

The Phenomenon Of Celebrity Endorsement For Samsung's Brand Image And Consumer Trust

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Abstrak

Penelitian ini membahas tentang pengaruh celebrity endorsement dalam memasarkan brand Samsung. Celebrity endorsement terbukti mempunyai pengaruh signifikan dalam mempengaruhi kepercayaan konsumen, meningkatkan brand image, dan meningkatkan brand awareness Samsung. Melalui celebrity endorsement, merek Samsung dapat memanfaatkan pengaruh dan popularitas selebriti untuk memperkuat citra mereknya dan mempengaruhi persepsi konsumen secara positif. Namun, penggunaan dukungan selebriti juga mempunyai potensi risiko terkait dengan kesesuaian nilai merek, kredibilitas selebriti, ketergantungan pada selebriti, serta biaya dan kontrak. Oleh karena itu, merek Samsung perlu memilih selebriti dengan hati-hati, memastikan kesesuaian nilai merek dan kredibilitas selebriti, serta menjaga konsistensi merek dalam penggunaan dukungan selebriti. Dengan mempertimbangkan manfaat dan potensi risiko tersebut, serta mengelola celebrity endorsement dengan baik, brand Samsung dapat memanfaatkan kekuatan selebriti untuk membangun brand image yang kuat, meningkatkan kepercayaan konsumen, dan menghasilkan dampak positif dalam memasarkan produknya.

Kata Kunci : Celebrity endorsement, Pengaruh, Kepercayaan

Abstract

This research discusses the influence of celebrity endorsements in marketing the Samsung brand. Celebrity endorsements have been proven to have a significant influence in influencing consumer trust, improving brand image, and increasing Samsung brand awareness. Through celebrity endorsement, the Samsung brand can take advantage of the influence and popularity of celebrities to strengthen its brand image and influence consumer perceptions positively. However, the use of celebrity endorsements also has potential risks related to the suitability of brand values, celebrity credibility, reliance on celebrities, and costs and contracts. Therefore, the Samsung brand needs to select celebrities carefully, ensure the suitability of brand values and celebrity credibility, and maintain brand consistency in the use of celebrity endorsements. By considering these benefits and potential risks, as well as managing celebrity endorsements well, the Samsung brand can leverage the power of celebrities to build a strong brand image, increase consumer trust, and generate a positive impact in marketing their products.

Keywords: Celebrity endorsement, Influence, Trust

INTRODUCTION

In today's increasingly advanced digital era, the phenomenon of celebrity endorsement has become one of the popular and effective marketing strategies for leading brands around the world (Laksana, 2022). One brand that has successfully implemented this strategy is Samsung. Celebrity endorsement is a practice where celebrities or famous figures are used to promote a particular product or brand to consumers. In this regard, Samsung has been working with various famous celebrities in an effort to strengthen its brand image and build consumer trust in its products.

One of the reasons why celebrity endorsement has become such an important phenomenon in influencing brand image and consumer trust is because of the great influence that celebrities have in society. Celebrities have a huge following and a strong influence on social media (Syarifah, 2022). By working with celebrities, Samsung can reach a wider audience and increase their brand awareness. Consumers often look to celebrities as a source of inspiration and follow the trends they set. Therefore, when celebrities they admire advertise Samsung products, consumers tend to have a positive perception of the brand.

In addition, celebrity endorsements can also help strengthen Samsung's brand image. By selecting celebrities who share values that align with Samsung's brand, the company can build a stronger and more consistent brand image. For example, Samsung often collaborates with celebrities known for innovation, creativity, and sophistication, which are values that the brand also embraces. When celebrities they trust and admire advertise Samsung products, consumers tend to feel more confident and compelled to try those products. They believe that if the product is good for celebrities, then it will also be good for them. In addition, the presence of celebrities in advertisements can also give the impression that Samsung products are of good quality and recognized by famous people.

In the context of the celebrity endorsement phenomenon for Samsung's brand image and consumer trust, we can see that this strategy has successfully helped Samsung in strengthening their brand image and building consumer trust in its products. However, keep in mind that celebrity endorsements are not the only factor that affects brand image and consumer trust. Other factors such as product quality, customer service, and consumer experience also have an important role in building a long-term relationship between brands and consumers.

RESEARCH METHODS

In this study, the method used is qualitative research method can be used to explore a deep understanding of the phenomenon of celebrity endorsement for Samsung's brand image and consumer trust. This method focuses on collecting and analyzing data that is descriptive, with the aim of understanding the meaning, perspective, and experience of individuals related to the research topic. In this context, qualitative research can be conducted through the study of documents in Samsung's celebrity endorsements. In-depth document analysis can provide rich insights into individual motivations, perceptions, and experiences related to the use of celebrities in Samsung brand promotion.

RESULTS AND DISCUSSION

According to several studies that have been conducted, celebrity endorsement has proven to be an effective marketing strategy in building Samsung's brand image compared to other marketing strategies. According to several studies that have been conducted, celebrity endorsement has proven to be an effective marketing strategy in building Samsung's brand image compared to other marketing strategies. One of the relevant studies is the research conducted by Adam et al. (2022) Celebrity endorsements are a commonly used marketing communications strategy to build brand image and brand awareness. This research found that celebrity endorsements can significantly increase brand image and brand awareness.

In addition, other studies conducted by Saputri & Wati (2022) shows that celebrity endorsers can make a significant contribution to Samsung's brand equity and brand credibility. In this study, it is known that the presence of celebrities in Samsung advertisements can boost market share and increase consumer trust in the brand. Furthermore, research conducted by Spry et al. (2011) It also emphasizes the importance of celebrity endorsements in building consumer trust in brands. This strategy can increase brand awareness quickly and form a classier brand image.

Celebrity endorsements influence consumers' perception of the Samsung brand

Celebrity endorsements have been shown to have a significant influence in influencing consumers' perception of the Samsung brand. In an increasingly advanced digital age, celebrities have a huge following and a strong influence on social media. Therefore, when celebrities they admire advertise Samsung products, consumers tend to have a positive perception of the brand. One of the ways in which celebrity endorsements influence consumer perceptions of the Samsung brand is through the association transfer process (Kusuma, 2022). When celebrities who have a positive image and a large following advertise Samsung products, consumers tend to transfer the positive attributes they associate with those celebrities to the Samsung brand. For example, if the celebrity is known for intelligence and innovation, consumers are likely to perceive the Samsung brand as smart and innovative.

In addition, celebrity endorsements can also give additional appeal to the Samsung brand. Consumers are often influenced by the lifestyles and personalities of celebrities they admire. When celebrities advertise Samsung products, consumers tend to feel emotionally connected to the brand and have a more positive perception of it (Rahman & Rimadiaz, 2022). They can identify themselves with the celebrity and view the Samsung brand as an option that fits their lifestyle. In addition, celebrity endorsements can also help build consumer trust in the Samsung brand. Consumers tend to trust celebrities they admire and consider them as a source of inspiration. When such celebrities advertise Samsung products, consumers tend to have higher trust in the brand. They believe that if the product is good for celebrities, then it will also be good for them.

Factors influencing the success of celebrity endorsements in building Samsung's brand image

There are several factors that influence the success of celebrity endorsements in building Samsung's brand image. The right celebrity selection, credibility, brand consistency, and brand value suitability are some of the factors that can affect the success of celebrity endorsements. Choosing the right celebrity is a key factor in the success of celebrity endorsements (Mubarok, 2016). The selected celebrity must have a strong association with the Samsung brand and its target audience. This can include the fit between the celebrity image and Samsung's brand image, as well as the values represented by both. For example, if a Samsung brand wants to communicate innovation and advanced technology, choosing celebrities who are known for their intelligence and up-to-date can increase the effectiveness of celebrity endorsements.

In addition, the credibility of celebrities is also an important factor. Consumers tend to trust celebrities who have a good reputation and are recognized in their field. If the celebrity has experience or knowledge relevant to Samsung products, consumers will be more likely to trust its recommendations. Therefore, it is important to choose celebrities who have high credibility in the industry or field relevant to the Samsung brand (Wibasuri dkk., 2022). Brand consistency also plays an important role in the success of celebrity endorsements. The message conveyed by celebrities should be consistent with Samsung's values and brand image. If the message conveyed by the celebrity is inconsistent with the Samsung brand, this can cause confusion and damage the brand image. Therefore, it is important for celebrities who work with Samsung to understand and communicate the brand message consistently.

Celebrity endorsements affect consumer confidence in Samsung products

Celebrity endorsements have a significant influence in influencing consumer confidence in Samsung products. When celebrities idolized by consumers advertise Samsung products, it can build consumer trust in the brand and products. One of the ways in which celebrity endorsements affect consumer trust is through the process of trust transfer. Consumers tend to trust celebrities they admire and consider them a source of inspiration. When such celebrities advertise Samsung products, consumers tend to have higher trust in the brand. They believe that if the product is good for celebrities, then it will also be good for them. This belief can influence consumers' purchasing decisions and make them more likely to choose Samsung products.

In addition, the presence of celebrities in advertisements can also give the impression that Samsung products are of good quality and recognized by famous people. Consumers tend to perceive the Samsung brand as one that is trusted and recognized by celebrities they admire. This can affect consumer confidence in the quality of Samsung products and make them more likely to choose those products. Furthermore, celebrity endorsements can also help build consumer trust through brand associations (Rizanuddin, 2014). If the chosen celebrity has a positive and trustworthy image, consumers are more likely to transfer the positive attributes they associate with that celebrity to the Samsung brand. For example, if the celebrity is known for intelligence and innovation, consumers are likely to perceive the Samsung brand as smart and innovative. This can strengthen consumer confidence in the Samsung brand. In addition, celebrity endorsements can also provide strong social proof. Consumers tend to see celebrities as symbols of success and popularity. When the celebrity advertises Samsung products, consumers can see that the products have been used and recognized by famous people. This can increase consumer confidence in Samsung's brands and products.

Benefits and potential risks associated with the use of celebrity endorsements in Samsung brand marketing

The use of celebrity endorsements in Samsung brand marketing has benefits and potential risks to consider. Here are some of the benefits and potential risks associated with using celebrity endorsements in Samsung brand marketing:

Benefit:

1. Increase brand awareness: Celebrity endorsements can increase consumer awareness of the Samsung brand. When celebrities idolized by consumers advertise Samsung products, it can attract consumers' attention and make them more aware of the brand.
2. Increase consumer trust: The presence of celebrities in advertisements can build consumer trust in the Samsung brand. Consumers tend to trust celebrities they admire and consider them a source of inspiration. This belief can influence consumers' purchasing decisions and make them more likely to choose Samsung products.
3. Improving brand image: Celebrity endorsements can help build Samsung's brand image. Celebrities who are carefully selected and in accordance with brand values can help strengthen Samsung's brand image in the eyes of consumers. For example, if the Samsung brand wants to be associated with innovation and advanced technology, choosing celebrities who are known for their intelligence and up-to-date can enhance the brand's image.

4. Increase brand appeal: The presence of celebrities in advertisements can give additional appeal to the Samsung brand (Devina dkk., 2021). Consumers are often influenced by the lifestyles and personalities of celebrities they admire. When such celebrities advertise Samsung products, consumers tend to feel emotionally connected to the brand and have a more positive perception of it.

Potential Risks:

1. Brand value match: One of the potential risks associated with celebrity endorsements is the brand value match between the celebrity and the Samsung brand. If the chosen celebrity has a reputation that goes against Samsung's brand values, this may damage the brand image
2. Celebrity authenticity and credibility: It is important to ensure that the celebrities used in celebrity endorsements have high authenticity and credibility. If a celebrity is involved in controversy or has a dubious reputation, this can damage Samsung's brand image
3. Celebrity dependence: The use of celebrity endorsements can make the Samsung brand become overly dependent on the celebrities used. If the celebrity experiences a decline in popularity or is involved in a scandal, this can have a negative impact on Samsung's brand image.
4. Fees and contracts: The use of celebrity endorsements can also involve high fees and complicated contracts. The Samsung brand needs to carefully consider the available budget and ensure that contracts with celebrities are done well to avoid future problems.

CONCLUSION

In conclusion, the use of celebrity endorsements in Samsung's brand marketing has significant benefits in increasing brand awareness, consumer trust, brand image, and brand appeal. Through celebrity endorsements, Samsung brands can leverage celebrity influence and popularity to strengthen brand image and positively influence consumer perception. However, the use of celebrity endorsements also has potential risks that need to be considered. The fit of brand value between celebrities and Samsung brands, celebrity authenticity and credibility, dependence on celebrities, and associated fees and contracts can be factors that influence the success of celebrity endorsements. Therefore, Samsung brands need to carefully select celebrities, ensure the suitability of brand values and celebrity credibility, and maintain brand consistency in the use of celebrity endorsements. In addition, it is also necessary to consider cost and contract aspects to optimize the use of celebrity endorsements. By considering these benefits and potential risks, as well as managing celebrity endorsements well, Samsung brands can harness the power of celebrities to build a strong brand image, increase consumer trust, and generate a positive impact in the marketing of their products.

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