THE EFFECT OF CELEBRITY ENDORSER ON BRAND AWARENESS AND IT’S IMPACT ON PURCHASE DECISION

(Study on Undergraduate Student User of Oppo Smartphone in Malang City).

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ABSTRACT

This research aimed to (1) explain the influence of Celebrity Endorser on Brand Awareness, (2) explaining the influence of Celebrity Endorser on Purchase Decision, (3) explaining the influence of Brand Awareness on Purchase Decision. The type of this research is explanatory research with quantitative approach. The variables of the research are Celebrity Endorser, Brand Awareness dan Purchase Decision. The criteria of population in this research are (1) Undergraduate Student User of Oppo Consumer with 18-22 years old as the minimum of age, (2) Have bee seen Oppo Advertisement that use Celebrity Endorser, and (3) Had purchased Oppo Product. The sampling technique for this research was using purposive sampling and the data collection method by distribution online questionnaire to 116 respondents according to population criteria. Data analysis used descriptive analysis and path analysis. The results showed (1) Celebrity Endorser has significant influence on Brand Awareness, (2) Celebrity Endorser has significant influence on Purchase Decision, (3) Brand Awareness has significant influence on Purchase Decision. Which is, the influence of the relationship between Celebrity Endorser to Brand Awareness with total influence of 0.570. The effect of Brand Awareness on Purchase Decisions is 0.255. While there is a direct effect of Celebrity Endorser on Purchase Decision of 0.577

Keywords: Celebrity Endorser, Brand Awareness, Purchase Decision and Smartphone
INTRODUCTION

Nowadays, smartphones are very attractive market. The number of mobile phone users in the world will pass 5 billion by the middle of this year, according to a study released by GSMA, the world's cellular operator association shown in Figure 1. Estimated number of mobile phones user worldwide 2017

![Figure 1: Estimated number of mobile phones user worldwide 2017](source:www.statista.com (2017))

Over time, so many smartphone brands began to appear with a variety of innovations and quality provided by the mobile phone company to get attention from their consumer to buy their products. But the famous smartphone brand remains the target of smartphone lovers, especially if the brand of its smartphone is already known in the market and worldwide. Smartphone brands must have advantages and disadvantages of each other. Various strategies must be prepared by the company to respond and outperform competitors who also have their own advantages. Right now, smartphone company are so aggressive in moving, releasing and promoting their best products. The using of brand endorser is one of strategy that has also been successfully done by some smartphone brand.

Research conducted Babu (2014: 299) states that celebrity endorser able to influence consumer to purchase. Products introduced by a celebrity will be more easily remembered by consumers and make it easier for marketer to attract the attention of consumers, to form the image and increase consumer trust. According to Shimp(2003: 459), endorsers are advertisement advocates or who also known as advertising stars to support a product. While celebrities are commonly used to attract attention of the audience and plays an important role in raising awareness of the product. Celebrities are movie stars, entertainers or athletes who are known by community because of its ability in specific areas that can support the product being advertised. Shimp (2003: 460) argues that the celebrity endorser is using the artist as an ad star in the media, ranging from print media, social media, and telegraph media. Celebrities can be used as a quick tool to represent the market segment targeted (Royan, 2005: 12).

The selection of celebrity endorsers in an advertisement can not be done randomly. The accuracy of the selection of celebrities as endorser is very important to adjust the characteristics of the celebrity with a particular brand or product. Agrawal and Kamakura (1995) concluded that the advertisements using celebrity is more effective than the advertisements using non-celebrity which shows a great contrast between celebrity and non-celebrity. The advantage for the company if use celebrity endorser as advertisement media is really favorable, especially if the company have a celebrity who is at the top of his career and have a big fanbase as their celebrity endorser. The accuracy of the selection of endorsers can be based on the inherent characteristic of the endorser, so it will be generating brand awareness for the consumer on the brands it supports.

By creating the right brand image for a product, it will be very useful for marketers, because the brand image will affect consumers's assessment of the expected brand alternatives and not only meet the needs of consumers, but also can provide better and more secure satisfaction. With the presence of brand awareness will grow the brand image owned by a brand itself and can support the consumer’s purchase decision. The implication, brand awareness is influenced by advertising recall which will influence purchase decision (Aaker, 2008).

International Data Corporation (IDC) research institute announced their report on smartphone sales worldwide in the first quarter of 2017 that shown in Table 1. The result, there is a sales increase of about four percent of the number 332.9 million devices sold in the same period in 2016 ago, to 347.4 million. Despite not having a significant increase in sales, smartphone giants Samsung and Apple still hold more than 37 percent of the world's smartphone market. Below them are three Chinese manufacturers, Huawei, Oppo, and Vivo. Oppo and Vivo itself is the largest sales growth producer earlier this year. Their number of successful products sold increase 29.8 percent and 23.6 percent over the same period last year.
Currently smartphone users in Indonesia continue to increase. Digital marketing research institute Emarketer states that Indonesia is ranked fifth list of the largest smart-phone users in the world. Indonesia's population of 250 million is a big market. Indonesian smartphone users are also growing rapidly. Digital marketing research institute Emarketer estimates that by 2018 the number of active smartphone users in Indonesia is more than 100 million people. Indonesia will be the country with the fourth largest smartphone active users in the world after China, India, and America. There are many brands of smartphone that people in Indonesia use. Shown in Table 2. The most popular Smartphone in Indonesia

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Q1 2017 Shipment Volume</th>
<th>Q1 2017 Market Share</th>
<th>Q1 2016 Shipment Volume</th>
<th>Q1 2016 Market Share</th>
<th>Year Over Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samsung</td>
<td>79.2</td>
<td>22.8%</td>
<td>79.2</td>
<td>23.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Apple</td>
<td>51.6</td>
<td>14.9%</td>
<td>51.2</td>
<td>15.4%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Huawei</td>
<td>34.2</td>
<td>9.8%</td>
<td>28.1</td>
<td>8.4%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Oppo</td>
<td>25.6</td>
<td>7.4%</td>
<td>19.7</td>
<td>5.9%</td>
<td>29.8%</td>
</tr>
<tr>
<td>Vivo</td>
<td>18.1</td>
<td>5.2%</td>
<td>14.6</td>
<td>4.4%</td>
<td>23.6%</td>
</tr>
<tr>
<td>Others</td>
<td>138.7</td>
<td>39.9%</td>
<td>140.0</td>
<td>42.1%</td>
<td>-1.0%</td>
</tr>
<tr>
<td>Total</td>
<td>347.4</td>
<td>100.0%</td>
<td>332.9</td>
<td>100.0%</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

Source: International Data Corporation (2017)

LITERATURE REVIEW

Celebrity Endorser

According to Shimp, (2003: 459), endorsers are ad advocates or who also known as advertising stars to support a product. While a celebrity is a character (actor, entertainer or athlete) who is known for his achievements in the different areas of the product that it supports (Shimp 2003: 460). Celebrities are seen as individuals who are loved by the community and have an attractive advantage that sets it apart from other individuals.

Shimp (2003: 460) argues that the celebrity endorser is using the artist as an ad star in the media, ranging from print media, social media, and telegraph media. In addition celebrities are used because of the attributes. His fame includes good looks, courage, talent, elegance, strength, and the sexual attraction that often represents the appeal desired by the brand which they advertise. The use of celebrity endorser is expected to represent brand image that impact on purchasing decisions. McCracken (1989) defines Celebrity endorsement as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing in an advertisement. Celebrity endorsement is the most effective and highlighted which can influence the customer if a company wants to create an image for its product or service. The combination of celebrity with brand should be according to the interest of target audience (Till, 1998).

According to Shimp (2003: 470) said five special attributes endorser described by the acronym TEARS, where the TEARS is composed of:

1) Truthworthiness
2) Expertise
3) Attractiveness
4) Respect

Table 1 Top Five Smartphone Vendor Q1 2017 Preliminary Data by International Data Corporation (IDC)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Country of Origin</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samsung</td>
<td>South Korea</td>
<td>26%</td>
</tr>
<tr>
<td>Oppo</td>
<td>China</td>
<td>19%</td>
</tr>
<tr>
<td>Asus</td>
<td>Taiwan</td>
<td>9%</td>
</tr>
<tr>
<td>Advan</td>
<td>Indonesia</td>
<td>8%</td>
</tr>
<tr>
<td>Lenovo</td>
<td>China</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source : IDC Quarterly Mobile Phone Tracker (2017)
Notes : Q1 = First Quarter

Table 2 Most Popular Smartphones Q2-2016 in Indonesia

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Q1 2017 Shipment Volume</th>
<th>Q1 2017 Market Share</th>
<th>Q1 2016 Shipment Volume</th>
<th>Q1 2016 Market Share</th>
<th>Year Over Year Change</th>
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<td>4.3%</td>
</tr>
</tbody>
</table>

Source: International Data Corporation (2017)
5) Similarity

**Brand Awareness**

According Durianto (2004: 54), brand awareness is the ability of a prospective buyer to recognize, recall a brand as part of a particular product category. The ability to identify a brand under different conditions, it consists of brand recognition and brand recall. Brand awareness is important as it can increase the likelihood of the brand being part of, and selected from, a consideration set and ultimately strengthens brand associations and the resultant brand image (Kwang-Ho, Minsung & Won-Moo, 2011).

Brand awareness refers to the ability of consumers to recall or recognise a brand, or simply whether or not consumers know about a brand (Keller, 2008). Furthermore brand awareness offers a sort of learning advantage for the brand (Keller, 2008). Brand awareness influences consumer decision-making, especially for low-involvement packaged goods. Brand awareness can be used by consumers as a purchase decision heuristic (Macdonald, Emma K, and Sharp, 2000). Therefore, brand awareness increases brand market performance.

**Purchase Decision**

Kotler (2008) Purchasing decision is the attitude of a person to buy or use a product either goods or services that have been believed to satisfy themselves and willingness to endure the risk that may arise. Purchase decision is an action or consumer behavior. The determination of consumer whether or not to make a purchase or transaction, the number of consumers in making decisions to be one determinant of whether or not achieved corporate goals. According to Kotler and Armstrong (2008: 227) said that purchasing decisions are the stage of the decision process in which the consumer actually purchases the product.

Once the consumer has narrowed down the possible alternatives to just a few, there may make a decision to purchase. The consumer will decide whether to buy, and if so, then what, where and when to buy. Consumers may also postpone or forgo purchase decision, if none of the shortlisted alternatives meet their needs.

According to Sunyoto (2013:85), purchase decision has structure of seven components. There are:

1) Decisions about the type of product
   Consumers can make a decision to buy a product or use its money for other purposes. In this case the company provides other alternatives that will be considered by the consumers.

2) Decisions about the shape of the product
   Consumers can make a decision to buy or use a particular product. Marketers must know the consumer's taste about the product to maximize attractiveness.

3) Brand decisions
   Consumers will choose which brands to buy, each brand has a difference in its strengths and weaknesses. Companies need to know how consumers choose a brand.

4) The decision about the seller
   Consumers should take decisions where they will buy the product that they needed.

5) Decisions about amount of products
   Consumers will make a decision about how many products will be purchased. It may be more than one unit. Companies must prepare how many products that they produce to fulfil wants and needs consumers which are different each other.

6) Decision about the time of purchase
   Consumers will decide when they buy a product. This problem is related to finances. Companies need to know the factors that influence consumer decisions within the time of purchase, so the company knows when high and low demand.

7) Decision on how to pay
   Consumers must make decisions about what kind of payment will be made for the transaction. Companies need to know what consumers want about payment.

**Hypothesis**

![Figure 2: Path Analysis Hypothesis model](image-url)
H₁ : Celebrity Endorser (X) have a significant effect on Brand Awareness variable (Y₁)
H₂ : Celebrity Endorser (X) have a significant effect on Purchase Decision variable (Y₂)
H₃ : Brand Awareness (Y₁) have a significant effect on Purchase Decision variable (Y₂)

RESEARCH METHOD

The research method that was used was explanatory research (path analysis). This research is located in Malang City. The reason why this research using its location is because Aryo Meidianto, PR Manager Oppo Indonesia argue on Detikinet December 12th 2017, even Oppo Smartphone is smartphone that can used by every age, Oppo Smartphone sales in Malang can not be separated from the millennial itself. In Malang city the youngest percentage being one of the highest in population. Percentage of youths in Malang becomes one of the highest compared to other cities. The other reason is because this location is an easily accessible location and easy to find the respondents according to criteria. Almost all of the undergraduate student in Malang City use smartphone on their daily life to support their activity, and expected to make it easier to obtain the data and can support the reference of the research. The population in this study are Undergraduate student user of Oppo consumer in Malang City.

RESEARCH RESULTS AND DISCUSSION

Table 3 The Recapitulation of Direct Effect, Indirect Effect and Total Effect

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Dependent Variable</th>
<th>Direct Effect</th>
<th>Indirect Effect</th>
<th>Total Effect</th>
<th>Sig.</th>
<th>Ke t.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>Y₁</td>
<td>0.570</td>
<td>-</td>
<td>-</td>
<td>0.000</td>
<td>Sig</td>
</tr>
<tr>
<td>X</td>
<td>Y₂</td>
<td>0.577</td>
<td>0.145</td>
<td>0.722</td>
<td>0.000</td>
<td>Sig</td>
</tr>
<tr>
<td>Y₁</td>
<td>Y₂</td>
<td>0.255</td>
<td>-</td>
<td>-</td>
<td>0.000</td>
<td>Sig</td>
</tr>
</tbody>
</table>

Source: SPSS Output

Direct Effect (DE) I = ρY₁X = 0.570
II = ρY₂X = 0.577
III = ρY₁Y₂ = 0.255

Indirect Effect (IE) I = ρY₁X x ρY₂Y₁ = 0.570x0.255 = 0.145

There were the results of the calculation of total effect:

Total Effect (TE) I = Direct Effect + Indirect Effect
Total Effect (TE) I = ρY₂X + (ρY₁X x ρY₁Y₂)

R²model = 1 – (1 – R²1) (1 – R²2)
= 1 – (1 – 0.325) (1 – 0.537)
= 1 – (0.675) (0.463)
= 1 – 0.312
= 0.688 or 68.8%

The calculation of assessment model hypothesis showed a result of 0.688%. In other words, the Purchase Decision which directly used by Brand Awareness and direct and indirect by Celebrity Endorser is 0.688% while the rest 0.312% is variable by other variables excluded in this research model. Based on the results of the data that has been obtained through the calculation of the overall path analysis, it can be conclude that the model of path analysis in this research is valid or feasible.

The Influence of Celebrity Endorser on Brand Awareness

Based on analysis result, shown the result of the path analysis of positive effect in the Celebrity Endorser on Brand Awareness indicated by the path coefficient of 0.570 and the result showed a significant effect with a probability of 0.000 (p<0.05). Based on the results, the hypothesis states that Celebrity Endorser has a significant influence and a positive sign on Brand Awareness is accepted. The positive sign means that higher quality of celebrities endorse the product, the higher undergraduate student brand awareness.

The amount of influence of Celebrity Endorser variable to Brand Awareness variable can be seen from the value of coefficient of determination (R²) that is equal to 0.325% with influence of other variable not found in this research equal to 0.675%. Based on the analysis results, it can be seen that item X₂ and X₃ that Celebrity Endorser was reliable in delivering Oppo advertisement and Celebrity Endorser have a great skilled in promoting Oppo products have the greatest mean value in celebrity Endorser variable with the item’s mean score of 4.00, this proved that consumer of Oppo Smartphone will create the awareness of Oppo Smartphone brand because of Celebrity Endorser of Oppo Smartphone was reliable and have a great skilled in promoting Oppo Smartphone itself. Based on analysis result also can be seen X₁₁ item that the
The Influence of Celebrity Endorser on Purchase Decision

Based on analysis result, shown the result of the path analysis of positive effect in the Celebrity Endorser on Purchase Decision indicated by the path coefficient of 0.557 and the result showed a significant effect with a probability of 0.000 (p<0.05). The amount of influence of Celebrity Endorser variable to Brand Awareness variable can be seen from the value of coefficient of determination ($R^2$) that is equal to 0.537% with influence of other variable not found in this research equal to 0.463%. It can be concluded from hypothesis states that Celebrity Endorser has a significant influence and a positive sign on Brand Awareness is accepted. The positive sign means that higher firm created good celebrity endorser for its product the higher undergraduate student purchase decision. By using celebrity as an endorser is believed to influence consumer purchasing decisions and boost product sales.

These finding relevance with the previous study by Sharma and Gil (2015) stated that generally celebrity promotions are very good and most tremendous panorama of creating realistic situation among customers that they must take proper purchase decision in terms of life style brands and encourage other also to get purchase it. Based on the analysis result of the introduction question stated that 75.86% respondents answered they purchased Oppo Smartphone because get influenced by Celebrity Endorser. Also can be seen from analysis result, $Y_{25}$ item that respondent purchase Oppo Smartphone products after seeing the advertisement and its celebrity endorser with mean value 3.66. By using celebrity as an endorser is believed to influence consumer purchasing decisions and boost product sales.

This is also aligned with opinion by study from Research conducted Babu (2014: 299) states that celebrity endorser able to influence consumer to purchase. The research by Low and Lim (2012) stated the respondents from its research concurred that the celebrity endorser helped them to easily identify and differentiate the various brands in the market which led to better product knowledge hence being more confident in their purchase decisions. The consumers agreed that the celebrity endorser would be able to capture their attention towards the brand whenever they saw the advertisement featuring the celebrity. The younger generation was also more receptive about the latest happenings on the media and surroundings. It is also found that Malaysian young consumers perceive the celebrity endorser as a role model who influences their purchase decisions.

The Influence of Brand Awareness on Purchase Decision

Based on analysis result, shows the result of the path analysis brand awareness have positive effect in purchase decisionindicate by the path coefficient of 0.255 and the result show a significant effect on purchase decision with a probability of 0.001 (p<0.05). Based on the results, the hypothesis states that brand awareness has a significant influence and a positive sign on purchase decision is accepted. The positive sign means that the higher brand awareness the higher purchase decision.
Therefore, the Celebrity Endorser used to communicate Oppo Smartphone products and it will affect indirectly in Purchase Decision. The amount of influence of Celebrity Endorser variable to Brand Awareness variable can be seen from the value of coefficient of determination (R²) that is equal to 0.537% with influence of other variable not found in this research equal to 0.463%.

The result of research conducted by Pereraand Dissanayak (2013) states Brand Awareness was the most influential factor on consumer purchase decision among other elements of brand equity. The relationship between brand awareness and consumers purchase decision of foreign makeup products is highly significant. This statement align with this research from analysis result, Y̅2,3 item that respondent purchase Oppo Smartphone product because of its famous brand with mean value 3.92, although item Y̅2,3 is not the highest item average on Purchase Decision variable. This indicates that the consumer brand awareness of Oppo Smartphone is very high for this smartphone brand and makes consumers make purchasing an Oppo Smartphone product. Brand awareness is the extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services. More higher brand awareness it will create the brand more popular and it give impact to the purchase decision.

Based on the direct and indirect effect calculation, can be concluded that direct effect of Celebrity Endorser variable to Purchase Decision variable greater than indirect effect of Celebrity Endorser to Purchase Decision through Brand Awareness. This shows that in this research, the role of Celebrity Endorser is very important in influencing purchase decisions. This result also showed on the result of the introduction question stated that 75.86% respondents answered they purchased Oppo Smartphone because get influenced by Celebrity Endorser. It’s mean that most of Celebrity Endorser concluded that Celebrity Endorser is influence their Purchase Decision. Oppo smartphones have done a lot of strategies in advertising their products. One of his successfull strategies is celebrity endorser. Oppo has choose some celebrity endorser that have a good criteria for its product and know how to advertise its product. It is proved by 75.86% of respondents answered they purchased Oppo Smartphone because get influenced by Celebrity Endorser. So can be concluded that Celebrity Endorser is very giving influence to the Purchase Decision of Oppo Smartphone product although it is also supported by Brand Awareness.

CONCLUSION & SUGGESTIONS

Conclusions

1. The results showed that Celebrity Endorser (X) has significant effect on Brand Awareness (Y₁), which means that Celebrity Endorser will attract people through advertisement so it will create Brand Awareness of Oppo Smartphone. Celebrity Endorser provide information, recommendations and testing of the product and provide an overview of the product so that directly or indirectly consumers are aware to Oppo Smartphone brand for the consumer.

2. The results showed that Celebrity Endorser (X) has significant effect on Purchase Decision (Y₂), which means that when consumers seen Celebrity Endorser advertise Oppo Smartphone it will encourage consumers to make a Purchase Decision. More higher the credibility of a celebrity endorser would be increase the consumer assessment of Oppo products and increase the Purchase Decision on products advertised by celebrity endorsers.

3. The results showed that Brand Awareness (Y₁) has significant effect on Purchase Decision (Y₂), which means creating and increasing more Brand Awareness of consumer will increase the action of the consumers to do Purchase Decision of Oppo Smartphone.

Suggestions

1. Practical Suggestion

Based on the results of the questionnaire, marketers should maintain the celebrity endorser as marketing strategy by holding public figure in promoting its products. It can be seen from Table 19, 101 respondents (87.06%) stated that Celebrity Endorser create Brand Awareness to Product and Giving Influence the Purchase Decision. It means Celebrity Endorser was the one of the marketing strategy. So, marketers should see how important the Celebrity Endorser would create brand awareness and giving impact to purchase decision.

a. Based on the results of the questionnaire, trustworthiness was the highest mean indicator. It means if celebrity endorser was the experts then trustworthiness leads more to the ability of
experts to give confidence for consumers of a product. So when firm search for celebrity endorser, trustworthiness is an item that needs to be seen so that the celebrity endorser selected matches the product to be advertised.

b. From Brand Awareness Variable in item Y1.4 which have mean of 4.12 which is greater than the other mean of item that said the respondent recognize Oppo brand through advertisement. So, Oppo Smartphone should increase the quality of its advertisement so people more aware about Oppo brand itself.

c. From this research, it is clear that the correct choice of a celebrity endorser that matches the product and the target audience boosts sales of Oppo Smartphone brands among the youth. Most of the celebrities act as role models to youth thus using their public appeal, therefore Celebrity endorser selection is very important.

2. Academic Suggestion
   a. For further research, research can be done on other smartphone brand because nowadays many brand of smartphone except Oppo Smartphone that used by people.
   b. The addition of the number of samples felt necessary for the results can be obtained more representative if seen user of Oppo Smartphone is many more and separated in Indonesia.
   c. For the next researcher, it is better to add another variable outside the modeler research out of Celebrity Endorser (Shimp,2003), Brand Awareness (Aaker,1997), and Purchase Decision (Sunyoto,2013) to make more this study complete because there are still other factors outside this study which potentially influences brand awareness and purchase decision.

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