International Business Management 9 (3): 221-231, 2015
ISSN: 1993-5250


# Celebrity Endorsement, Brand Credibility and Brand Equity of Smartphone in Jakarta

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**Abstract:** To analyze the significant difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards consumer-based brand equity of parent and sub-brands. A field experiment was conducted in Jakarta to 240 respondents. The data was collected using 2×2×2 between subject factorial designs. One-way ANOVA and Tukey's Post Hoc test were employed to analyze the significant different between research variables. For parent brands: celebrity endorser credibility does not increase brand awareness, brand association but it increases perceived quality of brand with high credibility. Meanwhile, celebrity endorser credibility increases awareness but it does not increase brand association and perceived quality of brand with low credibility. For sub-brands: celebrity endorser credibility of sub-brand of highly credible brand only increases brand awareness of the sub-brand but it does not increase brand awareness, brand association and perceived quality of both sub-brands with high and low credibility. The role of celebrity endorser has important role in increasing awareness of brands with low credibility, so that celebrity endorser can be considered as effective marketing tools for new brand in the market. Moreover, celebrity endorser increases perceived quality of the more established brands.

**Key words:** Celebrity endorser credibility, brand credibility, consumer-based brand equity, parent brand, sub-brand

## INTRODUCTION

In recent years due to the advance in technology, smartphones become booming in the market. According to Russell, Indonesia is the most potential market for smartphone in Southeast Asia and has a significant contribution in the growth of smartphone worldwide. In 2011, the smartphone users reached 28% (IDC, 2012) and it increased up to 36.64% in 2012. A survey conducted by IDC, a telecommunication and information technology research, smartphone shipments from manufacturers to Indonesian vendors exceeded 7 millions units in 2012 (IDC, 2012). Also according to Canalys the smartphone users will reached into 51.7% in 2013, since the smartphone shipments to Indonesia predicted to exceed 15.7 millions units in 2013 (Canalys, 2013).

In regards to this promising business, many smartphone companies offer their products to the Indonesian market. Not just from global well-known company but local players also involve in this competition. Due to the tough competition among smartphone brands in Indonesia, credibility is very important for the brand, especially for smartphone companies. As a brand seen to be highly credible, the brand equity will also tend to increase, then people will be more aware and loyal to the particular brand.

Furthermore, one of marketing strategies to win customer attention is using celebrity to endorse their products or services. According to Yang *et al*. (2012) using celebrity endorsement is also one of the company strategies to make product and brand differentiation to compete with the competitor.

Based on the facts stated above, researchers find that it is interesting to further analyze about this topic since brand credibility, brand equity as well as celebrity endorsement could enhance the company performance.

**Theoretical framework:** This research was adapted from a study titled celebrity endorsement, brand credibility and brand equity written by Amanda Spry, Ravi Pappu and Bettina Cornwell. The previous research investigated the impact of endorser credibility towards the brand credibility and consumer-based brand equity as well as the impact of brand credibility toward consumer-based brand equity. However, mediating role of brand credibility between endorser credibility-consumer-based brand equity and the moderating role of the type of branding (parent versus sub-brand) between celebrity

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credibility-brand credibility as well as celebrity credibility-consumer-based brand equity were also been analyzed.

The current research focuses on analyzing significance difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards consumer-based brand equity of parent and sub-brand. The sub-brand is further analyzed to find out whether group of respondents show similar responses toward the consumer-based brand equity with regard to different condition of celebrity endorser and brand credibility. Furthermore, this research examines and evaluates whether parent brand equity is transferred to the sub-brand.

**Celebrity endorsement:** A celebrity is described as an individual or people who enjoy public recognition (McCracken, 1989) and endorsement is a form of brand communication in which celebrity acts as the brand's spokesperson and position by extending their personality, popularity in the field to the brand. Companies use celebrity endorser for the hope that the endorser can boost the company marketing effectiveness for a long period of time (Belch and Belch, 2001).

**Endorser credibility:** A person who can deliver objective information such as knowledge, skills, experience and trust to others is categorized as celebrity (Belch and Belch, 1994). Hence, celebrities are said to be credible source of information (Goldsmith *et al*., 2000) because celebrities are seen as the knowledge able person with expertise (Dimed and Joulyana, 2005). In addition, according to Dimed and Joulyana (2005), credibility of the endorser can be measured by expertise and trust worthiness. Other than expertise and trust worthiness, Knott and James (2004) also argue that attractiveness of the endorser is also important and can be used to measure the credibility of the endorser.

**Brand credibility:** One of reasons why people choose certain brand is because the brand has the credibility (Kemp and Bui, 2011). Company can use the credibility of the brand as the attribute to position the product in the market (Erdem and Swait, 1998a). However, there are two most important aspects of brand credibility which are expertise and trust (Hovland *et al*., 1953).

**Consumer-based brand equity:** Bello and Holbrook (1995) argues that brand equity is the value added in a famous brand name refers to the attractiveness of the brand name related to the products or services. When there were positive impacts on the brand equity, the companies will be profitable and gain sustainable cash flows (Srivastava and Shocker, 1991). Furthermore, Aaker (1991) said that brand awareness, brand associations, perceived quality and brand loyalty is the dimensions of brand equity.

**Branding:** Brand enables consumers to identify the firms and differentiate them from competitors (Keller, 2008) and branding is the process of creating and delivering the brand name. Branding is important to every business because this is how the company communicates about the business as well as product to the market. Moreover, past research has shown that type of branding is divided into two categories that are parent brand and sub-brand. Parent brand is an existing name of a product (Spry *et al*., 2011) while sub-brand is when an existing name is combined with a new brand name in order to offer different types of product (Keller, 2003).

**Hypotheses development:** Compare to the original research, this research used different type of framework, since the focus of this research is to analyze the significance difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards the consumer-based brand equity of parent and sub-brand. Therefore, the frameworks are as below:

**Endorser credibility and brand credibility to consumer based brand equity:** According to Dimed and Joulyana (2005), the use of celebrity endorsement will strengthen the brand equity. Therewith, high endorser credibility will lead into positive impact on the consumers mind (Biswas *et al*., 2006). Moreover, Maathuis *et al*. (2004) said that the brand credibility would lead into positive effect on consumers' decision-making. This means that consumers are more prefer to buy brand that has a high credibility.

For this research, the type of branding is analyzed using two different product categories that is parent brand and sub-brand (Spry *et al*., 2011). When a consumer have a strong relationship with a parent brand, it is likely that this relationship will also transfer to the sub-brand (Hem *et al*., 2003). Thus:

- $H_0$: there is no significance difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards the consumer-based brand equity for the parent brand

- $H_1$: there is a significance difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards the consumer-based brand equity for the parent brand

**Endorser credibility and brand credibility to consumer based brand equity:** When the endorsers are seen as having a high credibility, consumers will therefore directly think about the endorsed brand in their mind. A highly credible endorser can also change the consumers' attitude and purchase intentions (Teo and Liu, 2007). Furthermore, brand credibility can increase the chance that consumers will include the brand in their mind (Erdem and Swait, 1998a). The credibility of the brand will also increase the perceived quality and decrease perceived risk (Erdem and Swait, 1998b).

For this research, type of branding is analyzed using two different product categories that are parent brand and sub-brand (Spry *et al*., 2011). However, Milberg *et al*. (1997) argues that consumers perceived parent and subbrand differently in their mind. In regards to see the difference between celebrity credibility (high vs. low celebrity credibility) and brand credibility (high vs. low brand credibility) towards the consumer-based brand equity, thus:

- $H_0$: there is no significance difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards the consumer-based brand equity for the sub-brand
- $H_1$: there is a significance difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards the consumer-based brand equity for the sub-brand

## MATERIALS AND METHODS

This research used a field experiment in Jakarta. The data were collected using a survey that included a 2×2×2 between-subjects factorial design. The three main points that were observed using field experiment were endorser credibility, brand credibility and type of branding. The endorser credibility was manipulated at two levels; high credibility celebrity endorser vs. low credibility celebrity endorser. Then, the brand credibility was manipulated at two levels; high credibility vs. low credibility. Finally, the type of branding was manipulated at two levels; parent brand vs. sub-brand.

A stimulus was created in order to choose the sub-brands and endorsers. Samsung and Cross were two smartphones that were used as the object of the study. Samsung was chosen due to the fact that Samsung users in Indonesia increased to 80% in 2012. In addition, Cross was also chosen for this research because of the successfulness that the company received even though Cross is the new comer in the industry. However compare to Samsung, the popularity of Cross are still lower than Samsung. Therefore, Samsung will be representing as the high brand credibility and Cross will be represent as the low brand credibility for this research.

For the sub-brand, several surveys were conducted to 20 respondents with open-ended question using a convenience sample of students as well as mall intercept. The respondents were required to list five products which suitable for Samsung and Cross. The results shows that portable charger is the most frequently mentioned product.

Portable charger was chosen as the sub-brand for Samsung smartphone and Cross smartphone. After the sub-brand product category had been chosen, the second survey was conducted to investigate the most attractive brand or name for the product extension. The researchers created 5 fictitious names that were suitable for the sub-brand conducted a survey to 20 respondents using a convenience sample of students and mall intercept. The respondents were asked to choose the most suitable name for the sub-brand product. The results showed that respondents favored the name "Power Up". Hence, "Samsung Power Up" and "Cross Power Up" were selected as sub-brands.

In addition, researchers analyzed the suitable endorsers for parent brand as well as the sub-brand. Therefore, a stimulus was created to find out the most suitable celebrities endorser. In the first survey, 20 respondents' targeted students and people in malls were asked to list five celebrities who they felt were suitable for both smartphone and portable charger. According to the previous research, this was done to ensure congruence between the celebrity endorsers and the endorser's product category was achieved. From the findings, researchers collected a total of 100 names of Indonesia celebrities and researchers decided to reduce the celebrities name based on gender and celebrities who had previously endorsed other products and negatively publicity celebrities. In the second survey, the researchers conducted a survey to 20 respondents using a convenience sample of students and mall intercept in order to find out one name represents for high credibility endorser and one name represents for low credibility endorser. Celebrity photographs were shown to the target respondents in order to avoid bias response. The result shows that majority of the respondents chose Anggun C. Sasmi to represent as the high credibility

endorser and Asmirandah as the low credibility endorser. Therefore, Anggun C. Sasmi was chosen as the high credibility endorser for the parent and sub-brand while Asmirandah was chosen as the low credibility endorser for the parent and sub-brand.

Moreover, researchers distributed a total of 240 questionnaires using experimental research design. Specifically, 30 questionnaires in each group of set are distributed to Jakarta residents. The targeted respondents were students and people in malls. Furthermore, questionnaires were applied into Indonesian context and in a form of study based to target respondents who were aware of Samsung smartphone and Cross smartphone as well as the selected celebrities.

Data collection method for this research was done through direct approach and online questionnaire. The analysis methods used in this research are reliability test, validity test, one-way ANOVA and Tukey's Post Hoc test.

## RESULTS AND DISCUSSION

**Demographic profile:** It is shown from Fig. 1 that 54% of the respondents were Male and 46% of the respondents were women. This means that male were the majority respondents for this study.

Also, it can be inferred from Fig. 2 that almost half of the respondents were 20-27 years old (45%) followed by 12-19 years old (36%) and the remaining 28-34 years old (19%).

In terms of occupation as depicted in Fig. 3, 52% of the respondents were students followed by private sector employees (66 respondents or 28%) and entrepreneur (48 respondents or 20%).

**Filter questions:** Two filter questions were asked in every group set of questionnaires. The results showed that all respondents knew the smartphone brands (Samsung or Cross) as well as the selected celebrities (Anggun C. Sasmi and Asmirandah).

**Data analysis**

**One-way ANOVA:** One-way ANOVA is used to examine the means and significance value of the variables. There were a total of four groups (brand awareness, brand associations, perceived quality and brand loyalty) of CBBE that had been analyzed in this study. In addition, the researchers decided to separately explain the results of the one-way ANOVA and divided the respondents into two groups. First group was set 1-4 and second group was set 5 until 8.

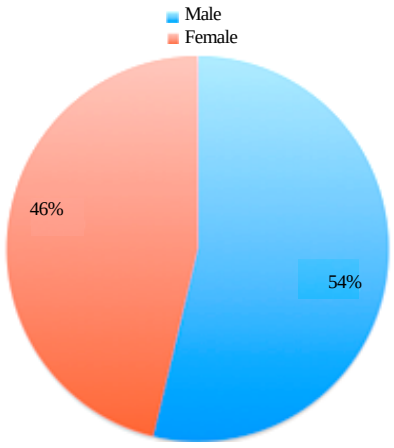


Fig. 1: Gender of respondents

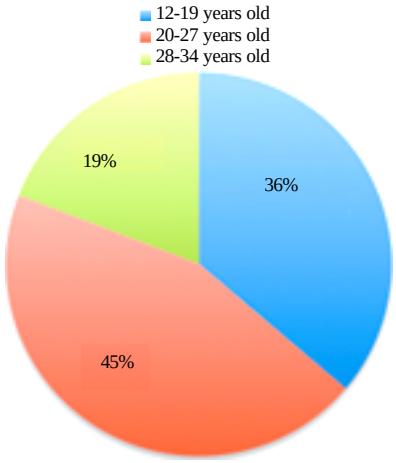


Fig. 2: Age of respondents

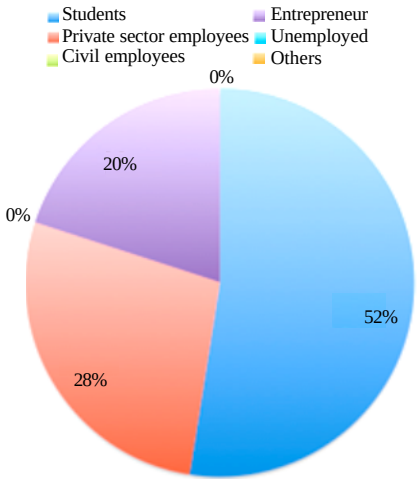


Fig. 3: Occupation

Table 1: One way ANOVA test result (descriptives)

| Variables | N | Mean | SD | SE | 95% confidence interval for mean | | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|
| | | | | | Lower bound | Upper bound | | |
| **Mean brand awareness** | | | | | | | | |
| 1 | 30 | 5.2889 | 0.51590 | 0.09419 | 5.0962 | 5.4815 | 4.00 | 6.00 |
| 2 | 30 | 5.5333 | 0.45148 | 0.08243 | 5.3647 | 5.7019 | 4.67 | 6.00 |
| 3 | 30 | 2.8778 | 1.14632 | 0.20929 | 2.4497 | 3.3058 | 1.00 | 5.33 |
| 4 | 30 | 2.1889 | 0.85179 | 0.15551 | 1.8708 | 2.5070 | 1.00 | 4.00 |
| Total | 120 | 3.9722 | 1.66335 | 0.15184 | 3.6716 | 4.2729 | 1.00 | 6.00 |
| **Mean brand associations** | | | | | | | | |
| 1 | 30 | 4.9333 | 0.69943 | 0.12770 | 4.6722 | 5.1945 | 3.20 | 5.80 |
| 2 | 30 | 5.1667 | 0.39683 | 0.07245 | 5.0185 | 5.3148 | 4.40 | 6.00 |
| 3 | 30 | 2.5067 | 0.59823 | 0.10922 | 2.2833 | 2.7301 | 1.60 | 4.00 |
| 4 | 30 | 2.4000 | 0.52523 | 0.09589 | 2.2039 | 2.5961 | 1.00 | 3.20 |
| Total | 120 | 3.7571 | 1.42133 | 0.12975 | 3.4948 | 4.0086 | 1.00 | 6.00 |
| **Mean perceived quality** | | | | | | | | |
| 1 | 30 | 4.2333 | 0.63631 | 0.11617 | 3.9957 | 4.4709 | 3.00 | 5.00 |
| 2 | 30 | 5.2417 | 0.56661 | 0.10345 | 5.0301 | 5.4532 | 3.75 | 6.00 |
| 3 | 30 | 2.5333 | 1.10198 | 0.20119 | 2.1218 | 2.9448 | 1.00 | 5.00 |
| 4 | 30 | 2.4250 | 0.84371 | 0.15404 | 2.1100 | 2.7400 | 1.00 | 4.00 |
| Total | 120 | 3.6083 | 1.43586 | 0.13108 | 3.3488 | 3.8679 | 1.00 | 6.00 |
| **Mean brand loyalty** | | | | | | | | |
| 1 | 30 | 4.1333 | 0.97713 | 0.17840 | 3.7685 | 4.4982 | 1.67 | 5.67 |
| 2 | 30 | 4.4778 | 0.87836 | 0.16037 | 4.1498 | 4.8058 | 2.00 | 5.67 |
| 3 | 30 | 1.3778 | 0.46923 | 0.08567 | 1.2026 | 1.5530 | 1.00 | 2.67 |
| 4 | 30 | 1.5333 | 0.49981 | 0.09125 | 1.3467 | 1.7200 | 1.00 | 2.67 |
| Total | 120 | 2.8806 | 1.61274 | 0.14722 | 2.5890 | 3.1721 | 1.00 | 5.67 |

**Parent brand:** Two parent brands that were selected in this study were Samsung smartphone and Cross smartphone. Samsung smartphone was representing the high credibility brand while Cross smartphone was representing the low credibility brand. The respondents were given different treatment according to their groups, group set 1 were asked questions related to high brand credibility, high credibility endorser and parent brand (Samsung smartphone and Anggun C. Sasmi). Whereas group set 2 responded to questions related to high brand credibility, low credibility endorser and parent brand (Samsung smartphone and Asmirandah). Furthermore, group set 3 were asked on questions related to low brand credibility, high credibility endorser and parent brand (Cross smartphone and Anggun C. Sasmi). Finally, group set 4 were responded to questions related to low brand credibility, low credibility endorser and parent brand (Cross smartphone and Asmirandah). The results of mean analysis and ANOVA will further be explained in Table 1.

Table 1 shows the mean result of brand awareness, brand associations, perceived quality and brand loyalty from data from group set 1-4. The result shows that the entire mean of the data set group 1 and 2 were higher than the entire mean in data from group set 3 and 4. The mean in the data set of group set 1 and 2 of all groups were higher because the questionnaires were related to high credibility brand and people were more familiar with the brand. It can be concluded that Samsung smartphone are more famous smartphone brand rather than Cross smartphone.

Table 2: ANOVA of parent brand in group set 1-4

| Variables | Sum of squares | df | Mean square | F-values | Sig. |
|---|---|---|---|---|---|
| **Mean brand awareness** | | | | | |
| Between groups | 256.463 | 3 | 85.488 | 136.258 | 0 |
| Within groups | 72.778 | 116 | 0.627 | - | - |
| Total | 329.241 | 119 | - | - | - |
| **Mean brand associations** | | | | | |
| Between groups | 203.268 | 3 | 67.756 | 211.669 | 0 |
| Within groups | 37.132 | 116 | 0.320 | - | - |
| Total | 240.400 | 119 | - | - | - |
| **Mean perceived quality** | | | | | |
| Between groups | 168.429 | 3 | 56.143 | 84.675 | 0 |
| Within groups | 76.913 | 116 | 0.663 | - | - |
| Total | 245.342 | 119 | - | - | - |
| **Mean brand loyalty** | | | | | |
| Between groups | 245.818 | 3 | 81.939 | 149.232 | 0 |
| Within groups | 63.693 | 116 | 0.549 | - | - |
| Total | 309.510 | 119 | - | - | - |

Furthermore as depicts in Table 2, researcher used ANOVA and the results shows the significant value results of brand awareness, brand associations, perceived quality and brand loyalty from data set group 1-4. All the significant results showed as 0.000 and it was <0.05. This means that there is a significant difference between the groups. Based on the results above, therefore, the hypothesis.

**Accept $H_1$:** There is a significance difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards the consumer based brand equity for the parent brand.

**Sub-brand:** The purpose of analyzing the sub-brand is to evaluate whether the equity of the parent brand will

Table 3: Mean of sub-brand in group set 5-8 (descriptives)

| | | | | | 95% confidence interval for mean | | | |
|---|---|---|---|---|---|---|---|---|
| Variables | N | Mean | SD | SE | Lower bound | Upper bound | Minimum | Maximum |
| **Mean brand awareness** | | | | | | | | |
| 5 | 30 | 4.1889 | 0.72547 | 0.13245 | 3.9180 | 4.4598 | 2.33 | 5.00 |
| 6 | 30 | 4.7000 | 0.71304 | 0.13018 | 4.4337 | 4.9663 | 3.33 | 6.00 |
| 7 | 30 | 1.7222 | 0.82621 | 0.15085 | 1.4137 | 2.0307 | 1.00 | 5.00 |
| 8 | 30 | 1.7889 | 0.57056 | 0.10417 | 1.5758 | 2.0019 | 1.00 | 3.67 |
| Total | 120 | 3.1000 | 1.53430 | 0.14006 | 2.8227 | 3.3773 | 1.00 | 6.00 |
| **Mean branch associations** | | | | | | | | |
| 5 | 30 | 5.1133 | 0.41584 | 0.07592 | 4.9581 | 5.2686 | 4.40 | 6.00 |
| 6 | 30 | 4.9533 | 0.52963 | 0.09670 | 4.7556 | 5.1511 | 3.60 | 5.80 |
| 7 | 30 | 2.3867 | 0.89587 | 0.16356 | 2.0521 | 2.7212 | 1.00 | 4.60 |
| 8 | 30 | 2.4333 | 0.53326 | 0.09736 | 2.2342 | 2.6325 | 1.80 | 4.00 |
| Total | 120 | 3.7217 | 1.45390 | 0.13272 | 3.4589 | 3.9845 | 1.00 | 6.00 |
| **Mean perceived quality** | | | | | | | | |
| 5 | 30 | 5.2917 | 0.41566 | 0.07589 | 5.1365 | 5.4469 | 4.25 | 6.00 |
| 6 | 30 | 5.0833 | 0.51417 | 0.09387 | 4.8913 | 5.2753 | 4.00 | 6.00 |
| 7 | 30 | 2.5917 | 0.78916 | 0.14408 | 2.2970 | 2.8863 | 1.50 | 4.00 |
| 8 | 30 | 2.4667 | 0.64905 | 0.11850 | 2.2243 | 2.7090 | 1.50 | 4.00 |
| Total | 120 | 3.8583 | 1.46626 | 0.13385 | 3.5933 | 4.1234 | 1.50 | 6.00 |
| **Mean branch loyalty** | | | | | | | | |
| 5 | 30 | 4.6222 | 0.76681 | 0.14000 | 4.3359 | 4.9086 | 2.00 | 6.00 |
| 6 | 30 | 4.5111 | 0.61109 | 0.11157 | 4.2829 | 4.7393 | 2.67 | 5.33 |
| 7 | 30 | 1.5778 | 0.59970 | 0.10949 | 1.3538 | 1.8017 | 1.00 | 3.00 |
| 8 | 30 | 1.6889 | 0.50993 | 0.09310 | 1.4985 | 1.8793 | 1.00 | 3.00 |
| Total | 120 | 3.1000 | 1.59925 | 0.14599 | 2.8109 | 3.3891 | 1.00 | 6.00 |

transfer into the sub-brand. The researcher divided respondents into several groups; group set 5-8. For this study, frictional sub-brands were created and named as Samsung power-up and Cross power-up. Samsung power-up was representing the high credibility brand while Cross power-up was representing the low credibility brand. Specifically, group set 5 was related to high brand credibility, high credibility endorser and sub-brand (Samsung power-up and Anggun C. Sasmi). Respondents in group set 6 were asked questions on high brand credibility, low credibility endorser and sub-brand (Samsung power-up and Asmirandah). Furthermore, respondents in group set 7 were asked questions on low brand credibility, high credibility endorser and sub-brand (Cross power-up and Anggun C. Sasmi). Lastly, respondents in group set 8 were asked questions on low brand credibility, low credibility endorser and sub-brand (Cross power-up and Asmirandah). The results of mean and ANOVA will be further explained in Table 3.

The result from the mean analysis of brand awareness, brand associations, perceived quality and brand loyalty from data set group 5-8 showed that the entire means in data set group 7 and 8 were lower than the entire mean in the data set group 5 and 6. It can be concluded that Cross power-up were not as famous as Samsung power-up. In order to get the results, therefore the researchers used ANOVA and the results will be explained in Table 4.

Table 4 shows that the significant results of all variables were 0.000 or <0.05. This means that there is a

Table 4: ANOVA of sub-brand in group set 5-8

| Variables | Sum of squares | df | Mean square | F-values | Sig. |
|---|---|---|---|---|---|
| **Mean brand awareness** | | | | | |
| Between groups | 220.889 | 3 | 73.630 | 144.166 | 0 |
| Within groups | 59.244 | 116 | 0.511 | - | - |
| Total | 280.133 | 119 | - | - | - |
| **Mean brand associations** | | | | | |
| Between groups | 206.873 | 3 | 68.958 | 179.068 | 0 |
| Within groups | 44.671 | 116 | 0.385 | - | - |
| Total | 251.544 | 119 | - | - | - |
| **Mean perceived quality** | | | | | |
| Between groups | 212.888 | 3 | 70.963 | 191.638 | 0 |
| Within groups | 42.954 | 116 | 0.370 | - | - |
| Total | 255.842 | 119 | - | - | - |
| **Mean brand loyalty** | | | | | |
| Between groups | 258.504 | 3 | 86.168 | 217.995 | 0 |
| Within groups | 45.852 | 116 | 0.395 | - | - |
| Total | 304.356 | 119 | - | - | - |

significant difference between brand awareness, brand associations, perceived quality as well as brand loyalty of group set 5-8. Based on the results above, therefore:

**Accept $H_1$:** There is a significance difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards the consumer based brand equity for the sub-brand.

**Tukey's Post Hoc test:** Tukey's Post Hoc test was used to deeply analyze the differences among groups.

**Parent brand**

**Brand awareness:** The result of brand awareness shows that there is no significance differences in group set 1

Table 5: Brand awareness Turkey's Post Hoc tests of group set 1-4 (multiple comparisions of Turkey HSD)

| | | | | | | 95% confidence interval | |
|---|---|---|---|---|---|---|---|
| Dependent variables | Group I | Group J | Mean difference (I-J) | SE | Sig. | Lower bound | Upper bound |
| Mean brand awareness | 1 | 2 | -0.24444 | 0.20451 | 0.631 | -0.7775 | 0.2887 |
| | | 3 | 2.41111* | 0.20451 | 0.000 | 1.8780 | 2.9442 |
| | | 4 | 3.10000* | 0.20451 | 0.000 | 2.5669 | 3.6331 |
| | 2 | 1 | 0.24444 | 0.20451 | 0.631 | -0.2887 | 0.7775 |
| | | 3 | 2.65556* | 0.20451 | 0.000 | 2.1225 | 3.1887 |
| | | 4 | 3.34444* | 0.20451 | 0.000 | 2.8113 | 3.8775 |
| | 3 | 1 | -2.41111* | 0.20451 | 0.000 | -2.9442 | -1.8780 |
| | | 2 | -2.65556* | 0.20451 | 0.000 | -3.1887 | -2.1225 |
| | | 4 | 0.68889* | 0.20451 | 0.006 | 0.1558 | 1.2220 |
| | 4 | 1 | -3.10000* | 0.20451 | 0.000 | -3.6331 | -2.5669 |
| | | 2 | -3.34444* | 0.20451 | 0.000 | -3.8775 | -2.8113 |
| | | 3 | -0.68889* | 0.20451 | 0.006 | -1.2220 | -0.1558 |

Table 6: Brand association Turkey's Post Hoc tests of group set 1-4 (multiple comparisions of Turkey HSD)

| | | | | | | 95% confidence interval | |
|---|---|---|---|---|---|---|---|
| Dependent variables | Group I | Group J | Mean difference (I-J) | SE | Sig. | Lower bound | Upper bound |
| Mean brand associations | 1 | 2 | -0.23333 | 0.14608 | 0.384 | -0.6141 | 0.1475 |
| | | 3 | 2.42667* | 0.14608 | 0.000 | 2.0459 | 2.8075 |
| | | 4 | 2.53333* | 0.14608 | 0.000 | 2.1525 | 2.9141 |
| | 2 | 1 | 0.23333 | 0.14608 | 0.384 | -0.1475 | 0.6141 |
| | | 3 | 2.66000* | 0.14608 | 0.000 | 2.2792 | 3.0408 |
| | | 4 | 2.76667* | 0.14608 | 0.000 | 2.3859 | 3.1475 |
| | 3 | 1 | -2.42667* | 0.14608 | 0.000 | -2.8075 | -2.0459 |
| | | 2 | -2.66000* | 0.14608 | 0.000 | -3.0408 | -2.2792 |
| | | 4 | 0.10667 | 0.14608 | 0.885 | -0.2741 | 0.4875 |
| | 4 | 1 | -2.53333* | 0.14608 | 0.000 | -2.9141 | -2.1525 |
| | | 2 | -2.76667* | 0.14608 | 0.000 | -3.1475 | -2.3859 |
| | | 3 | -0.10667 | 0.14608 | 0.885 | -0.4875 | 0.2741 |

Table 7: Perceived quality Turkey's Post Hoc tests of group set 1-4 (multiple comparisons of Turkey HSD)

| | | | | | | 95% confidence interval | |
|---|---|---|---|---|---|---|---|
| Dependent variables | Group I | Group J | Mean difference (I-J) | SE | Sig. | Lower bound | Upper bound |
| Mean perceived quality | 1 | 2 | -1.00833* | 0.21024 | 0.0000 | -1.5564 | -0.4603 |
| | | 3 | 1.70000* | 0.21024 | 0.0000 | 1.1520 | 2.2480 |
| | | 4 | 1.80833* | 0.21024 | 0.0000 | 1.2603 | 2.3564 |
| | 2 | 1 | 1.00833* | 0.21024 | 0.0000 | 0.4603 | 1.5564 |
| | | 3 | 2.70833* | 0.21024 | 0.0000 | 2.1603 | 3.2564 |
| | | 4 | 2.81667* | 0.21024 | 0.0000 | 2.2686 | 3.3647 |
| | 3 | 1 | -1.70000* | 0.21024 | 0.0000 | -2.2480 | -1.1520 |
| | | 2 | 2.70833* | 0.21024 | 0.0000 | 3.2564 | 2.1603 |
| | | 4 | 0.10833 | 0.21024 | 0.9550 | -0.4397 | 0.6564 |
| | 4 | 1 | -1.80833* | 0.21024 | 0.0000 | -2.3564 | -1.2603 |
| | | 2 | -2.81667* | 0.21024 | 0.0000 | -3.3647 | -2.2686 |
| | | 3 | -0.10833 | 0.21024 | 0.9550 | -0.6564 | 0.4397 |

with 2 as well as group set 2 with 1. However, there is a significance differences in group set 3 with 4 or group set 4 with 3 (Table 5).

**Brand associations:** The result of brand associations shows that there is no significance differences in group set 1 with 2 and group set 2 with 1. Furthermore, there are also no significance differences in group set 3 with 4 and group set 4 with 3 (Table 6).

**Perceived quality:** The result of perceived quality shows that there is a significance difference in group set 1 with 2 and group set 2 with 1. However, there are no significance differences in group set 3 with 4 and group set 4 with 3 (Table 7).

**Brand loyalty:** The result of brand loyalty shows that there is no significance differences in group set 1 with 2 and group set 2 with 1. Besides that there are also no significant differences in group set 3 with 4 and group set 4 with 3 (Table 8).

**Sub-brand:** The results of brand awareness, brand associations, perceived quality and brand loyalty of Tukey's Post Hoc tests for the sub-brand are as:

Table 8: Brand loyalty Turkey's Post Hoc tests of group set 1-4 (multiple comparisons of Turkey HSD)

| | | | | | | 95% confidence interval | |
|---|---|---|---|---|---|---|---|
| Dependent variables | Group I | Group J | Mean difference (I-J) | SE | Sig. | Lower bound | Upper bound |
| Mean brand loyalty | 1 | 2 | 0.34444 | 0.19132 | 0.278 | 0.8432 | 0.1543 |
| | | 3 | 2.75556* | 0.19132 | 0.000 | 2.2568 | 3.2543 |
| | | 4 | 2.60000* | 0.19132 | 0.000 | 2.1013 | 3.0987 |
| | 2 | 1 | 0.34444 | 0.19132 | 0.278 | -0.1543 | 0.8432 |
| | | 3 | 3.10000* | 0.19132 | 0.000 | 2.6013 | 3.5987 |
| | | 4 | 2.94444* | 0.19132 | 0.000 | 2.4457 | 3.4432 |
| | 3 | 1 | -2.75556* | 0.19132 | 0.000 | -3.2543 | -2.2568 |
| | | 2 | 3.10000* | 0.19132 | 0.000 | 3.5987 | 2.6013 |
| | | 4 | -0.15556 | 0.19132 | 0.848 | -0.6543 | 0.3432 |
| | 4 | 1 | -2.60000* | 0.19132 | 0.000 | -3.0987 | -2.1013 |
| | | 2 | -2.94444* | 0.19132 | 0.000 | -3.4432 | -2.4457 |
| | | 3 | 0.15556 | 0.19132 | 0.848 | -0.3432 | 0.6543 |

Table 9: Brand awareness Turkey's Post Hoc tests of group set 5-8 (multiple comparisons of Turkey HSD)

| | | | | | | 95% confidence interval | |
|---|---|---|---|---|---|---|---|
| Dependent variables | Group I | Group J | Mean difference (I-J) | SE | Sig. | Lower bound | Upper bound |
| Mean brand awareness | 5 | 6 | -0.51111* | 0.18452 | 0.033 | -0.9921 | -0.0301 |
| | | 7 | 2.46667* | 0.18452 | 0.000 | 1.9857 | 2.9477 |
| | | 8 | 2.40000* | 0.18452 | 0.000 | 1.9190 | 2.8810 |
| | 6 | 5 | 0.51111* | 0.18452 | 0.033 | 0.0301 | 0.9921 |
| | | 7 | 2.97778* | 0.18452 | 0.000 | 2.4968 | 3.4588 |
| | | 8 | 2.91111* | 0.18452 | 0.000 | 2.4301 | 3.3921 |
| | 7 | 5 | -2.46667* | 0.18452 | 0.000 | -2.9477 | -1.9857 |
| | | 6 | -2.97778* | 0.18452 | 0.000 | -3.4588 | -2.4968 |
| | | 8 | -0.06667 | 0.18452 | 0.984 | -0.5477 | 0.4143 |
| | 8 | 5 | -2.40000* | 0.18452 | 0.000 | -2.8810 | -1.9190 |
| | | 6 | -2.91111* | 0.18452 | 0.000 | -3.3921 | -2.4301 |
| | | 7 | 0.06667 | 0.18452 | 0.984 | -0.4143 | 0.5477 |

Table 10: Brand association Turkey's Post Hoc tests of group set 5-8 (multiple comparisons of Turkey HSD)

| | | | | | | 95% confidence interval | |
|---|---|---|---|---|---|---|---|
| Dependent variables | Group I | Group J | Mean difference (I-J) | SE | Sig. | Lower bound | Upper bound |
| Mean brand associations | 5 | 6 | 0.16000 | 0.16023 | 0.750 | -0.2577 | 0.5777 |
| | | 7 | 2.72667* | 0.16023 | 0.000 | 2.3090 | 3.1443 |
| | | 8 | 2.68000* | 0.16023 | 0.000 | 2.2623 | 3.0977 |
| | 6 | 5 | -0.16000 | 0.16023 | 0.750 | -0.5777 | 0.2577 |
| | | 7 | 2.56667* | 0.16023 | 0.000 | 2.1490 | 2.9843 |
| | | 8 | 2.52000* | 0.16023 | 0.000 | 2.1023 | 2.9377 |
| | 7 | 5 | -2.72667* | 0.16023 | 0.000 | -3.1443 | -2.3090 |
| | | 6 | -2.56667* | 0.16023 | 0.000 | -2.9843 | -2.1490 |
| | | 8 | -0.04667 | 0.16023 | 0.991 | -0.4643 | 0.3710 |
| | 8 | 5 | -2.68000* | 0.16023 | 0.000 | -3.0977 | -2.2623 |
| | | 6 | -2.52000* | 0.16023 | 0.000 | -2.9377 | -2.1023 |
| | | 7 | 0.04667 | 0.16023 | 0.991 | -0.3710 | 0.4643 |

**Brand awareness:** The result of brand awareness shows that there is a significance differences in group set 5 with 6 and group set 6 and 5. However, there are no significance differences in group set 7 with 8 and group set 8 with 7 (Table 9).

**Brand associations:** The result of brand associations shows that there are no significance differences in group set 5 with 6 or group set 6 with 5. There are also no significance differences between group set 7 with 8 and group set 8 and 7 (Table 10).

**Perceived quality:** The result of perceived quality shows that there are no significance differences in group set 5 with 6 and group set 6 with 5. Furthermore, there are also no significance differences in group set 7 with 8 and group set 8 with 7 (Table 11).

**Brand loyalty:** The result of brand loyalty shows that there are no significance differences in group set 5 with 6 and group set 6 with 5. There are also no significance differences in group set 7 with 8 and group set 8 with 7 (Table 12).

Table 11: Perceived quality Tukey's Post Hoc tests of group set 5-8 (multiple comparisons of Turkey HSD)

| | | | | | | 95% conffidence interval | |
|---|---|---|---|---|---|---|---|
| Dependent variables | Group I | Group J | Mean difference (I-J) | SE | Sig. | Lower bound | Upper bound |
| Mean percieved quality | 5 | 6 | 0.20833 | 0.15712 | 0.548 | -0.2012 | 0.6179 |
| | | 7 | 2.70000* | 0.15712 | 0.000 | 2.2904 | 3.1096 |
| | | 8 | 2.82500* | 0.15712 | 0.000 | 2.4154 | 3.2346 |
| | 6 | 5 | -0.20833 | 0.15712 | 0.548 | -0.6179 | 0.2012 |
| | | 7 | 2.49167* | 0.15712 | 0.000 | 2.0821 | 2.9012 |
| | | 8 | 2.61667* | 0.15712 | 0.000 | 2.2071 | 3.0262 |
| | 7 | 5 | -2.70000* | 0.15712 | 0.000 | -3.1096 | -2.2904 |
| | | 6 | -2.49167* | 0.15712 | 0.000 | -2.9012 | -2.0821 |
| | | 8 | 0.12500 | 0.15712 | 0.856 | -0.2846 | 0.5346 |
| | 8 | 5 | -2.82500* | 0.15712 | 0.000 | -3.2346 | -2.4154 |
| | | 6 | -2.61667* | 0.15712 | 0.000 | -3.0262 | -2.2071 |
| | | 7 | -0.12500 | 0.15712 | 0.856 | -0.5346 | 0.2846 |

Table 12: Brand loyalty Tukey's Post Hoc tests of group set 5-8 (multiple comparisons of Turkey HSD)

| | | | | | | 95% conffidence interval | |
|---|---|---|---|---|---|---|---|
| Dependent variables | Group I | Group J | Mean difference (I-J) | SE | Sig. | Lower bound | Upper bound |
| Mean brand loyalty | 5 | 6 | 0.11111 | 0.16233 | 0.903 | -0.3120 | 0.5343 |
| | | 7 | 3.04444* | 0.16233 | 0.000 | 2.6213 | 3.4676 |
| | | 8 | 2.93333* | 0.16233 | 0.000 | 2.5102 | 3.3565 |
| | 6 | 5 | -0.11111 | 0.16233 | 0.903 | -0.5343 | 0.3120 |
| | | 7 | 2.93333* | 0.16233 | 0.000 | 2.5102 | 3.3565 |
| | | 8 | 2.82222* | 0.16233 | 0.000 | 2.3991 | 3.2454 |
| | 7 | 5 | -3.04444* | 0.16233 | 0.000 | -3.4676 | -2.6213 |
| | | 6 | -2.93333* | 0.16233 | 0.000 | -3.3565 | -2.5102 |
| | | 8 | -0.11111* | 0.16233 | 0.903 | -0.5343 | 0.3120 |
| | 8 | 5 | -2.93333* | 0.16233 | 0.000 | -3.3565 | -2.5102 |
| | | 6 | -2.82222* | 0.16233 | 0.000 | -3.2454 | -2.3991 |
| | | 7 | 0.11111 | 0.16233 | 0.903 | -0.3120 | 0.5343 |

## CONCLUSION

The aim of this research is to analyze the difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards consumer-based brand equity of parent and sub-brand. Smartphone brands that were analyzed in this study were Samsung and Cross and celebrity endorsers were Anggun C. Sasmi and Asmirandah.

## RECOMMENDATIONS

Based on the findings that have been explained before there are several points that can be highlighted:

- There are a significance differences between groups of the consumer-based brand equity for the parent brand
- There are a significance differences between groups of the consumer-based brand equity for the sub-brand
- For Samsung smartphone, since the brand already strong in the market whoever the endorser will not positively influence on the brand awareness. However for Cross smartphone, high credibility endorser plays an important role in increasing the brand awareness of the brand
- Celebrity endorser of Samsung smartphone will not have significant impact to the brand associations since the brand already strong in the market. In addition, the celebrity endorser only helps Cross smartphone in increasing the brand awareness not the brand associations. How people like, trust and even feel proud to own the smartphone is not because of the endorser. This is due to the power of a brand and high brand credibility
- Even though the role of endorser will not help Samsung to increase the brand awareness and brand association, it will somehow help Samsung in perceiving the quality of the smartphone in the market. When Samsung smartphone uses high credibility endorser, the perceived quality will be stronger. However, the roles of endorser for Cross smartphone do not have a significant impact on how people perceive the quality of the product
- Credibility of the brand have a significant impact on the brand loyalty and endorser does not make people become loyal to the brand
- Celebrity endorser can help Samsung power-up in increasing the brand awareness of the sub-brand product category. However, celebrity endorser does not have any impact to increase brand awareness of Cross power-up

- Celebrity endorser can only help Samsung power-up in increasing the brand awareness but not the brand associations. The brand associations of Samsung power-up remain the same whoever the endorser as well as for Cross power-up. Celebrity endorser can have significant impact on the brand association of Cross power-up
- Celebrity endorser does not have a significant impact on Samsung power-up and Cross power-up in increasing the perceived quality. Quality that people perceived is not driven by the endorser credibility but from brand credibility and the quality of the product
- Celebrity endorser does not have a significant impact on brand loyalty for Samsung power-up as well as Cross power-up. The endorser is not the reason on why people loyal to the brand
- Not all factors of brand equity of the parent brand are transferred to the sub-brand. In fact even a high credible brand like Samsung smartphone is recommended to use the high credibility celebrity for the sub-brand to increase the brand awareness. For Cross smartphone even though the high credibility endorser is highly recommended for the parent brand to increase the brand awareness, however based on the results the endorser is not very important for the sub-brand product category

## IMPLICATIONS

**For Samsung smartphone:** Based on the results, the credibility of the endorser did not positively influence the consumer-based brand equity of Samsung smartphone. The consumer-based brand equity regardless of the role of endorser will still stay the same or high. However, in fact the high credibility endorser seems to have different assessment towards the consumer-based brand equity. In other words if Samsung smartphone would like to use the endorser for the smartphone, it is recommended to use high credibility endorser since high credibility endorser will increase the perceived quality of Samsung smartphone. Furthermore, when Samsung decides to create a sub-brand product category with still using the Samsung name, it is recommended to use high credibility endorser to increase the brand awareness. Endorsers that are recommended beside Anggun C. Sasmi were Pevita Pierce or Mariana Renata. Female high credible celebrities are more recommended based on the manipulation or stimuli test that have been conducted.

**For cross smartphone:** Based on the results, it shows that the role of endorser is very relevant to increase the brand awareness. In other words, it would be better if Cross smartphone focus to create the brand awareness by use high credibility celebrity for example Anggun C. Sasmi, Pevita Pierce or Mariana Renata. Female celebrities are more recommended because based on the manipulation or stimuli test, female celebrities are more effective than male celebrities. In regards to the brand associations, perceived quality and brand loyalty of Cross smartphone, it is recommended that Cross smartphone should be able to deliver the promise and create high brand credibility. Moreover, if Cross decided to create a sub-brand product category, researcher recommended not to use endorser since the consumer-based brand equity of Cross would stay the same or even lower whoever the endorser of the sub-brand product category.

However, due the time limitations researchers only distributed the questionnaires in Jakarta and the results only represents Jakarta residents. In addition, the results of this research may not be applicable to smartphone users outside Jakarta and surroundings. These results may only represent Samsung not the whole credibility brand and may also only represent the Samsung smartphone not the other product of Samsung, similarly with Cross. Since, this research only use portable charger as the sub-brand, it may have the same results when researchers use different product category for the subbrand.

Future research should have a bigger scope instead of just Jakarta. Since, consumers outside Jakarta might have different perspectives on Samsung and Cross. Researcher could take imply study all over Indonesia use international celebrities to test the customer behavior instead of local celebrities to find out whether if international celebrities have different impact on Consumer-Based Brand Equity (CBBE) use 2D images to elaborate photographs of celebrities and the product use longitudinal studies instead of cross-sectional studies.

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