

Rivalry of celebrity and influencer endorsement for advertising effectiveness

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Abstract

Using the theoretical framework of the elaboration likelihood model, this study attempts to analyze the level of difference in effectiveness between celebrity and influencer endorsement in social media advertising to influence consumer purchase intention. This study highlights the phenomenon of Pantene Indonesia's social media advertising, which is endorsed by Maudy Ayunda as a celebrity endorsement and Keanu Angelo as an influencer endorsement, by comparing these two categories of endorsers. This study uses a positivist paradigm, a quantitative approach, and a survey to collect data. Questionnaires were distributed online to 400 respondents for a month in December 2023. The study used a non-parametric test because the data did not meet the normality assumption. Comparative hypotheses were tested using the Wilcoxon Signed Rank Test with the assistance of SPSS 25. The study results indicate a significant difference between the use of influencer and celebrity endorsements in social media advertising to drive consumer purchase intention. This is demonstrated through the significance values of all variables: the quality of arguments (X1), source credibility (X2), attractiveness (X3), and purchase intention (Y), which are less than 0.005. Furthermore, the study reveals that celebrity endorsements have a higher effectiveness level than influencer endorsements. The comparative mean scores for all variables show that the average for celebrity endorsement is 37.85 compared to influencer endorsement at 36.29, which is proof of this. Through the most important route of the elaboration likelihood model—that is, the quality of the endorser's arguments—consumers evaluate social media advertising messages, resulting in more persistent increases in attitudes such purchase intention.

Keywords: line social media advertising, elaboration likelihood model, celebrity endorsement, influencer endorsement, indonesia FMCG customer.

Introduction

In the highly interconnected digital era, it's undeniable that over 90% of brands have leveraged the power of social media as an effective advertising platform (S et al., 2020). This pattern is also observable in Indonesia, where 89.15% of the general population utilizes social media (Dihni, 2022). For companies, proactive efforts in developing marketing strategies through social media are not just a trend but a necessity to enhance sales, introduce products and services, create word-of-mouth, and strengthen brand awareness (Lee & Hong, 2016; Niu et al., 2021). Advertisements enable consumers to become familiar with a brand, potentially altering individual perceptions to be more positive (Rahman, 2018). As a result, companies often use celebrity endorsements as an effective advertising strategy (Singh & Banerjee, 2019). Advertisers argue that the use of celebrity endorsements can enhance consumer understanding of a brand (Wang & Scheinbaum, 2018). Advertisements featuring celebrities as endorsers are more effective than those using non-celebrity endorsers (Paul & Bhakar, 2018; Tran et al., 2019). Celebrities are known to significantly impact a brand due to their role in television, film, sports, music, and social media, influencing society and popular culture (Schimmelpfennig & Hunt, 2020). The appeal of celebrities leads consumers to pay full attention and spend more time viewing an advertisement (Ferguson & Mohan, 2020). This makes celebrity endorsements preferred by marketers, making this strategy extremely popular in advertising (Carrillat & Ilicic, 2019; Hussain et al., 2020).

For the purpose of being able to add value to a brand progressively, "traditional" celebrities like actors, supermodels, and athletes are being displaced by social media influencers (SMIs) or micro-celebrities (Marwick, 2015). In principle, individuals known as SMIs share similar characteristics with traditional celebrities, yet they are more powerful in stimulating attitudinal

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changes among audiences due to their capabilities as opinion leaders (Torres et al., 2019). Unlike “traditional” celebrity endorsers, SMIs are considered more credible (Janssen et al., 2022). This trust arises because SMIs are an essential component of advertising strategies that can reach consumers personally and present content that feels relatable to its users (Boerman & Smit, 2023). SMIs have gained credibility among audiences due to their significant social media presence, attributed to their knowledge and expertise in specific topics. They are thus capable of substantially impacting the decisions of their followers and peer consumers. SMIs can also be defined as independent third parties who have developed a wide social network by sharing information about their personal lives, experiences, and views openly through text, images, videos, hashtags, location check-ins, and other elements. These developments have substantial implications for marketing and influence in the digital era (Hearn & Schoenhoff, 2016; Hess et al., 2022; Ki & Kim, 2019; Vrontis et al., 2021).

It is obvious from the discussion above that each of the two categories of endorsers that are often used in marketing communication strategies has advantages of their own. However, it becomes more complex for marketers to determine which strategy is more appropriate to increase sales effectively. Comparing the use of celebrities and influencers in social media advertising is crucial due to the limited development of scientific knowledge in comparing the marketing value of celebrity and influencer endorsements (Schouten et al., 2020). While the effectiveness of traditional celebrity endorsements has received considerable research attention, the impact of influencer endorsements on brand response remains an under-explored research subject (Dwidienawati et al., 2020). Therefore, understanding the differences in advertising effectiveness between these two types of endorsements is important to provide information that can be used in marketing strategies and appropriate decision-making (Kaabachi et al., 2021).

Numerous theories and models have been developed in the field of research to examine the complexities involved in the ways that influencers and celebrities shape the preferences of their followers regarding brands. Some existing concepts include the source credibility model, the match-up hypothesis, and the meaning transfer model (Zha et al., 2018). However, so far, the primary focus of these models has been to measure the effectiveness of endorsers in influencing consumers without deeply investigating how individuals receive messages in marketing communication strategies and affect changes in consumer attitudes. Therefore, in this study, the processing of messages in social media advertising will be identified through the central and peripheral routes of the Elaboration Likelihood Model (ELM).

Richard Petty and John Cacioppo developed the Elaboration Likelihood Model (ELM) concept, which aims to provide an overview of a general framework that can organize, categorize, and comprehend the fundamental processes of persuasive communication effectiveness (Petty & Cacioppo, 1986). This comparison between celebrity and influencer endorsements uses the ELM concept. The basic principle of ELM emphasizes that the effectiveness of persuasive messages depends on the likelihood of elaboration in a high - or low- communication situation (Petty et al., 1983). When the possibility of elaboration is high, the central route becomes effective and can drive permanent attitude changes. Conversely, when elaboration is low, the peripheral route becomes effective, but the resulting attitude changes are temporary (Petty et al., 1983). The quality of argument variable can be used to analyze how ELM works in the central route. Meanwhile, on the peripheral route, it can be examined through the source credibility variable with attributes of trustworthiness, expertise, and attractiveness, along with respect and similarity attributes.

The quality of arguments is a crucial indicator for measuring the effectiveness of a message (Petty & Cacioppo, 1984). From the ELM perspective, the effectiveness of an endorser in advertising depends on the level of consumer involvement. When involvement is low, the endorser significantly impacts attitude change. Conversely, when consumers have high levels of involvement, the use of an endorser depends on the quality of the arguments used in conveying the message through the advertisement (Belch & Belch, 2013). The quality of arguments refers to the

persuasive strength of the arguments embedded in the message. It is considered one of the key attributes of persuasion, as it allows the audience to analyze the benefits and relevance of information (Bhattacharjee & Sanford, 2006).

Within the framework of the peripheral route, which emphasizes message processing based on pleasure, analysis considering indicators such as source credibility with indicators of trustworthiness and expertise, as well as attractiveness with indicators of attractiveness, respect, and similarity, can introduce a high level of complexity in depicting the process of consumer attitude change towards social media advertising received. The use of indicators proposed by (Shimp, 2010) to measure the effectiveness of endorsers has shown varied results in previous research. Therefore, understanding how consumers receive messages based on these indicators must be fully comprehensive. Additionally, not all research has applied all five of these indicators in evaluating the effectiveness of endorsers in influencing consumer attitude changes. So, it will be more interesting to study the phenomenon of social media ads involving celebrities and influencers using a more complex approach based on the indicators suggested by (Shimp, 2010), such as source credibility, which includes attributes like trustworthiness, expertise, attractiveness, respect, and similarity.

In analyzing the development of scientific research on the comparison between celebrity and influencer endorsements, an interesting marketing phenomenon has been implemented by a multinational company in Indonesia, Pantene, which can be considered the most relevant illustration of this reality. Aiming to become the market leader in Indonesia's hair care industry, Pantene consistently strives to introduce innovative marketing strategies that can attract consumer purchasing intention. Based on the researcher's observation, Pantene's consumer base has predominantly been women. The choice of celebrities like Maudy Ayunda, Anggun C. Sasmi, and Raline Shah for the brand's promotional campaigns serves as proof of this. However, in 2022, Pantene undertook a different marketing innovation by using influencer endorsements from Keanu Angelo (male), who managed to capture consumer attention.

Keanu Angelo became known to the public in early 2019 as an influencer, with 5 million followers on Instagram and 1.19 million on YouTube. Pantene's choice of Keanu Angelo as an SMI to represent the brand was no coincidence. According to [Fimela.com](https://www.fimela.com) (2022), the Haircare Brand Director of P&G Indonesia stated that Keanu's presence would bring a new affirmation to prove that Pantene is an inclusive product.

“It turns out that 50% of Pantene users are men, but maybe they are embarrassed. With Keanu, Pantene becomes more inclusive. It's like giving them a licence to choose the right product”.

As an influencer endorsement, Keanu Angelo was featured in the ad “Miracles Hair Supplement New! Bye #RambutCapek, Hello #RambutKeCharged,” launched on January 2, 2022. The advertisement, which achieved 67 million views by mid-2023, successfully captured the audience's attention, even though Keanu Angelo's characteristics do not align with the typical characteristics of an SMI.

According to research by [Janssen et al., \(2022\)](#), companies will choose SMIs that align with the product being promoted, such as those who brand themselves as “fit influencers,” “travel bloggers,” or “beauty vloggers.” In line with this, [Kim & Kim, \(2021\)](#) explain that companies must select influencers who are appropriate for their products, considering aspects such as physical attractiveness and the qualities of the SMI. This is far from the criteria possessed by Keanu Angelo, an SMI who needs to gain expertise in hair care, health, or beauty.

The results of social media advertising featuring Maudy Ayunda as a celebrity appear to be in contrast to Pantene's success through the support of Keanu Angelo as an SMI. In the same month, specifically on January 10, 2022, Pantene also released a social media advertisement on YouTube with a similar product through the representation of a celebrity endorsement by Maudy Ayunda.

The “NEW! Miracles Supplement Hair Mask Weekly Strong Hair Ke-Charged Nourished 2x” advertisement successfully garnered 326,751 views by mid-2023.

Contrasting with Keanu Angelo's characteristics as an SMI, Maudy Ayunda effectively represents Pantene's values, fitting the criteria for an effective celebrity endorser. Known to the public through the 2005 film “Untuk Rena,” Maudy Ayunda is active in the domestic entertainment industry. Her beautiful and attractive appearance and expertise in singing, acting, and education often make her a “role model” for the community (Susilo, 2022).

The attributes possessed by Maudy Ayunda align with various studies on celebrity endorsement. Hussain et al., (2020) state that young consumers choose celebrities as role models, adopting their attitudes and purchasing the products they promote. However, as they mature, celebrities are trusted when they possess credibility and foster trust. These characteristics are consistent with Maudy Ayunda being the right celebrity endorser for Pantene Indonesia products, as she represents beauty, charming hairstyles, and various other positive attitudes. However, a unique phenomenon occurred with Pantene's advertising, which became more popular and went viral when starring Keanu Angelo rather than Maudy Ayunda.

In the context of implementing social media advertising strategies by Pantene, it becomes highly intriguing to delve deeper into the comparison between the influence of celebrities and influencers on brand support through advertising. This phenomenon reflects the assumptions of the Elaboration Likelihood Model theory, which reveals that individuals can evaluate messages carefully and critically at one moment. At the same time, at other times, they may assess messages without considering the supporting arguments. This indicates that the ability to understand persuasive messages can vary depending on how individuals process the messages they receive (Kue & Sahertian, 2019). Therefore, this study aims to analyze the level of difference in effectiveness between celebrity endorsement and influencer endorsement in social media advertising in influencing consumer purchase intention through the elaboration likelihood model theory framework. The research framework is as follows to help further explain the scheme of work.

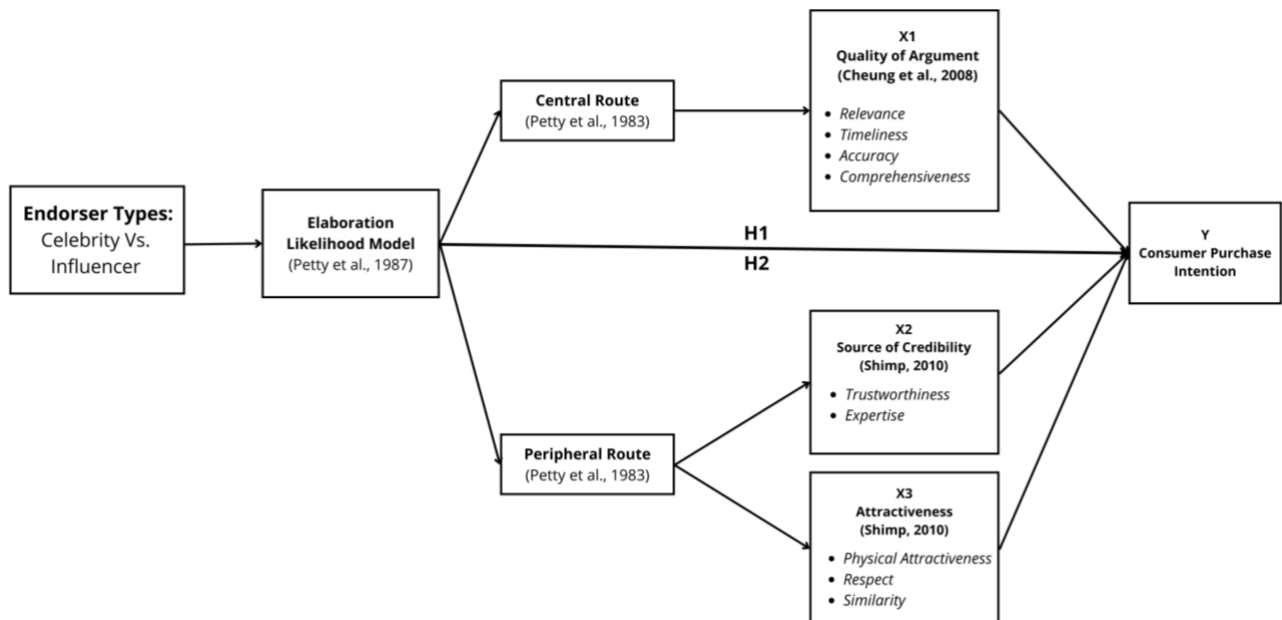


Figure 1. Research Framework
 Souce : Author

Method

In order to describe and explain the current phenomenon, this study employed a positivism paradigm along with a quantitative approach and an online survey method. Since this study employs numerous variables and is designed to establish comparisons between these variables, the researcher settled on to use of a comparative approach (Kriyantono, 2021; Sugiyono, 2019).

The questionnaires were distributed online over one month in December 2023. Respondents eligible to participate in this study must meet the following criteria: (1) having watched Pantene Indonesia advertisements with celebrity endorsement Maudy Ayunda and influencer endorsement Keanu Angelo uploaded from January 2022 to October 2023; (2) being at least 18 years old; (3) both females and males; (4) living on the Javanese island, according to a variety of data discovered on Google Trends by searching for "Pantene advertisement" on YouTube between January 1, 2022, and October 31, 2023. This data revealed that the provinces of Banten, DKI Jakarta, West Java, Central Java, East Java, and DI Yogyakarta represented the majority of viewers of Pantene Indonesia advertisements on YouTube.

The number of respondents was determined using the Slovin sample size formula due to the entire population was known. At least 400 responses were obtained utilizing this formula, with a 5% error rate. The sample profiles' details are as follows, based on the total number of respondents:

Table 1. Demographic Characteristics

Demographic Characteristics		
Criteria	Frequency	Percentage
Sex		
Male	149	37.3%
Female	251	62.7%
Age		
18-26 (Gen Z)	247	61.8%
27-42 (Gen Y)	149	37.3%
43-58 (Gen X)	4	1%
Residence		
Banten	22	5.5%
DKI Jakarta	93	23.3%
Jawa Barat	91	22.8%
Jawa Tengah	59	15%
Jawa Timur	113	28%
DI Yogyakarta	22	5.5%
Occupation		
State-Owned Enterprises BUMN	6	1.50%
Freelancer	9	2.25%
Fresh Graduate	9	2.25%
Teacher	6	1.5%
Housewife	24	6.0%
Private Sector Employee	149	37%
Student	162	40.5%
Civil Servant (PNS)	4	1%
Entrepreneur	31	7.75%
Education		
S-1	241	60%

Demographic Characteristics		
Criteria	Frequency	Percentage
S-2	20	5%
S-3	1	0.3%
Diploma	38	9.5%
High School/Equivalent	100	25.0%
Monthly Income		
< Rp 500.000	110	27.5%
Rp 501.000 – Rp 1.000.000	69	17.3%
Rp 1.001.000 – Rp 2.000.000	56	14%
Rp 2.001.000 – Rp 3.000.000	46	11.5%
Rp 3.001.000 – Rp 4.000.000	36	9%
Rp 4.001.000 – Rp 5.000.000	36	9%
> Rp 5.000.000	47	11.8%

Source : Author

The data in this study were analyzed through various processes. The validity test results were processed using the Pearson product-moment correlation formula, utilizing SPSS version 25. All research items were declared valid, as the r-table value (0.361) exceeded the r-calculation. In the reliability test, the Cronbach's alpha value for the celebrity endorsement quality of argument variable (X1) was 0.924; source credibility (X2) of celebrity endorsement was 0.886; attractiveness (X3) of celebrity endorsement was 0.904; and purchase intention (Y) of celebrity endorsement was 0.912. Furthermore, for the influencer endorsement quality of argument variable (X1), it was 0.965; source credibility (X2) of influencer endorsement was 0.947; attractiveness (X3) of influencer endorsement was 0.946; and purchase intention (Y) of influencer endorsement was 0.955. All questionnaire items were declared reliable as the Cronbach's alpha value was more than 0.6 (Siregar, 2015).

This study utilized the Wilcoxon Signed Rank-Test as the researchers aimed to compare data generated when respondents were exposed to Pantene Indonesia advertisements on YouTube, initially supported by celebrity endorsement and later by influencer endorsement. The measurement for the Wilcoxon Signed Rank-Test in this research was conducted using the Statistical Program for Social Science (SPSS) version 25.0.

Results and Discussion

Level of Consumer Engagement with Pantene's Social Media Advertising

In this section, the researcher aimed to gather data about the level of respondent engagement with social media advertising from Pantene Indonesia, supported by both celebrity and influencer endorsements. This is crucial as the data obtained can provide insight into the communication process based on the elaboration likelihood model theory. The frequency of responses is presented in the following table, along with their percentages.

Tabel 2. Frequency Distribution of Respondent Engagement with Advertisements

Item	1 = "SD"		2 = "D"		3 = "N"		4 = "A"		5 = "SA"		Total		Means
	f	%	f	%	f	%	f	%	f	%	Total	%	
Celebrity Endorsement	2	0.5	5	1.3	62	15.5	149	37.3	182	45.5	400	100	4.26
Influencer Endorsement	4	1	12	3	53	13.3	135	33.8	196	49	400	100	4.27
Total												4.265	

Source : Author

Based on the data in Table 2, it is clear that the advertisement with influencer endorsement achieved the highest average value, which was 4.27. The engagement of respondents with the influencer-endorsed advertisement in response to the statement "Do you follow the development of Pantene advertisements supported by influencer Keanu Angelo?" was as follows: 1% or 4 respondents strongly disagreed; 3% or 12 respondents disagreed; 13.3% or 53 respondents neutral; 33.8% or 135 respondents agreed; and 49% or 196 respondents strongly agreed.

The advertisement with celebrity endorsements received an average score of 4.27, which was a marginally different result. The engagement of respondents with the celebrity-endorsed advertisement in response to the statement "Do you follow the development of Pantene advertisements supported by celebrity Maudy Ayunda?" was as follows: 0.5% or 2 respondents strongly disagreed; 1.3% or 5 respondents disagreed; 15.5% or 62 respondents neutral; 37.3% or 149 respondents agreed, and 45.5% or 182 respondents strongly agreed.

Research Hypothesis Testing Results

The Wilcoxon Signed Rank Test operates on a similar principle to the dependent t-test in parametric statistics, where the emphasis is on the difference in scores between two conditions being tested (Field, 2012). Below are the testing results conducted by the researcher based on data from all 400 respondents.

Hypothesis Test Result 1: There is a significant difference between the use of influencer endorsement and celebrity endorsement in social media advertising in driving consumer purchase intention.

Table 3. Wilcoxon Signed-Rank Test

Variable	Z Value	Asymp. Sig. (2 tailed)	Mean	
			CE	IE
Quality of Argument (X1)	-3.122	0.002	51.47	50.55
Source Credibility (X2)	-3.991	0.000	34.75	33.95
Attractiveness (X3)	-10.567	0.000	47.89	44.35
Purchase Intention (Y)	-5.384	0.000	17.32	16.32

Source : Author

Based on the data in Table 3, it can be observed that the Z value obtained for the quality of argument variable (X1) is -3.122 with a significance value of 0.002. For the source credibility variable (X2), the Z value is -3.991 with a significance value of 0.000. Additionally, for the attractiveness variable (X3), the Z value is -10.567 with a significance value of 0.000. Lastly, for the purchase intention variable (Y), the Z value is -5.384 with a significance value of 0.000. These values indicate that there is a significant difference between variables in each research object, namely celebrity and influencer endorsement, as marked by an asymp sig. (2-tailed) value of less than 0.05. Therefore, **H1 is accepted.**

Hypothesis Test Result 2: Compared to celebrity endorsement, influencer endorsement in social media advertising has a higher and significant effectiveness in driving consumer purchase intention.

Based on the data in Table 3, it can be observed that the mean value for quality of argument (X1) of celebrity endorsement is 51.47, while influencer endorsement scored 50.55. For the source credibility variable (X2), celebrity endorsement achieved a mean score of 34.75, whereas influencer endorsement had an average of 33.95. Furthermore, for the attractiveness variable (X3), the average score obtained by celebrity endorsement was 47.89, while influencer endorsement scored 44.35. Lastly, for the purchase intention variable (Y), celebrity endorsement achieved an average score of 17.32, while influencer endorsement scored 16.32. Referring to the overall average scores in Table 4.16, it is concluded that celebrity endorsement is more effective than influencer endorsement in supporting social media advertising by marketers. Therefore, in this study, **H2 is rejected.**

Comparison of the Effectiveness of Celebrity and Influencer Endorsement On Consumer Purchase intention

In this study, the comparison between celebrity and influencer endorsements aims to determine the effectiveness of endorsers in social media advertising in driving consumer purchase intention. This is intended to enable marketers to make informed decisions and formulate marketing

communication strategies effectively. The researcher identified this through Hypotheses 1 and 2. Based on the Wilcoxon Signed Rank Test results, a significance value of less than 0.05 was obtained for all variables, indicating a significant difference between the use of influencer and celebrity endorsement in social media advertising in influencing consumer purchase intention.

The results of this study align with the research by Schouten et al., (2020), which states that there is a difference between the use of celebrity and influencer endorsements in advertising based on the influence of role identification, credibility, and the suitability of the product with the endorser. Furthermore, the study by Kaabachi et al., (2021) also stated that there is a significant difference between the use of celebrity and influencer endorsements on financial brands, focusing on the perception of Generation Z. Lastly, referring to the research by (Helbert & Ariawan, 2021), it is stated that there is a difference in effectiveness between the use of celebrity endorsement, influencer endorsement, and online customer reviews in influencing purchase intention in skincare products. Based on these three previous studies, the results of this research are supported, showing a significant difference between the two types of endorsers in supporting social media advertising as a marketing communication strategy for Pantene Indonesia hair care products.

There are a number of potential explanations for the notable differences in driving purchase intention in social media advertising that is strengthened by celebrity and influencer endorsements. One such explanation is the variation in how each demographic group perceives the message they receive from social media advertising. Regarding gender characteristics, differences between the two groups will provide varied responses to products in advertisements, in line with their perceptions and the information they absorb. The research findings of Pertiwi & Wijaya, (2013), which identified differences in attitudes of male and female consumers towards advertisements affecting product purchase intention based on their capacity to absorb information in ads for both men and women, support this.

Respondents in this study are identified according to the age groups. This can result in significant differences in the preference to buy following the receipt of social media advertisements strengthened by influencer and celebrity endorsements. The use of celebrities in advertisements is more widely accepted by Generation Y, or Millennials, up to Generation X, as it has been a marketing practice since the 1980s (Hussain et al., 2020) . However, it is also possible that Generation Y can effectively receive messages from social media influencers. According to research by Syaifa Tania, (2022), Generation Y and Z have grown and developed in a digital ecosystem that is an essential part of their daily lives. As a result, while not precisely the same, both Generations Y and Z share numerous characteristics. The endorser's preference for supporting an advertisement makes a big difference.

Respondents were also identified in this study according to their domicile, or geographic location. When consumers are exposed to social media advertising that is supported by influencer or celebrity endorsements, their purchase intentions differ extensively. This might happen as a result of the uneven distribution of Pantene Indonesia's social media audience throughout the country. According to data from Google Trends (2023), the top five regions accessing these advertisements include the provinces of Banten, DKI Jakarta, West Java, Central Java, and East Java. The reception of Pantene Indonesia's social media advertising, depending on regional distribution, can lead to different perceptions among consumers. However, this study demonstrates that Pantene Indonesia's social media advertising, has reached every province in Java. Therefore, it is unsurprising that support from each endorser type can significantly drive consumer purchase intention. This may occur because the effectiveness of social media advertising is measured based on quantitative metrics such as the number of likes, shares, comments, open views, followers, clicks, and other engagement indicators (Voorveld et al., 2018).

The variations in how social media advertising messages supported by either celebrity or influencer endorsements influence consumer purchase intention result from the educational levels identified in this study. According to research by Hanik et al., (2021), the level of education plays a crucial role in motivating consumers to make decisions. This is based on their perception of various product alternatives, information about the product, and evaluation of the product itself. Consumers with higher levels of education tend to be more cautious in making decisions regarding exposure to a product compared to those with lower education levels.

Identifying occupation and income levels also influences the difference in processing messages from social media advertising with support from celebrity or influencer endorsements, driving consumer purchase intention. Different income levels affect the processing of purchase intention differently. This aligns with the views of (Kotler & Armstrong, 2021), who explain that the type of job a person has can influence their consumption patterns. Therefore, each job with different income levels allows consumers to process messages in social media advertising in various ways.

An intention finding in this study is the rejection of Hypothesis 2, which stated that, compared to celebrity endorsement, influencer endorsement in social media advertising has a higher and more significant effectiveness in driving consumer purchase intention. This is evidenced by comparing the mean values (averages) of all variables, showing that the average for celebrity endorsement is greater, at 37.85, compared to influencer endorsement, at 36.29. The results of this study differ from the three previous studies that compared these two types of endorsers.

Referring to the study by Schouten et al., (2020), respondents identified more with influencers than celebrities, thereby fostering a higher level of trust and generating interest in the advertisements they were exposed to. Consumers believe that influencers resemble regular people more than celebrities do, making it simpler to believe what influencers say in advertisements. In accordance with this, Kaabachi et al., (2021), research discovered that Generation Z is frequently more receptive to financial messages delivered by social media influencers than by traditional celebrities. Although in their study, Generation Z was informed that both the social media influencers and the celebrities chosen to promote financial products had received a fee, they believed that social media influencers were more likely to use the banking services they endorsed than traditional celebrities. Generation Z believes that when social media influencers support a product, it is based on quality considerations and a genuine desire to share knowledge with consumers, unlike celebrities, who are perceived to be more likely to be motivated by self-interest. Furthermore, the study by (Helbert & Ariawan, 2021), which compared celebrity endorsers, influencer endorsers, and online customer reviews, found that influencers are more effective in persuading consumers to develop a purchase intention in skincare products. This is based on the reasoning that influencers are considered more expert and experienced in skincare than celebrities or ordinary consumers. Skincare products falling under the category of high-involvement and experience goods lead consumers to have more positive behaviour towards advertisements done by those deemed experts in the field, namely influencer endorsers.

According to research by (Helbert & Ariawan, 2021; Kaabachi et al., 2021; Schouten et al., 2020), have shown that customers are more likely to believe an endorser who is credible or whose product they are endorsing is appropriate. This is consistent with the study's findings, which demonstrated that the quality of the argument, the credibility of the source, and the advertisement's attractiveness are the most important variables taken consideration by consumers when they perceive social media advertising involving by these 2 types of endorser.

Various previous studies that have found influencer endorsement to be more effective than celebrity endorsement suggest that consumers are sceptical about the ability of traditional celebrities to support a brand. Therefore, this poses a significant challenge for marketers in selecting the appropriate endorser. When marketers choose celebrity endorsements, the main factors to consider are the accuracy and alignment of the endorser's experience with the brand. This phenomenon is reflected in this study, which shows that celebrity endorsement is more effective than influencer endorsement. This is undoubtedly based on Maudy Ayunda's experience as a celebrity who has been active in the entertainment industry since 2005 and her expertise in supporting a brand trusted since 2018. Meanwhile, Keanu Angelo is a social media influencer who only started his career in the entertainment industry in 2019. Therefore, the primary credibility highlighted by the SMI's in this study is his expertise in screen performance, supporting a brand, and leveraging his public speaking potential. This is comparable to Maudy Ayunda's ability, who also has skills in performance and in persuading consumers through her public speaking skills.

Consumers can determine an endorser's skill through everything they present, regardless of the type. This includes their skill in articulating words when promoting a product, expertise in shaping a personality that can persuasively influence consumers, the compatibility of their

experience in a particular field with the product endorsed, excellent physical characteristics, the ability to maintain a positive image and reputation, and the alignment of the endorser's attributes with the targeted consumers. The importance of an endorser's credibility impacts not only the consumer's perception of the advertisement but also influences consumer attitudes towards the brand. As a result, marketers must carefully choose an endorser, taking into account the endorser's suitability for the advertised product. This is crucial so that the investment and effort expended are commensurate with the results achieved. An endorser with good credibility can yield optimal outcomes, such as high consumer engagement and a significant increase in product sales.

Implementation of the Elaboration Likelihood Model in Social Media Advertising, Supported by Celebrity and Influencer Endorsement

It is possible to think of buying hair care products as a decision made by a variety of stimuli. Within the framework of marketing communication, these stimuli can be texts, images, videos and other variations that are presented in marketing tools, such as advertising. It is the channels and contents of these stimuli that will exert different marketing effects on each audience group. To present a theoretical framework for the analysis of this study, the theory of elaboration likelihood model can describe how consumers are influenced through stimuli contained in social media advertising with the support of celebrities and social media influencers.

In this study explained that consumers process persuasive messages received in social media advertising through central routes and peripheral routes. This is shown through how consumers assess a product promoted by celebrity or influencer endorsement with 3 attributes, among others; the quality of the argument, the credibility of the source, and the attractiveness. Although source credibility and attractiveness simultaneously affect consumer purchase intention, the implications are not much higher than the quality of the argument. This is shown through the role of consumers who are actively involved in the development of social media advertising to determine whether the product being promoted is worth to buy or not. This indicates a high level of elaboration, which indicates that a person has a higher ability, motivation, and investment in cognitive effort to assess a message he receives. As a result, the person is on a central route and thinks carefully about the strength of the argument judged through the degree of relevance, timeliness, accuracy, and comprehensiveness of a message.

These findings highlight the important role of quality of argument in shaping consumer perceptions of products marketed through social media advertising. When an argument is assessed based on its strength, then in this study, consumers assess that both types of endorsers have a consistent and strong argument, which significantly affects consumer purchase intentions. In this study, it is also explained that the strength of the quality of positive arguments is also supported by the image and reputation of the figure who conveys the message. When marketers are able to choose endorsers who can be trusted, have expertise that is relevant to the brand, attractive, able to attract consumer respect, and have a connection with consumers, then this will certainly make it easier for the audience to digest the message they receive. If consumers have a tendency to receive persuasive messages through a central route, this can produce a significant impact for marketers. In the context of Elaboration Likelihood Model theory, when the level of consumer engagement is high, the attitude changes that occur tend to be more lasting compared to situations where engagement is low or message processing occurs through peripheral routes (Petty & Cacciopo, 1986).

Conclusion

Based on the results obtained from the research titled "Does Celebrity Better Than Influencer Endorsement? An Elaboration Likelihood Model for Advertising Effectiveness in Indonesia FMCG Customer" the following conclusions can be drawn:

1. There is a significant difference in using different types of endorsers, such as celebrities and social media influencers, in social media advertising to drive consumer purchase intention. Therefore, marketers must carefully evaluate endorsers who can add value to the marketed brand.
2. Celebrity endorsement is more effective than influencer endorsement in supporting social media advertising that can trigger consumer purchase intention. Based on quality of

argument, source credibility, and attractiveness, celebrity endorsement is superior to influencer endorsement.

3. Through the central route of the elaboration likelihood model, consumers process persuasive messages in social media advertising that supporting by celebrity and influencer endorsements. This is based on consumers' consideration in evaluating the quality of argument of both types of endorsers deeply and involving serious thought. Therefore, attitude changes, such as purchase intention, can last longer than message processing through the peripheral route.

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