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## Marketing Strategy of Sponsorship Events and Celebrity Endorsement to Increase Consumer Brand Awareness of Kapal Api Products

Azizah<sup>1\*</sup> Andang Heryahya<sup>2</sup>

<sup>1</sup> Department of Sharia Management Business, Faculty of Economics and Business Islam, Islamic Institute Tazkia, Indonesia

<sup>2</sup> Department of Sharia Economics, Faculty of Economics and Islamic Business Islam, Islamic Institute Tazkia, Indonesia

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### ABSTRACT

This research was conducted to examine the influence of event sponsorship on brand awareness. Addressing this theme in a journal is of significant value in terms of contributing to industry understanding, knowledge development, and practical applications in brand marketing strategies like Kapal Api. The study employed a qualitative approach by reviewing previous research and relating it to a case study of Kapal Api. Based on the case study of Kapal Api, Indonesian badminton athletes play the role of celebrity endorsers for the Kapal Api brand. The compatibility of a celebrity endorser with a product refers to the alignment of the celebrity's image, values, and behaviors with the desired impression of the advertised brand. The findings of the research indicate that the sponsorship strategy implemented by Kapal Api successfully increased consumer brand awareness, particularly among badminton enthusiasts. The study also demonstrates that the inclusion of celebrity endorsers, specifically badminton athletes, further enhances the success of Kapal Api's event sponsorship strategy. The study highlights the potential effectiveness of sponsorship events and celebrity endorsements in increasing consumer awareness of Kapal Api products. This suggests that implementing these strategies could lead to heightened recognition and visibility for the brand among consumers.

\*Corresponding author: [azizaheji08@gmail.com](mailto:azizaheji08@gmail.com)

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## **Introduction**

The sports industry stands as a crucial aspect in the economic development of a nation, fostering added value between sponsors and events. The objective of event sponsorship is to establish mutually beneficial relationships between brands and events, connecting them while enhancing brand awareness among consumers to cultivate positive perceptions. Furthermore, this measurement will evaluate changes in brand awareness and brand association. Various previous studies have demonstrated the positive influence of brand equity on sponsorship (Henseler et al., 2017; Wang et al., 2016, as cited in Almainan et al., 2023).

Consumer brand knowledge about a specific brand is anticipated to increase. Moreover, sponsorship strategies are viewed as long-term brand management efforts by companies. Effective brand management can position the company's brand as the top choice in consumers' minds when purchasing specific products (Chadwick, 2006, as cited in Junghage, 2018). Consumer brand knowledge can be publicly known by society if the brand has been promoted by a celebrity endorser. With the presence of a celebrity endorser, consumers can become more acquainted with a specific brand because the brand is closely associated with their idols (De Veirman et al., 2017, as cited in Ahmadi et al., 2022). The image of the selected celebrity as a brand ambassador for a particular brand will directly impact public knowledge of that brand. For instance, if the chosen brand ambassador has a history of scandals, it can tarnish the public's perception of the brand. Therefore, before selecting a brand ambassador, companies should conduct thorough background checks to ensure the company's image is not negatively affected in the future (Cheung et al., 2009, as cited in Ahmadi et al., 2022).

The appropriate selection of a celebrity endorser is also crucial for a brand's success. If the chosen celebrity has a large fan base, it will create more curiosity among consumers about the offered products, ultimately enhancing consumer knowledge of a specific brand (Ahmadi et al., 2022). Using a celebrity endorser, is expected to boost information dissemination within society. This information transfer can increase the public's interest in learning about products from a specific brand (Lu et al., 2014, as cited in Ahmadi et al., 2022). Celebrities perceived to have a positive image in the public eye will instill trust in the products they endorse. In this case, a celebrity endorser has a positive impact on public brand knowledge (Jin et al., 2019, as cited in Ahmadi et al., 2022).

In Indonesia, one of the companies actively involved in sponsoring various sports activities is Kapal Api. During the Indonesia Open in 2023, Kapal Api allocated a sponsorship fund of 20 billion Indonesian Rupiah. This sponsorship fund served as prize money for badminton athletes who emerged as winners. By being the main sponsor of the 2023 Indonesia Open, Kapal Api aimed to increase public awareness of the Kapal Api brand. The company hoped that this increased awareness would lead Indonesian consumers to choose Kapal Api as their preferred brand when enjoying coffee-based beverages (bolasport.com, 2023). Kapal Api's sponsorship efforts in various events organized by the Indonesian Badminton Association (PBSI) have been ongoing since 2021. Kapal Api and PBSI committed to a four-year collaboration, with Kapal Api supporting various activities conducted by PBSI and displaying the Kapal Api logo on the badminton players' uniforms.

Representatives from Kapal Api management expressed their hopes that Indonesian badminton enthusiasts, known for their high numbers, would become more familiar with the products offered by Kapal Api (skor.id, 2021). Through the established collaboration, PBSI would also introduce various Kapal Api products during organized events (sport.bisnis.com, 2021). Observing their badminton idols

wearing attire sponsored by Kapal Api is expected to strengthen Kapal Api's position among Indonesian badminton fans (skor.id, 2021). Representatives from Kapal Api management expressed their hopes that Indonesian badminton enthusiasts, known for their high numbers, would become more familiar with the products offered by Kapal Api Through the established collaboration, PBSI would also introduce various Kapal Api products during organized events. Observing their badminton idols wearing attire sponsored by Kapal Api is expected to strengthen Kapal Api's position among Indonesian badminton fans.

In the study of Kapal Api, similarity with previous research lies in the introduction and reinforcement of brand awareness, which can be achieved through sponsorship programs in badminton sports. The difference lies in a more specific approach to brand awareness across different levels: unaware brand, brand recognition, brand recall, and top-of-mind awareness. This study aims to expand upon previous research by incorporating the brand image variable as an additional component in the analysis of the influence of sponsorship and celebrity endorsers on brand awareness, which has not been extensively investigated before. Therefore, this research is expected to provide a new contribution and a more comprehensive understanding of the relevant literature.

## **Literature Review**

### **Brand Awareness**

With the advancement of time, improving consumer brand understanding can be achieved through various methods, especially through online marketing. Based on existing trends, enhancing brand understanding can be accomplished by repeatedly mentioning or displaying the brand name across various social media platforms. These actions can be carried out through posts, hashtags, or various challenges related to the promoted brand (Na and Kim, 2019). It is crucial for companies to comprehend the changes occurring within society, where marketing is no longer confined to conventional methods but has evolved into a new form, namely social media marketing (Na and Kim, 2019). The components shaping brand equity include brand loyalty, brand knowledge, perceived quality, brand associations, and brand assets (Aaker, 1991, cited in Almainan et al., 2023). Meanwhile, according to Keller (1993, cited in Almainan et al., 2023), brand equity comprises only two components, namely brand knowledge and brand associations. Almainan et al., (2023) reveal that brand knowledge can be utilized to measure the success level of the marketing strategies implemented by a company, including sponsorship strategies.

Advertising and promotion in marketing communication play the most crucial role in building brand image. Products or services with a good image will stick in consumers' minds when advertised or promoted. Thus, it can influence consumers in purchasing such products or services.(Husein,2017). Previous research results also indicate that through sponsorship, 40% of fans are willing to purchase merchandise from their favorite clubs, thereby increasing consumer brand knowledge, which can subsequently yield positive benefits for the company (Wakefield et al., 2020, cited in Almainan et al., 2023). Brand understanding can be defined as the extent to which consumers can recall a brand when they intend to make a product purchase and consistently choose that brand from among various available options (Aaker, 2009, cited in Shrestha, 2023). Brand understanding is expected to enhance consumers' purchasing decisions for a specific brand, as they prefer to buy products from a particular brand over those offered by competitors. Another impact arising from brand understanding is consumers' desire to know more about products from a specific brand, increasing their curiosity and eventually prompting them to

seek more information about the product (Chen et al., 2010, cited in Shrestha, 2023). Brand understanding is considered the core of brand equity, where such understanding enables consumers to recall a specific brand when contemplating a purchase (Gong et al., 2020, cited in Shrestham 2023).

Audiences can be attracted towards less popular sports if right marketing tools are used. The performance of less popular sports national teams can be the starting point that ignites their attention. Shedding light on less popular sports well-behaved athletes may satisfy audiences' search for role models, away from football players' fights. Audiences appreciate companies which support less popular sports because these companies do their social roles. Audiences encourage less popular sports advertisements and media programs because they will increase their knowledge about these sports. Highlighting children and young people who are participating in less popular sports may help to change future generations' behaviors regarding these sports. ( Sedky et al., 2022)

Audiences can be drawn to less popular sports if the right marketing tools are utilized. The performance of less popular national sports teams can serve as a starting point to pique their interest. Discussing athletes in less popular sports and their behavior may satisfy the audience's search for role models, far from the controversies of football players. Audiences appreciate companies that support less popular sports because these companies fulfill their social roles. Audiences advocate for advertisements and media programs for less popular sports as it will enhance their knowledge about the sport. Highlighting children and youths participating in less popular sports can help change the future generation's behavior regarding those sports.

The components/elements in brand awareness include brand, logo, symbol, character, slogan, and packaging. A brand is a name or identity applied by a company or product, a logo is an image or symbol that serves as a written sign for the brand, a symbol is an image, color, or shape that represents the brand, a character is a distinctive characteristic applied by the brand, a slogan is a phrase or sentence used to remind the brand, and packaging is the form or design used to display the brand on the product. A brand awareness barometer/indicator is a method to measure the success rate of brand awareness (Pratiwi et al., 2022).

Companies need to pay attention to the right timing when introducing a new brand to consumers. This will allow consumers to become familiar with the brand and store it in their minds (Jocevski, 2020, cited in Shrestham, 2023). By choosing the right brand ambassador, it can help consumers to remember brands that can control brand stability in an increasingly competitive business world, the choice of brand ambassador variables is also thought to have an influence on purchasing decisions. (Pujianto, Achsa, & Novitaningtyas, 2023) Proper placement of products in retail stores will also influence the increase in consumers' brand understanding (Jocevski, 2020, cited in Shrestham, 2023). Previous research has also proven that digital marketing leads to a better understanding of a specific brand. This is due to changes in consumer habits, where consumers now prefer to gather information through digital platforms. Therefore, companies need to monitor changing trends to stay updated and avoid misusing promotional channels, ensuring that their promotions are effectively targeted (Makrides et al., 2020, cited in Shrestham, 2023).

## **Sponsorship**

Event Sponsorship is one of the marketing communication techniques, where marketing communication is the marketing communication process implying that marketers, acting as senders, are involved in the encoding process (Zakik et al., 2022). They transform messages into symbols, words, images, body language, and facial expressions (Rahman et al., 2022). These messages are then conveyed through media channels selected by the sender. It is important to design messages in a way that facilitates understanding by the receiver during the decoding process, where the message is translated (Rohmah et al., 2021). Sponsorship marketing provides a distinct platform for your business to stand out in front of a broader audience. Your brand gains visibility through channels such as billboards, digital ads, event banners, or social media platforms. It's akin to having an amplifier for your brand message, extending its reach beyond your typical market scope. The more individuals see your brand associated with something they value or enjoy, the more it resonates with them and sticks in their minds. (Ron, 2024).

Typically, sponsorship actions are taken to determine the right ways to enhance consumer brand understanding (Muller et al., 2023). Various sponsorship activities emerge to find effective ways to communicate with consumers. One approach is attaching the brand logo to sports uniforms so that when consumers see the logo in supermarkets, fans of that sport can immediately associate the brand with their favorite sport (Meenaghan, 1991, cited in Muller et al., 2023). Consumers evaluate sponsorship activities based on authenticity, familiar recognition, relevance, and identification (Shoffner et al., 2020, cited in Muller et al., 2023).

Shoffner et al., (2020) further reveal that psychologically, it is easier for consumers to identify the suitability of a sponsor with the sports they enjoy. For example, they can easily associate a deodorant product with the basketball sport they enjoy because there is a compatibility between the sponsored product and the sport. Therefore, companies must sponsor events that align appropriately with their offered products, avoiding conflicts that might lead them astray (Muller et al., 2023). Sponsorship designed to engage customers or potential customers directly or indirectly by increasing awareness, increasing image, or generating sales of products and services. (Mutmainah & Romadhon, 2023) If the brand has successfully leveraged digital platforms to expand reach and increase brand awareness. (Hannifah & Susanti, 2023)

## **Celebrity Endorser**

Advertising and promotion in marketing communication play the most crucial role in building brand image. Products or services with a good image will stick in consumers' minds when advertised or promoted. Thus, it can influence consumers in purchasing such products or services. (Husein, 2017). An endorser is an individual who, in their capacity as an actor, artist, entertainer, or athlete widely known by the public for their achievements in their field, is utilized to support the promotion of a specific product or service. Thus, it can be concluded that Celebrity Endorsement is a promotional method that leverages the presence of a celebrity or widely recognized figure to introduce a product or service to a broad audience (Awasthi & Choraria, 2015, cited in Amir, et al., 2023). A celebrity can be defined as someone known to the public and has an impact on society at large (McCracken, 1989, cited in Freire et al., 2018). One can also be considered a celebrity due to their competence and attractiveness (Kahle and Homer, 1985, cited in

Freire et al., 2018). A celebrity is expected to inspire the hopes, desires, and dreams of consumers (Rockwell and Giller, 2009, cited in Freire et al., 2018).

Celebrities can also work to promote a specific brand, create bonds, and build connections with consumers (Thomson, 2006, cited in Freire et al., 2018). Although many products use celebrities to promote their offerings, the selection of a celebrity does not necessarily guarantee significant results in product sales (Misra and Beatty, 1990, cited in Freire et al., 2018). Historically, celebrities have been used to convey a positive impression of a product to consumers (Trip et al., 1994, cited in Freire et al., 2018). Furthermore, the choice of a celebrity is believed to create a connection between the advertised product and the celebrity, potentially yielding positive or negative effects (Till and Shimp, 1998, cited in Freire et al., 2018). Positive impacts can occur if the celebrity endorsing a specific brand can maintain a positive image and behavior in the public eye. However, if the opposite occurs, it can also hurt the advertised brand. Therefore, it is crucial for companies to carefully choose the right celebrity as their advertising star (Freire et al., 2018).

Indicators that serve as barometers in determining the suitability of a celebrity endorser for a product include the credibility of the Endorser (The credibility of the endorser is a crucial factor in assessing the compatibility of the celebrity with the brand. Celebrities with a good reputation and high credibility can help clarify the brand's credibility and establish consistent brand guidelines in sponsorship activities). Attractiveness (The attractiveness of the celebrity is also a determining factor. Celebrities with appealing looks can attract consumer attention and contribute to increased brand awareness and product knowledge). Expertise (The expertise of the celebrity is another consideration.

Celebrities with expertise in relevant areas, such as skincare, can enhance brand awareness and product knowledge). Trustworthiness (Trustworthiness is essential in evaluating the suitability of a celebrity endorser. Celebrities perceived as trustworthy by consumers can enhance brand credibility and trust in the product. Celebrity Match-up Product (Ensuring the compatibility between the celebrity and the product is crucial. Celebrities who align well with the brand's image and product characteristics can strengthen brand credibility and memorability). By considering these factors, companies can create brand awareness and product knowledge effectively (Mendo et al., 2023). For example, a beauty brand selecting a credible celebrity known for skincare expertise, attractiveness, trustworthiness, and alignment with the brand's image can optimize the potential of the celebrity endorser to enhance brand awareness and product knowledge effectively (Ryandono et al., 2022).

## **Methodology**

This research is a qualitative study that will be conducted by collecting secondary data consisting of various scholarly articles and case studies related to sponsorship, celebrity endorsers, and brand knowledge. Then, from the existing secondary data, conclusions will be drawn regarding the relationship between sponsorship and brand knowledge, as well as the moderating role of celebrity endorsers.

1. Research Approach: Qualitative method.
2. Research Subjects and Objects: The research subjects are sponsorship, celebrity endorsers, and brand knowledge. The research object is the relationship between sponsorship and brand knowledge, as well as the moderating role of celebrity endorsers.

3. **Types and Sources of Data:** The type of data used is secondary data, namely relevant scholarly articles and case studies on sponsorship, celebrity endorsers, and brand knowledge. Data sources come from scholarly journal databases, online research repositories, and other relevant literature.
4. **Population and Sample:** The population in this study is all relevant scholarly articles and case studies on the research topic. Samples are purposively selected based on predetermined inclusion criteria, such as relevance to the research topic and methodological quality.
5. **Research Variables:** The main research variables are sponsorship, celebrity endorsers, and brand knowledge. Additional variables that may serve as controls or moderator variables will be identified during data analysis.
6. **Data Collection Techniques:** The data collection technique used is literature search and collection through scholarly journal databases, online research repositories, and other literature sources.
7. **Data Validity Techniques:** Data validity techniques in this study involve the use of clear inclusion and exclusion criteria in literature selection, as well as evaluation of the methodological quality of each scholarly article and case study used.
8. **Data Analysis Techniques:** Data analysis is conducted through a qualitative approach, involving reading, organizing, and synthesizing data from various literature sources. The analysis techniques will include identifying the main themes, patterns, and relationships among the researched variables.

## **Results and Discussion**

### **The Influence of Sponsorship on Brand Awareness**

Based on the literature review conducted, it can be concluded that sponsorship has an impact on consumer brand awareness. Junghagen (2018) reveals that the more frequently a brand's name is seen in various activities attended by many people, the greater the likelihood that people want to become familiar with that brand. This occurs because in the minds of the public, the brand frequently appears in their view, prompting them to want to get to know the brand better and subsequently seek various information about it. Junghagen (2018) further states that appropriate sponsorship placement makes consumers remember the brand they see, leading to increased brand awareness. Sponsorship is one of the strategies that can be used by companies to build, strengthen, and transform brand image. Companies must select sponsorship that matches the complaints, desires, and hobbies of consumers. For example, if a company sells health products, the appropriate sponsorship is health event sponsorship. Setting sponsorship objectives: Companies must establish clear and appropriate sponsorship objectives.

Sponsorship objectives can include transforming brand image, developing relationships with consumers, or brand reminders. Creating sponsorship strategies: Companies must create effective sponsorship strategies. Sponsorship strategies can include creating sponsorship campaigns, hosting sponsorship events, or creating sponsorship content. Creating sponsorship content: Companies must create interesting and captivating sponsorship content. Sponsorship content can include videos, photos, or text.

Companies must create effective sponsorship campaigns. Sponsorship campaigns can include social media campaigns, email campaigns, or offline campaigns. Creating sponsorship events: Companies must create interesting and captivating sponsorship events. Sponsorship events can include online or offline events. Creating sponsorship content: Companies must create content sponsorship that aligns with sponsorship objectives. Sponsorship content can include video content, photo content, or text content. Sponsorship objectives are to build, strengthen, and transform the company's brand image. With effective

sponsorship, companies can transform brand image, develop relationships with consumers, and remind brands.

Loyal supporters of a particular sport are even willing to spend more money to obtain products sponsored by their favorite sports activities (Wakefield et al., 2020, cited in Almainan et al., 2023). Research by Almainan et al. (2023) indicates that consumers are willing to pay more to obtain merchandise related to their favorite sports. For example, even though Adidas, Nike, and Reebok release similar shirts, if the product is associated with the consumer's favorite sports club, even at a higher price, consumers will still buy the product without hesitation. Almainan et al. (2023) also state that sponsorship activities, such as placing a brand on shirts worn by athletes, make consumers more aware of the brand's existence. This creates curiosity among consumers about the sponsoring brand, as the brand continues to appear in front of them.

Sponsorship strategy, especially in various sports events, is one of the most frequently employed approaches and has proven to bring positive impacts to companies, such as increased consumer attention towards the offered products (WARC, 2020, cited in Almainan et al., 2023). However, this sponsorship strategy can also be a high-risk approach, as not all events are necessarily attended by a large audience. Companies that invest a significant amount of money may not always achieve the expected results (IEG, 2020, cited in Almainan et al., 2023). Therefore, there is a need for a measurement that can assess the extent of the return on investment for the sponsorship. This measurement can be done by comparing whether brand equity has increased after the sponsorship effort (Almainan et al., 2023). Furthermore, this measurement will assess changes in brand knowledge (brand awareness) and brand associations. This has also been demonstrated by various previous studies proving the positive influence of brand equity on sponsorship (Henseler et al., 2017; Wang et al., 2016, cited in Almainan et al., 2023).

To strengthen the market position and achieve clear business goals, the owner has decided to adopt a sponsorship strategy as part of the company's marketing communication activities. This significant investment has structured and measurable objectives. Firstly, by enhancing brand awareness through sponsorship, the company aims to reach a broader audience and introduce its brand to potential markets. By engaging in events or activities relevant to their brand values, the company seeks to build greater brand awareness among consumers. Secondly, sponsorships also play a crucial role in building a strong brand image. By participating in activities that align with the brand's values and desired image, the company can shape positive perceptions of its brand among consumers and other stakeholders (Wardhana & Ratnasari, 2022).

Moreover, sponsorships can be used as a tool to maintain relationships with customers and business partners. By supporting events attended by loyal customers and potential clients, the company can strengthen connections and build sustainable relationships. Not only that, sponsorship strategies are also aimed at increasing sales. By enhancing brand exposure and building a positive image, the company hopes to encourage consumers to choose its products or services in an increasingly competitive market. Finally, sponsorship can also be used as a means to promote specific products or services. Through engagement in appropriate promotional activities, the company can introduce new products, offer special deals, or effectively communicate promotional messages to relevant audiences. Thus, through these steps, the company owner hopes to achieve their established goals and strengthen their brand position in the market.

In connection with the case study of the sponsorship strategy implemented by Kapal Api, it can be concluded that Kapal Api has taken the right steps. Kapal Api committed to being a sponsor of PBSI for four years. One of the strategies employed was placing the Kapal Api logo on the uniforms worn by



badminton athletes. The management of Kapal Api expressed that with the sponsorship strategy, they hope to enhance consumer understanding of Kapal Api's products. From the consumer's perspective, seeing many badminton athletes wearing uniforms adorned with the Kapal Api logo arouses curiosity about the products offered by Kapal Api. Subsequently, consumers will seek various information about the products offered by Kapal Api. To convey the message about Kopi Kapal Api, the owner implements integrated marketing communication (IMC) through a sponsorship program in badminton sports. The owner's steps in influencing consumer perception at the levels of unaware brand, brand recognition, brand recall, and top of mind brand awareness are as follows:

**Unaware Brand:** : It is the first stage in the hierarchy of brand awareness. This stage is where consumers initially do not know or are not aware of the existence of a brand. Typically, this is experienced by all brands that are just starting their business and have not or rarely implement marketing strategies. (Agrippina., 2021). Utilizing the badminton sports sponsorship program, the owner of Kopi Kapal Api has the opportunity to support brand campaigns that create emotional connections with customers. Clarifying brand identity and establishing consistent brand guidelines in sponsorship activities.**Brand Recognition:** Choosing badminton as the sponsorship platform because this sport has many fans and experienced consumers. Creating holistic campaigns, both above the line (ATL) and below the line (BTL), that are engaging and memorable.

**Brand Recall:** Ensuring that the sponsorship campaigns have high levels of interaction with consumers. It is important for companies to maintain and enhance their brand recall rates, for instance, by implementing appropriate and effective branding strategies. This can increase consumers' likelihood of purchasing the company's products and, in turn, boost the company's profits. (Marsudin et al.,2023) .Paying attention to the quality of brand activation that triggers brand recall. **Top of Mind Brand Awareness:** Ensuring that the sponsorship campaigns utilize new market media, such as social media and KOL/influencers. Ensuring that the sponsorship campaigns use promotional elements that lead to cognitive, affective, and conative levels. By implementing IMC through a sponsorship program in badminton sports, the owner of Kopi Kapal Api can develop loyalty and gain deeper insights into customer profiles. If this sponsorship strategy receives positive reactions from consumers, it is considered successful because Kapal Api can increase product sales through sponsorship. Moreover, with an increasing number of consumers becoming aware of Kapal Api's products, the brand value of Kapal Api also rises.

### **The Influence of Celebrity Endorsers on Brand Awareness**

Research conducted by Freuer et al. (2018) reveals that selecting the right celebrity endorser can enhance consumer understanding of the brand represented by a particular celebrity, leading to an impact on the sales of products endorsed by that celebrity. If the existing celebrity has a high level of exposure, the brand they represent will also have high exposure levels and become more widely known in society. Freuer et al. (2018) also state that by choosing a celebrity who aligns with the brand image, it becomes easier to make the public curious about the brand represented by that celebrity. With a celebrity endorser, consumers become more acquainted with a specific brand because it is closely associated with their idol (De Veirman et al., 2017, cited in Ahmadi et al., 2022). The image of the chosen celebrity as a brand ambassador for a specific brand will directly influence public knowledge of that brand.

As the number of consumers aspiring to become influencers increases, brands require influencers who possess both credibility and distinctiveness (Jamil., 2023). For instance, if the selected celebrity brand ambassador has a scandalous track record, it can negatively impact public perception of the brand.

Therefore, before choosing a brand ambassador, companies must conduct thorough background checks to ensure that the company's image is not adversely affected in the future (Cheung et al., 2009, cited in Ahmadi et al., 2022). The selection of the right celebrity endorser is also key to a brand's success. If the chosen celebrity has a large fan base, it will make more consumers curious about the offered products, ultimately increasing consumer knowledge of a specific brand (Ahmadi et al., 2022).

Using a celebrity endorser is expected to enhance information dissemination within society. This information transfer can make people more interested in learning about products from a particular brand (Lu et al., 2014, cited in Ahmadi et al., 2022). Celebrities considered to have a positive public image will instill trust in the products they endorse. In this context, a celebrity endorser has a positive impact on public brand awareness (Jin et al., 2019, cited in Ahmadi et al., 2022). Thus, any product recommendations made by such celebrities receive positive responses from the public (Botha and Reyneke, 2013, cited in Ahmadi et al., 2022).

When determining a celebrity endorser, several factors need to be considered as benchmarks or indicators of product suitability with the celebrity. Celebrities are assumed to be more credible than non-celebrities. The physical appearance and non-physical characteristics of celebrities make an advertisement more appealing and preferred by consumers. The performance, image, and popularity of celebrities can attract the attention of target audiences to watch advertisements that can influence their perceptions to make purchasing decisions. Meanwhile, featuring non-celebrity supporters or "ordinary people" can make consumers feel closer and more familiar, resulting in a high level of message engagement, and ultimately influencing consumer perceptions. These include:

1. **Credibility of the endorser:** Celebrities with a good reputation and high credibility can help clarify credibility and establish consistent brand guidelines in sponsorship activities.
2. **Attractiveness:** Celebrities with high attractiveness can help attract consumer attention and make the product more appealing.
3. **Expertise:** Celebrities with expertise in skincare can help enhance brand awareness and knowledge about the product and its features.
4. **Trustworthiness:** Celebrities perceived as trustworthy by consumers can help clarify credibility and make the product more trustworthy.
5. **Alignment of the celebrity with the product:** Celebrities who align with the brand's image and product can help clarify credibility and make the product more memorable.

By considering these factors, companies can create brand awareness and knowledge about their products and features. For example, if a beauty brand chooses a celebrity who is considered credible in the industry, attracts attention, is a skincare expert, is trusted by consumers, and aligns with the brand's image, the company can optimize the potential of the celebrity endorser to effectively enhance brand awareness and product knowledge.

Based on the case study of Kapal Api, Indonesian badminton athletes play the role of celebrity endorsers for the Kapal Api brand. If the athletes have a large fan base, there will be more consumers eager to learn about Kapal Api products. This curiosity arises when badminton fans see the Kapal Api logo on the uniforms of their favorite athletes. As celebrity endorsers, these badminton athletes are expected to maintain their positive image to preserve the positive image of the brand they represent. To avoid conflicts, during Kapal Api's sponsorship of PBSI, badminton athletes are not allowed to accept endorsements from other brands that are competitors of Kapal Api. The compatibility of a celebrity endorser with a product refers to the alignment of the celebrity's image, values, and behaviors with the desired impression of the advertised brand. This is where the audience assesses whether an advertisement

has successfully matched the celebrity with the brand, influencing consumer perception to recognize and remember brand awareness.

This is intended to prevent confusion in the community. The greater the achievements and influence of the badminton athletes, the more people feel that these athletes can bring a positive impact to Kapal Api. The case study also shows that the more positive the image of badminton athletes, the greater the impact of Kapal Api's sponsorship strategy on consumer brand awareness. Consumers' curiosity increases as they feel they should support anything done by their idols, including understanding the products represented by their idol athletes. The selection of badminton athletes as celebrity endorsers also attracts more potential consumers, as badminton fans in Indonesia constitute a large audience.

## **Conclusion**

From various discussions above, it can be concluded that with the sponsorship conducted by Kapal Api, Kapal Api has become more recognized by badminton enthusiasts in Indonesia. This aligns with various previous research findings. The sports industry plays a crucial role in the economic development of a country, creating added value for both sponsors and events. Sponsorship strategies, as outlined in the research, have a positive impact on consumers, such as reducing the perception gap between the brand and consumers, increasing brand awareness, and enhancing brand image.

The results above also indicated that sponsorship can influence brand equity, which is an indicator of brand awareness and knowledge of products/features. In conclusion, sponsorship can affect brand equity and consumer brand awareness, leading to positive perceptions. To optimize the potential of sponsorship, companies should consider factors serving as barometers/indicators of product compatibility with celebrities. Furthermore, badminton athletes indirectly play the role of celebrity endorsers for Kapal Api. They are expected to use their positive influence to generate more curiosity among consumers, encouraging them to learn more about the products offered by Kapal Api. Additionally, the role of these celebrity endorsers is anticipated to further enhance the success of the sponsorship strategy employed by Kapal Api for PBSI. Further studies can provide clearer measurements of the influence of sponsorship and celebrity endorsers on brand awareness. Subsequent research is expected to add other variables, such as brand image, to provide new insights into brand awareness.

## **Author's Contribution**

All authors have contributed to the preparation of this final manuscript. Azizah was responsible for data collection, drafting the manuscript, creating illustrations, and developing key conceptual ideas. Andang provided excellent guidance and direction, as well as critically revising the article. All authors discussed the results and contributed to the final manuscript.

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## **Declaration of Competing Interest**

The researcher states that in conducting this research, there is no involvement with commercial or financial entities that could potentially lead to conflicts of interest.

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