

PERCEPTUAL MAPPING OF GEN Z TOWARDS CELEBRITY ENDORSERS OF COSMETIC PRODUCTS

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Abstract: This study purposed to analyze how Gen Z positions celebrity endorsers in promoting cosmetic products through a perceptual mapping approach. This is in line with digital marketing theory which emphasizes the importance of utilizing celebrity endorsers and endorsements in creating strong brand perceptions on digital platforms. The study population included individuals belonging to Gen Z (born between 1997 and 2012), who actively use cosmetic products and social media in Indonesia. The data collection process was carried out through an online questionnaire. The data analysis tool used was the perceptual mapping method. The results of the study showed that the main attributes such as trustworthiness, expertise, attractiveness, respect, and similarity have a significant role in shaping perceptions of celebrity endorsers. From the results of perceptual mapping, Tasya Farasya is consistently in the area that shows that she has the highest value in trustworthiness, expertise, attractiveness, respect, and similarity with the audience. This reflects that Tasya Farasya is considered a credible, competent, and relevant endorser to the needs of Gen Z, especially in cosmetic products. On the other hand, other celebrities such as Prilly, Rachel Vennya, Syahrini, Titan Tyra, Molita Lin, and others are in areas that show lower perceptions of the five attributes. This finding emphasizes the importance of selecting celebrity endorsers that match the characteristics and preferences of Gen Z. Thus, this study provides strategic implications for marketers in maximizing the influence of celebrity endorsers to attract attention and increase loyalty of Gen Z consumers.

INTRODUCTION

In an era of increasingly fierce business competition, companies are required to develop effective marketing strategies to attract consumers' attention. One strategy that is now widely used is digital marketing, which has become an integral component of modern marketing strategies. As expressed by Dani & Suciarto (2018) digital marketing offers significant benefits to companies, such as a more effective promotion process, faster response, and lower costs. Various digital marketing strategies, such as using websites, advertising or online promotions,

marketing on social media, e-mail marketing, and mobile marketing (Agustini et al., 2021), provide companies with flexibility in choosing the best way to interact with their target audience (Wati et al., 2020). Among these various strategies, social media stands out as one of the most effective tools (Agustini et al., 2021), especially when targeting Gen Z who are known as active users of digital media. Research by Hryziuk (2023) revealed that 85% of Gen Z use social media to learn about new products, indicating the importance of social media in digital marketing strategies targeted at this age group.

In an effort to optimally utilize the potential of digital marketing, many cosmetic brands adopt various strategies, one of which is popular and considered effective in improving brand image and product sales is the use of celebrity endorsers Bergkvist & Zhou (2016) define celebrity endorsement as a form of cooperation between a celebrity who is widely known by the public and an organization or brand to utilize the celebrity's fame to increase the promotion of the brand. The use of public figures in digital campaigns has become a common practice, especially on social media platforms that are widely accessed by the younger generation. Chiu & Ho (2023) show that the use of celebrity endorsers on social media can significantly increase engagement and positive brand perceptions, especially among Gen Z who tend to be more easily connected to celebrities through digital media. The presence of celebrity endorsers can increase the effectiveness of advertising communications and create a positive image in the minds of consumers (Febriati & Respati, 2020).

Celebrity endorsers are considered the most effective method for obtaining good and fast feedback (Andita et al., 2021). This effectiveness is associated with several attributes possessed by famous figures, such as charm, credibility, and expertise perceived by the audience (Jordy et al., 2023). Furthermore, Saeed et al. (2014) emphasized that the use of celebrities in advertising campaigns has a more significant impact on consumer perceptions compared to the use of ordinary people. In other words, the use of celebrities can increase advertising effectiveness, brand recall and initial recognition, and influence consumer purchase intention and purchasing behavior (Saeed et al., 2014). Kumar & Hundal (2015) showed that celebrity endorsements significantly increase consumer awareness and indicate that the company has a good reputation and high-quality products or services. Therefore, it is not surprising that celebrity endorsers have a major impact on consumer perceptions and behavior.

However, choosing the right celebrity endorser is a challenge for cosmetic companies. Selecting the right celebrity for a brand can increase customer purchase intention and advertising effectiveness (Kutlu, 2022). Marketers need to choose the right endorser by

considering the indicators possessed by the celebrity endorser in question, such as attractiveness, trustworthiness, and expertise according to the criteria desired by consumers so that purchasing interest increases (Andita et al., 2021). In addition, it is important to ensure that the celebrity image used is in accordance with the features and characteristics of the product (Abbas et al., 2018). Therefore, it is important for companies to understand how consumers perceive a celebrity endorser who is more suitable for a particular cosmetic product. To understand how celebrity endorsers can be selected appropriately, it is important to refer to relevant theories and models, such as the TEARS model proposed by Shimp (2007). This model identifies five key attributes that determine the effectiveness of celebrity endorsers, namely trustworthiness, expertise, attractiveness, respect, and similarity.

The first attribute, trustworthiness, refers to the perception of the endorser as a figure who can be trusted and relied on, playing a role in building credibility in the eyes of consumers. This is reinforced by the findings of Spry et al. (2011) which show that celebrity endorsers who have high credibility can form a positive attitude towards advertising, especially by Gen Z. Second, expertise describes the endorser's specific knowledge, skills, or abilities related to the brand being supported, which can increase consumer confidence in the product. Lontoh et al. (2022) emphasized that celebrity endorser expertise has a significant effect on Gen Z's purchase intention for cosmetic products. Furthermore, the third attribute, attractiveness, refers to how the endorser is visually viewed by the target group, which can affect the appeal of the advertising message. This is reinforced by research by Friscilla & Yap (2023), which states that celebrity endorser attractiveness has a positive effect on purchase intentions for beauty products among Gen Z. The fourth attribute, respect, reflects the personal qualities and achievements of the endorser that make him admired, thus enhancing brand image. According to Djafarova & Rushworth (2017) celebrity endorsers who are respected for their achievements can influence consumer attitudes towards the advertised product. Finally, similarity indicates the extent to which the endorser shares characteristics with the target audience, such as age, gender, or ethnic background, which can facilitate a stronger relationship between consumers and brands. As stated by Cuong et al. (2022) that celebrities who have similarities with consumers tend to be more attractive and trusted, so that the message conveyed is more easily accepted, which ultimately increases positive consumer attitudes, especially Gen Z towards cosmetic brands.

These TEARS model attributes serve as a guide for marketers in choosing the most appropriate celebrities for their campaigns. Celebrities with high scores on these attributes can

be effective endorsers for the supported brand (Premnath, 2018). By optimally combining these attributes, marketers can build positive consumer attitudes towards the brand (Oteh et al., 2023).

The selection of the right celebrity endorser is important for cosmetic companies targeting Gen Z, who were born between 1997 and 2012 (Veybitha et al., 2023). This is because Gen Z is a generation that is very active in using social media, both in terms of duration of use and the number of platforms used (Ellison et al., 2017) and the number reaches 75.49 million people (27.94% of the total population of Indonesia) (Nurhanisah, 2021). Ellison et al. (2017) showed that the presence of celebrities in advertisements makes Gen Z more receptive to advertising messages, because they tend to be skeptical of advertisements and are more interested in content promoted by famous figures.

The great influence of the selection of celebrity endorsers is clearly seen in its impact on the perceptions and purchasing behavior of Gen Z, which is now the main target for many cosmetic brands. For example, the use of celebrity endorser Lyodra Ginting by Implora Cosmetics has proven effective. This is indicated by the increase in average sales of Implora Cosmetics of around 6% in 2022 (Kinasih & Hariasih, 2023). Another example is Pixy utilizing the popularity of celebrity Mikha Tambayong, who has a beautiful and elegant image in accordance with Pixy products, so that it has succeeded in shaping consumer perceptions and having a positive and significant impact on Pixy's brand image, which ultimately increases purchasing interest in its products (Yusron et al., 2019).

This study aims to determine how Gen Z positions celebrity endorsers of cosmetic products using Perceptual Mapping, so that it can provide strategic implications for marketers in selecting and using the right celebrity endorsers for the Gen Z target market. More specifically, this study focuses on identifying the main attributes that influence consumer perceptions such as trust, expertise, attractiveness, respect, and similarity that significantly influence how Gen Z perceives and responds to celebrity endorsers of cosmetic products. The results of this analysis can be used by marketers to develop effective celebrity endorser selection strategies for cosmetic products, with the aim of optimizing the appeal and influence on the Gen Z target market.

RESEARCH METHODS

This study aims to analyze Gen Z's perception of celebrity endorsers of cosmetic products. The study population includes individuals belonging to Gen Z (born between 1997 and 2012), who actively use cosmetic products and social media in Indonesia. Given the large

population and difficult to determine with certainty, a sampling technique was used. The purposive sampling technique was chosen to ensure that the samples taken were in accordance with the research criteria, namely those who had purchased or used cosmetic products and were active on social media platforms. The number of samples to be taken was 100 respondents. This sample selection was based on the sample size considered adequate in the study, which was in the range of 30 to 500 respondents (Sugiyono, 2013), so this number has exceeded the minimum limit, which was 30 respondents (Stefanus & Agustini, 2019).

The data collection process was conducted through an online questionnaire, which was chosen because of its efficiency in producing a higher number of respondents, faster responses, and lower costs, while maintaining data quality equivalent to other methods (Prawiro & Hardianto, 2023). The questionnaire was created using Google Forms and consisted of several sections, including self-identity questions to understand the respondent's profile, questions regarding cosmetic product preferences and social media involvement, and celebrity endorser choices to find out the respondent's preferences. In addition, a 5-point Likert scale was used to measure perceptions of various celebrity endorser attributes. The use of a Likert scale with a range of 1 strongly disagree to 5 strongly agree aims to make it easier for respondents to provide structured assessments of these attributes, as well as to support more focused and in-depth quantitative analysis. The Likert scale was also chosen because of its effectiveness in measuring respondents' attitudes, opinions, and perceptions (Joshi et al., 2015). Then, the questionnaire was distributed through social media (WhatsApp and Instagram). On WhatsApp, the Google Form link is distributed via private message to contacts who meet the respondent criteria, while Instagram is used to reach a wider audience through the Stories feature and Direct Message to potential followers. The invitation message that accompanies the link is designed to be concise but informative, covering the purpose of the study, the respondent criteria, and the importance of their contribution. In addition, a deadline will also be given for filling in to ensure timely data collection. The questionnaire was distributed simultaneously on WhatsApp and Instagram until the number of respondents was met.

For data analysis, this study will use the perceptual mapping method. The use of perceptual mapping is chosen because of its effectiveness in describing the relative position of a brand or product in consumer perception (Gigauri, 2019), so that cosmetic companies can design more effective and targeted marketing strategies. The perceptual mapping process will be carried out using Microsoft Excel, which is chosen because of its flexibility in managing and visualizing data graphically (Novita et al., 2023). The analysis steps include; First, the

questionnaire data will be tabulated into Microsoft Excel. Second, the average score for each celebrity endorser attribute will be calculated. Third, a data matrix for perceptual mapping input will be created. Fourth, the axis will be set and designed by setting the minimum and maximum values, and setting the interception to run through the middle. Fifth, the data label will be set so that the celebrity endorser's name appears in the center of the circle and the axis label for the selected attribute will be added. Finally, the visual format of perceptual mapping is adjusted as needed. The perceptual mapping results will be interpreted to identify the relative position of each celebrity endorser of cosmetic products in Gen Z's perception, as well as the attributes that are most influential in their assessment. Through this method, it is hoped that a comprehensive understanding can be obtained on how Gen Z views celebrity endorsers in the context of cosmetic products, which in turn can provide valuable insights for marketing strategies in the cosmetic industry.

RESULTS AND DISCUSSION

This study aims to analyze how Gen Z positions celebrity endorsers in promoting cosmetic products through a perceptual mapping approach. Based on data obtained from 100 respondents, the results of this study provide an overview of the main attributes that influence their perceptions, such as trustworthiness, expertise, attractiveness, respect, and similarity. This analysis helps determine the relative position of each celebrity endorser to support a more effective marketing strategy that is in line with Gen Z preferences. The characteristics of respondents used in this study can be seen in Table 1.

Table 1. Respondent Characteristics

No	Indicator	Item	Amount	Percent
1	Year of Birth	1998	4	4
		1999	3	3
		2000	2	2
		2001	2	2
		2002	18	18
		2003	51	51
		2004	19	19
		2005	1	1
2	Gender	Male	1	1
		Female	99	99
3	Status	Student	84	84
		High School/Vocational School Students	2	2
		Already working	14	14
4	Monthly Income	< 2,000,000	50	50

No	Indicator	Item	Amount	Percent
5	Monthly Expenses	2,000,000 - 4,999,999	37	37
		5,000,000 - 7,999,999	11	11
		8,000,000 - 10,999,999	2	2
		< Rp. 100,000	8	8
		> Rp. 1,000,000	4	4
		Rp. 100,000 - Rp. 300,000	44	44
		Rp. 300,000 - Rp. 500,000	33	33
6	How many hours	Rp. 500,000 - Rp. 1,000,000	11	11
		< 1 hour	1	1
		> 5 hours	45	45
		1-3 hours	20	20
7	Celebrity_Endorser	3-5 hours	34	34
		Seldom	3	3
		Sometimes – sometimes	7	7
		Often	28	28
8	Influence_CelebrityEndorser	Very often	62	62
		Quite influential (sometimes buy based on recommendations, 1-5x/year)	26	26
		Very influential (often buy based on celebrity endorser recommendations, >5x/year)	68	68
		Little influence (rarely buy based on recommendations, <1x/year)	5	5
		No effect (never buy based on recommendation)	1	1

Based on the respondent profile, it is known that the majority come from the generation born in 2003 (51%), with a female dominance (99%) who are mostly students (84%). As many as 50% of respondents have an income or pocket money of less than IDR 2,000,000 per month and 44% of them allocate monthly expenses for cosmetics of IDR 100,000–IDR 300,000. Regarding engagement with celebrity endorsers, 45% spend more than 5 hours on social media, with 62% stating that they interact very often with celebrity endorser content. Furthermore, 68% of respondents admitted that celebrity recommendations greatly influence their purchasing decisions, with the frequency of purchases based on recommendations reaching more than 5 times per year. These findings indicate that Gen Z cosmetic consumers in Indonesia are mostly young women who have high engagement with social media and are highly influenced by celebrity endorsers.

Often mentioned in respondents' answers and 5 variables or attributes tested from *trustworthiness, expertise, attractiveness, respect* and *similarity*. The following table shows that there are 12 names as follows:

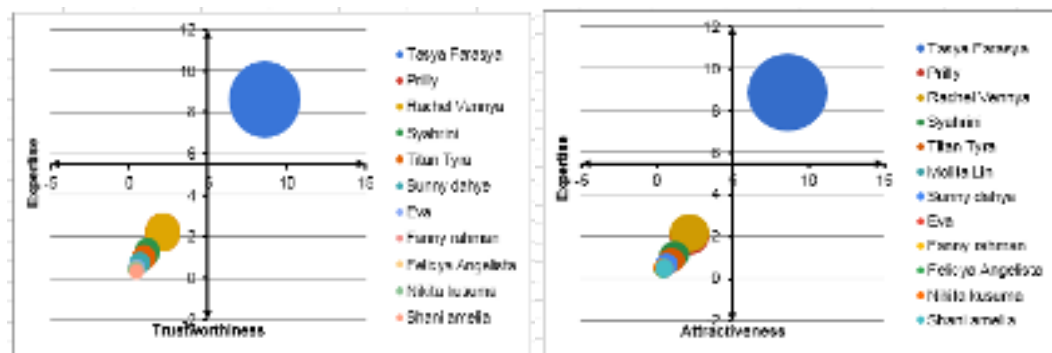
Table 2. Perceptual Mapping Results

	<i>Trustworthiness</i>	<i>Expertise</i>	<i>Attractiveness</i>	<i>Respect</i>	<i>Similarity</i>
Tasya Farasya	9.3	8.6	8.64	8.85	8.35
Prilly	2.3	2.2	2.12	2.05	2.15
Rachel Vennya	2.3	2.2	2.12	2.15	2.15
Syahrini	1.3	1.25	1.16	1.15	1.2
Titan Tyra	1.5	1.4	1.44	1.4	1.45
Molita Lin	0.8	0.6	0.64	0.65	0.7
Sunny dahye	0.8	0.75	0.68	0.7	0.7
Eva	0.5	0.5	0.48	0.5	0.5
Fanny Rahman	0.5	0.4	0.44	0.5	0.4
Felicya Angelista	0.5	0.4	0.4	0.45	0.45
Nikita kusuma	0.5	0.45	0.44	0.5	0.4
Shani amelia	0.5	0.3	0.48	0.5	0.5

Source: Data Processing Results (2024)

Based on Gen Z's assessment of their 12 chosen celebrity endorsers, Tasya Farasya is in the top position with a score above 8.0 on all five attributes assessed (trustworthiness, expertise, attractiveness, respect, and similarity). This reflects her strong credibility in the eyes of this generation. In the next position, Prilly and Rachel Vennya scored around 2.0, while other celebrities, such as Syahrini, Titan Tyra, Molita Lin, Sunny Dahye, Eva, Fanny Rahman, Felicya Angelista, Nikita Kusuma, and Shani Amelia, scored below 1.5. Interestingly, Gen Z's assessment of each celebrity endorser shows consistency across attributes, reflecting a uniform perception of their trustworthiness, expertise, attractiveness, respect, and similarity to the audience.

The results of Perceptual Mapping from the analysis results can be seen in the following image:



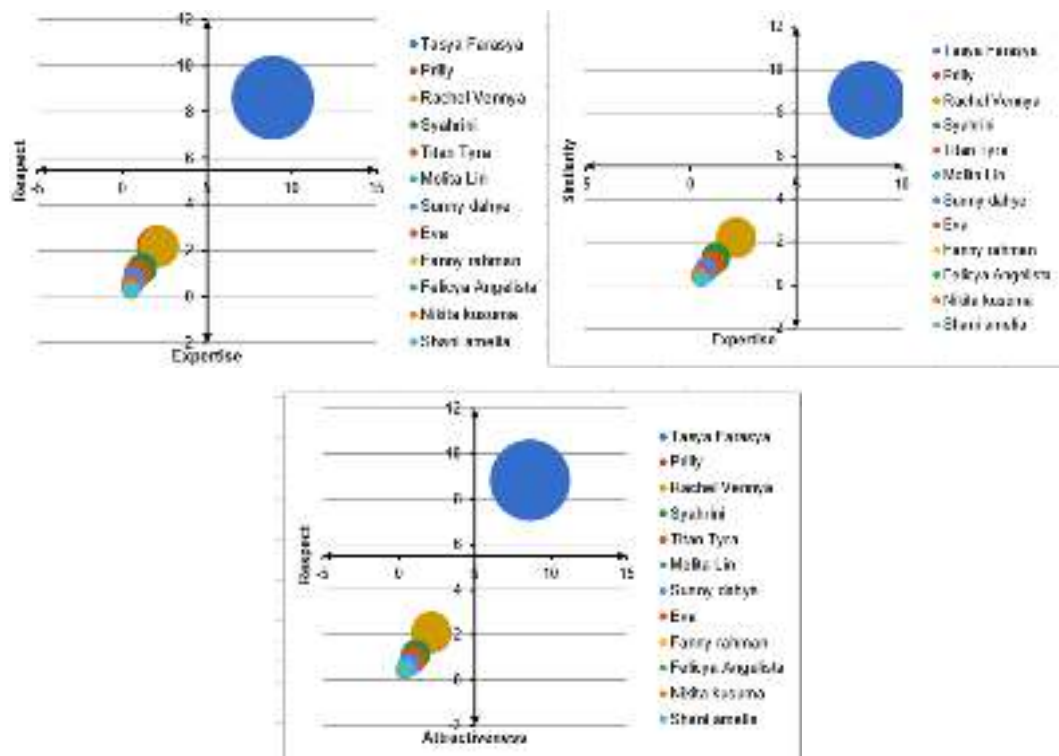


Figure 1. Perceptual Mapping Results

Based on the results of perceptual mapping on Gen Z shown in Figure 1, it can be seen that the expertise and trustworthiness attributes show Tasya Farasya's position in an area that indicates that she has a higher level of trust and expertise compared to other celebrities in other areas, such as Prilly, Rachel Vennya, Syahrini, Titan Tyra, Molita Lin, Sunny Dahye, Eva, Fanny Rahman, Felicya Angelista, Nikita Kusuma, Shani Amelia. This shows that Tasya Farasya is seen as more trustworthy, especially in terms of cosmetics, and has stronger celebrity endorser qualities in the eyes of Gen Z. This trust is strengthened by Tasya Farasya's level of expertise in understanding and discussing cosmetic products in depth, as well as her ability to convey honest and convincing information. For Gen Z, the combination of expertise and trustworthiness is an important element in building a positive perception of the recommended product (Chiu & Ho, 2023). This result aligns with digital marketing theory which emphasizes the importance of credibility and expertise in choosing a celebrity endorser (Kong & Fang, 2024). Digital marketing currently prioritizes the knowledge and credibility of a celebrity endorser rather than simply relying on their popularity. In this case, Tasya Farasya is seen as having stronger endorser qualities, which are not only able to increase product credibility but also build long-term relationships with Gen Z consumers.

In addition, the results of perceptual mapping on Gen Z related to the attributes of expertise and attractiveness show that Tasya Farasya is in a very good position, indicating that she is perceived by Gen Z as having a combination of expertise and high physical attractiveness in promoting products, especially in the cosmetics category. This shows that she not only has visual appeal but also has recognized expertise in commercial promotion. This is especially relevant in the cosmetics product category, where physical attractiveness is often an important factor, but must be supported by knowledge and expertise in product promotion (Abbas et al., 2018). In the context of digital marketing, the expertise and attractiveness of an endorser play a very important role because both can influence the success of a promotional campaign, especially in the cosmetics industry (Kong & Fang, 2024). Unlike other celebrities, they tend to be less attractive and less reliable in this context, making Tasya Farasya superior in the context of cosmetics promotion. This perception is very important for marketers in choosing celebrity endorsers who can increase the credibility and effectiveness of product promotions.

Furthermore, the respect and expertise attributes place Tasya Farasya in the same area, indicating that she has a combination of expertise and a high reputation, which strengthens her position as a reliable and respected celebrity in promoting products. This makes her more attractive to the public, especially Gen Z, and more likely to be chosen as an endorser who can increase brand legitimacy. Tasya Farasya can convey brand messages convincingly, create an impression of professionalism, and show that the products she promotes have more value with her good reputation. In contrast, other celebrities in other areas are considered to have a lower freelevel of expertise and reputation than Tasya Farasya, so their promotional messages tend to be less effective or not convincing enough for Gen Z. In a marketing context, expertise provides validation for product claims (Friscilla & Yap, 2023), while respect strengthens emotional connections with consumers (Jordy et al., 2023). This combination makes Tasya Farasya a valuable asset for brands looking to increase their credibility and appeal among Gen Z.

The results of Gen Z's perceptual mapping on the attributes of similarity and expertise also show that Tasya Farasya occupies the same area, indicating that she has similarities with the audience and recognized expertise. This makes her an ideal candidate to be an endorser in a marketing campaign that emphasizes relationships with audiences and brand loyalty. The ability to create similarities with audiences, especially among Gen Z, is an important factor in digital marketing (Oteh et al., 2023). Gen Z prefers endorsers who can create emotional connections and build brand loyalty (Cuong et al., 2022). In this context, Tasya Farasya is an ideal representation because she is not only considered to have relevant expertise in the

cosmetics field but is also considered a figure who is "close" to her audience. Tasya Farasya is better able to build strong relationships with consumers, especially Gen Z compared to other celebrities in other areas, even though they are popular but have minimal similarities or expertise that can build long-term relationships with consumers.

Then, the results of perceptual mapping on the respect and attractiveness attributes show that Tasya Farasya is in the same area, indicating that she has high physical attractiveness and is respected by the audience, especially Gen Z. This shows that Gen Z appreciates her ability to attract attention, respect her integrity and personality as a public figure. This condition further strengthens her position as an endorser who is not only visually appealing but also able to build the trust and credibility needed in marketing, especially among Gen Z. Celebrities who have high respect and attractiveness will be more effective in attracting the attention of the audience and building trust in the products being promoted (Oteh et al., 2023). With a good reputation and strong physical appeal, Tasya Farasya is able to create a more authentic and personal relationship with Gen Z consumers than other celebrities in other areas.

Overall, this study shows that Gen Z tends to position celebrity endorsers of cosmetic products such as Tasya Farasya, who have a combination of trustworthiness, expertise, attractiveness, respect, and similarity with the audience. This shows that Gen Z, as smart and critical consumers, prefers public figures who are not only popular but also able to demonstrate high competence and integrity. This is in line with Premnath (2018) research, which states that Today's digital marketing requires endorsers who are not only popular but also trustworthy, have expertise that matches the brand being supported, have attractive physical appeal, are respected, and are relevant to the target audience, especially for products that prioritize credibility and expertise such as cosmetics.

CONCLUSIONS AND RECOMMENDATION

Based on five key attributes, namely trustworthiness, expertise, attractiveness, respect, and similarity, this study shows that Tasya Farasya is consistently positioned by Gen Z as the highest-ranking endorser among others, especially for cosmetic products. This superiority is shown through the results of perceptual mapping which places Tasya Farasya in the highest area for all attributes, outperforming other celebrity endorsers such as Prilly, Rachel Vennya, Syahrini, and Titan Tyra. This indicates that Gen Z prefers celebrity endorsers who not only have popularity, but also have a combination of strong credibility, relevant expertise in the cosmetic field, attractive physical appeal, a high level of respect from the audience, and the

ability to create authentic connections with the target audience. These findings provide important implications for cosmetic companies in choosing effective celebrity endorsers to reach the Gen Z market, by emphasizing the importance of considering all five attributes comprehensively in their digital marketing strategy.

The suggestion from this study is that cosmetic companies targeting Gen Z should choose endorsers with attributes such as credibility, expertise, attractiveness, respect, and similarity, such as Tasya Farasya. This can strengthen brand image, build long-term relationships, and increase the success of promotions when compared to other celebrities. To achieve this, cosmetic companies are advised to conduct celebrity endorser selection by considering the five TEARS attributes comprehensively, not only focusing on popularity, but also conducting an in-depth analysis of potential endorser profiles, ensuring that they have a trusted reputation in the cosmetics industry (trustworthiness), in-depth knowledge and skills about cosmetic products (expertise), physical attractiveness that can captivate the audience (attractiveness), proud achievements and accomplishments (respect), and character and lifestyle that are in line with the Gen Z target (similarity). Companies also need to consider the endorser's track record in educating consumers about cosmetic products, their activities on social media, and the consistency of their image with brand values.

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