# Factors that Influence Purchase Intention Through Customer-Brand Identification of Sharia Products in Indonesia

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**Abstract.** The trend of moving artists is currently a business field for capital economy players. Hijrah players also participate in promoting new products based on Sharia, from food to fashion products. The trend of hijra that occurred in some Indonesian Muslims has given a new color to the post-modernism Islamic movement. The movement of hijra is not just a religious thought, but rather an urban pop culture trend that blends religious trends and new styles of Muslim clothing and lifestyle. The trend of hijra produces a new style in religion, and on the business side there is the value of the commodities produced. Companies often use celebrities for their marketing success. The purpose of this research is to develop concepts and empirically test constructs that contribute to purchase interest using celebrity endorsements. This study examines and analyses the causality relationship between the constructs of connectedness, attitudes towards celebrities, receptivity towards message, brand attractiveness, customer-brand identification and purchase intention. The analysis used in this research is Structural Equation Modelling (SEM) using the AMOS program. The number of samples analyzed by 211 respondents to consumers of new products based on sharia. The results of this study are connectedness, attitudes towards celebrities, message acceptance, brand attractiveness, customer-brand identification have a significant effect on purchase intention.

**Keywords:** Connectedness · Attitudes towards celebrities · Receptivity towards message · Brand attractiveness · Customer- brand identification · Purchase intention

## 1 Introduction

The trend of moving artists to become a business field for capital economy actors. Hijrah players also participate in promoting new products based on Sharia, from food to fashion products. The hijrah trend that occurred in some Indonesian Muslims gave a new color to the post-modernist Islamic movement. The movement of hijrah does not only occur in the realm of religious thought, but rather in the trend of urban pop culture that blends between religious trends and new styles of Muslim clothing and lifestyle. The trend of hijrah produces a new style in religion, and on the business side there is a value for

commodities that are produced in relation to culture, such as clothing which is imagined to be Islamic. Recently, there was an advertisement for toothpaste, one of which is made of siwak wood, which was also used by the Prophet Muhammad to brush his teeth. The advertisement accompanied public opinion with advertisers Sheeren Sungkar and Teuku Wisnu to move to use products according to religious law, although some opinions have nothing to do with moving using toothpaste (youtube.com). Consumers enjoy, following the personalities of famous artists, discovering details about their habits, food preferences, clothing designs, or the brands they wear. Most US consumers model their consumption habits on what celebrities do in the same context [1].

Marketers are aware of celebrity adoration and use it to their advantage. Companies often use celebrity endorsements to attract consumers in the hope that the positive associations attached to celebrities will shift to brands endorsed by celebrities, for example when publicly recognized figures appear in advertisements [2]. So that the messages they convey are accepted and followed by consumers. Many companies use well-known individuals in their marketing efforts to target new segments [3], attract consumer attention, obtain positive ad ratings and product evaluations [4], increase brand awareness and loyalty [5], and influence purchase intention [6]. Researchers have investigated celebrity and non-celebrity endorsements for products ([7], examined the perceived fit between celebrities and advertised products [8], and evaluated the relationship between celebrity worship, value transfer, and intentions. buy [9]. The effectiveness of celebrity endorsements is influenced by celebrity factors such as attractiveness and credibility, consumer factors for example, personality, values and standards, and marketing factors such as product-celebrity suitability, message type [10]. The idea of para social interaction, or connectedness, provides a logical basis from which the relationship between celebrities and consumers can be investigated [11]. Past research on para social relationships has generally focused on the interpersonal connections that viewers build with celebrities on television, radio and other social media such as today, for example Instagram, Facebook. Para social relationships with celebrities have the potential to influence viewers' perceptions of imitating celebrity behavior [12].

Alignment of celebrity endorser's behavior with the advertised product, the message they convey will create brand appeal. Brand attractiveness is a consumer's positive evaluation of brand identity in helping consumers meet their own needs [13]. Therefore, brand appeal is a fundamental aspect of the brand identification process. The concept of Customer Brand Identification provides a comprehensive understanding of how brand relationships with customers develop [14]. CBI is defined as the psychological state of consumers perceiving, feeling, and assessing ownership with a brand [15]. Consumers buy brands not only because of their brand performance but also because of the meaning that brands add to their lives [16] and to express their self-concept [17]. Empirical studies show that identification with a company or brand increases product use [18] and the frequency of repurchases [19]. The extent to which consumers identify a brand is influenced by brand characteristics that are reflected in the brand identity, the most dominant brand prestige [19] and brand characteristics [20]. This factor becomes the foundation of brand management which aims to create and communicate the company's brand identity. The second factor is influenced by brand interactions with customers

including social benefits and impressive brand experiences [21]. When a brand is considered to provide meaning, for example, consumers are more confident, prestige, then consumers will be interested in buying the brand. The purpose of this study is to examine the influence of connectedness, attitudes toward celebrities, message acceptance, brand attractiveness will lead to customer-based brand identification and influence consumer purchase interest for market offerings supported by celebrities.

## 2   Literature Review

### 2.1   Connectedness

A sense of connectedness has an impact on consumer responses to products / brands endorsed by their favorite celebrities. Connectedness, as a construct, describes the strength and nature of the relationship that can develop between viewers and celebrities who fill their favorite television shows [22]. Connectivity is used to describe and measure the parasocial relationship between viewers, television shows, and actors [23]. Connectivity is applied to describe the parasocial relationship between consumers and celebrities. Fans treat adored celebrities like close friends [12]. Thus, consumers will be attracted to brands which in turn affect the willingness of individuals to buy offers from celebrities they admire.

H1. Connectedness significantly and positively affects receptivity towards message.
H2. Connectedness significantly and positively affects attitude towards religious celebrity.
H3. Connectedness significantly and positively affects brand brand attractiveness.

### 2.2   Attitude Towards Celebrity

Parasocial relationships between consumers and celebrities produce positive attitudes and intentions to behave like celebrity endorsements [9]. When parasocial relationships are formed and feelings of connectedness with celebrities are experienced, consumers can appreciate the celebrity's values and even see them as counselors and influencers, seek guidance from them, and follow their advice [2]. In addition, consumers buy products recommended by these celebrities or show compliance with behavior, consumers try to emphasize their connectedness and show loyalty to the media personality [24]. Unconsciously, consumers believe that buying a product endorsed by a celebrity will allow them to be like their favorite celebrity. Such consumers can attribute desirable celebrity traits, such as beauty, athletic talent, and success, to a supported market offering. Positive ratings from celebrities generate feelings of liking so that the transfer of influence from celebrities to products is recognized as the cause of the effectiveness of celebrity endorsement efforts.

H4. Attitude towards religious celebrity significantly and positively affects receptivity towards message.
H5. Attitude towards religious celebrity significantly and positively affects brand attractiveness.

## 2.3 Receptivity Towards Message

The characteristics of communication sources, in this case celebrities, have an effect on message reception [10]. So, celebrity credibility is a key factor for effective communication and the resulting communication impacts on consumer attitudes and behavior towards products. Credibility identifies the belief in what the celebrity says, the attractiveness of what is used [6], and the suitability of the celebrity identity [25].

H6. Receptivity towards message significantly and positively affects customer brand identification.

## 2.4 Brand Attractiveness

The CBI study found that common antecedents, such as brand prestige, directly affect CBI. However, consumers will identify differently considering that prestige can be perceived differently by consumers. This is because identification may occur when a customer finds a company or brand attractive and attractive brand identity can improve consumer self-evaluation [26]. In consuming a product or service, such as air travel, brand appeal plays an important role in CBI given the hedonic quality associated with self-improvement. When a customer sees an external image that is interpreted by a company as attractive, believes that the attributes that distinguish the company are positive and socially valued by others, the company's identification will be strong. Thus, a good perception of a brand's attractiveness tends to lead to a stronger identification with that company.

H7. Brand attractiveness significantly and positively affects customer brand identification.

## 2.5 Customer Brand Identification

Customer-based brand identification is a perceptual construct that implies a match of identity between customers and celebrities. Individuals develop social identities by classifying themselves and others into social categories [25]. So that consumers will be interested in using the products or brands used by these celebrities and create buying interest. This is also consistent with the finding that good brand identification by customers can increase purchase interest [13].

H8. Customer brand identification significantly and positively affects purchase intention.

Research Model
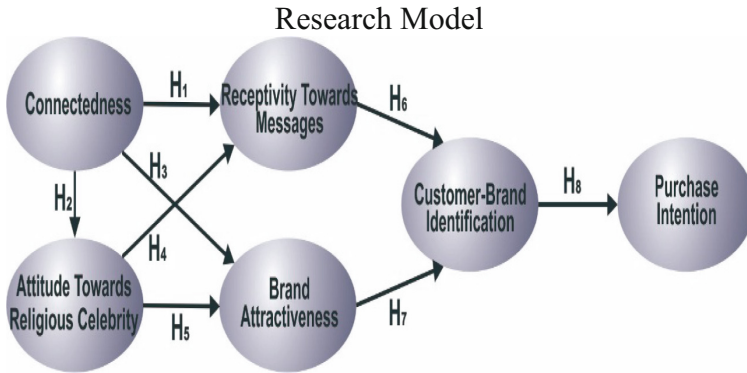


Source: developed by the authors (2021)

## 3 Methodology

This study took respondents from customers of halal products or services such as cosmetics, hijab, Umrah, Islamic banking etc. as a population. Meanwhile, the sampling method used was purposive sampling method with the criteria of respondents being Muslim students using halal products or services with celebrity advertisements, living in the cities of Semarang, Solo, and Yogyakata. Data analysis in this study uses structural equation modeling, so a large sample size is needed [27]. The measurement scale for the variable closeness to the celebrity was modified from [23], while the measurement scale for the variable receiving messages conveyed by celebrities. Attitudes towards celebrities and the variable of interest in the brand of halal products or services is modified from [13]. The last variable, namely customer-brand identification of a modified halal product or service [25] and the desire to make a purchase.

The data analysis process in this study used a two-step approach consisting of conformatory and structural analyzes as recommended by [28]. The advantage of using a structural equation model (SEM) is that it can be used to analyze a determination model that uses complex variable relationships. In addition, SEM provides facilities for factor analysis and regression analysis separately to test the model and simultaneously estimate the path coefficient and test the significance of causal relationships [29].

## 4 Result and Discussion

### 4.1 Data Collection Results

Data collection is done using google forms. This is done to reduce barriers in data collection, especially on the return of the questionnaire. Data collection was carried out for one month in August 2020. After 211 data were collected, the data were edited, coded, and tabulated for further analysis. Before analyzing the data, it was informed that the respondents were selected to be the research sample with certain characteristics. From the results of data collection, the greatest number of respondents was female as many as
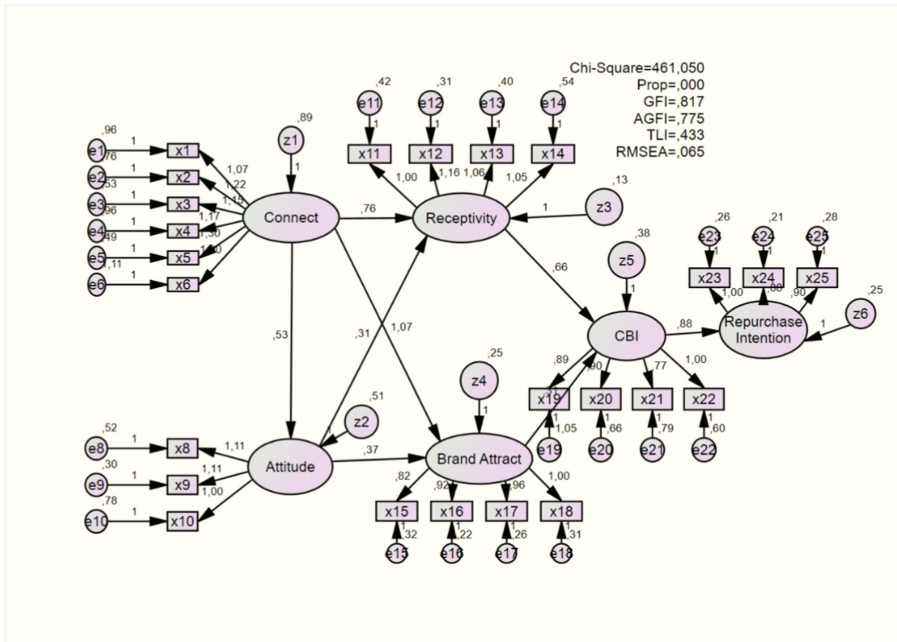
**Fig. 1.** Structural Equation Model. Source: developed by the authors (2021)

151 people, while male respondents were 60 people. The most common ages found in this study were 20–30 years, as many as 145 people with the most status being unmarried as many as 197 people. The education pursued by the most people is 150 undergraduate degrees. Respondents' monthly income is at most less than IDR 5,000,000. The table of respondent characteristics is as follows(Fig. 1).

## 4.2  Structural Model Testing

From the table above, it can be concluded that the model is good and can accept or match the data. Hypothesis testing is done by comparing the probability value (p) which is said to be significant if the p value is $\leq 0.05$ (Table 1).

From the table above, it can be concluded that the model is good and can accept or match the data. Hypothesis testing is done by comparing the probability value (p) which is said to be significant if the p value is $\leq 0.05$. Based on the results of the analysis of the proposed model, the best model accepted and the standardized weight value in Table 2 can be seen that all the third hypothesis (H3) and the sixth hypothesis (H6) are accepted because they have a loading factor with CR below the significance level $p > 0.05$.

## 4.3  Effects of Social Connections

Based on the results of calculations in table 4, the CR value for social connectedness in attitudes is 5.607 and the factor loading is 0.000, significance at $p < 0.05$, it can be

**Table 1.** Hypothesis testing

| Criteria | Critical Value | Result | Model Evaluation |
|---|---|---|---|
| Chi square | Small | 461,05 | Expected small |
| Df | Positive | 0,000 | Positive |
| Significant Probability | ≥ 0,05 | 0,960 | Good |
| GFI | ≥ 0,05 | 0,817 | Good |
| CMIN/DF | ≤ 0,02 | 1,890 | Good |
| AGFI | ≥ 0,05 | 0,755 | Good |
| RMSEA | ≥ 0,05 | 0,065 | Good |

Source: developed by the authors (2021)

**Table 2.** SEM Model Testing Results

| | Estimate | S. E | C.R | P |
|---|---|---|---|---|
| Attitude < --Connect | ,531 | ,095 | 5,607 | *** |
| Receptivity < -- Connect | ,764 | ,127 | 6,002 | *** |
| Brand Attract < --Connect | 1,073 | ,166 | 6,476 | *** |
| Receptivity < -- Attitude | ,308 | ,108 | 2,847 | ,004 |
| Brand Attract < --Attitude | ,373 | ,131 | 2,856 | ,004 |
| CBI < --Receptivity | ,664 | ,174 | 3,825 | *** |
| CBI < -- Brand Attract | ,311 | ,119 | 2,618 | ,009 |
| Repurchase Intention < --CBI | ,881 | ,071 | 12,382 | *** |

Source: developed by the authors (2021)

concluded that H1 is supported. This means that statistically it can be shown that social connectedness has a significant effect on attitudes towards celebrities. Social connectedness on message reception is 6,002 and the factor loading is 0,000 with significance at p < 0.05, it can be concluded that H2 is supported. This means that statistically it can be shown that social connectedness has a significant effect on message reception. While social connectedness on brand attractiveness is 6.476 and factor loading is 0.000, significance at p < 0.05, it can be concluded that H3 is supported. This means that statistically it can be shown that social connectedness has a significant effect on brand attractiveness.

From the above results it can be concluded that a sense of connectedness has an impact on consumer responses to products / brands that are supported by their favorite celebrities. Connectivity, as a construct, describes the strength and nature of the relationships that can develop between viewers and their favorite television shows and the celebrity actors who fill them [22]. Connectivity is applied to describe the parasocial relationship between consumers and celebrities. When fans treat celebrities who are adored like close friends,

it will affect their attitude towards celebrities and even behave like them so that messages conveyed by celebrities will be more easily accepted. Thus, consumers will be attracted to brands which in turn affect the willingness of individuals to buy offers from celebrities they admire.

### 4.4   The Effect of Attitude

Based on the results of calculations in table 4, the CR value for attitudes towards celebrities on message reception is 2.847 and the factor loading is 0.004 with significance at $p < 0.05$, it can be concluded that H4 is supported. This means that statistically it can be shown that attitudes towards celebrities have a significant effect on message reception. While the attitude towards celebrities on brand attractiveness is 2.856 and the factor loading is 0.004 with significance at $p < 0.05$, it can be concluded that H5 is supported. This means that statistically it can be shown that attitudes towards celebrities have a significant effect on brand attractiveness.

From the above results it can be concluded that consumers can appreciate the values of celebrities and even see them as counselors and influencers, seek guidance from them, and follow their suggestions [2]. Unconsciously, consumers believe that buying a product endorsed by a celebrity will allow them to be like their favorite celebrity. Such consumers can attribute desirable celebrity traits, such as beauty, athletic talent, and success, to a supported market offering. Positive ratings from celebrities generate feelings of liking which transfer influence from the celebrity to the product.

### 4.5   Effect of Message Reception

Based on the calculation results in table 4, the CR value for receiving messages on brand identification by customers is 3.825 and the factor loading is 0.000, with significance at $p < 0.05$, it can be concluded that H6 is supported.

From the results above, it can be concluded that the characteristics of communication sources, in this case celebrities, have an effect on message reception [10]. So celebrity credibility is a key factor for effective communication and the resulting communication impacts on consumer attitudes and behavior towards the products it supports. Credibility identifies the belief in what the celebrity says, the attractiveness of what is used [6], and the suitability of the celebrity identity [25].

### 4.6   The Effect of Brand Appeal on Brand Identification by Customers

Based on the results of calculations in table 4, the CR value for brand attractiveness on brand identification by customers is 2.618 and the factor loading is 0.009, the significance is at $p < 0.05$, it can be concluded that H7 is supported.

From the above results it can be concluded that identification is more likely to occur when customers find a company or brand to be attractive, and an attractive brand identity can improve consumer self-evaluation [26]. Thus, a consumer who perceives a brand's identity as attractive is more likely to identify with the brand and incorporate that identity. When a customer sees an external image that is interpreted by a company

as attractive, believes that the attributes that differentiate the company are positive and socially valued by relevant others, identification with that company will be strong. Thus, a good perception of the attractiveness of the brand identity tends to lead to a stronger identification with the company.

### 4.7   The Effect of Brand Identification by Customers on Purchase Intention

Based on the results of the calculations in table 4, the CR value for brand identification in buying interest is 12.382 and the factor loading is 0.000, with significance at $p < 0.05$, it can be concluded that H8 is supported.

From the results above, it can be concluded that the identification of the brand by the customer is a perceptual construction that implies a match of identity between the customer and the celebrity he loves. Individuals develop social identities by classifying themselves and others into social categories [25]. So that consumers will be interested in using the products or brands used by these celebrities, which in turn will create buying interest. This is also consistent with the finding that good brand identification by customers can increase purchase interest [13].

## 5   Conclusion

The social connection between celebrities and consumers will contribute to the acceptance of the messages the celebrities convey about the brands they are advertising. This also has an impact on brand attractiveness so that brand identification by customers is getting stronger which will have an impact on buying interest. The sense of social connectedness between celebrities and their fans will also have an impact on consumer attitudes towards these celebrities so that the brands they wear will be adopted by consumers, which has an impact on brand identification by customers which in turn leads to buying interest.

It is expected that the company will choose a celebrity who has a large number of fans or followers, social connection is a guarantee of success for marketers in this study to increase buying interest. In addition to the social connection between celebrities and consumers, a factor that is no less important in selecting celebrity endorsements is the attitude of consumers towards celebrities so that the celebrity's good reputation in the eyes of consumers will affect the message conveyed, the brand advertised so that the consumer's brand identification is getting stronger which will generate buying interest. For further researchers, it is hoped that this research can be used as a reference and research development by replacing or adding other variables that are not studied such as celeb eWOM in this study but also have an effect on buying interest.

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