

The Influence of Celebrity Endorsements and Innovation on Fashion Customer Satisfaction

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ABSTRACT

Celebrity endorsement is a popular promotional tool in the world because using celebrities can be interesting, fun and trustworthy by the public so that the promoted product can be known and recognized by consumers. Therefore, many companies and individuals who use the services of celebrities are no exception in the field of fashion. Many fashion brands use the services of these celebrities to market their products to increase purchase intention. Not only celebrity endorsements are able to increase the purchase intention of customers or consumers as for the latest innovations from the field of products, marketing, and others. If buying interest increases, it can be obtained from new customers or regular customers, which means there are repeat purchases. So that it can be one of the benchmarks of customer satisfaction. The purpose of this study was to examine the effect of celebrity endorsement and innovation on fashion customer satisfaction. This type of research is a literature study with a qualitative descriptive approach. The research findings state that Celebrity Endorsements have a significant effect on fashion customer satisfaction.

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INTRODUCTION

Cellular telecommunications is experiencing an increase, especially in the internet sector. Internet has become a necessity for most of the population in the world to carry out their daily activities. So that the use of the internet in various regions every year increases. Not only that, the use of the internet also continues to grow in the field of marketing.

One form of marketing telecommunications that has become a social phenomenon lately is online marketing. This strategy is favored by large companies, as well as those belonging to small businesses with minimal capital. Online marketing is increasingly in demand in several areas which are often referred to as online shops. The proliferation of online shops on several platforms can lead to great competition among sellers. So we need an innovation to be able to compete with other sellers (Ayodele & Oluwayemi, n.d.). Innovation is one of the factors that most marketers rely on in marketing a product. Innovation will increase the added value of a product (Tsai & Lei, 2016). There are many ways they do to market their products, one way is by using celebrity endorsement (Zipporah & Mberia, 2014).

Celebrity endorsement is done by using the services of an artist, entertainer, athlete, and public figure which is widely known by many people for success in their respective fields from the supported fields

(Carrillat & Ilicic, 2019). One of the media that is quite often used by celebrities to market a product is Instagram. In Indonesia, there are several celebrities who market their products through these media (Herjanto et al., 2020). There are several products advertised by celebrity endorsements, including the fashion industry. In the current era, the fashion industry is in great demand by all circles (Gazzola et al., 2020). So do not be surprised if the fashion industry is able to become a big influence in the economy (Maloney, 2015).

In general, the use of celebrities as endorsers has proven to be very effective in advertising several products so as to attract consumers' purchase intentions (Osei-Frimpong et al., 2019). What is highlighted in the use of celebrities as endorsers is their credibility, namely: attractiveness, trustworthiness, and expertise. Celebrity endorsements provide a touch of glamor and hope that a famous face and credibility will provide additional appeal and name recognition in a crowded market (Nelson, 2012). It is hoped that many consumers are satisfied with buying the products offered by these celebrities. One of the models of consumer behavior in deciding to purchase a product is influenced by marketing stimuli (Ahmed et al., 2015).

Based on the overall explanation above, this study was conducted to examine the effect of celebrity endorsement and innovation on fashion customer satisfaction.

LITERATURE REVIEW

Online media platforms are now becoming more common, can penetrate into the field of marketing (Angelova et al., 2017), and because people prefer to use online media tools rather than going to physical stores. Today, the monotonous advertising and marketing techniques have been replaced by online marketing (Munshi & Munshi, 2012). As online marketing relies on technology that is constantly evolving and rapidly changing, the same features continue to be expected from online marketing developments and strategies. Businesses can easily take advantage of online channels such as Google search, social media, email, and websites (Herjanto et al., 2020) to connect with their current and potential customers. Online marketing can work for any business and in any industry. Apart from selling a company, online marketing still needs to involve the intervention of various parties to identify the needs of the audience, and create valuable online content so that it can attract customers. Customers or consumers are needed as a benchmark in the world of business and marketing.

The customer is defined as the study of the processes involved when an individual or group selects, buys, uses or disposes of a product, service, idea or experience to satisfy the needs and wants of a person who has demonstrated a willingness to procure goods or services from suppliers with the intent to pay for them. Consumer purchasing decisions are influenced by several measurements (Pandey & Bharti, 2019), namely:

1. The most influential and broadest measurement of culture in consumer behavior so that marketers need to understand the influence of culture, sub-culture, and social class of consumers;
2. Social measures that need to be considered in designing marketing strategies because these factors can influence consumer responses;
3. Personal measurement consisting of age and life cycle stage, occupation, economic situation, lifestyle, personality, and self-concept influence consumers towards what they buy and
4. Psychological measurements, including motivation, perception, learning and beliefs as well as attitudes also affect consumer purchasing choices.

Online marketing can be done in various ways, one of which is celebrity endorsement. Celebrity endorsement is the use of sources as attractive or popular features in advertisements. The use of

celebrities in marketing a company's products is an effective way to convey a message about a product so that the message conveyed can achieve higher attention and can be remembered by the public (Jamil & Hassan, 2014). The use of the services of a celebrity can be done through celebrities from various groups, such as actors, athletes and experts who are known by the public for their achievements related to the product category they support.

In the use of celebrity services, there are several factors that are considered by companies in determining which celebrities to use their services to support a product (Nelson, 2012), including :

1. Celebrity credibility
2. People who can be trusted and are considered to have knowledge about a particular product, will be someone who is most able to convince others to take a decision or action.
3. Celebrity compatibility with society
4. A celebrity will be an effective supporter if it has a match with the audience. For example, a celebrity's endorsement of a particular product has the same taste as the fans of that celebrity.
5. Celebrity attraction
6. The attractiveness of a celebrity can include his friendliness and pleasant personality in conveying a message about a particular product.

With the use of celebrity services, it can create a consumer awareness about some of the advantages of a product offered by the company.

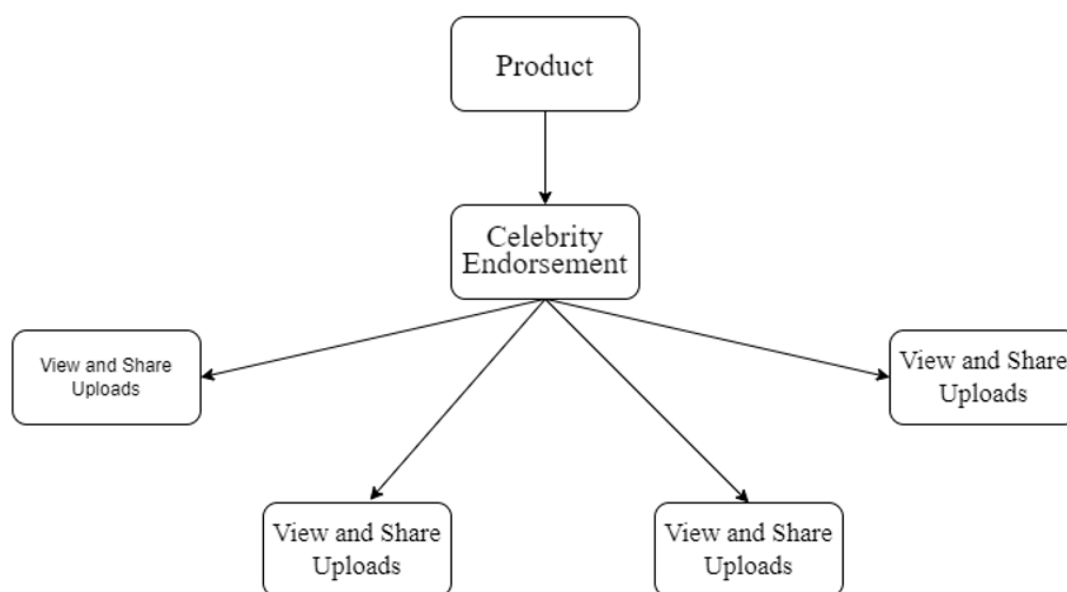


Figure 1. Celebrity Endorsement marketing mechanism

In previous studies (Carrillat & Ilicic, 2019) and (Zipporah & Mberia, 2014) it was proven that using celebrity endorsement can get very strong support in the field of marketing, this is because celebrity endorsement can be used as evidence of testimony or support that displays trusted sources or products that are liked by many followers. So that it can provide special attributes to products that are felt to be lacking. However, a new perspective emerges that customers or consumers take into account the celebrity's life cycle (Carrillat & Ilicic, 2019). As a celebrity, of course, there are life cycles that are common knowledge, namely, acquisition, consolidation, sudden fall/slow decline, and redemption/resurrection. The focus here is on consumer response and company performance when celebrities are at the peak of their fame. Meanwhile an equally important focus has recently been on the

slow down/falling stage, where celebrities have had their media visibility waned due to negative events. In addition, celebrity endorsements in advertisements have a negative impact on the audience ranging from morals, norms and behavior in society (Zipporah & Mberia, 2014). Most viewers have abandoned their normal way of life according to the established cultural standards and expectations of the wider society because they imitate what celebrities do to identify themselves. Celebrity appearance, knowledge, liking, and credibility of celebrities are also highly correlated with advertising trustworthiness.

In addition, innovation is also very important for marketers. Innovation is an idea, idea, motorcycle taxi, and practice that is based on and accepted as something new by a certain person or group to be applied. Innovation can be created from anywhere, for example from a product or marketing method. This can also affect the purchase intention of customers so that sales increase. In a previous study (Tsai & Lei, 2016) explained that the impact of organizational performance when undergoing strategic entrepreneurship through collaborative innovation, collaborative here can be called a company with celebrity endorsement so that a person or company that uses celebrity endorsement services has made collaborative innovations. In the study, it was found that collaborative innovation shows the direction that collaborative innovation is reviewed through sharing ideas, knowledge, expertise, and opportunities that can enable core organizations and collaborators to achieve success when engaging in strategic entrepreneurship. In (Ayodele & Oluwayemi, n.d.) it is known that product innovation in the service industry can have a significant impact on customer satisfaction. Product innovation in the service industry is highly expected. In this day and age, competition has become a matter of survival of the fittest and flattery of winners. From the discussion it is known that satisfaction occurs when expectations are met or exceeded. Therefore, service companies, especially the capital market sub-sector, need to innovate services in order to meet and exceed the expectations of their customers.

Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (results) of a product that is thought of to the expected performance (results). If performance is below expectations, the customer is dissatisfied. If the performance exceeds expectations, the customer is satisfied (Nelson, 2012). If performance further exceeds expectations, the customer is very satisfied. Consumer satisfaction can be measured by how much customers buy or repurchase the product.

Fashion is a constantly changing industry with new products and trends being created (Gazzola et al., 2020) and new designers wanting to be publicized around the world at any given moment, making identification with loyal consumers and their preferences critical to any number of successes. As a low-cost form of online media distribution, especially important for new designers whose budgets stay at a lower capacity, new designers will spend more of their time searching for high-quality information, including products and trends, to complement blog posts to attract as large an audience as possible.

The field of fashion is one of the fields that often use celebrity endorsement services. In (Herjanto et al., 2020), (Sudha & Sheena, 2017), and (Chiosa, n.d.) it is proven that celebrity endorsement has a significant effect on the online marketing process, so that many big and small brands use the services of these celebrities. The fashion sector can also create innovations to attract buying interest from customers or consumers, for example, by making innovations in marketing and products. In (Ayodele & Oluwayemi, n.d.) it is proven that innovation in products can attract customers or consumers so that buying interest in products increases. This happens because the latest product innovations can make customers feel bored with existing products. However, innovation also needs to be explored and studied so as not to misinterpret it. The high interest in buying from regular and new customers proves the interest in repurchasing by customers, thus customer satisfaction can be seen from the opinions of these customers after buying a product.

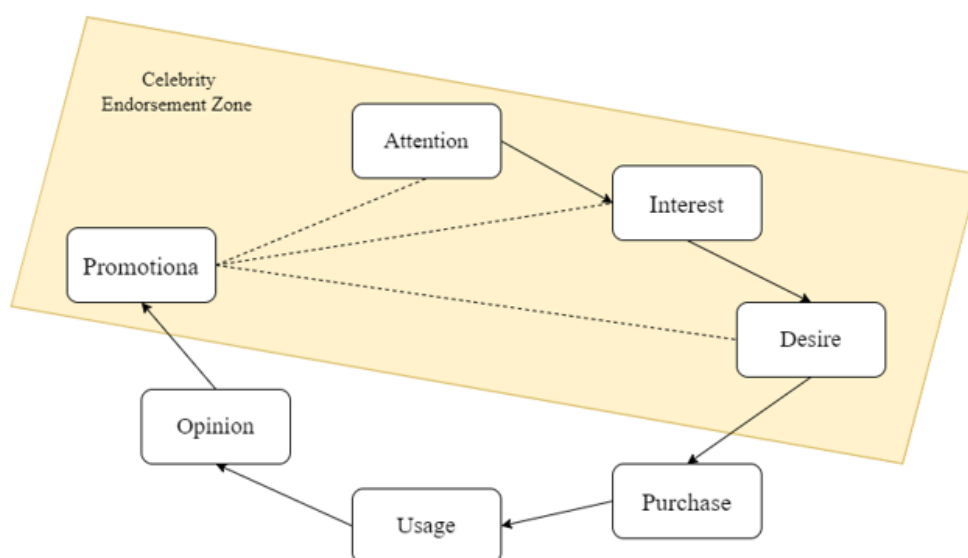


Figure 2. Celebrity Endorsement marketing mechanism with customer satisfaction.

METHODS

This research is a type of descriptive research using a qualitative approach. Descriptive research aims to provide a detailed description of the research focus (Yusuf, 2016). A qualitative approach is a research approach that does not use statistical procedures in data analysis but prioritizes data interpretation in the form of descriptions (Anggito & Setiawan, 2018).

The data of this study are secondary data in the form of journals that have relevance to the topic under study, namely the influence of celebrity endorsement and innovation on fashion customer satisfaction. Data were collected using literature study and analyzed using qualitative analysis techniques in three stages, namely data reduction, data presentation, and drawing conclusions (Creswell, 2014).

CONCLUSION

The conclusion that can be drawn from this research is that most of the previous studies have proven that there is a significant influence of the influence of Celebrity Endorsment and innovation on fashion customer satisfaction. The use of online marketing using Celebrity Endorsment and innovation can affect fashion customer satisfaction. However, previous research also shows that Celebrity Endorsment and innovation do not significantly affect fashion customer satisfaction. Inconsistencies in previous studies indicate that further research is needed on the effect of Celebrity Endorsment and innovation on fashion customer satisfaction. Further research can use primary data obtained from questionnaires, so that it can be tested using statistical procedures to better understand how celebrity endorsements and innovation influence fashion customer satisfaction.

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