

The Impact of Celebrity Endorsement on Young Female Consumers' Purchase Intention: The Mediating Effects of Customer Attitude (A study in Indonesia Beauty Industry)

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ABSTRACT

This research explores the relationship between celebrity endorsement and purchase intention among young female consumers in Indonesia's beauty industry, emphasizing the mediating role of customer attitudes. In this digital era, the findings reveal that celebrity endorsements positively impact purchase intentions. Specifically, the visibility, credibility, and attractiveness of celebrities, leading to increased purchase intentions. Moreover, customer attitudes serve as a crucial mediator between celebrity endorsement and purchase intention. The study employs a quantitative approach, utilizing a structured questionnaire distributed to sample of young female consumers respondents. This study contributes to the understanding of marketing strategies in the beauty industry, suggesting that brands should carefully select celebrity endorsers who resonate with their target audience to maximize effectiveness.

INTRODUCTION

Through big data with more than 6 million SOCO members owned by Sociolla and processed directly by a reliable research team as a report that reflects the true condition of the Indonesian beauty industry which continues to grow more resilient. Data presented by SOCO shows that of the 6 million Sociolla users, 54% are Gen Z, while 41% are Millennials, and 4% are Gen X. This shows that Gen Z women dominate the beauty product market. This Beauty Consumer Behavior and Trend Report highlights the increasing literacy of beauty product enthusiasm where as many as 77% of them prefer to read reviews or reviews before deciding to buy. With the development of technology in the digital age, beauty trends are shifting rapidly. In the rapidly evolving landscape of marketing, celebrity endorsement has emerged as a powerful tool for brands, particularly in the beauty industry.

A recent report by *impact.com* (2024) in conjunction with Cube Asia revealed that Mega influencers, celebrities and macro influencers proved to be highly influential, with 70%, 69% and 62% of respondents recognizing that they play a significant role in influencing purchasing decisions. Unlike the average in Southeast Asia, the influence of influencer recommendations is stronger in Indonesia, where 88% of consumers purchase products based on influencer recommendations. Influencers have the most impact on purchases of beauty (64%) and fashion (70%), confirming their important role in these two categories.

Chinomona et al. in Macheke Therea et al. (2023) explains that purchase intention is the level of buyer tendency to buy an item, and the stronger the purchase intention, the greater the level of intensity. According to Dalziel and De Klerk (2021) The use of celebrity influencers as an effective marketing approach to influence customer attitudes towards cosmetic products that the better the attitude, the higher the purchase intention. Despite the widespread use of celebrity endorsements, there remains a gap in understanding how these endorsements specifically affect young female consumers' purchase intentions within the Indonesian beauty sector. While previous studies have established a link between celebrity endorsement and consumer behavior, the mediating role of customer attitudes has not been thoroughly examined in this context.

This research aims to fill this gap by investigating how customer attitudes mediate the relationship between celebrity endorsements and purchase intentions among young female consumers. By exploring these dynamics, the study seeks to provide actionable insights for brands looking to enhance their marketing strategies through effective celebrity partnerships. Understanding how customer attitudes influence purchasing decisions will enable marketers to tailor their approaches to resonate more deeply with their target audience, ultimately driving sales and fostering brand loyalty in an increasingly competitive market.

Furthermore, as consumer preferences continue to evolve alongside technological advancements, brands must remain agile and responsive to these changes. Engaging with consumers through interactive content and authentic storytelling will be essential for building lasting relationships that encourage repeat purchases. By leveraging data-driven insights and staying aligned to

emerging trends within the beauty industry, brands can effectively navigate this dynamic landscape and capitalize on the growing influence of celebrity endorsements among young female consumers in Indonesia.

LITERATURE REVIEW

Celebrity Endorsement

Hani et al. in Oteh et al. (2021) stated that celebrities are associated with unique traits, fame, and attractiveness. Celebrities are often selected for endorsements due to their appealing attributes, such as physical attractiveness, talent, elegance, and strength, which align with the image that brands wish to project. Shimp in Amitay et al. (2020) defined celebrity endorsement as the practice of utilizing well-known figures, such as actors, entertainers, or athletes, as advertising stars across various media platforms, including print media, social media, and television. By featuring celebrities in advertisements, brands aim to forge a positive connection between the celebrity's image and the products they promote. This strategy is particularly impactful in the context of beauty industry, where celebrity endorsements can significantly enhance purchase intentions. Research indicates that celebrity endorsement not only boosts brand visibility but also influences consumer attitudes, which are critical mediators in the decision-making process. Moreover, the effectiveness of celebrity endorsements is amplified by social media platforms where young consumers frequently engage with content.

Royan in Amitay et al. (2020) emphasized that the incorporation of celebrities in marketing efforts should be assessed using the VisCAP model, which focuses on presenter effects in advertising. Royan described the VisCAP model as comprising three key elements, which are as follows:

1. **Visibility:** Visibility refers to the degree of a celebrity's popularity. This popularity can be gauged by the size of their fan base (Popularity) and the frequency of their public appearances (Appearance). Additionally, a celebrity's self-image serves as another important indicator of their visibility.
2. **Credibility:** Credibility encompasses two main aspects: expertise and objectivity. Expertise is about the celebrity's knowledge regarding the product being advertised, whereas objectivity relates to their capacity to instill confidence in consumers about the product. Celebrities who possess a trustworthy credibility effectively represent the brand being promoted, ensuring that the advertised product aligns with the audience's desired perceptions. Credibility is characterized by the following attributes:
 - a. Expertise refers to the level of knowledge or skill that celebrities possess in their respective fields.
 - b. Objectivity pertains to how customers perceive the reputation of the celebrity, influencing their trust in the endorsement.
 - c. Trustworthiness involves the presenter's willingness to provide honest statements. Celebrities who are perceived as sincere in sharing their opinions become essential.
3. **Attraction:** Attraction means that how well messages are received depends on how appealing the endorsers are. Celebrities can successfully

change people's opinions and behaviors by creating a desire for what they represent, making consumers more likely to pay attention to their messages. The attractiveness of a brand ambassador includes the following qualities:

- a. Physical Likeability, how the audience perceives the physical appearance of the celebrities who are seen as attractive. Likeability involves the ability of an appealing person to influence others and encourage them to follow their suggestions. Generally, audiences are interested to celebrities who have physical attributes considered attractive, such as a beautiful or handsome face and an ideal body shape, among other qualities
- b. Non-Physical Likeability, how the audience perceives qualities beyond physical appearance, focusing on the personalities of the celebrities. Typically, audiences are more inclined to favor celebrities who are friendly, humorous, and natural.
- c. The similarity, the audience's perception of the commonalities they share with the celebrities, which can include factors such as age, hobbies, activities, and the challenges they face as shown in the marketing.
- d. Power, the charisma that a celebrity possesses, enabling them to influence consumers' decisions. This charisma can persuade individuals to purchase or use a brand that is endorsed by the celebrity or influencer.

Customer Attitude

Customer attitude is a critical factor influencing consumer behavior and decision-making processes. It encompasses the evaluations, feelings, and tendencies that consumers develop towards a brand, product, or service. Positive customer attitudes are crucial as they lead to increased brand loyalty, higher purchase intentions, and favorable word-of-mouth communication (Dewi, 2021). Understanding customer attitudes allows marketers to tailor their strategies effectively to enhance consumer engagement. Schiffman and Kanuk in Amitay et al. (2020) stated that individual's lifestyle is significantly influenced by their attitudes, which comprise three key elements: cognitive (knowledge), affective (feelings), and behavioral (response tendencies). The formation of attitudes through these three components can be explained as follows:

1. Cognitive: This aspect involves the knowledge and perceptions acquired from a combination of direct experiences and information related to the attitude object.
2. Affective: This component reflects an individual's emotional responses or feelings towards products or brands. These emotions can range from pleasure to displeasure and encompass various anticipated emotional states, such as happiness, sadness, shame, anger, or surprise. The enhancement of these emotional experiences can impact what individuals think and how they behave.
3. Behavioral: This element pertains to the likelihood or tendency of individuals to engage in specific actions or exhibit certain behaviors based on their attitudes.

Purchase Intention

Purchase intention is a critical concept in consumer behavior research, reflecting the likelihood that a consumer will buy a product or service. Purchase intention can be defined as the readiness or willingness of consumers to engage in buying behavior after evaluating various choices available to them (Moshlehpour et al., 2021). Whereas according to Saidani in Amitay et al. (2020) purchase intention is a situation when customers tend to purchase certain products under certain conditions. Purchase intention can be identified through the following indicators:

1. Transactional Intention: This refers to an individual's tendency to buy products. It reflects the likelihood that a consumer will make a purchase based on their current interest and readiness to engage in a transaction.
2. Referential Intention: This indicates a person's tendency to recommend products to others. It encompasses the willingness to share positive experiences or suggest products to friends and family, thereby influencing their purchasing decisions.
3. Preferential Intention: This describes the behavior of individuals who have a strong preference for a particular product. Such preferences are typically stable but can change if significant factors affect the favored product.
4. Explorative Intention: This reflects an individual's behavior of actively seeking information about a product. Consumers with explorative intention look for data that supports the positive attributes of the product, enhancing their understanding and confidence in their purchasing decisions.

Research Framework

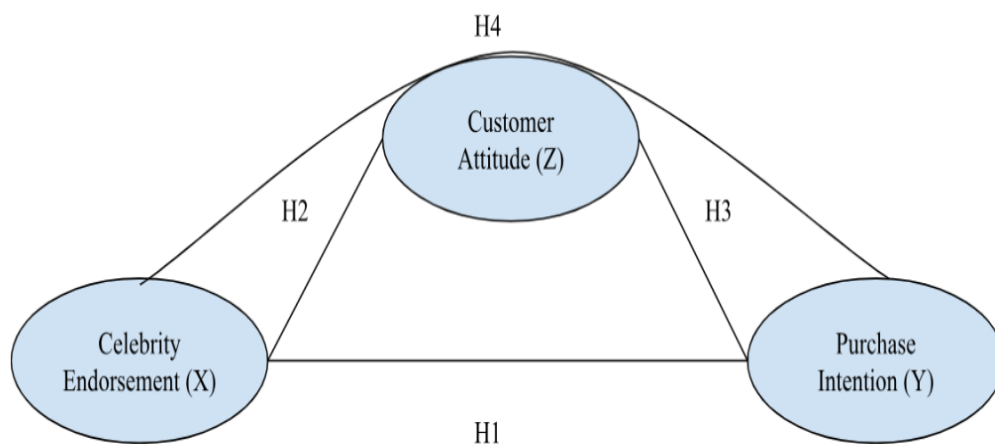


Figure 1. Conceptual Framework

Based on the research framework, this research proposes several hypotheses related to “The Impact of Celebrity Endorsement on Young Female

Consumers' Purchase Intention: The Mediating Effects of Customer Attitude (A study in Indonesia Beauty Industry)"

H1: There is an Effect of Celebgram Endorsement on Purchase Intention

H2: There is an Effect of Celebgram Endorsement on Customer Attitude

H3: There is an Effect of Customer Attitude on Purchase Intention

H4: There is an Effect of Customer Attitude, which mediates the Celebgram Endorsement on Purchase Intention.

METHODOLOGY

This research employs a quantitative research approach to analyze the impact of celebrity endorsement on purchase intention among young female consumers in the Indonesian beauty industry. Data is collected using an online questionnaire distributed through social media platforms and email. The target population for this study consists of young female consumers who are active users of skincare products and followers of celebrity endorsers in Indonesia. A purposive sampling technique is employed to select participants who meet specific criteria, such as being an Indonesian, female, aged 17-27 years, and having experience with skincare products endorsed by celebrities. The questionnaire includes structured items designed to measure variables related to celebrity endorsement, customer attitude, and purchase intention. The data analysis used in this research is Structural Equation Modeling (SEM) with Partial Least Squares (PLS) to evaluate the relationships between the constructs. This method allows for the assessment of complex variable interactions and testing of the mediating effects of customer attitude on the relationship between celebrity endorsement and purchase intention. Additionally, the study ensures reliability and validity through pre-testing the questionnaire with a small group of respondents before full deployment. Statistical software such as SmartPLS is utilized for data analysis, enabling comprehensive insights into how celebrity endorsements impact consumer behavior within the context of the beauty industry in Indonesia.

RESEARCH RESULT

The results of this study indicate that celebrity endorsement significantly influences young female consumers' purchase intentions. This finding aligns with previous research that suggests celebrities serve as powerful influencers in shaping consumer perceptions and behaviors (Zhu et al., 2020). The credibility of celebgrams plays a crucial role in this process. Respondents reported feeling more inclined to trust products endorsed by celebs they admire, which enhances their overall attitude toward those products. As noted in the findings, factors such as trustworthiness, expertise, and honesty in reviews significantly contribute to how customers perceive the endorsed products. This suggests that brands should carefully select celebs who resonate with their target audience to maximize positive customer attitudes.

The study further reveals that customer attitude serves as a mediator between celebgram endorsement and purchase intention. This finding is consistent with existing literature that emphasizes the importance of consumer attitudes in shaping buying behavior (Nguyen & Nguyen, 2017). A positive

attitude toward a product or brand often translates into a higher likelihood of purchase. Respondents indicated that their favorable attitudes, shaped by celebgram endorsements, directly influenced their intentions to buy endorsed products.

The analysis revealed that customer attitude mediates the relationship between celebrity endorsement and purchase intention. This finding underscores the complexity of consumer behavior, suggesting that while celebrity endorsements can attract attention, it is ultimately the consumer's attitude towards the product that influences their purchasing decision. This result suggests that brands should not only rely on celebrity endorsements but also ensure that they provide accurate information about their products to foster positive consumer attitudes. Moreover, the mediating role of customer attitude highlights the importance of maintaining transparency and authenticity in marketing communications. As consumers become more discerning about endorsements, brands must provide accurate information about their products to cultivate trust and positive attitudes. By doing so, they can create a more robust connection between celebrity endorsements and purchase intentions. Customer attitude serves as a critical mediator in understanding how celebrity endorsements influence purchase intentions. Brands should leverage this insight by fostering positive consumer attitudes through careful selection of endorsers, authentic engagement strategies, and transparent communication practices. This approach will not only enhance the effectiveness of celebrity endorsements but also strengthen overall brand loyalty among young female consumers in Indonesia's competitive beauty market.

In addition to these findings, the study identified specific attributes such as visibility, credibility, and attraction of celebrity endorsers that enhance consumer trust and engagement. Respondents noted that celebrities who actively engage with their audience on social media and share personal experiences related to the products tend to create stronger emotional connections. This emotional engagement can significantly amplify purchase intentions, as consumers feel more aligned with the endorsers' lifestyles and values. The research underscores the importance of cultural relevance in celebrity endorsements. In a diverse market like Indonesia, understanding local values and cultural nuances is essential for crafting effective marketing messages. Brands should consider collaborating with local celebrities who resonate more deeply with specific demographic segments, as this can enhance relatability and emotional connection among consumers. Therefore, brands should consider integrating authentic storytelling and interactive content into their marketing strategies to further strengthen the impact of celebrity endorsements on young female consumers' purchase intentions.

Moreover, the findings suggest that brands should monitor social media trends and consumer feedback closely to adapt their endorsement strategies effectively. As consumer preferences evolve rapidly in the digital age, staying attuned to shifts in audience sentiment can help brands maintain relevance and appeal. Engaging in two-way communication with consumers can also enhance brand loyalty and improve overall customer satisfaction. By fostering a

community around their products and involving consumers in conversations, brands can create a more personalized experience that encourages repeat purchases. Brands need to focus on long-term relationships with celebrity endorsers rather than one-off campaigns. Establishing ongoing partnerships can enhance authenticity and trustworthiness in endorsements, ultimately leading to sustained consumer engagement. Brands should also explore collaborations with micro-influencers who may have smaller followings but often boast higher engagement rates and stronger connections with niche audiences.

DISCUSSION

The analysis of the relationships between celebrity endorsement, customer attitude, and purchase intention among young female consumers in Indonesia's beauty sector reveals several critical insights. The results of previous studies indicate that celebrity endorsement significantly influences young female consumers' purchase intentions. This finding is consistent with existing literature that highlights the substantial positive impact of celebrity endorsements on customer attitudes. Research has shown that a favorable customer attitude is crucial in shaping purchase intentions, as it directly correlates with the likelihood of making a purchase.

Moreover, the complexity of consumer behavior is underscored by these findings, suggesting that while celebrity endorsements can effectively attract attention, it is ultimately the consumer's attitude towards the product that drives their purchasing decisions. This indicates that favorable attitudes, shaped by celebrity endorsements, directly influence intentions to buy endorsed products. The current study expands on this understanding by emphasizing the need for brands to consider not only the appeal of celebrity endorsers but also how these endorsements resonate with consumer values and preferences.

In addition to these established relationships, the research highlights the importance of authenticity and relatability in celebrity endorsements. Young female consumers are increasingly drawn to celebrities who they perceive as genuine and relatable. This trend suggests that brands should prioritize partnerships with endorsers who authentically represent their products and align with their target audience's lifestyle.

Overall, this literature review underscores the vital role of customer attitudes in mediating the effects of celebrity endorsement on purchase intentions among young female consumers in Indonesia's beauty industry. By leveraging these insights, brands can develop more effective marketing strategies that resonate with their audience and ultimately enhance their market presence in a competitive landscape. Future research should continue to explore these dynamics, particularly focusing on how different cultural contexts may influence consumer responses to celebrity endorsements and how evolving digital platforms shape these interactions.

CONCLUSIONS AND RECOMMENDATIONS

From the results of this study, it can be concluded that celebrity endorsement significantly impacts young female consumers' purchase intentions in the Indonesian beauty industry, with customer attitude serving as a crucial

mediating factor. The findings indicate that when celebrities endorse beauty products, they enhance consumers' attitudes towards those products, which in turn increases their likelihood of making a purchase. A positive customer attitude, shaped by the credibility and appeal of the celebrity endorser, plays a vital role in influencing purchase intentions. Consumers are more inclined to trust and feel positively about products endorsed by celebrities they admire, leading to higher purchase intentions.

In light of these findings, it is recommended that brands in the Indonesian beauty industry strategically select celebrity endorsers who not only possess popularity but also embody values and characteristics that align with their target audience. This alignment is crucial for fostering positive customer attitudes, which directly influence purchase intentions. Brands should also focus on creating authentic marketing campaigns that highlight the genuine use of endorsed products by celebrities, thereby enhancing credibility and relatability.

Additionally, brands should invest in understanding their consumer base through data analytics and feedback mechanisms. By leveraging insights from brands platforms, brands can better develop their marketing strategies to meet the preferences and expectations of young female consumers. Engaging with consumers on social media and encouraging user-generated content can further strengthen brand loyalty and drive repeat purchases. Moreover, ongoing training and development for marketing teams on the latest trends in influencer marketing will ensure that brands remain competitive in a rapidly evolving landscape. As technology continues to shape consumer behavior, adapting to these changes will be essential for sustaining growth in the beauty sector.

Finally, future research should explore the long-term effects of celebrity endorsements on brand loyalty and consumer behavior across different demographic groups. Investigating how cultural factors influence the effectiveness of endorsements could provide deeper insights into optimizing marketing strategies within Indonesia's diverse beauty market. By addressing these areas, brands can enhance their understanding of consumer dynamics and refine their approaches to maximize impact in an increasingly competitive environment.

ADVANCED RESEARCH

While this study provides valuable insights into the impact of celebrity endorsements on customer attitudes and purchase intentions, it has limitations. The research was conducted within a specific demographic group (young female consumers in Indonesia), which may limit generalizability to other demographics or regions. Future research could explore similar relationships across different age groups, genders, or cultural contexts. Moreover, expanding the scope of research to include diverse cultural contexts will enhance the generalizability of findings. By comparing the impact of celebrity endorsements across different regions and demographics, researchers can identify unique patterns and preferences that inform customized marketing strategies. Such comprehensive investigations will ultimately contribute to a deeper understanding of the complex dynamics between celebrity endorsements, consumer attitudes, and

purchase intentions in an increasingly globalized marketplace. Additionally, longitudinal studies could provide deeper insights into how consumer attitudes evolve over time in response to changing trends in celebrity endorsements or market dynamics. Investigating other factors such as social media engagement metrics or peer influence could also enrich understanding of purchase intention dynamics.

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