

The Relationship between Celebrity Endorsement, Brand Experience, Brand Love, and Brand Emotional Value of Nature Republic Cosmetics

by Handry Athar

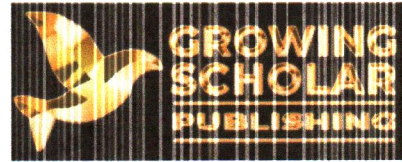
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The Relationship between Celebrity Endorsement, Brand Experience, Brand Love, and Brand Emotional Value of Nature Republic Cosmetics



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Celebrity Endorsement;
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Abstract

This research aims to determine the significant effect of celebrity endorsement, brand experience, and brand love on the brand emotional value of Nature Republic cosmetics. It was conducted in Mataram, Indonesia. One hundred sixty people were selected as the research samples through purposive sampling technique. Meanwhile, the data gathered were analysed through Structural Equation Model - Partial Least Square (SEM-PLS) with SmartPLS version 3.0 application. The results show that: brand love provides full mediation of celebrity endorsement and brand experience on the brand emotional value of Nature Republic cosmetics. While celebrity endorsement and brand experience do not have a significant effect on brand emotional value directly, it is suggested that, for the future research purpose, other researchers may further examine the concepts of both brand love and brand emotional value of which, to the best of the authors' knowledge, is still a new concept.

1. Introduction

The need for imports of cosmetic products in Indonesia has increased every year and opened up great opportunities for foreign companies engaged in the cosmetics industry. A number of foreign cosmetics began to enter the Indonesian market, especially cosmetics from South Korea, which are very aggressive in working on the Indonesian market. Three well-known cosmetics brands from

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South Korea, namely Etude, The Faceshop, and Nature Republic ranks highest in Indonesia's market share.

Companies are required to have a sustainable competitive advantage in order to survive in conditions of intense competition (Fanggidae, 2019). So, *et al.* (2013) explained that by using an emotional approach, companies can create long-term relationships between customers and brands. Practitioners and academics also agree that emotional value has a strong relationship with brand-related behavior (Franzak, *et al.*: 2014).

Creating brand emotional value is not an easy thing for marketers to create. Nature Republic uses celebrity endorsements to attract audience interest and is expected to improve customer relations with the brand through idolised celebrities. Love is an important element in the consumer-brand relationship (Batra, *et al.*: 2012). Customers who are in love with a brand have felt a positive experience of the brand (Junaid, *et al.*: 2019). Therefore, brand love cannot be separated from brand experience and celebrity endorsement.

Studies on brand emotional value are still limited to previous research. Several studies have examined the relationship of celebrity endorsement on purchase intentions and purchasing decisions (Frimpong, *et al.*: 2019; Ding & Qiu, 2017; Moraes, *et al.*: 2019), the relationship between brand experience on brand quality and perceived quality (Beig & Nika, 2019; Klabi, 2019), and brand love as a liaison between consumer-brand relationship (Huang, 2017; Junaid *et al.*: 2019; Roy, *et al.*: 2012). Therefore this study examines celebrity endorsement, brand experience, brand love, and brand emotional value as a whole concept.

2. Materials and Methods

2.1 Review Literature and Hypothesis Development

Brand Emotional Value

Brand emotional value is an emotional bonds marked by strong positive influences on brands, high passion caused by brands, and brand tendencies in dominating aspects of consumer cognition (Patwardhan & Balasubramanian : 2011).

Brand Love

Brand love is a strong sentimental tendency towards brands, the amount of cognitive behaviour driven by liking for a brand, and a set of cognitions, emotions, and behavior that are regulated by consumers in mental prototypes (Junaid, *et al.*: 2019).

Celebrity Endorsement

Celebrity endorsement is a form of celebrity endorsement of a brand and is used by companies to get the attention of the audience and motivate them to use the brand (Rabia, *et al.*: 2019).

Brand Experience

Brand experience is the consumer's internal responses, sensations, feelings, cognitions and public responses resulting from brand stimuli, such as design, brand identity, packaging, communication and the environment (Beig & Nika, 2019).

Celebrity Endorsement and Brand Love

In some cases, brands can be marked using real humans (Herskovitz & Crystal, 2010). Therefore many companies collaborate with celebrities to create a consumer's self-connection with the brand (Proctor & Kitchen, 2018). Some previous studies were carried out by Rabia, *et al.* (2019) and Frimpong *et al.* (2019)

H1: Celebrity endorsement has a significant positive effect on brand love

Brand Experience and Brand Love

Brand love bridges the relationship between brand experience and customer engagement (Junaid, *et al.*: 2019). This means that by creating brand experience a brand love will be formed that can strengthen relationships with customers. Some previous studies were conducted by Beig & Nika (2014) and Huang (2017).

H2: Brand Experience has a significant positive effect on brand love

Brand Love and Brand Emotional Value

The results of the Hwang and Kandampully (2012) study showed a strong bond between consumers and brands and formed a positive evaluation of the brand. Brand love is a reflection of the emotional attachment and passion towards a brand that develops over time (Roy, *et al.*: 2012, Indradewi, 2020).

H3: Brand love has a significant positive effect on brand emotional value

Celebrity Endorsement and Brand Emotional Value

The main purpose of advertising product using celebrity endorsement is to get a high brand vision, concentration, and curiosity (Rabia, *et al.*: 2019). According to Frimpong *et al.* (2019), celebrity endorsement affects the emotional bond of consumers with certain brands that might lead to brand loyalty.

H4: Celebrity endorsement has a significant positive effect on brand emotional value

Brand Experience and Brand Emotional Value

Affective experiences concerning feelings and emotions towards a brand that can evoke various kinds of feelings felt by consumers (Klabi, 2019). Similarly, sensory experiences are the main driver of brand emotional value (Huang, 2017).

H5: Brand experience has a significant positive effect on brand emotional value

Brand Love as Mediator in the Relationship between Celebrity Endorsement and Brand Experience to Brand Emotional Value

Love requires a high intensity between consumers and brands that can be realised through celebrity endorsement. Similarly, brand experience is a positive experience to form brand love.

H6: Brand love can mediate the relationship between celebrity endorsement and brand experience to brand emotional value.

Based on literature studies and previous research, the conceptual framework in this study can be described as follows:

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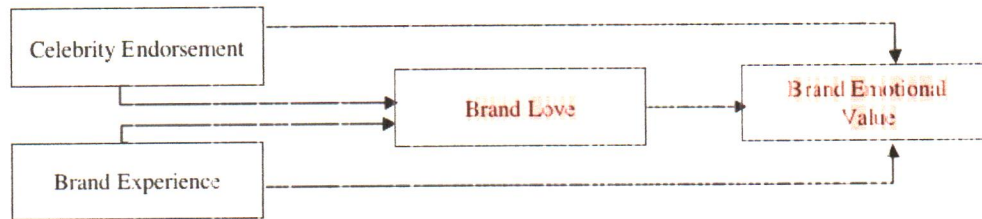


Figure 1. Conceptual Model Scheme of The current Study

2.2. Method

This research is a causal research to prove the effect of **celebrity endorsement**, **brand experience**, and **brand love** on **brand emotional value** of Nature Republic's cosmetic. The study was conducted in Mataram City of West Nusa Tenggara Province. The data collection method used sample survey. The population in this study are people who use Nature republic cosmetics, the number is not known with certainty because it is relatively large. The total sample of 160 people was determined by purposive sampling technique. The sample criteria taken were male and female consumers who were over 18 years old and had used Nature Republic cosmetics for at least 3 months.

Data collection techniques using interviews, observation, and questionnaires. Retrieval of data using questionnaires and Google forms filled out by respondents. Each variable studied is measured with a Likert scale of 1-5. The instrument quality test is carried out by the validity test and the reliability test. The data collected is in the form of quantitative data and is processed using the SmartPLS version 3.0 program.

3. Results and Discussions

Outer Model Evaluation

Indicators can be declared to meet convergent validity in well category if the outer loading value is greater than 0.70.

Table 1.
Summary of the outer loading value

Variable	Indicator	Outer Loading	Category
Celebrity Endorsement_X1	X1.1	0.889	Well
	X1.2	0.808	Well
	X1.3	0.878	Well
	X1.4	0.765	Well
	X1.5	0.860	Well
Brand Experience_X2	X2.1	0.842	Well
	X2.2	0.930	Well

	X2.3	0.930	Well
	X2.4	0.903	Well
Brand Love_Y1	Y1.1	0.903	Well
	Y1.2	0.921	Well
	Y1.3	0.932	Well
	Y1.4	0.886	Well
Brand Emotional Value_Y2	Y2.1	0.949	Well
	Y2.2	0.973	Well
	Y3.3	0.955	Well

From table 1 it can be seen that the outer loading value of all indicators is more than 0.70 and is in well category. Therefore the indicators in this study can be said to be valid.

A variable can be said to meet reliability if its value is greater than 0.70. Below is a table of reliability test results in this study.

Table 2.
Summary of the composite reliability value

Variable	Composite Reliability
Brand Emotional Value_Y2	0.972
Brand Experience_X2	0.946
Brand Love_Y1	0.951
Celebrity Endorsement_X1	0.923

From table 2 it can be seen that the composite reliability value of all variables in this study is greater 0.70. Thus the variables used in the study are in good category with a high level of reliability.

Inner Model Evaluation

Goodness of Fit Test

The r-square value is used to measure how much endogenous variables are influenced by other variables.

Table 3.
Summary of the r-square value

	R-Square
Brand Emotional Value_Y2	0.353
Brand Love_Y1	0.311

From table 3 it is known that the r-square value of the brand emotional value is 0.353. That is, the brand emotional value can be explained by celebrity endorsement, brand experience, and brand

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love by 85.8%, while the remaining 14.2% is explained by other variables outside this study. The r-square value of brand love is 0.811. That is, the brand love variable can be explained by celebrity endorsement and brand experience by 81.1%, while the remaining 18.9% is explained by other variables outside this study.

The Significance Effect Test

Variables can be stated to have a significant effect if the t-statistic value is greater than the t-table value and the p-values are smaller than 0.05. To find out the direction of the variable correlation can be seen through the path coefficient value on the results of data processing after bootstrapping using the SmartPLS program.

Table 4.
Summary of path coefficients and significance values

	Path Coefficient	t-statistics	p-values	Conclusion
Brand Experience_X2 -> Brand Emotional Value_Y2	0.027	0.348	0.728	Rejected
Brand Experience_X2 -> Brand Love_Y1	0.772	16.572	0.000	Accepted
Brand Love_Y1 -> Brand Emotional Value_Y2	0.856	13.855	0.000	Accepted
Celebrity Endorsement_X1 -> Brand Emotional Value_Y2	0.065	1.097	0.273	Rejected
Celebrity Endorsement_X1 -> Brand Love_Y1	0.182	2.964	0.003	Accepted

From table 4 it can be seen that the value of the path coefficient of celebrity endorsement to brand love is 0.182, which means that the celebrity endorsement variable has a positive direction or path to the brand love variable. The t-statistic value of celebrity endorsement on brand love is 2,964 greater than t table (2,964 > 1,975) and the p-value of 0.003 is smaller than 0.05 (0.003 < 0.05), which means that there is a significant effect of celebrity endorsement variables on brand love. Thus hypothesis 1 is proven, where celebrity endorsement has a positive and significant effect on brand love. That is, the better celebrity endorsement of Nature Republic, the higher consumer's love for the brand. The results of this study support the results of previous studies conducted by Rabia, *et al.* (2019) and Frimpong, *et al.* (2019).

The value of the brand love path coefficient towards brand emotional value is 0.856, which means that the brand love variable has a positive direction or path to the brand emotional value variable. The t-statistic value of brand love towards brand emotional value of 13,855 is greater than t table (13,855 > 1,975) and the p-value of 0,000 is smaller than 0.05 (0,000 < 0.05), which means that there is a significant effect of brand experience variables on brand love. Thus hypothesis 3 is proven, where brand love has a positive and significant effect on brand emotional value. This means that the higher consumer's love for Nature Republic, the stronger emotional value consumers feel for the brand. The results of this study support the results of previous research conducted by Roy, *et al.* (2012).

The value of the celebrity endorsement path coefficient towards brand emotional value is 0.065, which means that the celebrity endorsement variable has a positive direction or path to the brand

emotional value variable. The t-statistic value of celebrity endorsement on brand emotional value of 1,097 is smaller than t table ($1,097 < 1,975$) and the p-value of 0.273 is greater than 0.05 ($0.273 > 0.05$), which means that there is no significant effect of celebrity endorsement variable on brand emotional value. Thus hypothesis 4 is not proven, where celebrity endorsement has a positive and not significant effect on brand emotional value. That is, the better celebrity endorsement of Nature Republic cannot have a significant influence in increasing the emotional value of consumers.

The value of the brand experience path coefficient towards brand emotional value is 0.027, which means that the brand experience variable has a positive direction or path to the brand emotional value variable. The t-statistic value of brand experience on brand emotional value of 0.348 is smaller than t table ($0.348 < 1,975$) and the p-value of 0.723 is greater than 0.05 ($0.728 > 0.05$), which means that there is no significant effect of brand experience variables on the brand emotional value. Thus hypothesis 5 is not proven, where brand experience has a positive and insignificant effect on brand emotional value. That is, the stronger experience felt by consumers of Nature Republic cannot have a significant influence in increasing the emotional value of consumers.

The indirect effect of the celebrity endorsement variable on brand emotional value through brand love has a greater path coefficient of 0.156 (0.182×0.856) compared to the direct path coefficient of 0.065. The indirect effect of the brand experience variable on brand emotional value through brand love has a greater path coefficient of 0.661 (0.772×0.856) compared to the direct path coefficient of 0.027. That is, by using a good celebrity endorsement, consumer love for a brand will increase thereby increasing the emotional value of the brand. Customer love for a brand can be created and enhanced through positive experiences felt by customers of a brand.

4. Conclusion

The results of this study can be additional empirical evidence for theories or concepts that explain the relationship as described in this research model. This study proves **that there is a positive and significant effect of Celebrity Endorsement and Brand Experience variables on brand emotional value** through brand love of Nature Republic cosmetics. So, that brand love can be said to be a full mediation of the celebrity endorsement and brand experience relationship to brand emotional value of Nature Republic cosmetics.

Celebrity endorsement and brand experience do not have a significant effect on brand emotional value directly, so brand love has an important role in the concept of this study. Celebrity endorsement is a variable that is quite often researched, although its relationship with brand emotional value is still a new study. Likewise with the brand love variable which is a new concept and requires a lot of other research to test the concept.

This research was only conducted in Mataram City, so the results were limited to Nature Republic cosmetics users in this city. The next researchers can conduct cross-regional research, both national and international. See differences respondent responses in different locations and influenced by various factors. This research is limited to one product brand, Nature Republic cosmetics. The next researcher can consider using a luxury brand as the object of research because it has valuable value contained in it. The next research can also link the nature of customer hedonism with a deep love for a product brand

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