

# What Impacts Celebrity Endorsement Has On Purchase Decisions

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## Abstract

Prior studies have demonstrated the impact of celebrity endorsement on consumer buying behaviour. That being said, there is frequently little conversation about the process that links the two variables. The purpose of this study is to investigate brand love as a mediating factor between celebrity endorsements and purchasing decisions. The information was obtained by distributing questionnaires to 153 respondents who were familiar with the brand and understood homogeneous characters, using a purposeful sampling technique. Methods of data analysis with partial least squares (PLS). The findings demonstrated that Brand Love had a mediating role in the noteworthy impact of celebrity endorsements on buying decisions.

**Keywords:** Brand Love, Purchase Decisions, Celebrity Endorsement.

## Introduction

There are many different brands of skin care and cosmetic products available; consumers need to choose products with a decent composition to reduce skin damage. Using karadena products is one way to do this.

The use of artists as celebrity endorsers, as evidenced by the current practice, particularly in Bandung, where millennial men are known to provide one-fifth of the revenues from the sale of skin care products.

While it is thought that homogenic was a suitable choice for a celebrity endorsement, homogenic also delivers and reflects a healthy energy that is love-friendly, making it directly in line with the natural philosophy that the Karadena brand applies.

Furthermore, it is anticipated that homogenic will be able to demonstrate a distinct love brand from the prior love in both the local and foreign markets following its election as the new Celebrity Endorsement Karadenta (Abdullah, 2022).

In order to improve customer purchasing intentions or decisions, marketing tactics utilising celebrity endorsements are supposed to be able to transfer the celebrity's excellent and positive affection to the things they deliver. According to Abdullah et al. (2020), brand love influences purchasing intentions and decisions in a positive way by lowering perceived risk.

A celebrity is a member of the public who has attained a degree of notoriety via accomplishments that have made them well-known in the community and elevated them to the status of role model or example (Abdullah, 2020).

### Dimensions of Celebrity Endorsement

Yusuf (2022) identified various aspects of celebrity endorsement, including the following:

1. Attractiveness, which includes appeal to one's abilities, disposition, and physical appearance. Likeability, or the happiness a celebrity feels when interacting with the public, is a key factor in determining how appealing the brand or product the celebrity endorses is.
3. Expertise, which describes the information, experience, and abilities a celebrity have while endorsing something.

3. Trustworthiness is the most crucial factor in influencing consumers' inclination to purchase.

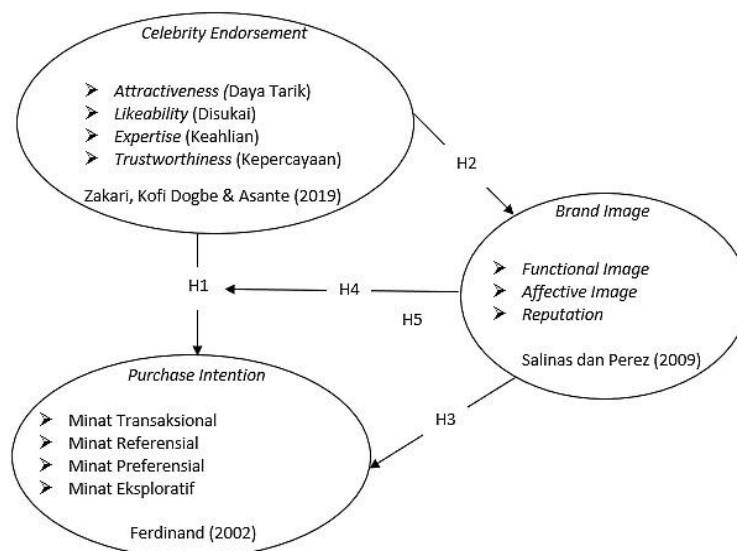
### Buying Choices

Purchase decisions are a crucial component of marketing, and different businesses have employed them as predictors of new and old products as well as the likelihood that customers will repurchase particular items (Abdullah, 2022). Additionally, if customers believe they need these goods or services, they may make a purchasing decision. In addition, if a product offers advantages that they will recognise and accept, they will acquire it (Abdullah, 2022).

### The connection between Celebrity Endorsement and Purchase Decisions was mediated by Brand Love.

According to Abdullah (2022), celebrity endorsements have a positive impact on consumers' brand loyalty. The more attractive, knowledgeable, and credible a celebrity is, the more likely they are to inspire brand loyalty and, indirectly, increase consumers' intent to buy or make purchases.

### Conceptual Framework



**Figure 1. Conceptual Framework**

H1: Celebrity endorsement has an influence on Purchase Decisions.

H2: Celebrity endorsement has an influence on Brand Love.

H3: Brand Love has an influence on Purchase Decisions.

## Methods

The population is defined as the entire area that contains subjects and items (people, things, etc.) that meet the researcher's criteria and can yield research data that is subsequently transferred to the pulan (Kushendar, 2022). population under study

This study will evaluate the relationship between several factors by using Structural Equation Modelling (SEM), a multivariate data analysis approach. Partial Least Square (PLS) is an alternate method that switches from the SEM-based SEM technique to a variant-based method (Kushendar, 2021). The SmartPLS software application programme will help with the calculating process.

## Results and Discussion

### Path Evaluation

Brand love is an intervening variable between celebrity endorsement and purchase decisions of 0.382, where the number is taken from the multiplication results between 0.550 and 0.538, according to the path coefficient analysis presented above. The relationship between celebrity endorsement and purchase decisions shows a direct correlation of 0.155, with a higher correlation when brand love is used as an intervening variable.

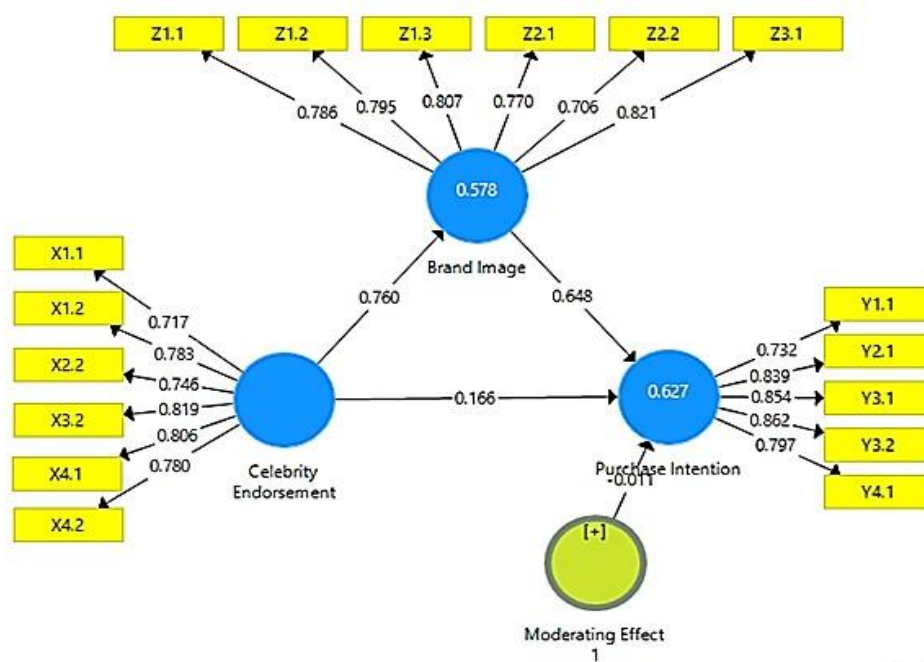


Figure 2. Path Analysis Results

### Celebrity Support Opposition to Purchasing Decisions

With the T-Static test findings  $> 1.85$ , or 2,058, this study indicates that the Celebrity Endorsement variable influences the Purchase Decisions variable. Therefore, H1 is accepted.

According to (Spry et al., 2011), celebrity endorsement is the most popular communication tactic. It is thought that using celebrity endorsement can help develop a brand, and advertisers also think that enlisting the support of a celebrity can influence the efficacy of iklansan and encourage consumers to make purchases.

### Celebrity Support Is Opposed to Brand Adulation

With the T-Static test findings  $> 1.85$ , or 15,802, this study indicates that the Celebrity Endorsement variable influences the brand love variable. Therefore, H2 is received.

According to research (Hakimi et al., 2011), marketers like to use celebrities who are aesthetically pleasing, trustworthy, and knowledgeable in order to adapt to the expected and desired brands. A physical star who is also seen to have the ability to foster brand love can also indirectly influence consumers' decisions to buy the brand.

### Brand Addiction Against Buying Choices

The T-Static test findings  $> 1.85$ , or 8,518 in this case, indicate that the brand love variable influences the Purchase Decisions variable, supporting the hypothesis that H3 is received.

According to Stefani (2013), consumers essentially select a brand based on a mirrored image or love because they are more likely to utilise and trust a product that they believe to be a good reflection of a loving relationship. Positive brand love will also have an effect on consumers; they will be devoted to the brand, believe in it, and be eager to seek out and purchase a specific product brand. Therefore, it follows that a brand needs to embody a positive love in order to sustain its existence.

### Conclusion

The factors in this study demonstrate a positive effect, according to the findings of the path coefficient analysis and the hypothesis test that was conducted. This demonstrates how brand adoration in conjunction with celebrity endorsement may have a direct impact on purchasing decisions. Furthermore, brand loyalty can be employed as a mediating factor to shape the impact of celebrity endorsements on consumer preferences regarding skin care goods in Karadena.

Drawing from the aforementioned conclusions, the recommendations that can be made, i.e., to enhance the uniform endorsement process by succinctly outlining the features and advantages offered, awarding points to customers who recycle empty product packaging, and emphasising the need of doing the karaden oppose products and offer alternatives, such as packing in travel-friendly sizes, all the while keeping the customer in mind.

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