

Celebrity Endorsement and Beauty Vlogger on Purchase Decisions Mediated by Brand Image

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ABSTRACT

The trend of beautifying yourself by using beauty or women's care products is happening in Indonesia lately. As a result, many new beauty and body care products are currently appearing from various companies. The trend of using celebrity endorsements as an advertising medium to attract consumer interest is also being carried out by many companies. This research examines the influence of endorsements and beauty vloggers on purchasing decisions through brand image when purchasing Scarlett Whitening products in Yogyakarta. This research is quantitative in nature, and primary data was taken using a purposive sampling method. Data were collected using a questionnaire distributed using Google Form to 108 respondents in Yogyakarta and then processed using SmartPLS. The results of the research showed that celebrity endorsements had a significant influence on purchasing decisions and beauty vloggers had no influence on purchasing decisions. Celebrity endorsements have a significant influence on brand image and beauty vloggers have no influence on brand image. And indirectly celebrity endorsement through brand image has a significant influence on purchasing decisions. Meanwhile, beauty vloggers indirectly through brand image have no influence on purchasing decisions.

Keywords: Beauty Vlogger, Brand Image, Celebrity Endorsement, Purchasing Decisions



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INTRODUCTION

The use of beauty or body care products is a trend currently occurring in Indonesia. This trend influences changes in beauty standards perceived by Indonesian women. Increasing economic development, especially in the business industry, has an impact on competition between companies. In line with these conditions, companies must be able to maintain their products or services amidst rapid economic development. Innovation in maintaining products or services in marketing strategies must always be carried out by the company. The existence of advertising in the era of increasingly modern marketing strategies means that companies must fulfill advertising demands so that the products or services offered can get the attention of the public (Karamoy, 2022). Through these

advertisements, the public or consumers can get information related to the products offered by the company.

The emergence of celebrity endorsers amidst the trend of using beauty products in Indonesia often influences consumer purchasing decisions. Starting from local endorsers, there are even companies that hire foreign endorsers, such as from Korea, to market the company's products. However, according to research conducted by ZAP Beauty Index, 78% of Indonesian women are more likely to choose local influencers or endorsers than Korean artists when choosing endorsers to advertise products. The rise of Korean trends in the world of entertainment apparently does not influence Indonesian women in choosing beauty products.

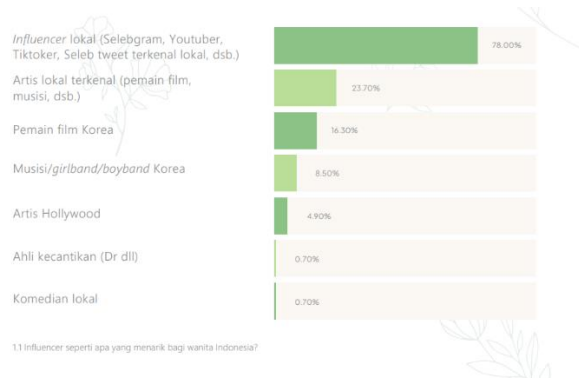


Figure 1 Riset of ZAP Beauty Index
Sumber : <https://zapclinic.com/zapbeautyindex/2023>

The care product that comes from Indonesia is Scarlett Whitening. Released in 2017 by Felicya Angelista, a public figure from Indonesia. Before releasing the Scarlett Whitening product, the owner and founder of this product only released facial mask products. After Feli's skin products succeeded in attracting a lot of buyers' interest, Felicya finally released a new product, namely Scarlett Whitening. Some of the Scarlett Whitening products sold on the Shopee marketplace include body care, face care and hair care. The presence of Scarlett whitening as a beauty product in Indonesia has gone viral and has become a product that is much sought after by Indonesian women. Many competitors emerged after the Scarlett Whitening product boomed. This of course makes the company have to maintain the product and make the product remain in demand and even increasingly sought after by consumers. One of them is product advertising, using social media as a means to market products is not enough amidst today's tight business competition. Using celebrity endorsements as supporters of product advertising is the right choice. Celebrity endorsers for the Scarlett Whitening brand range from local endorsers to foreign endorsers from Korea. The use of foreign endorsers is because quite a few Indonesian women are fond of Korean actors. Apart from using endorsers as advertising supporters, the Scarlett brand is also widely reviewed by beauty content creators. This can be an additional support for improving the product image so that it remains in demand and is increasingly sought after by consumers.

Research by Rosita, (2021) that study concluded that Celebrity Endorsements significantly impact Purchasing Decisions.. Similar findings were also found in research conducted by Zahra (2021). However, different findings were found in research conducted by Ramadhani & Samofa Nadya(2020)with research results showing that Celebrity Endorsements did not significantly influence purchasing decisions. Research conducted by Nurvia & Sarasati, (2021), Masruroh & Sudarwanto, (2020) and Sri Wandini & Muhamad Pauzy, (2023) which found beauty vloggers significantly and favorably influenced consumers purchase decisions. The finding deviate from Malini, (2021) research, which found no correlation between the beauty vlogger variabel and purchase decisions.

Research conducted by Marlina, (2019) and B. H. H. Putri & Nasution, (2021) which stated the results of research Celebrity endorsers exert a favorable impact on brand image. Meanwhile, different research results are shown by research conducted by Nur (2020) that the celebrity endorsement variable has no influence on brand image. Research conducted by Girsang (2020) and Wibowo (2019) shows the results that beauty vloggers have an influence on brand image. Meanwhile, different research results were shown by Rusmayanti Yanti, (2021) who stated that beauty vloggers have no influence on brand image. The results from Sidharta, (2023) and Rosanti (2021) which show the results that brand image has an influence on purchasing decisions. However, the findings are different in research by Febriyanti (2016) which states that brand image has no influence on purchasing decisions.

Celebrity Endorsement

Celebrity Endorsement is a famous celebrity who advertises a product or service by conveying about the company's product or service to improve the brand image (Dewi & Prabowo, 2023). A celebrity is considered someone who is liked by society and has different skills from other people, and can attract the attention of other people (Firmansyah 2023). To fulfill a lifestyle, someone will prefer to buy products that are trendy or popular at that time. Using celebrity endorsements who have many fans, are unique and have high popularity can be a big opportunity for companies to use as a product attraction (Wulandari & Septrizola, 2021).

The research is in line with research conducted by Santi (2022), Wachyuni & Priyambodo, (2020), Kalangi (2019), Atan (2017) and Nawangsari Lenny C (2020) that the variable of Celebrity Endorsement significantly influences purchasing decisions. This is different from research conducted by Putri (2023) which shows that there is no influence of Celebrity Endorsement on purchasing decisions.

Beauty Vlogger

Changing times have made people wiser in using technology, one of which is by using beauty vlogger content on social media to get reviews of the products they want to buy (Wibowo 2019). It is felt that the emergence of beauty vloggers makes it easier for potential consumers to get to know the brand or product they want to use, through insights or reviews of beauty vloggers which provide information regarding product details (Agustiara 2019). A beauty vlogger can be trusted by the public if he conveys reviews or reviews of experiences using products honestly and does not force potential buyers' decisions and is able to convince potential buyers in making purchasing decisions (Savitri & Erdiansyah, 2019).

Brand Image

Consumers consider brand image to be important for a product, because brand image can describe a product (Keuangan 2020). Brand image refers to the memory of a brand, which describes consumers' views of the form, advantages, use and characteristics of the product (Abi, 2020). A brand image provides a company with a distinct identity, attracting consumer interest and facilitating product differentiation from competitors' offerings (Chandra 2019). Brands that have a positive image are able to attract consumers' attention to the products they offer. The existence of a strong brand is a crucial factor for every company because it can produce various benefits such as the perception of superior quality, high consumer loyalty, greater income opportunities and wider brand expansion opportunities, (Claudya Labesi 2019).

Purchase Decisions

Purchasing decisions are individual considerations when faced with various options, evaluating the available options and finally choosing a product that suits their needs (Septiani 2022). The purchasing decision is the final stage in choosing a product, before deciding to buy, you must first look for information about a product and compare how good several brands of choice are (Tinggi & Pasaman, 2021). Purchasing decisions are based on the information search process and the more

active the consumer is in this process, the more likely the consumer is to make a purchase (Febriana & Purwanto, 2023).

Influence of Celebrity Endorsement on Purchasing Decisions

Celebrities are perceived as individuals who enjoy widespread popularity and possess appealing qualities that set them apart from others. They have the ability to captivate and divert someone's attention towards them (Firmansyah 2023). Starting from local endorsers, there are even companies that hire foreign endorsers, such as from Korea, to market the company's products. However, based on research conducted by ZAP Beauty Index, 78% of women in Indonesia are more interested in local influencers or endorsers compared to Korean artists when choosing beauty products and services. The emergence of celebrity endorsers amidst the trend of using beauty products in Indonesia has certainly influenced consumer purchasing decisions.

The research is in line with research conducted by Santi (2022), Wachyuni & Priyambodo, (2020), Kalangi (2019), Atan (2017) and Nawangsari Lenny C (2020) that the Celebrity Endorsement factor significantly influences purchasing decisions. This is different from research conducted by Putri (2023) which shows that there is no influence of Celebrity Endorsement on purchasing decisions.

H1 : celebrity endorsement have a positive and significant influence on purchasing decisions

The influence of beauty vloggers on purchasing decisions

The presence of beauty vloggers has recently become a trend in the beauty industry and also the world of social media. Beauty vloggers are individuals who voluntarily share videos containing reviews of the use of a beauty product (Limjong 2022). Not only sharing product usage reviews, a beauty vlogger also shared tips and personal experiences while using the product. The content shared by beauty vloggers also makes it easier for buyers to decide to buy beauty products.

The findings of this study support those of studies by Nurvia & Sarasati, (2021), Masruroh & Sudarwanto, (2020) and Sri Wandini & Muhamad Pauzy, (2023) which found beauty vloggers significantly and favorably influenced consumers purchase decisions. The finding deviate from Malini, (2021) research, which found no correlation between the beauty vlogger variabel and purchase decisions.

H2: beauty vloggers have a positive and significant influence on purchasing decisions

The influence of celebrity endorsements on brand image

Companies can leverage the strength of utilizing celebrity endorsements from individuals with substantial fan bases, distinctive qualities, and significant popularity to attract consumers to their products (Wulandari & Septrizola, 2021). Celebrity endorsements offer substantial advantages and functions due to their popularity, talent, charisma, and credibility (Anas & Sudarwanto, 2020)

The results of this study are in line with research conducted by Marlina, (2019) and B. H. H. Putri & Nasution, (2021) which stated the results of research Celebrity endorsers exert a favorable impact on brand image. Meanwhile, different research results are shown by research conducted by Nur (2020) that the celebrity endorsement variable has no influence on brand image.

H3: celebrity endorsement has a positive and significant effect on brand image

The influence of beauty vloggers on brand image

The emergence of beauty vloggers is considered to make it easier for potential consumers to get to know the brand or product they want to use, through insight or reviews of beauty vloggers who will provide information related to product details (Agustiara 2019)

Research conducted by Girsang (2020) and Wibowo (2019) shows the results that beauty vloggers have an influence on brand image. Meanwhile, different research results were shown by Rusmayanti Yanti, (2021) who stated that beauty vloggers have no influence on brand image.

H4: beauty vlogger has a positive and significant influence on brand image

The influence of brand image on purchasing decisions

With the existence of a brand image, a company has a unique identity to attract the attention of consumers and the public becomes better able to distinguish the company's products from competitors' products (Chandra 2019). With this characteristic, consumers can easily identify and be more interested in memorable products.

This research is similar to the results from Sidharta, (2023) and Rosanti (2021) which show the results that brand image has an influence on purchasing decisions. However, the findings are different in research by Febriyanti (2016) which states that brand image has no influence on purchasing decisions.

METHODS

This research employs quantitative methods to examine the impact of celebrity endorsements and beauty vloggers on purchasing decisions through brand image. The study was conducted in Yogyakarta. The population, as defined by Sugiyono (2014), refers to a group of objects or subjects with specific characteristics identified by researchers for the purpose of study to derive conclusions. In this study, the population consists of consumers of Scarlett Whitening products. The sampling technique is classified as non-probability sampling, specifically purposive sampling. A sample, as Sugiyono (2014) describes, represents a subset of the population with similar characteristics. Thus, the sample in this study comprises consumers of Scarlett Whitening products in Yogyakarta.

Data were collected using a questionnaire distributed using Google Form to 108 respondents in Yogyakarta. The questionnaire in this study was used as a medium to obtain respondent data on *celebrity endorsements*, *beauty vloggers*, *brand image* and purchase decisions. The questionnaire in this study was distributed through *google form* and then disseminated to the people of Yogyakarta region who are consumers of Scarlett Whitening products. Instrument testing in this study used *Likert scale*. The data obtained in this study were then processed using *SmartPLS 4.0* by testing *composite reliability*, *cronbach's alpha*, *average extracted (AVE)*, *path coefficient* significance test, R-square and mediation test.

RESULTS AND DISCUSSION

Characteristics of Respondents

Table 1 Characteristics of respondents

Category		Sum	Percentage
Gender	Man	102	94,4%
	Woman	6	6%
Age	17 – 21 Tahun	58	53,7%
	22 – 26 Tahun	50	46,3%
Income	500.000 – 1.000.000	72	68,6%
	1.000.000 – 2.000.000	15	14,3%
	>2.000.000	18	17,1%
	Did not answer	3	
Work	Student	88	81,5%
	Employee	13	12%
	Self employed	4	3,7%
	Housewives	3	2,8%
Duration of Product Use	< 1 year	65	60,2%
	>1 year	43	39,8%

Source : Primary data processed 2024

Validity Test

Table 2 Validity tests

Variable	Cronbach's Alpha (>0.70)	Composite Reliability (>0.70)	AVE (>0.50)	Information
Celebrity Endorsement	0.887	0.911	0.594	Valid
Beauty Vlogger	0.891	0.915	0.607	Valid
Brand Image	0.887	0.898	0.595	Valid
Decision on Development	0.892	0.918	0.650	Valid

Source : Primary data processed SmartPLS 2024

The validity test results in Table 2 indicate that all indicators possess a Cronbach's alpha value exceeding 0.70, indicating their validity. Additionally, the composite reliability value for each indicator surpasses 0.70, further confirming their validity. Moreover, the AVE value for all indicators in Table 2 exceeds 0.50, signifying their validity.

Path Coefficient Significance Test

If the significance value (p-value) of the influence between two variables is less than 0.05, the influence is deemed significant. On the other hand, if the significance value (p-value) is greater than 0.05 at an alpha level of 5% (year 2019), the influence between variables is deemed negligible.

Table 3 Significance Test

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
H1	0.234	0.229	0.119	1.958	0.025	H1 Accepted
H2	0.073	0.076	0.094	0.770	0.221	H2 Rejected
H3	0.623	0.616	0.157	3.965	0.000	H3 Accepted
H4	0.243	0.252	0.168	1.442	0.075	H4 Rejected
H5	0.606	0.607	0.112	5.428	0.000	H5 Accepted

Source: Primary data processed by SmartPLS, 2024.

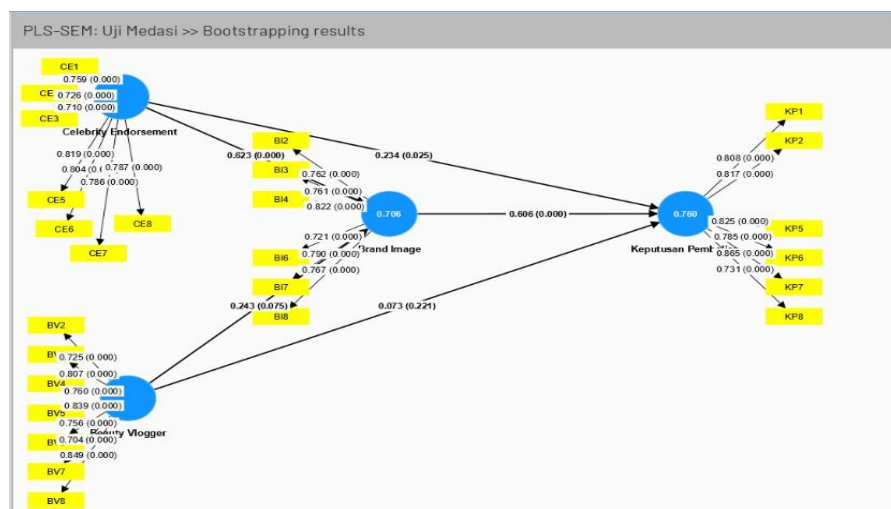


Figure 2 Research Model Measurement Results

Source : Primary data processed by SmartPLS 2024

Based on the table of *Path Coefficient* test results above, it can be concluded as follows:

1. The initial hypothesis is confirmed, as celebrity endorsements demonstrate a notable impact on purchasing decisions, with a p-value of 0.025, falling below the significance threshold of 0.05. This suggests that utilizing celebrity endorsements can indeed improve consumer purchasing decisions.
2. The Second Hypothesis (H2) is **rejected** because *beauty vloggers* do not have a significant influence on purchasing decisions judging from the p-value of $0.221 > 0.05$. This means that *beauty vloggers* do not improve consumer purchasing decisions.
3. The Third Hypothesis (H3) is **accepted** because *celebrity endorsement* has a notable influence on brand image. seen from the p-value of $0.000 < 0.05$. This means that the use of *celebrity endorsement* can improve the brand image or *brand image* of the product.
4. The Fourth Hypothesis (H4) is **rejected** because there is no significant influence between *beauty vloggers* on *brand image* seen from the p-value of $0.075 > 0.05$. This means that *beauty vloggers* cannot improve brand image or *product brand image*.
5. The Fifth Hypothesis (H5) is **accepted** because the influence of brand image on purchasing decisions is evident from the p-value of 0.000, which falls below the significance level of 0.05. This suggests that the more positive the brand image of a product, the stronger its impact on purchasing decisions.

R Square

Table 4 R Square

	R-square	R-square adjusted
Brand Image	0.706	0.700
Purchasing Decision	0.760	0.753

Source : Primary data processed by SmartPLS 2024

According to table 8, the adjusted R-Square value for the brand image variable is 0.700, which translates to 70%. This suggests that the independent variables, celebrity endorsements and beauty vloggers, can collectively account for 70% of the variance in the dependent variable, purchase decisions. The remaining 30% of the variance is likely influenced by other variables not examined in this study.

Test Mediation

The mediation test in this study is presented in the following table.:

Table 5 Test Mediation

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Beauty Vlogger -> Brand Image -> Purchasing Decision	0.147	0.151	0.106	1.392	0.082
Celebrity Endorsement -> Brand Image -> Purchase Decision	0.377	0.377	0.128	2.958	0.002

Source : Primary data processed by SmartPLS 2024

The results of the mediation testing reveal that brand image effectively mediates the relationship between celebrity endorsement and purchase decisions, with a p-value of 0.02. However, brand image does not demonstrate effectiveness as a mediator for beauty vloggers and purchasing decisions, as indicated by a p-value of 0.82.

Table Model Fit

The Model fit test in this study is presented in the following table.:

Tabel 6 Model Fit

Test Model Fit	Value	Critical Value	Information
SRMR	0.072	< 0.10	Fit
d_ ULS	1.184	$\geq 95\%$ or $P > 0.05$	Fit
d_ G	1.120	$\geq 95\%$ or $P > 0.05$	Fit
Chi-Square	575.838	X^2 Statistics < X^2 Table	Marginal
NFI	0.739	Getting closer to 1	Fit

Source : Primary data processed by SmartPLS 2024

Based on table 10 of the fit model test results, it can be seen that the value of the Fit research model. Judging from the SRMR value, which is 0.072 which means <0.10

Discussion

The influence of celebrity endorsements on purchase decisions

The results of this research show that celebrity endorsements have a positive and significant effect on purchasing decisions. The use of celebrity endorsements to support product advertising really helps increase product sales. Choosing the right endorser will greatly influence consumer purchasing decisions. Choosing an endorser who is popular and has many fans can attract consumers' interest in buying the product. Not only paying attention to the popularity of the endorser, but choosing an endorser who has advantages and uniqueness can also be a force for attracting consumer interest. Choosing an endorser who looks good in terms of both physical and personality can also be a strength in attracting consumer buying interest. Celebrity endorsements employ Integrated Marketing Communication (IMC), the primary theory proposed by Shimp. This approach views marketing communication as a presentation process that integrates all marketing mix elements to facilitate exchange by conveying meaning to customers. The results of this research are supported by research conducted by Santi (2022) , Kadafi (2023) dan Atan (2017) which states that the use of *celebrity endorsement* has a significant influence.

The influence of beauty vloggers on purchasing decisions

The results of this research show that beauty vloggers do not have a significant influence on purchasing decisions. This is because not all respondents decide to buy products based on reviews from beauty vloggers. Most consumers who watch reviews or reviews from beauty vloggers about products only bring consumers to the interest stage and do not reach the stage of deciding to buy the product. The presence of a beauty vlogger is not needed to consider product purchasing decisions. And perhaps the content presented by beauty vloggers is less interesting or less trustworthy to consumers, so it does not influence the decision to purchase Scarlett Whitening products. In the source credibility theory proposed by Hovland Janis and Kelley, a person may be more likely to trust and accept a message delivered by someone who has credibility in their field. This means that consumers or customers will have more confidence in someone who is believed to have the ability or credibility in the field of beauty. The results of this study can be strengthened by research conducted by Malini, (2021) which states that *beauty vlogger* do not have a significant influence on purchasing decisions.

The influence of celebrity endorsements on brand image

The study revealed that the perception of the Scarlett Whitening product brand is influenced by celebrity endorsements. Consequently, it recognizes the hypothesis H3, which suggests that celebrity endorsements positively affect brand image. This is evident from the statistical analysis, as indicated by the path coefficient test results table, where the p-value for celebrity endorsement is 0.000, indicating significance at the 0.05 level. The results of this research show that celebrity endorsement has a positive and significant effect on brand image. Choosing the right endorser will have an effect on improving the product image. Consumers will assess the image of a brand by

seeing advertisements for the product. The better the endorser conveys the product advertisement, the more positive the brand image will be. Products with a good image will be easier for consumers to remember. In Integrated marketing communication theory marketing communications encompass marketing activities employing communication techniques aimed at providing information to an audience to achieve the company's objectives, such as increasing revenue through the utilization of services or purchases of offered products.

Research by Suharyono & Hidayat, (2016) can support the findings of this investigation. The study's findings demonstrate the substantial impact that celebrity endorsements have on a brand's perception.

The influence of beauty vloggers on brand image

The results showed that *beauty vloggers* had no influence on *brand image*. So H4 which states that *beauty vloggers* have a positive effect on *brand image*, is rejected. This can be proven by looking at table of the *path coefficient test results*, *beauty vlogger* has a p-value of 0.075 which means > 0.05 . A *beauty vlogger* with *scarlett whitening* product review content has no influence on purchasing decisions. A beauty vlogger with Scarlett Whitening product review content has no influence on purchasing decisions. In the source credibility theory proposed by Hovland Janis and Kelley, a person may be more likely to trust and accept a message delivered by someone who has credibility in their field. This means that consumers or customers will have more confidence in someone who is believed to have the ability or credibility in the field of beauty. A beauty vlogger will improve the brand image if the public considers or is assessed to have expertise, ability, intelligence, experience and training in their field.

The results of this study can be strengthened by research Rusmayanti Yanti (2021). The results of the study showed that *beauty vloggers* have no effect on *brand image*.

The influence of brand image on purchasing decisions

The findings show that brand image has a significant impact on purchasing choices for Scarlett Whitening products in Yogyakarta. Thus, hypothesis H5, which proposes a positive impact of brand image on purchasing decisions, is confirmed. This assertion is backed by the path coefficient test outcomes, wherein the brand image shows a p-value of 0.000, indicating statistical significance ($p < 0.05$). Consequently, an improved brand image of Scarlett Whitening products is associated with heightened purchasing decisions in Yogyakarta. The company must be able to maintain or improve the brand image of the Scarlett Whitening product. So that consumer purchasing decisions also increase. Because the better the product brand image is in the minds of consumers, the easier it will be for consumers to remember the Scarlet Whitening brand.

The results of this study can be strengthened by the results of research conducted by Sidharta (2023), Pratiwi (2022) and Wadi (2021). The results of the study show that *brand image* influences purchasing decisions.

The influence of celebrity endorsement through brand image on purchasing decisions

The study's results indicate that brand image variables can act as a mediator between celebrity endorsement and purchase decisions for Scarlett Whitening products. This is supported by the mediation test outcomes, where the p-value is 0.002, signifying statistical significance ($p < 0.05$). Choosing the right endorser can improve the brand image of a product. The better or more positive the brand image, the consumer's product purchasing decisions will also increase. More and more products will be sold. And many consumers ultimately decide to use long-term products. Choosing an endorser who has advantages and uniqueness can be an opportunity to increase consumer purchasing decisions. Apart from that, looking at the endorser's appearance and personality also needs to be considered so that consumers can be interested and trust the product in the advertisement presented by the endorser. The brand image that is formed due to the presentation of advertising by a good endorser can make consumers interested and confident in deciding to buy the product. In the

theory of integrated marketing communications or IMC, marketing communications is a social process in which at least two individuals are involved, where one individual sends a stimulus to another individual. In this case, the better the endorser as an advertising intermediary conveys knowledge about the product and provides positive stimuli, the better the brand image will be and purchasing decisions will increase.

The influence of *beauty vlogger* through brand image on purchasing decisions

The research results suggest that the brand image variables do not act as a mediator between beauty vloggers and the purchase decisions for Scarlett Whitening products. This is evident from the mediation test results, where the p-value is 0.082, exceeding the significance threshold of 0.05. The results of this research show that beauty vloggers through brand image do not have a significant influence on purchasing decisions. The presence of beauty vloggers in sharing product reviews is not able to improve brand image, so product purchasing decisions do not increase. Most consumers only see and are interested in the content shared by beauty vloggers and do not decide to buy the product. In source credibility theory, consumers will trust people who are capable, expert and experienced in their field. In this case, consumers will have more trust in someone who is considered to have credibility, ability, expertise and good experience in the beauty sector.

CONCLUSION

According to this study, the first hypothesis that celebrity endorsement influences purchase decisions in a good and meaningful way is accepted. This demonstrates how using celebrities as brand ambassadors can pique consumers' interest in making purchases. The study's findings indicate that the second hypothesis is unfounded, indicating that beauty vloggers have little to no influence over consumers' purchasing decisions. That is, consumers' decisions not to buy products are not influenced by the content that beauty vloggers present.

Studies indicate that hypothesis 3 has been validated, demonstrating a discernible positive impact of Celebrity Endorsement on Brand Image. This underscores the importance of selecting an appropriate endorser capable of enhancing or maintaining a favorable brand image. This research reveals that hypothesis 4 is refuted, indicating that Beauty Vlogger does not yield a substantial influence on Brand Image. In essence, content reviews generated by beauty vloggers do not contribute to altering brand image significantly.

The study's results confirm the fifth hypothesis, highlighting a significant and positive correlation between Brand Image and Purchasing Decisions. This implies that a more favorable brand image increases the probability of consumers purchasing the product. The research demonstrates that celebrity endorsements have a considerable indirect impact on purchasing decisions through brand image. It can be inferred that a robust association between Celebrity Endorsement and Brand has the potential to indirectly enhance product purchase decisions. Based on the study's findings, it can be deduced that Beauty Vlogger's influence on Purchasing Decisions via Brand Image is not statistically significant. This indicates that the connection between beauty vloggers and brand image does not notably impact purchasing decisions.

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