THE INFLUENCE OF KOREN'S CELEBRITY ENDORSEMENT AND YOUTH BUYING BEHAVIOR ON YOUTH APPAREL PURCHASE DECISION IN MANADO

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ABSTRACT

Korean Pop culture was affecting many countries. Indonesia was shipped impact is mainly due to the deployment of Indonesian culture which is a developing country that is easily influenced by the developed countries. The change of how youth in Manado response to Korean's celebrity appearance need to investigate. This research designed to find out the influence of Korean's celebrity endorsement and youth buying behavior on youth apparel purchase decision in Manado. The method used to analyze the data is the Multiple Regression Analysis which enables the researcher to analyze the influence of the independent variables to the dependent variable, which is Youth Apparel Purchase Decision. The independent variables in this research are Korean's Celebrity Endorsement and Youth Buying Behavior. While the samples of respondent's size are 100 respondents who dressed like Korean celebrity. The result of this research shows that there is significant simultaneous and partial influence of Korean's celebrity endorsement and youth buying behavior on youth apparel purchase decision in Manado. Therefore, to enhance the influence on youth apparel purchase decision in Manado these two proponents should be considered intensively.

Keyword: Korean's celebrity endorsement, youth buying behavior

INTRODUCTION

Along with the times, today's technology is also growing as well, especially in this age of globalization. Globalization makes the interaction between all citizens of the world to be free and open as if the boundaries of a State become narrow and one of the effects of the globalization of technology development. The development of this technology also seems to be getting easier for us in various fields especially in the field of telecommunications. We can easily and quickly in obtaining information from both domestic and overseas.

Not only variety of information that can spread quickly through the presence of a variety of the latest telecommunications technology, but also culture be easily distributed throughout the world. This is related to the globalization of culture in which this statement can be regarded as a symptom of the spread of cultural values and certain of a State to the rest of the world to become the world's cultural or world culture.

One culture that was affecting many countries is Korean Pop culture, or better known as K-Pop / Hallyu Wave / Korean Wave. Indonesia was shipped impact is mainly due to the deployment of Indonesian culture which is a developing country that is easily influenced by the developed countries. The spread of Korean Pop cultures have been helped by various mass media actively introduce the culture and one intensive mass media in spreading this culture was television.

The role of Korean celebrity endorsements become important thing that give a big impact to the youth fashion trends. Drama, movie, and music adding new kind of fashion trends to attract people especially youth to wear apparel to become like the Korean celebrity. Korean's Celebrity Endorsement, Youth Buying Behavior become the crucial factors that significantly influence Youth Apparel Purchase Decision. These factors need to be considered for the company who sales fashion style product, because these two factors are important to improving the number of sales of apparel or outfit for youth. For this reason, it is very important to know whether the two factors above have a significant role on Youth Apparel Purchase Decision in Manado.

Research Objective

1. To know the influence of Korean's celebrity endorsement and youth buying behavior on youth apparel purchase decision in Manado?
2. To know the influence of Korean's celebrity endorsement on youth apparel purchase decision in Manado?
3. To know the influence of youth buying behavior on youth apparel purchase decision in Manado?

THEORETICAL REVIEW

Consumer Behavior

Solomon (2013:31) defined consumer behavior covers a lot of ground: it is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.In cconsumer behavior, the early stages of development, researchers referred to the field as buyer behavior; this reflected an emphasis on the interaction between consumers and producers at the time of purchase. Belch & Belch (2012:710) defined consumer behavior as the process and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desire. Schiffman and Kanuk (2004:8) explained that consumer behaviour is the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

Consumer Buying Behavior

Kotler (2008:75), consumer buyer behavior refers to the buying behavior of final consumers-individuals and household who buy goods and services for personal consumption. Consumer buyer behavior is influenced by the buyer's characteristics and by the buyer's decision process. The most important thing, which influences the individual behavior, is the consumer's family, social, and cultural environment. Based on Schnaars (1997:56) consumer buying behavior can be defined as the way in which consumers or buyers of goods and services tend to react or behave when purchasing products that they like. Consumer buying behavior involves a long process where the buyer has to identify the product, study well its features, the pros and the cons and lastly deciding on whether to purchase it or not.

Celebrity Endorsement

Belch and Belch (2012:191) explained the meaning transfer model has some important implications for companies using celebrity endorsers. Marketers must first decide on the image or symbolic meanings important to the target audience for the particular product, service, or company. They must then determine which celebrity best represents the meaning or image to be projected. Marketing and advertising personnel often rely on intuition in choosing celebrity endorsers for their companies or products, but some conduct research studies to determine consumers' perceptions of celebrities' meaning. Solomon (2013:296) explained star power (celebrity endorsement) works because celebrity embody cultural meaning-they symbolize important categories like status and social class, gender, age and even personality types. Bovee and Thill (2011:411)explained the thinking behind celebrity involvement in advertising is that people will be more inclined to use products endorsed by a celebrity because they will identify with and want to be like this person. Celebrities can also bring new excitement, humor, energy, and even perceived value to a product.

Youth

Psychology, adolescence is a period of transition from early childhood to early adult children, who entered at the age of approximately 10 to 12 years and ended at the age of 18 to 22 years (Sarwono, 1997:32). Monks found globally adolescence lasts between 12-21 years, with the division of 12-15 years is early adolescence, 15-18 years is a mid-teen years, and 18-21 years is late adolescence (Monks, 2001:45).

Youth Apparel

Youth Apparel is fashion style or type of outfit for young people with the span age of 17-23 years old.

Previous Research

Giridhar (2012) conducted research on the effect of celebrity endorsement on consumer buying behavior and branding of a brand. The result is the profile of the Indian market is vastly different from it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers. Any marketer is keen in closely monitoring the changes in terms of numbers and specially keeping regular track of the changing pattern of consumer's aspirations and competitive actions. This research used multiple regression as the analysis tools.

Dengra (2014) conducted research on the impact of celebrity endorsement on customer's buying behavior with reference to Indore City. The result of this research is, according to the fact finding technique Standard Deviation, mean the significant figure and confidence goes with the younger people who are more interested in purchasing product endorsed by celebrity and are influenced more by it. The manipulation of data analysis the confidence level 2.946 the fact found with the help of primary data collection the primary survey conducted and data tested among the people belonging to age group 13-40 years old. This research used mean and standard deviation as the analysis tools.

Pui Yi (2012) conducted research on effects of celebrity endorsement on consumer purchasing intention of apparel products. The result is consumers' purchase intention under the perception of celebrity endorsement, with the source of credibility which is attractiveness then trustworthiness comes as the package of product that have been promote. And also perceived image of celebrity endorsers which is good-looking, plain looking, expertise in its product that the celebrity promote or even use. This research used multiple regression as the analysis tools.

Research Hypothesis

H$_1$: There is a significant simultaneous influence of Korean's celebrity endorsement and youth buying behavior on youth apparel purchase decision in Manado.
H$_2$: There is a significant partial influence of Korean's celebrity endorsement on youth apparel purchase decision in Manado.
H$_3$: There is a significant partial influence of youth buying behavior on youth apparel purchase decision in Manado.
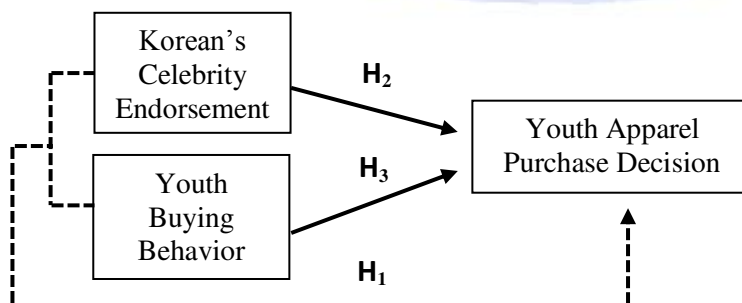
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2014

→ Partially
------> Simultaneously

RESEARCH METHOD

Type of Research

The purpose of this research is to know the influence of Korean's celebrity endorsement and youth buying behavior on youth apparel purchase decision in Manado. This research of causal type that aim to find out the influence Korean's celebrity endorsement and youth buying behavior on youth apparel purchase decision in Manado. This research is a quantitative method, using the multiple regression.

Place and Time of Research

The location of this research is in Manado. This research was conducted in Manado in the period of November to December, 2014. The purpose of this research is Influence of Korean's Celebrity Endorsement and Youth Buying Behavior on Youth Apparel Purchase Decision.

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie 2009:265). The population of this research is youth in Manado who already bought dress and dressed like Korean celebrity's dress. Sample is a subset of the population. It comprises some members selected from it. By studying the sample, researcher should be able to draw conclusions that are generalizable to the population of interest. (Sekaran and Bougie 2009:266). This research use purposive sampling technique. Purposive sampling confined a specifics types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher In purposive sampling technique, all elements in the population are considered and each element has an equal chance of being chosen as the subject (Sekaran and Bougie 2009:266). The sample of this research is 100 respondents of 17-23 years old who dress like Korean celebrity.

Data Collection Method

Based on the surreal, this research requires only primary data which is information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie 2009). To get the primary data, questionnaire is used in collecting data.

Operational Definition of Research Variables

1. Korean's Celebrity Endorsement (X_1), star power (celebrity endorsement) works because celebrity embody cultural meaning-they symbolize important categories like status and social class, gender, age and even personality types. (Solomon 2013:296)
2. Youth Buying Behavior (X_2) is the way in which consumers or buyers of goods and services tend to react or behave when purchasing products that they like. (Schnaars, 1997:56).
3. Youth Apparel Purchase Decision (Y) is fashion style or type of outfit for young people with the span age of 17-23 years old. The reason behind youth purchase product or service. The selected apparel for the following trend or updated fashion style. How the youth select the apparel based on the trend.

Data Analysis Method

Validity and Reliability

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. According to Zikmund (2003:212) validity is the ability to measure what it is supposed to. Validity test is used to know whether the instrument is valid or not. The instrument is valid if the value of vaiable is positive and more than 0.3 ($r > 0.3$). Constructing validity is the assesment of validity (truth that an item is measuring something that actually measurement) based on the pattern of linkages between items that measure

the questions. The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measure a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie 2009:117). The reliability test in this research using Cronbach Alpha that will show the instrument is realiable if the coefficient value is more than 0.6.

Multiple Regression Analysis Method

The method that used in this study is multiple regression model. Multiple regression analysis is the process of calculating a coefficient of multiple determination and regression equation using two or more independent variables and one dependent variable (Sekaran and Bougie, 2009:348). The equation model of multiple regression analysis used in this research can be formulated as shown below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Y   = Youth Apparel Purchase Decision
α = The constant, when all independent variable equal to 0
X_1 = Korean's Celebrity Endorsement
X_2 = Youth Buying Behavior
β = The slope for each independent variable
e   = Error

RESULT AND DISCUSSION

Validity and Reliability

Validity test is used to know whether the instrument is valid or not. The instrument is valid if the value of variable is positive and more than 0.3 (r > 0.3). From the table below, the validity test of Korean's Celebrity Endorsement (X_1), Youth Buying Behavior (X_2), and Youth Apparel Purchase Decision (Y) are greater than the minimum level of 0.3 and below significance level of 5% (0.05). Therefore, the data is considered as valid.

Table 1. Validity Result

Indicator	Pearson Correlation
$X_{1.1}$	.913**
$X_{1.2}$	.912**
$X_{1.3}$	.891**
$X_{2.1}$	.917**
$X_{2.2}$	.870**
$X_{2.3}$	.853**
$X_{2.4}$	.809**
$Y_{.1}$	.898**
$Y_{.2}$	.663**
$Y_{.3}$	.898**

Source: SPSS data analysis, 2014

The reliability test in this research using Cronbach's Alpha that will show the instrument is reliable if the coefficient value is more than 0.6. Table below shows Korean's Celebrity Endorsement (X_1), Youth Buying Behavior (X_2), and Youth Apparel Purchase Decision (Y) Cronbach's Alpha score are greater than the 0.6, indicated that all research instrument indicator of variable are reliable.

Table 2. Reliability Result

Variable	Cronbach's Alpha
X_1	.889
X_2	.880
Y	.735

Source: SPSS data analysis, 2014

Classical Assumption

Multicollinearity

Table 3. Multicollinearity Result

	Model	Collinearity Statistics	
		Tolerance	**VIF**
1	Korean's Celebrity Endorsement	.878	1.139
	Youth Buying Behavior	.878	1.139

a. Dependent Variable: Youth Apparel Purchase Decision
Source: SPSS data analysis, 2014

Table above shows the calculation of Multicollinearity. Moreover, it can be known through the VIF and tolerance, whereby if the value of VIF and tolerance to be around the number <10 then the regression model above are free from multicollinearity. Based on the results in the table above can be seen by SPSS output does not occur because the symptoms of multicollinearity VIF value of X_1 and X_2 is below numbers < 10, this means that there is no connection between the independent variables. Thus, multicollinearity assumptions are met (free of multicollinearity).
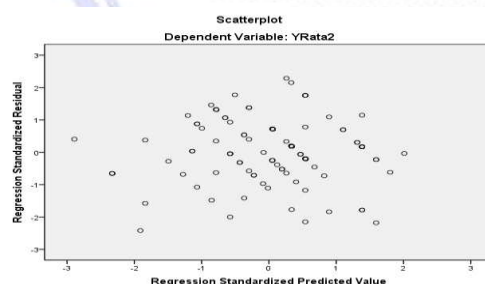
Heteroscesdasticity

Figure 2. Heteroscedasticity Result
Source: SPSS Data Analysis, 2014

The figure above shows there is no established pattern, in other words the graph describing the plot spread above and below the number 0 (zero) on the Y-axis. This proves that the independent variable Korean Celebrity Endorsement (X_1) and Youth Buying Behavior (X_2) on Youth Apparel Purchase Decision (Y) are free of heteroscesdastisity.
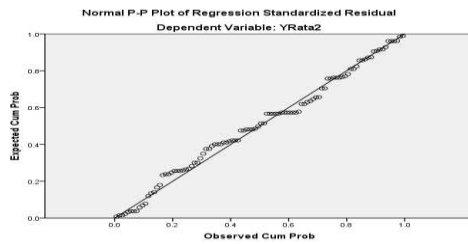
Normality

Figure 3. Normality Result

Source: SPSS Data Analysis, 2014

From the figure, it can be seen that the points spread and spread around the diagonal line in the direction diagonal lines. This proves that the model Regression of The Influence of Korean Celebrity Endorsement (X_1) and Youth Buying Behavior (X_2) on Youth Apparel Purchase Decision (Y) in test normality assumption was met.

Multiple Regression Analysis

Table 4. Multiple Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	**Std. Error**	**Beta**	**T**	**Sig.**
1 (Constant)	.018	.202		.091	.927
Korean's Celebrity Endorsement (X_1)	.542	.048	.571	11.325	.000
Youth Buying Behavior (X_2)	.538	.054	.506	10.028	.000

a. Dependent Variable: Youth Apparel Purchase Decision
Source: SPSS Data Analysis, 2014

Multiple Regression equation as follows

$$Y = 0.018 + 0{,}542\ X_1 + 0{,}538\ X_2$$

From the multiple linear regression equation above, it can inform the interpretation as follows:

1. Constant value of 0.018 means that if the variables in this research of Variable X_1 and X_2 simultaneously increased by one scale or one unit will increase the Y at 0.018.
2. Coefficient value of 0.542 means that if the variables in this research of X_1 increased by one scale or one unit, then Y increases 0.542.
3. Coefficient value of 0.538 means that if the variables in this research of X_2 increased by one scale or one unit, then Y increases 0.538.

Multiple Regression Coefficient of Correlation (R) and Determination (R^2)

Table 5. Table R and R^2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.885[a]	.784	.779	.34116	1.816

a. Predictors: (Constant), Korean's Celebrity Endorsement, Youth Buying Behavior
b. Dependent Variable: Youth Apparel Purchase Decision
Source: SPSS Data Analysis, 2014

From the analysis of correlation (R) is equal to 0.885 indicating that the Correlation of The Influence of X_1 and X_2 on Y has a strong relationship. The Influence of X_1 and X_2 on Y can be seen that the determinant of the coefficient (R^2) in the table above. R^2 value of 0.784 in this study may imply that the contribution of Korean Celebrity Endorsement (X_1) and Youth Buying Behavior (X_2) on Youth Apparel Purchase Decision (Y) of 78.4 % while the remaining 21.6% is affected by other variables which not explain in this research.

Hypothesis Testing

F-Test

F-Test or Simultaneous testing conducted to determine the Influence of X_1 and X_2 on Y hypothesis test is carried out simultaneously by using F numbers. Testing is done by comparing the number of significant level of calculation results with significance level 0.05 (5%) with the following criteria: $F_c \geq$ Ft then Ho is rejected and Ha accepted.

Table 6. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	40.870	2	20.435	175.568	.000[a]
Residual	11.290	97	.116		
Total	52.160	99			

a. Predictors: (Constant), Korean's Celebrity Endorsement, Youth Buying Behavior
b. Dependent Variable: Youth Apparel Purchase Decision
Source: SPSS Data Analysis, 2014

Value 175.568 of F_{Count} significant 0.000. Because the sig < 0.000 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.010. Therefore H_0 is rejected and accepting H_a. Thus, the formulation of the hypothesis that The Influence of X_1 and X_2 on Y Simultaneously, accepted.

T-test

Table 7. T-Test

Model	t	Sig.
1 (Constant)	.091	.927
Korean's Celebrity Endorsement	11.325	.000
Youth Buying Behavior	10.028	.000

a. Dependent Variable: Youth Apparel Purchase Decision
Source: SPSS Data Analysis, 2014

The table shows that significance value = 0.000, it means X_1 partially influence on Y significantly. t_c for X_1 11.325 greater than the value of 1.984 t_{table} means X_1 has significant partial influence on Y. The sig. value

at 0.000 means that prediction of X_1 influence on Y doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore, H_a received.

Discussion

The result shows that the influence of Korean Celebrity Endorsement and Youth Buying Behavior on Youth Apparel Purchase Decision in Manado is significant. The result match to the previous research and the theory that Celebrity Endorsement and Youth Buying Behavior influence Youth Apparel Purchase Decision positively has a strong relationship. Celebrity endorsement could influence the youth apparel purchase decision because celebrity become the figure that show the popularity and successful people and they become the inspiration for all young people to be as successful as them, even in different job or passion. Celebrity brings a new way of confidence and good-look model for the young people. Most of young people follow the fashion or the update apparel from the celebrity.   Most respondents said that they follow the development of Korean Pop culture through television even they know the broadcasting time for the Korean events. This is also in accordance with the practice of the life and style of those who adopt and collect all things related to Korean Pop culture. In addition, one informant stated that he is more often follow the development of Korean Pop culture over the internet which he is faster in displaying the latest information about Korean Pop culture. It can be said that they are following the development of foreign cultures than their own culture. Interest in Korean Pop culture is due to the influence of those closest to them the family and friends. The more often a relative or friend they introduce and discuss this culture makes them more interested in finding out about the culture.

In addition, 9 of the 10 respondents stated that they imitate the Korean Pop culture on their own. The uniqueness and originality of Korean Pop culture especially Korean fashion trend is exactly what makes them keen to imitate this culture. While one informant stated that he followed the Korean Pop culture because he wanted to join a popular trend among his friends that he is not outdated. They also say that they believe in themselves if what they are imitation looks fit and attractive by themselves especially if they get a positive response from the people around them and not a few of them had to be willing to spend money that does little to buy these accessories . Some of them say that they buy accessories Korea by using their savings, but there are those who say that they are asking for additional money from parents because the price is expensive. They did admit that some Korean style does not fit with the culture of Indonesia, but they feel it does not matter because they are always trying to adjust to the prevailing ethics in Indonesia or not too far in applying Korean dress style.   All the data from these studies show how Korean Pop culture to be the target of our youth. Explained with style and their understanding of what they enjoy doing and lived temporarily in everyday life. On the other hand seem too clearly they begin to leave the culture of Indonesia as a handle in everyday life. They prefer to fight other cultures of the culture itself. Confidence and motivation and positive recognition from society and family will greatly help them grow in living cultures of other nations.

This research used the same method with the research from Giridhar (2012) and Pui Yi (2012) which is Multiple Regression analysis, and has a similar independent variable that want to investigate which is the influence of celebrity endorsement. The difference between this research and the previous researches are the place where the research occurred, the environment, people that became their sample and different celebrity which is the local celebrity.

CONCLUSION AND RECOMMENDATION

Conclusion

The final conclusions of this research are:
1   Korean's celebrity endorsement and youth buying behavior have significant simultaneous influence on youth apparel purchase decision in Manado.
2   Korean's celebrity endorsement has positive significant partial influence on youth apparel purchase decision in Manado.
3   Youth buying behavior has has positive significant partial influence on youth apparel purchase decision in Manado.

Recommendation

The following are recommendations as input that hopefully can be useful as suggestions:
1. For further research is necessary to add other variables in measuring youth apparel purchase decision.
2. The students are encouraged to develop a national culture in a way to support the style and the values contained in the Indonesian culture.
3. The lecturers and parents are advised to be able to assist and observe the process of the development of the adolescent life in terms of dealing with the development of science and technology, especially on information and communication technology. This, will help teens to be more selective in style.
4. Governments are required to further advance the nation's culture in a more interesting and contextual or in accordance with the modern context so that the youth can live it in their daily interactions.

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