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THE MEDIATING ROLE OF BRAND IMAGE IN DIGITAL MARKETING, E-WOM, AND CELEBRITY ENDORSEMENT EFFECTS

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ABSTRACT

This study aims to analyze the influence of Digital Marketing, Electronic Word of Mouth (e-WOM), and Celebrity Endorser on Purchase Decision with Brand Image as a mediating variable. The study uses a quantitative approach with a descriptive-verification method. Data were collected by distributing questionnaires to 250 respondents who used skincare products selected using an incidental sampling technique. Data analysis was carried out using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method using the SmartPLS 3.0 application. The results of the study indicate that Digital Marketing, e-WOM, and Celebrity Endorser have a positive and significant effect on Brand Image. In addition, e-WOM, Celebrity Endorser, and Brand Image have a positive and significant effect on Purchase Decision, while Digital Marketing shows a significant but negative effect on Purchase Decision. Furthermore, the results of the mediation test prove that Brand Image plays a positive and significant mediator in the relationship between Digital Marketing, e-WOM, and Celebrity Endorser on Purchase Decision. These findings confirm that the effectiveness of digital marketing and endorsement strategies is not only determined by direct influence, but also depends heavily on the company's success in building a strong and credible brand image in the minds of consumers.

Keywords: *Digital Marketing, E-WOM, Celebrity Endorser, Brand Image, Purchasing Decisions.*

INTRODUCTION

The skincare industry has experienced significant growth over the past few decades, in line with the increasing public awareness of the importance of skincare and the continuously evolving beauty trends. This growth encompasses various aspects, including innovation in product formulations, advancements in production technology, and the diversification of skincare methods offered to consumers. In Indonesia, the development of the skincare industry shows tremendous potential, marked by the rising consumer demand for high-quality and innovative skincare products. The growth of skincare usage in Indonesia is very promising and has a highly positive outlook for the future. Based on the 2023 Indonesian Beauty Industry Report published by the Indonesian Cosmetic Industry Association (AIKI), the market value of skincare products in Indonesia has shown a consistent and positive growth trend from year to year. In 2018, the market value of skincare products was recorded at Rp 17.2 trillion, and it is projected to continue increasing to reach Rp 26.5 trillion by 2023. This growth reflects the high consumer demand for skincare products, influenced by factors such as increased awareness of skin health, lifestyle changes, and continuous innovation by industry players in responding to market needs. This data demonstrates that the skincare industry in Indonesia has a vast and promising market potential for further development.

Despite the positive and promising growth of the skincare industry in Indonesia, this condition does not fully align with the sales performance experienced by the skincare brand *Skintific*. Based on the data shown in Figure 3, it is known that Skintific has experienced a decline in sales during a certain period. This phenomenon indicates a mismatch between the macro-level industry growth trend and the individual brand's performance.

Table 1. Sales of Local and Imported Skincare Products as of April 2023

Skincare Brand	Sales (in millions)
MS. Glow	68,000
Scarlet	52,000
Garnier	36,000
Wardah	32,000
Gulsha	28,000
Skintific	24,000

Source: Compas.co.id

Based on Table 1, it is known that during the period of April 1–15, Skintific ranked sixth in the market competition, positioned below the Gulsha brand. Although it managed to achieve a market share of 9.33% with total sales exceeding 18 thousand product units, this performance indicates a significant decline compared to Skintific's position in the previous period. This decline suggests a reduction in consumer purchasing decisions toward Skintific products. This condition highlights the importance of enhancing marketing strategies that are more adaptive and innovative to rekindle consumer interest and drive purchase decisions. Therefore, a targeted marketing approach—including the optimization of digital marketing, utilization of e-WOM, and the use of relevant celebrity endorsers—becomes a strategic move to restore Skintific's competitiveness in the increasingly competitive skincare market.

Consumer purchasing decisions are a critical factor in determining a company's sustainability. A company can only continue to exist if the products or services it produces are purchased by consumers. Therefore, it is essential for companies to understand the factors that influence consumer decisions to make a purchase (Yusuf, 2024). According to Bawono et al. (as cited in Wardani et al., 2024), a purchase decision is the set of steps a consumer goes through when deciding to buy a product or service, derived from a series of considerations before making the final purchase decision. The act of making a purchase is an essential component in the buying and selling process. Fundamentally, the decision to purchase often begins with a sense of curiosity about a particular product or service.

Purchase decision is the stage at which the buyer has made a choice and proceeds to purchase and consume the product. The purchased product must be beneficial, and its value is perceived more strongly by the consumer if it meets or exceeds their expectations and needs (Dwiariastuti & Tirtana, 2024). Digital marketing plays a crucial role in shaping skincare product purchase decisions, as digital strategies allow for more personalized interactions, comprehensive product information dissemination, and the building of consumer perception and trust through various digital channels such as social media, digital content, and customer reviews. Through this approach, consumers not only receive information about product benefits and ingredients, but are also influenced by product visuals, user testimonials, and endorsements from trusted public figures. Thus, digital marketing functions not only as a promotional tool but also as a significant factor in shaping perceived value and consumer confidence prior to purchasing. This is supported by research from Theresya (2024), Soleha et al. (2024), and Yahya et al. (2024), which found that digital marketing has a positive and significant influence on purchase decisions.

E-WOM, or Electronic Word of Mouth, refers to communication conducted through digital platforms such as social media, online reviews, blogs, forums, and others (Prastowo et al., 2024). Consumers tend to trust reviews and recommendations from fellow consumers more than advertisements or promotional content directly delivered by brands. E-WOM provides direct access to the real experiences of other users, significantly contributing to the formation of perceptions regarding the reliability and quality of a product. Products or services. Through E-WOM (Electronic Word of Mouth)**,** consumers can obtain more comprehensive and in-depth information about a product or service. Reviews, testimonials, and experiences shared by previous users become valuable sources of insight, ultimately helping consumers make more rational and informed purchase decisions. Research by Anggreani et al. (2024), Oktaviani & Handayani (2025), and Sriwahyuni et al. (2025) shows that E-WOM has a positive and significant influence on purchasing decisions.

Celebrity Endorsers have become one of the most widely used marketing strategies across various industries, including the beauty industry. This is because celebrity endorsers have a powerful influence over consumers' decisions to purchase certain products (Amanda et al., 2023). Celebrity endorsement, or the use of celebrities to support a product or brand, has become a very popular marketing strategy in many industries, particularly in the beauty and skincare sectors. The use of celebrities in advertisements and product promotions is expected to attract consumer attention, enhance brand image, and ultimately drive sales. Celebrity endorsements can shape consumer attitudes and behavior toward the advertised product or brand, thereby influencing their interest and decision to purchase. Studies by Laili et al. (2024),

Maro'ah & Rosyidi (2024), and F. K. Salsabila et al. (2024) indicate that celebrity endorsers have a positive and significant influence on purchasing decisions.

Previous research has extensively examined the influence of digital marketing, E-WOM, and celebrity endorsers on purchase decisions. However, most of these studies have not explicitly considered the role of brand image as a mediator in these relationships. Brands with a good reputation tend to be associated with high-quality products, even if consumers have never tried them. Consumers are more willing to pay a premium for products from brands with a strong image. Consumers feel more secure purchasing from well-established and trusted brands, as they perceive less risk regarding product quality and performance. Research by Setiyanti & Isa Ansori (2024) confirms that brand image influences purchase decisions**,** while research by Nurlina & Wulandari (2024) found that brand image has a positive effect on the purchase decisions of Somethinc skincare products.

Therefore, this study enriches the literature by introducing brand image as a mediating variable within the research model. This approach allows for a more in-depth analysis of how brand image influences the relationship between independent variables (digital marketing, E-WOM, and celebrity endorsers) and the dependent variable (purchase decision). By including brand image as a variable, this research provides a more comprehensive overview of the factors influencing consumer purchasing decisions in the digital era. This study does not only examine the direct effects of the independent variables but also their indirect effects through the mediating variable.

RESEARCH METHOD

The method used in this study is a descriptive–verificative method with a quantitative approach. According to Hair (as cited in Widiawati et al., 2021),. This study uses a sample of 250 female respondents who have used Skintific skincare products in Depok City. The data were further analyzed using the SEM method with the Smart-PLS software, employing both the outer model and the structural model (inner model) analyses. The outer model analysis was conducted through validity and reliability testing, while the inner model analysis involved the R-Square test, F-Square, Q-Square, Goodness of Fit (GoF), path coefficients, and hypothesis testing.The application of these methods aims to address the research questions related to the conditions of the research object during the study, thereby providing an empirical depiction of the phenomenon being examined.

RESULTS AND DISCUSSION

In this study, hypothesis testing was carried out using the Structural Equation Modeling–Partial Least Square (SEM-PLS) analytical technique with the SmartPLS version 3.0 software. The analysis process includes an evaluation of the outer model to assess instrument validity and reliability through convergent validity, discriminant validity, and composite reliability tests, as well as an evaluation of the inner model to examine the structural relationships among latent variables using R-Square, F-Square, Q-Square, and Goodness of Fit (GoF) values. Subsequently, path coefficient and hypothesis testing were conducted using the bootstrapping procedure to determine the significance of relationships among variables based on path coefficients and t-statistics.

All stages were carried out systematically to ensure model feasibility and to produce findings that are valid and scientifically accountable.

Convergent Validity

Outer Loading

The results of the instrument validity test through outer loading analysis show that all indicators have loading factor values above 0.7. This value indicates that each indicator has a strong correlation with the latent construct it measures.

Table 2. Outer Model

	Digital Marketing	E-WOM	Celebrity Endorser	Brand Image	Purchase dicision
X1.1	0,872				
X1.2	0,868				
X1.3	0,747				
X1.4	0,860				
X1.5	0,904				
X1.6	0,874				
X2.1		0,887			
X2.2		0,859			
X2.3		0,818			
X2.4		0,901			
X2.5		0,839			
X2.6		0,874			
X2.7		0,891			
X2.8		0,866			
X2.9		0,901			
X3.1			0,884		
X3.2			0,837		
X3.3			0,815		
X3.4			0,757		
X3.5			0,781		
X3.6			0,806		
X3.7			0,884		
Y1.1				0,792	
Y1.2				0,878	
Y1.3				0,849	
Y1.4				0,848	
Y1.5				0,832	
Y1.6				0,752	
Y2.1					0,841
Y2.2					0,832
Y2.3					0,886
Y2.4					0,849

	Digital Marketing	E-WOM	Celebrity Endorser	Brand Image	Purchase dicision
Y2.5					0,907
Y2.6					0,848
Y2.7					0,839

Source: Output from Smart PLS Version 3.0, 2025

Discriminant Validity

The results of the discriminant validity test through cross-loading analysis show that each indicator has the highest loading value on its intended latent construct compared to other constructs. This finding confirms that each indicator more specifically reflects the variable it is intended to measure, thereby meeting the criteria for discriminant validity. Thus, all indicators used in this study can be concluded to have well-established discriminant validity for each of their respective constructs. Discriminant Validity testing was measured using the Fornell-Larcker Criterion Test with the following results

Table 3. Fornell-Larcker

Variabel	Digital Marketing	E-WOM	Celebrity Endorser	Brand Image	Purchase dicision
Digital Marketing	0,856				
E-WOM	0,550	0,876			
Celebrity Endorser	0,806	0,666	0,825		
Brand Image	0,745	0,655	0,741	0,826	
Purchase dicision	0,681	0,776	0,819	0,814	0,858

Source: Output from Smart PLS Version 3.0, 2025

Based on Table 3, the loading factor values of each indicator on its respective latent construct are higher than their loadings on other latent constructs. This finding indicates that each latent construct meets the criteria for adequate discriminant validity.

Average Variance Extracted (AVE)

The next stage is to conduct an Average Variance Extracted (AVE) test to assess convergent validity with the following results:

Table 4. Average Variance Extracted

Variabel	Average Variance Extracted (AVE)
Digital Marketing	0,732
E-WOM	0,768
Celebrity Endorser	0,680
Brand Image	0,683
Purchase dicision	0,736

Source: Output from Smart PLS Version 3.0, 2025

Based on Table 4, the Average Variance Extracted (AVE) values for all variables in this study are above 0.5. Therefore, all variables in the model have met the criteria for good discriminant validity, indicating that the measurement instruments used in this study have adequate quality in representing the intended constructs.

Reliability

After all constructs have been declared to meet convergent validity criteria based on an Average Variance Extracted (AVE) value greater than 0.50, the next step is to conduct a reliability test to ensure the constructs' internal consistency. Reliability testing aims to assess the extent to which indicators within a construct can provide stable and consistent measurement results. The results are declared reliable if the Cronbach alpha values exceeding 0.70. The following are the reliability results:

Table 5. ***Cronbach Alpha***

Variabel	Cronbach's Alpha
Digital Marketing	0.926
E-WOM	0.966
Celebrity Endorser	0.921
Brand Image	0.907
Purchase dicision	0.940

Source: Output from Smart PLS Version 3.0, 2025

Based on the data presented in Table 5, it is evident that the Cronbach's Alpha values for all variables in this study are above 0.70. These values indicate that each construct meets the established criteria for internal reliability, where a variable is considered reliable if its Cronbach's Alpha exceeds the threshold of 0.70.

R-Square

The R-Square value for the brand image variable falls into the moderate model category, as it is 0.655 within the range of 0.50 to less than 0.75. This indicates that, simultaneously, the independent variables explain 65.5% of the variance in brand image, which is influenced by digital marketing, electronic word of mouth (E-WOM), and celebrity endorser. The remaining 34.5% is explained by other variables not examined in this study. Meanwhile, the R-Square value for the purchase decision variable falls into the strong model category, as it is 0.819, greater than 0.75. This suggests that, simultaneously, the independent variables explain 81.9% of the variance in purchase decision, which is influenced by digital marketing, E-WOM, celebrity endorser, and brand image. The remaining 18.1% is explained by other variables not included in this study.

F-Square

The analysis results show that digital marketing has a strong influence on brand image, with an effect value of 0.172, within the range of 0.15–0.35. This finding indicates that an effective digital marketing strategy plays a significant role in shaping brand perceptions in consumers' minds. Meanwhile, e-WOM has a moderate influence on brand image, with a value of 0.126, indicating that electronic word-of-mouth

communication contributes to building brand image, although its influence is not as strong as digital marketing. Celebrity endorsements also have a moderate influence on brand image, with an effect value of 0.040, indicating that the use of public figures can support brand image formation, but their role is relatively limited compared to other variables.

Furthermore, regarding purchase decisions, the analysis results show that digital marketing has a moderate influence, with a value of 0.023, indicating that digital marketing activities contribute to purchase decisions, although not as a dominant factor. Conversely, e-WOM has a strong influence on purchase decisions, with a value of 0.251, confirming that reviews, recommendations, and the experiences of other consumers play a significant role in driving purchase decisions. Celebrity endorsement also proved to have a strong influence on purchase decisions with a value of 0.265, indicating that the credibility and attractiveness of public figures can increase consumer confidence in making purchases. Furthermore, brand image had a strong influence on purchase decisions with an effect value of 0.289, indicating that a positive brand image is a key factor in influencing consumer purchasing decisions.

Goodness of Fit (GoF)

The Goodness of Fit (GoF) test was conducted to assess the level of suitability and overall quality of the research model in explaining the relationships between the latent constructs being analyzed. The following are the test results

Table 6. Hipotesis Partial

	Original Sample. (O)	Average sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Digital Marketing -> Brand Image	0.411	0.412	0.094	4.398	0.000
E-WOM -> Brand Image	0.280	0.276	0.079	3.553	0.000
Celebrity Endorser -> Brand Image	0.223	0.225	0.103	2.158	0.031
Digital Marketing -> Purchace decision	-0.117	-0.117	0.049	2.395	0.017
E-WOM -> Purchace decision	0.303	0.306	0.046	6.537	0.000
Celebrity Endorser -> Purchace decision	0.423	0.422	0.046	9.295	0.000
Brand Image -> Purchace decision	0.389	0.388	0.055	7.024	0.000

Source: Output from Smart PLS Version 3.0, 2025

The results of the hypothesis testing indicate that digital marketing has a positive and significant effect on brand image. The path coefficient of 0.411 indicates that the more effective the digital marketing strategy implemented, the stronger the brand image formed in the minds of consumers. The T-statistic of 4.398, exceeding the critical threshold of 1.96, and the P-value of 0.000 (<0.05), confirm that the effect is statistically significant. Thus, H1 is accepted, confirming the important role of digital marketing in building positive brand perceptions.

Furthermore, electronic word of mouth (e-WOM) was shown to have a positive and significant effect on brand image. The path coefficient of 0.280 indicates that information, reviews, and recommendations shared by consumers through digital platforms contribute to strengthening brand image. The T-statistic of 3.553 and P-value of 0.000 (<0.05) confirm the significance of this relationship, thus accepting H2. These findings indicate that consumer experiences shared online play a significant role in shaping public perception of brands.

The analysis also shows that celebrity endorsers have a positive and significant influence on brand image. A path coefficient of 0.223 indicates that the credibility, attractiveness, and popularity of public figures used as endorsers can enhance brand image. With a T-statistic of 2.158 and a P-value of 0.031 (<0.05), H3 is accepted, confirming that the use of celebrities as endorsers can strengthen brand associations in the eyes of consumers.

In contrast to its influence on brand image, digital marketing exhibits a negative but significant influence on purchase decisions. A path coefficient of -0.117 indicates that certain forms of digital marketing have the potential to directly reduce purchase decisions. However, a T-statistic of 2.395 (>1.96) and a P-value of 0.017 (<0.05) indicate that the influence is statistically significant, thus accepting H4. These findings indicate that digital marketing does not always directly drive purchase decisions and can be influenced by other factors, such as consumer saturation or over-perception of digital promotions.

Furthermore, e-WOM was shown to have a positive and significant effect on purchase decisions. The path coefficient of 0.303 indicates that consumer reviews and recommendations play a significant role in driving purchase decisions. The T-statistic of 6.537, which far exceeds the critical value, and the P-value of 0.000 (<0.05), confirm that H5 is accepted. This confirms that information based on actual consumer experiences is more credible and can directly influence purchase decisions.

The results of the hypothesis testing also indicate that celebrity endorsers have a positive and significant effect on purchase decisions. The path coefficient of 0.423 is the largest compared to other variables, indicating that celebrities have strong persuasive power in driving purchase decisions. With a T-statistic of 9.295 and a P-value of 0.000 (<0.05), H6 is accepted, confirming the effectiveness of using celebrity endorsers in marketing strategies.

Finally, brand image was shown to have a positive and significant effect on purchase decisions. The path coefficient of 0.389 indicates that a strong and positive brand image can increase consumer confidence in making purchasing decisions. The T-statistic value of 7.024 (> 1.96) and P-value of 0.000 (< 0.05) confirm the significance of the relationship, thus H7 is accepted. This finding confirms that Brand Image plays a key role in driving consumer purchasing decisions.

Partial Hypothesis Testing

Partial hypothesis testing is conducted to analyze the effect of each independent variable on the dependent variable individually. This testing is performed by examining the path coefficient, T-statistic, and P-value generated through the bootstrapping procedure. A hypothesis is accepted if the T-statistic is greater than 1.96 and the P-value is less than 0.05, indicating a statistically significant effect.

Table 7. Mediation Hypothesis

	Original sample (O)	Average sample (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Digital Marketing -> Brand Image -> Purchace decision	0.160	0.160	0.044	3.635	0.000
E-WOM -> Brand Image -> Purchace decision	0.109	0.106	0.031	3.549	0.000
Celebrity Endorser -> Brand Image -> Purchace decision	0.087	0.088	0.043	2.009	0.045

Source: Smart-PLS Processing Results Version 3, 2025

The results of the hypothesis testing indicate that brand image acts as a positive and significant mediator in the relationship between digital marketing and purchase decisions. The indirect path coefficient of 0.160 indicates that increased digital marketing activity can strengthen brand image, which in turn leads to increased purchase decisions. The t-statistic of 3.635, exceeding the critical threshold of 1.96, and the p-value of 0.000 (<0.05) confirm that the mediating effect is statistically significant. Thus, H8 is accepted, indicating that brand image plays a significant role in channeling the influence of digital marketing on purchase decisions.

Furthermore, the analysis also shows that brand image significantly mediates the effect of electronic word of mouth (e-WOM) on purchase decisions. The path coefficient of 0.109 indicates that increased e-WOM strengthens brand image, which ultimately increases consumer purchase decisions. The t-statistic of 5.549 and the p-value of 0.000 (<0.05) confirm the significance of this relationship, thus accepting H9. These findings confirm that consumer information and reviews disseminated through digital media not only have a direct influence but also work through the formation of brand image.

Furthermore, brand image was also shown to positively and significantly mediate the relationship between celebrity endorsers and purchase decisions. A path coefficient of 0.087 indicates that the use of celebrity endorsers can improve brand image, which in turn contributes to increased purchase decisions. With a T-statistic of 2.009, exceeding the critical value, and a P-value of 0.045 (<0.05), H10 is accepted. These results confirm that the effectiveness of celebrity endorsers in influencing purchase decisions largely works through the formation of a positive brand image.

CONCLUSIONS AND SUGGESTIONS

The research findings indicate that Digital Marketing, Electronic Word of Mouth (E-WOM), and Celebrity Endorsers have a positive and significant influence on Brand Image. Digital marketing expands brand reach through online platforms, enhances brand recall, and strengthens brand image through social proof such as testimonials and reviews. E-WOM, which originates from consumers' actual experiences, is perceived as more credible than conventional advertising, thereby shaping a more positive perception of the brand. Meanwhile, celebrity endorsers contribute to strengthening brand image

through their influence and attractiveness, which help increase consumer trust and interest in the product.

Furthermore, the study found that these three variables—Digital Marketing, E-WOM, and Celebrity Endorsers—also have a positive and significant effect on Purchase Decisions. Informative, persuasive, and relevant digital marketing can encourage consumers to make purchase decisions. E-WOM plays a crucial role, as consumer reviews and recommendations are considered more authentic, thus increasing trust in the purchasing process. Celebrity endorsers also influence purchase decisions through their credibility and popularity, which enhance product visibility and consumer confidence.

In addition, the study confirms that Brand Image serves as a significant mediator in the relationship between Digital Marketing, E-WOM, and Celebrity Endorsers on Purchase Decisions. A positive brand image acts as a bridge connecting consumers' exposure to marketing information with the purchase decisions they make. When a strong brand image is formed—whether through digital marketing content, information from E-WOM, or celebrity support—consumers tend to develop more positive attitudes and greater confidence toward the product. This ultimately increases purchasing intention and actual purchase behavior.

Overall, the study emphasizes that digital marketing efforts, consumer communication through E-WOM, and the use of celebrity endorsers not only have a direct impact on purchase decisions but also exert an indirect influence through the development of a strong and credible Brand Image. These findings highlight the importance for companies to build a positive brand image as a key strategy for enhancing marketing effectiveness and encouraging consumer purchase decisions.

The research findings indicate that Digital Marketing, Electronic Word of Mouth (E-WOM), and Celebrity Endorsers have a direct, positive, and significant influence on both Brand Image and Purchase Decisions. These results highlight the importance of implementing integrated marketing strategies that prioritize consumer experience. The integration of these three marketing elements must be designed synergistically to build a strong brand image while simultaneously increasing purchase conversion. Theoretically, these findings reinforce consumer behavior theories such as the Theory of Reasoned Action (TRA) and the Elaboration Likelihood Model (ELM), which explain that effective marketing communication can influence consumer attitudes and behaviors.

The study also reveals that Brand Image plays a significant mediating role in the relationship between Digital Marketing, E-WOM, and Celebrity Endorsers on Purchase Decisions. This indicates that the effectiveness of various marketing activities depends on the brand image successfully established in the minds of consumers. Message consistency, visual identity, and the emotional values and associations attached to the brand are essential aspects marketers need to consider. Theoretically, these findings support the Hierarchy of Effects Model and the Theory of Planned Behavior (TPB), which emphasize that consumer perceptions and attitudes form the foundation of purchase intentions and actual purchasing behavior.

Further findings show that Digital Marketing has the most dominant influence on Brand Image. This underscores the need for companies, particularly in the skincare industry, to maximize digital marketing activities such as social media, content marketing, influencer campaigns, and SEO/SEM. Since skincare products rely heavily on trust and credibility, digital marketing strategies must be oriented not only toward

promotion but also toward education, strengthening social proof, and maintaining long-term consumer relationships.

In addition, the study finds that Celebrity Endorsers have the strongest influence on Purchase Decisions. The involvement of the right public figure can enhance consumer trust, attract attention, and accelerate purchasing decisions. Therefore, the selection of celebrities should consider credibility, attractiveness, the relevance of their image, and their social influence on the target audience. Integrating celebrity endorsements with digital strategies is crucial, given the dominance of online content consumption. Consistent and authentic endorsements can create emotional closeness with consumers, thereby strengthening purchase intentions and actual buying behavior.

Based on the research results, companies are advised to be more selective in selecting celebrity endorsers by ensuring the image, values, and character of the celebrity aligns with the brand identity, and to consider using micro-influencers who have a higher emotional connection and level of trust from the audience. Endorsement strategies need to be integrated authentically into digital marketing through educational content, storytelling, and social media interactions. Furthermore, the finding that digital marketing negatively influences purchase decisions indicates the need to evaluate digital marketing strategies by increasing relevance, message quality, and a more personalized and interactive approach, while also regulating the intensity of promotions to avoid consumer burnout. Further research is recommended to examine other moderating or mediating factors, such as brand trust, brand image, endorser credibility, and customer experience.

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