilities, and their unique characteristics, are called as Celebrities (Schlecht, 2003). Celebrities expose themselves in many ways. They can appear in public by attending some celebrity events such as film fare star awards, Videocon screen awards etc. Moreover, they also can be present in the news, movies, magazines, and social media which provide the news or information about celebrities through mass media (Kambitsis 2002, Tom, 1992). In this globalization era, many of the consumers are characterized by their obsession with Celebrities. Mass media overwhelmed the audiences with so many celebrity images. From sports athletes to actors or actresses, entertainers, and musical Artists, make audiences feel that they personally know these famous personalities, they tend to feel close about the Celebrities and often they start to develop an "illusion of intimacy" with the celebrity (Schickel 29). In the past, many people were defined as either successful or famous (Laken, 2009). Fame could be managed, and success will follow along with fame, but some people may choose whether to be famous or not, whereas success was something that set a person apart (Laken, 2009). Some people did not receive any praise from other people until they give a proof to have talent. Moreover, entertainers were referred as phenomena in some situation (Schickel, 1985). There are 3 types of definitions by Chris Rojek (Drake & Miah, 2010) which separate how Celebrities gain fame and how this could affect their public perception. These are ascribed, achieved, and attributed. Each type of celebrity refers to different cultural bias. Ascribed Celebrities are those who are famous because of their lineage. Royalty, socialites with a long background of affluent relative, and children with whose parents were also Celebrities can be included as ascribed types. Prince William and Prince Harry of the British royal family, Paris Hilton, and Miley Cyrus can be categorized as ascribed. Achieved Celebrities are Celebrities who became famous because of their talent and skill in their particular field. Usually, these are actors and actresses, musical Artists, and sports stars. Furthermore, they achieved celebrity's fame and recognition from the public through receiving a well-known award. Lastly, the attributed Celebrities are those who become famous because they are attractive and gain a lot of media attention and gone viral or by being associated with multiple Celebrities. It could be said these people are famous simply for being famous.

Celebrities have been used by marketing communication to endorse products since the late nineteenth century (Kaikati, 1987 as cited by Erdogan et al. 2001). Endorser does not only come from Celebrities, but it can be anyone, for instance, in some cases, they are the Celebrities such as athletes, politicians, professional workers, or any other individual who got exposed or popular because of their expertise in the specific field which can represent the products (Samat et al, 2014). Moreover, Consumers usually imitate the celebrity that they adore like how The Celebrities dress, communicate and especially the brands of products that Celebrities use (Muda, et al. 2014). The study (Jain, 2011) revealed that the Indian people in India always idolize celebrity and sports figures. Because of this attitude, the company takes advantage to use various Celebrities to advertise and promote their product as well as to influence the purchasing decision of their consumers. The outcome of this shows that celebrity endorsement is accepted by people and it showed a rapid increased in celebrity endorsement and the consumers are more likely to buy the product after seeing the celebrity endorse a brand product (Khan & Lodhi, 2016). Therefore, Khan & Lodhi, 2016 concluded that there was no detriment in using celebrities for endorsement because everything always has positive and negative aspects depending on the consumer's point of view.

Endorser definition is a supporting advertisement or known as the commercial star to support the commercial product (Shimp 1993:329). Shimp (1993) explained there are two types of endorser; first, Typical-Person Endorser is common people who come from the ordinary person to advertise a product. Second, celebrity Endorser is the using of famous people or public figure to support a commercial for the product. Most of the Celebrities are often used by companies or online shops to promote their product because of their popularity attributes including beauty, courage, talent, elegance, and appearance. Moreover, if the Celebrities have meaningful relationship or have a similarity between the Celebrities and the products that are advertised, it will be easy to be known and interpret by the public (Shimp 1983).

By mentioning celebrity to the public, the chance for a product to grab people attention, arouse interest, and generate profit from the public is increasing (Gupta, 2009). Therefore, the usage of celebrity
endorsement can be useful, which can lead to the growth of product sales, creating and increasing brand awareness among the public, and building positive feelings towards the brand. (Karina, 2008) also stated that celebrity endorsement will give a positive effect on purchase intentions for the public. Moreover, Pringle (2014) stated that celebrity endorsement is to establish a long-running brand building campaign, the company can consider using celebrity endorsement to advertise their product and create people awareness to their target market.

Despite grabbing people’s attention and building people’s awareness, the celebrity should maintain their performance. This context refers to the level of how many the achievement that celebrity has been achieving at any given time in their chosen profession (Amos, 2015). This performance could refer such as acting skills, public speaking, musical success, and sport prowess. They should maintain or improve their performance in order to be more popular. In fact, Celebrities do rise and fall in their popularity throughout their career (Agrawal & Kamakura, 1995. Cited on Amos, 2015). When a celebrity cannot gain acceptance from the consumers, a celebrity endorser’s effectiveness tends to be declined by the public as well (Agrawal & Kamakura, 1995 as cited by Amos, 2015)

Celebrity Endorsement

The source of credibility celebrity and the source of attractiveness model are often used to analyze celebrity endorsement. Shimp (2008) categorized 2 general attributes and 5 supporting attributes for endorser or known as TEARS. TEARS consist of trustworthiness and expertise which is the 2 dimensions of credibility, whereas physical attractiveness, respect, and similarity are the general attribute from attractiveness. The important dimension of the credibility of the endorser is trustworthiness and expertise. Trustworthiness refers to how far the celebrity or the endorser are perceived by the public in terms of their honesty, sincerity, and trustworthy. It means the endorser should be capable of gaining public trust and making the public believe about what the endorser said. If the endorser is a celebrity, therefore, trustworthiness could be referred to the capability of celebrity giving the trust to the consumer about a product. Expertise is more about knowledge or experience that the endorser had and connected to the product that they endorse. Thus, it will be easier to persuade the public if the endorser has similar specialty with the product (Tunjungsari & James, 2015)

The previous study from Jafar et al (2011), found out that there is a correlation between celebrity endorsements and the customer based brand equity of high fashion ready-to-wear products. The result shows that some celebrity endorsement does have potential to create a brand image for the customer in using high fashion ready-to-wear products. There is also a positive relationship between celebrity endorsement and customer based brand equity (Sivesan, 2013). Research from Anjum et al (2012), finds out the reasons for using Celebrities in advertisements and the impact of celebrity endorsements for consumers as well as sales growth. The results show that companies used celebrity endorsers create brand equity and expect that the Celebrities enhance the product image of the company, brand awareness towards the public, brand recall, brand retention, and brand credibility. Lastly, they concluded that it gives positive impact by doing celebrity endorsement for the company, the brand, and customers.

Non-celebrity Endorsement

According to (Menon & Kogers, 2001 as cited on Parmar, 2014), a non-celebrity person is a person who appears in the campaign and has no public notoriety as big as the celebrity but they can show up in an advertisement for the product. Usually, Non-celebrity endorsers are popular among the social media users (Tanjung, 2016). Because of Non-celebrity endorsers appears as an unknown person, therefore this will constantly lead to intensifying the focus on the product or brand endorser rather than on the endorsers themselves because they can be more representative for the targeted market compared to the celebrity endorsers (Brett et al, 2008). The non-celebrity can lead to more positive attitudes than celebrity and also the non-celebrity credibility became the main point in order to increase the advertising effectiveness (Gaied & Rached, 2010)

In defining celebrity endorsement, Erdogan (as cited by Choi & Rifon, 2007) said that credibility focuses on the key message that source or sender delivers and influences the persuasiveness of the message carried by the source. While attractiveness has been used as an important aspect of the source that influences message of effectiveness (Erdogan, as cited by Choi & Rifon, 2007).
Credibility

The source of credibility is modeled by expertise and trustworthiness that celebrity gain from the public (Hovland, 1953 as cited by Umeogu, 2012). Source of credibility can be described as a person who communicates and delivers a positive message and shows positive characteristic that can influence receiver acceptance of a message (Ohanian, 1990). The source of attractiveness is often referred to whether the celebrity can deliver the message that has ‘familiarity’, ‘likeability’, ‘similarity’ and ‘attractiveness’ to the public (Hovland 1953 as cited by Umeogu, 2012). Basically, if the impression that celebrity build is familiar and similar to the situation of the consumers, they will tend to find the celebrity more attractive.

Attractiveness

Attractiveness is the important indicator of effectiveness of celebrity endorsement (Choi et al. 2007). This dimension from attractiveness are physical attractiveness, respect, and similarity (Shimp, 2008). Physical attractiveness is often considered as the predictor whether the advertisement will become successful or not (Till & Bluster, 2000). A celebrity who has favorable physical attractiveness are generally liked by the public rather than other celebrity. (Kahle & Homer, 1985; Eagly et al 1991). Respect is represented by the quality or the ability that has been achieved by the individual. For instance, the celebrity is valued because of their acting skill, athletic skills, and their personality (Tunjungsari & James, 2015). Similarity refers to a set of resemblances between the endorser and consumer in terms of age, gender, ethnic, and social status (Shimp, 2008)

Consideration in choosing celebrity as the endorser

In order to endorse a celebrity, the company or the client should pay more attention to each component that can affect the endorser itself. In order to choose the celebrity, there are some considerations that should be considered by the company or client. Shimp (2007) explained that besides credibility and attractiveness, likeness between the celebrity and audience are also important. For instance, Allen Iversen as the endorser of basketball shoes can reach the target market of teenage consumer who likes to play basketball and even admire him as an idol. The second aspect is celebrity and brand similarity. The client with the celebrity endorsement will involve behavior, appearance and values that come from the celebrity and resemblance of the brand product that is being advertised. Third is cost consideration, usually, if the celebrity is popular in public they usually ask for a higher fee. Fourth, working ease of difficult consideration means some of the celebrity usually easy to work with, while the others are difficult enough because of their arrogant behavior, and etc. Next is saturation consideration, it means the more product that has been endorsed by the celebrity can be the key to consideration. Lastly is the trouble consideration. A final consideration in choosing a celebrity as the endorser is how often the celebrity is facing the problem after becoming an endorser. Because it will give disadvantage for the company if there is a problem that comes from their endorser (Taufikurrahman, 2013).

Multiple Endorsement

Definition of multiple product endorsements is when a celebrity endorses multiple brands or products; or a single brand hiring multiple Celebrities. However, the celebrity will still retain the financial gain from the multiple endorsements (Um, 2008). Moreover, it can cause some controversies between the consumers. People will remember every brand a celebrity is endorsing and it could lead to loss of brand recall and awareness (Jain, 2011). In time, the recall then will be severely reduced along with the popularity of the brand and it will cease to be efficient and start receiving negative impacts for the brand (Sola, 2012). Previous research from (Rice, et al. 2011) shows that little research had been conducted on whether using multiple celebrity endorsers to advertise a single brand is an effective strategy in relation to using a single celebrity to endorse the brand. For example, in 2009, Peyton Manning endorsed eight brands which are; MasterCard, Nerf, Oreos, Wheaties, Reebok, Gatorade, Sony, and DirecTV (Albergotti, 2009). The industries of advertising are likely to look for exclusive endorsers (Rice, et al. 2011). Reedsmith suggests that an exclusive endorser might give more beneficial to a brand than an endorser who is already tied to multiple brands (ReedSmith, 2006).
Celebrity credibility contains trustworthiness, the expertise from the celebrity, and familiarity from the public or consumers, whereas celebrity attractiveness contains physical attractiveness, respect from the public, and have similarity with the public as well. These considerations can lead to the decision making of online shop in order to choose the public figures as the endorsers of their product and create brand awareness.

Hedonic Consumption Behavior

Based on Grant & Stephen, (2005, cited on Haq et al, 2014) they discovered the fact that buyers are not unaware (they are not unaware berarti dia aware?) that they could be impulsive buyers. These are the categories that explain the impulse buying behaviour (Trembla, 2005, cited on Haq et al, 2014):

- Pure impulse buying - when the individual had no intention of buying the item.
- Reminder impulse buying - where the individual spontaneously decides to purchase an item based on a prior experience or recollection.
- Suggestion impulse buying - when the individual sees the product on the shelves and decides to purchase it.
- Planned impulse buying - where the individual goes into a store with intended purchases but also considers making other purchases.

Gender, Age, and Stage of life are also considered influences to purchase the product. Sanchez et. al (2012, cited on Haq. et al (2014)) found that women are easier to buy impulsively, because women tend to have the habit of dressing carefully, fashionably, and collecting the latest fashions. (Bellman et. al, 1999, cited on Sorce et al, 2005) said that demographic variables such as income, education and age have a modest impact on the decision of whether to buy online. Therefore age and internet shopping motivations found that younger consumers are likely to be more hedonic and utilitarian of online shopping than older consumers (Dholakia & Uusitalo,2002, cited on Sorce et. al (2014). The classification of age based on childhood (2 to 10 years), Adolescence (11 to 17 years), young adult (18 - 40 years), Adult (41 to 65 years), elderly (more than 65 years) (Braz, 2010)

3. Method

The qualitative research method was applied to this research. In order to seek the understanding on what are the considerations that online shops took in choosing a celebrity endorser to endorse their product on Instagram. A phenomenology analysis qualitative research was adopted. Researcher interviewed 3 informants of online shop owners who met these following criteria:

1. The online shop must active in using Selebgram or celebrity as endorsers.
2. The ordinary of the online shop's followers should be more than 2000 followers on Instagram.
3. The product of online shop is teenager and young adult fashion.
This study gathered two types of data. The primary data are in-depth interview and the preview or screen captures of participants’ Instagram feed view. The questions for the in-depth interview were designed to stimulate the six participants to answer the questions related to the research questions. While the secondary data were collected to complement the primary data (Hox & Boije, 2005). The secondary data for this study were collected through some relevant books, journals, previous findings, and other supportive media.

4. Result and discussion

Result

This chapter describes the data collected through an in-depth interview held by the researcher. The researcher chooses four participants to be the interviewees. The reason why researcher chose these 4 online shops as the informant because they are actively endorsed by many Selebgram and Artists, and they also sell fashion product for a woman.

- Participant 1: Thelma is the owner of Amygo Store, 21 years old, and is actively endorsing many Selebgrams for promoting the product as of the time of this writing. The interview session took place in Oak Apartment Lobby
- Participant 2: Felicia is the owner of Pluffyschoice, 20 years old, and so many Selebgram and Artists are chosen as their endorsers. The interview session took place in P&B Coffee Shop, Pik
- Participant 3: Dwiyanti, 24 years old, owner of Wilova Clothing, and is actively endorsing many Selebgrams for promoting the product as of the time of this writing. The interview session took place in J.Co, Central Park.

The interview focuses on each person and engaged the participants to tell their experiences and opinions in order to provide a description of how using celebrity or Selebgram as their endorser can give beneficial impact for their product.

Celebrity

Celebrity is an endorser who is usually believed to affect the establishment of the product image in consumers’ minds or building a product brand (Lapans, 2016). This is because a celebrity as a public figure can very influential to the public.

“Someone who is popular and appears in public often. Since social media is prevalent in this current culture, you can define that as being in public, in my opinion. Yes, Selebgrams are considered as celebrities also, but I think that Celebrities would naturally get more exposure.” (Thelma, 20 January 2017)

“I think, People who really famous and can create a mindset for other people like “I want to become like her/him!”” (Dwiyanti, 21 January 2017)

“In my opinion, an Artist is someone who can bring and show to the public about the trend that is happening nowadays. For instance, when they are wearing Sabrina and use it for maybe video clip or upload it on their social media, their fans usually intend to follow the style of the celebrity.” (Felicia, 24 January 2017)

As the definition above from different online shop, they have same interpretation about celebrity and Selebgram which refers to popularity and famous. Three out of 3 online shops are showing correlation between each other. celebrity tend to get more exposure from the media whereas Selebgram tend to get more exposure from their followers on Instagram because they have good feeds, always travel overseas and/or have something that make the Selebgram special.
Celebrity Endorsement

As mentioned by Pringle (2014), celebrity endorsement is to establish a long-running brand building campaign; the company can consider using celebrity endorsement to advertise their product and create people awareness to their target market.

“We should choose wisely when we want to endorse Selebgram. Because some of them might buy fake followers and fake likes which bring no impact at all. Maybe we can get a good photo of our product but I’m looking for the buyer too. I want people to think that my brand is being worn by famous people!” (Dwijanti, 21 January 2017)

“I personally prefer to endorse someone that has a title. So, I do not randomly choose people. Because nowadays many of Selebgram gain so many followers but who knows if they are real followers or not, right? So, I prefer to endorse someone who has an identity. Like Beauty Blogger or fashion blogger. Because I want to give an impact and create a mindset that Amygo Brand is a high-quality clothing line because popular fashion blogger already uses these clothes. By using Selebgram of course, the followers of Selebgram can see whether the clothes can suit her or not. And of course, we will get good photo contents from beautiful Selebgram and Artist.” (Thelma, 20 January 2017)

“I’m not for personal impact but I’m looking for building brand awareness. By endorsing from many Selebgram or Artist, people will become aware of my product and online shop.” (Felicia, 24 January 2017)

From the answers, all of the informants used celebrity endorsement to create brand awareness. Jafar et al. (2011) said there is similarity between celebrity endorsements and the customer based brand equity of high fashion ready-to-wear products. The result is that some celebrity endorsements do have potential to create a brand image.

In social media, there is also a similarity between one and another that they choose a celebrity as their endorser because they are well known by the public, good looking, and have a different kind of talent. From this explanation, there are various answers for a celebrity endorsement. Some online shop prefers to endorse multiple Selebgram and Artist just to build brand awareness but other online shop are really meticulous on who are the Selebgram that will be using their product. Yet, by engaging in celebrity endorsement, the online
shop will create brand awareness towards the public or followers. People will become more aware of the existence of this online shop and automatically this online shop will gain more followers and sell more products. Whether the impact of product sales is significant or not after endorsing some of the Selebgrams, but at least it can create a brand awareness about the brand first. However, only 1 out of 3 participants prefers how their sales are affected rather than creating the brand awareness first. The purpose of using celebrity endorsement as their marketing tool because they want people to perceive them as an online shop that has good quality and the products are worn by famous people. Based on various answers from the participants, most of them preferred to choose a Selebgram that has identity or title. Blogger is chosen as the top of their priority in endorsing the product especially fashion bloggers and beauty bloggers, it simplifies the online shop to reach the target market. Besides fashion blogger and beauty blogger, YouTubers can give high impact as well. It is because many of public nowadays tend to watch YouTube when they have free time. Somehow, endorsing YouTubers can reach the target market. For instance, an online shop which sells Men fashion wants to reach the target market of mostly men, therefore, this online shop will be looking for YouTubers that has large male Fan base and when the YouTubers reviewing the product, many of his followers will be interested to buy the product.

“But somehow now, endorsing a YouTuber can give more advantage and really give a huge impact rather than just endorsing the Selebgram. because it can reach the direct target market and usually the followers from YouTuber is more active.”(Felicia, 24 January 2017)

![Figure 4.2 Source from www.instagram.com//cindercella](image)

The picture above from @Cindercella profile account. She is a beauty YouTubers and makeup artists. She reached more 26.063 likes by only posted her selfie picture. It concludes that not only Selebgram and Artists, but now YouTubers also get attention from the public because they have creativity and unique representation in media. Surprisingly, many of Selebgram nowadays are not only teenager to young adults. but adults and even already had a child before. From the interview, 2 out of 3 online shop stated that:

“Many of young mother nowadays really exist on social media. The way of she dresses herself is not different like the other teenager. The way of she took a picture is also nice. If we endorse her, we as online shop can reach her friends that have same style with her which like being stylish. And somehow, they want to spend a lot of money just to make their appearance looks so stylish.”(Thelma, 20 January 2017)

“Not really. i also endorse adult female that already had a child. Like Ringo's wife. Even though she is not young anymore but after she endorses my product, it gave a give (maksudnya?) impact for my product purchase.”(Felicia, 24 January 2017)

From the statements above, It depends on what kind of product that online shop sells first and whether the online shop can reach until adult age to endorse them, and nowadays not only young – teenagers become the endorser of a product, but also adults like young mothers somehow can bring bigger impact for online shops. Choosing well the endorser is the best strategy to maintain the brand identity of online shop.
Infamous People

Beside celebrity or Selebgram, there are some common people who come from the ordinary person to advertise a product (Shimp, 1983). Two out of 4 online shops are in support of endorsing the ordinary person. The rests are less inclined to agree and believe it to be a futile effort to endorse the ordinary person.

“Usually if the person has no endorsement fee usually they have no impact on sales growth. It’s useless.” (Dwiyanti, 21 January 2017)

“Because Instagram is a bit difficult and unpredictable, it’s okay for me to endorse infamous people like they only have 1000 followers or 2000 followers. Because I believe on her Instagram followed by her family and her friends will see their post and sometimes it can give benefit for us! As long as she likes fashion or beauty I didn’t mind endorsing her.”(Thelma, 20 January 2017)

“it’s okay for me to endorse infamous people. If they only have 500-2000 followers. Because what I’m looking here is not individually impact but I want to create brand awareness about pluffschoice first.”(Felicia, 24 January 2017)

Not only Celebrities and Selebgram, somehow the ordinary person can get some attention from online shop as well. Based on our review, 2 out of 3 participants agreed to endorse the ordinary person. The reason is because, Instagram is unpredictable, even though the ordinary person does not have many followers but there is a possibility that their close relations like family or friends would want to buy the product. However, one participant said that it is inefficient and there is no advantage in endorsing an ordinary person. It provides no clear benefit from either the size of followers or product sales. As we can conclude based on the research and previous statement, 2 out of 3 online shops are willing to endorse an ordinary person, because they believe the review from the ordinary person are somehow more reliable and is seen trustworthy by their family and friends, and therefore many of their friends or family would buy the product. Moreover, endorsing ordinary people somehow can give positive impact. The other online shop, however, prefers only to endorse celebrity and Selebgram because they think endorsing ordinary people provides no clear advantages. From the Researcher point of view is it depends on who are the people that the online shop chooses to endorse the product. If this person has close engagement with her friends and family, and good looking, it might give an impact. Even though not from the followers gained but it could be from product sales. Perhaps her friends and her family are interested in it.

Credibility

Credibility refers to trustworthiness, expertise, and familiarity. Source of credibility can be described as a person who communicates and delivers a positive message and showing positive characteristics that can influence receiver acceptance of a message. Three out of 3 participants are agreeing that celebrity or Selebgram should have credibility.

- AmyGo Store

“Fashion blogger or entrepreneurship, of course, has credibility such as the expert in taking photo and pose, showing the model of clothes, reviewing the material of clothes. They are as public figures need to act in professional way and when they have been endorsed by the online shop, the way they promote the product is different from the other people and because of that, her followers will tend to believe her and automatically she gains credibility in public eyes. it’s okay if the Selebgram doesn’t have any talent but it would be great if they are expert in something. Maybe makeup of fashion?” (Thelma, 20 January 2017)
The criteria for Amygo Store endorser mostly come from fashion and beauty blogger. They are already expert in posing and taking a picture. Beside of that, many review about a product in English emphasize that Amygo Store is such a high-quality clothing line product. Most of the Selebgram that Amygo Store showed that they are have such a high fashion style, it can create a good brand identity. Public will perceived this Amygo Store as a good product but still in affordable price. When the Selebgram was posting about Amygo’s product, each Selebgram gained more than 500 likes and comments from their followers as well. A good lighting and clear view of product from Amygo indicate that these Selebgram are professional Selebgram.

- **Pluffyschoice**

  “Yes. I want my endorsee to have credibility because it can be beneficial to my online shop! When they are reviewing my product, of course, my online shop will gain positive exposure and brand identity, right? So, I prefer celebrity or Artist that not only has physical attractiveness but also can deliver a positive message to their followers.” (Felicia, 24 January 2017)

Pluffyschoice is an online shop for woman only. This online shop always uses endorser from ordinary people, Selebgram and artist. Pluffyschoice’s choices of endorser are fun, wild, and have young personality. For example, @awkarin, she is a famous girl that was viral because of some controversial videos and personality that influences so many teenagers. By endorsing her, Pluffyschoice can be successful in reaching the target market of young-young adult consumers.
@agatha_suci is a young mother of 2 kids, she has a fun and easy going personality. Many of her followers adore her so much because of her positive personality. By endorsing her, Pluffyschoicce successfully reached the target market from young adult to adult. The way of Selebgram endorse pluffyschoicce product also has similarity from the filter of the photo. Most of the photos were taken with dark lighting or fade filter which create puffychoice product looks more sensual yet sexy and mature.

- **Wilova Clothing**

  “Sometimes Selebgram nowadays only mention us without doing a review about our product. It’s important for us when they can write a good review about our product. Not only use some quotes and after that clothes by wilova clothing. It’s not special and sometimes it does not bring curiosity for their followers.” (Dwiyanti, 21 January 2017)

  Wilova clothing target market is more into young adult. The product brand has similarities with the endorser which is feminine, elegant, and girly. The way of Selebgram took their picture shows that they already have expertise in this area and it brings trustworthiness from the public. The review that they write about Wilova also is to create a good brand identity to the public.

  The decision making in choosing celebrity or Selebgram to be endorsed is to be influenced by celebrity credibility and celebrity attractiveness. This is the important aspect for celebrity or Selebgram should have, because when the followers believed in her review, they would tend to buy the product after seeing the review from their favorite Selebgram. Yet, if the Selebgram failed to implement this trustworthiness aspect then the online shop might will not choose this Selebgram. It will provide no advantages for them. The other aspect is expertise, the more knowledge that celebrity has the more easily the celebrity persuades the people. It is because the celebrity already experienced and tried this product. The familiarity is the last aspect from credibility. The online shop will choose the Selebgram or celebrity that are similar from their target market. The more similarities Selebgram has with their followers, the easily online shop reach the target market.

**Attractiveness**

Attractiveness contains physical attractiveness, respect, and similarity. As the researcher interviewed 4 participants, all agreed that the first thing is, they prefer someone who is good looking, and at least can take picture and pose in attractive ways so that it can direct public attention. However, 2 of online shops are looking for something more instead of only their physical attractiveness.

  “Because of her feeds on Instagram, many people especially young people to teenager like her. Every time she uploads a picture, they always comment on her post "wow you’re so cool. I want to be like you!", "I adore your style so much!" "I want that shirt that you wear!". Why can people react like this whenever she use something? She already gains respect and has a similarity with the public or followers.”(Felicia, 24 January 2017)

  There are other statement from Thelma,

  “I once endorsed my friends which are really famous, she was wearing my product which is a casual-formal dress and went to the office, and she took a picture and upload it to her Instagram. Surprisingly, many of her friends are interested in buying the clothes from my store! Well, it can be said that because of my friend has similarity (with my product?).” (Thelma, 20 January 2017)

  This two online shops also considered the value of respect and similarity instead of only having physical attractiveness. After the Selebgram or Artist posting a picture about their product, her fans will be influenced and want to buy the same product with the Selebgram or Artist. This concludes that respect and have similarities with the audience are also important and it can engage more followers to buy the product if they post a picture along with a good review about a product.

  Shimp (2008) said similarity can be referred to a set of resemblances between the endorser and consumer in terms of age, gender, ethnic, and social status. If the online shop is selling middle to a high class product, it will give an advantage if they endorse Selebgram that comes from middle to high social status. Otherwise, if the product that online shop wants to sell is reached to young to a teenager, it will be better to choose a Selebgram that have a really close engagement with his or her followers and funny yet silly personality.
Consideration in Choosing celebrity as the Endorser

As mentioned earlier, Shimp (2007) explained the consideration in choosing celebrity as the endorser are;

- Beside credibility and attractiveness, the likeness between celebrity and audience also important.
- Celebrity and brand similarity
- Cost consideration
- Working ease of difficult considerations.
- Trouble consideration

Three out of 3 online shops agree that choosing Selebgram or Artist as the endorser product should have similarities with the brand and target market of online shop set. For cost consideration, 3 out of 4 think that if the cost is expensive they would prefer to look for another Selebgram, but 1 participant disagrees as she wants to build brand awareness.

“I see from what kind of identity that she has. I got a good photo from the public figure so the public can reflect their body type with this public figure. And of course, she has so many followers and good looking. And for price endorsement, it depends if I pay higher for each person, how big is the impact that she can give to my online shop? If the impact is not worthy, then I will re-consider it.” (Thelma, 20 January 2017)

“I see from the likes, followers, comment, beauty, a lot of online shops also endorse her, and she can write a good review. But if the endorsement fee is also expensive, maybe I won’t endorse her” (Dwiyanti, 21 January 2017)

“The first considerations that I see from her is comment. I prefer to endorse Selebgram that has so many fans, maybe it can give more impact. And I won’t choose Selebgram that all of her feeds Instagram is only about endorsement. Like she had no identity and not special anymore. And also I want someone that really takes a good photo and give a review. Because I’m selling brallete I prefer to endorse Selebgram who have a little bit of bad side and well known. I also see whether the Selebgram or Artist is professional or not. For fee endorsement, because I focus on building brand awareness, therefore I set my budget on endorsing Selebgram quite high and I don’t mind at all as long as it can give beneficial for my online shop.” (Felicia, 24 January 2017)

All of the online shop are looking for a correlation between celebrity and audience. If the target audience is different from the online shop’s interest, then they prefer to look for another Selebgram or celebrity. Working ease of difficult considerations (meaning?) also are considered by the online shop. It is because, if the Selebgram or Artist are difficult to be reached, perhaps because they are living overseas, and many of request that should be fulfilled by the online shop, it is better for looking for another endorser. Cost is always the main consideration by the online shop. If the Selebgram has fulfilled the requirement to be the endorser of online shop but the fee endorsement is expensive, many online shops will reconsider whether the benefit that they got will be beneficial enough or not.
Negative Impact

By interviewing 3 owners of online shop, they almost have same experienced in negative impact. Many of them experience (experience what?)

“I asked her to endorse 3 products and she already posted 2 out of 3. But after that I got blocked by her and she was missing, and the other experiences was, I wanted to ask a Selebgram to endorse my product again and suddenly she was just missing and said that she’s in Australia right now, the post will be delayed almost 3 months. But after 3 months there was no reply from her again.” (Felicia, 24 January 2017)

“There are few Selebgram that I paid to endorse my product, but the way she took the picture is not professional. She just use white wall as her background picture which is so boring. And also write a short caption or only mention our online shop’s name without reviewing something. And the last is no impact especially in followers aspect after using Selebgram to endorse, it was like useless.” (Thelma, 20 January 2017)

“Have no impact at all from the followers and purchasing product.” (Dwiyanti, 21 January 2017)

Doing celebrity endorsement also can bring negative impact. Gaining popularity after Selebgram endorses our product, increasing purchasing product, and being noticed by a lot of consumers are the positive impacts. Online shop also deals with the negative impact after endorsing the Selebgram. Therefore, they always choose wisely whether the online shop can give benefit or not and, whether they are really a professional Selebgram or not. Sometimes doing a little research before using Selebgram as the endorser is also important.

Multiple Endorsement

It will not be efficient and it provides disadvantages for the brand (Sola, 2012). There is 1 participant that has stated:

“If the Selebgram accept so many endorsements and all of her photos is about the endorsement, it will not be special anymore for the online shop. The public will get confused by choosing the online shop. Therefore, I prefer Selebgram or Artists who can balance between endorsement and their own picture.” (Felicia, 24 January 2017)

It could depend on the Selebgram. Even though the Selebgram accepts so many endorsement but they can give big influence for the social media especially increasing the followers and the number of purchased product, it is okay to use her as the endorser.

Consumer Behavior

There are 2 types of shopping motives: Shopping for fun (Hedonic) and Shopping with a goal in mind (utilitarian).

Two online shops mention their customers are mostly female teenagers who are buying their product.

“Because of my products are for girls, and my target customer also young adult, therefore when it comes to holiday season, many of the girls buying my bralette. Sometimes the girls who are still in junior high school already wear my bralette.” - (Felicia, 24 January 2017)

“My friend had been promoted my clothes to her friends, since she only wears it to the office, but a lot of her friends are asking “where did you get the clothes?” and they want to buy it as well”. Thelma, 20 January 2017)

These 2 statements showed that the girls tend not to control their hedonic life, they see the product and they like it then they will buy the product. Otherwise, they see there are so many other girls are using the same product and it’s really popular, therefore, they have guts to wear the same product as well.
5. Conclusion

This research concludes that decision making in choosing celebrity or Selebgram to be endorsed, in this case online shop still prefers someone who has physical attractiveness. Even though they have many followers, it doesn’t mean she has so many endorsement product from various online shop. Talent is also important to be owned by celebrity or Selebgram such as Photoshoot skill, writing skills for reviewing product, gain respect and trustworthiness from the public. The result of this research also shows that online shop prefers public figure that expert in something and have their own identity such as beauty or fashion blogger or You tubers. The age classification also influences the part of effectiveness endorsing some people. If the followers tend to have high hedonic lifestyle, the more followers see the product that has been endorsed by the selebgram the more product will be purchased. Most of them who are likely to do online shopping from young adult because they are following the globalization era and social media also the technology. so, they easily got influenced and have hedonic life to purchase the product from online shop.
References


• Pontoh, Y.G. (2013) Pengaruh celebrity Endorser (Pevita Pearce) Terhadap Minat Beli Konsumen Pada Produk Garnier BB Cream Di Fakultas Ekonomi dan Bisnis Universitas Lampung, pp. 7-23


• Patricia Sorce., Victor Perotti., & Stanley Widrick . (2005). Attitude and age differences in online buying, College of Business, pp. 2-12