



When Celebrities Sell Cakes: The Influence of Brand and Celebrity Credibility on Consumers' Purchase Intentions

Usep Suhud¹(✉), Ani Nur Kumaladewi², and Mamoon Allan³

¹ Faculty of Economics, Universitas Negeri Jakarta, Jakarta, Indonesia
usuhud@unj.ac.id

² LSPR Communication and Business Institute, Jakarta, Indonesia

³ Faculty of Archaeology and Tourism, The University of Jordan, Amman, Jordan

Abstract. At one time, there was a phenomenon where Indonesian celebrities opened cake shops, created brands, and opened branches in many cities. They do their marketing by relying on social media and the publicity of special television shows that indulge in the lives of celebrities and famous people. However, research on this topic is still rarely explored. Therefore, this study examines the effect of celebrity credibility, brand credibility, brand attitude, and advertisement attitude on purchase intention. Data collection was conducted in Jakarta involving 280 participants, and they were selected using the convenient sampling method. The data were processed using exploratory factor analysis and a structural equation model. As a result, brand credibility influenced advertisement attitude and brand attitude, whilst celebrity credibility affected brand attitude, and brand attitude affected purchase intention. This study expand our knowledge about celebrity marketing.

Keywords: Brand attitude · celebrity credibility · celebrity marketing · celebrity credibility · publicity attitude

1 Introduction

Understanding of celebrity has expanded, and it is no longer just at famous people who have particular talents in the arts or sports, but also in other fields whose opinions are heard by others, which are voiced through social media [1]. So, nowadays, we often hear the terms celebrity Twitter and celebrity Instagram [2]. Concerning the current study, the celebrities in question are those who work as acting artists, television and film, comedians, and nationally famous singers in Indonesia. Because of their popularity, some companies teach celebrities to become advertising stars, brand ambassadors, brand spokespersons, endorsers, and influencers. Celebrities, individually or in groups, generates additional income and investment to the companies due to their popularity. Some of them also realize that a career as a celebrity may not last long. By owning a business, they can at least have a guaranteed income in their old age if their business is thriving.

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Celebrity has a business, not news. For example, Hollywood actresses like Sylvester Stallone, Bruce Willis, Demi Moore, Arnold Schwarzenegger, and others have opened Planet Hollywood café [3]. Another example is a supermodel group opening a Fashion Cafe [4]. Investors can buy franchises from these cafes so that these cafes can be found in many countries, including Indonesia. However, the celebrity business trend does not always last.

The current study examines the influence of celebrity credibility, brand credibility, brand attitude, and publicity attitude on consumer intentions to buy cake products owned by Indonesian celebrities. They opened cake shops in some big cities in Indonesia with the concept of being a cake for souvenirs for domestic tourists visiting those cities. Around 2014 to 2019, in Indonesia, national celebrities, including acting artists and singers, took advantage of their big names to do cake business and open branches in many big cities. They invite journalists to advertise their business which was then broadcast on television gossip shows, YouTube channels, and social media. These celebrities also optimise their respective fan bases to introduce and elevate their brand. Although many studies have been exploring consumer behaviour related to celebrity cakes in Indonesia, studies of consumer behaviour associated with celebrity businesses are still rarely found on the international context [5]. Therefore, this study examines the factors influencing consumers' intention to buy celebrity cake products.

2 Literature Review

A. *Celebrity Credibility*

Generally speaking, credibility is to be trusted. Celebrity credibility is defined as “the extent to which the source is perceived as possessing expertise relevant to the communication topic and can be trusted to give an objective opinion on the subject” (Goldsmith et al., 2000, p. 43). Many companies take advantage of celebrity popularity as an endorser. Celebrity or endorser credibility is formed by three critical elements, including their attractiveness, trustworthiness, and expertise [6]. Therefore, elements of celebrity is similar with the elements of brand credibility. Attractiveness is the attraction of someone or something with certain qualities to please others. Celebrities have attractive looks and talents that make them attractive. In comparison, trustworthiness refers to the trust maintained by the celebrity as a form of responsibility as a celebrity. Because they have popularity, celebrities will maintain their good name by guarding every word and action. Expertise is the expertise and knowledge possessed by the celebrity, according to their respective fields. For example, a singing artist will have expertise in singing and know good singing techniques. These three elements are essential for celebrities so that the public trusts their credibility. A source mentions that celebrity credibility is shaped by honourable, exquisity personally, and dignified image [7].

Some studies use celebrity or endorser credibility to predict brand credibility, brand equity, relationship continuity expectation, brand loyalty, brand credibility, brand attitude, and purchase intention [8]. However, in this current study, celebrity credibility is linked to brand attitude and publicity attitude.

Celebrity Credibility and Brand Attitude

Introduce for agreement that celebrity credibility can predict brand attitude construct.

Celebrity Credibility and Publicity Attitude

The influence of celebrity credibility on publicity attitude has not received the attention of researchers. Tests the effect of celebrity credibility, attitude toward the brand, and attitude toward advertisement on Indian consumers' intention to buy a new vehicle. They found that celebrity credibility has a significant effect on advertisement attitude.

The theories above are formulated into the following two hypotheses.

H1 – Celebrity credibility has a significant impact on publicity attitude.

H2 – Celebrity credibility has a significant impact on brand attitude.

B. *Brand Credibility*

In everyday life, consumers face various brand choices for every product they use and consume, including global and local brands. The decision to choose products and brands will depend on behavioural intentions. One of the critical factors in the formation of purchase intentions is brand credibility. On the other hand, brand credibility depends on perceived brand globalness and localness [8]. In addition, this also depends on trustworthiness, attractiveness, and expertise [9]. Therefore, brand credibility could be defined as:

The believability of the product information contained in a brand, which requires that consumers perceive that the brand have the ability (i.e., expertise) and willingness (i.e., trustworthiness) to continuously deliver what has been promised (in fact, brands can function as signals since—if and when they do not deliver what is promised—their brand equity will erode) [10].

Decidedly, brand credibility forms brand attitude, brand equity, relationship continuity expectation, participation intention, purchase intention, and consumer loyalty (Anridho & Liao, 2013; Malik & Ahmad, 2014; Singh & Banerjee, 2021). Current study employs brand credibility to predict brand attitude and publicity attitude.

Brand Credibility and Brand Attitude

Some studies document a significant impact of brand credibility on brand attitude [11, 12]. For example, examine the key factors that strengthen the loyalty of American pizzeria consumers in Pakistan and one of their findings is the influence of brand credibility on brand attitude [13].

Brand Credibility and Publicity Attitude

Publicity is part of promotional or marketing tools, including advertising, sales promotion, and cause-related marketing [14]. Studies that examine the effect of brand credibility on publicity attitudes are still scant. However measure the factors that influence consumer intention to participate in cause-related marketing activities carried out by a company in Taiwan [15]. They state that brand credibility significantly affects consumer attitudes towards cause-related marketing activities. As mentioned earlier, cause related marketing is a marketing tool [16].

Here are two hypotheses that will examine celebrity and brand credibility roles.

H3 – Brand credibility will have a significant impact on publicity attitude.

H4 – Brand credibility will have a significant impact on brand attitude.

C. *Brand Attitude*

A brand is a group of product identities, including brand name, logo, font, colour, jingle, sound, and tagline [17]. Consumer attitude towards a brand is an assessment of a brand that causes affection about likes or dislikes, favourable or unfavourable. Brand attitude is created because of brand awareness, credibility, experience, loyalty, image, product image, and perceived quality [18, 19]. On the other hand, brand attitude is considered essential for a company because it can increase or decrease brand image, brand loyalty, perceived value, purchase intention, and purchase decision [20, 21].

D. *Brand Attitude and Purchase Intention*

Several studies investigate the impact of brand attitude on purchase intention [22, 23]. For example examine the effect of eWoM and brand attitude on purchase intention involving users of Facebook fan pages with an Indian setting [24]. They suggest a significant influence of brand attitude on purchase intention.

Therefore, the following hypothesis will be tested.

H5 – Brand attitude will have a significant impact on publicity attitude.

E. *Publicity Attitude*

Attitude towards publicity refers to a consumer's opinion of the publicity of a brand which is undoubtedly associated with the producer company. Attitudes can take the form of favourable and unfavourable or likes and dislikes. The publicity of a brand is obtained in various ways. The first way, because the brand becomes news and is published by the mass media and viewers consume the news [25]. The second way is when a brand is uploaded as content by anyone, and then the content is consumed by social media users [26, 27]. The content can be due to product quality, service quality, price, or other marketing activities carried out by the brand owner. The third way is when a brand is marketed by the owner, for example, through point-of-purchase (POP), and because the POP attracts the attention of many consumers. In general, publicity attitudes or attitudes toward publicity still do not get the attention of researchers. However, publicity is part of promotional tools: advertising, sales promotion, sponsorship, atmospherics, direct marketing, digital/internet marketing, cause-related marketing, exhibition, packaging, point-of-sales, word-of-mouth, and personal selling [28, 29].

F. *Publicity Attitude and Purchase Intention*

There is a dearth of studies that examine the effect of publicity attitude on purchase intention. However, several studies have raised other promotional tools to test purchase intention. For example employ sponsorship attitude to assess purchase intention [30]. In addition, choose advertisement attitude to predict purchase intention. All these studies reveal a significant impact of those promotional tools on purchase intention [31, 32].

Based on the studies mentioned above, this is the proposed hypothesis. H6 – Publicity attitude will have a significant impact on purchase intention.

Table 1. Criteria of fitted model

Fit measure	Good fit indices	Sources
Probability	$0.05 < p \leq 1.00$	Schermelleh-Engel et al. (2003)
X^2/DF	$0 \leq X^2/DF \leq 2.00$	Tabachnick et al. (2007)
CFI	$0.95 \leq CFI \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq RMSEA \leq 0.05$	Browne and Cudeck (1992)

3 Methodology and Data Analysis

A. Measures

In total, there were five variables included in this current study. All variables were measured adapted indicators from existing studies. Celebrity credibility and brand credibility were measured using indicators from Wang et al. (2017), and publicity attitude and brand attitude were taken from Munnukka et al. (2016). In addition, purchase intention was measured using indicators from Rachbini (2018) and Wang et al. (2017).

B. Data Analysis Methods

The validity of the data was tested using exploratory and confirmatory factor analysis (EFA and CFA). An indicator is considered valid if it has a loading value of 0.4 or greater to judge the EFA results. As for the fit criteria when judging CFA results, using scores of a probability, CMIN/DF, CFI, and RMSEA. This criterion is also used when judging the results of hypothesis testing. The results of the data reliability test are seen from the value of Cronbach's alpha. A construct is considered reliable if it has a score of 0.7 or greater. Furthermore, hypothesis testing was carried out using a structural equation model (SEM). A hypothesis is accepted if it has a critical ratio (CR) value of 0.7 or greater. EFA and reliability testing using SPSS software, while CFA and SEM testing using AMOS software. Table 1 contains the criteria of a fitted model.

4 Research Result and Discussion

A. Participants

Table 2 provides the profiles of the study cohort and there were 200 participants, with 187 women (66.8%) and 93 men (33.2%). Regarding the age categories, 173 participants (61.8%) were aged between 20 and 24 years old, and 33 participants (11.8%) were less than 20 years old, and the rest are over 24 years old. One hundred forty-nine participants (53.2%) graduated from high school, and two participants (0.7%) graduated from junior high school—the rest have diploma, undergraduate, and postgraduate education level. Regarding marital status, 192 participants (68.6%) were single, and 80 participants (28.6%) were married. The rest are separated or divorced. In addition, 179 participants (63.9%) were employed, and 76 participants (27.1%) were unemployed. The rest are self-employed and retired. Regarding domiciles, 220 participants (78.6%) live in Jakarta, and the rest live outside Jakarta.

Table 2. Profile of Participants

<i>Profile</i>	<i>Table column subhead</i>	<i>Frequency</i>	<i>Percent</i>
Sex	Male	93	33.2
	Female	187	66.8
	Total	280	100.0
Age	<20	33	11.8
	20–24	173	61.8
	25- 29	63	22.5
	30–34	7	2.5
	> 35	4	1.4
Education level has been completed	Less than high school	2	0.7
	High school	149	53.2
	Diploma	35	12.5
	Undergraduate	84	30.0
	Postgraduate	10	3.6
Marital status	Unmarried	192	68.6
	Married	80	28.6
	Divorced/separated	8	2.9
Occupational status	Unemployed	76	27.1
	Employed	179	63.9
	Self employed	20	7.1
	Other	5	1.8
Domicile	Jakarta	220	78.6
	Out of Jakarta	60	21.4

B. Data Validity and Reliability Tests

Table 3 presents the results of the validity and reliability tests of the data. Celebrity credibility forms two components. The first component has seven indicators with an alpha score of 0.829, while the second component has two indicators with an alpha score of 0.826. Attitude toward advertisement maintains four indicators with an alpha value of 0.0850. Furthermore, attitude toward a brand contains five indicators with an alpha score of 0.854. Brand credibility maintains five indicators with an alpha score of 0.882. Finally, purchase intention has five indicators with an alpha score of 0.836.

<i>Variables and Indicators</i>	<i>Factors Loadings</i>	<i>Cronbach's Apha</i>
Celebrity Credibility (1)		$\alpha = 0.828$
EC5 I feel the celebrities are serious about promoting the product.	0.804	
EC4 I feel that celebrities who promote self-made products can be trusted.	0.766	
EC7 The celebrities who promote their product understand the product they advertise very well.	0.748	
EC1 I think the celebrities who promote their products are exciting.	0.740	
EC6 I feel that advertising cake products with trustworthy celebrities encourage me to remember more about the celebrities' cake products.	0.575	
EC9 In my opinion, cake product publicity with celebrities who have expertise in the food sector is more viewed by the public.	0.526	
EC8 I assume the celebrities promoting their products are experienced enough to make a statement about a cake product.	0.502	
Celebrity Credibility (2)		$\alpha = 0.826$
EC3 I feel that physically attractive celebrities influence my purchase intention of	-0.904	
EC2 I prefer to see publicity and advertisements where celebs are physically attractive.	-0.879	
Attitude Toward Advertisement		$\alpha = 0.850$
AA1 I feel the publicity of celebrity-made cake products is very good.	0.871	
AA2 I find the publicity of cake products made by celebrities looks fun.	0.826	
AA4 Many of the product publicity cakes made by celebrities that I like.	0.823	
AA3 I find the publicity of celebrity's cake products interesting.	0.809	
Attitude Toward a Brand		$\alpha = 0.854$
AB3 I bought a cake under the influence of a celebrity who owns the cake product.	0.842	
AB4 I still buy celebrity-owned food only because of the endorsement of the cake itself.	0.835	
AB2 From the publicity, I became fond of the celebrity cake brand.	0.812	
AB1 The publicity of cake products owned by a celebrity gives a positive impression of the cake brand.	0.765	
AB5 Having a celebrity in cake product publicity helps me remember a brand.	0.741	
Brand Credibility		$\alpha = 0.892$
BC3 This celebrity cake brand delivers what they promise in its advertisements.	0.857	

(continued)

(continued)

<i>Variables and Indicators</i>	<i>Factors Loadings</i>	<i>Cronbach's Alpha</i>
BC2 This celebrity cake product brand can convey things about the cake product	0.838	
BC1 This cake product reminds me of competent celebrities who understand what they are promoting.	0.836	
BC4 Claims from cake product advertisements owned by celebrities can be trusted.	0.829	
BC5 Over time, my experience with various cake products promoted by celebrities made me hope to get what they advertised.	0.821	
Purchase Intention		$\alpha = 0.836$
PI4 I will buy a cake owned by celebrities if the celebrities I idolize endorse the cake product.	0.834	
PI1 I want to know about the cakes made by celebrities after seeing the advertisements uploaded by these celebrities.	0.795	
PI5 I will continue to buy every cake endorsed by the celebrities I idolize	0.782	
PI3 I considered buying a cake after seeing the advertisements posted by these celebrities.	0.750	
PI2 I was interested in trying the cake after seeing the advertisements posted by these celebrities.	0.742	

C. Hypotheses Testing

Figure 1 demonstrates the structural model of hypothesis testing. This model is considered fit with a probability value of 0.221 and a CMIN/DF value of 1.107. In addition, a CFI value of 0.996 and an RMSEA value of 0.020.

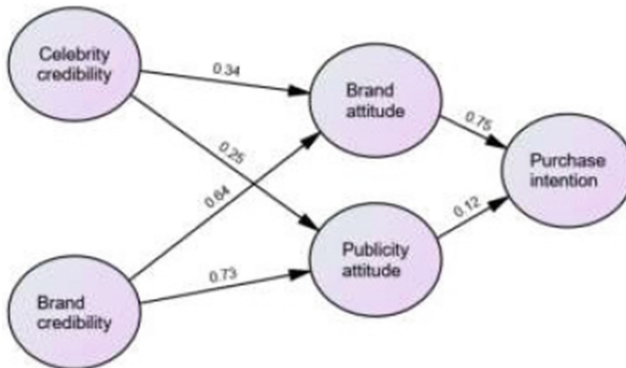


Fig. 1. Structural Model of the Hypotheses Testing

Table 3. Results of Hypotheses Testing

Hypotheses	Paths	C.R.	P	Results
H1	Celebrity credibility > Brand attitude	23.318	***	Accepted
H2	Celebrity credibility > Publicity attitude	0.902	0.367	Rejected
H3	Brand credibility > Brand attitude	23.318	***	Accepted
H4	Brand credibility > Publicity attitude	0.851	0.395	Rejected
H5	Brand attitude > Purchase intention	23.318	***	Accepted
H6	Publicity attitude > Purchase intention	23.318	***	Accepted

Table 3 contains the results of hypothesis testing. Of the six hypotheses, four had a CR value of more than 1.98 (H1, H3, H4, and H5), and the other three hypotheses (H2 and H6) had a CR value of less than 1.98. In addition, H1, H3, H5, and H6 achieved twin CR values due to the Heywood case for all four pathways.

D. Discussion

The first hypothesis assumed the role of celebrity credibility in creating a brand attitude. Based on the test results, this hypothesis had a CR score of 23.318. Every celebrity has credibility that consumers perceive and this credibility is formed because, so far, they have received a particular portion of publicity from the mass media and social media. As soon as the publicity goes up, credibility is built. In this case, celebrity credibility shaped favourable consumer attitudes towards brands of celebrity cakes and this finding support prior studies [33, 34].

This study examined the effect of celebrity credibility on publicity attitudes. This second hypothesis obtained a CR score of 0.902. Thus this hypothesis is rejected. Bambang stated that celebrity credibility could trigger consumer attitudes towards publicity. In this case prediction was not proven [35]. Consumers assumed that celebrity credibility had nothing to do with consumer attitudes toward the publicity of celebrities and their cake business.

The third hypothesis examined the effect of brand credibility on brand attitude. Brand credibility is created because of the activities carried out by managers and brand owners. This activity can increase the credibility of the brand. With a CR score of 23.318, the hypothesis was accepted. Consumers perceive that the brand credibility of cake celebrities is solid and sound, generating a positive attitude towards those brands. Finding is in agreement with the finding of the current study [37].

This study examines the impact of brand credibility on publicity attitudes. Based on the calculation results, this path obtained a CR score of 0.851, indicating that this score was insignificant. Therefore, the fourth hypothesis was rejected. Every cake product had a brand to represent the celebrity business owner as much as possible. In this case, consumers perceived that the credibility of celebrity cake brands did not contribute to the formation of their positive attitude towards publicity. At that time, almost all television stations in Indonesia had celebrity gossip programs. The program managers and celebrity cake business owners made the gossip program a medium for promoting the celebrity cake business. Consumers considered that this

action was not a viable idea. This finding is not in line with the findings reported by [38].

The fifth hypothesis suspects the influence of brand attitude on purchase intention. According to, brand attitude fosters consumer intention to buy a product [39, 43]. The calculation of this hypothesis resulted in a CR score of 23.318. Consumers' favourable attitude towards purchasing cake articles supports their intentions for their cake artist. Consumers who see celebrities on television every day hope that one day they can meet these celebrities. Even if they do not, they can have what those celebrities have.

The sixth hypothesis predicted the influence of publicity attitude on purchase intention. This hypothesis achieved a CR score of 23.318, indicating that this hypothesis was accepted. Reported a significant influence of publicity attitude on purchase intention [44, 46]. The fans of gossip shows on television, whatever the news, as long as they are related to celebrities, will enjoy it. This attitude seems to encourage their intention to buy cakes sold by celebrities who are rumoured to be in these TV programs.

5 Conclusion

Overall, this study examined the effect of celebrity credibility, brand credibility, brand attitude, and publicity attitude on consumer intentions to buy cakes sold by national celebrities. The findings of this study include the influence of celebrity credibility and brand credibility on brand attitude. In addition, brand credibility significantly affected publicity attitude, and brand attitude significantly affected purchase intention. However, celebrity credibility has no significant effect on publicity attitude, and publicity attitude has no significant effect on purchase intention.

6 Implications/Limitations and Suggestions for Further Research

The celebrity trend of selling cakes has died down. However, some of them still have a high entrepreneurial spirit, so if even one business goes down, they will get back up to start a new business. This phenomenon seems to provide suitable lessons for people who idolise them. Celebrities become idols not only because of their talent in the arts but also in entrepreneurship. This phenomenon can motivate fans to keep working and get up if they encounter problems.

This study is finally not only photographing consumer behaviour related to products owned by celebrities but also relevant to be later associated with entrepreneurship studies and celebrity marketing. Currently, there is a trend that celebrities, apart from being influencers, also have a trading business by doing live streaming through social media. Future studies can continue to use the variables used in the current study by shifting the topic to live streaming shopping through social media.

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