

The Influence of Celebrity Endorsers, Brand Image, and Brand Awareness on Purchase Decisions with Purchase Interest as a Product Mediator of MS Glow for Men

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Abstract

The aims of this research is to determine the influence of celebrity endorsers and brand image on brand awareness on purchase decisions for MS Glow for Men products. This type of research is quantitative using secondary data via Instagram online. The population in this study involved all users of Ms Glow for Men products in Denpasar City (Ms. Glow for Man, Denpasar). The sample in this study by 144 respondents. The data collection technique questionnaires using the Google form. Data processing for descriptive analysis used SPSS statistical application software and analyzed using SEM with the help of Partial Least Squares (PLS) software. Celebrity endorsers and brand image have a positive and significant influence on consumer purchase decisions and consumer purchase interest. Brand awareness has a positive and significant influence on consumer purchase decisions and consumer purchase interest. Purchase interest has a positive and significant influence on consumer purchase decisions. The relationship between the brand image construct and purchase decisions can be mediated by the purchase interest construct. Then, the relationship between the celebrity endorser construct and purchase decisions can be mediated by the purchase interest construct. The results of this analysis indicate that the better the endorser's ability to introduce and promote products as consumers' purchase interest increases, this will also increase their purchase decisions.

Keywords: awareness, brand image, celebrity endorsers, purchase decisions, purchase interest.

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1. Introduction

One online marketing that can be done is through e-commerce (Isa et al., 2020). Companies must have creative ways of advertising in order to attract consumer attention and create brand preferences (Kotler & Keller, 2009). One creative way to advertise is to use celebrity endorsers (Fitrianna & Aurinawati, 2020). The use of celebrity endorsers must go through several considerations, including the level of popularity of the celebrity and the issue of whether the celebrity chosen can represent the character of the product being advertised (Aw & Labrecque, 2023). Expertise refers to the knowledge, experience, or skills possessed by an endorser related to the advertisement (Rosita & Novitaningtyas, 2021).

Celebrity attractiveness is a dimension of celebrity endorsement (Yuan et al., 2023). Meanwhile, the dimensions included in celebrity endorsers are credibility and expertise (Nur & Rosdiana, 2022a). Celebrity personality influences brand personality, and the right choice of star can influence the growth of market share. The success of a promotion cannot be separated from the role of advertising stars in promoting a product brand so that the use of advertising stars in media is an appropriate alternative strategy for introducing products to consumers (Fitrianna & Aurinawati, 2020).

Brand personality is important because it makes a product brand appear different from the other brands (Chung et al., 2023; Shah et al., 2023). Features and price will be easy for competitors to imitate, but personality is generally more difficult to imitate (Davies et al., 2018; Zaki et al., 2023). Celebrities can increase the brand value of the products they advertise. Advertisements and promotions in marketing communications have the most important role in building brand image. This is because this activity has a wide target audience (Bairrada et al., 2019; Luffarelli et al.,

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2019), so that the message wants to convey about brand image arrives more quickly in a relatively short time (Bairrada et al., 2019). A good promotion for the company will be able to build a brand image. This is very necessary so that consumers can remember a brand from the associations it creates. Providing a brand can add value to a product, but the benefits also need to be reviewed by interested parties, namely producers and consumers. Consumer purchase decisions occur because consumers trust a product and tend to make repeat purchases and share valuable personal information (Mardiana & Sijabat, 2022).

The research results conducted by Rosita & Novitaningtyas (2021) show that celebrity endorsers and brand image have a positive and significant influence on product purchase decisions. The use of celebrity endorsers is not as likely to increase purchase decisions because some consumers do not really consider celebrity endorsers who promote products sold on Shopee social media. Further research by Inggasari & Hartati (2022) state that celebrity endorsers do not have a positive and significant influence on purchase decisions for Scarlett Whitening products. This is actually inversely proportional to research conducted by Ningsih, Suyatno, & Hastuti (2023), showing that Celebrity Endorsers have a positive and significant influence on consumer purchase interest in MS Glow. This proves that the better the abilities that celebrity endorsers have when influencing customers and the more popular celebrity endorsers who collaborate with MS Glow become, the more attractive it will be for customers to purchase the products being promoted. Based on the description of the literature, the aim of this research is to determine the influence of celebrity endorsers and brand image on brand awareness on purchase decisions for MS Glow for Men products.

2. Research Method and Materials

This type of research is quantitative using secondary data via Instagram online (Slamet & Aglis, 2020; Sugiyono 2020). The reason for choosing the Instagram social media is because many consumers are followers of Ms Glo for men. Ms Glow brand focuses more on online social media, especially Instagram. Promotions and information about the latest products from Ms Glow for Men are always available via Instagram as well as Instagram followers @msglowformen, which has reached 763 thousand followers. The population in this study involved all users of Ms Glow for Men products in Denpasar City (Ms. Glow for Man, Denpasar). The Instagram account of the Ms Glow For men brand has 763.000 followers because @msglowformen followers received information about the advertisement posted by Raffi Ahmad. The research sample used the Lemeshow formula (1997) with the minimum sample size in this study by 144 respondents. The data collection technique used in this research was through distributing questionnaires using the Google form. Data processing for descriptive analysis used SPSS statistical application software and analyzed using SEIM with the help of Partial Least Squares (PLS) software (Nurlan, 2019).

3. Results and Discussion

3.1. Results

This study used a questionnaire via Google Form, which has been declared valid and reliable. The R^2 results can be seen in the Table 1.

Table 1. R-square Result

	R Square	R Square Adjusted
Purchase decision	0.586	0.578
Purchase Interest	0.518	0.508

The results obtained reveal that the strength of the construct in predicting the purchase interest variable can be said to be moderate because the R-square value obtained is above 50% or 0.50. Meanwhile, the remaining of 48,2% (100% - 51.8%) can be predicted by other determinants outside the research model. The results obtained show that the strength of the construct in predicting purchase decision variables can be said to be moderate because the R-square value obtained is above 50% or 0.50. Meanwhile, the remaining of 41.4% (100% - 58,6%) can be predicted by other determinants outside the research model.

F-squares analysis is used to determine the weakness (effect size) shown in the Table 2. The effect size test in this research was carried out by reviewing the f^2 value obtained. The relationship between purchase interest and purchase decisions with a score of 0.181. The strength of this relationship can be categorized as moderate because the value obtained is above 0.15. The relationship between the brand awareness construct and purchase decisions obtained an f^2 value of 0.123 with strength falling into the weak category. Meanwhile, the rest, namely the relationship between

celebrity endorsers and purchase decisions, brand image with purchase interest, and brand awareness with purchase interest, each obtained an f^2 value of 0.047; 0.050; and 0.050 which is in the weak category because the f^2 value is less than 0.15.

Table 2. F-square Result

	Buying decision	Purchase Interest
Brand Image		0.050
Celebrity Endorser	0.047	0.127
Brand Awareness	0.123	0.050
Purchase Intention	0.181	

The predictive relevance value of the research model is 0.810 or 80.1%. The results obtained confirm that the research model can be said to be feasible because it has a diversity of data that can be explained by the model of 80.1% which is in the strong category as it has exceeded 0.35.

Hypothesis testing was carried out through a bootstrapping procedure by reviewing the path coefficient values and t-values to see the level of significance in the relationship between variables, where the value is considered significant if the t-statistic value is greater than 1.65 for the one-tailed hypothesis. The results of the hypothesis test can be explained on Table 3.

Table 3 Hypothesis Test Results

	Original Sample	T Statistics	P Values
H1 Celebrity Endorser → Purchase Decision	0.201	1.739	0.041
H2 Celebrity Endorser → Purchase Intention	0.373	3.556	0.000
H3 Brand Image → Purchase Intention	0.235	1.814	0.035
H4 Brand Awareness → Purchase Decisions	0.298	3.003	0.001
H5 Brand Awareness → Purchase Intention	0.208	1.955	0.026
H6 Purchase Intention → Purchase Decisions	0.385	3.666	0.000
H7 Brand Image → Purchase Intention → Purchase Decisions	0.090	1.743	0.041
H8 Celebrity Endorser → Purchase Intention → Purchase Decisions	0.144	2.176	0.015
H9 Brand Awareness → Purchase Intention → Purchase Decisions	0.080	1.764	0.039

Research hypothesis testing was carried out using the bootstrapping method. It can be confirmed that the direct correlation (direct effect) between constructs has been proven to meet the requirements, namely obtaining t-statistic values above 1.65 with p-values below 0.05. In addition, the results of the bootstrapping test also confirmed that the construct of purchase interest was proven to be able to act as a mediating variable as demonstrated by the t-statistical values obtained exceeding 1.65 with p-values smaller than 0.05.

3.2. Discussion

3.2.1. The Influence of Celebrity Endorsers on Purchase Decisions

The results of data analysis using the bootstrapping method succeeded in confirming that the relationship between the celebrity endorser construct and purchase decisions is positive, which can be shown through the path coefficient value obtained, which is positive 0.201. Then, the results of hypothesis testing also confirm that a significant relationship was found between the celebrity endorser construct and purchase decisions, which was shown by obtaining a t-statistic value of 1.739 (> 1.65) with a p-value of 0.041 (< 0.05). Thus, it can be concluded that celebrity endorsers have a positive and significant influence on consumer purchase decisions. This finding suggests that the better the endorser's ability to promote and introduce the product, the greater the purchase decisions will be. This is in line with the results of research conducted by Rosita & Novitaningtyas (2021) that celebrity endorsers and brand image have a positive and significant influence on product purchase decisions. Celebrity endorsements or the use of celebrities have become one of the popular marketing strategies in corporate circles. This is showed by the increasing brand awareness and influencing consumer purchase decisions. In some cases, celebrity endorsements can have a positive impact on consumer purchase decisions. This happens when consumers have a positive perception of a celebrity who is a product spokesperson, so they tend to prefer products endorsed by that celebrity (Osei-Frimpong et al., 2019).

3.2.2. *The Influence of Celebrity Endorsers on Purchase Intention*

Celebrity endorsers have a positive and significant effect on consumer purchase interest (Tengku Mohd Azzman Shariffadeen & Manaf, 2019). This finding suggests that the better the endorser's ability to promote and introduce products, the more consumer purchase interest will increase. Celebrity endorsement or using celebrities as product spokespeople has become a popular marketing strategy among companies. This is done with the aim of increasing brand awareness and influencing consumer purchase interest. In some cases, celebrity endorsers can have a positive impact on consumer purchase interest. This happens when consumers have a positive perception of a celebrity who is a product spokesperson, so they tend to prefer products endorsed by that celebrity (Ozdemir et al., 2023).

3.2.3. *The Influence of Brand Image on Purchase Intention*

The research results show that brand image has a positive and significant effect on consumer purchase interest. These findings suggest that the better and stronger the product brand image, the more consumer purchase interest will increase. The results of this research strengthen the results of research conducted by Purwati & Cahyanti (2022) that celebrities, brand image, and trust in the brand have a positive and significant influence on purchase decisions for Elmina brand cosmetic products. The research results show that brand image has a significant influence on purchase decisions. Consumers tend to choose products that have a good brand image because they believe that the product has good quality and can meet their needs well. Moreover, a positive brand image can also increase consumer loyalty to the brand, so that they tend to choose products from the same brand in the future (Kadek et al., 2020; Lisnawati et al., 2021). Therefore, it is important for companies to build a positive brand image through various appropriate marketing strategies, such as creative advertising campaigns, using celebrities as brand ambassadors, or providing positive experiences to consumers through quality products and services (Haro et al., 2020; Reena et al., 2019).

3.2.4. *The Influence of Brand Awareness on Purchase Decisions*

The results of hypothesis testing also confirm that a significant relationship was found between the construct of brand awareness and purchase decisions. This is supported by research conducted by Porajow et al. (2020) that brand awareness influences purchase decisions. The more creative companies are with the products they sell and the more consumers are aware of the quality and quantity of a product, this will influence purchase decisions and increase company income. Therefore, companies should continue to maintain the characteristics of their products and the attractiveness of existing products so that they can increase purchases and the company's income becomes more significant. Brand awareness is the level of consumer knowledge about a brand (Yoshia Sirus, 2023). A high level of brand awareness can influence consumer purchase decisions. Consumers tend to choose products from brands they know and trust, because they feel more confident about the quality of the product. High brand awareness can also increase consumer loyalty to the brand, so that they tend to choose products from the same brand in the future (Kholiq & Sari, 2021). Therefore, it is important for companies to increase their brand awareness through various appropriate marketing strategies, such as creative advertising campaigns, sales promotions, or sponsoring events that are relevant to their target market. By increasing brand awareness, companies can expand their market share and increase sales of their products (Gunawan et al., 2021).

3.2.5. *The Influence of Brand Awareness on Purchase Intention*

The results of hypothesis testing also confirmed that a significant relationship was found between the construct of brand awareness and purchase interest, which was shown by obtaining a t-statistic value of 1.955 (> 1.65) with a p-value of 0.026 (< 0.05). Thus, it can be concluded that brand awareness has a positive and significant effect on consumer purchase intention. These findings suggest that the higher the level of consumer brand awareness, the greater the consumer's purchase interest.

This is in line with the results of research conducted by Porajow et al. (2020) that brand image has a positive and significant effect on purchase decisions for Clear brand shampoo products. The results of multiple regression analysis show that brand image has a significant influence on purchase decisions. Brand awareness is the level of consumer knowledge about a brand. A high level of brand awareness can influence consumer purchase interest. Consumers tend to choose products from brands they know and trust, because they feel more confident about the quality of the product. Moreover, high brand awareness can also increase consumer loyalty to the brand, so that they tend to choose products from the same brand in the future. It is important for companies to increase their brand awareness through various appropriate marketing strategies, such as creative advertising campaigns, sales promotions, or sponsoring events that are relevant to their target market (Mammadli, 2021; Nazmabadi & Motameni, 2022). By increasing brand awareness, companies can expand their market share and increase sales of their products (Muslichah & Ibrahim, 2021).

3.2.6. *The Influence of Purchase Interest on Purchase Decisions*

The results of hypothesis testing also confirmed that a significant relationship was found between the construct of purchase interest and purchase decisions, which was shown by obtaining a t-statistical value of 3.666 (> 1.65) with a p-value of 0.000 (< 0.05). Thus, it can be concluded that buying interest has a positive and significant effect on consumer purchase decisions. This finding suggests that the higher the consumer's purchase interest, the more purchase decisions will increase.

This finding is supported by the results of research conducted by Agustin et al. (2015) entitled "The Influence of Green Marketing on Purchase Interest and Its Impact on Purchase Decisions (Survey of Tupperware Non-Member Consumers in Malang City)" argues that purchase interest has a positive and significant influence on purchase decisions. Furthermore, the results of this research can also strengthen the research findings of Muhtarom et al. (2022) with the title "Analysis of Brand Image, Price, Product Quality and Promotion on Purchase Decisions mediated by Purchase Interest" which proves that there is a positive and significant influence between purchase interest and purchase decisions. In addition, research conducted by Kioek et al. (2022) with the title "The Influence of Instagram and EWOM on Consumer Interest and Purchase Decisions for Skincare Products" also confirms that purchase interest has a significant influence on purchase decisions.

Belli's interest is obtained from the learning process and thought processes that form a perception. The interest that arises in making a purchase gives rise to motivation, which continues to be recorded in his mind and becomes a very strong activity. When a consumer has to fulfill his needs, he will actualize what is in his mind. That way, purchase interest will arise during the decision-making process (Tondang & Silalahi, 2022). Based on research findings, it can be understood that consumers who feel interested in the product and know the benefits of the product will encourage consumers to buy the product. In other words, if the perceived benefit of consuming a product is greater than the sacrifice to get it, then the urge to buy it will be higher, conversely if the benefit is smaller than the sacrifice then buyers will usually refuse to buy and will generally switch to evaluating other similar products. .

3.2.7. *The Influence of Purchase Interest Mediates the Influence of Brand Image on Purchase Decisions*

Purchase interest is able to mediate the relationship between brand image and purchase decisions. The results of indirect hypothesis testing (indirect effect) using the bootstrapping method prove that purchase interest is able to act as a mediator and provide a significant influence. The results of the hypothesis analysis prove that the t-statistic value was 1.743 (> 1.65) with p-values of 0.041 (< 0.05). Referring to the analysis results obtained, it can be concluded that statistically, the relationship between the brand image construct and purchase decisions can be mediated by the purchase interest construct. The results of this analysis indicate that the stronger and more positive the brand image of the product is with the increasing consumer purchase interest, this will increase their purchase decisions.

These findings are in line with the results of research conducted by Porajow et al. (2020) that there is a positive and significant influence of brand image and consumer attitudes on purchase interest. This means that the more positive the brand image and consumer attitude, the higher the consumer's purchase interest. It can mediate the relationship between brand image and purchase decisions. Brand image is the perception and image formed by consumers of a brand. Purchase interest, on the other hand, reflects a consumer's level of interest or desire to purchase a product or service from the brand. Buyer interest acts as an intermediary or mediator between how consumers see a brand (brand image) and the decision to buy a product or service from that brand. If consumers have a positive perception of the brand image of a brand, they tend to have stronger purchase interest in the products or services offered by that brand (Septianti et al., 2021).

3.2.8. *The Influence of Purchase Interest Mediates the Influence of Celebrity Endorsers on Purchase Decisions*

The eighth hypothesis reveals that purchase interest is able to mediate the relationship between celebrity endorsers and purchase decisions. The results of indirect hypothesis testing (indirect effect) using the bootstrapping method prove that purchase interest is able to act as a mediator and provide a significant influence. The results of the hypothesis analysis prove that a t-statistic value of 2.176 (> 1.65) was obtained with p-values of 0.015 (< 0.05). Referring to the analysis results obtained, it can be concluded that statistically, the relationship between the celebrity endorser construct and purchase decisions can be mediated by the purchase interest construct. The results of this analysis indicate that the better the endorser's ability to introduce and promote products as consumers' purchase interest increases, this will increase their purchase decisions.

These findings are in line with the results of research conducted by Porajow et al. (2020) that celebrity endorsers and brand image have a positive and significant influence on purchase decisions for Clear brand shampoo products. Buyer

interest can act as a mediator in the relationship between a celebrity endorser (a celebrity or well-known figure who advertises a product or brand) and purchase decisions. This process is often related to marketing and advertising. When a celebrity endorser is involved in the promotion of a product or brand, consumers may form a positive perception of the product because of the association with the famous figure (Jin et al., 2019). Celebrity endorsers often have strong appeal and influence over consumers. However, that is only the initial stage of this process. Purchase interest arises when consumers show deeper interest in the product or brand advertised by the celebrity endorser. They may become more curious about the product, consider purchasing it, or even do further research. This interest may arise because consumers feel connected to the celebrity endorser or feel confident that the product is of good quality with to the association with the famous figure (Aw & Labrecque, 2023; Rutter et al., 2021).

3.2.9. *The Influence of Purchase Interest Mediates with the Brand Awareness on Purchase Decisions*

The ninth hypothesis reveals that purchase interest is able to mediate the relationship between brand awareness and purchase decisions. The results of indirect hypothesis testing (indirect effect) using the bootstrapping method prove that purchase interest is able to act as a mediator and provide a significant influence. The results of the hypothesis analysis prove that the t-statistic value was 1.764 (> 1.65) with p-values of 0.039 (< 0.05). Referring to the analysis results obtained, it can be concluded that statistically, the relationship between the brand awareness construct and purchase decisions can be mediated by the purchase interest construct. The results of this analysis indicate that the higher the level of consumer brand awareness and the increasing consumer purchase interest, this will increase their purchase decisions.

These findings are in line with the results of research conducted by Afriani et al. (2021) that brand awareness has a positive and significant influence on buyer interest in make-up products. The results of the analysis show that purchase interest is able to mediate the relationship between brand awareness and purchase decisions. Research by Afriani et al. (2021) shows that brand awareness and brand trust have a positive and significant effect on purchase decisions for NIION brand bag products with purchase interest as a mediating variable. The results of the analysis show that purchase interest is able to mediate the correlation between brand awareness and purchase decisions.

Buyer interest can mediate the relationship between brand awareness and purchase decisions. Brand awareness is the level of consumer knowledge or awareness about a brand, product, or service. Meanwhile, the purchase decision is the final step where consumers choose to buy or not buy the product or service (Aw & Labrecque, 2023; Pradika & Setiawan, 2022). Buyer interest acts as a link between these two factors. When consumers have a good level of awareness of a brand, they tend to have higher purchase interest in products or services associated with that brand. Brand awareness can create a sense of confidence and knowledge about the product, which can help consumers feel more comfortable in making purchase decisions. Buyer interest can increase when positive brand awareness is combined with personal preferences, previous positive experiences with the brand, or encouragement from marketing strategies, such as promotions or special offers. As a result, this can influence consumers to make purchase decisions about products or services from that brand (Rosita & Novitaningtyas, 2021).

4. Conclusion

Celebrity endorsers and brand image have a positive and significant influence on consumer purchase decisions and consumer purchase interest. Brand awareness has a positive and significant influence on consumer purchase decisions and consumer purchase interest. Purchase interest has a positive and significant influence on consumer purchase decisions. The relationship between the brand image construct and purchase decisions can be mediated by the purchase interest construct. Then, the relationship between the celebrity endorser construct and purchase decisions can be mediated by the purchase interest construct. The results of this analysis indicate that the better the endorser's ability to introduce and promote products as consumers' purchase interest increases, this will also increase their purchase decisions. The relationship between the construct of brand awareness and purchase decisions can be mediated by the construct of purchase interest. The results of this analysis indicate that the higher the level of consumer brand awareness and the increasing consumer purchase interest, this will increase their purchase decisions. Future researchers can add other determinants that were not examined in this study, such as consumer satisfaction, E-WOM, trust, or product quality to provide an in-depth understanding of the factors that can increase consumer purchase intentions and purchase decisions regarding MS Glow for Men skincare products.

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