

EXPLORING THE INFLUENCE OF BRAND PERCEPTION, CELEBRITY ADVOCACY, AND USER FEEDBACK ON SKINCARE PRODUCT PURCHASE CHOICES

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Abstract

This research aims to investigate how brand image, celebrity endorsements, and customer reviews on Instagram influence purchasing decisions specifically for facial brightening skincare products. The study targeted consumers with a history of purchasing facial brightening skincare items. Through purposive sampling, data were collected from 100 respondents using a questionnaire distributed via Google Forms. SPSS 24 software was then utilized for multiple linear regression analysis to test the proposed hypotheses. The findings indicate that brand image, celebrity endorsements, and customer reviews all have a positive influence on purchasing decisions related to skincare. Among these, customer reviews hold the strongest impact, underscoring the importance of managing online feedback and maintaining a positive brand reputation. Although brand image and celebrity endorsements contribute meaningfully to purchasing decisions, customer-generated content is the most influential driver of consumer behavior. This study makes a unique contribution by examining the combined impact of brand image, celebrity endorsements, and customer reviews on skincare purchasing decisions. This integrative approach provides a more comprehensive perspective on the factors influencing consumer behavior, in contrast to previous studies that looked at these variables separately.

Keywords: Brand Image; Celebrity Endorsement; Customer Review; Purchase Decision; Skincare products

Abstrak

Penelitian ini bertujuan untuk menyelidiki bagaimana citra merek, dukungan selebriti, dan ulasan pelanggan di Instagram mempengaruhi keputusan pembelian, khususnya untuk produk perawatan kulit pencerah wajah. Penelitian ini menargetkan konsumen yang memiliki riwayat pembelian produk perawatan kulit pencerah wajah. Melalui purposive sampling, data dikumpulkan dari 100 responden menggunakan kuesioner yang disebar melalui Google Forms. Software SPSS 24 kemudian digunakan untuk analisis regresi linear berganda untuk menguji hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa citra merek, dukungan selebriti, dan ulasan pelanggan semuanya memiliki pengaruh positif terhadap keputusan pembelian terkait perawatan kulit. Di antara ketiganya, ulasan pelanggan memiliki dampak paling kuat, menggarisbawahi pentingnya mengelola umpan balik online dan menjaga reputasi merek yang positif. Meskipun citra merek dan dukungan selebriti memberikan kontribusi berarti terhadap keputusan pembelian, konten yang dihasilkan oleh pelanggan adalah pendorong perilaku konsumen yang paling berpengaruh. Penelitian ini memberikan kontribusi unik dengan memeriksa dampak gabungan dari citra merek, dukungan selebriti, dan ulasan pelanggan terhadap keputusan pembelian perawatan kulit. Pendekatan integratif ini memberikan perspektif yang lebih komprehensif tentang faktor-faktor yang mempengaruhi perilaku konsumen, berbeda dengan penelitian sebelumnya yang melihat variabel-variabel ini secara terpisah.

Kata Kunci: Citra Merek; Dukungan Selebriti; Ulasan Pelanggan; Keputusan Pembelian; Produk Perawatan Kulit

INTRODUCTION

In today's intensely competitive market landscape, many companies adopt a strategy of launching proprietary brands for each new product introduced. This approach enables firms to differentiate their offerings and create unique brand identities that resonate with consumers. According to Data Bridge Market Research (FMCG, 2023), the global skincare market reached an impressive USD 171.25 million in 2022, underscoring the sector's substantial growth and the intense competition within. Further illustrating the demand in this space, a study by the Indonesian Digital Marketing Association revealed that beauty products were the top-selling category on e-commerce platforms in February 2022, with 33.4 million units sold. Such high demand presents both an opportunity and a challenge for skincare brands, emphasizing the importance of adopting strategic branding approaches to stand out in a saturated market.

One critical strategy that companies employ to succeed in such competitive environments is building a strong brand image. A well-crafted brand image reflects a company's promise to deliver quality and satisfaction, fostering consumer trust and loyalty. When consumers perceive a brand favorably, they are more likely to make repeat purchases, enhancing long-term sales and brand loyalty (Sari Dewi et al., 2020). According to Chin et al., (2020) a robust brand image serves as an intangible asset, shaping consumer expectations and perceptions about the brand's value. Elements like logos, symbols, mascots, and other distinctive associations contribute significantly to a memorable brand image, embedding positive perceptions in consumers' minds (Gensler et al., 2015). As digital platforms become central to modern communication, virtual branding has gained even more prominence, especially in the evolving digital 5.0 era, where digital branding and market penetration are essential for companies aiming to secure their market position (Simanjuntak et al., 2023; Clara, 2024; Siallagan et al., 2023).

In addition to brand image, celebrity endorsements have emerged as another powerful tool for influencing consumer purchase decisions. Celebrity endorsement involves using well-known personalities to promote or lend credibility to a product, capitalizing on their popularity and influence. This strategy can significantly enhance a product's visibility, attractiveness, and perceived credibility (Dey et al., 2021). Instagram, the world's second most popular social media platform with a reach of 86.5% among the general public (Muhtar, 2023), has proven to be an ideal venue for such endorsements. Celebrities' endorsements on Instagram not only amplify brand exposure but also drive engagement, as posts featuring celebrities often receive more likes, comments, and shares compared to those that highlight only the product. This indicates the resonance celebrity endorsements hold with audiences, making them a strategic asset in brand communication (Clara, 2023). Businesses leverage these platforms for a range of objectives, such as attracting new customers, building relationships (Carlson et al., 2019; Hafez, 2022), and disseminating product information (Khan et al., 2019).

Alongside brand image and celebrity endorsements, consumer-generated content, particularly online reviews, plays an influential role in shaping purchasing behavior. Before making a purchase, modern consumers often turn to social media for peer feedback and reviews to assess a product's reliability and effectiveness (Hajli, 2018). Such reviews play a crucial role in shaping consumers' purchasing decisions (Gensler et al., 2015). Positive reviews amplify the perceived value of a brand, increasing consumer trust and the likelihood of purchase (Macheka

et al., 2023). Conversely, a higher number of negative reviews suggests dissatisfaction with the product, signaling its inability to meet consumer needs (Wan et al., 2023). These factors are hypothesized to influence purchasing decisions, which, according to (Kotler & Keller, 2016), consist of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

The combination of a compelling brand image, strategic celebrity endorsements, and credible customer reviews creates a powerful influence on purchasing decisions. This study seeks to examine how these factors interact to impact consumer choices, particularly in the context of facial brightening skincare products, providing insights into effective marketing strategies for companies navigating today's dynamic and digital-centric market environment.

LITERATURE REVIEW

The grand theory that links the variables in this study—namely brand image, celebrity endorsements, and customer reviews—to purchasing decisions is the Theory of Reasoned Action (TRA) (Sheppard et al., 1988) and the Theory of Planned Behavior (TPB) (Abu-Taieh et al., 2022; Huang, 2023). Developed by Fishbein and Ajzen (1975), the TRA emphasizes how attitudes and social norms shape intentions and ultimately influence individual behavior (Hill et al., 1977). TRA posits that purchasing decisions are determined by two primary components: 1. “Attitude Toward Behavior”: this refers to an individual's evaluation of a specific behavior, such as purchasing a product. This attitude is shaped by the perceived attributes of the product, such as brand image. A positive brand image fosters a favorable attitude toward the product, which subsequently affects the likelihood of purchase; 2. “Subjective Norms”: this relates to the perceived social pressure from reference groups or significant others, such as the influence of celebrity endorsers. If individuals feel that the celebrities they admire endorse a product, they may be more inclined to follow that recommendation. Meanwhile, TPB, an extension of TRA introduced by Ajzen (1991), adds a new dimension: “Perceived Behavioral Control” (Abu-Taieh et al., 2022; Huang, 2023). TPB suggests that decisions, such as purchasing behavior, are influenced by three key factors: 1. “Attitude Toward Behavior”: similar to TRA, this attitude is shaped by brand image. A strong, positive brand image enhances favorable attitudes toward a product, which can positively impact purchasing intentions; 2. “Subjective Norms”: the influence of celebrity endorsers serves as a form of subjective norm. If the endorser is respected and has a positive public image, it strengthens the consumer's intention to purchase the endorsed product; 3. “Perceived Behavioral Control”: this refers to an individual's perception of the ease or difficulty of performing the behavior. Customer reviews play a critical role by providing additional information that shapes a consumer's perception of how straightforward or beneficial the purchase will be (Macheka et al., 2023).

These three variables—brand image, celebrity endorsements, and customer reviews—can be integrated into the TPB framework to explain purchasing decisions. Brand image affects attitudes toward the product; celebrity endorsements function as subjective norms influencing purchasing intentions; and customer reviews impact perceived behavioral control by offering valuable insights about the product. Through the lens of TPB, we can gain a more holistic understanding of how these factors collectively influence consumer purchasing behavior. Both

theories offer a comprehensive framework for understanding how these factors influence consumer decision-making.

The novelty of this study lies in its integration of three variables—brand image, celebrity endorsement, and customer reviews—on skincare purchasing decisions, whereas previous research has typically focused on only one or two variables, such as brand image and celebrity endorsements (Herjanto et al., 2020; Kusumaradya et al., 2021; Saldanha, 2022; Sri Wiludjeng & Hendayana, 2021). In light of these phenomena and research gaps, this study aims to explore whether brand image, celebrity endorsements, and customer reviews collectively influence purchasing decisions. Therefore, the primary objective of this research is to analyze the impact of these variables on purchasing behavior. This study seeks to address the gap in existing research by integrating the effects of brand image, celebrity endorsements, and customer reviews on purchasing decisions in the skincare industry. Previous research has predominantly examined these variables in isolation, often focusing on one or two aspects. By exploring the combined effects of these factors, this research aims to provide a more comprehensive understanding of how they collectively influence consumer purchasing behavior.

HYPOTHESES

Given the pivotal roles of brand image, celebrity endorsements, and customer reviews in shaping consumer purchasing decisions in the digital age, the following hypotheses are proposed: Brand image positively influences purchasing decisions (H1), celebrity endorsements impact consumer choices(H2), and customer reviews significantly affect purchase behavior (H3) for facial skincare products. As illustrated in **Figure 1.**, the theoretical framework depicts the relationships between brand image, celebrity endorsements, customer reviews, and purchasing decisions.

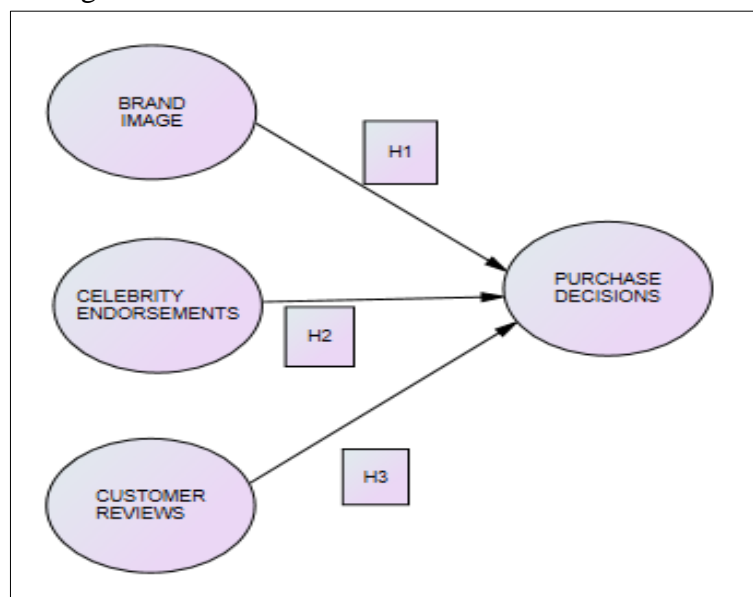


Figure 1. Theoretical Framework
Source: Author’s literature review

METHOD

This study employs a quantitative research approach to analyze the impact of brand image, celebrity endorsements, and customer reviews on purchasing decisions for facial brightening skincare products. Targeting consumers who have previously bought skincare products, the study focuses on respondents aged 15 to 35 who have made at least two skincare purchases in the past three months, ensuring the selection of active and relevant consumers. Using purposive sampling, a total of 100 respondents were selected to provide robust data for the analysis. Data were collected through a structured questionnaire distributed via Google Forms, allowing for efficient and wide-reaching participation. The questionnaire consisted of two main sections: one capturing demographic information (gender, age, occupation) and another measuring perceptions related to the study variables. Responses were recorded on a 5-point Likert scale, with options ranging from 1 (strongly disagree) to 5 (strongly agree), facilitating a quantitative assessment of attitudes and perceptions toward the variables.

To ensure the accuracy and reliability of the data, both validity and reliability testing were conducted. Validity was tested by comparing the calculated r -value of each item with the r -table at a significance level of 0.05, with items exceeding this threshold deemed valid. Reliability was assessed using Cronbach's Alpha, where a value of 0.7 or higher was considered acceptable, indicating consistent measurement within each construct. Data were then processed and analyzed using SPSS 24, beginning with classical assumption tests to ensure that the data met the requirements for multiple linear regression analysis. The normality test, using the One-Sample Kolmogorov-Smirnov test, confirmed that the data followed a normal distribution, while the multicollinearity test, assessed through Variance Inflation Factor (VIF) values, indicated an acceptable level of multicollinearity with VIF values below 10. Additionally, the Glejser test was conducted to check for heteroscedasticity, with a non-significant result confirming the absence of unequal variance among residuals, thereby validating the model's reliability.

Following these preliminary tests, multiple linear regression analysis was conducted to evaluate the impact of each independent variable—brand image, celebrity endorsements, and customer reviews—on the dependent variable, purchasing decisions. The F-test was used to assess the overall model significance, where a significant F-value indicated a good fit of the model to the data. The coefficient of determination (R^2) provided insight into the proportion of variance in purchasing decisions explained by the independent variables, while individual t-tests evaluated the specific influence of each variable, with significance levels below 0.05 considered indicative of a meaningful effect. Throughout the research process, ethical considerations were upheld; participants were informed of the study's purpose, assured of their anonymity, and consent was obtained prior to participation. In sum, this methodological framework combines structured data collection, rigorous statistical testing, and adherence to ethical standards, aiming to provide reliable insights into the factors influencing consumer purchasing decisions in the skincare market.

RESULT

The survey reveals that 65% of respondents are female, with the majority aged between 25 and 30 years. The predominant occupation among participants is private sector employees.

Although women still constitute the larger demographic, it is notable that men are increasingly attentive to their skincare needs. This age group, primarily young adults, makes sense as they are typically in the early stages of their careers and have the financial means to invest in skincare products, while also being open to exploring new trends.

The study commenced with a validity and reliability test to ensure the measurement instruments were both accurate and consistent, confirming that the constructs used in the research were appropriate for further analysis. Following this, classical assumption tests, including normality, multicollinearity, and heteroscedasticity, were conducted to verify that the data met the necessary prerequisites for multiple linear regression analysis. The hypothesis testing was then carried out using multiple linear regression, which revealed significant relationships between the independent variables and the dependent variable. These results demonstrate the robustness of the model in explaining the factors influencing the dependent variable, validating the hypothesized impact of brand image, celebrity endorsements, and customer reviews on purchasing decisions.

Validity and Reliability Test

Table 1. Validity test

Variable	Item	Significance	Pearson Correlation	Description
Brand Image (X1)	BI1	0.000	0.638	Valid
	BI2	0.000	0.571	Valid
	BI3	0.000	0.577	Valid
	BI4	0.000	0.551	Valid
	BI5	0.000	0.412	Valid
Celebrity Endorsements (X2)	CE1	0.000	0.417	Valid
	CE2	0.000	0.513	Valid
	CE3	0.000	0.506	Valid
	CE4	0.000	0.591	Valid
	CE5	0.000	0.545	Valid
	CE6	0.000	0.581	Valid
	CE7	0.000	0.344	Valid
Customer Reviews (X3)	CR1	0.000	0.617	Valid
	CR2	0.000	0.472	Valid
	CR3	0.000	0.507	Valid
	CR4	0.000	0.534	Valid
	CR5	0.000	0.508	Valid
	CR6	0.000	0.612	Valid
	CR7	0.000	0.517	Valid
Purchase Decision (Y)	PD1	0.000	0.541	Valid
	PD2	0.000	0.688	Valid
	PD3	0.000	0.611	Valid
	PD4	0.000	0.580	Valid

PD5	0.000	0.697	Valid
PD6	0.000	0.668	Valid
PD7	0.000	0.517	Valid
PD8	0.000	0.527	Valid
PD9	0.000	0.329	Valid

Source: data processed

A questionnaire statement is deemed valid if each item yields a significance value of less than 0.05. As shown in **Table 1.**, all statement items across the variables have a significance value of 0.000. Furthermore, the Pearson correlation coefficients for all items exceed the r-table threshold of 0.1654, confirming the validity of all questionnaire statements.

Table 2. Reliability test

Variable	Calculated Cronbach's Alpha	Standard Cronbach's Alpha	Description
Brand Image (X1)	0.867	0.7	Reliable
Celebrity Endorsement (X2)	0.878	0.7	Reliable
Customer Review (X3)	0.9	0.7	Reliable
Purchase Decision (Y)	0.913	0.7	Reliable

Source: data processed

An instrument is considered reliable if its Cronbach's Alpha coefficient exceeds the threshold of 0.7. As shown in **Table 2.**, the Cronbach's Alpha values for the variables are as follows: 0.867 for Brand Image (X1), 0.878 for Celebrity Endorsement (X2), 0.900 for Customer Review (X3), and 0.913 for Purchasing Decision (Y). Consequently, it can be concluded that all statements in the questionnaire are reliably measured.

Classical Assumption Test

Table 3. Normality test

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual	Description
N	100	
Asymp. Sig. (2-tailed)	0.040	Abnormal
N	90	
Monte Carlo Sig. (2-tailed)	0.355	Normal

Source: data processed

The One-Sample Kolmogorov-Smirnov Test was employed to assess the normality of the data. A dataset is considered normally distributed if the significance value exceeds 0.05. As indicated in **Table 3.**, the normality test was conducted using data from 90 respondents, as anomalies were detected in the original sample of 100 respondents (with a significance value of 0.040, which is less than 0.05). Consequently, data from 10 outlier respondents were excluded, and the analysis was repeated using Monte Carlo simulations. The residuals from this revised dataset exhibited normal distribution, with a significance value of 0.355, which is greater than 0.05.

Table 4. Multicollinearity test

Variable	Tolerance	VIF	Description
Brand Image	0.678	1.476	no multicollinearity
Celebrity Endorsement	0.610	1.639	no multicollinearity
Customer Review	0.736	1.360	no multicollinearity

Source: data processed

The multicollinearity test evaluates the correlation between independent variables by examining the Tolerance value and Variance Inflation Factor (VIF). Multicollinearity is not considered present if the VIF value is less than 10 and the Tolerance value is greater than 0.1. According to **Table 4.**, the Tolerance values are 0.678 for Brand Image, 0.610 for Celebrity Endorsement, and 0.736 for Customer Review, while the corresponding VIF values are 1.476 for Brand Image, 1.639 for Celebrity Endorsement, and 1.360 for Customer Review. These results indicate the absence of multicollinearity among the independent variables.

Table 5. Heteroscedasticity test

Variable	Sig.	Description
Brand Image	0.213	no heteroscedasticity
Celebrity Endorsement	0.189	no heteroscedasticity
Customer Review	0.727	no heteroscedasticity

Source: data processed

To determine the presence of heteroscedasticity in the regression model, the Glejser test is utilized (**Table 5.**). Heteroscedasticity is absent if the significance value exceeds 0.05. For Brand Image, the significance value is 0.213; for Celebrity Endorsement, it is 0.189; and for Customer Review, it is 0.727. Based on these results, it can be concluded that there are no indications of heteroscedasticity in the regression model.

Linear Regression Analysis

Multiple linear regression analysis is employed to examine the relationship between independent variables and their impact on the dependent variable. To measure the impact of independent variables on a dependent variable using multiple linear regression, the model estimates the coefficients of the independents to determine their effects. The significance of these coefficients is tested, and the model's overall explanatory power is assessed using metrics like R-squared. Diagnostic checks are then performed to validate the model's assumptions and ensure robustness.

Table 6. Multiple linear regression test

Model	Unstandardized Coefficients		t	Significance
	B	Std. Error		
(Constant)	6.579	3.587	1.834	0.070
Brand Image	0.265	0.123	2.150	0.034
Celebrity Endorsement	0.265	0.104	2.538	0.013
Customer Review	0.616	0.100	6.177	0.000

Source: data processed

The regression equation is as follows, as derived from **Table 6.:**

$$PD = 6.579 + 0.265 BI + 0.265 CE + 0.616 CR + e$$

This can be interpreted as follows:

1. The constant value of 6.579 indicates that if Brand Image (X1), Celebrity Endorsement (X2), and Customer Review (X3) are all zero, the purchasing decision would be 6.579.
2. A positive regression coefficient of 0.265 for Brand Image (X1) signifies that for each unit increase in Brand Image, the purchasing decision is expected to rise by 0.265.
3. Similarly, a positive regression coefficient of 0.265 for Celebrity Endorsement (X2) indicates that for each unit increase in Celebrity Endorsement, the purchasing decision is anticipated to increase by 0.265.
4. A positive regression coefficient of 0.616 for Customer Review (X3) suggests that for each unit increase in Customer Review, the purchasing decision is projected to increase by 0.616.

Hypothesis Testing

Table 7. Hypothesis test

Variable	Beta	t	Sig.
Brand Image	0.265	2.150	0.034
Celebrity Endorsement	0.265	2.538	0.013
Customer Review	0.616	6.177	0.000

Source: data processed

Hypothesis testing is conducted to ascertain whether the independent variables exert an influence on the dependent variable. A hypothesis is considered supported if the significance value is less than 0.05 or if the t-statistic exceeds the critical t-value. The results of the hypothesis testing, as presented in **Table 7.**, are as follows:

Hypothesis 1: The effect of Brand Image on purchasing decisions is affirmed, as evidenced by a significance value less than 0.05 and a t-count of 2.150, which exceeds the t-table value of 1.663.

Hypothesis 2: The effect of Celebrity Endorsement on purchasing decisions is supported, with a significance value below 0.05 and a t-count of 2.538, surpassing the t-table value of 1.663.

Hypothesis 3: The effect of Customer Review on purchasing decisions is confirmed, indicated by a significance value under 0.05 and a t-count of 6.177, which is greater than the t-table value of 1.663.

Therefore, it can be concluded that all three independent variables examined in this study significantly impact purchasing decisions for skincare products.

F-Statistical Test

Table 8. F-Statistical test

Model	Df	F	Sig.
Regression	3		
Residual	86	38.821	0.000 ^b
Total	89		

Source: data processed

The F test was performed to assess the combined effect of the independent variables on the dependent variable. As indicated in **Table 8**, the significance value of 0.000, which is less than 0.05, and an F-count of 38.821, which exceeds the F-table value of 3.10, demonstrate that the variables under investigation—brand image, celebrity endorsement, and customer review—have a statistically significant impact on purchasing decisions for skincare products.

Coefficient of Determination (R^2)

Table 9. Coefficient of determination

Model	R	R Square	Adjusted R Square
1	0.758 ^a	0.575	0.560

Source: data processed

The Coefficient of Determination is used to evaluate the model's capacity to explain the variability of the dependent variable. A lower value indicates a reduced explanatory power of the independent variables concerning the dependent variable. According to **Table 9.**, the adjusted R-squared (R^2) value is 0.560, suggesting that 56% of the variation in purchasing decisions is accounted for by the variables of Brand Image, Celebrity Endorsement, and Customer Review. The remaining 44% is attributed to other factors not covered in this study.

DISCUSSION

The study findings reveal significant positive effects of brand image, celebrity endorsements, and customer reviews on purchasing decisions for skincare products. These results emphasize the nuanced and multi-dimensional nature of consumer behavior in today's digitalized and highly competitive skincare market. Brand Image has a positive effect on purchasing decisions for skincare products—is affirmed. This finding is consistent with previous studies (Chen et al., 2021; Febrianti et al., 2021; Ida & Hidayati, 2020; Kusumaradya et al., 2021; Sari Dewi et al., 2020), which also indicate an impact of brand image on purchasing decisions. A strong brand image enhances consumer perceptions of product quality. A positive brand image boosts consumer desire to purchase, as it increases confidence that the product will meet their expectations and needs, ultimately encouraging purchasing decisions. This is further supported by (Ajzen, 2005). Theory of Planned Behavior, which posits that attitudes and perceptions influence decision-making. A favorable attitude towards a product or brand—such as perceived quality or positive feedback from others—fosters trust in the brand, increasing the likelihood of purchase. However, research by (Sinaga & Hutapea, 2022; Wardani & Maskur, 2022) suggests that brand image may not always influence purchasing decisions, as consumers today often prioritize low prices and guaranteed quality over brand image. The social relevance of this research lies in the increasing influence of social media on consumer behavior. Our findings emphasize the growing power of peer influence via customer reviews, shaping purchasing decisions in the digital era. This reflects the evolving landscape of marketing, where transparency and trust play a pivotal role in customer engagement. In the skincare sector, for instance, the rising demand for authenticity and transparency may lead consumers to prioritize quality and value over brand prestige, particularly in an era where product reviews and peer feedback are readily accessible. This trend points to a shift where brand image alone may not suffice to drive purchases, as consumers seek assurance from other credible sources, especially online reviews.

Celebrity Endorsement has a positive effect on purchasing decisions for skincare products—is upheld. This finding aligns with previous studies (Molelekeng & Dondolo, 2021; Nguyen & Huynh, 2018; Saldanha, 2022; Sertoglu et al., 2014) which also demonstrate the influence of celebrity endorsements on purchasing decisions. Companies frequently employ

celebrities to enhance brand visibility and stimulate consumer purchases. A celebrity's appealing appearance and credibility in endorsing a product or brand can significantly attract consumer interest. Additionally, Ajzen's Theory of Planned Behavior supports this notion, suggesting that positive public attitudes towards a celebrity endorsement can translate into favorable perceptions of the promoted product or brand (Ajzen, 2005). This aligns with the Theory of Planned Behavior, where the endorsement of a product by a trusted and admired figure can shape positive consumer attitudes. However, the effectiveness of celebrity endorsements may depend on how authentically they align with the brand and product being endorsed. For example, endorsements from celebrities who are perceived as knowledgeable or relatable within the skincare realm are likely to have a stronger impact than those from celebrities with less relevance or authenticity in this field. This endorsement can enhance the brand's value in the eyes of consumers, as the endorsement by a trusted figure like a celebrity can positively influence consumer interest. However, celebrity endorsements may not always impact purchasing decisions, as consumers often prioritize product ingredients and quality (Clara, 2019; Fournier, 1998) over celebrity endorsements (Clara, 2023; Rahmawati et al., 2022; Vidyanata & Hadiwidjojo, 2018). Furthermore, the frequent promotion of multiple products by celebrities may lead to skepticism among consumers, potentially diminishing the effectiveness of such endorsements (Naseema, 2016; Pradhan et al., 2016; Rocha et al., 2020). The marketing implications for celebrity endorsement, based on our findings, suggest that while celebrity endorsements do have a positive impact on purchasing decisions, their influence is less significant compared to customer reviews. This implies that brands should not solely rely on celebrities to drive sales but rather use them strategically to complement other efforts, such as enhancing product credibility or targeting specific audiences. For maximum effectiveness, celebrity endorsements should be paired with authentic, user-generated content to build trust and deeper engagement with consumers. Additionally, as the focus shifts toward genuine consumer experiences, companies might consider integrating “micro-influencers”—individuals with smaller, niche followings who are perceived as more relatable and trustworthy—into their endorsement strategies to build stronger, more authentic connections with their audiences. This approach could also mitigate endorsement fatigue, where overexposure to celebrity promotions results in reduced consumer engagement.

The third hypothesis—that Customer Review has a positive effect on purchasing decisions for skincare products—is supported. This finding aligns with previous research (Majali et al., 2022; Suharto, 2021; Ullal et al., 2021; Zhao & Peng, 2019), which indicates that reviews provide insights and experiences from consumers who have used the product, thereby aiding potential buyers in gaining a comprehensive understanding of it. A higher volume of positive reviews generally increases the likelihood of purchase. Ajzen's (2005) Theory of Planned Behavior further supports this, suggesting that favorable reviews enhance positive attitudes towards a brand or product, while negative reviews can foster adverse perceptions. Additionally, customer reviews that reflect satisfaction with the product can bolster and influence purchasing decisions. However, customer reviews might not always impact purchasing decisions, as negative reviews or mixed feedback may deter potential buyers from choosing the product or brand (Rahmawati et al., 2022; Sinaga & Hutapea, 2022). The findings reveal that while brand image and celebrity endorsements are important, customer reviews exert the greatest influence on purchasing decisions. This underscores the need for managers

to focus on managing online reviews and fostering a positive brand image through user-generated content, which is crucial for enhancing customer engagement and boosting conversion rates in the digital marketplace. Moreover, in the skincare market, reviews are particularly influential because consumers often seek to minimize risks associated with products that are directly applied to the skin. This highlights the importance for brands to not only encourage authentic feedback but also ensure that products deliver on their promises to foster positive consumer experiences. The prominence of reviews in influencing purchases also suggests the need for brands to develop strategies to engage with reviewers and address complaints, creating a feedback loop that supports continuous improvement and consumer trust.

The study results provide insights into consumer purchasing behavior by integrating three important aspects: brand image, celebrity endorsements, and customer reviews. In terms of theoretical implications, the findings extend Ajzen's Theory of Planned Behavior by demonstrating that consumer attitudes, shaped not only by brand identity and endorsements but increasingly by peer reviews, play a pivotal role in purchase decision-making. This extension underscores the need to consider user-generated content and peer feedback as critical factors that can either reinforce or challenge traditional branding and endorsement strategies. From a practical perspective, the results suggest that companies should adopt a balanced approach. While brand image and celebrity endorsements remain valuable, they should not be the sole focus. Instead, brands need to actively cultivate and manage online customer feedback to reinforce consumer trust and satisfaction. Given that customer reviews are the most influential factor, brands could consider integrating review management strategies into their digital marketing plans, such as actively soliciting feedback post-purchase, responding to reviews, and utilizing positive reviews in marketing campaigns.

Based on the coefficient of determination, the model explains 56% of the variance in purchasing decisions, indicating that 44% of the influencing factors remain unexplored in this study. Potential factors that could impact purchasing decisions but were not investigated include price sensitivity (Fedoseeva & Herrmann, 2023), product quality (Chaerudin & Syafarudin, 2021; Safitri et al., 2023), brand loyalty (Büyükdağ, 2021; Xu et al., 2021), marketing campaigns (Syed et al., 2023), product recommendations (Balakrishnan, 2018), and emotional or psychological drivers. Additionally, demographic variables (Cohen et al., 2021) such as age, gender (Lian & Yen, 2014), and income levels, as well as broader cultural or social influences (Ameen et al., 2021), may also play a significant role in shaping consumer behavior. Cross-cultural studies could offer insights into how cultural values and social norms impact the perceived importance of these factors, particularly as global e-commerce expands and consumer markets become more diverse. Finally, given the rapid evolution of digital media, future research should explore how emerging social media platforms and new forms of consumer engagement, such as live-stream shopping and virtual influencers, impact skincare purchasing decisions. These insights could help brands develop adaptable, forward-looking strategies that align with evolving consumer expectations in a digital-first marketplace.

CONCLUSION

In conclusion, this research confirms that brand image, celebrity endorsements, and customer reviews positively impact purchasing decisions for skincare products, with customer reviews having the most significant influence. The study highlights the importance of managing online reviews and maintaining a strong brand presence. Future research should explore additional factors influencing purchasing behavior and incorporate a broader range of references to enhance the depth and accuracy of insights.

The findings of this study have several implications for marketing, managerial practice, and scientific understanding. The results highlight the significant role of customer reviews in influencing purchasing decisions for skincare products, surpassing even brand image and celebrity endorsements. This suggests that companies should prioritize strategies to encourage satisfied customers to share positive reviews online, thereby increasing the likelihood of potential consumers making a purchase. Engaging with customers post-purchase and incentivizing reviews could be an effective marketing tactic. For managers, the study underscores the importance of managing online customer feedback as a key factor in purchasing decisions. While brand image and celebrity endorsements still hold influence, the growing impact of peer-generated content, such as customer reviews, suggests a shift in focus toward digital reputation management. Managers should invest in platforms that facilitate consumer reviews, monitor online feedback actively, and ensure that negative feedback is addressed promptly. This research contributes to the literature by integrating three key variables—brand image, celebrity endorsements, and customer reviews—into a model that predicts purchasing decisions in the skincare market. The significant role of customer reviews opens avenues for future research on the impact of user-generated content on consumer behavior. Additionally, the results suggest that further exploration of other variables influencing purchasing decisions is necessary to provide a more comprehensive understanding of consumer behavior in this sector. This study provides actionable insights for marketing strategists, managers, and researchers in both the academic and commercial fields, highlighting the evolving landscape of consumer influence.

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