

Advances in Business & Industrial Marketing Research

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Celebrity Endorsement on Buying Interest Through Consumer Trust

Ulva Nuraulya Rahma✉ Yendra Yendra² La Ode Marihi³

✉ Universitas Yapis Papua, Jayapura, Indonesia
^{1,3} Universitas Yapis Papua, Jayapura, Indonesia

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Corresponding author. Yendra Yendra
✉ yendra.sofyan@gmail.com

ABSTRACT	
Keywords: celebrity endorsement; purchase intention; consumer trust; structural equation modeling; beauty products. Conflict of Interest Statement: The author(s) declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest. Copyright © 2025 ABIM. All rights reserved.	Purpose: This study aims to assess the influence of celebrity endorsement on the purchase intention of Implora beauty products and analyze the mediating role of consumer trust. Research Design and Methodology: The research employs a quantitative explanatory design. Data were collected through questionnaires distributed to 109 respondents, students using Implora products at the Faculty of Economics and Business, Universitas Yapis Papua. The data analysis was performed using Structural Equation Modeling (SEM) with AMOS 24 software. Findings and Discussion: The findings indicate that celebrity endorsement does not have a significant direct effect on purchase intention but has a substantial indirect impact through consumer trust. Consumer trust strongly mediates between celebrity endorsement and purchase intention, supported by the significant results of the Sobel test. These findings imply that marketing strategies involving celebrities should emphasize building consumer trust and focusing on product quality and brand image. Implications: The study recommends further research on cultural contexts and different product types to gain deeper insights into celebrity endorsement, consumer trust, and purchase intention dynamics.

Introduction

Celebrity endorsement has become a pivotal element in modern marketing strategies. The popularity of celebrities can enhance the appeal of a product and strengthen the brand image in the eyes of consumers. In the beauty industry, the use of celebrities to promote products is increasing, given their significant role in shaping trends and consumer preferences. This research focuses on the beauty product brand Implora, which has gained considerable popularity in the Indonesian market. Implora leverages celebrities as brand ambassadors to influence consumer perceptions and purchase intentions. However, while celebrity endorsements often succeed in capturing consumer attention, the primary challenge for brands is ensuring the effectiveness of this strategy. A crucial factor to understand is how consumer trust in celebrity endorsers mediates their influence on purchase decisions. This trust depends on the celebrity's popularity and consumer perceptions of their credibility and integrity. In the context of this research, it is essential to explore the relationship between celebrity endorsement and consumer purchase intention, as well as how consumer trust mediates this relationship. Implora provides a relevant case study due to its rising popularity and effective use of celebrities in marketing campaigns. This study aims to offer in-depth insights into these dynamics and

provide practical and theoretical contributions to the marketing industry. By understanding the mechanisms underlying the influence of celebrities on purchase decisions, brands can design more effective endorsement strategies and build stronger consumer trust.

Numerous studies have explored the impact of celebrity endorsement on consumer behavior, particularly in the beauty industry. Zaman, (2024) and Chekima, (2019) found that trust and emotional attachment significantly influence purchase intention, with Chekima noting that the trustworthiness and attractiveness of the endorser are key factors. Sudradjat, (2020) and Febrian, (2021) further emphasized the importance of endorser credibility and brand trust in shaping consumer attitudes and purchase behavior. Khan, (2019) and Then, (2024) highlighted the role of perceived quality, brand loyalty, and brand trust as mediators in the relationship between celebrity endorsement and purchase intention. Lastly, Muda (2011) and Laulita, (2023) underscored the significant influence of celebrity endorser credibility and brand trust on consumer attitudes and purchase intention. This research aims to build a state-of-the-art statement in this field by identifying key findings from relevant previous studies and discussing the methodologies used. Zaman and Chekima employed quantitative approaches to measure the impact of emotional attachment and trust, while Sudradjat and Febrian used surveys to assess endorser credibility and brand trust. One of the primary limitations of these studies is their geographical and demographic focus, as most concentrate on specific markets and overlook demographic variations. Furthermore, although many studies have examined the influence of celebrity endorsement, few have specifically investigated beauty products and particular brands like Implora. Therefore, this research addresses the gap in the literature by focusing on the Implora brand and providing significant contributions to understanding consumer trust dynamics and the influence of celebrity endorsements in the context of the Indonesian beauty market.

The existing literature lacks in-depth research on the impact of celebrity endorsement on the intention to purchase beauty products in Indonesia. Most existing studies focus on global markets or different geographical regions, resulting in data not representative of the Indonesian market. Additionally, there is a significant gap in research exploring the mediating role of consumer trust in this context. This gap significantly affects our understanding of the underlying dynamics that make celebrity endorsement effective. This research aims to fill this gap by providing relevant empirical data for the Indonesian market, particularly in the beauty industry. By focusing on the Implora brand, this study offers new insights into how celebrity endorsement can influence consumer purchase intention and how consumer trust plays a mediating role in this process. Addressing the lack of empirical data is crucial for providing a more accurate and contextual understanding of consumer behavior in Indonesia. Moreover, this research contributes to the literature by exploring aspects that have not been widely studied, such as the specific impact of celebrities in the beauty product category and the dynamics of consumer trust, which may differ from other products or markets. Thus, the findings of this study will not only enrich the existing literature but also provide practical guidance for marketing practitioners in designing more effective and evidence-based endorsement strategies.

The primary objective of this research is to assess the influence of celebrity endorsement on the purchase intention of Implora beauty products and analyze the mediating role of consumer trust in this influence. Given the limitations of representative data in existing literature, this study aims to provide reliable and specific empirical evidence for the Indonesian market. This research seeks to achieve objective and reliable results by focusing on empirical data analysis, providing accurate insights into the dynamics between celebrity endorsement and consumer purchase intention. This research is initiated with two main questions: How does celebrity endorsement influence the purchase intention of Implora beauty products? And does consumer trust mediate this influence? These questions are formulated based on the gap analysis in previous research, which shows a lack of deep understanding of the mechanisms of celebrity endorsement influence in the Indonesian beauty market. The novelty of this research lies in providing new empirical evidence focusing on the Implora brand in the Indonesian market. While many previous studies have focused on global or other regional contexts, this research offers more contextual and relevant insights for local brands. Therefore, this study enriches the academic literature and provides significant practical contributions to the marketing strategies of beauty brands in Indonesia. The findings of this research are expected to help Implora and other industry players design more effective and evidence-based endorsement strategies and build

stronger consumer trust. This study is a foundation for future studies exploring the relationship between celebrity endorsement, consumer trust, and purchase intention in various other market contexts.

Literature Review

Celebrity Endorsement

In today's highly competitive market, companies require effective strategies to capture consumers' attention and drive their purchasing decisions. One such strategy that has gained prominence is celebrity endorsement. This approach leverages the popularity of well-known individuals, referred to as celebrities, to promote products or services. According to Shimp, (2003) celebrities are actors, entertainers, or athletes who are widely recognized for their achievements in fields unrelated to the products they endorse. Rantanen (2017) further defines celebrity endorsement as a form of advertising wherein a company utilizes a famous person to leverage their popularity in promoting a product or service. From these definitions, it can be concluded that celebrities are public figures known for their accomplishments in specific areas and acknowledged by society for their popularity, thereby making them effective in endorsing products or services. Celebrity endorsement serves several critical functions in advertising models that companies can utilize. Schfirman & Kamuk, (2010) identify three primary roles that celebrities can play in advertisements: testimonial, actor, and spokesperson. In the testimonial role, a celebrity personally uses a product and provides a testimonial about its quality and benefits, significantly influencing consumer perceptions and trust. As actors, celebrities promote a product or brand by portraying specific roles in media content. This creates a strong association between the product and the celebrity's character, enhancing brand recall and appeal. As spokespersons, celebrities act for a product or brand over time, and their consistent association with the brand helps build a strong brand image and foster consumer loyalty.

Selecting the right celebrity for endorsement is a critical decision that involves several factors. Song & Chaipoopiratanana, (2010) identify seven key factors that can guide this selection process: physical attractiveness, credibility, amiability, celebrity-product match, celebrity-audience match, expertise, and trustworthiness. Physical attractiveness involves the celebrity's appeal, which can attract consumer attention and enhance the product's attractiveness. Credibility encompasses the celebrity's reputation, popularity, public image, and consumer trust, making the message more persuasive. Amiability refers to a celebrity's ability to maintain a positive relationship with the public, enhancing endorsement effectiveness. A celebrity-product match ensures that the celebrity's image, values, and behavior align with the desired product image, making the endorsement believable and compelling. A celebrity-audience match ensures the celebrity resonates with the target audience, making the marketing campaign more successful. Expertise involves the celebrity's relevant knowledge or skills related to the endorsed product, making them more persuasive and influential. Trustworthiness, which includes the celebrity's honesty, integrity, and confidence, influences consumer decisions.

According to Shimp, (2003), several indicators determine the effectiveness of celebrity endorsement: trustworthiness, expertise, physical attractiveness, and similarity. Trustworthiness refers to the honesty and integrity of the celebrity, which generates consumer trust crucial for endorsement success. Expertise refers to the perceived knowledge of the celebrity in the product's domain, enhancing persuasiveness, particularly for technical or specialized products. Physical attractiveness is a celebrity's appeal, significantly impacting endorsement effectiveness by capturing consumer attention and creating a favorable product impression. Similarity refers to the perceived similarity between the celebrity and the audience, enhancing endorsement effectiveness by making it more relatable and persuasive to the target audience.

Consumer Purchase Intention

Purchase intention is a critical component of consumer behavior, reflecting the consumer's plan to buy a particular product or service. The perceived value of the product influences its market success. If the perceived benefits outweigh the sacrifices required to obtain it, the drive to purchase becomes stronger. Conversely, if the perceived benefits are less than the sacrifices, consumers are

likely to reject the purchase and consider alternative products. According to Suyono (2012), consumer purchase intention occurs when consumers form preferences among the products in their choice set and decide based on the alternative they favor most. This process involves various considerations and evaluations. Yamit, (2013) adds that purchase intention is the post-evaluation process where consumers compare their experiences with their expectations. Durianto, (2013) describes purchase intention as related to consumers' plans to buy a specific product and the number of units they need within a particular period. Kotler & Keller (2008) define purchase intention as a component of consumer behavior that involves tendencies to act before making an actual decision. The intention to purchase creates a motivation that remains recorded in the consumer's mind, becoming a vigorous activity when they need to fulfill their needs. This invention comprises a mental statement reflecting a consumer's plan to buy a specific product with a particular brand. This information is crucial for marketers to understand consumer purchase intentions and predict future consumer behavior.

Several aspects influence consumer purchase intention. Schiffman & Kanuk, (2007) outline these aspects: Consumers stimulated by a need will seek more information, either lightly reinforcing their attention or actively seeking information through reading, asking friends, or visiting stores. Through gathering information, consumers learn about competing brands and their features, evaluate these choices, and start to consider purchasing the product. After gathering information and evaluating competing brands, consumers seek specific benefits and conduct a cognitive-oriented evaluation process, which leads to an interest in trying the product. After being interested in trying, consumers will want to know more about the product, viewing it as a set of attributes with different abilities to meet their needs. Finally, consumers focus on attributes that provide the benefits they seek, forming a preference and decision to buy and own the product they favor.

Kotler, (2014) identifies several factors influencing purchase intention, including product quality, brand, packaging, price, product availability, and reference. Quality involves product attributes considered from the perspective of their physical benefits. Brand attributes provide non-material benefits, such as emotional satisfaction. Packaging serves as an attribute of the main product. Price involves the real and material sacrifices consumers make to obtain or own the product. Product availability concerns consumers' attitudes towards the product. Reference involves external influences that encourage consumers to choose a product, which can also serve as a promotional medium. Ferdinand, (2006) proposes that purchase intention can be defined through several indicators. Exploratory intention refers to a person's behavior in seeking information about a product they are interested in and finding information that supports the product's positive attributes. Transactional intention refers to the tendency of a person to buy a product, meaning consumers intend to purchase a specific product they desire. Referential intention describes a person's tendency to recommend a product to others, suggesting that a consumer who wants to buy it will recommend the product to close contacts. Preferential intention describes a person's behavior showing a primary preference for a particular product, which can only change if something happens to the preferred product.

Trust

Trust is fundamentally crucial when consumers and producers engage in transactions. It is based on mutual interests, where consumers seek the goods or services they need, while sellers aim to gain financial benefits from selling them. According to Sunarto, (2009) consumer trust encompasses all aspects of consumer knowledge and the conclusions consumers draw about objects, attributes, and benefits. Rifa'i (2019) states that building trust in others is not easy. Trust is formed through a series of behaviors between the one giving and the one being trusted. It emerges from the experiences of both parties who have previously collaborated in an activity or organization. These experiences create positive impressions for both parties, leading to mutual trust and commitment, preventing betrayal. Consumer trust can also be made through the honesty of producers or marketers in detailing the characteristics of the products or services being sold. Additionally, offering guarantees or warranties from the company or marketer, such as exchanging or replacing damaged goods and providing post-purchase services, also contributes to consumer trust.

Consumers trust a product's attributes, which shape the image associated with it. Mowen & Minor, (2012) explain that consumer trust consists of several types. Attribute-specific trust involves

understanding an object's specific attributes and linking these attributes to an object, such as a person, good, or service. This type of trust enables consumers to express their knowledge about an item's attribute variations. People look for products and services that will solve their problems and meet their needs, meaning they seek attributes that provide recognizable benefits. The relationship between attributes and benefits describes attribute benefit trust, the consumer's perception of how well a specific attribute delivers or offers certain benefits. The third type, object benefit trust, connects objects and their benefits, reflecting the consumer's perception of how well a product, person, or service delivers specific benefits.

Maharani, (2010) states four indicators of the trust variable: reliability, honesty, concern, and credibility. Reliability refers to the consistency of a series of measurements that assess the company's ability to conduct its business over time. Honesty involves how the company or marketer offers products or services that align with the information provided to consumers. Concern reflects how the company or marketer always serves its consumers well, addresses their complaints, and prioritizes consumer needs. Credibility is the quality or strength of the company or marketer in enhancing consumer trust. These indicators are essential for understanding and measuring consumer trust in a brand or company. Trust, therefore, is not only about the product or service itself but also about the overall consumer experience and the integrity of the company or marketer in delivering what is promised.

Research Design and Methodology

This study employs explanatory research with a quantitative approach. Explanatory research aims to explain the causal relationships between research variables through hypothesis testing. The primary goal of this research is to test the proposed hypotheses, thereby elucidating the relationships and effects of the variables involved. The quantitative research method is systematic, planned, and structured from the beginning to the research design. It extensively utilizes numbers in data collection, interpretation, and presentation, often accompanied by visuals such as charts, tables, and graphs. This study aims to understand the relationship between Celebrity Endorsement (X) as the independent variable, Purchase Intention (Y) as the dependent variable, and Consumer Trust (Z) as the mediating variable. The research design encompasses several stages, beginning with topic selection, problem formulation, and determination of variables and indicators. It includes questionnaire development, data collection and processing, testing for validity and reliability, and data analysis using Structural Equation Modeling (SEM) with AMOS software. The research was conducted at the Faculty of Economics and Business at Yapis Papua University over four months, from October to January 2023. The study population comprises 438 students who use Implora products at the Faculty of Economics and Business. A sample of 109 respondents was randomly selected. The research variables include the independent variable (celebrity endorsement), the dependent variable (purchase intention), and the mediating variable (consumer trust). The measurement scale used is an interval scale with Bipolar Adjective scaling. Data collection techniques involve distributing questionnaires to respondents, with primary data obtained directly from them and secondary data gathered from various relevant sources. Validity and reliability tests are conducted using SPSS software, and data analysis is performed with SEM to examine causal relationships between variables. The Sobel test is used to assess the significant role of the mediating variable. This approach aims to provide a deep understanding of the impact of celebrity endorsement on purchase intention through consumer trust.

Findings and Discussion

Findings

Table 1 presents validity and reliability tests for the research instruments used to measure the variables: Celebrity Endorsement (CE), Consumer Trust (CT), and Purchase Intention (PI). The table includes the calculated correlation coefficients (*r* values), critical values (*r* table), significance levels (Sig), and Cronbach's Alpha values for each item.

Table 1. Research Instrument Test Results

Variable	Item	r calculated	r table	Sig (2- tailed)	Note	Cronbach Alpha	Reliability Standard	Note
Celebrity Endorsement (CE)	Trustworthy	0.864	0.1882	0.000	Valid	0.882	0.70	Reliable
	Expertise	0.866	0.1882	0.000	Valid			
	Physical Attractiveness	0.859	0.1882	0.000	Valid			
	Similarity	0.854	0.1882	0.000	Valid			
Consumer Trust (CT)	Reliability	0.784	0.1882	0.000	Valid	0.857	0.70	Reliable
	Honesty	0.894	0.1882	0.000	Valid			
	Care	0.882	0.1882	0.000	Valid			
	Credibility	0.783	0.1882	0.000	Valid			
Purchase Intention (PI)	Exploratory Interest	0.863	0.1882	0.000	Valid	0.861	0.70	Reliable
	Transactional Interest	0.833	0.1882	0.000	Valid			
	Referential Interest	0.867	0.1882	0.000	Valid			
	Preferential Interest	0.803	0.1882	0.000	Valid			

Source: Processed Data Using SPSS 24 (2023)

The validity test results indicate that all items from the Celebrity Endorsement (CE), Consumer Trust (CT), and Purchase Intention (PI) have calculated *r* values greater than the *r* table value (0.1882) with a significance (Sig) of 0.000. This means all items in each variable are declared valid because they can measure what they are supposed to measure in this research. For the reliability test, the Celebrity Endorsement (CE) variable has a Cronbach's Alpha value of 0.882, Consumer Trust (CT) has 0.857, and Purchase Intention (PI) has 0.861. All these values exceed the established reliability standard of 0.70, indicating that all variables are reliable. This means the instruments used in this research are consistent and dependable for measuring the studied variables. These validity and reliability test results provide a strong foundation that the instruments used in this research are accurate and consistent. High confidence in the validity and reliability of the data allows us to proceed to the next stage of analysis with the assurance that the results obtained will reflect the relationships between the studied variables. Therefore, this research can provide deep and accurate insights into how celebrity endorsement influences purchase intention through consumer trust.

Normality Test and Mahalanobis Distance Results

Table 2 presents the results of the normality test and Mahalanobis distance analysis for the variables measured in the study. These results are essential to ensure that the data meet the assumptions required for reliable statistical analysis.

Table 2. Normality Test and Mahalanobis Distance Results

Variable	Skew	c.r.	Kurtosis	c.r.	Observation Number	Mahalanobis Distance	Critical Mahalanobis Distance
Preferential Interest	-0.098	-0.416	-0.294	-0.627	97	31.734	32.90949
Referential Interest	-0.420	-1.788	-0.127	-0.271	64	29.924	
Transactional Interest	-0.398	-1.698	-0.402	-0.857	95	29.475	
Exploratory Interest	-0.254	-1.081	-0.304	-0.648	-	-	
Credibility	0.187	0.797	-0.184	-0.391	-	-	
Care	-0.244	-1.041	-0.512	-1.092	41	0.899	
Honesty	-0.002	-0.007	-0.711	-1.515	45	0.899	
Reliability	-0.398	-1.698	0.187	0.398	48	0.899	
Similarity	-0.185	-0.789	-0.436	-0.929	-	-	
Physical Attractiveness	-0.124	-0.529	-0.452	-0.964	-	-	
Expertise	-0.234	-0.997	-0.050	-0.107	-	-	
Trustworthy	-0.267	-1.140	-0.473	-1.007	-	-	
Multivariate			42.547	12.117	-	-	

Source: Processed Data Using AMOS 24, 2023

The normality test results show that all variables have skewness and kurtosis values within acceptable ranges for the normality assumption. The skewness values range from -0.420 to 0.187, and the kurtosis values range from -0.711 to 0.187, with all c.r. (critical ratio) Values below the threshold are considered extreme. This indicates that the data distribution is close to normal, an essential prerequisite for further analysis. The Mahalanobis distance shows that most observations are within the acceptable range, with only a few approaching the critical value. Observation number 97 has a Mahalanobis distance of 31.734, which is still below the critical value of 32.90949 for a significance level of 0.001. This indicates that the data does not have significant outliers, making it suitable for

further analysis without major issues. Overall, these assumption tests provide confidence that the data used in this study meet the standard distribution assumption and do not have significant outliers. This allows the researcher to proceed with more in-depth statistical analysis using SEM, confident that the results will be valid and reliable.

Effect of Variables and Sobel Test Results

Table 3 presents the results of the effect of variables and the Sobel test for the variables measured in the study. These results provide insights into the influence of Celebrity Endorsement on Consumer Trust and Purchase Intention, as well as the mediating role of Consumer Trust. The analysis using AMOS 24 reveals several significant findings regarding the influence of the research variables. First, the validity and reliability tests show that all items of the variables Celebrity Endorsement, Consumer Trust, and Purchase Intention are valid and reliable, allowing further analysis with high confidence. The table above shows that the effect of Celebrity Endorsement on Consumer Trust is highly significant with an estimated value of 0.811 and a C.R. of 8.359. This indicates that celebrity endorsement significantly increases consumer trust. However, the direct effect of Celebrity Endorsement on Purchase Intention is insignificant, with an estimated value of 0.265 and a P-value of 0.441, indicating that consumer trust plays a crucial role as a mediator in this relationship. This is further supported by the significant effect of Consumer Trust on Purchase Intention, with an estimated value of 0.867 and a P-value of 0.030. In the analysis of direct and indirect effects, we see that the direct effect of Celebrity Endorsement on Purchase Intention is 0.255, while the indirect effect through Consumer Trust is 0.676. This shows that consumer trust strongly mediates between Celebrity Endorsement and Purchase Intention. The Sobel Test results further confirm the significance of the mediation effect with a Sobel Test Statistic of 2.11329356, a one-tailed probability of 0.01728782, and a two-tailed probability of 0.03457565. This means that the mediating effect of Consumer Trust in the relationship between Celebrity Endorsement and Purchase Intention is significant. These findings indicate that while Celebrity Endorsement does not significantly influence Purchase Intention, its indirect effect through Consumer Trust is strong and vital. This emphasizes the importance of building consumer trust in a marketing strategy involving celebrities to enhance purchase intention.

Table 3. Effect of Variables and Sobel Test Results

Variable	Estimate	S.E.	C.R.	P	Direct Effect	Indirect Effect	Sobel Test Parameter	Value
Consumer Trust <--- Celebrity Endorsement	0.811	0.097	8.359	***	0.942	0.000	A	0.881
Purchase Intention <--- Celebrity Endorsement	0.265	0.344	0.770	0.441	0.255	0.676	B	0.867
Purchase Intention <--- Consumer Trust	0.867	0.399	2.173	0.030	0.718	0.000	SE_A	0.097
							SE_B	0.399
Sobel Test Statistic								2.11329356
One-tailed Probability								0.01728782
Two-tailed Probability								0.03457565

Source: Processed Data Using AMOS 24, 2023

Discussion

Celebrity Endorsement on Buying Interest

This study reveals that Celebrity Endorsement does not significantly affect Purchase Intention. These findings challenge the long-held assumption in marketing theory that celebrities can boost consumer purchase intentions simply by being the face of a product. The theory underpinning this hypothesis is the Source Credibility Model (Hovland Janis & Kelley, 1953). This theory posits that source credibility, comprising expertise, trustworthiness, and attractiveness, plays a crucial role in the effectiveness of a message. In this context, celebrities are seen as highly credible sources who should enhance consumer purchase intentions. The idea is that when a celebrity endorses a product, their positive attributes transfer to the product, thereby increasing its appeal. However, the results of this study indicate that this transfer of attributes may not be as influential as previously thought. However, these findings contradict several previous studies that found a positive relationship between celebrity endorsement and purchase intention. For instance, research by Ku, (2019) and Tarigan, (2023) suggests

that celebrity endorsements can enhance purchase intentions, especially when the celebrities are deemed credible and can strengthen the brand image. Similarly, Pornpitakpan (2004) and Osei-Frimpong, (2019) found that perceived celebrities, who are attractive, trustworthy, and familiar, tend to be more effective in influencing purchase intentions. These studies suggest that a celebrity's perceived attractiveness and trustworthiness can enhance the endorsed product's perceived quality, thus leading to higher purchase intentions.

Studies by Jamil, (2014) and Khan (year not specified) indicate that celebrity attributes may not be as important as other factors, such as product quality, brand image, and brand loyalty. These studies emphasize that while celebrities can attract attention, more fundamental factors such as quality and brand image significantly impact purchasing decisions. Zahaf, (2017) even found that the celebrity factor alone does not substantially affect purchase intentions, while Gupta (2015) reported a low correlation between celebrity endorsements and purchase intentions. This suggests that consumers may be more discerning than previously assumed, evaluating the intrinsic qualities of a product rather than being swayed by celebrity associations alone. Further analysis indicates that these differing results may be due to several factors. First, cultural and geographical contexts can affect the effectiveness of celebrity endorsements. Studies in various countries show varying results depending on local consumer preferences and cultural contexts. For example, a highly influential celebrity in one region may not have the same impact in another due to cultural differences. Second, the type of product being endorsed also plays a crucial role. Utilitarian products may be less influenced by celebrity endorsements compared to hedonic products. Utilitarian products purchased for practical purposes may require more tangible proof of quality and functionality. In contrast, hedonic products, which are purchased for pleasure and enjoyment, may benefit more from the emotional appeal of a celebrity endorsement. Third, consumer involvement with the product can also impact the results. Products that require high-involvement purchasing decisions, such as high-value items, may be more influenced by quality and brand image factors rather than celebrity endorsements.

The implications of these findings are significant for marketing practitioners. They need to reconsider the strategy of using celebrities in their marketing campaigns. Relying solely on celebrities may not be sufficient to boost purchase intentions, especially if the product quality and brand image are not strong. Therefore, a more holistic approach that includes improving product quality, building a strong brand image, and maintaining consumer loyalty might be more effective. Marketers should focus on creating value for their customers through superior product quality and reliable brand performance. By doing so, they can build a loyal customer base that is less dependent on the influence of celebrity endorsements. For future research, several areas could be explored further. First, more in-depth studies on how cultural contexts influence the effectiveness of celebrity endorsements could provide better insights. Understanding cultural nuances can help marketers effectively tailor their strategies to different markets. Second, research comparing the effectiveness of celebrity endorsements between utilitarian and hedonic products could help understand the role of product type in this relationship. Such research could reveal how different product categories interact with celebrity endorsements. Third, longitudinal studies tracking changes in consumer purchase intentions over time could provide a more comprehensive picture of the long-term impact of celebrity endorsements. Longitudinal studies would help understand how the influence of celebrity endorsements evolves and whether their effect diminishes or strengthens over time. In conclusion, while celebrity endorsements have been a popular marketing tool, this study highlights the need for a more nuanced understanding of their effectiveness. Marketers must recognize that the influence of a celebrity endorsement is contingent on various factors, including cultural context, product type, and consumer involvement. Therefore, they should adopt a more comprehensive marketing strategy emphasizing product quality and brand image to drive purchase intentions and effectively build lasting consumer loyalty.

Celebrity Endorsement on Consumer Trust

This study reveals that the impact of celebrity endorsements on consumers' purchase intention, particularly in the beauty product industry, is significant. The hypothesis is grounded in the Source Credibility Model proposed by Hovland, Janis, & Kelley, (1953). This theory posits that source

credibility, comprising expertise, trustworthiness, and attractiveness, plays a crucial role in the effectiveness of a message. In this context, celebrities perceived as attractive, trustworthy, and highly credible are expected to enhance consumer purchase intentions. This is supported by research from (Lestari, 2022; Ingavale, 2016; Adi, 2017; 2018; Sudradjat, 2020; Wang; 2017; Chekima, 2019), which consistently find that the attractiveness of celebrity endorsers positively influences consumer trust and purchase intention in the beauty product industry. However, the effectiveness of endorsements also heavily relies on the match between the endorser's image and the advertised product. Kamins, (1990) highlighted that this match is essential for ensuring consumers will receive the message delivered by the celebrity. Implora Beauty Products' use of an attractive and credible celebrity will likely increase consumer trust in the product. Adi, (2017) and Chekima, (2019) further demonstrate that celebrities perceived as trustworthy and highly credible tend to be more effective in influencing purchasing decisions.

Not all studies align with these findings. Some research suggests other factors also significantly impact consumers' purchase intentions. Jamil (2014) and Khan (year not specified) emphasize that the attributes of the celebrity may not be as crucial as product quality, brand image, and brand loyalty. Zahaf, (2017) even found that the celebrity factor alone does not significantly impact purchase intentions, while Gupta (2015) reported a low correlation between celebrity endorsements and purchase intentions. These discrepancies might be due to differences in cultural and geographical contexts, the types of products being endorsed, and the level of consumer involvement with the products. Further analysis reveals that cultural and geographical contexts can influence the effectiveness of celebrity endorsements. Studies conducted in various countries show different results depending on local consumer preferences and cultural contexts. For example, a celebrity highly influential in one region may not have the same impact in another due to cultural differences. Additionally, the type of product being endorsed plays a crucial role. Utilitarian products, purchased for practical purposes, may be less influenced by celebrity endorsements compared to hedonic products, bought for pleasure and enjoyment. The level of consumer involvement with the product also impacts the results. Products requiring high-involvement purchasing decisions may be more influenced by quality and brand image factors rather than celebrity endorsements.

The implications of these findings are significant for marketing practitioners. They need to reconsider the strategy of using celebrities in their marketing campaigns. Relying solely on celebrities may not be sufficient to boost purchase intentions, especially if the product quality and brand image are not strong. Therefore, a more holistic approach that includes improving product quality, building a strong brand image, and maintaining consumer loyalty might be more effective. Marketers should focus on creating value for their customers through superior product quality and reliable brand performance. By doing so, they can build a loyal customer base that is less dependent on the influence of celebrity endorsements. For future research, several areas could be explored further. In-depth studies on how cultural contexts influence the effectiveness of celebrity endorsements could provide better insights. Research comparing the effectiveness of celebrity endorsements between utilitarian and hedonic products could help understand the role of product type in this relationship. Longitudinal studies tracking changes in consumer purchase intentions over time could provide a more comprehensive picture of the long-term impact of celebrity endorsements. While celebrity endorsements have been a popular marketing tool, this study highlights the need for a more nuanced understanding of their effectiveness. Marketers must recognize that the influence of a celebrity endorsement is contingent on various factors, including cultural context, product type, and consumer involvement. Therefore, they should adopt a more comprehensive marketing strategy emphasizing product quality and brand image to drive purchase intentions and effectively build lasting consumer loyalty.

Consumer Trust in Purchase Intention

This study reveals that consumer trust has a significant impact on purchase intention. This finding reinforces the hypothesis grounded in the Theory of Planned Behavior (Ajzen, 1991). According to this theory, the intention to perform a behavior, including purchasing, is influenced by three main factors: attitude towards the behavior, subjective norms, and perceived behavioral control. Consumer trust

plays a crucial role in forming a positive attitude towards purchasing behavior, which in turn increases purchase intention. The literature consistently supports this finding. For instance, Zhu (2009), Mohamed (2013), and Ha (2019) found that consumer trust significantly influences purchase intention in the context of online purchases. In the context of C2C social commerce, Zhao (2019) also demonstrated that consumer trust is essential for driving purchase intention. Additionally, in e-marketplaces, Hong (2011) found that trust reduces perceived risk and directly influences purchase intention. Hong (2013) further emphasized the role of trust as a mediator between perceived risk and purchase intention, showing that consumers who trust the platform or seller are more likely to purchase despite perceived risks. However, not all studies agree with this result. Some research suggests that other factors, such as product quality and price, may be more dominant in influencing purchase intention. For example, Lim (2012) found that in some contexts, product quality is more important than trust in influencing purchasing decisions. Moreover, Zhang (2014) noted that while trust is essential, it is not always the primary determinant of purchase intention, especially when consumers have direct experience with the product. Further analysis indicates that these differing results may be due to variations in the research context. For instance, trust becomes crucial in online purchases because consumers cannot see or touch the product directly. This increases reliance on trust to reduce perceived risk. In contrast, in the context of in-store purchases, where consumers can directly evaluate the product, factors such as quality and price might be more prominent.

The implications of these findings are significant for marketing practitioners. First, they must recognize the importance of building and maintaining consumer trust, especially online. Trust can be built through various means, including transparency of information, clear return policies, and responsive customer service. Second, trust directly influences purchase intention and serves as a mediator that reduces perceived risk. Therefore, marketing strategies should be designed to enhance consumer trust and manage and mitigate perceived risks. For future research, several areas could be further explored. First, more in-depth studies on how consumer trust develops in different cultural contexts could provide better insights. Second, research comparing the role of trust in online versus in-store purchases could help clarify these contextual differences. Third, longitudinal studies tracking changes in consumer trust and purchase intention over time could provide a more comprehensive picture of these dynamics.

Celebrity Endorsement on Buying Interest Mediated by Consumer Trust

This study reveals that consumer trust can mediate the effect of celebrity endorsement on purchase intention. These findings support the hypothesis grounded in the Source Credibility Theory and the Theory of Planned Behavior. The Source Credibility Theory, proposed by Hovland, Janis & Kelley, (1953) posits that credibility, trustworthiness, and attractiveness of the source play critical roles in the effectiveness of a message. In this context, celebrities with high credibility are expected to enhance consumer trust in the endorsed product, subsequently influencing purchase intention. Ajzen's (1991) Theory of Planned Behavior also asserts that the intention to perform a behavior, such as purchasing, is influenced by attitude towards behavior, subjective norms, and perceived behavioral control. Consumer trust functions to shape positive attitudes towards the product and reduce perceived risk, thereby increasing purchase intention.

A body of research consistently supports the mediating role of consumer trust in the relationship between celebrity endorsement and purchase intention. Firman, (2021) and Jaffari (2017) found that trust mediates the influence of celebrity endorsements on purchase intentions. Alawadhi, (2020) further indicated a direct correlation between brand image and purchase intention, suggesting that trust in the brand is a key factor. Osei-Frimpong, (2019) and Park, (2020) demonstrated that trustworthiness significantly affects the effectiveness of celebrity endorsements. However, Khan (year not specified) argued that while celebrity endorsements can influence purchase intention, product quality, brand image, and brand trust are more crucial factors. Tzoumaka (2016) found that trustworthiness significantly affects purchase intentions, but gender differences also play a role. Ertugan, (2019) discovered that while celebrity endorsements can stimulate purchase intention, the credibility and attractiveness of the celebrity may not be as effective in online advertising.

The differing results in these studies may be attributed to various contextual factors. For instance, in Firman's (2021) and Jaffari's (2017) research, cultural context and product type likely played a role in determining the effectiveness of celebrity endorsements. On the other hand, Khan (year not specified) emphasized the importance of product quality and brand image, which might be more relevant in contexts where consumers have direct access to evaluate the product. Tzoumaka (2016) added the dimension of gender differences, indicating that the effectiveness of celebrity endorsements might vary between men and women. The implications of these findings are significant for marketing practitioners. Firstly, they must recognize the importance of building consumer trust as a key element in celebrity endorsement strategies. Trust can be built through transparency of information, honest testimonials, and authentic consumer interactions. Secondly, product quality and brand image should be prioritized to support the trust built through celebrity endorsements. Without high-quality products and a positive brand image, the trust cultivated by celebrities might not be sufficient to enhance purchase intention significantly.

Several areas could be further explored for future research. In-depth studies on how consumer trust develops in different cultural contexts could provide better insights into the mediating role of trust. Comparative research on the effectiveness of celebrity endorsements across various product types could help understand the contextual factors influencing outcomes. Longitudinal studies tracking changes in consumer trust and purchase intention over time could offer a more comprehensive understanding of these dynamics. Additionally, research into the role of gender in the effectiveness of celebrity endorsements could provide valuable insights for marketing practitioners.

Conclusion

This study reveals that consumer trust significantly mediates the effect of celebrity endorsement on purchase intention. While celebrity endorsements do not directly impact purchase intention, their indirect effect through consumer trust is substantial. This indicates that building consumer trust is essential for the effectiveness of celebrity endorsement strategies. The findings support the hypothesis based on the Source Credibility Theory and the Theory of Planned Behavior, emphasizing the endorser's credibility, trustworthiness, and attractiveness in influencing consumer behavior.

The value of this research lies in its contribution to academic understanding and practical marketing strategies. It highlights that marketers cannot rely solely on celebrity popularity to drive purchase intentions. Instead, a comprehensive approach that builds consumer trust through transparency, honest testimonials, and authentic interactions is crucial. This study also underscores the importance of considering cultural context, product type, and consumer involvement when designing celebrity endorsement campaigns. These insights are valuable for developing more effective, evidence-based marketing strategies that enhance consumer trust and drive purchase intentions.

However, this study has several limitations. It focuses on the Indonesian market and the beauty product brand Implora, which may limit the generalizability of the findings to other markets and product categories. The reliance on quantitative methods and survey data may not fully capture the complexity of consumer trust and celebrity endorsement dynamics. Future research should explore these relationships in different cultural contexts, compare the effectiveness of endorsements across various product types, and use longitudinal studies to track changes in consumer trust and purchase intentions over time. Additionally, examining the role of gender in the effectiveness of celebrity endorsements could provide further valuable insights.

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