



Beyond the Hype: How Celebrity Endorsements and Brand Trust Influence Smartphone Purchase

R. Hurriyati¹ , G. Razati²  · I. Ramadhan³

^{1,2,3} Universitas Pendidikan Indonesia, Bandung, Indonesia
ratih@upi.edu

Abstract. This study aims to obtain an overview of brand credibility, celebrity endorsement, and purchase decisions, as well as the influence of brand credibility and celebrity endorsement on the purchase decisions of Vivo 5G smartphone consumers. This research uses descriptive and verification methods. The independent variables in this study are brand credibility and celebrity endorsements, and the dependent variable is the purchase decision. The sampling technique in this study uses simple random sampling with a total of 349 respondents. The analysis technique used in this study is multiple linear regression with the assistance of SPSS 27.0 for Windows software. The findings of this study state that brand credibility, celebrity endorsement, and purchase decisions are pretty good. Brand credibility and celebrity endorsements have a positive influence on purchase decisions. This finding indicates that the performance of brand credibility and celebrity endorsements owned by Vivo will enhance the purchase decisions of Vivo 5G smartphone consumers

Keywords: *Brand Credibility; Celebrity endorsements; Purchase Decision*

1 Introduction

Given the intense competition in almost every sector, businesses in the digital era currently face different challenges in surviving and developing [1]. Purchasing decisions are an important aspect that companies must consider when implementing marketing strategies. [2]. In a highly competitive market, special attention to purchasing decisions can increase sales and impact a company's bottom line [3].

Purchasing decisions are decisions taken by buyers in choosing the brand of product they will buy [4]. It is very important to know the consumer purchasing decision process. This can help companies sell their goods or services on the market. If a company succeeds in understanding consumer behavior following the consumer purchasing decision process for its goods or services, it will also be able to sell its goods or services successfully[5].

Purchasing decision is one of the important topics in marketing literature [6]. Many studies discuss purchasing decisions in various industries, such as the hotel, fashion, cosmetics, and even the smartphone industry.

The era of globalization, which is indicated by the development of technology, information, and communication, has had an impact on the rapid growth of the telecommunications industry [7]. The emergence of smartphone technology has made companies compete to produce superior smartphones so that intense competition cannot be avoided [8]. The number of smartphone users worldwide is expected to continue to increase in the next few years. The smartphone market penetration rate, which is still below 70% in several countries with dense populations, still has the potential for the smartphone market to continue to grow (statista.com). Smartphone market penetration levels in several countries in 2022 are presented, with Indonesia ranked 8th, with a penetration rate of 69.7% and 192.15 million smartphone users. As reported by Kompas.com, even during the COVID-19 pandemic, the smartphone market in Indonesia was still experiencing growth. Besides being used as a communication tool, smartphones can also support all kinds of user activities at home, such as online learning and work-from-home activities. This proves that Indonesia is a potential market for the smartphone industry, thus becoming an attraction for smartphone vendors in the world [9].

The development of 5G technology in cellular telecommunications networks is currently one of the newest technologies. 5G networks are supported by technological advances that will change the core of mobile communications networks. The presence of this latest technology can support the presence of other newest technologies as a companion to human civilization[10]. 5G technology brings breakthrough changes in the way the internet, smartphones, and applications are used [11].

Smartphone manufacturers are competing hard to present the best 5G smartphone products to attract the interest of potential consumers. In Indonesia, the 5G network officially operated in May 2021. Based on the survey entitled " Mobile Phone Usage and 5G Network Projection" by Populix on 1,000 Indonesians. The survey results also show 5G smartphone brand preferences. 5G Smartphone Brand Preferences in Indonesia are presented that Vivo is in 5th place with a percentage rate of 14%. This brand preference can illustrate how the 5G smartphone brand is the priority or main choice of people in Indonesia. This gives an idea of brand choice or brand choice Consumers for Vivo brand 5G smartphones are still low compared to its competitors, so it can be said that the decision to purchase a Vivo 5G smartphone is problematic.

Even though the availability of 5G networks in Indonesia is relatively limited, 5G smartphones are increasingly being purchased by people in Indonesia. Based on a report from Counterpoint Research, it is stated that the number of 5G smartphone shipments in Indonesia in the third quarter of 2022 recorded a significant increase of 42% compared to the same period in 2021. On 2022 best-selling 5G smartphone types in Indonesian e-commerce does not list any Vivo 5G smartphone types. This indicates that there is a purchase amount problem, so it can be a justification that the decision to purchase a Vivo 5G smartphone is still not optimal.

Consumers typically have the motivation to conduct extensive information searches to minimize the risks associated with their purchases. These motivated consumers tend to spend more time and effort searching for and processing information both offline and online through various websites that provide information and can process that information[12]. purchasing decisions for Vivo 5G smartphones tend to be low. Because

searching for this information is an important stage in purchasing decisions, the low search for information related to Vivo 5G smartphone products can be proven by the popularity figures for search terms on the internet, which show that the average for each type of Vivo 5G smartphone is below 25. This indicates a problem with product choice or the decision to choose the Vivo 5G smartphone product to be purchased by people. Consumer. In addition to the problem data above, pre-research has been carried out to further ensure there are problems with purchasing decisions on the Vivo 5G smartphone.

The results of pre-research on consumer purchasing decisions for Vivo 5G smartphones, which are not yet optimal. This is proven by the respondents' not-yet-optimal assessment of the dimensions of purchasing decisions, especially in product choice, brand choice, and purchase amount.

The concept of purchasing decisions is found in consumer behavior theory. Consumer behavior is a science that focuses on observing and analyzing consumers to search for, evaluate, purchase, and use products or services that are believed to meet their needs[13]. This theory states that purchasing decisions are influenced by brand credibility and celebrity endorsement based on previous research discussing the field of purchasing decisions [14,15].

Purchasing decisions are the main thing as driving factor for a company's progress because when more consumers buy a product in a company, it will also affect the company's opportunity to gain profits and become regular customers [16]. It was found that factors influencing purchasing decisions were price, brand credibility, brand personality [17], promotion, product quality, brand image [18], celebrity endorsements, halal brand image[19].

The positive impact of brand credibility and celebrity endorsement is believed to increase purchasing decisions [14,15,17,20-22]. Brand credibility refers to the level of consumer confidence that the brand has credibility and the perception of the company or organization on which the brand is based as a competent authority in its field, pays attention to customer needs and is generally well accepted [23]. Celebrity endorsements refer to someone famous or publicly recognized for their achievements in their field, such as an actor, artist, entertainer, or athlete, who is chosen to endorse a product in advertising[23].

Based on the description of the problem above, the specific aim of this research is to determine (1) the description of brand credibility, (2) the description of celebrity endorsement, (3) the description of purchasing decisions, (4) the influence of brand credibility on purchasing decisions, (5) the influence celebrity endorse on purchasing decisions, and (6) the influence of brand credibility and celebrity endorse simultaneously on purchasing decisions for Vivo 5G smartphone consumers.

2 Methods

This research contains two variables: the dependent and independent variables. The dependent variable in this research is the purchase decision with the sub-variables product choice, brand choice, and purchase amount. Meanwhile, the independent variable

is brand credibility with sub-variables trustworthiness and expertise, and celebrity endorsements with sub-variables credibility, attractiveness, and power. The unit of analysis used as respondents in this research is members of the Vivo V20-V21-V23-V25-V27-V29 Series Indonesia Facebook group.

This research uses a cross-sectional method, which is a research method used to answer research questions, where data collection is carried out only once in a certain period, perhaps for several days, weeks, or months. This research uses descriptive and verification research types based on considerations of research objectives.

The sampling technique used in this research is the probability sampling technique. The probability sampling technique was chosen because each element in the research population has an equal opportunity to become a sample. This research selected 349 respondents using the Isaac and Michael's table formula. To take samples, researchers created a sample frame using the Chrome extension (Leads Extractor for Facebook) to extract user name data from Vivo V20-V21-V23-V25-V27-V29 Series Indonesia Facebook group members. This research uses questionnaires and literature studies for data collection techniques, which are then analyzed using SPSS 27.0 for Windows to test hypotheses using multiple linear regression analysis.

3 Result and Discussion

Based on the data processing results carried out on 349 respondents, the brand credibility variable obtained a score of 12,584 from the ideal score of 17,101 for 7 statement items and was in the good category. The celebrity endorsements variable obtained a 25,156 out of the ideal score of 34,202 for 14 statement items and is in the “quite good” category. Meanwhile, the purchasing decision variable obtained a 16,404 out of an ideal score of 24,430 for 10 statement items and was in the “quite good” category.

Regression analysis is used to find out how the pattern of the dependent variable can be predicted through the independent variable. Multiple regression testing in this research aims to measure the influence of brand credibility and celebrity endorsement on purchasing decisions.

Table 1. Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,431	1,567		11,124	,000
	Brand Credibility	,291	,035	,385	8,406	,000
	Celebrity endorsements	,265	,027	,442	9,655	,000

The regression coefficient shows the coefficient value in the multiple linear regression equation. The equation values used are those in column B. The multiple linear regression equation in this study is as follows:

$$Y = 17.431 + 0.291X_1 + 0.265X_2$$

The above equation can be interpreted as follows:

- a. The constant of 17.431 states that without the variables of brand credibility and celebrity endorsements, the purchasing decision will still be formed at 17.431.
- b. The regression value is 0.291
- c. The regression value is 0.265

Correlation describes the extent of the relationship between the independent and dependent variables in a multiple correlation analysis after considering the influence of other independent variables. If the sig. F change value is <0.05, it indicates a correlation, whereas if the sig. F change value is > 0 .05 then it can be concluded that there is no correlation.

Table 2. Correlation Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.745 ^a	.555	.553	4.662	.555	216.073	2	346	.000

The results of the correlation coefficient test are nial sig. F change $0.000 < 0.05$, which indicates that the brand credibility variables and celebrity endorsements (To see the closeness of this relationship, look at the R-value or correlation coefficient value, which is 0.745, which illustrates that the relationship between the brand credibility variables and celebrity endorsements on purchasing decisions can be categorized as a strong relationship.

The partial test (t-test) is used to test whether or not there is an influence of brand credibility indicators and celebrity endorsements on the purchasing decision variable. The results of the Partial Influence Significance Test (T-Test) above can be explained that T-test on brand credibility, It is known that the Sig value. For the influence of This means that brand credibility influences purchasing decisions. T-test on celebrity endorsement. It is known that the Sig value. For the influence of this means that Celebrity endorsements influence Purchasing Decisions.

The simultaneous test (F test) is used to test simultaneously (together) whether or not there is an influence of the independent variable on the dependent variable, which can be determined using the F test.

Table 3. Simultaneous Effect Significance Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9390.465	2	4695.233	216,073	.000 ^b
	Residual	7518.532	346	21,730		
	Total	16908.997	348			

The results of the Simultaneous Influence Significance Test (F Test) show that the significance results for the influence of brand credibility and *celebrity endorsements* simultaneously on purchasing decisions are $0.000 < 0.05$ and the calculated F is 216.073 > F_{table} 3.022. Thus, it can be concluded that H₀₃ is rejected and H_{a3} is accepted. This

means that brand credibility and *celebrity endorsements* simultaneously influence purchasing decisions.

The coefficient of determination is a measure used to assess the extent to which an independent variable influences the dependent variable. The coefficient of determination value is carried out through the Adjusted R Square value.

Table 4. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,745 ^a	,555	,553	4,662

The Coefficient of Determination Test results show that the adjusted R square value is 0.553 (55.3%). Thus, it can be seen that the variable brand credibility and celebrity endorsements influence the purchasing decision variable by 55.3% (positive), and the remainder was influenced by other factors not examined in this study, namely 44.7%.

The dominant variable test aims to determine the variable that has the most influence on purchasing decisions for Vivo 5G smartphone consumers so that companies can consider this as material for decision-making. The results of the Dominant Variable Test in *the unstandardized coefficients column B* show that the variable with the most dominant influence is the brand credibility variable 0.291 because this value is the furthest away from zero compared to the *celebrity endorsements variable* which has a value of 0.265.

4 Conclusion

Based on the research findings, it can be concluded that consumers perceive the credibility of the Vivo 5G brand to be relatively good, with the expertise dimension rated highest and trustworthiness lowest. Celebrity endorsements for Vivo 5G are also considered fairly effective, with attractiveness scoring highest and power scoring lowest. Additionally, consumer purchasing decisions for Vivo 5G smartphones are assessed as quite good, with brand choice being the most dominant factor and product choice the least. Both brand credibility and celebrity endorsement have a partially positive influence on purchasing decisions, and together, these two factors significantly and positively influence consumers' decisions to purchase Vivo 5G smartphones.

Given these conclusions, it is recommended that Vivo strengthen the trustworthiness aspect of its brand credibility by consistently delivering on its promises to build consumer confidence. For celebrity endorsements, the company should prioritize endorsers who not only have public appeal but also possess persuasive power and values aligned with the brand. Furthermore, Vivo should improve its product offerings to enhance consumer perception in the product choice dimension, ensuring that their smartphones meet users' practical and emotional needs. Finally, to maintain and increase the overall impact of brand credibility and celebrity endorsements, Vivo should continuously innovate in product quality and design, while also carefully selecting endorsers who can effectively represent the brand and resonate with its target market.

References

1. Cheng, G., Cherian, J., Sial, M.S., Mentel, G., Wan, P., Álvarez-Otero, S., & Saleem, U. (2021). The relationship between CSR communication on social media, purchase intention, and e-WOM in the banking sector of an emerging economy. *Journal of Theoretical and Applied Electronic Commerce Research* , 16 (4), 1025–1041. <https://doi.org/10.3390/JTAER16040058>
2. Hidayat, T. (2020). Analysis of the Influence of Products, Prices, Promotions, and Location on Purchasing Decisions. *Journal of Management Science* , 17 (2), 95–105.
3. Taherdoost, H., & Brard, A. (2019). Analyzing the Process of Supplier Selection Criteria and Methods. *Procedia Manufacturing* , 32 , 1024–1034. <https://doi.org/10.1016/j.promfg.2019.02.317>
4. Kotler, P. (2020). The consumer in the age of coronavirus. *Journal of Creating Value*, 6(1), 12-15.
5. Qazzafi, S. (2019). Consumer buying decision process toward products *International Journal of Scientific Research and Engineering Development* , 2 (5), 130–134.
6. Stankevich, A. (2017). Explaining the Consumer Decision-Making Process: Critical Literature Review. *Journal of International Business Research and Marketing* , 2 (6), 7–14. <https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001>
7. Angelina, N. (2018). Commodification of Difference in Digital Society (Sociological Review of Capitalist Commodities in the Era of Digital Society). *Journal of Education, Sociology and Anthropology* , 2 (1), 16–26116.
8. Lesmana, R., Widodo, AS, & Sunardi, N. (2020). The Formation of Customer Loyalty From Brand Awareness and Perceived Quality through Brand Equity of Xiaomi Smartphone Users in South Tangerang. *Journal of Competitive Marketing* , 4 (1), 1. <https://doi.org/10.32493/jpkpk.v4i1.7211>
9. Gifani, A., & Syahputra. (2017). The Influence of Brand Image on the Decision to Purchase Oppo Smartphone Products among Telkom University Students. *Business And Science And Technology* , 10 (2), 81–94.
10. Lestari, MA, Ramli, AM, & Ramli, TS (2022). Juridical Study of the Implementation of 5G Technology in Indonesia: Transformation Steps towards the Era of Society 5.0. *Citizen: Indonesian Multidisciplinary Scientific Journal* , 2 (1), 129–137. <https://doi.org/10.53866/jimi.v2i1.49>
11. Al-Marroof, R.S., Akour, I., Aljanada, R., Alfaisal, A.M., Alfaisal, R.M., Aburayya, A., & Salloum, S.A. (2021). Acceptance determinants of 5G services. *International Journal of Data and Network Science* , 5 (4), 613–628. <https://doi.org/10.5267/j.ijdns.2021.8.006>
12. Gursoy, D. (2019). A Critical Review of Determinants of Information Search Behavior and Utilization of Online Reviews in Decision Making Process. *International Journal of Hospitality Management* , 76, 53–60. <https://doi.org/10.1016/j.ijhm.2018.06.003>
13. Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson Education Limited.
14. Putra, PY, & Ningrum, S. (2019). The Influence of Celebrity endorsements, Brand Image, and Brand Trust on Consumer Purchasing Decisions of Nike Brand Sport Shoes in Surabaya. *Journal of World Conferences (JWC)* , 1 (1), 208–218. <https://doi.org/10.29138/prd.v1i1.61>
15. Qauliyah, F. (2018). The Influence of Customer Satisfaction and Brand Credibility on Purchasing Decisions with Word of Mouth as a Moderating Variant in Samsung Smartphone Use in Makasar City . UIN Alauddin Makasar.

16. Gunawan, AC, & Susanti, F. (2017). The Influence of Promotion Mix and Price on Purchase Decisions for Maybelline Cosmetic Products in Padang City . <https://osf.io/preprints/in-arxiv/npiqjh/>
17. Fahlevie, RAN, & Fikry, M. (2022). The Influence of Price, Credibility and Brand Personality on Purchasing Decisions for Garnier Men Facial Wash in Samarinda City. *Distribution - Journal of Management and Business* , 10 (2), 155–166. <https://doi.org/10.29303/distribution.v10i2.258>
18. Lamasi, WI, & Santoso, S. (2022). The influence of promotion, product quality and brand image towards customer purchase decisions of Wardah cosmetic products. *International Journal of Research in Business and Social* , 11 (2), 67–73. <https://doi.org/10.20525/ijrbs.v11i2.1579>
19. Salere, S., Munir, AR, & Hamid, N. (2019). The Effect of Celebrity endorsements and Halal Brand Image on Customers' Purchasing Decisions of Wardah Cosmetics. *Advances in Economics, Business and Management Research* , 92 , 454–464.
20. Ikawati, K., Militina, T., & Achmad, GN (2021). The Effect of Celebrity endorse and Advertising Attractiveness on Brand Image and Purchase Decisions for Tokopedia Application Users in Samarinda. *International Journal of Economics, Business and Accounting Research (IJEBAR)* , 5 (2), 461–471. <http://www.jurnal.stie-aas.ac.id/index.php/IJEBAR/article/view/2625>
21. Lk, AMK, Arimbawa, IG, & Damayanti, E. (2019). the Influence of Celebrity endorsements, Product Quality and Price on Purchase Decisions and Customer Satisfaction on Vivo Brand Smartphones in Surabaya. *Journal of World Conferences (JWC)* , 1 (2), 252–256. <https://doi.org/10.29138/prd.v1i2.148>
22. Pasharibu, Y., & Nurhidayah, A. (2021). Digitalization Strategies Through Brand Image, Celebrity endorsements, and Ewom of Indonesian Halal Product towards a Purchase Decision. *International Journal of Economics, Business and Accounting Research (IJEBAR)* , 5 (3), 732–743.
23. Keller, K. L., & Kotler, P. (2015). *Holistic marketing: a broad, integrated perspective to marketing management*. In *Does marketing need reform?: Fresh perspectives on the future* (pp. 308-313). Routledge.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

