

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

1. Celebrity endorser's attractiveness has a positive effect on customer trust.
2. Celebrity credibility has a positive effect on customer trust.
3. Celebrity congruency has a positive effect on customer trust.
4. Customer trust has positive effect on purchases intention.
5. Celebrity's attractiveness has no significant effect on purchases intention.
6. Celebrity's credibility has no significant effect on purchases intention.
7. Celebrity congruency has positive effect on purchases intention.
8. Customer trust mediates the relationship between celebrity's attractiveness and purchase intention.
9. Customer trust mediates the relationship between celebrity's credibility and purchase intention.
10. Customer trust mediates the relationship between celebrity's congruency and purchase intention.

B. Implication

1. Managerial Implication

The Brands managers should meticulously choose celebrity endorsers based on a careful balance of attractiveness and credibility. The study underscores the importance of aligning these qualities to foster consumer trust effectively, emphasizing the need for strategic selection to enhance overall brand perception. Strategic selection involves meticulously choosing various elements as follows (1)

product offerings, (2) brand messaging, (3) marketing channels, and (4) target demographics to align with the desired brand image and values. There are examples of celebrities who are considered less attractive, but do represent the image the company wants to create. Therefore, company need to choose the right celebrity because it can affect positive trust for the company.

Prioritizing celebrity endorsers whose image aligns seamlessly with the brand's identity is crucial. In light of the study's findings regarding the diverse impacts of celebrity attributes, managers should adopt a dynamic and flexible approach to their marketing strategies. ERIGO's emphasis on celebrity credibility aligns with contemporary consumer values, where authenticity and trustworthiness are pivotal. The credibility of celebrity endorsers serves as a key influencer, fostering a connection with customers who value recommendations from reliable sources.

2. Theoretical Implication

- 1) The study contributes to the theoretical landscape by affirming the nuanced impact of different celebrity attributes on consumer trust and purchase intention. It advances existing celebrity endorsement theories by delineating the individual roles of attractiveness, credibility, and congruency in shaping consumer perceptions.
- 2) The identification of customer trust as a mediating factor provides theoretical clarity. This finding enriches our understanding of the underlying mechanisms through which celebrity attributes influence consumer

behavior, offering a foundation for more sophisticated models of endorsement effects.

- 3) The study supports the idea of integrating multiple celebrity attributes into a holistic framework. Theoretical implications suggest that a comprehensive evaluation of attractiveness, credibility, and congruency is essential for a thorough understanding of their combined impact on consumer attitudes and intentions.
- 4) The findings emphasize the importance of considering the specific context of brand endorsement. Theoretical frameworks need to account for the unique dynamics of individual brands, acknowledging that the effectiveness of celebrity attributes may vary across different product categories and consumer segments.

C. Limitation and Future Research Suggetion

This study is constrained by the limited segmentation of the observed brand. The restricted availability of diverse segments within the brand's user base poses a challenge in comprehensively understanding and analyzing consumer behavior. The scarcity of users in small city hinders the researcher's ability to gather a representative sample. Consequently, the findings may not fully capture the nuances of consumer preferences and behaviors in these specific geographic contexts, emphasizing the need for caution in extending the study's conclusions to broader populations or diverse market segments.