

Celebgram Endorsement: Does it Affect the Consumption Behavior of College Students?

Ro'ufah Inayati¹, Titin Nur Azizah²

¹Universitas Negeri Malang, Malang, Indonesia, ✉ roufah.inayati.fe@um.ac.id

²Universitas Negeri Malang, Malang, Indonesia

Abstract

Consumption behavior is an activity to consume and spend the value of an item. Consumption behavior is inseparable from the allocation of pocket money received by college students to fulfill their daily needs. In terms of consumption, there are also several factors that can affect the level of college students' consumption, including personal factor. This research aimed to find out the college students' consumption behavior affected by the existence of cablegrams' endorsement of some products which lead to the tendency of college students' to buy the products after seeing the endorsement. This research used a qualitative method with primary data as the source of the data. The primary data was presented in a detailed result of interviews from informants/participants. The informants' selection was done using purposive sampling technique. The results of this research indicated that the celebgram endorsement has some influence on the consumption level of the students of the Department of Development Economics class 2015. The college students' consumption behavior in using products and services was still considered rational.

Keywords: *consumption behavior, Instagram, celebgram endorsement*

Introduction

The rapid technology development today affects various aspects of life. The existence of mass media in modern society is inevitable with a development that cannot be prevented. Mass media is an appropriate promoting mean for new products due to its wide scope and function in which it is used by most people to find information. There are two types of mass media, printed and electronic, which are often used to convey consumerism products. Some media used are TV, radio, magazines, and newspapers. It is used for promoting products as a promotion strategy that is commonly known as advertising.

Nowadays, advertisement is known by many people as a promotional media with wide extent. Marketers should have a special strategy in delivering an advertisement for their products to win the market (Morissan, 2010). According to Frank Jefkins (in Pratiwi 2016:3), when a modern life depends on advertisement, then without it, producers and distributors will not be able to sell their products and the buyers will not get adequate information on the products or services they need. There are many advertisements who have celebrities (public figure) in social media (Wihayati, 2017). Using public figure is one of some effective strategies to increase market share, selling volume, and consumers' trust. In order the advertisement to attract the consumers, we need a strategy to deliver the message or information in it. One of the creative ways is to use celebrity endorsement method.

Celebgram is a term used to call famous account users on Instagram. The term refers to celebrity and instagram, which means that the person can be considered as a celebrity on Instagram. According to Ohanian (in Carvalho 2012:12), it is stated that a celebrity with a source of appeal and an effectiveness related to physical, similarity and familiarity will affect consumers.

Setiadi (2003:13) states that factors affect the consumers' behavior can be from themselves such as age, job, economic status, lifestyle, character, and self concept. One can be influenced to consume a product after they see the lifestyle of another person they idolized. In term of students' consumption behavior, they can be

influenced by the high and trendy technology. Clothing and food advertisements by celebgram have been very popular and trendy among college students these days.

Based on the phenomenon, research on the celebgram endorsement related to college students' consumption behavior is interesting to be conducted.

Methods

To find out the college students' consumption behavior related to celebgram endorsement, the researcher uses qualitative research method with case study as the type of research.

The source of the data used in this research is the primary data collected by the researcher from an interview with the first source. The informant selection is done using purposive sampling method. The informants are students in Development Economics Department class 2015 who are also Instagram's users.

Results and Discussion

Consumption Behavior of Students of Development Economics Department

The orientation of the students in Development Economics Department in consuming products and services is based on fulfilling their needs, instead of their urge. Therefore, we can say that they have rational consumption behavior. It is consistent with Hamdan's statement (in Sari, 2018:7) saying that generally, consumers' behavior is divided into two, namely rational and irrational behavior. Consumers with rational behavior buy products or services by prioritizing consumers' aspect such as: primary needs, urgent needs, and the purpose of the products for the consumers. Whereas consumers with irrational behavior are easily persuaded by discounts or marketing strategy of a product without considering the aspect of need or importance.

Factors Affecting the College Students' Consumption Behavior

Based on the research result, the main factor that affects the Development Economics Department students' consumption activities is their personal factor. They are often have different consumption based on their different age and cycle. The students themselves feel that their consumption now and then are different. Self concept and life style also affect their consumption. Moreover, their economic status, such as when they have more income aside the monthly pocket money they received, their consumption will be more than usual. It is in accordance with the statement made by Setiadi (2003) saying that consumption behavior consists of some personal factors such as age, stage of life, job, economic status, life style, character, and self concept.

Pocket Money Allocation

Based on the research result, the pocket money got by the informants is allocated for generally the same consumption activities, but there are some difference among the informants. Some informants share some of their money for primary needs, including foods, personal needs in form of products and services needed, also secondary needs such as clothing and beauty products. Some informants share more money for the secondary needs. Nevertheless, some of them share some of their money for savings. This result is in accordance with the statement of Dusenberry (in Mankiw, 2007) that if the people's income is falling, instead of reducing their consumption, they will reduce their savings. When their income rises, their consumption will slightly rise and their savings will rise immensely.

Instagram and Students' Consumption

The informants in this research have high intensity in using Instagram. They use it to publish and find information, besides, it also serves as a mean of communication. The features they often used are Instagram's *story*, *explore*, *search*, *comment*, and *like*. They use them to check the activity of their friends, also find updated

information, news, even about people they idolized. *Story* feature is used to publish their daily story with family and friends during an activity or event. *Explore* feature is used to find information related to things they like. *Like* feature is often used to like some posts on their Instagram personal home, their followers' posts, and even people they like. *Comment* feature is used to comment on a post on the home page. Usually, when one is often comment on an account, the account will appear on their friends' or their followers' home. *Search* feature is used to find things they like such as actors or famous people on Instagram just to find out what information they post. Those are in accordance with the statement of Anjaskara (2016) that the pleasure gains by Instagram's users is when they interact, see pictures, comment, and like the posts made by friends on Instagram.

The Existence of Celebgram Endorsement in The Consumption Activities of the Development Economics Department's Students

Based on the result, many of the informants follow celebgram endorsement. They find some recommendations from celebgram endorsing products and services. Thus, most of them who are interested with the promotion will end to buy the products or services. The informants state that they are persuaded by the endorsement as they consider the celebgram is trustworthy and the quality of the products is good. They have different reasons in favoring celebgrams. Some because of their good personality that make them follow all of their updates on Instagram and buy the products they endorsed. As Ohanian (in Carvalho, 2012) states that there are three factors in celebrity that influence consumers to buy products such as physical appeal, skills, and trustworthy.

Conclusions

Based on the research on the students' consumption behavior in relation with celebgram endorsement, it can be conclude that the consumption behavior of students in Development Economics Department is in accordance with their needs. Thus, their consumption behavior can be considered as rational. Products they consume are foods, clothing, beauty products, sneakers, and sport shoes. Their behavior is also affected by personal factors such as self concept, life style, and economic status. In term of money allocation, the students use their money to fulfill their daily needs or primary and secondary needs.

Instagram is the most used media by the students in Development Economics Department to find information. Celebgram endorsement on social media Instagram has an influence on the students' consumption behavior.

So it can be said that based on the type of goods consumed, the informant is included in the category of rational consumers, because consuming goods according to what is needed, whereas when viewed from the influence of marketing strategies (in this context is the effect of celebgram endorsement), the informants are included in the category of irrational consumers, because they tend to buy goods after being influenced by celebgram endorsement.

Suggestions

For the Students of Development Economics Department, this research can serve as an illustration in doing rational consumption activities. It is also expected that the students should have a good self concept in their consumption behavior. For the Next Researchers, other researchers that may be interested in the topic of consumption behavior related to celebgram endorsement can develop similar research with longer time span to have a better result.

References

- Anjaskara, Dian Innes. 2016. *Pengaruh Sikap Pada Media Sosial Instagram Terhadap Minat Beli Produk Kecantikan Melalui Instagram (Studi Kasus Pada Konsumen Terhadap Minat Beli Melalui Situs Instagram)*. (online): file:///C:/Users/Pavilion/Downloads/document.pdf
- Carvalho, Antonio Filipe Esteves Miguel de. 2012. *The Effects Of Celebrity Endorsement On Consumers Purchasing Intentions* (online) (The_Effects_of_Celebrity_Endorsement_on_Consumer_Purchasing_Intentions)
- Mankiw, N. G. 2007. *Principles of economics (4th ed)*. Mason, OH: Thomson/South-Western.
- Morissan. 2010. *Periklanan: Komunikasi Pemasaran Terpadu*. Jakarta: Kencana Prenada Media Group.
- Pratiwi, Andi Lina. 2016. *Pengaruh Penggunaan Celebrity Endorser Terhadap Minat Beli Pengguna Media Sosial Instagram (Studi Pada Mahasiswa Fakultas Dakwah & Komunikasi)*. (online) (<http://repositori.uin-alauddin.ac.id/828/1/Andi%20Lina%20Pratiwi.pdf>)
- Sari, Dita Winda. 2018. *Analisis Perilaku Konsumsi Mahasiswa Jurusan Ekonomi Pembangunan Yang Menggunakan Media Sosial Instagram*. Skripsi. Fakultas Ekonomi Universitas Negeri Malang.
- Setiadi, Nugroho J. 2003. *Perilaku Konsumen: Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana
- Wihayati, Welly. 2017. *Marketing Celebrities Sebagai Strategi Dalam Iklan*. (online): (<http://jurnal.unswagati.ac.id/index.php/Signal/article/view/879>) retrieved on January 12, 2019.