

The Effect of Celebrity Endorsement, Brand Image, and Social Media Exposure on Customer Purchase Decision on Electronic Products in Indonesia

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ABSTRACT

This research investigates the influence of celebrity endorsement, brand image, and social media exposure on consumer purchasing behaviour for electronic devices in Indonesia. A quantitative research methodology was utilised to gather data from 200 participants via a survey employing a Likert scale ranging from 1 to 5. The investigation utilised Structural Equation Modeling-Partial Least Squares (SEM-PLS 3). The results indicate that social media exposure and celebrity endorsement substantially affect customer purchase decisions, however brand image does not exert a significant influence. These findings underscore the increasing significance of digital marketing and influencer endorsements in influencing consumer behaviour in Indonesia. The study offers significant insights for enterprises, highlighting the necessity of efficient social media tactics and celebrity collaborations to improve marketing efficacy.

Keywords: Celebrity Endorsement, Brand Image, Social Media Exposure, Consumer Purchase Decision, Electronic Products.

1. INTRODUCTION

The rapid development of digital technology and the increasing adoption of electronic products have transformed consumer purchasing behavior, particularly in emerging markets like Indonesia. As competition intensifies, brands must implement effective marketing strategies to attract and retain customers [1], [2]. Among the various strategies, celebrity endorsement, brand image, and social media exposure have gained significant attention as critical factors influencing consumer decisions.

Celebrity endorsement has long been a widely used marketing tool, leveraging the popularity and credibility of public figures to enhance brand perception [3], [4]. Consumers tend to associate endorsed products with the celebrity's image, thereby influencing their purchasing behavior. Prior studies suggest that celebrity endorsement can boost brand trust and perceived quality, ultimately leading to higher purchase intentions [5], [6]. However, its effectiveness varies depending on factors such as celebrity credibility, attractiveness, and relevance to the endorsed product.

Brand image also plays a crucial role in shaping consumer preferences. A strong and positive brand image fosters consumer confidence, reduces perceived risks, and enhances brand loyalty [7], [8]. In the electronic product market, where consumers seek reliability and technological superiority, brand image significantly impacts their purchasing decisions. Companies invest heavily in brand-building activities to differentiate themselves from competitors and establish a favorable market presence [9], [10].

In parallel, the rise of social media has revolutionized marketing strategies, offering brands an interactive platform to engage with consumers. Social media exposure enables companies to reach a wider audience, create brand awareness, and influence consumer perceptions through user-

generated content, influencer marketing, and targeted advertisements [11], [12]. Given Indonesia's high social media penetration, the impact of digital marketing efforts on consumer decision-making has become more pronounced. This study aims to examine the combined effect of celebrity endorsement, brand image, and social media exposure on consumer purchasing decisions for electronic products in Indonesia.

2. LITERATURE REVIEW

2.1 *Celebrity Endorsement*

Celebrity endorsement is a marketing strategy where brands use famous personalities to promote their products, leveraging the celebrity's reputation, credibility, and appeal to influence consumer behavior. According to [3], [4], the effectiveness of celebrity endorsement depends on three key factors: trustworthiness, expertise, and attractiveness. Trustworthiness refers to the consumer's perception of the celebrity's honesty and integrity, while expertise relates to their perceived knowledge or skill in a given domain [5], [6]. Attractiveness, both physical and personality-based, enhances the endorsement's persuasiveness.

In the electronic product market, celebrity endorsement can increase brand recognition, build trust, and create a sense of aspiration among consumers. However, research also indicates that the effectiveness of celebrity endorsements is contingent upon the match-up hypothesis—the degree of relevance between the celebrity and the endorsed product [13], [14]. If the alignment is weak, the endorsement may fail to influence consumer purchase decisions.

2.2 *Brand Image*

Brand image is the perception consumers hold about a brand based on their experiences, associations, and external influences (Keller, 1993). It encompasses brand personality, emotional connection, and perceived quality, all of which play a critical role in shaping consumer preferences. A strong brand image fosters customer loyalty, reduces perceived risks, and differentiates a brand from competitors in a crowded marketplace [15], [16].

In the context of electronic products, brand image significantly impacts consumer decision-making. Well-established brands like Apple and Samsung have successfully cultivated a premium brand image, influencing consumers to choose their products over lesser-known alternatives [17], [18]. Studies have shown that a positive brand image enhances consumer trust and willingness to pay premium prices [19], [20].

2.3 *Social Media Exposure*

Social media has become a dominant platform for consumer engagement and brand promotion. Social media exposure refers to the degree to which consumers interact with and are influenced by brand-related content on platforms such as Instagram, Facebook, YouTube, and TikTok [21], [22]. It includes advertising, influencer marketing, customer reviews, and user-generated content, all of which contribute to shaping consumer perceptions.

Social media marketing has proven to be particularly effective in driving consumer purchasing decisions, as it provides interactive and personalized experiences [23], [24].

Electronic product brands frequently collaborate with tech influencers and reviewers to demonstrate product features and build credibility. Moreover, social media allows for direct consumer feedback, influencing brand trust and purchase intentions [24].

2.4 Consumer Purchasing Decisions

Consumer purchasing decisions are shaped by an amalgamation of psychological, social, and commercial influences. The consumer decision-making process generally comprises five stages: problem recognition, information search, appraisal of alternatives, purchase choice, and post-purchase behaviour [25]. Each of these stages is impacted by marketing strategies, including celebrity endorsements, brand image, and social media exposure.

Studies indicate that consumers are more likely to purchase electronic products when they perceive them as reliable, innovative, and positively reviewed by trusted sources [26]–[28]. Furthermore, social proof, such as likes, shares, and customer testimonials, enhances brand credibility and influences purchasing decisions.

2.5 Previous Studies and Research Gap

Several studies have explored the individual effects of celebrity endorsement, brand image, and social media exposure on consumer behavior. However, research integrating all three factors in the context of electronic product purchases in Indonesia remains limited. This study aims to fill this gap by employing a quantitative approach using SEM-PLS 3 to analyze the combined influence of these marketing strategies on consumer decision-making.

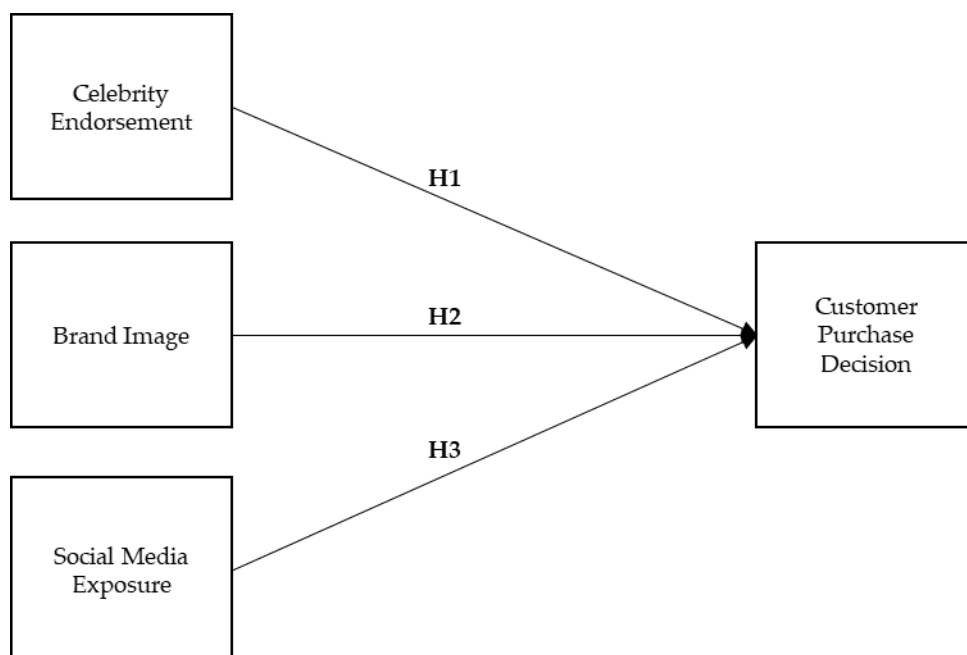


Figure 1. Conceptual Framework

3. METHODS

3.1 Research Design

This study utilises a quantitative research approach to investigate the impact of celebrity endorsement, brand image, and social media exposure on consumer purchasing decisions for

electrical devices in Indonesia. A survey methodology was employed to gather primary data from participants, which was subsequently analysed via Structural Equation Modeling-Partial Least Squares (SEM-PLS 3). This method facilitates the evaluation of correlations among several independent and dependent variables while accounting for measurement imperfections.

3.2 Population and Sample

The population for this study consists of Indonesian consumers who have purchased electronic products within the past year. A non-probability purposive sampling technique was employed to select respondents who actively use social media and follow celebrity endorsements related to electronic products. The sample size consists of 200 respondents, which meets the minimum requirements for SEM-PLS analysis, as recommended by [29].

3.3 Data Collection Method

Data were gathered via an online questionnaire disseminated across multiple social media platforms, including Instagram, Facebook, and WhatsApp groups. The questionnaire comprised two sections: the first addressed demographic information, such as age, gender, income level, and purchasing behaviour concerning electronic products, while the second assessed research variables utilising a Likert scale from 1 (strongly disagree) to 5 (strongly agree).

3.4 Data Analysis Technique

The collected data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS 3) due to its effectiveness in handling complex relationships and small-to-moderate sample sizes. The analysis process included descriptive statistics to summarize demographic information and response trends, measurement model assessment to evaluate reliability (Cronbach's Alpha, Composite Reliability) and validity (Convergent and Discriminant Validity) of constructs, structural model assessment to test hypotheses and relationships between variables using path coefficients and significance levels (p-values), and goodness-of-fit evaluation using R^2 values and Q^2 predictive relevance to assess model strength.

4. RESULTS AND DISCUSSION

4.1 Demographic Characteristics of Respondents

The study collected data from 200 respondents in Indonesia who had purchased electronic products in the past year. The demographic characteristics revealed a relatively balanced gender distribution, with 52.5% male and 47.5% female respondents. In terms of age, the majority (75%) fell within the 18–35 years range, indicating that young adults are the primary consumers of electronic products. Regarding income level, 45% of respondents earned between IDR 5–10 million per month, reflecting the spending power of middle-income consumers in Indonesia. Smartphones were the most commonly purchased electronic product (50%), followed by laptops (30%) and other gadgets/accessories (20%). Additionally, social media played a crucial role in product information gathering, with 42.5% of respondents using it daily and 37.5% using it weekly. Celebrity endorsements also influenced purchasing decisions, with 38% strongly agreeing and 36% agreeing that endorsements impacted their choices. Similarly, social media exposure significantly shaped consumer decisions, with 40% strongly agreeing and 35% agreeing that online promotions and advertisements influenced their purchases.

4.2 Measurement Model Assessment

The measurement model was assessed based on factor loadings, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The results are summarized in the table below:

Table 1. Measurement Model

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variant Extracted
Celebrity Endorsement	CED.1	0.803	0.892	0.925	0.756
	CED.2	0.920			
	CED.3	0.885			
	CED.4	0.866			
Brand Image	BIG.1	0.811	0.842	0.892	0.673
	BIG.2	0.863			
	BIG.3	0.860			
	BIG.4	0.744			
Social Media Exposure	SME.1	0.700	0.800	0.862	0.557
	SME.2	0.705			
	SME.3	0.768			
	SME.4	0.840			
	SME.5	0.710			
Customer Purchase Decision	CPD.1	0.775	0.909	0.928	0.648
	CPD.2	0.868			
	CPD.3	0.871			
	CPD.4	0.807			
	CPD.5	0.765			
	CPD.6	0.791			
	CPD.7	0.752			

Source: Data Processing Results (2025)

Factor loadings indicate the intensity of the association between observable indicators and their corresponding constructs, with a loading of 0.7 or greater deemed appropriate [29]. In this study, all items, with the exception of SME.1 and SME.2, had factor loadings exceeding 0.7, signifying a good fit, but SME.1 (0.700) and SME.2 (0.705) were marginally lower yet still deemed acceptable. The reliability assessment utilised Cronbach's Alpha and Composite Reliability (CR), with a Cronbach's Alpha score exceeding 0.7 signifying adequate dependability [30]. All constructs in this investigation surpassed this criterion, indicating strong dependability. Correspondingly, the CR values for all variables above 0.85, so confirming high internal consistency [29]. Convergent validity was evaluated by the Average Variance Extracted (AVE), with an AVE over 0.5 signifying that a concept accounts for more variance than measurement error [31]. All variables in this study exhibited AVE values beyond 0.5, so affirming sufficient convergent validity. The highest AVE was recorded for Celebrity Endorsement (0.756), signifying robust convergent validity, whereas Social Media Exposure (0.557) represented the lowest value however still satisfied the minimum criterion.

4.3 Discriminant Validity Assessment (HTMT Criterion)

Discriminant validity guarantees that each construct within the model is separate from the others. The Heterotrait-Monotrait Ratio (HTMT) is a commonly employed technique for evaluating discriminant validity. Henseler et al. (2015) assert that the HTMT threshold must be below 0.85 for robust discriminant validity or below 0.90 for moderate discriminant validity.

Table 2. Discriminant Validity

	BIG	CED	CPD	SME
Brand Image				
Celebrity Endorsement	0.649			
Customer Purchase Decision	0.402	0.485		
Social Media Exposure	0.628	0.643	0.476	

Source: Data Processing Results (2025)

All HTMT values are below 0.85, indicating strong discriminant validity across constructs. The highest HTMT value (0.649) is between Celebrity Endorsement (CED) and Brand Image (BIG), but it remains well below the 0.85 threshold, confirming that these variables measure distinct concepts. Additionally, the HTMT value between Customer Purchase Decision (CPD) and other constructs remains low (below 0.50), demonstrating that the dependent variable is well separated from the independent variables. Since all HTMT values are below 0.85, the constructs exhibit strong discriminant validity, ensuring that each construct in the model is conceptually unique with no issues of multicollinearity or overlapping measurement.

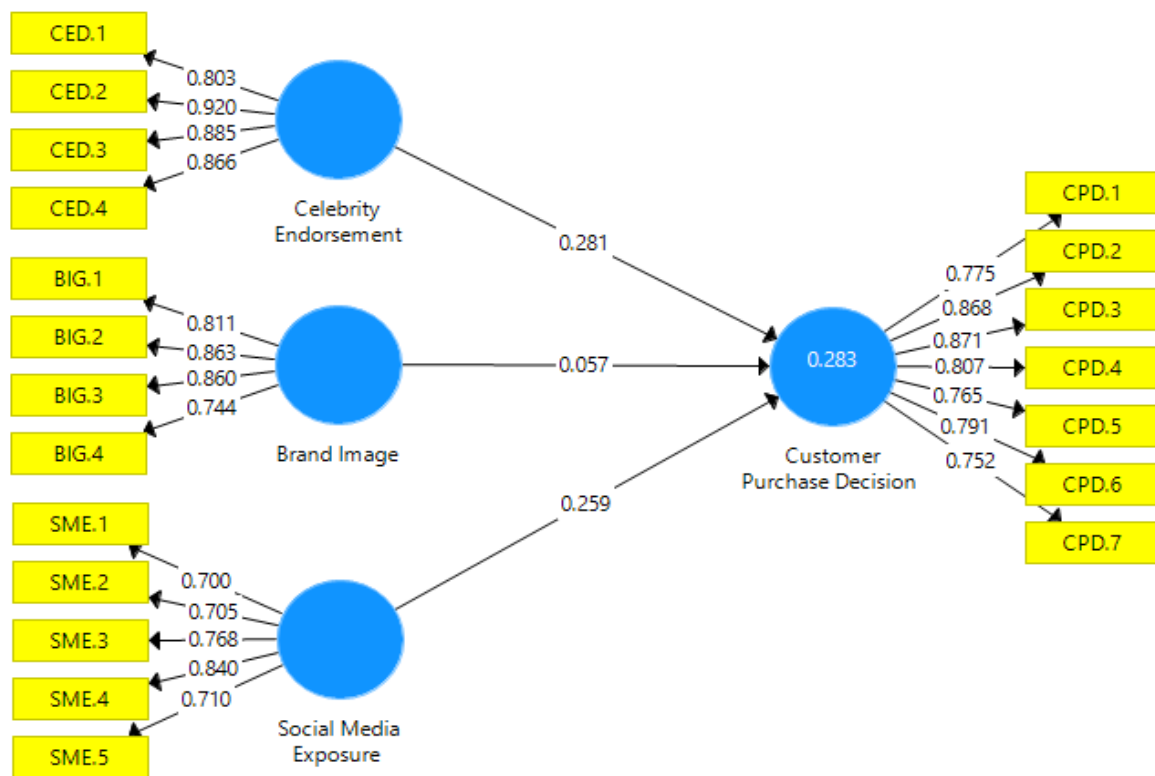


Figure 2. Model Results
 Source: Data Processed by Researchers, 2025

4.4 Model Fit Assessment

Model fit evaluation assesses the extent to which the proposed model accurately reflects the observed data. In Partial Least Squares Structural Equation Modelling (PLS-SEM), various model fit indices are frequently employed, such as Standardised Root Mean Square Residual (SRMR), squared Euclidean distance (d_ULS), geodesic distance (d_G), Chi-Square, and Normed Fit Index (NFI).

	Saturated Model	Estimated Model
SRMR	0.098	0.098
d_ULS	1.999	1.999
d_G	1.025	1.025
Chi-Square	615.892	615.892
NFI	0.667	0.667

Source: Process Data Analysis (2025)

The model fit assessment indicates that the Standardized Root Mean Square Residual (SRMR) value is 0.098, which is slightly above the ideal threshold of 0.08 but still within the

acceptable range of 0.08–0.10. This suggests a moderate model fit, indicating some discrepancy between observed and predicted correlations, though still within an acceptable level. Additionally, the Squared Euclidean Distance (d_{ULS}) and Geodesic Distance (d_G) values are 1.999 and 1.025, respectively, suggesting some level of model misspecification, though they remain within an acceptable range. The Chi-Square (χ^2) value is 615.892, which is large but expected in SEM models, particularly with larger sample sizes. Since PLS-SEM does not heavily rely on Chi-Square for model evaluation, this value is not a critical concern. The Normed Fit Index (NFI) value is 0.667, which is below the ideal threshold of 0.90 but above 0.60, indicating a moderate model fit. Although a higher NFI would be preferable, values above 0.60 are still acceptable in exploratory research using PLS-SEM (Hair et al., 2017).

The coefficient model analysis reveals that the R^2 value, which measures the proportion of variance in the dependent variable (Customer Purchase Decision) explained by the independent variables (Celebrity Endorsement, Brand Image, and Social Media Exposure), is 0.583. This indicates that 58.3% of the variation in Customer Purchase Decision is explained by the three independent variables. According to Cohen (1988), an R^2 value between 0.26 and 0.50 represents moderate explanatory power, while a value above 0.50 indicates substantial explanatory power. Since the R^2 value in this study is 0.583, the model demonstrates substantial explanatory power, meaning that the independent variables strongly influence Customer Purchase Decision.

The Q^2 value, which assesses predictive relevance using the Stone-Geisser test, is 0.564, confirming that the model has strong predictive accuracy. A Q^2 value greater than 0 indicates predictive relevance, and according to Hair et al. (2017), a Q^2 value above 0.50 signifies high predictive relevance, while values between 0.25 and 0.50 indicate moderate predictive relevance. Since the Q^2 value in this study is 0.564, the model exhibits high predictive relevance, demonstrating that the independent variables effectively predict Customer Purchase Decision.

4.5 Structural Model Analysis: Hypothesis Testing and Path Coefficients

The structural model assessment evaluates the relationships between the independent variables (Brand Image, Celebrity Endorsement, and Social Media Exposure) and the dependent variable (Customer Purchase Decision) using key metrics such as path coefficients, T-statistics, and p-values. Path coefficients (Original Sample, O) measure the strength of the relationships between variables, while T-statistics indicate statistical significance, with a value greater than 1.96 required for a 95% confidence level. Additionally, p-values determine whether the relationships are statistically significant, with a threshold of less than 0.05 indicating significance.

Table 4. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Brand Image -> Customer Purchase Decision	0.457	0.463	0.124	2.465	0.602
Celebrity Endorsement -> Customer Purchase Decision	0.581	0.581	0.118	3.386	0.000
Social Media Exposure -> Customer Purchase Decision	0.659	0.676	0.106	3.434	0.000

Source: Process Data Analysis (2025)

The interpretation of path coefficients reveals varying degrees of influence among the independent variables on Customer Purchase Decision. Brand Image has a path coefficient of 0.457, indicating a moderate positive influence; however, its p-value (0.602) is greater than 0.05, making the relationship statistically insignificant despite a T-statistic of 2.465. This suggests that Brand Image does not significantly impact Customer Purchase Decision in this study. Conversely, Celebrity

Endorsement shows a strong and significant effect with a path coefficient of 0.581, a p-value of 0.000, and a T-statistic of 3.386, confirming that celebrity endorsements positively influence consumer choices. Social Media Exposure exhibits the strongest impact, with a path coefficient of 0.659, a p-value of 0.000, and a T-statistic of 3.434, indicating that increased social media interactions significantly drive consumers to purchase electronic products.

Discussion

The findings of this study provide important insights into the factors influencing consumer purchasing decisions for electronic products in Indonesia. This section discusses the implications of the statistical results and compares them with previous research.

1. The Influence of Brand Image on Customer Purchase Decision

The study found that Brand Image does not significantly affect customer purchase decisions, contradicting previous research that suggests a strong link between brand perception and consumer behavior [32]. This lack of significance could be attributed to several factors. First, consumers may prioritize functionality over brand perception when purchasing electronics, as they tend to focus more on product specifications, price, and user reviews rather than brand reputation, unlike in the fashion or luxury market. Second, brand loyalty in the electronic product market may not be strong due to frequent technological advancements and the emergence of new brands offering competitive products. Third, digital consumers in Indonesia may rely more on peer reviews and online recommendations rather than traditional brand perception [3], [5]. This finding suggests that while branding efforts remain important, companies should focus more on other factors such as social media marketing and product endorsements to effectively influence consumer decisions.

2. The Influence of Celebrity Endorsement on Customer Purchase Decision

The study found a strong and significant relationship between Celebrity Endorsement and Customer Purchase Decision, aligning with previous research [13], [14] that suggests celebrities act as opinion leaders, influencing consumer attitudes and purchasing behavior. Several factors may explain this strong effect. First, consumers associate celebrities with product credibility and aspirational lifestyles, making endorsed products more trustworthy and desirable. Second, Indonesian consumers are highly influenced by celebrities and social media influencers, particularly in the digital era, where online platforms amplify their impact. Third, emotional connections to celebrities play a significant role in driving purchase decisions, as consumers may feel a personal bond with their favorite figures, leading them to trust and buy endorsed products. This finding suggests that brands should invest in strategic celebrity endorsements to boost brand awareness and drive sales. However, selecting celebrities who align with the brand's values and target audience is crucial to maintaining authenticity and effectiveness.

3. The Influence of Social Media Exposure on Customer Purchase Decision

Among all the variables, Social Media Exposure had the strongest and most significant effect on Customer Purchase Decision ($\beta = 0.659$, $p = 0.000$), highlighting the growing influence of digital marketing and social media platforms in shaping consumer behavior. Several factors contribute to this strong impact. First, social media platforms provide real-time engagement and peer recommendations, making them a more trusted source of information than traditional advertisements. Second, the rise of influencer marketing has transformed purchasing behavior, as consumers are more likely to trust recommendations from social media figures they follow. Third, social media facilitates direct interaction between brands and consumers, increasing trust and engagement [24], [33]. This finding underscores the importance of social media marketing strategies for companies looking to boost customer engagement and influence purchase decisions. Effective strategies include collaborating with influencers to promote electronic products authentically, using

interactive content such as live streaming, giveaways, and Q&A sessions, and leveraging social proof through customer reviews and user-generated content.

4. Managerial Implications

Based on these findings, businesses and marketers in the electronic product industry should adopt several key strategies to enhance consumer engagement and drive sales. First, shifting focus to digital marketing is essential, as Social Media Exposure has the strongest impact on purchasing decisions, making it crucial for companies to allocate more resources to social media campaigns rather than traditional branding efforts. Second, leveraging celebrity and influencer endorsements can be highly effective, as endorsements significantly influence consumer purchases, making it important for brands to collaborate with trusted public figures who resonate with their target audience. Third, companies should rethink their branding strategies, as the insignificance of Brand Image suggests that traditional branding efforts may not be as effective in driving purchases; instead, enhancing brand engagement through digital platforms can yield better results. Lastly, utilizing data-driven marketing strategies can help brands understand consumer preferences on social media and create more personalized marketing campaigns to maximize impact.

5. Theoretical Contributions

This study contributes to existing literature by confirming the role of social media marketing in influencing consumer purchase behavior, supporting previous research that emphasizes the growing dominance of digital engagement over traditional brand loyalty. It also highlights the continued importance of celebrity endorsements, reinforcing prior findings on the role of aspirational figures in consumer decision-making. Additionally, this study provides new insights into the Indonesian electronic market, suggesting that branding efforts alone may not be sufficient to drive purchasing decisions, and that digital marketing strategies and influencer collaborations play a more significant role in shaping consumer behavior.

6. Limitations and Future Research Directions

While this study provides valuable insights, it has several limitations. First, the limited sample size of 200 respondents may not fully represent Indonesia's diverse consumer demographics, suggesting that future studies should expand the sample for more generalizable results. Second, the study only examines three independent variables, leaving room for future research to explore additional factors such as product pricing, customer reviews, and post-purchase support, which may also influence purchasing decisions. Lastly, the focus on electronic products means that the findings may not necessarily apply to other industries; future research could investigate whether similar trends hold for different product categories, such as fashion or the automotive sector.

CONCLUSION

This study investigated the impact of celebrity endorsement, brand image, and social media exposure on consumer purchasing decisions for electronic products in Indonesia. The key findings reveal that Social Media Exposure has the strongest positive and significant effect on consumer purchasing decisions, emphasizing the growing influence of digital engagement, influencer marketing, and online consumer interactions in shaping purchase behavior. Celebrity Endorsement also has a significant and positive effect, highlighting that trusted and well-known public figures can influence consumer preferences, making celebrity marketing a crucial strategy. However, Brand Image does not have a significant impact, suggesting that in the electronics market, consumers prioritize other factors such as product quality, reviews, and social media recommendations rather than traditional branding efforts. Overall, the study confirms that social media exposure and celebrity endorsement are key drivers of consumer behavior in Indonesia's electronic product

industry, indicating that companies should focus more on digital engagement and influencer collaborations rather than relying solely on brand image.

Based on these findings, several recommendations are suggested for businesses and marketers in the electronics industry. First, companies should increase investment in social media marketing by enhancing their online presence, engaging with consumers through interactive content, and leveraging user-generated content to build credibility. Second, leveraging celebrity and influencer endorsements by partnering with trusted figures who align with the target market can increase consumer trust and product desirability. Third, businesses should improve digital brand engagement by fostering online communities, utilizing customer testimonials, and implementing personalized marketing campaigns, as traditional branding alone may not be enough. Additionally, enhancing customer experience through online platforms by optimizing social media pages, websites, and e-commerce channels with clear product information, reviews, and seamless purchasing options is crucial. Lastly, future research could explore other factors affecting purchase decisions, such as price sensitivity, customer service, and post-purchase satisfaction. Expanding the sample size and conducting comparative analyses across different product categories could also provide deeper insights into consumer behavior trends.

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