

Analysis of Forming-Factors of Celebrity-Owned-Brand and Their Influence on Customer's Repurchase Intentions

Yehezkiel Jefferson* and Rifelly Dewi Astuti

Universitas Indonesia, Jakarta, Indonesia

E-mail address: yehezkieljefferson@gmail.com

Abstract - Many previous studies had examined the impact of celebrity endorsement on customer's repurchase intention. However, there is only a dearth of research that explores the role of celebrity endorsement in the context of celebrity's own brand. This study aims to explore the factors that determine customers' intention to repurchase celebrity's own brands and their appeals to fans and non-fans. A marketing survey was conducted on more than 200 customers who had purchased brands that were owned by Indonesian celebrities. This study found that the Differentiation Value becomes the major determinants for fans and Unique Brand Positioning for non-fans to repurchase celebrity-owned-brand. Brand Attitude also has been proven to influence customers to repurchase celebrity's own brand. Knowing that only a few studies discuss this topic, especially in Indonesia, the results of this study can provide new insights on customers' behavior towards celebrity-owned-brand and contribute to the entertainment industry.

Keywords - Celebrity, endorsement, celebrity's own brand, fans, repurchase intentions

I. INTRODUCTION

The existence of celebrity endorsement is an old-fashioned practice [1] which still has a huge presence in recent years to become one of the most frequent forms of communication. Many global and local (Indonesia) companies have used to market their products using celebrity endorsement to get significant positive impact [2] [3][4][5]. Celebrities are individuals who have a high social reputation and get recognition from the general public that includes actors/actresses, singers, athletes, politicians, and others [6]. The mass media generally associates the image and reputation of a celebrity with the brand they are promoting [2]. Their expertise also becomes the significant factor that commonly influences people to actually have an intention to purchase [4][7].

Globally, several celebrities have created more economic value for the brands they promote or endorse. For example, the collaboration between Michael Jordan and Nike which produced Air Jordan, and Louis Vitton who collaborated with Takashi Murakami, a Japanese artist [2]. Celebrities are perceived as individuals that are positioned at different levels on account of their published works and achievements, which allows them to have huge powers to influence the public when promoting specific products [8][9].

Nowadays, celebrities not only necessary act as an endorser who promote products from existing brands, but they also begin to develop their own products or brands that we can call celebrity-owned-brand, without collaborating with more established company [8][10]. This transition has been conducted by many celebrities to increase and expand their source of income. In particular, looking at the saturated entertainment industry where they are actively working, the change or addition of roles from celebrities as entertainers to entrepreneurs is very possible and has been done by many global and national celebrities [2][11].

Celebrity-owned-brand, as a business that celebrities run, becomes common practice these days for them to get additional income through business's profits and maintain their existence in public [12][13]. For example, Robert De Niro, a well-known senior actor from The United States, has been running a business in the culinary and hospitality sector since 1994 which has expanded to 40 restaurant locations and 12 hotels [14]. In addition, Jay-Z as a global famous rapper also has a diverse business portfolio ranging from entertainment companies to champagne drinks, his business success has made him crowned the first rapper to become a billionaire in 2019 by Forbes [14].

A similar phenomenon is also found in Indonesia, where Indonesian Celebrities also penetrate to the business sector as an entrepreneur [15][11]. Several celebrities have been quite successful in making the transition, not only as a public figure in the entertainment industry but also as entrepreneurs such as Ruben Onsu. He is an Indonesian comedian, who is a pioneer to have transitioned with his famous fried chicken joint called 'Ayam Geprek Bensu' and now expanding into media business called MOP Channel that focus on Youtube Platform. Raffi Ahmad and Nagita Slavina, well-known ex Indonesian soap opera stars and currently music show hosts and influencers, also enjoy the success of their line of businesses, such as clothing line called RA Fashion, fast food chicken restaurant Aa 'Raffi Fried Chicken, Rans music label. Music, RA Pictures production house, and several others [16].

A previous study conducted by [12], found several indicators that affect the willingness of customers to buy celebrity-owned-brand with higher than the market price, such as Self Enhancement, Intrinsic Motivation, Differentiation Value, Perceived Product Inference, Owner's Influence, and Unique Brand Positioning. An

understanding of those indicators is considered very important in both business practice and academic research. Marketers can gain a competitive advantage through a strong brand in the eyes of customers, so they will tend to be loyal to that brand. It's shown by making that brand the first choice when they want to make a purchase, this makes the brand have a competitive advantage in the market [17][18].

For a celebrity, one of the reasons behind deciding to have a brand of their own is to be able to stay in touch with their fans, apart from earning from the business itself [12]. When a celebrity promotes products from certain brand and positioned themselves as an endorser, it doesn't create an impression of exclusivity in the eyes of their fans, considering that the celebrities who promote the brand can keep changing [2]. If they have a brand of their own, celebrity's association as an owner adds the uniqueness and exclusivity of a brand, which may increase the desire of fans to buy the brand [2].

Overall, Stimulus-Organism-Response Model has been used as the basis for further research. this study aims to explore the dimensions that form the celebrity-owned brand (COB) from fans and non-fans, then examine whether the dimensions directly affect customers' purchase intention or mediated by brand attitude. Knowing that only a dearth of research that explores celebrity business [2], [9], [12], the findings from this research are expected to give valuable insights not only for academic purposes but also celebrity and the business team behind them on the entertainment industry.

A. Conceptual Framework

Celebrity is defined as someone who has public recognition from the general public, that becomes media that marketers use to communicate products value through advertisements to appeal and attract customers' attention both towards the product and also themselves as a celebrity [19][7]

Nowadays, popular culture from each country has a chance to reach broader audiences, then welcomed by global audiences and celebrities are playing a more prominent role in modern popular culture and consumption behavior [2], that makes the shifting on the concept of the celebrity which has been characterized by an association of taste judge, lifestyle influence, and key opinion leadership in the public [20].

The celebrity-owned-brand model has been conceptualized to illustrate the celebrity-brand association with the celebrity as the owner. They see that the concept of COB is different from CEB (celebrity-endorsed-brand). The concept model from CEB describes an association where celebrities provide endorsements by endorsing a brand. Three parties play a role in this model, namely brands, celebrities, and consumers [21]. Through this model, it is implemented that the endorsement is exclusive and indirectly implies that the celebrity does not endorse the brand of another competing company for the

same product category within the specified support period. In this model, celebrities act as a liaison between brands and consumers and it can be assumed that if celebrities move from brand A to another brand B, then consumers who are loyal to the celebrity will also change their preferences to brand B [22][23]. On the other hand, there is a different concept applied for COB where in this model, the brand acts as a liaison between consumers and celebrities, having a brand of their own, even though there is a shift in roles and associations from endorser to owner, customer loyalty still refers to the celebrity, which encourages them to make choices about the brand to consume [12].

Meanwhile, driven by celebrity's power also endorsed brands, and news coverage, fandom existence is rising among the general customers [2]. Fans are customers who build strong also emotional attachments with celebrities they like [24]. When finds other people who have similar preferences regarding certain celebrity, they are most likely to join a fan-groups where the association of that group can form what is called a fandom with similar attitudes and behaviors that can be further identified, they also tend to develop and share user-generated-content related on the celebrity they idolize in form of images and video on social media to give support and treasure achievement of the celebrity they like [25][26].

The previous study found several indicators that affect the willingness of customers to buy celebrity-owned-brand with higher than the market price, such as Self Enhancement, Intrinsic Motivation, Differentiation Value, Perceived Product Inference, Owner's Influence, and Unique Brand Positioning [12].

B. Hypotheses Development

Celebrity-Owned-Brand Determinants

Owners' influence in the context of COB is an influence that celebrities have, which its intangible values contained in their persona are shared through their brands, so it can influence customers' purchasing decisions [27][12]. The effectiveness of celebrities as a medium for promoting certain product focuses on the quality of their own, which makes celebrities have the power to influence in changing customers behavior [28][29].

Perceived value based on the experience felt by consumers is a comprehensive consumer assessment of the benefits and attributes provided by the brand, associated with the costs and efforts incurred to make purchases of products from the brand [30].

Self Enhancement has been defined as a term from the field of psychology which is an important element of human behavior as social beings [31][32]. Customers may use the purchase of celebrity-owned-brand as a medium to show social status and adjustment among their group, it can be possible that consumers gain prestige through purchasing celebrity-owned-brand. This is related to the

ownership by celebrities that makes a brand famous and special in the eyes of a certain community, thus enabling this to happen [12].

The term motivation is used to describe the trigger or encouragement of an individual's behavior [33]. Intrinsic motivation refers to the natural tendency of an individual. Intrinsic motivation comes from internal encouragement that affects the purchase of a product. Being a fan of a celebrity will give them the influence to buy a brand owned by their idol, following a sense of belonging that is felt and the trust given by fans to their idol itself [12].

In the context of celebrity-owned-brand, it must be ensured that the brand occupies a different position from its competitors' brands [21][34]. These distinctions can be achieved through several indicators such as unique features, a special brand image, to celebrity ownership which creates credibility and reputation that has been formed in the minds of customers [12].

The role of celebrities in brands that they have towards brand attitude gives a positive boost only to fans, this does not apply to those who do not like or idolize the celebrities who own the celebrity-owned-brand [2].

Based on the explanation above, the following hypothesis is proposed:

H₁: There are differences in the dimensions of forming celebrity-owned-brand (COB) in groups of fans and non-fans.

Celebrity-Owned-Brand Determinants towards Repurchase Intentions

Celebrities' ownership of a brand extends several associations from the brand to the product line it owns, which will influence the buyer's decision to make a purchase and continue to purchase products from that brand in the future. The association referred to in this context includes consistent innovation in design and products, product variants, product reviews, and testimonials, as well as the presentation of the product itself [35]. This allows differentiation value to emerge, which makes the product or service offered different from its competitors [12].

Purchase Intention is defined as a condition in which consumers have a certain tendency to purchase an item. This concept is considered as a process in which consumers look for products or brands that will provide the highest satisfaction. After consumers are satisfied with the products they have purchased previously, a repurchase intention will appear, which is a decision from an individual to repurchase the products or services offered by a company that is the same by considering the current situation and circumstances around them [36].

Even though a celebrity's credibility may influence fans to have a positive brand attitude toward the celebrity's business, it cannot directly induce fans to purchase goods. It could happen because most celebrity-

owned brands are so new to the market that most people rely on the overall evaluation of quality, price, and style of the celebrity brand to form their attitude and to determine their purchase intentions [2].

Based on the explanation above, the following hypothesis is proposed:

H_{2a}: Celebrity-owned-brand (COB) has a direct positive effect on consumers' intention to repurchase in groups of fans and non-fans

H_{2b}: The dimensions of celebrity-owned-brand (COB) have a direct positive effect on consumer intentions to repurchase in groups of fans and non-fans

Celebrity-Owned-Brand Determinants towards Repurchase Intentions mediated by Brand Attitude

Many previous studies have proven that the credibility and reputation of a celebrity can provide a positive boost in promoting a brand. However, this only applies to fans of COB's brand attitude, this does not apply to those who do not like or idolize the celebrities who own the COB. Although celebrities have an important role in influencing a positive brand attitude towards COB, this does not directly lead to fans' intention to buy the product because it must be supported by the positive brand attitude of the COB for fans. This is also because the majority of COBs tend to be very new to the market so that consumers continue to rely on an overall evaluation of the quality, price, and characteristics of the COB to form the brand attitude they feel in determining their purchase intention [2].

The compatibility between the personality of the brand and the consumer affects brand attitude, also purchase intention. The above statement has implications for marketers to position their brand so that they can communicate the personality that matches the brand's target consumers. This will make consumers more able to associate themselves and connect with the brand, which will have a positive influence on brand attitude, which will lead to buying intentions [22].

Brand attitude is defined as a trigger for purchase intention and consumer motivation is something that strengthens the impact of brand attitude on consumer intention to buy a product [37]. The Elaboration Likelihood model supports this by stating that purchase intention is a function of brand attitude and in the context of advertising effectiveness, brand attitude is an antecedent that affects purchase intention [38]. Reasoned Action Theory, reinforce the opinion that brand attitude refers to the formation of purchase intention, where purchase intentions from consumers depend on subjective behaviors and norms that are inherent or associated with themselves, so purchase intention is the result of attitude owned by consumers towards a brand [39][22].

Celebrity's credibility can't directly drive customers' purchase intentions on celebrity-owned-brand, it can only attract fans to have a positive brand attitude. Identity as

fans becomes moderator for the relationship between celebrity and customer's perceived towards celebrity-owned-brand [2].

Based on the explanation above, the hypothesis that can be formed as followed:

H₃: There are differences in the mediating effect of brand attitude on the relationship between celebrity-owned-brand (COB) variables and repurchase intention in groups of fans and non-fans

In line with the above hypotheses, the conceptual model is proposed as shown below:

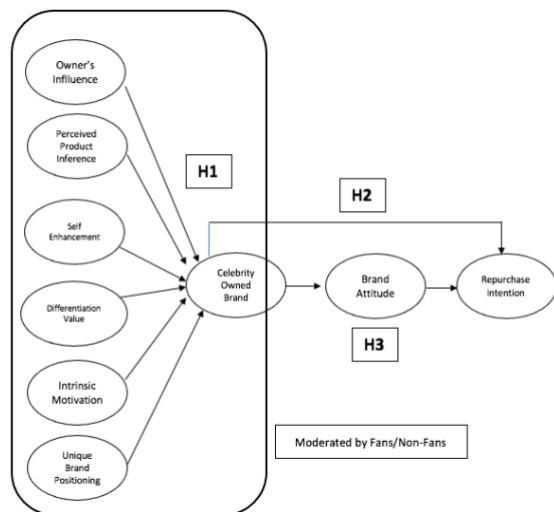


Fig. 1 Conceptual Framework

II. METHODOLOGY

In this study, the quantitative research method was used to find something from a large group through learning part of the group on a smaller scale as respondents. Through this approach, proof of theory could be done by testing the relationship between variables which can be assessed and analyzed using statistical procedures [40]. In terms of the time dimension, this study used a cross-sectional method where the research was conducted only and expected to be able to describe the variables used [41].

The population on this study is people who are at least 18 years old that have been able to make purchasing decisions. Following that, the sample is people who have ever made a COB purchase in the food or beverage, fashion apparel, or cosmetics sectors. Researcher will use convenience sampling, based on the ease and convenience of the researcher in distributing the questionnaire and considering that one of the characteristics of the respondent that the researcher wants to target as a fan of the celebrity is quite segmented [42]. As most of the brands that Indonesian Celebrity owned, categorized in Food & Beverages, Fashion, and Cosmetics sectors [43], a

convenience sample of people who have bought celebrity-owned-brand from those sectors was used in this study.

TABLE 1
CONSTRUCTS & CORRESPONDING ITEMS

Variabel	Definition	Indicator	Sumber
Owner's Influence	Contribution of brand owners in influencing consumers to make purchases	a. Self-endorsement by celebrity, b. Reputation of the celebrity, c. Celebrity recognition d. Reduces perceived risk, e. Celebrity Credibility f. Because I believe high priced products are good	(Singh & Pandey, 2017)
Perceived Product Inference	Showing product features in a brand gives influence for consumers to make purchases	a. Perceived high quality, b. Product/design innovation c. Return policy d. Product reviews and testimonials e. Library f. Immaculate presentation	
Self Enhancement	Showing an increase in the psychological condition of consumers giving influence for consumers to make purchases	a. Appear sophisticated b. Friend Acknowledgement c. Gain prestige d. Appear member of high social class e. Pleasure f. Appear financially successful	
Differentiation Value	Showing different product features of a brand (intang/ible/tangible)	a. Distinctive packaging b. Exclusivity c. Brand uniqueness d. Authentic e. Brand popularity	
Intrinsic Motivation	Showing the desire or personal motivation of the individual	a. Trust in the celebrity b. Imitate or follow c. Celebrity sense of style d. Am a fan e. Am brand loyal	(Teng W., Su, Liao, & Wei, 2019)
Unique Brand Positioning	Showing the unique / distinctive product of a brand	a. Brand reputation b. Credibility in the brand c. Brand recognition	
Brand attitude	Consumers' overall evaluation of a brand	a. Citra brand yang baik b. Brand dapat dipercaya c. Brand dapat diandalkan,	
Repurchase (Continuance) Intention	A condition in which consumers have a certain tendency to repurchase an item	a. Pembelian memberikan manfaat b. Merekomendasikan untuk membeli c. Berencana untuk tetap membeli d. Mendorong teman dan orang terdekat untuk	

An online questionnaire survey was conducted to measure celebrity-owned-brand determinants towards repurchase intentions mediated by the brand attitude of fans and non-fans group that get adapted from previous studies [12][2] with a total of 37 indicators refer to Table 1. This survey uses a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). A small-scale pre-test (N=30) and wording test were conducted to test the respondents' understanding of the questionnaire that the researcher compiled and could be used as evaluation material if there were things from the statements that the respondents didn't understand.

The researcher was generating the data using Structural Equation Modelling (SEM) using Partial Least Square Method (PLS) method, which is an analysis method that uses a covariance structure to determine the cause & effect relationship between several constructs that are the focus of research [41]. PLS itself is a component-based method in SEM with a formative construct to predict and develop from previously researched theories or concepts [44]

III. RESULTS

A. Respondent Profile

A total of 317 respondents has been collected, but only 269 were eligible due others claimed they never bought celebrity-owned-brand. The profiles of the valid samples are shown in Table 1. The identification of respondents as fans or non-fans was made by the respondents themselves with the question: "Are you idolize the owner of the brand that you mention? Choose Yes or No." Respondents that answered "yes" were classified in the fans group; others were classified in the non-fans group.

TABLE 2
RESPONDENT CHARACTERISTICS

Profile		Group	Fans	
			N	%
Sex	Male		31	29%
	Female		77	71%
Age	17-22		43	40%
	23-27		26	24%
	28-32		19	18%
	33-37		4	4%
	38-42		3	3%
	> 43		13	12%
Monthly Spending	> IDR 1,000,000		19	18%
	IDR 1,000,000 - 3,000,000		34	31%
	IDR 3,000,000 - 5,000,000		31	29%
	IDR 5,000,000 - 8,000,000		9	8%
	IDR 8,000,000 - 10,000,000		8	7%
	< IDR 10,000,000		7	6%
		Total	108	40%

Profile		Group	Non Fans	
			N	%
Sex	Male		49	30%
	Female		112	70%
Age	17-22		20	12%
	23-27		66	41%
	28-32		53	33%
	33-37		4	2%
	38-42		9	6%
	> 43		9	6%
Monthly Spending	> IDR 1,000,000		14	9%
	IDR 1,000,000 - 3,000,000		41	25%
	IDR 3,000,000 - 5,000,000		39	24%
	IDR 5,000,000 - 8,000,000		35	22%
	IDR 8,000,000 - 10,000,000		18	11%
	< IDR 10,000,000		14	9%
		Total	161	60%

Profile		Group	Total	
			N	%
Sex	Male		80	30%
	Female		189	70%
Age	17-22		63	23%
	23-27		92	34%
	28-32		72	27%
	33-37		8	3%
	38-42		12	4%
	> 43		22	8%
Monthly Spending	> IDR 1,000,000		33	12%
	IDR 1,000,000 - 3,000,000		75	28%
	IDR 3,000,000 - 5,000,000		70	26%
	IDR 5,000,000 - 8,000,000		44	16%
	IDR 8,000,000 - 10,000,000		26	10%
	< IDR 10,000,000		21	8%
		Total	269	100%

B. Measurement Model Analysis (Outer Model)

Reliability test of the indicators in the research model was used to prove consistency among the multiple measurement items of a construct was tested with cronbach's alpha (CA) and composite reliability (CR), where each measurement indicator must be valued above 0.6 (CA) and 0.7 (CR) [45].

It can be concluded that all variables are declared reliable, which is indicated by Cronbach's alpha value above 0.7. Thus, all variables can be used further for the next stage of analysis.

Validity test of the indicators in the research model was used to evaluate the results of factor loading and average variance extract (AVE), where each measurement indicator must have a value above 0.7 (factor loading) and 0.5 (AVE). The number of factor loading between 0,4 – 0,7 is still acceptable [45].

The result on Table 3 shows the value of outer loading which can still be processed further, because even though there are several indicators that have a value below 0.7 but according to [45] the value of outer loadings between 0.4-0.7 is still acceptable. and further analysis can be carried out.

The results on Table 3 shows all constructs and items are valid and reliable, so we can proceed to further measurement.

TABLE 3
VALIDITY & REALIBILITY RESULTS

Variable	Indicators	Factor Loading	AVE	CA	CR
Perceived Product Inference	PI11	0,750			
	PI12	0,577			
	PI13	0,573	0,498	0,793	0,854
	PI14	0,763			
	PI15	0,741			
	PI16	0,798			
Differentiation Value	DV1	0,719			
	DV2	0,735			
	DV3	0,811	0,527	0,769	0,846
	DV4	0,785			
	DV5	0,551			
Owner's Influence	OI1	0,633			
	OI2	0,767			
	OI3	0,642	0,593	0,859	0,896
	OI4	0,836			
	OI5	0,870			
	OI6	0,837			
Self Enhancement	SE1	0,785			
	SE2	0,671			
	SE3	0,816	0,573	0,850	0,889
	SE4	0,822			
	SE5	0,648			
	SE6	0,783			
Intrinsic Motivation	IM1	0,796			
	IM2	0,814	0,702	0,858	0,904
	IM3	0,877			
	IM4	0,862			
Unique Brand Positioning	UBP1	0,943			
	UBP2	0,935	0,812	0,883	0,928
	UBP3	0,821			
Brand Attitude	BA1	0,904			
	BA2	0,924	0,777	0,854	0,912
	BA3	0,811			
Repurchase Intention	RP11	0,817			
	RP12	0,905	0,753	0,890	0,924
	RP13	0,869			
	RP14	0,879			

Discriminant validity testing has been used to test the validity of indicators, in order to find whether there are indicators that are significantly different and whether these indicators are not related to other indicators [45]

It shows on Table 4 that there is no problem in measuring the validity of the Fornell–Larcker discrimination on Measurement Model, because all correlation values between a variable and the variable itself are greater than the correlation value between certain variable and other variables.

TABLE 4
DISCRIMINANT VALIDITY RESULTS

	BA	DV	IM	OI	PPI	RPI	SE	UBP
BA	0,881							
DV	0,558	0,726						
IM	0,594	0,598	0,838					
OI	0,692	0,597	0,638	0,77				
PPI	0,727	0,643	0,491	0,634	0,706			
RPI	0,711	0,553	0,565	0,544	0,654	0,868		
SE	0,565	0,632	0,656	0,534	0,514	0,561	0,757	
UBP	0,8	0,529	0,536	0,684	0,665	0,658	0,529	0,901

C. Structural Model Analysis (Inner Model)

In carrying out the second-order construct analysis process, the researcher uses the bootstrap feature on Smart PLS with 5000 sub-samples. It will generate t-value, p-value, and path coefficients for each first-order construct. The value of path coefficients indicates a relationship between variables in the research model, which has a range between -1 to +1, with a value close to +1 will indicate a strong positive relationship and vice versa if the value is close to -1 then the relationship between variables tends to be negative. The t-value shows the significance of the relationship between these variables, wherein in this study the rule of thumb used is the t-value has a value above 1.96 and a p-value below 0.05.

TABLE 5
PATH COEFFICIENT, T VALUE, &
P VALUE ANALYSIS

Second Order Construct	First Order Construct	Path Coefficients	T Value	P Value
Celebrity-Owned-Brand	Differentiation Value	0,166	15,341	0,000
	Intrinsic Motivation	0,180	18,034	0,000
	Owner's Influence	0,253	17,818	0,000
	Perceived Product Inference	0,229	14,640	0,000
	Self Enhancement	0,205	12,424	0,000
	Unique Brand Positioning	0,195	16,413	0,000

D. Hypotheses Testing Result

This hypothesis testing was conducted by examining at the significance of the relationship between the first order construct and the second order construct for H1 and each variable related for H2 and H3 between groups of fans and non-fans. Bootstrapping was used to show the

results of Path Coefficients, P Value, and T Value, then found whether the relationship on each variable statistically significant and positive or not. Each measurement indicator must have a value above 1,96 (T Value), below 0,05 (P Value), and positive numbers (Path Co)

As shown in Table 6 and Figure 1, celebrity-owned-brand (COB) can be formed by the dimensions of Perceived Product Inference, Differentiation Value, Owner's Influence, Self Enhancement, Intrinsic Motivation, and Unique Brand Positioning (H1). Celebrity-owned-brand and its forming dimensions also has a significant and positive influence towards Repurchase Intentions (H2a H2b). Brand Attitude as mediator on the relationship between forming dimensions of COB and COB itself towards Repurchase on groups of non-fans has a positive and significant effect while for group of fans is also positive, but not significant (H3).

Using Multi Group Analysis, we can conclude that the status as fans or non-fans doesn't have moderating effect (strengthens or weakens) on the relationships between all variables and dimensions in this particular research. (Perceived Product Inference, Differentiation Value, Owner's Influence, Self Enhancement, Intrinsic Motivation, and Unique Brand Positioning, Celebrity-Owned-Brand, Brand Attitude, and Repurchase Intentions)

TABLE 6
HYPOTHESIS TESTING

Hypothesis	Path	Fans			
		Path Coefficients	T Value	P Value	Result
H ₁	DV → COB	0,194	11,790	0,000	Supported
	IM → COB	0,172	11,023	0,000	Supported
	OI → COB	0,230	10,799	0,000	Supported
	PPI → COB	0,239	9,005	0,000	Supported
	SE → COB	0,173	6,730	0,000	Supported
	UBP → COB	0,188	10,646	0,000	Supported
H _{2a}	COB → RPI	0,543	3,966	0,000	Supported
	PPI → COB → RPI	0,130	3,692	0,000	Supported
	DV → COB → RPI	0,106	3,585	0,000	Supported
	OI → COB → RPI	0,125	3,925	0,000	Supported
	SE → COB → RPI	0,094	3,321	0,001	Supported
	IM → COB → RPI	0,093	3,542	0,000	Supported
H ₃	UBP → COB → RPI	0,102	4,074	0,000	Supported
	COB → BA → RPI	0,187	1,560	0,119	Not Supported

Hypothesis	Path	Non Fans			
		Path Coefficients	T Value	P Value	Result
H ₁	DV → COB	0,160	6,292	0,000	Supported
	IM → COB	0,164	7,062	0,000	Supported
	OI → COB	0,315	9,177	0,000	Supported
	PPI → COB	0,232	8,427	0,000	Supported
	SE → COB	0,239	7,564	0,000	Supported
	UBP → COB	0,247	9,300	0,000	Supported
H _{2a}	COB → RPI	0,417	4,355	0,000	Supported
	PPI → COB → RPI	0,096	3,886	0,000	Supported
	DV → COB → RPI	0,067	3,658	0,000	Supported
	OI → COB → RPI	0,131	3,927	0,000	Supported
	SE → COB → RPI	0,100	4,215	0,000	Supported
	IM → COB → RPI	0,068	3,745	0,000	Supported
H ₃	UBP → COB → RPI	0,103	3,971	0,000	Supported
	COB → BA → RPI	0,267	3,447	0,001	Supported

Hypothesis	Path	Multi Group Analysis			
		Path Coefficients	T Value	P Value	Result
H ₁	DV → COB	-0,019	0,469	0,639	Not Supported
	IM → COB	0,005	0,185	0,185	Not Supported
	OI → COB	-0,030	0,792	0,429	Not Supported
	PPI → COB	-0,070	1,662	0,098	Not Supported
	SE → COB	0,023	0,830	0,407	Not Supported
	UBP → COB	-0,048	1,425	0,155	Not Supported
H _{2a}	COB → RPI	0,077	0,31	0,619	Not Supported
	PPI → COB → RPI	0,01	0,238	0,812	Not Supported
H _{2b}	DV → COB → RPI	0,015	0,52	0,603	Not Supported
	OI → COB → RPI	0,007	0,15	0,881	Not Supported
	SE → COB → RPI	-0,016	0,446	0,656	Not Supported
	IM → COB → RPI	0,022	0,842	0,401	Not Supported
	UBP → COB → RPI	-0,005	0,147	0,883	Not Supported
	COB → BA → RPI	-0,014	0,107	0,915	Not Supported

IV. DISCUSSION

This study provides an integrated model to examine customers' behavior towards celebrity-owned-brands (COB), specifically for the group of fans and non-fans. All first-order variables or forming-dimensions of COB on both of the groups, which are Perceived Product Inference, Differentiation Value, Owner's Influence, Self Enhancement, Intrinsic Motivation, and Unique Brand Positioning have a significant effect on forming COB. The results also show that there is a significant effect between those forming dimensions of COB and customer repurchase intentions on both of the groups. Brand Attitude as a mediator on the relationship between COB and Repurchase Intentions on groups of non-fans has a positive and significant effect while for group of fans is also positive, but not significant.

Many previous studies have discussed celebrity-owned brands, using the concept of celebrity as a source or expertise, as well as the owner of a brand to explain why consumers can give a positive response to celebrity-owned brands [2][13][4]. In this study, it was found that in addition to the influence of celebrities as owners, there are other factors that influence the celebrity's brand in the minds of consumers, namely Perceived Product Inference (PPI), Differentiation Value (DV), Owner's Influence (OI), Self Enhancement (SE), Intrinsic Motivation (IM), Unique Brand Positioning (UBP). The results of this study show that the six factors mentioned above have an influence on creating the value of celebrity-owned-brand, not only on groups of fans of a particular celebrity that own the brand, but also for customers in general who doesn't identify themselves as fans of that celebrity.

For group of non-fans, the strongest forming-dimension of COB is Unique Brand Positioning (UBP) and the weakest is Differentiation Value (DV). If we look at the value of factor loading on each of the UBP indicators, it shows how the positioning of COB as brands with good credibility and reputation becomes an important factor in forming value of celebrity-owned-brands for group of non-fans. On the other hand, for the fans group, the strongest forming-dimension COB is Differentiation Value (DV) and the weakest is Self Enhancement (SE). If we look at the factor loading value on each of the DV indicators, it shows how COB as

authentic or original brands are an important factor in forming COB for group of fans.

The results also shows that these six dimensions have a direct influence on the repurchase intention of COB in both fan and non-fan groups, supporting the findings of previous research from [12] which concluded that Perceived Product Inference (PPI), Differentiation Value (DV), Owner's Influence (OI), Self Enhancement (SE), Intrinsic Motivation (IM), Unique Brand Positioning (UBP) as a whole represent consumers' perceptions regarding value offered by COB, which ultimately influence them in making purchase. The relationship between celebrities and brands that offer not only tangible but also intangible values of COB, influences consumer purchasing decisions (OI). The well-made products, that are tangible in the eye of customers, can also be seen as the ability of a brand to maintain the consistency of the quality of the product (PPI). The influence of celebrity as owners of COB can create a special brand positioning in the minds of consumers (UBP), which can create a high difference between the value of COB compared to other brands (DV). In addition, status as a celebrity as brand's owner creates intangible value for the brand, which in turn can enhance the purchase driving of COB within consumers personally (SE and IM).

Based on previous studies which also discussing celebrity-endorsed-brands, the result of this study supports the common findings, where brand attitude acts as efficient mediator. It influences the practice of celebrity endorsement related to celebrities as business owner and product-fit to purchase/repurchase intention [22][46]

Compared with the findings of [2], which also focuses on celebrity-owned-brands, the results of this study don't support those findings which state that the influence of celebrities as brand owners can't increase brand attitudes towards COB for group on non-fans, but only to affect group of fans. This may be due to the fact that in this research, the influence of celebrity brand owners is not the only factor that form the value of COB, but there are other factors, namely Perceived Product Inference (PPI), Differentiation Value (DV), Self Enhancement (SE), Intrinsic Motivation (IM), Unique Brand Positioning (UBP), which leads to how brand attitude become a mediator that significantly influences both groups of fans and non-fans towards the intention to repurchase COB.

V. CONCLUSION

As the creation of celebrity brands is proving to be an increasingly popular marketing strategy [47][2], having a deeper understanding of this phenomenon is important from both a theoretical and practical position. This study has focused on understanding customers' attitudes and behavioral intentions towards celebrity-owned brands. whilst prior research has used concepts such as source credibility and product fit to explain why consumers may respond positively to celebrity brands [2][47].

This study contributes to marketing literature due to limited literature that discussing celebrity-owned-brand. Prior advertising and marketing literature has indicated that celebrity credibility has positive effects both on customer attitudes and purchase intentions [48][2], but for celebrity's business ventures, our results have shown that customers have more favorable attitudes and behavioral intentions towards celebrity-owned-brand when presented with not only influence from a celebrity but also other well-developed forming-factors. This suggests that other factors, such as Perceived Product Inference (PPI), Differentiation Value (DV), Owner's Influence (OI), Self Enhancement (SE), Intrinsic Motivation (IM), Unique Brand Positioning (UBP) are relevant when exploring celebrity-owned-brand. We also follow recommendations made by [2] and [12] to explore another product category of celebrity-owned-brand and not focus on only a specific celebrity's business venture.

The result of the study found that there are no differences regarding the value-forming factors of celebrity brands in the minds of consumers and their effect on consumer intentions to buy between fan and non-fan groups. It shows that there is no need for having different marketing strategy or channel between people who idolize and those who do not idolize the celebrity owner of the brand.

The most powerful factor that form the value of celebrity's brand for group of fans is Differentiation Value. Celebrities and people behind the business must show how the features and appearance of the products being sold are different from other brands. They should pay attention the originality/something unique of the product, and also supported by special/different packaging compared to other brands.

On the other side, the most powerful factor that form the value of celebrity's brand for group of non-fans is Unique Brand Positioning. The positioning of celebrity's brand that have good credibility and reputation is very important as a reference for assessing the brand. Celebrities and people behind the business must be able to maintain the reputation of the brand by ensuring the creation of a positive image, which is supported through positive publications towards celebrities and their own brand.

While little research has been conducted regarding celebrity-owned-brand, to the best of the authors' knowledge, this study is the first to examine the forming dimension that creates the value of celebrity-owned-brand that affect customers' purchase intention that moderated by groups of fans and non-fans. We show that Perceived Product Inference (PPI), Differentiation Value (DV), Owner's Influence (OI), Self Enhancement (SE), Intrinsic Motivation (IM), and Unique Brand Positioning (UBP) significantly create the value of celebrity-owned-brand that leads to customers' intention to repurchase for both groups of fans and non-fans. It suggests that people do not directly intend to buy products from a celebrity's brand only because they like, trust, and give affirmation to the

celebrity. Repurchase intentions result from an overall evaluation of, the quality of goods, cost, attractiveness, style of products of the celebrity brand, also self-motivation and enhancement.

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