

## **The Impact of Trade-Ins and Celebrity Endorser on Samsung Smartphone Purchase Decisions Mediation Variables of Altruism in Generation Z of University in Palembang City**

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### **Abstract**

*The aim of this study was to empirically prove and analyze the model of the impact of trade in, and celebrity endorser on Samsung smartphone purchasing decisions with the mediating variable of altruism in generation Z in Palembang City universities. The data used in this research was primary data with the research object being Generation Z who were born in 1997-2014 with a total sample of 400 respondents. The independent variables in this research are trade in and celebrity endorser, the dependent variable is purchasing decisions, and the mediating variable is altruism. Analysis in the research uses SEM with the help of the SmartPLS 3 application. The results show that directly the trade in and celebrity endorser variables have a positive effect on purchasing decisions. In testing using bootstrapping, the indirect impact of the overall trade in and celebrity endorser variables on smartphone purchasing decisions with the mediating variable of altruism has a positive effect. This has indicated that altruism indicators is able to mediate the relationship between trade in and celebrity endorsers on purchasing decisions.*

**Keywords:** *Trade in, Celebrity endorsers, Purchase decisions, Altruism.*

### **INTRODUCTION**

The trend in smartphone development in Indonesia is experiencing a decline. This can be seen in the first quarter of 2023, the Indonesian smartphone market fell 11.9% per year and 7.2% from quarter to quarter, with a total of 7.9 million units sold (IDC, 2023). This decline is due to a shift in customer preferences towards purchasing clothing, food and travel, rather than electronic devices amidst a challenging economic environment (Techloy, 2023).

Smartphone use spans generations, with each generation adopting the technology to varying degrees. Generation Z uses smartphones a lot in their usage patterns. In terms of experience, generation z is the first generation to grow up with digital technology, but as a child they did not have smartphones. Apart from that, also known as the centennial generation, were born with smartphones in their hands and rely on smartphones for almost everything. In terms of purchasing behavior, generation Z takes advantage of the existence of smartphones to get the goods or products or services they want. Overall, generation Z is more familiar with technology and uses it sustainably (Froehlich, 2022).

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Timothy & Prasastyo's (2020) research which focuses on the behavior of generation Z in the Indonesian smartphone industry shows that generation Z has the potential to become a significant market for smartphone manufacturers. Because generation Z is more likely to adopt new technology and features, which can make them change phones more often to stay up to date with the latest advances. So, it can be concluded that generation z can be a target for making sales for smartphone manufacturers.

Trade in can help businesses gain market share from competitors by providing incentives for customers to switch brands (Suhud et al., 2023). There are several studies on trade-in on purchasing decisions. Several studies have examined trade-in on purchasing decisions, namely research conducted by Agbi, Lawal, & Ajibola (2019), Supardin (2022), and Akbar, Ahmad, Asif, & Siddiqui (2020). The results obtained from this research are that trade-in impacts purchasing decisions. Trade-ins are considered effective in increasing sales and influencing customer behavior (Ravindran, 2019; F. Tang, Dai, Ma, & Choi, 2023). Meanwhile, research by S. Park & Mowen (2007) shows that trade-in has no effect on purchasing.

Several studies conducted by Shankar, Jebarajakirthy, & Ashaduzzaman (2020), Byun, Ma, Kim, & Kang (2021), and Fernandes, Panda, Venkatesh, Swar, & Shi (2022) explored online reviews of product sales by means of valuable. Overall positive reviews can build trust between customers and brands, while negative reviews can deter potential buyers (Chen et al., 2022). Customers pay more attention to negative comments, especially female customers (Chen et al., 2022). Wu et al., (2021) research found that online reviews have an impact on purchasing decisions. Likewise, several other studies show the same results. Celebrity endorsements can impact Generation Z's attitudes towards the endorsed brand and the celebrity, which in turn can impact their purchase intentions (Emelie & Nelly, 2022). Positive news about celebrity endorsers can cause a slight increase in liking for the endorser and brand, as well as their purchase intentions (Johnson et al., 2023). On the other hand, negative news about celebrity endorsers can significantly reduce Generation Z's liking for endorsers and brands, as well as their purchase intentions (Johnson et al., 2023).

Dealing with the research results of Nathaniel et al., (2020), Setyaningsih & Sugiyanto (2021), Salsabila & Hidayati (2021) and Ahmed, Seedani, Ahuja, & Paryani (2021), it was found that celebrity endorsers have an impact on purchasing decisions. Meanwhile, research by Sinta et.,al (2021), Ramadhani & Nadya (2020), Rahmatillah & Suryaningish (2023) and Asir et al., (2023) found that there was no significant impact of celebrity endorsers on purchasing decisions.

Brand trust plays a mediating role in the impact of trade-in on purchasing decisions. According to Suhud et al., (2023) trade-in can make advertising more trustworthy and increase consumer recognition of the brand name. Apart from that, it can also increase ad memorability, making customers remember the ad and the brand's relationship with the promotion. Customers may feel more sympathetic toward a brand if they perceive the trade-in promotion as valuable and trustworthy (Mendez, 2012). This trade-in can have a positive impact on company sales.

Research by Xue, Zhou, Zhang, & Majeed (2020) and You, Hu, Yang, & Cao (2022) shows that brand trust mediates the relationship between trade-in and purchasing decisions. Meanwhile, Celebrity Endorsers can make advertisements more trustworthy and increase customer recognition of the brand name (Min et al., 2019), increase the memorability of advertisements, make consumers remember advertisements and brand relationships with their favorite celebrities (Hess et al., 2022).

In this research, the latest research can be seen from the brand trust variable indicator, namely altruism. Frost, Stimpson, & Maughan (1978) and G. Wang (2008) examined altruism as an indicator in measuring brand trust. Other research that explains the role of altruism and its relationship with brands is research by Zhou, Wang, Zheng, & Liu,

(2023). The urgency to research and understand Generation Z purchasing behavior when launching new smartphone products lies in their unique characteristics, preferences and impacts in the market. Generation Z grew up with technology and the internet, so they are more connected and technologically literate than previous generations (Turner & Turner, 2018), besides this generation is very dependent on online platforms for product research and shopping (Fromm & Read, 2018). Blomberg's survey (2023) shows that generation Z customers prioritize quality and innovation in smartphone choices with camera quality being a critical purchase determinant for 50% of generation Z consumers.

This research adopts a special method to analyze the factors that impact the purchase of new Samsung smartphone among generation Z in Palembang City Universities. Therefore, this research aims to contribute to the literature on purchasing decision problems.

## **LITERATURE REVIEW**

### **Buying Decision**

Kotler & Keller (2012) added that, the purchasing decision process is a five-stage process that customers go through, starting from problem recognition, information search, evaluation of alternatives that can solve the problem, purchasing decisions, and post-purchase behavior, which begins long before the actual purchase carried out by customers and has a lasting impact after that. Salem's research (2018) uses three indicator measurements in purchasing decisions, namely visual packaging design, verbal packaging design and packaging benefits.

### **Trade in**

Zhu et al., (2008) explained that in trade-in companies offer special incentives to customers for a product by exchanging old products with the same brand or old products with a different brand. The incentives provided can be in the form of discounts or special prices. Wu (2019) said that price promotions can be used to measure trade-in on a product. In the context of pricing, research shows that customer preferences are impacted by different price presentations (Chakravarti et al., 2002; Xia & Monroe, 2004). In the context of trade-in, the dimensions that can be used to measure it are price deals with perceived price indicators (Ramos & Franco, 2005; Swani & Yoo, 2010).

### **Celebrity Endorser**

The use of advertising stars in television media is an appropriate alternative strategy for introducing products. Endorsers are often also referred to as sources. Belch & Belch (2009) in (Zu Qian ONG, 2015) explicitly defines an endorser as an advertising supporter. Public figures have strong character and attractiveness (Kotler and Keller, 2009).

Celebrity endorsers use artists as advertising stars in various media, from print media, social media, to television media (Lestari & Wahyono, 2021). Celebrities are used for their famous attributes including good looks, courage, talent, grace, strength, and physical attractiveness. According to Shimp in (Mubarok, 2016), the types of endorsers are divided into three, namely ordinary people, celebrities, experts. Celebrities are believed to be able to impact customers' buying interest in order to boost product sales. The use of celebrity endorsers who have millions of fans, brilliant careers, and increasing popularity will of course very easily create audience awareness of the endorsed brand (R. Ratika Zahra, 2018). In this research, celebrities are used to impact Generation Z's decision to buy Samsung smartphones. Ramadhani & Nadya (2020) describe several indicators in determining celebrity endorsers, namely trustworthiness, referring to the credibility and reliability of celebrities when promoting products. Expertise, refers to the extent to which a celebrity is considered a credible and knowledgeable source of information in their area

of expertise when promoting a product or service and attractiveness, refers to the celebrity's physical attractiveness or attractiveness when promoting a product or service.

## RESEARCH METHOD

In this research, researcher used primary data obtained from the results of questionnaire instruments to answer the problems in this research. The sampling technique used in this research was Proportionate Stratified Random Sampling. The respondents in this study were generation Z who bought Samsung smartphones at Palembang City Universities, totaling 400 respondents. The data results were processed using SEM with the SmartPLS application tool.

## RESEARCH AND RESULT

Table 1. Measurement properties of the reflective constructs

Measured Items	Factor Loading (>0.70)	Composite Reliability (> 0.70)	Average Variance Extracted (> 0.50)
X1.1	0.818	0.869	0.689
X1.2	0.830		
X1.3	0.842		
X2.1	0.804	0.928	0.618
X2.2	0.766		
X2.3	0.788		
X2.4	0.798		
X2.5	0.809		
X2.6	0.707		
X2.7	0.821		
X2.8	0.792		
Y1	0.807	0.935	0.614
Y2	0.778		
Y3	0.791		
Y4	0.769		
Y5	0.740		
Y6	0.829		
Y7	0.752		
Y8	0.721		
Y9	0.855	0.908	0.767
Z1	0.882		
Z2	0.878		
Z3	0.867		

Source: SmartPLS 3 data processing results (2023)

Factor loadings: Analyses have shown that, all measured items loadings are greater than 0.70 hence indicating the convergence validity of the measured items (Hair et al., 2010).

Composite reliability: All composite reliability (CR) values are greater than 0.70 thus indicating an acceptable range of reliability (Hair et al., 2010).

Average Variance Extracted (AVE): This study discovered that all average variance extracted (AVE) values are greater than 0.50, suggesting the convergence validity of the construct (Hair et al., 2010).

Direct Effect Test Results

Table 2. Results of Direct Effect Bootstrapping Calculations

	Original Sample	t statistics	p values	Conclusion	Result
Trade in → Purchase Decision	0.247	5.740	0.000	Accept	There is positive and significant impact
Celebrity Endorser → Purchase Decision	0.340	5.879	0.000	Accept	There is positive and significant impact
Trade in → altruism	0.209	4.012	0.000	Accept	There is positive and significant impact
Altruism → Purchase Decision	0.409	6.585	0.000	Accept	There is positive and significant impact
Celebrity Endorser → Altruism	0.649	15.950	0.000	Accept	There is positive and significant impact

Source: SmartPLS 3 data processing results (2023)

Based on the testing above, it is known that overall the hypothesis is accepted. By offering trade-ins, companies can help reduce barriers to purchasing new devices, such as the cost of upgrading or the difficulty of disposing of old devices (Buzzel D et al., 1990). Trade-ins can attract new customers who may be considering switching brands or upgrading their devices, and these promotions can provide additional incentives for potential customers to choose which product to purchase. Besides that, celebrity endorsements can influence Generation Z's attitudes towards the endorsed brand and the celebrity, which can influence their purchase intentions (Emelie & Nelly, 2022). Positive news about celebrity endorsers can cause a slight increase in liking for the endorser and brand, as well as their purchase intentions (Johnson et al., 2023).

Indirect Effect Test Results

Table 2 Bootstrapping Calculation Results of Indirect Effects

	Original Sample	t statistics	p values	Conclusion	Result
Trade in → altruism → Purchase Decision	0.085	3.116	0.002	Accept	There is positive and significant impact
Celebrity Endorser → altruism → Purchase Decision	0.266	6.706	0.000	Accept	There is positive and significant impact

Source: SmartPLS 3 data processing results (2023)

In testing using bootstrapping, the indirect impact of the overall trade in and celebrity endorser variables on smartphone purchasing decisions with the mediating variable of altruism has a positive effect. This proves that brand trust with altruism indicators is able to mediate the relationship between trade in and celebrity endorsers on purchasing decision.

## DISCUSSION

Regarding to the direct effect and indirect effect test results testing above, it is known that overall the results is accepted. In this research, the indicator of brand trust, namely altruism, can influence smartphone purchasing decisions in several ways, especially in ethical and social contexts. First, customers who care about environmental issues may choose smartphones with sustainable features, such as recycled materials or eco-friendly designs. Customers may be willing to pay more for such products because they want to contribute to reducing environmental impact. Second, some customers want to ensure their smartphone is manufactured to high ethical standards, including fair working conditions and adequately sourced materials. Brands that employ ethical production practices may be more attractive to customers who have altruistic values. Third, brands that support a particular social or charitable cause with the purchase of each smartphone may be more attractive to customers who care about that cause. A portion of smartphone sales can be allocated to charity, which can motivate customers to purchase the product. On the other hand, Celebrity Endorsers can make advertisements more trustworthy and increase customer recognition of the brand name (Min et al., 2019), increase the memorability of advertisements, make consumers remember advertisements and brand relationships with their favorite celebrities (Hess et al., 2022 ). Customers may feel more sympathetic towards a brand if celebrities promote the products they admire or know. Additionally, partnering with global celebrities allows companies to leverage their large fan base, enhancing their social position and market leader image. When customers trust a brand, they are more likely to make purchases and remain loyal to the brand (Edelman, 2019b).

## CONCLUSION

In accordance with the results of the research that has been conducted, there are several limitations in this research, including the use of samples that are not representative or too small which can affect the generalization of the research results. The quality of the data used in research can affect the validity of the results. This research has a contribution in identifying consumer preferences related to the trade-in value provided, including the type and condition of the smartphone received in exchange. explores the role of celebrities in shaping consumer preferences and whether there are differences in their effectiveness depending on the type of celebrity used. Provides smartphone manufacturers and marketers with insight into how they can design more effective marketing strategies, such as involving specific celebrities, improving trade-in programs. provides a deeper understanding of consumer behavior in choosing smartphones and can help companies develop better marketing strategies that are relevant to the market, especially generation Z.

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