

CELEBRITY ENDORSEMENT IN JAPAN TOURISM BASED ON CONSUMER-CELEBRITY WORSHIP

Adestya Ayu Armielia
Universitas Multimedia Nusantara
adestya.ayu@umn.ac.id

Diterima 10 Desember 2018
Disetujui 18 Desember 2018

Abstract-85% commercials in Japan are promoted with celebrity endorsers, and that trend seems phenomenal knowing other Asian countries start to imitate Japan's marketing path. One of the most influential celebrity in Japan today is Arashi, a band formed 20 years ago, who grows mature along with their solid fan base throughout the nation and outside the country. In the tight business competition, both in entertainment and tourism industry, Arashi gives fresh air to Japan economic.

This study is aimed at examining the effects of the celebrity endorsement, which consist of three dimensions, and consumer celebrity worship, which consist of two dimensions, to the purchase intention with destination image as the intervening.

This is a descriptive study, with approximately 18.000 of Arashi's foreign fans in an online community; livejournal, as the population. The samples, which was taken based on Slovin's formula, are 206 people by using non probability sampling method and purposive sampling. The technique of collecting data is online questionnaires. The validity that is used is Pearson product-moment correlation coefficient. The reliability of this study is using Cronbach Alpha; meanwhile, to measure the model, SEM with path analysis is used. Further, Moderating Regression is used to measure the moderating variables used in this study.

From this study, it is concluded that the Consumer-Celebrity Worship will positively affect the Destination Image, Destination Image will positively affect Purchase Intention, Celebrity Endorsement will positively affect the Purchase Intention, Socio-demographic & economic will strengthen the link of Consumer-Celebrity Worship and Destination Image, Socio-demographic & economic will strengthen the link of Consumer-Celebrity Worship and Purchase Intention.

Keywords: *Celebrity Endorsement, Purchase Intention, Consumer-Celebrity Worship*

I. Introduction

In the hyper competitive marketing environment nowadays, tourism product and service wants to be fast-known to consumers. The increasing pressures of highly competitive marketing environments make it imperative that firms understand consumers and, in particular, consumer decision making. Moreover, according to Morgan et al. (2002:336) in their journal:

"Nowadays most destinations have superb five-star resorts, hotels, and attractions, every country claims a unique culture and heritage, each place describes itself as having the friendliest people and the most customer-focused tourism industry and service, and facilities are no longer differentiators".

Buhalis (2000:97-116) also stated that *"increasing consumers are unimpressed by tourism facilities and products, as they have travelled extensively and have acquired a wealth of experiences"*. Because of this clutters, companies are consequently forced to try to get the media interested in their brands. Coulter (1998) writes that *"To 'cut through the clutter' and*

successfully compete for consumers' attention, the advertising practitioner must be acutely aware of factors influencing message effectiveness". Messages about personalities, sport, music, business or product ideas travel around the world rapidly and have a higher credibility than advertisements.

Therefore, the key challenge for destination marketing agencies today is to create advertising executions to get noticed in today's highly cluttered environment. There are number of ways that agencies can capture the customer's attention and shift attitudes towards a destination and celebrity endorsement is one creative opportunity opened.

Choi et al. (2005:85-98) stated in their journal that *"...Japan jumps to 85% of television advertisements having a celebrity involved"*. Since approximately 85% of all television advertisements in Japan use celebrity endorsers, it is vitally important that advertisers select and use these individuals to maximum persuasive advantage. As competition for consumer attention and business intensifies it is critical that advertisers develop better advertising strategies to get attention, create interest, arouse desire, and get a buying action (according to the Attention, Interest, Desire and Action (AIDA) framework). Premeaux (2005:34) states that, *"AIDA framework will give a better understanding of the role of celebrity/product fit, interaction effect, and negative celebrity information can help advertisers to predict consumer buying decisions"*.

The main AIDA influence is the celebrity endorser's ability to get and hold attention. Celebrity endorsers also appear to help products stand out from competition, and make advertisements more memorable, as well as enhancing brand awareness. Pringle (2004) added that, *"For many years, advertisers have made use of the public fascination with celebrities and have employed them as endorsers or spokespersons for a wide range of products including for the promotion of tourist destinations"*. As a result, a celebrity's appearance in the media may give particular image of tourism destinations, and influence the consumer-celebrity worship's purchase decision.

Japan, perhaps better known for its industrial and economic power, nevertheless, in recent years, there have been so many cultural exchanges between Japan and countries not only in Asian region, but also globally on the form of Japanese popular media for overseas consumption. Seiko Yasumoto (2011:1-13) added in her journal that *"Japanese popular cultural products have been transferred to different countries using different formats including drama, film, anime, manga, computer games and music"*. They are soft power to generate particular image to any Japanese tourist destination and the Japanese government already sees this as the strength of Japanese tourism attraction and can be a vital core to shape tourism marketing in the future.

Essentially, the Japanese government knows well to applied Boorstin (1992) that *"celebrity endorsers are made by the audience who are willing to read about them or see them on television"*. Audience is one chief mechanism in the maintenance of celebrity status. Overtime, fans have become more and more important to become the chain of marketing tool after the endorser. The selection of the 'right' celebrity is a crucial component for the effectiveness of celebrity endorsement. Some countries recently use the 'fit' celebrity as a nation's endorser to give an image to their country as a destination product. The government then chose Arashi, one

of Japanese national idols, and new tourism icon, Maneki-Neko, as the cat doll that bring people and fortunate to come to Japan.

II. Literature Study and Hypotheses

Celebrity Endorsement

Choi and Rifon (2007:304) define celebrity endorsement as “*Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement.*” Celebrity endorsement has become one of the communication strategies employed by marketers in an attempt to build a congruent image between the brand and the consumer. Ohanian (1991:46-52) suggested that “*celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions than a non-celebrity endorser*”. McCracken (1989:310-320) supported that “*celebrities are different from the anonymous person, because celebrities deliver meanings of extra subtlety, depth, and power*”. Celebrities offer a range of personality and lifestyle meanings that the anonymous person cannot provide. Celebrity endorser could give the product that was generated in distant movie, music performances or athletic achievements. Newsom et al. (2000:22) believed that “*celebrities can increase recognition and their presence almost guarantees publicity*”.

According to Canning and West (2006:1) journal, celebrity endorsement has been developed into three main models, which are ‘*source credibility/attractiveness*’, ‘*product match-up*’, and ‘*meaning transfer*’. Meanwhile, according the research from Amos, Holmes, and Strutton (2008:213), “*the quantitative effect of celebrity endorser, can be seen from this key predictors, following key predictors: (1) celebrity performance, (2) negative information, (3) celebrity credibility, (4) celebrity expertise, (5) celebrity trustworthiness, (6) celebrity attractiveness, (7) celebrity familiarity, (8) celebrity likeability, and (9) celebrity/product fit.*”

Additionally, Ohanian (1990 39-52) suggested that, “*the persuasiveness of an advertisement message is determined by the 1) credibility and 2) the attractiveness of the source used*”. Ohanian presented three of factors (each with variables within) that contribute to source credibility. “*One of those factors is trustworthiness, i.e. the degree to which an audience perceives the assertions made by a communicator to be ones that the speaker considers valid. The sources are determined by their apparent dependability, honesty, reliability, and sincerity. 2) expertise, which is perceived as capability of making correct assertions. The source perceived are experienced, knowledgeable, qualified, skilled, and expert. 3). Attractiveness, as the communication source can enhance the effect of the message conveyed. Attractiveness is understood to depend upon whether the source is classy, beautiful, elegant, sexy, and attractive*”.

Destination Image

Watkins, Hassanien and Dale (2006:321) stated that, “*Destination image is a crucial concept in choosing destination*”. Kotler in MN Marshalls (2007) also added, “*media and entertainment industry are cited to be significant vehicles in constructing cues of a country image*”. Chon et al. (1991) concluded that “*the image can be interpreted subjectively by tourists depending on previous experience, word of mouth, press reports, advertising, and common beliefs, before visiting*”. WTO (2004:236-242) then describe that destination image has three dimensions that are used worldwide:

“1. *Image held by current tourists, with the indicators as follow:*

- a. *% of tourists who have a positive image of the destination (exit survey based)*
 - b. *% of tourist who would recommend the destination to their peers (exit questionnaire)*
 - c. *Specific responses to key questions re-key attractions and activities.*
2. *Image held by those who haven't visited the destination, with the indicators as follow:*
- a. *% of the potential market(s) who have a potential image of the destination.*
 - b. *Rank of destination on list of destinations (key competitors) on board surveys in key (markets).*
3. *Image in marketplace, with the indicators as follow:*
- % of operators (inbound, outbound) who perceived the destination as a safe, attractive interesting, good value destination (survey)”.*

Purchase Intention

Schmoll (1977) quoted from Pizam and Mansfeld (1999) developed a model which hypothesized that consumer decisions were a result of four elements as follows:

- a. *“ travel stimuli, including guide books, reports from other travelers and advertising and promotion*
- b. *personal and social determinants of travel behavior including motivators, desires and expectations*
- c. *external variables, including destination images, confidence in travel trade intermediaries and constraints such as cost and time*
- d. *Characteristics and features of the service destination such as the perceived link between cost and value and the range of attractions and amenities offered.”*

By using this result of four elements, the intention of the tourist to travel can be confirmed. Whether the reason is because of the travel stimuli personal and social determinants, external variables, or the characteristics and features of the service destination.

Consumer-Celebrity Worship

DiClemente and Hantula (2003:589-602) stated that “*Marketing practices have applied celebrity endorsement, rooted in the Classical Conditioning Theory, to enhance the appeal of a product by repeated pairing between endorser and endorsed item in hopes the endorser's agreeable traits could be transferred to the endorsed item”.*

Certainly, this manipulation by marketers aims at boosting tourists coming to the destination. According to Maxwell and Dickman (2007: 5093), “*Celebrities set up the perspectives that consumers may employ to realize the brands or products, and highly worshiping consumers may tend to identify with their favorite celebrity's perspectives”.* Lin and Lin (2007:575-588) added that: “*because idol's exterior (e.g., attractive dressing and body shape) and interior traits (e.g., knowledgeable and clever) are critical determinants for a consumer to judge, position, and then worship a celebrity. This study postulates that worship due to interior traits is based on cognition process, and lead to a higher level of worship. On the contrary, adoration due to an idol's superficial exterior traits is intuitive and thus causes lower level of worship”.*

In addition, Petty and Cacioppo (1986:5093) with Elaboration Likelihood Model (ELM) of persuasion proposes two routes of persuasion: the central route and the peripheral route. “*Central route involves careful scrutiny of a persuasive communication to determine the merits of arguments, and thus requires a great deal of thought and knowledge. Under the condition of*

central route, people's cognitive ability plays an important role in determining the persuasive outcome. On the other hand, peripheral route does not involve extensive elaboration of arguments, and thus requires less thought and knowledge".

Generally, attitudes formed through central route are more stable over time and more resistant to persuasion than those formed through peripheral route. Just like Venkatraman and MacInnis (1985:5093) said that "*Cognitive individuals are rational and logical thinkers*". However, in the context of celebrity worship and destination purchase behavior, adoration attitudes associated with interior traits should be formed and intensified through central route because these high level worshipers may be motivated and have the ability to process persuasive message.

In recent studies, McCutcheon et al. (2002:67-87) said that "*researchers are paying increased attention to what is now known as celebrity-worship*" and proposed multiple levels of the phenomenon. One commonly used scale, the Celebrity Attitude Scale, developed by McCutcheon et al. (2002:67-87) who stated that, "*The first dimension underlying celebrity-worship is entertainment-based motivation. The second motivational dimension is characterized by intense attachment towards the celebrity. People who exhibit this motivation perceive that they are personally connected with the celebrity. The last dimension of celebrity-worship motivation is characterized by individuals who take the relationship to an extreme and form a pathological tie with the celebrity*".

Awareness

Keller and Davey (2001) describe building brand awareness as "*the way of ensuring potential customers know the categories in which the brand competes*". AIDA an acronym for Awareness, Interest, Desire and Action, theorizes that advertising's role is to create awareness of a brand, products, service, destination or anything that is offered to sell, which over time generates interest, which is eventually transformed into desire which builds until finally the consumer is moved to action.



Figure 1. AIDA Framework
(Source: Kelley and Hyde, CIM Coursebook Marketing in Practice, Elsevier Butterworth–Heinemann, 2002)

Hypotheses

In developing the hypotheses, three stages are generated. The first stage is Consumer-Celebrity worship, Celebrity Endorsement, Destination image, and Purchase Intention. And then the second stage is the Advertisement Awareness as the moderating variable. Last one, the third stage is also putting the socio-demographic-economic in the framework as the second moderating variable.

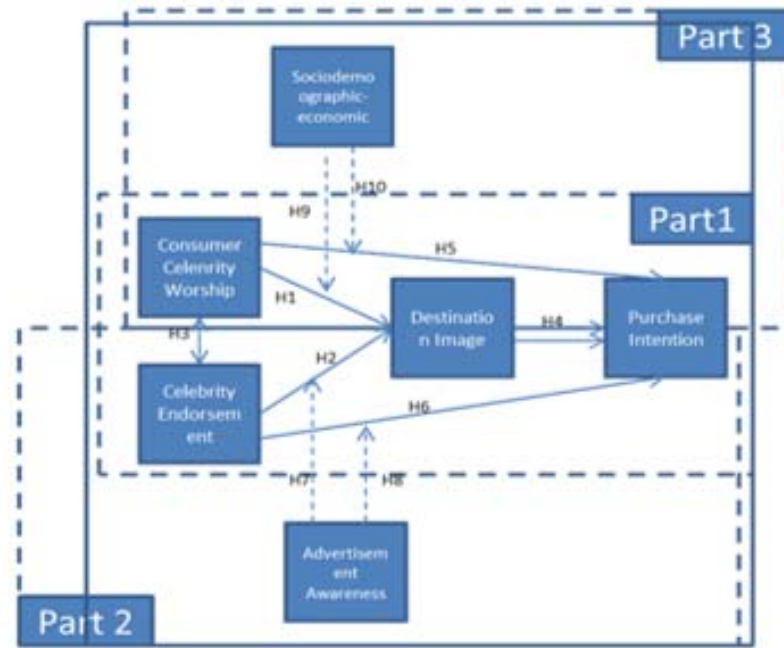


Figure 2. Proposed Conceptual Framework

According to the framework above, their relationship and how it affects each other are being studied. The hypotheses are as follow:

1. Consumer-Celebrity Worship will positively affect the Destination Image (H1).
2. Celebrity Endorsement will positively affect destination image (H2).
3. Consumer-Celebrity Worship has a positive relationship with Celebrity Endorsement (H3).
4. Destination Image will positively affect Purchase Intention (H4).
5. Consumer-Celebrity Worship will positively affect the Purchase Intention (H5).
6. Celebrity Endorsement will positively affect the Purchase Intention (H6).
7. Awareness will strengthen the link of Celebrity Endorsement to Destination Image (H7).
8. Awareness will strengthen the link of Celebrity Endorsement to Purchase Intention (H8).
9. Socio-demographic&economic will strengthen the link of Consumer-Celebrity Worship and Destination Image (H9).
10. Socio-demographic&economic will strengthen the link of Consumer-Celebrity Worship and Purchase Intention (H10).

III. Research Methodology

Research Design

1. Descriptive Research

The study aims to understand and describe the effect of consumer-celebrity worship and celebrity endorsement to a destination image and the purchase intention. So the research design will be descriptive, since the aim is only to describe the correlations between variables and the study type is a case. One most popular celebrity in Japan is selected for this study. In the pilot-data research, according to the selection of the celebrity criteria, Arashi is among the top national artists among consumers in Japan and they have extensive networks of fandom outside Japan.

2. Quantitative Research

For this study, quantitative approach was used. Quantitative research is used for a sizable representative sample of the population and a formalized procedure for gathering data.

3. Data Source

This study commences with a description of the primary data research only, the questionnaire. Before the data is counted, data screening will be done. The data screening process will 1) hold a pilot survey to pool the consumer-celebrity worship who are able to participate in the data survey in a limited time, 2). From the pilot survey, the consumer-celebrity worship from the major online community who has come to Japan in last 2 years and have no intention to come to Japan this year or next year are screened out. 3). Next, the consumer-celebrity worship (Arashi fandom) who fulfill the requirements will be the population to calculate the sample, 4). The sample will be surveyed according to the valid and reliable questionnaires. Data collection will be with questionnaires, since this method is used to get the direct answer quantitatively.

In this study, primary data was collected from some Arashi online communities who are able to participate as the respondent.

The Variables and Measurement

1. Variables

The relationships identified include four constructs, Consumer-Celebrity Worship, Celebrity Endorsement, Destination Image, and Purchase Intention. Consumer-Celebrity Worship and Celebrity endorsement are identified as exogenous constructs, as it is similar to independent variable in the model. Then, Awareness and Socio-demographic-economic are the moderating variables. Destination image and Purchase Intention are as endogenous constructs because they are similar to dependent variables.

2. Measurement

With the constructs specified as either exogenous or endogenous, the relationship is represented in path diagram in Figure 3. Note that the indicators around constructs are not expressed in Figure 2 among the exogenous or endogenous constructs. The first stage of the framework will use SEM Path Analysis to show the effect of how far consumer-celebrity worship and celebrity endorsement can affect Japan's image and purchase intention. Then the next stage, moderating regression will be performed to check the effect of awareness to the links of celebrity endorsement to destination image and purchase intention.

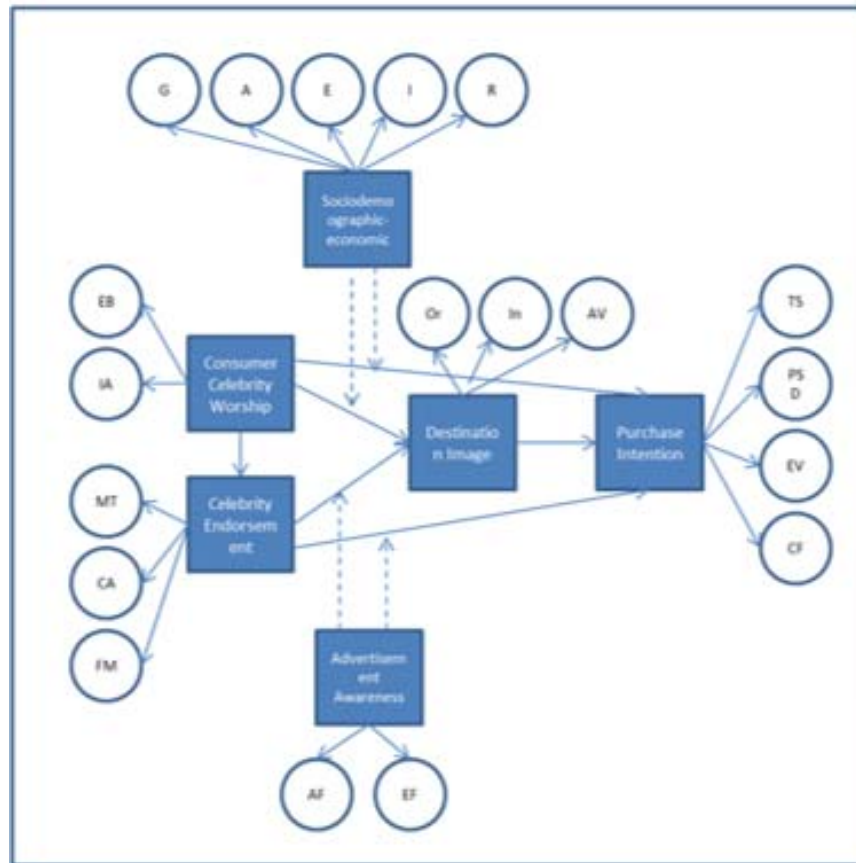


Figure 3. Specified Path Analysis

Likert scale with 7-point-scale is used so it may produce highest possible attainable score which is statistically significant. Meanwhile for social factors, closed multiple choice is used to determine the direct answer from participants.

A. Operational Definitions

1. Independent Variable (X) is variables that influence the dependent variables. In this study, independent variables are the consumer-celebrity worship and celebrity endorsement.
2. Dependent Variables (Y) are variables that become the effect of independent variables, such as: Destination Image and Purchase Intention.
3. Moderating Variables are a qualitative variable that affects the direction and/or strength of the relation between an independent or predictor variable and a dependent or criterion variable. The moderating variables in this study is Awareness and Sociodemographic-economic Factors.

B. Sampling Design

1. Target Population

Determination of the population in this study is consumer-celebrity worship, in this case is Arashi foreign fandom, who went to Japan in last 2 years and confirmed to go to Japan this year (2018) and next year (2019).

2. Sampling Method

Non-probability sampling method is used in this study. Purposive / Convenience sampling is conducted because the members of population are being chosen based on the easiness of access. Friends who are Arashi's fans that active in online fandom, have

time to help conduct the survey, confirm to go to Japan, and no systematic time used for filling out the survey.

3. Sample size

The sample used in this research are a certain number of the existing population of the consumer-celebrity worship (Arashi fandom) from online community that has the biggest foreign members in livejournal.com. Approximately it has 18.000 members of Arashi's fans all over the world. This study uses a random sampling. However, the sample fill out the questionnaires there are some requirements to be fulfilled. The requirements are 1) able to participate in the survey in the selected date, 2) have been travelling to Japan in the last two years and want to travel back this year or next year. Due to the time limitation of the survey, it only gathered 605 participants to complete it. All 605 participants were participants from 23-26th May 2018 and from 605 only 423 who fulfil the requirements. These 423 participants become the population of active participants for the real survey. Slovin is used to determine the sample because Slovin is particularly used for non-probability sampling.

The data gathering techniques is by using the help of online provider with professional billing system and advance analytical features in surveymonkey.com to conduct the survey.

IV. Result and Discussion

Using MSI Excel, LISREL 8.50 and SPSS 16, the questionnaires being completed in SurveyMonkey.com were calculated. The total of 206 respondents are completed the survey without either missing data or outlier respondents. From previous chapter, it's been explained that the study will be focusing in consumer celebrity worship, celebrity endorsement, destination image, and purchase intention using Structural Equation Modelling in LISREL. The purpose of Structural Equation Modelling is to comprehend the causal relationship, direct or indirectly, from variables being studied. Meanwhile to test the moderating variable, moderating regression with SPSS will be used.

Profile of Respondents

Since the samples are limited to Arashi's fans who has travelled to Japan in last two years and want to travel back to Japan, it's still questionable whether they are going to go to Japan again due to Arashi's advertisement or not. There are several things that probably make them unwilling to go to Japan again. And according to the questionnaires, 59,2% are strongly agree that they're enjoying Arashi's movie and music and 40.8% are agree that they enjoy Arashi's movie and music. 82,5% respondents said that learning the life story or activities of Arashi is a lot of fun, 12,1% said they agree and 5,3% said that they're slightly agree. 58,3% said that they're strongly agree if they like to discuss about Arashi's activity meanwhile 41,7% said that they agree. 64,1% said that they strongly agree if something bad happens to Arashi, they will feel like it happened to them, meanwhile 35,9% said that they agree. 61,7% respondents said that they agree if they find it difficult to replace their connectedness with Arashi while only 38,3% said that they're strongly agree with this. 38,3% respondents said that they have invested a great deal for being Arashi's fans compare to any other celebrity they know, 35,9% agree with this, and 25,7% are only slightly agree. 64,1% respondents said that they have feelings for Japan, then 35,9% agree with this statement. 64,1% respondents said that they have confident in Japan as tourism destination, 30,6% said they agree and 5,3% said that they slightly agree. 58,3% respondents said that they are willing to go to the place endorsed by Arashi, and 41,7% said they agree with this. 61,7% respondents said that they strongly agree that they want to go

to Japan because they want to experience Japan like Arashi in the advertisement. Then 38,3% said that they agree with this statement. 51,5% respondents said that the message in the advertisement is conveyed well by Arashi and 48,5% strongly agree. 61,7% respondents said that complementary pictures and message are both necessary in an advertisement for a vacation. 38,3% agree with this. 61,7% respondents said that they strongly agree if Arashi is used in advertisement because of their expertise. 38,3% are agree with them. 51% respondents said that they agree if Arashi is used in tourism advertisement to make Japan's image more attractive and likeable. 49% said that they strongly agree with this. 61,7% respondents strongly agree that Arashi is a credible endorser of Japan's image through their activity as tourist navigator, then 38,7% agree with them. 61,7% respondents strongly agree that Arashi's character is match well with the advertisement, then 38,3% said that they agree with this statement. 61,7% respondents said that they strongly agree if Arashi's character is match well with the advertisement and 38,3% said that they agree. 61,7% respondents strongly agree if Arashi's character fit well with Japan tourism, and 38,3% agree if Arashi's character fit with the tourism. 74,3% respondents said that they agree if they pay close attention to Japan tourism advertisement because they high motivation to go to Japan, 35,9 slightly agree and 25,7% strongly agree with it. 64,1 respondents are strongly agree that they pay close attention to news report about Japan or to their friends' story about Japan because they have high motivation to go to Japan, meanwhile 35,9% only said that they agree with the statement. 56,8% respondents said that they slightly agree if Japan's advertisement realistically portrays the real Japan, 15% said they strongly agree, however 35,9% said that they slightly disagree with the statement. 40,3% respondents agree that Arashi tourism advertisement creates enough interest to hold their attention in the advertisement. 35,9% said they slightly agree and 23,8% said they strongly agree with the statement. 38,3% respondents said that they slightly agree if Japan tourism advertisement gets their attention more than other destination being advertised, 30,6% agree and 31,1% strongly agree with the statement. 68,9% respondents agree if Arashi used in advertisement influences their decision to go to Japan, then 31,1% said they strongly agree with the statement. 51,5% respondents said that they want to go to Japan because they are satisfied with their last vacation in Japan, while 48,5% strongly agree. 56,8% respondents strongly agree that they want to reminisce their trip and 43,2% agree with the statement. 53,9% respondents strongly agree that they intent to go to Japan because of the reports from other travelers are so interesting. 46,1% said so. 54,9% respondents said they strongly agree if their intention to go to Japan is because of Japan advertisement being endorsed by Arashi shows Japan's attractiveness. 43,2 said that they agree and 1,9% said that they slightly agree. 88,8% respondents strongly disagree that they intent to go to Japan due to work/duty, also 11,2% said that they disagree if they have work/duty in Japan. 77,7% respondent said that they strongly disagree if they intent to go to Japan because of the study, and 22,3% also disagree with the statement. 74,3% respondents said that they slightly agree if they intent to go to Japan because of their financial condition, meanwhile 25,7 agree with the statement. 74,3% respondent said that they slightly agree if they intent to go to Japan in a particular time, because if they go there in a different time it'll be meaningless. 25,7% also agree with the statement. 38,3% respondent state that they have neutral opinion if their intention to go to Japan because of the attraction offered. 35,9% however agree and 25,7% strongly agree if they intent to go to Japan because of the attraction offered. 38,5 respondents give neutral opinion if they intent to go to Japan because of the trip is worth with the money they spent, but 35,9% respondent said they slightly agree and 25,7% said that they agree with the statement.

From the questionnaires, there are 12,1% male who fill out the survey and 87,9% female. The percentage of the age are 13,6% below 17 years old, 5,3% are 18-23 years old, 54,4% are 24-28 years old, and 26,7% are above 28. Their last educational level is 5,8% senior high school, 1,9% are diploma, 58,3% are bachelor, and 34% are above bachelor degree. Based on family income; 11,2% are below USD1000; 5,3% are USD 1001-2000; 69,4% are USD 2001-3000; and 14,1% are above USD3000. Based on the race, most of the respondents taking this survey are 16,5% white, 5,8% are black, 15,5% are colored, and 62,1% are Asian.

Path Diagram and Estimation Result

The conceptual framework which is drawn with the basic theories and result of validity, reliability and model fit test, LISREL path diagram can be built. Path diagram is easy to use and check the causality effect for any review. In this study, the path analysis model includes 206 respondents.

Below are the LISREL path of the constructs for this study:



Figure 4. Path Diagram

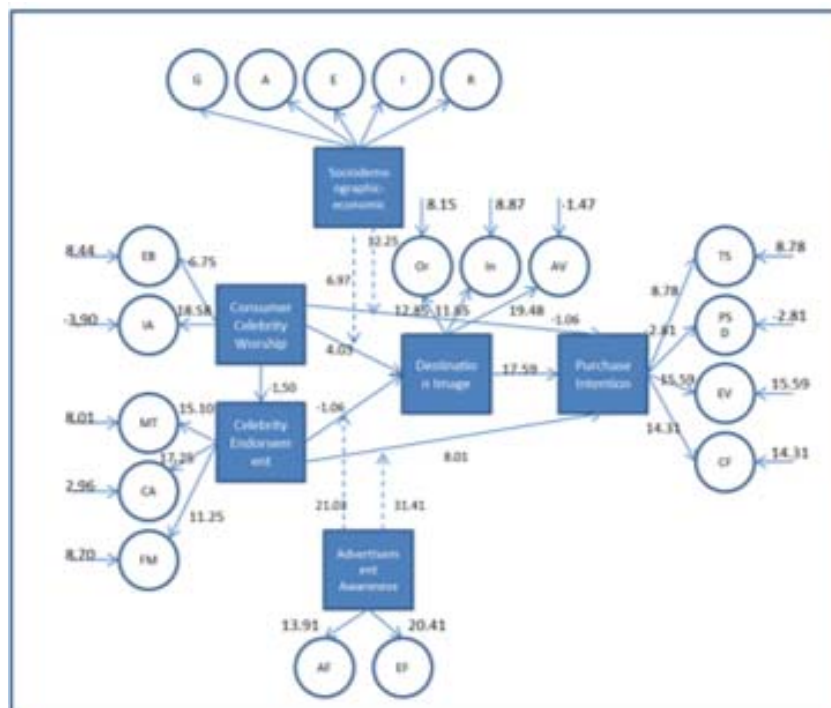


Figure 5. Path Diagram with t-Value

Hypothesis Result

In the first hypothesis (H1) Consumer-Celebrity Worship will positively affect the Destination Image and from LISREL 8.50 path diagram, it is known that t-value is 4,03 above the critical t-table of 1,9715, so the effect is significant. Coefficient value from Consumer-Celebrity Worship to Destination Image is 0,27 which means Consumer-Celebrity Worship gives effect to Destination image as much as 27% and H1 is accepted.

In the second hypothesis (H2) Celebrity Endorsement will positively affect destination image and from LISREL 8.50 path diagram, it is known that t-value is -1.06 which is under the critical t-table of 1,9715, so the effect is not significant. Coefficient value from Celebrity Endorsement to Destination Image is -0,05 which means H2 is not accepted.

In the third hypothesis (H3) Consumer-Celebrity Worship has a positive relationship with Celebrity Endorsement and from LISREL 8.50 path diagram, it is known that t-value is -1.50 which is under the critical t-table of 1,9715, so the effect is not significant. Coefficient value from Consumer Celebrity Worship to Celebrity Endorsement is only -0,11 so H3 is not accepted.

Fourth hypothesis (H4) is that Destination Image will positively affect Purchase Intention and from LISREL 8.50 path diagram, it is known that t-value is 17.59 which is above the critical t-table of 1,9715, so the effect is significant. Coefficient value from Destination image to Purchase Intention is 0.79, which means that Destination Image gives effect as much as 79% and H4 is accepted.

Fifth hypothesis (H5) is that Consumer-Celebrity Worship will positively affect the Purchase Intention and from LISREL 8.50 path diagram, it is known that t-value is -1.06 which is under the critical t-table of 1,9715, so the effect is not significant. Coefficient value from Consumer-Celebrity Worship to Purchase Intention is -0.05 so H5 is not accepted.

Sixth hypothesis (H6) is that Celebrity Endorsement will positively affect the Purchase Intention and from LISREL 8.50 path diagram, it is known that t-value is 8.01 which is above the critical t-table of 1,9715, so the effect is significant. Coefficient value from Celebrity Endorsement to Purchase Intention is 0,35, which means that Celebrity Endorsement gives impact as much as 35% to Purchase Intention.

Seventh hypothesis (H7) is that Advertisement Awareness will strengthen the link of Celebrity Endorsement to Destination Image and from SPSS 16 regression, it is known that t-value is -8.342 which is under the critical t-table of 1,9715, so the effect is not significant. Coefficient value from Advertisement Awareness to the link of Celebrity Endorsement to Destination Image is only -.403 so H7 is not accepted.

Eight hypotheses (H8) Advertisement Awareness will strengthen the link of Celebrity Endorsement to Purchase Intention and from SPSS 16 regression, it is known that t-value is -17.940 which is under the critical t-table of 1,9715, so the effect is not significant. Coefficient value from Advertisement Awareness to the link of Celebrity Endorsement to Purchase Intention is only -.427 so H7 is not accepted.

Ninth hypothesis (H9) Socio-demographic & economic will strengthen the link of Consumer-Celebrity Worship and Destination Image and from SPSS 16 regression, it is known that t-value is 3.779 which is above the critical t-table of 1,9715 so the effect is significant. Coefficient value from Socio-demographic & economic to the link of Consumer-Celebrity Worship and Destination Image is 0.132 which means Sociodemographic and economic will give effect as much as 13,2% to the link of Consumer-Celebrity Worship and Destination Image. H9 is accepted.

Tenth hypothesis (H10) Socio-demographic & economic will strengthen the link of Consumer-Celebrity Worship and Purchase Intention and from SPSS 16 regression, it is known that t-value is 2,165 which is above the critical t-table of 1,9715 so the effect is significant. Coefficient value from Socio-demographic & economic to the link of Consumer-Celebrity Worship and Purchase Intention is 0.055 which means Sociodemographic and economic will give effect as much as 5,5% to the link of Consumer-Celebrity Worship and Purchase Intention. H10 is accepted.

Conclusion, Limitation, and Suggestion

A. Conclusion

85% of Japan advertisements employ celebrity endorsements although there are language and culture barriers that is difficult to ignore to use their endorsers abroad. After the MLIT and JTA decided to start the tourism campaign with Arashi, to promote Japan destinations, they can only reach the targeted segments, which are Arashi's fans because Arashi is not that well-known for 5 billion people around the globe. These action actually may be generated by the high success of Korean Hallyu's wave tourist promotion in South Korea and The Lord of The Ring success in New Zealand. The substantial research on the topic actually suggesting celebrity endorsement that may materially improve financial returns for a country that employ them in their advertising campaigns.

The importance of celebrity endorsers, not only lies in the fact that they are used to increase the revenue to the country, but in how these celebrities add value to the country's destination. The literature implies that celebrities add value through the process of meaning transfer, source model, and match-up model. The meaning transfer model posits that celebrity's persona through the types of roles they play in society as well as how they are portrayed in the media. Collectively, the culturally constituted society then assign meaning to celebrities. When celebrities endorse something, the meaning developed around a particular celebrity will – or at least it is hoped for by advertisers. Thus when a consumer identifies a celebrity, he/she purchase the product in the hope of claiming some of these transferred meanings for their own lives. Fit product matchup is based on the character of Arashi and their cultural background that still close to Japan. The larger effect size for studies investigating celebrity/product fit, the responds may provide interesting implications. The effectiveness of celebrity is subject to reduction by advertising clutter, selected attention, and the time available to identify and evaluate the advertisement. Celebrity endorsers may represent an ideal target market for advertisement that has particular segmentation. However, as part of promotion, celebrity endorsement is very tactical, which may not prove to have a long term effect. By default, promotion itself is for a short term period for operational and can be changed easily, it's not really fundamental for a nation to think that celebrity endorsement can give a strategic implication. Therefore, the strategy for the tourism should be settled first before using such celebrity endorsement as part of the promotion.

B. Limitation

Since the research is probably going to be various result if being done in different fandom, with different survey tools, or with different endorser so the study limited the research in 1). Arashi as Japan's destination endorser, 2). Arashi foreign fandoms outside Japan, 3). Consumer-celebrity worship towards Japan's image, 4). Fans purchase intention, 5). the time of the research is only for a short wave. It is not a longitudinal research. Lastly 6), due to the limitation in financial, every questionnaire will be done by online questionnaire conducted in surveymonkey.com.

C. Suggestion

This study addressed a popular method of marketing communication: the use of celebrity in an advertisement to endorse a country. The use of celebrity endorsers in marketing enjoys high popularity, largely because they may exert a positive image to destination image and consumer purchase intention. Thus the framework includes not only celebrity issue but also the target group which become the sample of the study. The empirical studies reveal certain success factors that receive relatively strong empirical support. Therefore, this review can help any country to develop practical implications for the development and execution of their celebrity endorsement campaigns if any, and if there isn't any it can be the motor to make one. But the key point is that they should focus on the well-documented success factors. This can be done by gaining an understanding of the described concepts of source model; credibility and attractiveness which is relevant to product domain, meaning transfer model, and fit match-up, AIDA framework and effect of celebrity endorsement. A brief assessment of the current market situation indicates that celebrity endorsement advertising can, under the right circumstances and focused target market, indeed re-manage the high costs associated with this form of advertising. So it is essential for advertisers to be aware of the complex processes underlying celebrity endorsement. While these concepts can help to answer the question if and when celebrity advertising investments pay off, it has to be the goal of further research efforts to develop an extensive, consistent and user-friendly tool to avoid arbitrary decisions and enhance the strategic character of celebrity sponsorship decisions.

V. References

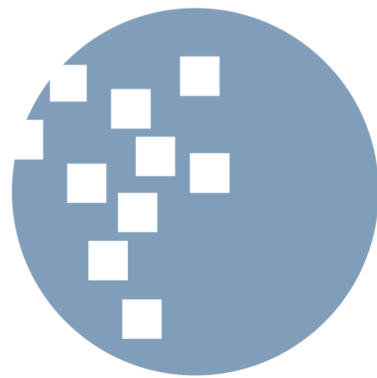
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