

THE EFFECT OF CELEBRITY ENDORSEMENT ON REPURCHASE INTENTION WITH BRAND ATTITUDE, BRAND CREDIBILITY, AND BRAND IMAGE AS INTERVENING VARIABLES ON PRODUCT SOMETHINC

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Abstract

By taking into account the function of brand attitude, brand credibility, and brand image as intervening variables, this study seeks to assess the impact of celebrity endorsement on repurchase intention of SOMETHINC products. A common marketing tactic for influencing consumer views and behavior toward specific products is celebrity endorsement. This study employs a survey methodology, collecting information from participants using questionnaires that are given to those who are familiar with SOMETHINC goods and have interacted with relevant celebrity endorsements. Utilizing statistical analysis techniques like multiple linear regression and path analysis, hypotheses are tested. The findings demonstrated that brand attitude, brand credibility, and brand image are significantly influenced by celebrity endorsement. In this situation, brand attitude has been shown to mediate between celebrity endorsement and intention to repurchase. A similar association between celebrity endorsement and repurchase intention is mediated by brand credibility and brand image. These results demonstrate that celebrity endorsements can positively affect consumers' perceptions of SOMETHINC products by enhancing brand attitude, brand credibility, and brand image. These factors in turn influence consumers' desire to repurchase the product. In order to maximize the efficacy of this marketing strategy, businesses should carefully evaluate the choice and management of celebrity endorsements as well as the development of positive brand attitudes, brand credibility, and brand image.

Keywords: *Celebrity Endorsement, Repurchase Intention, Brand Attitude, Brand Credibility, Brand Image*

1. INTRODUCTION

Over time, market competition has become much tighter in highlighting brand differences with similar products being very important (Sannya, et al., 2020). The use of information technology in the scope of marketing is considered a trend setter nowadays, it is very easy to influence the world of marketing a product. Technological developments make it very easy for business people, both small and large scale, to market products. This makes business people demanded to be able to attract and retain consumers (Priono &

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Prohimi, 2021), where this potential provides opportunities for companies in marketing their products. One of the strategies that is widely loved by business people today in order to win the market and attract consumer attention is through advertising strategies.

The beauty industry is a scope of business that has great opportunities, which according to data from Common Thread, the amount of demand is increasing globally from year to year. According to Common Thread, in 2020 globally has a sales value of \$ 483 billion. The increase also occurred in 2021 where sales reached \$ 511 billion and will continue to increase every year where predictions in 2025 will be \$ 784 billion. This is in line with the data statement from Euromonitor, which shows the value of global sales in 2019 was US\$ 131 billion. The industry will continue to be the largest category, growing by approximately US\$20.1 billion during 2014 - 2019 (Euromonitor, 2021).

Something is a local cosmetic and beauty product founded by an entrepreneur named Irene Ursula. Something was established in 2019, with a vision and mission to build Something as a start-up beauty brand that can go global, so that foreign consumers can get the best skincare products in its class. Something provides products that are easily accessible at relatively affordable prices. Something also created an official reseller program to make its products more easily available and accessible to many people. When the brand first started marketing its products, the internet was their main weapon. Later, Something also collaborated with several well-known local and foreign celebrities, beauty vloggers, and beauty doctors who they believe can increase their product engagement. Something also often conducts various events both online and offline with the aim that the public can be educated on the benefits of using this product. And on the other hand, this event can also expand Something's reach in capturing resellers to market their products.

How customers react to celebrity endorsements is a key factor in determining its efficacy. Therefore, the purpose of this study is to examine how celebrity endorsement affects consumer propensity to repurchase SOMETHINC goods. Repurchase intent is seen as a crucial indicator of future purchasing behavior and is used to determine how successful a product or brand will be over the long run. However, there is a correlation between celebrity endorsement and intention to make another buy.

The theoretical underpinnings of this study include the idea of intervening variables, which are anticipated to help explain how celebrity endorsement influences repurchase intention. Brand credibility, brand image, and brand attitude are the three supplementary factors. Consumer perceptions of the brand's image and reputation in the eyes of the general public are included under the headings of brand attitude, brand credibility, and brand image. Brand attitude refers to consumer attitudes or feelings toward the brand.

It is anticipated that this study will provide empirical data about the impact of celebrity endorsement on repurchase intention as well as the crucial role of brand attitude, brand legitimacy, and brand image as mediating factors. To achieve long-term objectives in

influencing consumer behavior, marketing professionals can use the findings to optimize celebrity endorsement techniques and create a good brand image.

2. RESEARCH METHOD

This study employs a single cross-sectional survey research design and a quantitative methodology. Through the distribution of questionnaires to respondents who had experience with SOMETHINC goods and relevant celebrity endorsements, data were gathered at one particular moment.

Consumers who are familiar with SOMETHINC products and have interacted with relevant celebrity endorsements make up the study's demographic. Respondents that fit the aforementioned requirements were chosen in a purposeful manner for the sample. Based on statistical considerations that guarantee the representativeness and validity of the results, the sample size was established. The primary tool is a questionnaire that includes a rating scale for each of the factors under investigation: celebrity endorsement, brand attitude, brand credibility, brand image, and intention to repurchase. The rating range for the Likert-style measuring scale is predetermined, for instance, from 1 (Strongly Disagree) to 5 (Strongly Agree). According to the preferences and accessibility of the respondents, questionnaires were sent to them via a variety of means, including online or in-person. Before respondents filled out the questionnaire, the study's objective was briefly explained, and the confidentiality and value of the data were discussed to secure informed consent.

Utilizing statistical tools like SPSS (Statistical Package for the Social Sciences) or equivalent applications, the gathered data will be processed. To evaluate the research hypothesis, multiple linear regression analysis, path analysis, descriptive statistics, data normality tests, and instrument validity and reliability tests were all used in the statistical analysis. The direct impact of celebrity endorsement on intervening factors (brand attitude, brand credibility, and brand image), as well as the impact of intervening variables on repurchase intention, will be assessed using multiple linear regression analysis to evaluate the research hypotheses. A path analysis test will be used to determine how much the repurchase intention-celebrity endorsement link is mediated by the intervening factors.

3. RESULTS AND DISCUSSION

To determine the respondent profile in this study, many characteristics of respondents are required. The primary source for this study's data is its respondents, who were surveyed using a google form, a digital questionnaire. 81 users of Somethinc goods that researchers had gathered participated in this investigation as respondents. These respondents' traits include gender, age, education, and occupation.

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3.1 Descriptive Analysis

Researchers aim to determine the outcomes of respondents' scores on each variable from the modified research model in this study. The dependent variable in this study is repurchase intention, while the independent factors are attractiveness, trustworthiness, and expertise. The intervening variables in this study are brand attitude, brand credibility, and brand image. The table below shows the replies received from respondents for each item in each variable.

3.1.1. Attractiveness

Table 1. Response Score Regarding Attractiveness

Items		STS	TS	N	S	SS	Total
		1	2	3	4	5	
ATT1	F	0	7	26	35	13	81
	%	0	8,6	32,1	43,2	16,0	100,0
ATT2	F	4	7	28	34	8	81
	%	4,9	8,6	34,6	42,0	9,9	100,0
ATT3	F	3	2	27	38	11	81
	%	3,7	2,5	33,3	46,9	13,6	100,0
ATT4	F	0	8	22	18	33	81
	%	0	9,9	27,2	22,2	40,7	100,0

Source: Primary Data, 2023

The majority of respondents offered a favorable evaluation of the impact of the endorser's "Attractiveness" on the intention to purchase the "something" brand. The item suggesting that the physical appearance of the endorser influences purchase intention favorably receives the highest rating. Some respondents, meanwhile, weren't entirely convinced that the endorser's physical beauty and other variables had an impact on their intention to make a purchase. Variations in ratings show that respondents' perceptions differ. Overall, the findings demonstrate respondents' favorable opinions of the influence of endorser "Attractiveness," with minor variances in scores for certain elements.

3.1.2. Trustworthiness

Table 2. Response Score Regarding Trustworthiness

Items		STS	TS	N	S	SS	Total
		1	2	3	4	5	
TRUST1	F	0	7	14	39	21	81
	%	0	8,6	17,3	48,1	25,9	100,0
TRUST2	F	0	5	22	40	14	81
	%	0	6,2	27,2	49,4	17,3	100,0
TRUST3	F	0	3	18	40	20	81
	%	0	3,7	22,2	49,4	24,7	100,0

TRUST4	F	1	3	24	22	31	81
	%	1,2	3,7	29,6	27,2	38,3	100,0

Source: Primary Data, 2023

According to Table 2, more respondents chose "Agree" when rating the variable of trustworthiness. While TRUST2: I feel that commercials with artist endorsers can help me recall certain products has the greatest score, TRUST3: I think celebrity endorsements are reliable has the second-highest score. The TRUST1, TRUST2, and TRUST3 indicator items on the "Strongly Disagree" choice have the lowest score.

3.1.3. Expertise

Table 3. Response Score Regarding Expertise

Item		STS	TS	N	S	SS	Total
		1	2	3	4	5	
EXP1	F	0	5	23	25	28	81
	%	0	6,2	28,4	30,9	34,6	100,0
EXP2	F	0	5	23	32	21	81
	%	0	6,2	28,4	39,5	25,9	100,0
EXP3	F	0	2	33	23	23	81
	%	0	2,5	40,7	28,4	28,4	100,0
EXP4	F	0	5	33	32	11	81
	%	0	6,2	40,7	39,5	13,6	100,0
EXP5	F	2	6	29	36	8	81
	%	2,5	7,4	35,8	44,4	9,9	100,0

Source: Primary Data, 2023

Based on Table 3, it can be seen that more respondents chose "Agree" when rating the expertise variable. The response to the question, "I believe the something brand endorsed by celebrities can be trusted," received the highest score on item EXP5. The indicator items EXP1, EXP2, EXP3, and EXP4 under the "Strongly Disagree" choice have the lowest score.

3.1.4.Brand Attitude

Table 4. Response Score Regarding Brand Attitude

Item		STS	TS	N	S	SS	Total
		1	2	3	4	5	
BA1	F	2	3	32	34	10	81
	%	2,5	3,7	39,5	42,0	12,3	100,0
BA2	F	0	8	25	16	32	81
	%	0	9,9	30,9	19,8	39,5	100,0
BA3	F	0	6	16	41	18	81
	%	0	7,4	19,8	50,6	22,2	100,0

Source: Primary Data, 2023

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According to Table 4, more respondents selected the "Agree" response when rating the brand attitude variable. The question about whether a celebrity endorsement helps me recall a brand receives the highest score (item BA3). The BA2 and BA3 indicator items in the "Strongly Disagree" choice receive the lowest score.

3.1.5.Brand Credibility

Table 5. Response Score Regarding Brand Credibility

Items		STS	TS	N	S	SS	Total
		1	2	3	4	5	
BC1	F	1	6	27	32	15	81
	%	1,2	7,4	33,3	39,5	18,5	100,0
BC2	F	0	2	16	44	19	81
	%	0	2,5	19,8	54,3	23,5	100,0
BC3	F	0	2	23	27	29	81
	%	0	2,5	28,4	33,3	35,8	100,0
BC4	F	0	4	22	28	27	81
	%	0	4,9	27,2	34,6	33,3	100,0

Source: Primary Data, 2023

According to table 4.9, more respondents selected the "Agree" response when asked to rate the brand's credibility. The item BC2 with the highest score is "I believe the somethinc brand has the ability to deliver what it promises." While the "Strongly Disagree" choice indicates items BC2, BC3, and BC4 get the lowest score.

3.1.6. Brand Image

Table 6. Response Score Regarding Brand Image

Item		STS	TS	N	S	SS	Total
		1	2	3	4	5	
BI1	F	0	5	28	35	13	81
	%	0	6,2	34,6	43,2	16,0	100,0
BI2	F	3	7	31	30	10	81
	%	3,7	8,6	38,3	37,0	12,3	100,0
BI3	F	3	2	30	34	12	81
	%	3,7	2,5	37,0	42,0	14,8	100,0

Source: Primary Data, 2023

According to Table 6, more respondents selected the "Agree" response when rating the brand image variable. The question of whether I might eventually subscribe to various products receives the highest score, item BI1. While the "Strongly Disagree" option on the BI1 indicator item receives the lowest score.

3.1.7. Repurchase Intention

Table 7. Response Score Regarding Repurchase Intention

Item		STS	TS	N	S	SS	Total
		1	2	3	4	5	
RI1	F	0	8	23	12	38	81
	%	0	9,9	28,4	14,8	46,9	100
RI2	F	0	9	13	37	22	81
	%	0	11,1	16,0	45,7	27,2	100
RI3	F	0	5	23	37	16	81
	%	0	6,2	28,4	45,7	19,8	100

Source: Primary Data, 2023

Based on table 7, it can be seen that more respondents chose "Strongly Agree" when rating the repurchase intention variable. The question "Will I buy something again?" received the highest score. The RI1, RI2, and RI3 indicator items in the "Strongly Disagree" choice have the lowest scores.

3.2 Data Analysis

In quantitative methods, the statistical technique used is referred to as univariate statistics if the number of variables or indicators measured or tested is small, and the statistical technique is referred to as multivariate statistics if the number of variables or indicators measured or tested is large. The SmartPLS tool is used in this study's multivariate SEM (structural equation modeling) analysis. Because this study examined the association between more than two factors, multivariate approaches were used.

Using the SmartPLS Application, the Measurement Model (Outer Model) is evaluated using the Structure Equation Model (SEM) Method. In this study, the validity and reliability of an instrument made up of numerous variables are examined using the Structural Equation Model (SEM) approach and the SmartPLS program. The measurement model test (outer model) consists of two phases: validity testing and reliability testing. If both the Average Variance Extracted (AVE) value and the outer loading value are larger than 0.70, the instrument is deemed to be genuine. The Composite dependability and Cronbach's Alpha values, both of which must be higher than 0.70, are used to evaluate the construct dependability.

All indicators of the variables under analysis have met the stipulated validity and reliability standards, according to the findings of the evaluation of the measurement model. The outer loading, Cronbach's Alpha, Composite Reliability, and AVE values specifically all met the prerequisites.

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The evaluation findings for each variable are as follows:

- a) The outer loading values and other values of this variable fulfill the norms, and all of its indications are genuine and dependable.
- b) All of this variable's indicators have complied with the requirements for validity and reliability.
- c) Each indication of the expertise variable satisfies the defined criteria for validity and reliability.
- d) All of the brand attitude variable's indicators have proven to be valid and reliable.
- e) Brand Credibility Variable: All of the variables' indicators have proven to be valid and reliable.
- f) All of the brand image variable's indications have proven to be valid and reliable.
- g) Repurchase Intention Variable: This variable's indicators all pass the standards for validity and reliability.

Overall, the evaluation's findings demonstrate the validity and dependability of the tools utilized in this study. This shows that the instrument can be used to accurately measure the variables being researched.

3.3 Hypothesis Testing

Results of hypothesis testing in studies employing the SEM method and the bootstrapping technique. The Structural Equation Model (SEM) method and bootstrapping techniques are used in this study's hypothesis testing to evaluate the direct and indirect effects among the variables being investigated. The level of significance utilized is 0.05. The following are the findings of hypothesis testing:

a) Direct Effect

Attractiveness has a good and strong impact on brand attitude, brand image, and intention to repurchase.

- There is little correlation between attractiveness and brand credibility.
- Expertise on Brand Credibility and Repurchase Intention have a favorable and significant relationship.
- Between Brand Credibility and Trustworthiness, there is a positive and significant relationship.
- Trustworthiness and Repurchase Intention are found to have a favorable and significant relationship.
- There is no discernible relationship between Brand Credibility and Repurchase Intention or Brand Attitude and Repurchase Intention.
- Trustworthiness has a minimal impact on brand image.

- Expertise has no discernible impact on brand attitudes, brand perception, or repurchase intentions.
- b) Indirect Effect
 - The factors Attractiveness, Expertise, and Trustworthiness had no discernible indirect impact on Brand Attitude-based Repurchase Intention.
 - The influence of Attractiveness, Expertise, and Trustworthiness on Repurchase Intention through Brand Credibility is minimal.
 - The important indirect impact of attractiveness on brand image and intention to repurchase.

According to the test's findings, some variables significantly affect other variables directly, while other impacts are not statistically significant. In the majority of the interactions, it was also discovered that the indirect influence through specific mediators was minor. This offers crucial insights into how intricately connected the variables in this study's variables are.

Discussion

This study explores the relationship between three outcome variables brand attitude, brand credibility, and brand image and three celebrity endorser attributes attractiveness, trustworthiness, and expertise and how these outcome variables affect repurchase intention. The research method entails statistical analysis of information gathered from a survey of buyers of "Somethinc" products that make use of celebrity endorsements. The primary conclusions of this investigation are as follows:

- 1) Attractiveness and Brand Attitude: The attractiveness of the endorser is a crucial factor that positively affects brand attitude. This implies that the appealing physical attributes of celebrity brand ambassadors can affect customer perceptions of brands.
- 2) Brand Credibility and Endorser Attractiveness: There was no discernible relationship between the two. This suggests that brand trust among consumers is not much influenced by celebrity endorsers' appealing appearances.
- 3) Influence of Endorser Attractiveness on Brand Image: Endorser attractiveness has a strong positive impact on brand image. This demonstrates how a brand's image can be impacted by a celebrity endorser's appealing appearance.
- 4) Brand Attitude and Trustworthiness: Brand attitude is significantly influenced favorably by the endorser trustworthiness component. Consumer views regarding brands can be influenced by an endorser's integrity and dependability.
- 5) Trustworthiness and Brand Credibility: The endorser's level of trustworthiness significantly improves brand credibility. This demonstrates how consumer trust in a brand can be impacted by the reputation and moral character of the endorser.
- 6) No correlating relationship between endorser trustworthiness and brand image was discovered. This demonstrates that the degree of endorser credibility has little impact on the perception of a brand.

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- 7) competence and Brand Attitude: There is no discernible relationship between the competence of the endorser and the brand attitude. Competence or skill of the endorser has little effect on consumer views toward brands.
- 8) Brand Credibility and Expertise: The endorser expertise variable significantly positively affects brand credibility. Consumer trust in the brand may be impacted by the knowledge or experience of the endorser.
- 9) Brand Image Expertise: There is no discernible correlation between brand image expertise and endorser expertise. Competence or expertise of the endorser has little impact on brand image.
- 10) Repurchase Intention and Brand Attitude: There was no discernible relationship between these two variables. This indicates that consumers' perceptions of brands have little impact on their decision to repurchase goods.
- 11) Brand Credibility and Intention to Repurchase: There was no discernible relationship between brand credibility and intention to buy again. Consumers' intentions to repurchase the product are not considerably impacted by their faith in the brand.
- 12) Brand Image and Repurchase Intention: Repurchase intention is significantly positively impacted by the brand image variable. A strong brand reputation might affect buyers' propensity to make repeat purchases.
- 13) Repurchase Intention and Attractiveness: There was no discernible relationship between the endorser's attractiveness and repurchase intention through brand attitude or brand credibility.
- 14) Repurchase Intention and Endorser Credibility: There is no discernible mediation effect between the endorser credential variable and repurchase intention through brand attitude, brand credibility, or brand image.
- 15) Expertise and Repurchase Intention: There is no discernible mediation effect between the endorser expertise variable and repurchase intention through brand attitude, brand credibility, or brand image.

Something companies are encouraged to establish a positive brand image and take into account the attractive look and reliability of endorsers in order to improve repurchase intention. Brand image has a favorable and significant impact on repurchase intention, despite the fact that there was no significant relationship discovered between customer attitudes toward the brand or trust in the brand and repurchase intention.

4. CONCLUSION

This study concludes as follows:

- 1) Assessment of Celebrity Endorsement by Respondents:
 - With 38 respondents (46.9%), the indicator ATT3 has the highest level of attractiveness.

- With 40 respondents (49%) agreeing, indications TRUST2 and TRUST3 are the most trustworthy.
 - With 36 respondents (44.4%), indication EXP5 has the highest level of expertise.
 - Indicator BA3 has the highest brand attitude, with 41 respondents (50.6%) agreeing.
 - With 44 respondents (54.3%) agreeing, indication BC2 has the highest brand credibility.
 - The indication BI1 with the highest brand image has 35 respondents (43.2%) who agree.
 - With 38 respondents (46.9%), the indication RI1 has the highest repurchase intention.
- 2) Influence of Variables on Brand Attitude
- Brand Attitude for something items is directly influenced by attractiveness and reliability.
 - No one's level of expertise directly affects the brand attitude toward something.
- 3) Variable Influence on Brand Credibility
- Brand Credibility for Something products is directly influenced by reliability and expertise.
 - On some products, attractiveness may not directly affect brand credibility.
- 4) Variable Influence on Brand Image
- On some products, attractiveness has a direct impact on brand image.
 - Expertise and reliability have no direct impact on the brand image of some products.
 - Effects of Brand Credibility, Brand Image, and Brand Attitude.
- 5) Repurchase Intention
- Repurchase Intention is not directly impacted by brand attitude.
 - Repurchase Intention is not directly impacted by brand credibility.
 - Repurchase Intention directly depends on brand image.
- 6) Indirect Influence on Repurchase Intention
- There is no indirect relationship between Repurchase Intention and Attractiveness, Trustworthiness, or Expertise through Brand Attitude.
 - There is no indirect relationship between Repurchase Intention and Attractiveness, Trustworthiness, or Expertise through Brand Credibility.
 - Unlike Trustworthiness and Expertise, Attractiveness has no indirect impact on Brand Image and has a direct impact on Repurchase Intention.

The key conclusions of the study on the impact of celebrity endorsement on traits including attractiveness, trustworthiness, expertise, brand attitude, brand credibility, brand image, and intention to repurchase some products are summarized in this section.

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