

INDONESIAN CONSUMERS' ATTITUDE TOWARDS NIKE'S MULTICULTURAL CELEBRITY ENDORSEMENT

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Abstract

With multiculturalism and famous factor that has risen within these last few years, the researcher wanted to explore more about culture background and the significance of it in an endorsement especially within Nike's international marketing scope. This study discusses the influence of credibility, lack of irritation, informativeness, entertainment, and personalization of the Nike company. This research is a quantitative research, with primary data collection done by distributing questionnaires via Google Forms. Data collected as many as 103 people respondent. Secondary data collection is done by reading, study, and understand several sources of literature, namely books, journals, and articles. The analysis technique used is logistic regression analysis using the JASP application. The results of data analysis in this study show that credibility, lack of irritation, informativeness, entertainment, and personalization show that they are insignificant to the outcome.

Keyword: consumers' attitude, multiculturalism, endorsement

INTRODUCTION

Multiculturalism itself has seeped into our daily life with the help of globalization. Through the year of 2023, globalization and technology were at the peak of their heyday. With the rise of the internet, many public figures from different countries started to make their influence throughout the globe. This caused a stir in the marketing industry and companies started to notice about the change in the game. Many multicultural celebrities started to take advertisement as their side job that pays them well enough, and companies who became their endorser were pretty much to the advantage as their products get the exposure they need, to be sold in large quantities for greater profits. But what is exactly a multicultural celebrity endorsement? In a cross-culture comparison, these celebrities embody a collection of culturally relevant images, symbols, and values as a representative of the said brand (Choi, Lee, & Kim, 2005). With that being said, multinational companies now realize the power of multicultural celebrity endorsement over people's attitudes toward their brands.

Different races, countries, and cultural backgrounds among celebrities are a positive influence on the advertising and endorsement sphere, including the marketing outlet in the world of sports. As a sport-based lifestyle, Nike, a company from the United States of America, is one of the first multinational companies that took awareness and applied this advertisement technique for their products. Nike is also one of the companies that applies the global advertising theory in doing business across cultures, whereas the theory talks about standardized approaches aiming for economies of scale and universal concepts through functional and conceptual equivalence (Woolliams & Trompenaars, 2003). In practicing this theory, Nike introduces non-adaptable shoes across the globe and sells them by saying that the shoes should fit into everyone who buys it.

Nike has also signed with other athletes at their primes such as Sū Bǐngtiān the first Asian track and field runner from China, Ronald Acuña Jr a baseball outfielder from Venezuela, Ibtihaj Muhammad the first Muslim American woman to ever wear a headscarf in the fencing competition, Irfan Bachdim an Indonesian soccer player, and lastly the great Michael Jordan himself.

Since Nike signed with these celebrities, the company's income has risen significantly. Nike's revenue increase also has been influenced by a lot of factors, and one of the biggest effects on these increases is the influence of multicultural celebrity endorsement through a sport lifestyle. As a sport-based company, Nike has been collaborating and featuring sports celebrities, top tier sport performers, and celebrities that are into the healthy lifestyle as a way to promote their brand. These advertisements and endorsements are beyond the national scope and have reached many other countries since the day Michael Jordan signed with the company back in 1984. The company also tries to always keep up with the globalization and technology, in which they keep making new and improved shoe tech to be able to attract such attention from consumers around the world. These attentions and Nike's influence draws many continents and, in this case, Asia and Asia Pacific. The sale in this region has also increased due to the healthy lifestyle that most Asian people currently adopt into their daily lives.

The advertisement that Nike has made contributed to most of its sales income and yet according to an article written about Indonesia's most in demand sneakers and sportswear are from Adidas and Nike has sat in the second position as the most liked sports brand in the country (Annur, 2023). This needed to be reviewed as to why after all the controversial advertisements and many multicultural celebrity endorsements, Nike still sat in the second position from an Indonesian consumer's perspective, with the fact that nowadays, consumers have their own attitudes towards the brand's advertisement which is celebrity endorsement activities. Then a reciprocal question arises, namely whether the consumer attitudes towards the brand's multicultural celebrity endorsements will influence the brand's sales in such a way.

The significance of this research is to identify Indonesian consumers' attitudes toward Nike's multicultural celebrity endorsement. To determine how multiculturalism and a person's cultural background, especially celebrities who represent a certain brand, will change purchasing attitudes in Indonesia and how Indonesian consumers perceive Nike's image as a brand through these cultural references. As this research topic is to know precisely about Indonesian consumers' attitudes toward Nike's multicultural celebrity endorsement strategy. To that extent, the core of this research will help Nike and many sport-based brands in Indonesia in finding and applying the correct approach to narrate Indonesian consumers' perspectives and increase their sales in the country.

LITERATURE REVIEW

Consumers' Attitude

An attitude is a lasting, general evaluation of people (including oneself), objects, advertisements, or issues (Kapoor & Madichie, 2012). According to Kapoor & Madichie, attitude helps us as humans to make certain choices in our life such as choosing whom we like to date, what kind of music we listen to, and our daily mundane consumptive choices. Now, every consumer has their own personal and unique attitude towards certain advertisements from a certain brand. MacKenzie & Lutz (1989) said that the concept of "attitudes towards advertisement" is simply a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion. This concept has been an ongoing interest for marketers, indicating that these attitudes are considered as predictors for consumer behaviors. Within these conclusions, the researcher knotted up a definition of consumer's attitude which is a gesture and manner from the consumer about what they like

or dislike. When the attitude is pointed into something specific, and in this research, on a form of advertisement that is an endorsement, finally, it can provide a key answer about how the consumer is behaving towards the advertisement (whether they were favorable or unfavorable towards a certain specific occasion).

In measuring Indonesian consumers' attitude towards Nike's multicultural celebrity endorsement, there are several independent variables and one dependent variables as the measuring point for the independent variable. It is simply to indicates how much the dependent variable relies on the independent variables. The independent variables consist of credibility, lack of irritation, informativeness, entertainment, and personalization while the dependent variable consist of the hypothetical conclusion which is Indonesian consumers' positive attitudes towards Nike's multicultural celebrity endorsements influence their attitudes towards the brand positively. These indicators follows Gaber's reference journal guidelines (Gaber, Wright, & Kooli, 2019).

Credibility

Endorsement credibility can be defined as the extent to which the consumer perceives claims made about the brand in the endorsement to be truthful and believable (MacKenzie & Lutz, 1989). According to Cambridge Dictionary, the word credibility itself came from the fact that someone or something can be believed or trustable enough to have their own "credit". Thus, the credibility of a multicultural celebrity endorsement can be seen from how much the customer trusts or believes the advertisement itself. This aspect involves trust as an attitude in which the consumer counts the acceptance enough to be able to buy products from the brand. John and Daniel (Temperley & Tangen, 2006) said that the credibility factor could be seen by the consumer as "genuine", referring to a multicultural celebrity in an endorsement that is perceived as genuine and has more positive associations with the consumer. In their research, they also mention that the credibility factor is not only seen from the celebrity itself but rather as a whole picture of the endorsement, therefore the credibility of the setting of the advertisement constructs what the consumer sees.

The credibility of an endorsement and the credibility of the multicultural celebrity featured in the ad also influences beliefs, opinions, attitudes, behaviors, and other credibility constructs (Cuomo, Foroudi, Tortora, Hussain, & Melewar, 2019). They also said that celebrity credibility on an endorsement simply brings positive reinforcement to the brand, and in conclusion, a much lesser credit a celebrity has will downgrade their endorsement and the brand they represent.

Lack of Irritation

An irritation itself can be described as "when the endorsement employs techniques that annoy, offend, insult or are overly manipulative", then the consumers are likely to perceive it as an unwanted and irritating influence (Ducoffe, 1996). Irritation aspect according to many previous research proves to be a negative attitude from consumers, therefore degrading a multicultural celebrity endorsement if proven to be irritating to the ad viewers (Lee, Lee, & Yang, 2016). Many types of endorsements can cause irritation and negative output from consumers. The indications of an irritating endorsement do include targeting the wrong audience, manipulative messages, misplacements, frequent and excessive ad placement, and forced exposure (Gaber & Wright, 2014). In other words, annoying, offending, and manipulative endorsements can be perceived by consumers as irritating and unsuitable.

To describe this aspect swiftly, an irritating endorsement surely will keep the customers away from the brand. The more grotesque an advertisement will keep the consumer at bay, they aren't going to budge around for a brand that does their endorsements sloppily. This short literature proves to us that irritation is indeed a damaging prospect to calculating the consumers' attitude toward a multicultural celebrity endorsement.

Informativeness

The informativeness of an endorsement can be defined as “the ability of an advertising message to inform its recipients through different alternative products and services so that consumers get the satisfaction they most desire” (Ducoffe, 1996). In this aspect, the ability of an endorsement to give out as much information as it could would be the solution to a happy customer. A bad acceptance is where the consumer can't find any information about the product or service the brand offers in the ad. There are also several previous studies that said the consumer prefers endorsements to be able to supply vast information about the brand through the said multicultural celebrity is the primary reason for approving it (Bauer, Barnes, Reichardt, & Neumann, 2005); (Saadeghvaziri & Hosseini, 2011).

According to Ducoffe, as humans are too exposed to all kinds of advertisements and endorsements even in the 90s, consumers can tell the difference between a good and bad endorsement. Hence, consumers are always looking for an endorsement that holds certain information or informativeness that can help them choose the best product that they both want and need.

Entertainment

According to Ducoffe (1996), the entertainment aspect in an advertisement's context refers to the endorsement's ability to fulfill the audience's needs. These needs include escapism, diversion, aesthetic enjoyment, or emotional enjoyment for the consumer to experience upon seeing the acceptance. The previous research also mentions the ability of a blessing to be able to entertain can enhance the experience of advertising exchanges for consumers (Alwitt & Prabhaker, 1992).

In this entertainment, context can include stimulations to make the consumer see the endorsement, happier, thus a push on buying products or services that the brand provided. This stimulation can be games and prizes on social media, funny or meaningful messages, and gratification theory, in which the pleasurable emotional reaction of happiness in response to a fulfillment of a desire or goal and in this aspect, the happiness that came from the endorsement (Gaber & Wright, 2014).

Personalization

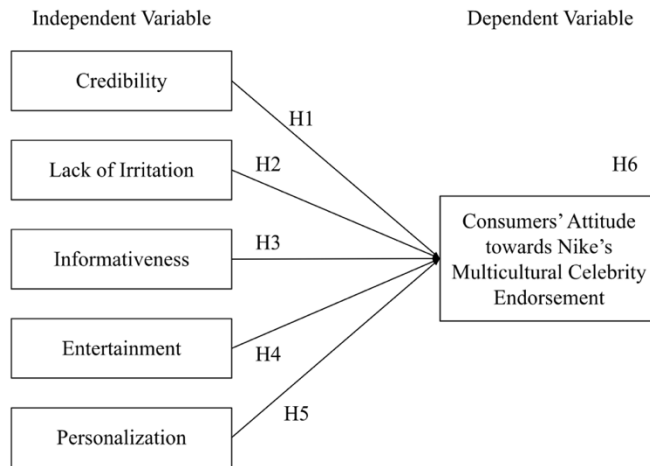
Personalization can be defined as the ability of a company to recognize and treat its customers as individuals through personal messaging, targeted banner ads, special offers on bills, and other personal transactions (Loftis, Geiger, & Imhoff, 2001). An endorsement however has the same personalization treated as a normal advertisement, all because an endorsement is a form of advertisement itself. This personalization includes sending advertising messages based on the customers' user demographic, user preference, context, and content (Xu, 2006).

To conclude the personalization aspect, many previous types of research mention that a close and personal endorsement will increase the likeness of the ad. Consumers prefer and act positively towards an endorsement that fits their interest such as customized content that is relevant to them. If the approval can be somewhat personal, this will cause a positive ripple to the targeted customers in an individual manner and improve their relationship with them (Saadeghvaziri & Hosseini, 2011). In accordance, this says that a personal and close endorsement will ensure that the customer is going to look and feel a confident positive attitude towards the personalized ads they saw. To better understand the concept of personalization, this research can look into specific previous research, containing a search engine advertisement from Haans, Raassens, & Hout (2013). At the peak of technology, a search engine will provide the company that uses it and shows all varieties of consumers that are interested in their market area. The company can simply target those potential customers and in the process makes the consumers feel that the endorsement is meant to be seen by them.

Attitudes towards Nike’s multicultural celebrity endorsement and brand attitudes

In this study, the researcher assumes that if consumers develop a positive attitude towards multicultural celebrity endorsement, it will have a positive impact on their attitude towards the endorsed brand. This assumption was developed based on the reference journal (Gaber et al., 2019). The relationship between consumer attitudes towards endorsement and their relationship with brands is supported in the previous literature (MacKenzie & Lutz, 1989). Attitudes toward endorsement can enhance brands through its positive effect on consumer preference for brand attitudes and its role in creating brand-related beliefs (Gardner et al., 1985).

Conceptual Framework



Hypothesis

- H1: Consumers’ perception of the credibility of Nike’s multicultural celebrity endorsement positively affects their attitudes toward the advertisement.
- H2: Consumers’ perception of the lack of irritation of Nike’s multicultural celebrity endorsement positively affects their attitudes towards the advertisement.
- H3: Consumers’ perception of the informativeness of Nike’s multicultural celebrity endorsement positively affects their attitudes toward the advertisement.
- H4: Consumers’ perception of entertainment of Nike’s multicultural celebrity endorsement affects their attitudes towards these advertisements positively.
- H5: Personalization of Nike’s multicultural celebrity endorsement influences consumers’ attitudes towards the advertisement positively.
- H6: Indonesian consumers’ attitude towards Nike’s multicultural celebrity endorsement.

RESEARCH METHOD

The type of research that will be used in this study is explanatory research with quantitative methods. Now, explanatory research itself can be described as a study that aims to analyze the relationship that exists between the variables studied or a variable under study that has an influence on other variables through testing the hypotheses that have been formulated previously (Sugiyono, 2018). In the meaning of according to Sugiyono, quantitative research is a method of research that is based on the philosophy of positivism, is used to examine specific populations or samples with its data and sampling extraction is done randomly, and the data collection uses the research instruments, for the data analysis itself is usually quantitative or statistical in nature, with the aim of testing predetermined

hypotheses. This research is quantitative in nature because it seeks to describe how much or how high the influence of multicultural celebrity endorsement Nike has on the attitude of the Indonesian consumers towards the brand.

Population

The population itself is an area or generalization consisting of objects or subjects that have certain qualities and characteristics that have been determined by researchers to study and draw conclusions from (Sugiyono, 2015) In this study, the population that the researchers determined was a portion of Indonesian people aged 15 to 50, male and female, who are consumers of sportswear products and are active in sports.

Research Sample

According to Sugiyono (2015), the meaning of the sample itself is a part of the number and characteristics possessed by a population, where samples taken from that population must represent the entire area. The understanding is called purposive sampling and was taken from a nonprobability sampling technique. A nonprobability sampling technique is a method used for sampling itself in which it does not provide equal opportunities for members of the population to be sampled randomly (Sugiyono, 2017). In this research, there are several criteria that the writer has determined beforehand: a) Men and Women with the age range of 15 - 50 years old, b) Know and acknowledge the existence of Nike, c) Has seen one of Nike's endorsements in any form.

Based on the calculation results using the Slovin formula according to the existing population, this research requires a minimum of 99.9750 respondents which are rounded up to 100 respondents. Furthermore, the sample size was increased by at least 25% to 125 respondents in anticipation of inadequate and incomplete responses. This number is ideal enough to represent the total number of men and women in an urban-based area aged 15-50 who knows about Nike's existence and endorsements.

Data Collection Techniques

Data was collected using a questionnaire and the distribution of the questionnaire uses the distribution of Google-form links through the author's personal social media, namely Instagram and Whatsapp. As we continue the primary data collection process, a Likert scale will measure the data itself. The Likert scale itself is a type of scale that is used to measure attitudes, opinions, and perceptions of a person or a group of people about a social phenomenon (Sugiyono, 2018, 152). To use the Likert scale, the researcher has determined some statements to be given out in the questionnaire and the answers should follow the scale's measurements in order to be counted for. The answer to each statement is expressed in five (5) indicator variables, namely: a) Strongly Agree, b) Agree, c) Neutral, d) Disagree, e) Strongly Disagree.

Validity and Reliability Test

This study used JASP to obtain data analysis that will be used to measure the validity and reliability of the questionnaire questions the researcher has provided in this research. To test the validity of the questions, the researcher has provided answers from 41 respondents, and in this research, the researcher has used Pearson's Correlations as a way to test the validity of the questions. The calculation uses the correlation of each question to the total of 41 respondents' answers. An item is said to be valid if Pearson's R and P are greater than 0,005. The correlation can be seen based on each question with the total sum of the answers. It can be seen from the table below that all the questions from the questionnaire are valid, as it contains a score $> 0,005$.

In the reliability test, the researcher is also using JASP and the method in testing the liability is using the intraclass correlation with confidence interval up to 95%. The same fixed set of raters/ tests rates each of the subjects. With the results that said mean or point estimate is in 0,171; when the point

estimate is applied with a confidence interval of 95% or 95,0, the lower CI shows a score for 0,102, and the upper CI shows the score of 0,278. To be able to know how much the question's reliability is that the score has to be bigger than 0,005, and as it shows the scores from JASP's calculations, it can be seen that the scores is greater than 0,005 or $\geq 0,005$.

Data Analysis Technique

In this research, the researcher will mainly use two different data analysis technique in order to identify the correlation between the independent variable with the dependent variable. The techniques are the multiple logistic regression method and the back up analysis technique is the descriptive statistics analysis method.

RESEARCH RESULTS

Respondents' Profile Based on Gender

It can be seen from 103 of the respondents, people with male gender reached 42.7%, consisting of 44 people and the remaining 57.3% consisting of 59 people with female gender. In this gender categorization, the majority of consumers are women, who in fact see endorsements and advertisements made by Nike more often than men.

Respondents' Profile Based on Age

In the age category, because Nike is a sports-based fashion company, of course consumers of this brand have no age limit. However, due to the majority of sports activities carried out by children, teenagers, adolescents - adults, and adults, the age range is determined from 15 to 50 years where the ages are distinguished from 15 - 25, 26 - 35, 36 - 45 and 46 - 50. From that 103 respondents there are majorities of the people behind each answer about their age, with people from 15 - 25 age range reaching 59,2% and consisting of 61 respondents. The rest of the data is 28,2% consisting of 29 respondents in the age range of 46 - 50, 7,8% consisting of 8 respondents in the age range of 36 - 45, and lastly 4,9% consisting of 5 respondents in the age range of 26 - 35.

Respondents' Profile Based on Occupation

In the job category, out of 103 respondents, the majority of the answers were 37 college students, 22 employees, 14 students, 13 entrepreneurs, 10 housewives, 1 athlete, 1 doctor, 1 model, and 4 other respondents that did not include their work in this questionnaire.

Respondents' Profile Based on Expenses per Month

The majority of monthly expenses are achieved by the sector > 2,000,000 million rupiah - 4,000,000 million rupiah, namely 31 people, then followed by the sector > 10,000,000 million rupiah consisting of 30 people, sector <2,000,000 million rupiah consisting of 26 people, sector > 4,000,000 million rupiah - 6,000,000 million rupiah for 9 people, and in the sector > 6,000,000 million rupiah - 8,000,000 million rupiah for 6 people.

Data Analysis

Multiple Logistic Regression Method

The logistic regression analysis using JASP statistical application is very complex yet will help simplify the results upon this research. For this study, the researcher has used 2 methods in the logistic regression that will justify each other thoroughly. The first method will use an Enter mode, and the second method will use a Stepwise mode. Using a 95% standard confidence interval has allowed 5% error. The meaning of this is that the success or in this research, the linkages between a factor and an independent variable to the dependent variable or the final outcome. The outcome is the consumers'

positive attitude towards the brand through the multicultural celebrity endorsement. What matters is if the p-value is less than 0,05, meaning that the variable is within the 95% confidence range.

To further explain the results, there are several rules that have been put up by the researcher to help ease up the explanation part. In using the logistic regression method, there is a H0 (Hypothesis 0) and H1 (Hypothesis 1). H0 will always say that there is no relationship between variables x and y, in this case, the independent variables with the dependent variable. Whereas H1 always says that there is a relationship between variables x and y and in this case, the independent variables with the dependent variable. With the research intention is to reject the H0, it can be rejected if the p-value was below 0,05 (because of the 95% confidence interval). In using the contingency tables it is also the same as using the logistic regression method, because there is a p value that must be < 0,05 which is due to the confidence interval as well. In this case, the variable is said to be uncorrelated with the outcome or H0 is accepted if the p value = > 0,05 and H0 is rejected if the p value = < 0,05.

Table I. Multiple Logistic Regression Method

Model Summary Y

Model	df	X ²	p
H0	102		
H1	97	4,448	0,487

	Wald Test		
	Wald Statistic	df	p
(Intercept)	2,949	1	0,086
Average CN123	1,869	1	0,172
Average LOIN123	0,219	1	0,640
Average IN12	0,129	1	0,719
Average EN123	1,292	1	0,256
Average PN123	0,503	1	0,478

Source: Processed Raw Data from JASP

In this Enter method we can see that with the confidence interval at 95% rate, in this case the research has only allowed a 5% error or 0,05. Which means in order for an independent variable to significantly influence the dependent variable positively, the p value for each independent variable must be below 0,05 or < 0,05. In this case, the intercept represents the whole average score from all of the independent variables. As we can see from the results for each independent variable, the p value is indeed bigger than

0,05 or $> 0,05$. This can only mean that the independent variables don't influence the outcome significantly or are insignificant.

Descriptive Research Analysis

According to the results from JASP, it is concluded that all of the results is indeed insignificant, and can only mean that the independent variable has no effect on the dependent variable. Although, it does not rule out the possibility that each independent variable has slightly influence the dependent variable.

DISCUSSION OF RESULTS

Now, in this study, the researcher implicates international business strategy which in practice must promote their products or services to consumers from various countries. In terms of self-promotion, Nike is a type of company that does not adapt its product, namely sportswear, to every new country that the company steps on. However, in this study, researchers wanted to explore the forms of promotion used by Nike in every country, especially in Indonesia. Intense promotions using multicultural celebrity endorsements as a whole are things that can be well received by consumers and the people of Indonesia. In this case, endorsements using multicultural celebrities also do not cause negative attitudes from Indonesian consumers. This could be due to several factors such as the diversity of the Indonesian population and the high regard for Bhineka Tunggal Ika as the nation's ideology, reflecting the absence of SARA discrimination in multicultural celebrity endorsements from Nike.

Yet with the independent variables insignificant towards the outcome which is a positive consumers' attitude towards Nike's multicultural celebrity endorsement means that Indonesian consumers didn't really bother with a celebrity's multicultural background in doing endorsement. Although, with the raw processed data from the google form it is a fact that endorsement as a whole still influenced the purchase behavior from Indonesian consumers, even though statistically it is insignificant towards the multicultural celebrity endorsement aspect.

CONCLUSIONS

From the research results that have been processed and obtained, it can be concluded the following points:

- In the world of endorsements, the multicultural background of a celebrity that is being endorsed is wildly affecting the market. And yet with Indonesian consumers, the multicultural background of a person is not the main issue and is ineffective against Indonesian consumers' attitude towards the brand. But it can be a conclusive thought that Indonesian consumers bought Nike's products solely because of its uses.
- The first independent variable, credibility, is indeed influencing an endorsement enough for Indonesian consumers to buy products from Nike. And yet, it is insignificant towards the multicultural celebrity endorsement, simply because Indonesian consumers' buying decisions aren't determined by the multicultural factor from the endorser.
- The second independent variable, lack of irritation, is also influencing an endorsement enough for Indonesian consumers to buy products from Nike. But the p value from this variable is also insignificant towards the multicultural celebrity endorsement. Yet, in the lack of irritation we can see that Indonesian consumers are not agitated by Nike's multicultural endorsement.
- The third independent variable is informativeness. It is also influencing an endorsement enough for Indonesian consumers to buy products from Nike. However, the informativeness factor actually will influence Indonesian consumers' attitude towards the multicultural celebrity

endorsement and can be interrelated with credibility in a different point of view. Yet, as the p value for this independent variable is also insignificant means that it is not influencing enough for the multicultural celebrity endorsement aspect.

- The fourth independent variable, entertainment, surely plays an important part in every endorsement. Indonesian consumers also react positively towards the entertainment factor but are not significant towards the multicultural celebrity endorsement.
- Lastly, the fifth independent variable, personalization, is also playing an important part in every endorsement. As each endorsement, advertisement, and promotion in any kind is personal to each of the viewers, the variable itself is influencing enough for Indonesian consumers to buy products from Nike. But as the p value is bigger than 0,05 indicating that it is insignificant towards the multicultural celebrity endorsement.

RECOMMENDATIONS

Here are suggestions that can be given by the researcher, which are expected to be useful in the future. For local companies in Indonesia that are engaged in sportswear, they can continue to develop advertisement and endorsement techniques through several points of view, such as aspects of credibility, lack of irritation, informativeness, entertainment, and personalization. This aspect is proven to be affecting Indonesian consumers' attitude in a positive way. These positive feedbacks can be achieved by a highly stimulated endorsement with all the five aspects dominating the course of the advertisement in a balanced proportion.

Based on the research that has been carried out, several suggestions can be submitted as input which are expected to be useful for further research. As we can see in the research, all of the independent variables are indeed insignificant towards the outcome that is the multicultural celebrity endorsement aspect. Although it is not in a negative way, the results show us that there is room for improvement in the next future research.

Also in this study, the respondents needed are in the bare minimum range, resulting in difficulty to analyze the small data. For further research it is expected to be able to find a larger number of respondents in order to easily determine the majority of the respondents' voices. The second finding is that there is a probability that the conceptual model is not proper or fit for this research therefore resulting in many insignificant score points within the independent variable. This flaw is pointed out in hope that the future researches can help to cover this hole and perfected the research of Indonesian consumers behaviors.

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