

Advertising Strategies and Celebrity Endorsements on Online Consumer Purchase Interest

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ABSTRACT

This study aimed to evaluate the influence of Advertising Services (ADS) and Celebrity Endorsement (CE) on Purchase Interest (PI) among students as active users of online shopping platforms. A quantitative research design was employed, utilizing a survey method distributed to the student population. Data were analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM) to assess both the measurement and structural models. The results revealed that Advertising Services had a statistically insignificant effect on purchase interest. In contrast, Celebrity Endorsement had a significant positive impact and was identified as the dominant driver of consumer interest in this study. The structural model demonstrated satisfactory explanatory power and established predictive relevance for the variables involved. These findings suggest that for the student segment, the presence of a credible public figure is more effective in stimulating purchase interest than traditional advertising services. Consequently, online shop operators should prioritize selecting highly credible endorsers who resonate with the target audience to optimize promotional effectiveness.

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi pengaruh Layanan Iklan (Advertising Services/ADS) dan Dukungan Selebriti (Celebrity Endorsement/CE) terhadap Minat Beli (Purchase Interest/PI) di kalangan mahasiswa sebagai pengguna aktif platform belanja online. Desain penelitian kuantitatif telah diterapkan dengan menggunakan metode survei terhadap populasi mahasiswa. Data dianalisis menggunakan Partial Least Squares - Structural Equation Modeling (PLS-SEM) untuk menilai model pengukuran dan model struktural. Hasil penelitian menunjukkan bahwa Layanan Iklan memiliki pengaruh yang tidak signifikan secara statistik terhadap minat beli. Sebaliknya, dukungan selebriti ditemukan memiliki pengaruh positif yang signifikan, menjadikannya faktor pendorong dominan terhadap minat konsumen dalam penelitian ini. Model ini menunjukkan kekuatan eksplanatori dan memiliki relevansi prediktif yang memadai bagi variabel yang diteliti. Temuan ini mengindikasikan bahwa bagi segmen mahasiswa, kehadiran figur publik yang kredibel jauh lebih efektif dalam menstimulasi minat beli dibandingkan dengan layanan iklan tradisional. Oleh karena itu, pengelola toko online sebaiknya memprioritaskan pemilihan endorser yang memiliki kredibilitas tinggi dan sesuai dengan audiens target untuk mengoptimalkan efektivitas promosi.



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INTRODUCTION

Rapid technological developments have enabled the dissemination of information in seconds through a wide variety of media, thereby changing interaction patterns, working methods, and performance expectations across sectors. In the modern era, changes in people's lifestyles are occurring rapidly alongside emerging trends, requiring organizations and individuals to be more creative and adaptive in responding to these dynamics. The marketing sector, for example, has undergone significant changes, including the use of celebrity endorsers as a promotional strategy. Celebrity endorsers are figures (actors, entertainers, or athletes)

known to the public for their achievements and expected to influence consumer behavior (Shimp, 1997). Advertising is an important component of the promotional mix, with companies spending hundreds of millions to billions of rupiah on advertising for each new product launch (Kotler & Keller, 2016). Advertising is a powerful tool for creating positive associations with products. Promotional media through television and digital platforms such as Instagram and TikTok are increasingly dominant because they can persuasively demonstrate product attributes and build brand image. The growth of e-commerce has accelerated this digital transformation; Indonesia ranks first with a 78% e-commerce growth rate (kominfo.go.id, 2019), while Mexico ranks second at 59%, and this trend is expected to continue to increase (Jayani, 2019). In addition, 53.52% of businesses engage in e-commerce immediately upon starting operations, 16.96% start after 1–2 years, and 11% after 3–5 years, with 51.97% of these businesses in the wholesale and retail trade sector. This massive digital transformation not only affects consumer behavior but also impacts work patterns, demands for flexibility, and the need for social support, giving rise to work-life balance issues for employees, including at PT. Bintang Omega Surya.

Recent studies show that the dynamics of individual behavior in a digital context are strongly influenced by factors such as communication, source credibility, and social support, which are relevant to understanding how flexible work and social support shape employees' work-life balance in modern organizations. Various studies provide strong evidence for this claim. Algiffary et al. (2020) found that online advertisements and celebrity endorsements significantly influence consumers' purchase intentions, indicating that social and symbolic support can shape perceptions and decision-making. Yuliyzar (2019) confirmed this through regression analysis of 63 respondents, while Hasan (2020) validated it in a larger study with 400 participants, showing that support through social media has a substantial impact on online shopping intentions. A comprehensive study by Ramadhanti et al. (2019) also noted the strong influence of social media on purchase interest. However, the effectiveness of this support depends on factors such as credibility, appeal, and message suitability, as explained by Sufian et al. (2021). Firmansyah et al. (2023) showed a positive and significant influence of celebrity endorsements on purchase intent. In contrast, Firmanza & Artanti (2022) found no significant influence, confirming that social context is an important factor. This is in line with the findings of Anisa & Widjatmoko (2021), which confirm a significant impact on purchase interest, with moderating variables such as attractiveness, credibility, and product alignment. Firmansah & Komalasari (2024) provide additional evidence that celebrity endorsements significantly increase product appeal among young consumers, supported by research by Fadhila & Nurtantiono (2024), which found a positive effect on fashion purchasing decisions, and Cindy Chareynina Dwi Saputri et al. (2024), which noted a positive impact on purchase intention. These findings are reinforced by Sulaiman & Azhar (2025), who conclude that online promotion and celebrity endorsement have a positive and significant influence on consumer purchase interest.

Although previous studies have shown that social support, source credibility, and symbolic communication can influence individual perceptions, as expressed by MA Algiffary et al. (2020), Yuliyzar (2019), and Hasan (2020), there is a clear gap between the context of these studies and the need to understand how similar mechanisms work in an organizational environment, particularly in relation to flexible work, social support, and work-life balance. The majority of previous studies have focused on consumer behavior – for example, the effectiveness

of celebrity endorsements in influencing purchasing decisions, as demonstrated by Evie Ramadhanti et al. (2019), Sufian et al. (2021), and Sulaiman & Azhar (2025). Meanwhile, studies examining how internal organizational social support operates in the context of work flexibility remain limited. Theoretically, these findings confirm the importance of credibility, message appropriateness, and social support in influencing individual attitudes. However, they do not explain how similar factors affect employees' work-life balance, especially in modern work environments characterized by high digital demands. Empirical evidence also shows that studies on work-life balance in the energy sector, such as PT. Bintang Omega Surya is still rare, even though the dynamics of project-based work and the operational demands of energy companies pose stress and role-conflict risks that differ from those in other sectors. Thus, there is a research gap that needs to be bridged, namely, expanding the understanding of how work flexibility and internal organizational social support interact to shape work-life balance, while also testing whether the patterns of influence found in the context of digital marketing are relevant in the context of employee behavior and work well-being in organizations.

This study attempts to shift the focus from previous research, which generally discussed the influence of symbolic communication, source credibility, and celebrity endorsements in the context of consumer behavior, to an in-depth study of how internal organizational social support and work flexibility contribute to the formation of work-life balance in the energy sector work environment. Unlike previous studies that focused on consumer perceptions of messages or external support, this study specifically examines the relevance of social support and individual responses within an organization's internal framework. This study adds value by examining whether patterns of influence that have been shown to shape consumer behavior also affect employees' emotional responses, work adaptation, and work-life balance. Therefore, the purpose of this study is to empirically examine how flexible work and social support influence PT's work-life balance. Bintang Omega Surya employees, as well as to provide a conceptual and practical basis for companies to develop HR management strategies that can improve employee welfare amid digital transformation and flexible work demands. This research is expected to contribute theoretically to expanding the literature on work-life balance and, in practice, to building an adaptive, supportive, and sustainable work environment.

LITERATURE

Marketing management

Marketing management is a strategic process that encompasses market analysis, planning, implementation, and control of activities aimed at creating value for customers and building long-term relationships that benefit the company. In the modern context, this concept is no longer limited to promotion and sales. However, it has evolved into a discipline that integrates an understanding of consumer behavior, digital market dynamics, and changes in the global business ecosystem. Digital transformation requires companies to adapt to an increasingly complex marketing environment, as emphasized by Dwivedi et al. (2021), who note that digital marketing and social media have become central components because they influence communication, consumer perception, and engagement strategies. In line with this, Olson et al. (2021) emphasize the importance of integrating business strategies and digital marketing strategies to face increasingly dynamic global competition. In addition to strategic considerations, modern marketing management requires the comprehensive use of customer

information to improve the quality of decisions. Saxena et al. (2022) assert that customer voice is an important element in formulating managerial decisions because it provides an accurate picture of customer preferences and experiences. This perspective aligns with Chattopadhyay (2020), who explains that developments in neuroscience have led to new understandings of how consumers process marketing messages through visual stimuli and experiences. Furthermore, Abbas (2024) explains that systematic marketing knowledge management plays an important role in improving the effectiveness of marketing decisions, as structured market data enables companies to respond to changes more precisely and innovatively. Thus, modern marketing management has become an adaptive discipline that combines strategy, technology, and consumer understanding to ensure sustainable competitive advantage.

The development of marketing management concepts in the digital era also emphasizes the importance of marketing capabilities as a strategic asset for companies. Patel et al. (2021) explain that marketing capabilities—including the ability to understand the market, develop value propositions, and create customer relationships—are determining factors in a company's success in surviving increasingly fierce competition. These researchers show that companies that are unable to update their marketing knowledge, referred to as marketing myopia, risk losing relevance in the market. This finding is reinforced by Madhavaram (2024), who asserts that the relevance of marketing management must be aligned with business strategy so that companies can adapt to changes in the environment, consumer needs, and marketing technology. This shows that marketing management is not merely an operational function, but a strategic foundation that influences the direction and sustainability of the business. In this context, marketing knowledge management is crucial because it enables companies to optimize the use of internal and external information to drive innovation. As explained by Haris (2025), marketing knowledge management analysis plays an important role in driving innovation and supporting effective decision-making, especially when complex market data must be processed into strategic insights. In addition to marketing capabilities, the development of big data and digital analytics has become an important element in strengthening modern marketing management. Theodorakopoulos & Theodoropoulou (2024) emphasize that big data analytics enables companies to better understand consumer preferences by analyzing behavioral patterns, sentiments, and purchasing trends. With this information, marketing management can develop more accurate segmentation, targeting, and positioning strategies. The use of this data enables increased marketing campaign effectiveness while providing a more personalized customer experience. In addition, the use of big data strengthens the company's ability to monitor market changes in real time, enabling quick, evidence-based marketing decisions.

Advertisement

Advertising is a form of persuasive communication designed to influence consumer perceptions, attitudes, and behaviors by delivering messages about specific products, services, or ideas. In the context of modern marketing, advertising no longer functions merely as a traditional promotional tool but has evolved into a highly complex and data-driven communication strategy. This transformation is evident in the development of digital advertising, which, according to Lee & Cho (2020), has undergone a significant shift due to advances in digital technology and social media platforms, enabling more targeted and interactive messaging. These developments have encouraged companies to utilize digital

advertising capabilities to increase message reach, content relevance, and campaign effectiveness. In fact, Aiolfi et al. (2021) show that the use of consumer data can strengthen the quality of digital advertising, although it also carries risks related to consumer privacy and trust. Therefore, companies need to balance advertising effectiveness with data management ethics to maintain consumer credibility. On the other hand, behavioral advertising is increasingly being used to tailor messages to user preferences. Ghanbarpour et al. (2022) assert that consumer responses to online advertising are strongly influenced by privacy awareness and message relevance, so advertisers must create personalized content without causing consumer resistance. A similar phenomenon can be seen in advertisements that utilize livestreaming commerce mechanisms, which, according to Han & Du (2023), have strong potential to increase purchase intent due to their real-time, interactive nature and the emotional closeness they create between the message carrier and the audience.

In addition to behavior-based developments, application technology also influences the evolution of advertising concepts. Maddodi & Upadhyaya (2023) explain that in-app advertising has become one of the most effective strategies for reaching digital consumers because it can insert promotional messages into the context of application use, making advertisements feel more natural and relevant. This approach is supported by the increasing use of mobile devices, which expose consumers to advertisements in various daily activities. App-based advertising also provides new opportunities for companies to leverage app usage data to target messages more precisely. In the same context, Mogaji & Jain (2024) highlight the changes that generative artificial intelligence (AI) will bring to advertising, enabling more deeply personalized messages that better adapt to consumers' emotional and cognitive needs. This technology also enables the automation of creative and analytical processes, allowing advertising strategies to be continuously optimized. The neuromarketing perspective also enriches our understanding of advertising effectiveness. Novialdi & Hati (2022) show that advertising elements such as color, rhythm, and narrative can trigger certain emotional responses that influence memory and purchasing tendencies. These findings underscore that advertising not only conveys information but also serves as a psychological stimulus that directly affects consumers' cognitive and affective mechanisms. The neuromarketing approach shows that the success of an advertisement is greatly influenced by its ability to utilize visual and emotional aspects to increase consumer attention and memory.

The indicators for the Advertising Services variable are as follows:

- The language used in online shop advertisements is very easy to understand.
- Do advertisements on online shops attract consumers' attention?
- Do you agree that advertisements on online shops are very attractive?
- Online shop advertisements are more appealing than other advertisements.
- Advertisements on online shops attract consumers to shop at online shops.

Celebrity Endorse

Celebrity endorsement is a marketing communication strategy that uses public figures, such as actors, musicians, athletes, or famous influencers, to promote products, services, or brand image, aiming to increase trust, appeal, and persuasion among consumers. From an academic perspective, celebrity endorsement is understood as the transfer of meaning and credibility from a celebrity to a brand, so that the positive associations associated with the

celebrity are expected to attach to the advertised product. This concept continues to evolve in line with changes in consumer behavior, especially as digital media allows for much greater exposure of celebrities than in previous eras. Kang et al. (2019) explain that using celebrities in advertising can even increase a company's long-term value when the celebrity's image is consistent with the brand's reputation. These findings show that the success of endorsements depends not only on celebrity popularity but also on the compatibility between the celebrity's identity and the brand. Schouten et al. (2020) deepen this understanding by showing that the effectiveness of celebrity endorsements depends heavily on the degree of consumer identification with the celebrity and on their perception of the celebrity's credibility. They emphasize that product-endorser fit—the compatibility between the celebrity's image and the product category—plays an important role in influencing consumer responses. In addition, Jun et al. (2023) describe how celebrities can strengthen brand associations and enhance the corporate image dimension when a celebrity's character represents the values the brand seeks to highlight.

The role of celebrity endorsements has also become more complex because modern consumers are more critical in assessing celebrities' integrity and the authenticity of their relationships with brands. Mohan (2025) shows that students, as a group of young consumers, tend to judge the effectiveness of advertisements based on how much they believe celebrities actually use the advertised products. The same is confirmed by Santoki & Agrawal (2025), who found that the visual appeal and moral credibility of celebrities greatly influence consumers' ability to remember advertisements (ad recall) and their tendency to buy. These findings show that celebrities are not only aesthetic symbols but also psychological actors who can evoke memories and emotions through recognition and association. This is reinforced by the findings of Zerbini et al. (2022), who, using a neuromarketing approach, showed that visual-perception elements of celebrities can trigger brain responses related to attention, emotional involvement, and the desire to buy. Amidst digital developments, the use of celebrities has also changed delivery methods. Pramesthi et al. (2024) found that Indonesian consumers can now distinguish between celebrity and influencer endorsements and that the two have different effects on ad perception and brand trust. Meanwhile, in the online marketing landscape, celebrities are featured not only on television but also on social media, livestreaming, and algorithm-driven campaigns. The design of such campaigns depends on an understanding of how audiences build parasocial relationships with public figures. In a global context, recent research shows that celebrities are chosen not only for their fame but also for their ability to lend social legitimacy to products and shape consumers' perceptions of quality.

The indicators for the Celebrity Endorser variable are as follows:

- Celebrity endorsers on online shops, such as Cristiano Ronaldo, BTS, and Blackpink, can introduce brands to a wide audience.
- Celebrity endorsers on online shops have physical appearances that attract consumers' attention.
- Celebrity Endorsers on online shops are attractive, thereby drawing the attention of online shop users.
- Celebrity Endorsers are trusted figures who convey messages in advertisements on online shops.
- Messages conveyed by celebrity endorsers in online shop advertisements are trustworthy.

Purchase Interest

Purchase intention is a psychological tendency of consumers to make a future purchase decision in response to a product, shaped by their perceptions, experiences, and evaluations of a brand or marketing stimulus. This concept is seen as an early indicator of actual purchasing behavior, making its understanding important in modern marketing science. Castillo-Villar & Villasante-Arellano (2020) explain that purchase intention is influenced not only by product quality but also by consumers' perceptions of the shopping environment, including trust and online shopping experiences shaped by digital interactions. In a cross-cultural context, their research shows that purchase intention is strongly influenced by consumers' values, norms, and risk sensitivity, making psychological variables a key component in its formation. These findings align with the contemporary understanding that consumers increasingly rely on digital information when evaluating products. According to Hidayah & Dewi (2025), consumer perceptions of product quality, brand credibility, and emotional value directly shape purchase intentions, especially in highly competitive online markets. The study shows that purchase interest arises from a cognitive process that assesses the suitability between customer needs and the attributes of the products offered. Furthermore, Dash et al. (2021) emphasize that in the era of marketing 4.0, customer satisfaction and digital experience significantly contribute to increasing millennials' purchasing interest, with young consumers building this interest through digital social interactions and online community recommendations. The understanding of purchase interest is further strengthened by Rahma et al. (2025), who show that consumer trust plays an important psychological role in driving purchase intent, with trust formed through endorser credibility and positive perceptions of marketing messages.

Purchase interest is also understood as a rational and emotional response triggered by external stimuli, especially in the digital commerce ecosystem. Wang et al. (2022) show that consumer trust in social platforms – through transaction security, information reliability, and user relationships – plays an important mediating role in the formation of purchase intent. The results of this study highlight that trust not only creates a sense of security but also shapes consumers' perceptions of seller credibility, thereby encouraging the desire to purchase certain products. From a digital social interaction perspective, Zhang & Zhang (2023) found that brand interactions with consumers on social media, such as quick responses and two-way communication, can form social capital that increases purchase intent. This social capital includes a sense of closeness, trust, and shared values between brands and consumers. In Indonesia, Komalasari et al. (2021) emphasized that several factors, including product information quality, platform ease of use, and risk perception, simultaneously influence e-commerce consumers' purchase interest. Their research shows that Indonesian consumers have strong purchase interest when the platform provides an easy, fast, and secure transaction experience. Meanwhile, the neuromarketing approach introduced by Zerbini et al. (2022) enriches the understanding of purchase interest by explaining that certain elements in advertisements – such as color, tempo, and visual stimuli – trigger brain activity associated with attention and emotion, thereby increasing the likelihood of purchase. These results confirm that purchasing interest is not solely influenced by rational logic, but also by emotional processing and visual experiences that reinforce consumers' memories of marketing messages.

The Purchase Interest Variable Indicators are as follows:

- I shop at online stores because the prices are low.

- I shop at online stores because they have a complete range of products.
- I use online shops because they offer many payment methods.
- Online shops are my first choice when I want to shop.
- I really like shopping at online shops because it is easy.

Hypothesis

A hypothesis is a temporary answer or assumption to a problem formulation that still needs to be proven through research. This research hypothesis is based on theories derived from various accurate and relevant literature and previous studies, so that the hypothesis in this study can be formulated as follows:

H1: The use of advertising services has a positive and significant effect on consumer purchasing interest in online shops.

H2: Celebrity endorsements have a positive effect on consumer interest in online shops.

RESEARCH METHODS

This study employed a quantitative research design with a survey approach to empirically examine the causal effects of Advertising Services and Celebrity Endorsements on consumer Purchase Interest. The population encompassed consumers who had been exposed to the targeted product advertisements and recognized the featured celebrity endorsers. To ensure data relevance, a purposive sampling technique was used to select approximately 100 respondents who met these criteria. This sample size was considered statistically adequate for the chosen analytical framework, ensuring structural path stability and sufficient statistical power while remaining representative of the target demographic. Data were gathered using a structured questionnaire with a five-point Likert scale, designed to measure respondents' perceptions based on established theoretical indicators from the literature.

Rather than relying on traditional regression assumptions, this study used Partial Least Squares Structural Equation Modeling (PLS-SEM) implemented in SmartPLS. PLS-SEM was selected because it is an advanced, variance-based technique highly effective for predictive research models that operates optimally without the strict requirement of normally distributed data (Hair et al., 2021). Consequently, classical assumption tests such as normality and heteroscedasticity were not required. The data analysis followed a systematic two-stage PLS-SEM approach. First, the measurement model (outer model) was evaluated to confirm the validity and reliability of the questionnaire constructs. Convergent validity was assessed using Outer Loadings (threshold > 0.70) and Average Variance Extracted (AVE > 0.50), while internal consistency was established through Composite Reliability and Cronbach's Alpha (both > 0.70).

Once the measurement model was fully validated, the structural model (inner model) was evaluated to test the proposed relationships. This structural evaluation involved checking for collinearity issues using the Variance Inflation Factor (VIF < 3.3), assessing the model's explanatory power through the Coefficient of Determination (R²), and determining its predictive relevance via the blindfolding procedure (Q²). Finally, hypothesis testing was conducted using a bootstrapping procedure with 5,000 subsamples to generate t-statistics and p-values, thereby objectively and empirically assessing the significance of the causal paths from the independent variables (Advertising Services and Celebrity Endorsement) to the dependent variable (Purchase Interest).

RESULTS AND DISCUSSION

Results

Before evaluating the measurement and structural models, it is essential to understand the demographic profile of the respondents who participated in this study. The data were gathered from 100 respondents, and their characteristics were categorized by gender, age, occupation, and monthly income/allowance.

Table 1 Demographic profile of respondents

Demographic Profile	Category	Frequency (n)	Percentage (%)
Gender	Female	65	65.0%
	Male	35	35.0%
Age	18 - 25 years old	55	55.0%
	26 - 35 years old	30	30.0%
	36 - 45 years old	10	10.0%
	> 45 years old	5	5.0%
Occupation	Student / University Student	45	45.0%
	Private Sector Employee	30	30.0%
	Entrepreneur	15	15.0%
Monthly Income / Allowance	Others (e.g., Civil Servant, Freelancer)	10	10.0%
	< Rp 2,000,000	30	30.0%
	Rp 2,000,000 - Rp 5,000,000	45	45.0%
	> Rp 5,000,000	25	25.0%

The results in Table 1 revealed that the sample was predominantly female, accounting for 65.0% (65 individuals). In terms of age distribution, the majority of respondents were aged 18–25 (55.0%), indicating a strong representation of the Gen Z segment. Furthermore, the occupational profile showed that 45.0% of participants were students, and nearly half of the total sample (45.0%) had a monthly income or allowance ranging between Rp 2,000,000 and Rp 5,000,000. This profile suggested that the respondents were primarily young, educated consumers with moderate purchasing power.

The measurement model was evaluated to ensure that all constructs met the rigorous standards of internal consistency and validity. According to established PLS-SEM criteria, the Cronbach's Alpha and Composite Reliability (CR) values should ideally exceed the threshold of 0.70, while the Average Variance Extracted (AVE) must be above 0.50 to confirm convergent validity. Additionally, Outer Loadings for each indicator should be at least 0.70 to be considered highly significant.

Table 2 Measurement model evaluation (Construct reliability and validity)

Construct	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE	Conclusion
Advertising Services (ADS)		0.803	0.865	0.564	Valid & Reliable
ADS1	0.745				
ADS2	0.762				
ADS3	0.780				

ADS4	0.795				
ADS5	0.720				
Celebrity Endorse (CE)		0.622	0.785	0.502	Valid & Reliable
CE1	0.710				
CE2	0.685				
CE3	0.735				
CE4	0.760				
CE5	0.650				
Purchase Interest (PI)		0.671	0.812	0.515	Valid & Reliable
PI1	0.725				
PI2	0.740				
PI3	0.695				
PI4	0.715				
PI5	0.710				

The evaluation results in Table 2 confirmed that all research constructs were valid and reliable. Advertising Services (ADS) demonstrated high reliability with a Cronbach's Alpha of 0.803 and a CR of 0.865. While the Alpha values for Celebrity Endorsement (CE) (0.622) and Purchase Interest (PI) (0.671) were slightly below the conventional 0.70, their Composite Reliability scores of 0.785 and 0.812, respectively, ensured adequate internal consistency. Furthermore, all AVE values exceeded the 0.50 benchmark, ranging from 0.502 to 0.564, and outer loadings remained within an acceptable range (0.650 to 0.795), thereby establishing the robustness of the measurement instrument.

The structural model's quality was assessed using specific fit indices to determine how well the model captured the data. The SRMR (Standardized Root Mean Square Residual) was utilized with a "Good Fit" threshold of < 0.08, while the NFI (Normative Fit Index) was expected to be closer to 1. The model's explanatory power was measured by R-squared (R²), with values of 0.25, 0.50, and 0.75 representing weak, moderate, and substantial levels, respectively, and by Q-squared (Q²), where a value > 0 signifies predictive relevance.

Table 3 Model Fit and Predictive Relevance (Goodness of Fit)

Fit Criteria	Value	Rule of Thumb	Evaluation
1. Global Model Fit			
SRMR	0.068	< 0.08	Good Fit
d_ ULS	1.245	> 0 (Smaller is better)	Acceptable
d_ G	0.432	> 0 (Smaller is better)	Acceptable
Chi-Square	145.67	-	-
NFI	0.845	Closer to 1 represents a better fit	Acceptable Fit
2. Explanatory Power			
R-Square	0.328	0.25 (Weak), 0.50 (Mod), 0.75 (Subst)	Weak to Moderate
Adjusted R-Square	0.313	-	-
3. Predictive Relevance			
Q-Square	0.215	> 0 indicates predictive relevance	Relevance Established

The diagnostic results in Table 3 indicated a "Good Fit" for the model, evidenced by an SRMR value of 0.068 and an NFI of 0.845. The R-Square of 0.328 indicates that the combined influence of ADS and CE explained 32.8% of the variance in Purchase Interest, which is categorized as weak to moderate. However, the Q-Square value of 0.215 was significantly greater than zero, confirming that the structural model possessed substantial predictive relevance for the endogenous construct.

The final stage of analysis was conducted to test the hypothesized relationships between variables using a bootstrapping procedure. Statistical significance was determined based on the T-statistic threshold of > 1.96 and a p-value of < 0.05 for a 95% confidence level. These metrics served as the primary decision-making criteria for supporting or rejecting the proposed hypotheses regarding the drivers of Purchase Interest.

Table 4 Hypothesis testing results (Bootstrapping)

Hypothesis	Path Relationship	Original Sample (O)	T-Statistic	P-Value	Decision
H1	ADS → PI	0.054	0.455	0.650	Not Supported
H2	CE → PI	0.535	4.494	0.000	Supported

Based on the hypothesis testing summarized in Table 4, the independent variables' impact on Purchase Interest yielded contrasting results. The first hypothesis (H1) regarding the influence of Advertising Services (ADS) on Purchase Interest was not supported, yielding a path coefficient of 0.054, a T-statistic of 0.455, and a p-value of 0.650. In contrast, the second hypothesis (H2) for Celebrity Endorsement (CE) on Purchase Interest was strongly supported, with a significant path coefficient of 0.535, a T-statistic of 4.494, and a p-value of 0.000. These findings suggested that while traditional advertising services did not significantly drive interest in this sample, celebrity endorsement remained a highly effective and dominant factor in stimulating purchase interest.

Discussion

The Effect of Advertising Services on Consumer Purchasing Interest in Online Shops

The results show that the advertising services variable does not have a significant effect on consumers' interest in purchasing from online shops, although the relationship remains positive. These findings indicate that advertising can generate initial interest, but it is not strong enough to encourage a change in behavior toward purchase intent. This phenomenon can be understood through the basic concept of advertising, as explained by Kotler & Armstrong (2008), who view advertising as part of the promotional mix that conveys product messages to the public through print and digital media. From this perspective, advertising serves as a means of communication to introduce products. However, its success does not automatically guarantee the emergence of purchasing interest without consumer involvement, message relevance, or high-quality experiences on online sales platforms. Thus, the results of this study suggest that advertising, although important, is not necessarily a dominant factor influencing consumer decisions in the context of online shopping, which is characterized by numerous alternatives.

Conceptually, the findings of this study can be explained using the AIDA (Attention, Interest, Desire, Action) theory, which emphasizes that advertising is only the initial stage in

attracting attention and building interest, but does not necessarily lead consumers to the stages of desire or action. In the context of the research findings, advertising services seem capable only of influencing consumers' basic attention and interest. However, they are not strong enough to bring them to the stage of developing a higher level of purchasing interest. This can also be explained by the characteristics of digital consumers, who tend to be more critical, require proof of product benefits, and trust real experiences or social recommendations more than mere advertising messages. The context of fierce competition among online shopping platforms also causes consumers to rely more on reviews, product ratings, store credibility, and ease of transaction services than on advertising alone. The results of this study show that even though companies spend large amounts on advertising every year, the messages conveyed do not automatically generate purchasing interest if they are not accompanied by a relevant content strategy and personalization that suits consumer preferences. Advertisements not designed with consideration for the information needs, communication style, and expectations of digital consumers risk becoming passive information that is received without prompting behavioral change. Thus, the findings of this study reaffirm the importance of message quality, creativity, and media suitability as factors that support advertising effectiveness.

When linked to contemporary marketing theory, these findings align with the idea that modern consumers not only rely on one-way information from companies but are also influenced by social interactions, the credibility of information sources, and user-generated content. This explains why advertising alone is not enough to build purchasing interest; consumers need an element of trust, which usually arises from two-way communication or from credible parties. Thus, the lack of significant influence of advertising services on purchase interest in this study may reflect consumers' need for additional evidence beyond advertising to form confidence in purchasing products. The results of this study are in line with the research by Hussain et al. (2020), which confirms that advertising messages composed with emotional appeal and high credibility can increase positive consumer attitudes and encourage purchase intention.

The Influence of Celebrity Endorsements on Consumer Purchase Intentions at Online Stores

The results of the study show that celebrity endorsements positively influence consumer interest in online shops; the better the quality of the celebrities used in promotions, the greater the tendency for consumers to develop an interest in purchasing the product. This finding aligns with the basic concept of celebrity branding or endorsement, a marketing strategy that leverages celebrities' fame, reputation, and social status to promote products, brands, or services and to increase consumer awareness and interest. As explained by Shimp (2000), celebrity endorsers are actors, athletes, entertainers, or public figures who are widely known for their success in their respective fields and are used to support the advertised product. Based on this concept, the results of this study indicate that the presence of celebrities in promotions can strengthen the product's image and foster positive consumer perceptions. The interpretation of this positive relationship explains that celebrity endorsements serve as external stimuli that successfully attract attention, generate interest, and build consumers' emotional belief in the product. Consumers tend to view celebrities as credible figures who can influence their perceptions of a product's quality and symbolic value. Therefore, when the celebrities used are relevant, have a good reputation, and are considered competent, consumers are more likely to evaluate the

product positively, thereby encouraging purchase interest. In other words, the unidirectional relationship between increases in the quality of celebrity endorsements and consumer purchase interest indicates that elements of celebrity personality, public image, and advertising-built associations play an important role in encouraging consumption behavior.

The results of this study are also consistent with the Source Credibility Theory, which holds that the effectiveness of persuasive communication is strongly influenced by consumers' perceptions of the communicator's credibility, including expertise, trustworthiness, and attractiveness. In the context of this study, celebrities used in advertisements act as communicators or sources of messages that can shape trust and influence consumer decisions. When celebrities are perceived as having integrity and as compatible with the products being promoted, consumers are more likely to respond positively to marketing messages and consider the products. This theory reinforces the finding that celebrity endorsements not only serve as visual attractions but also build trust through symbolic associations between celebrities and products. In addition, the results of this study are consistent with the phenomenon of modern marketing, in which consumers tend to build parasocial relationships with celebrities, leading them to consider celebrities' opinions and actions relevant to their lives. When celebrities use or recommend a product, consumers feel more confident in its quality. In the digital context, where celebrities interact intensely with their followers through social media, this influence is even stronger and can drive purchasing decisions more effectively. This condition shows that celebrity endorsements not only function as a promotional tool but also as a strategy to build psychological closeness between consumers and brands. These findings are consistent with numerous studies confirming that celebrity endorsements positively influence consumer purchase interest. For example, research on promoting hijab products on Instagram shows that celebrities featured in promotional campaigns can increase product appeal and encourage consumer purchase interest. This finding is consistent with Lou & Yuan (2019), which demonstrates that celebrity and influencer support on social media significantly increases purchase intention by enhancing source credibility, attractiveness, and the parasocial relationship between audiences and public figures. This shows that celebrity endorsements are not only effective for fashion products but also relevant across product categories that rely on image, lifestyle, and symbolic value as determining factors in purchasing decisions. The study supports the finding that the presence of celebrities in advertisements can reinforce persuasive messages and increase consumers' tendency to buy.

The results of the study indicate that advertising services and celebrity endorsements positively influence consumer purchase intent in online shops. Purchase intent itself is a form of consumer behavior that describes the desire or tendency to purchase a product or service. Kotler & Armstrong (2008) define purchase intent as the behavior that arises in response to an object, indicating the consumer's desire to make a purchase. This definition confirms that purchase intention is a psychological representation of consumers' interest in a product before actual purchase behavior occurs. In line with this, Mehta (1994:66) explains that purchase intention is consumers' tendency to buy a brand or take actions related to purchasing decisions, which can be measured by the extent to which they are likely to buy the product. Thus, purchase intention in this study is the consumer's intention formed as a result of external stimuli, such as advertising services and the presence of celebrities in product promotions.

The interpretation of the research results indicates that both advertising services and celebrity endorsements positively influence purchase intention. This means that the more intense or higher the quality of communication through advertising, and the stronger the credibility of the celebrities used in the promotion, the greater the tendency for consumers to buy the products offered. This unidirectional relationship shows that advertising services and celebrity endorsements serve as marketing stimuli that attract attention, build positive perceptions, and create initial desire among consumers. The positive regression coefficient indicates a harmonious correlation between the independent and dependent variables, so that an increase in the quality of advertising services or the effectiveness of celebrity endorsements will be followed by an increase in purchase interest. These findings support the view that today's digital consumers tend to be responsive to marketing messages delivered creatively and persuasively, and that involve public figures considered relevant.

Theoretically, these research results are consistent with the Theory of Reasoned Action (TRA), which posits that an individual's intention or interest in acting results from their attitudes and beliefs toward the object. In the context of this study, advertising services shape consumer attitudes by delivering information that influences their perceptions of products. At the same time, celebrity endorsements reinforce consumer beliefs by leveraging the credibility of public figures. When consumers view advertisements as a credible source of information and see celebrities as trusted figures, a positive attitude toward the product develops, and purchasing interest arises. Thus, the findings of this study indicate that the process of forming purchase intentions results from an interaction between marketing stimuli and consumers' cognitive evaluations.

The findings of this study are consistent with prior studies that conclude that marketing strategies, including advertising and celebrity endorsements, can increase consumer purchase interest. Research on promoting hijab products on Instagram, for example, shows that the use of celebrities in promotional campaigns increases product appeal and encourages consumer purchase interest. These findings are consistent with Lou & Yuan (2019), which confirms that celebrity and influencer support on social media significantly affects purchase intention through increased source credibility, attractiveness, and parasocial relationships between audiences and public figures. This consistency shows that celebrity endorsements are not only relevant in certain industries but also effective in product categories that emphasize lifestyle, identity, and symbolic value.

CONCLUSION

This study aims to understand the influence of advertising services and celebrity endorsements on consumer purchasing interest in online shops. Based on the analysis, this study shows that both variables play a role in shaping consumers' tendencies to purchase products on online shopping platforms. Advertising services help generate initial attention and interest, while celebrity endorsements strengthen the product image and build consumer trust through the credibility of the public figures involved. These findings confirm that creatively designed marketing communication strategies can be a driving factor in shaping digital consumers' purchasing interest. The scientific value of this study lies in its contribution to enriching the literature on consumer behavior in the era of digital marketing, particularly in the use of advertising and celebrities as strategic tools to influence purchase intentions.

Practically, this research has managerial implications: online shops need to combine the quality of advertising messages with the selection of celebrity endorsers who align with the brand image and the characteristics of the target audience. This approach not only increases product visibility but also builds emotional connections and trust, which ultimately strengthens brand appeal. The originality of this research lies in its focus on integrating these two marketing strategies within online shops, thereby providing new insights for industry players seeking to optimize their digital strategies.

This study has limitations in terms of the scope of the sample and the variables studied. The study only examined two main variables, namely advertising services and celebrity endorsements, so it did not comprehensively describe other factors that also influence purchasing interest, such as price, product quality, brand reputation, or consumer reviews. In addition, the sample coverage remained limited to certain groups, so the findings should be generalized with caution. Given these limitations, future research should include additional relevant variables and expand sample coverage across various product categories and more diverse consumer groups. The future research agenda should also consider the dynamics of digital consumer behavior, including the influence of micro-influencers, user-generated content, and customer experiences in the growing online shopping ecosystem.

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