

Pengaruh celebrity endorsement terhadap consumer purchase decision = Impact of celebrity endorsement to consumer purchase decision / Meidisa Putri

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Abstrak

[ABSTRAK

Industri fesyen adalah industri yang terus berkembang dengan banyak sekali brand yang terus bermunculan. Persaingan di industri fesyen menjadi semakin ketat yang membuat brand menjadi lebih berinovasi demi mempertahankan keeksistensiansannya di industri tersebut. Salah satu strategi pemasaran yang banyak digunakan adalah Celebrity Endorsement. Celebrity Endorsement pada awalnya digunakan oleh luxury brand lalu saat ini brand mainstream pun banyak yang menggunakannya. H&M dan Topshop merupakan dua dari fashion retailer internasional yang melakukan Celebrity Endorsement dan meraih kesuksesan karena berhasil mempengaruhi keputusan pembelian konsumen. Jurnal tersebut akan menganalisa penggunaan celebrity endorsement dan pengaruhnya terhadap keputusan pembelian konsumen.

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ABSTRACT

Fashion is a growing industry with a lot of emerging brands. The industry is getting more competitive hence requires fashion brands to be innovative to maintain its existence. One of the marketing strategy used is Celebrity Endorsement. Celebrity endorsement was initially used by luxury brands, but then high-street fashion retail also use this strategy. Topshop and H&M are the two brands that use Celebrity Endorsement. Celebrity Endorsement of Topshop and H&M was proved to be successful in affecting consumer purchase decision. This paper will analyse the use of celebrity endorsement and its impact towards consumer purchase decision., Fashion is a growing industry with a lot of emerging brands. The industry is getting more competitive hence requires fashion brands to be innovative to maintain its existence. One of the marketing strategy used is Celebrity Endorsement. Celebrity endorsement was initially used by luxury brands, but then high-street fashion retail also use this strategy. Topshop and H&M are the two brands that use Celebrity Endorsement. Celebrity Endorsement of Topshop and H&M was proved to be successful in affecting consumer purchase decision. This paper will analyse the use of celebrity endorsement and its impact towards consumer purchase decision.]