

THE IMPACT OF ADVERTISEMENT, PROMOTIONS, INFLUENCERS, AND CELEBRITY ENDORSERS ON STUDENT PURCHASE DECISIONS ON SHOPEE PLATFORM

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Abstract: This study investigates how four key marketing variables—Advertisement, Promotion, Influencer, and Celebrity Endorser—influence the purchase decisions of consumers on the Shopee marketplace. The research sample was gathered using random sampling based on Slovin's formula, with 86 respondents from management students. Instruments were tested for validity and reliability. The results show that while Advertisement, Promotion, and Influencer do not have a statistically significant direct impact on purchase decisions, Celebrity Endorsers do have a positive and significant effect, demonstrating their power in shaping consumer behaviour. Furthermore, when combined, all four variables (Advertisement, Promotion, Influencer, and Celebrity Endorser) have a significant collective influence on purchase decisions, highlighting the importance of an integrated marketing strategy in driving consumer purchases on digital platforms like Shopee.

Keywords: Advertisement, Promotion, Influencer, Celebrity Endorser, Purchase Decision Shopee, Consumer Behaviour, Digital Marketing.

1. Introduction

The rapid development of online business in Indonesia has significantly transformed consumer behaviour, particularly in online shopping. E-commerce, as a method of shopping through electronic communication devices or social networks, allows consumers to engage in transactions without the need to physically visit a store. Instead, consumers can browse products online, select their desired items, place an order, transfer the payment, and have the products delivered directly to their homes. This convenience has led to the widespread adoption of online shopping across the country.

As the competition in the e-commerce industry intensifies, online shopping platforms must continuously enhance the appeal of their applications. They employ various strategies such as advertising, promotions, and collaborations with influencers and well-known celebrities to capture the interest of consumers and encourage them to shop on their platforms, which are available through the Appstore or Playstore. According to the Ministry of Communication and Information, the value of online transactions in Indonesia reached IDR 130 trillion in 2013, accounting for 7% of total internet usage in the country. Online shopping is no longer limited to the capital city of Jakarta, but has spread to other regions and cities across Indonesia. In 2012, 41% of e-commerce sales originated from Jakarta, but this figure dropped to 22% within six months, indicating that consumers outside the capital were increasingly adopting online shopping. To attract and retain customers, e-commerce platforms have employed a range of marketing techniques, including advertisements across social media, television, billboards, and

banners. One particularly effective strategy has been the use of celebrity endorsers and influencers, which many online shopping platforms, including Shopee, have adopted to boost their brand appeal. The presence of these famous personalities in advertisements and promotions enhances the perceived value of the platform and drives consumer engagement. Shopee, in particular, has become a favourite among university students. One of the key reasons for its popularity is the platform's ability to cater to a wide range of needs, from ordering food to purchasing lifestyle products. Additionally, students are highly influenced by promotions featuring celebrity endorsers, which makes Shopee an attractive platform for their online shopping activities.

In today's competitive marketplace, celebrity endorsements have emerged as a powerful marketing strategy. They not only help build trust in a brand but also foster a sense of trendiness and relevance among young consumers. This demographic is increasingly influenced by what they see promoted by their favourite celebrities and influencers, leading to purchasing decisions based on these endorsements. Companies often collaborate with influencers and use celebrity endorsers because these figures tend to resonate more with their target audiences. Celebrity endorsements have become one of the most popular marketing approaches to enhance product visibility and attractiveness, compelling consumers to consider their purchases more seriously (Wei & Li, 2013).

Through the support of celebrity endorsements, products gain greater involvement in the eyes of consumers, influenced by the information presented about the brand or product. This involvement refers to the various considerations consumers make regarding the importance of a brand or product, shaped by their perceptions. The degree of product involvement significantly contributes to the consumer's intent when making purchasing decisions. A celebrity endorser, often referred to as a brand ambassador, supports and promotes the advertised product. Essentially, celebrity endorsement serves as a representation or image of the brand itself, conveyed through persuasive communication across various media platforms. This strategy leverages the star power of celebrities to enhance brand recognition and influence consumer behaviour, ultimately leading to increased sales and brand loyalty.

The ease of downloading the Shopee application enables consumers from various segments to access it conveniently through their own devices. This accessibility has made Shopee a popular choice among university students, particularly those in the Management program at Universitas Riau Kepulauan. Many of these students are influenced by the frequent advertisements about Shopee that appear on their social media platforms. The diverse range of promotions offered by Shopee further encourages them to shop through this e-commerce platform. The convenience, combined with constant exposure to advertisements and promotional deals, plays a key role in shaping their purchasing decisions and makes Shopee a preferred online shopping destination for them. Additionally, the availability of features like free shipping and student-targeted discounts enhances their interest in using the platform, contributing to Shopee's growing popularity among younger consumers.

Shopee's popularity has soared, particularly among younger consumers, due to its user-friendly interface and constant stream of appealing promotions. The app's design allows users to navigate effortlessly through its features, making it easy for even first-time shoppers to browse, select, and purchase items. For young consumers, Shopee has become the go-to platform for checking out essential items, driven by the app's seamless shopping experience.

One of the main attractions for these consumers is Shopee's frequent flash sales, free shipping promotions, cashbacks, and discount vouchers, which create a sense of excitement and urgency. These promotions are offered daily, often with different deals, keeping consumers

engaged and eager to return to the platform. The anticipation of these offers motivates young shoppers to plan their purchases around promotional events, ensuring they get the best deals available. This strategic use of varied promotions has effectively captured the attention of young consumers, making Shopee an integral part of their daily shopping habits.

Management students at Universitas Riau Kepulauan are drawn to using the Shopee app largely due to its frequent advertisements appearing on their social media platforms. The diverse range of promotions further motivates them to make purchases through the Shopee e-commerce platform, reinforcing its appeal as a preferred choice for online shopping among students. The combination of targeted ads and varied promotional strategies plays a significant role in shaping their consumer behaviour, leading to increased engagement with the app.

Research Problem

Despite the growing popularity of Shopee among university students, there is still limited understanding of how various marketing strategies, including advertisement, promotion, influencer marketing, and celebrity endorsement, directly influence consumer purchase decisions. It remains unclear which of these factors have the most significant impact on student consumers when deciding to purchase on Shopee.

Based on this background, the research problem can be formulated as follows:

1. What is the effect of advertisement on the purchase decisions of Shopee consumers?
2. What is the effect of promotion on the purchase decisions of Shopee consumers?
3. What is the effect of influencers on the purchase decisions of Shopee consumers?
4. What is the effect of celebrity endorsers on the purchase decisions of Shopee consumers?
5. How do advertisement, promotion, influencers, and celebrity endorsers collectively influence the purchase decisions of Shopee consumers?

Research Objectives

The objectives of this research are:

1. To analyze the effect of advertisement on the purchase decisions of Shopee consumers.
2. To examine the effect of promotion on the purchase decisions of Shopee consumers.
3. To assess the effect of influencers on the purchase decisions of Shopee consumers.
4. To determine the effect of celebrity endorsers on the purchase decisions of Shopee consumers.
5. To analyze the combined influence of advertisement, promotion, influencers, and celebrity endorsers on the purchase decisions of Shopee consumers.

2. Literature Review

In this study, the theoretical framework explores the key concepts and theories related to the independent variables—advertisement, promotion, influencer, and celebrity endorser—and how these factors influence consumer purchase decisions. A solid theoretical foundation is crucial in understanding the dynamics of consumer behavior in the context of e-commerce, particularly in the online shopping platform, Shopee. The rapid growth of digital marketing has led to a shift in how consumers make purchasing decisions, influenced by various marketing tools and strategies. Advertisement, promotion, influencer marketing, and celebrity endorsement are essential components of a company's marketing mix, each playing a unique role in shaping consumers' perceptions and behaviors. This section reviews the relevant

literature and theories on these variables to establish a framework that supports the analysis of their impact on consumer purchase decisions.

Through an examination of these marketing strategies, the research aims to clarify how each variable contributes to influencing consumer behavior, individually and collectively, within the e-commerce landscape.

Advertisement

Advertisement is a promotional strategy aimed at introducing, promoting, and influencing consumers' purchasing decisions regarding a particular product or service. According to Kotler and Keller (2016), advertisement is a form of non-personal communication paid for by a specific sponsor to convey information or persuade the target audience. Advertising plays a vital role in creating brand awareness and shaping the product's image in consumers' minds. In the context of e-commerce, digital advertising via social media, search engines, and other platforms is an effective strategy to attract consumers' attention and encourage purchasing decisions.

Promotion

Promotion refers to marketing activities designed to increase short-term sales by providing additional value to consumers, such as discounts, vouchers, and loyalty programs. Kotler and Armstrong (2018) define promotion as one of the essential elements of the marketing mix, aimed at informing, persuading, and reminding consumers about a product or service. Shimp (2010) also emphasizes that promotions are designed to stimulate immediate action and can be particularly effective in encouraging short-term purchases. According to Tjiptono (2014), promotion is a critical element in conveying the benefits of a product to consumers, which can help build brand loyalty and accelerate decision-making. In the e-commerce industry, especially on platforms like Shopee, promotional tools such as flash sales and discount vouchers are strategically used to increase transaction volumes by presenting consumers with offers that are hard to resist. One of the key attractions for Shopee users, particularly younger consumers, is the platform's frequent flash sales, free shipping promotions, cashbacks, and discount vouchers, which create a strong sense of excitement and urgency. Belch & Belch (2015) argue that these types of promotions play a significant role in generating interest and driving consumer behaviour, often leading to impulse buying.

These promotions are not only frequent but also highly varied, offering new deals every day, which keeps consumers engaged and encourages them to frequently check the platform. This constant flow of promotional activities keeps users excited and eager to take advantage of exclusive offers, often resulting in increased sales and consumer loyalty. Additionally, Shopee's user-friendly interface amplifies the effectiveness of its promotions. The platform's easy navigation, visually appealing layout, and interactive features—such as countdown timers for flash sales and notifications about rewards—further engage users. According to Solomon (2017), a well-designed shopping platform enhances the overall consumer experience, and in the case of Shopee, these design elements create a seamless, immersive shopping experience. This design keeps consumers motivated by the thrill of securing exclusive deals, driving repeat visits and purchases on the platform.

Influencer

Influencer marketing is a form of marketing that uses public figures or social media users who have significant influence over a particular audience. According to De Veirman, Cauberghe,

and Hudders (2017), influencers are individuals capable of influencing others' purchasing decisions due to their reputation or expertise in a specific field. Social media influencers are often perceived as more authentic and relatable compared to traditional advertisements, making consumers more inclined to trust their recommendations. In e-commerce, many platforms collaborate with influencers to increase brand exposure and attract a broader audience.

Celebrity Endorser

Celebrity endorsement involves using well-known personalities or celebrities to promote a product or service. According to McCracken (1989), celebrities as endorsers can provide credibility, attractiveness, and significant associative power for the advertised product. Celebrities are often viewed as high-status figures who shape public aspirations, thus influencing consumers' purchasing decisions. In e-commerce, celebrities frequently become the face of marketing campaigns, aiming to increase consumer trust and interest in the promoted products.

Consumer Purchase Decision

The purchase decision is the process consumers go through when selecting, buying, and using products or services to fulfill their needs and desires. According to Kotler and Keller (2016), consumer purchase decisions are influenced by various factors such as personal needs, experiences, social influences, and marketing stimuli, including advertisement, promotion, influencers, and celebrity endorsers. The purchasing decision process generally consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In e-commerce, consumer purchase decisions are strongly influenced by the digital marketing elements they encounter before making a transaction.

Conceptual Framework

In marketing research, it is crucial to understand how various marketing variables, such as advertisement, promotion, influencer, and celebrity endorser, interact and influence consumers' purchasing decisions. This conceptual framework aims to visualize the relationship between these independent variables and how they individually and collectively impact the dependent variable, namely consumer purchase decisions.

The conceptual framework in this research illustrates the relationship between four independent variables (advertisement, promotion, influencer, and celebrity endorser) and the dependent variable (consumer purchase decision). Each independent variable is hypothesized to have a significant impact on consumers' purchasing decisions, either directly or indirectly.

a. Independent Variables (IVs):

Advertisement (X1): The marketing communication efforts used by Shopee to attract customers.

Promotion (X2): Various promotional tools like discounts, vouchers, flash sales, and free shipping offers provided by Shopee.

Influencer (X3): Social media influencers that Shopee collaborates with to endorse products.

Celebrity Endorser (X4): Well-known celebrities that Shopee uses in their advertising campaigns.

b. Dependent Variable (DV):

Purchase Decision (Y): The consumer's decision to buy a product from the Shopee platform.

c. Hypothesized Relationships:

H1: Advertisement (X1) influences Purchase Decision (Y).

H2: Promotion (X2) influences Purchase Decision (Y).

H3: Influencer (X3) influences Purchase Decision (Y).

H4: Celebrity Endorser (X4) influences Purchase Decision (Y).

H5: The combined effect of Advertisement (X1), Promotion (X2), Influencer (X3), and Celebrity Endorser (X4) has a significant impact on Purchase Decision (Y).

Additionally, the conceptual framework considers that the combination of these four independent variables will have a stronger cumulative impact on consumer purchase decisions. In other words, the presence of effective advertising, attractive promotions, relevant influencers, and popular celebrities in a single marketing campaign will further strengthen their influence on consumer purchase decisions on e-commerce platforms like Shopee.

3. Method

This research was conducted at the University of Riau Kepulauan. The population for this study consisted of 603 students from the Management Department who made purchases between January and November 2022. The population refers to the general area of interest, encompassing objects or subjects with specific qualities and characteristics defined by the researcher for study and subsequent conclusion (Sugiyono, 2015). To determine the sample size from the total number of students at the University of Riau Kepulauan, the Slovin formula was used with a margin of error of 10%, resulting in a total of 86 respondents for this study.

The instruments used in this research included observation, interviews, and a questionnaire. The questionnaire was distributed to students at the University of Riau Kepulauan to gather their responses regarding the influence of advertisement, promotion, influencer, and celebrity endorser on purchasing decisions in Shopee. This study employed standardized measurement tools that possess high validity and reliability.

Validity Test

A validity test was conducted on all statements included in the questionnaire, resulting in all items being deemed valid as each item had a calculated value (R-hitung) greater than the table value (R-tabel).

Reliability Test

The reliability test was performed to assess the accuracy of the data collection tools used. This was carried out using SPSS Version 25 and Cronbach's Alpha statistical test. The criteria for reliability testing are as follows:

If the Cronbach's Alpha value is above 0.6, the variable is considered reliable.

If the Cronbach's Alpha value is below 0.6, the variable is deemed unreliable.

Table 1. Reliability Test Results

No	Variabel	Cronbach Alpha	Cronbach Alpha yang disyaratkan	Keterangan
1	Advertisement	0,832	0,6	Reliabel

2	Promotion	0,791	0,6	Reliabel
3	Influencer	0,798	0,6	Reliabel
4	Celebrity Endoser	0,853	0,6	Reliabel
5	Purchase Decision	0,884	0,6	Reliabel

Source: Processed Data, 2024.

In table Reliability Test Results, it can be seen that the r Alpha of each variable X1, X2, X3, X4 and Y is greater than 0.60. This means that the measuring tools used are reliable / trustworthy

Classical Assumption Test Techniques

The following classical assumption tests were conducted in this research:

1. **Normality Test** The normality of the data can be assessed through a histogram and a normal P-Plot. The criteria are as follows:
 Data is said to be normally distributed if the points cluster around the diagonal line and follow its direction.
 Data is considered not normally distributed if the points are scattered far from the diagonal line.
2. **Heteroskedasticity Test** This test aims to determine whether there is a non-constant variance of the residuals in one observation compared to another within a regression model. If the variances differ, it is referred to as heteroskedasticity. One way to identify heteroskedasticity in a multiple linear regression model is by examining a scatterplot. If there is no specific pattern and the points do not cluster above or below zero on the Y-axis, it can be concluded that heteroskedasticity is not present. An ideal research model is one that does not exhibit heteroskedasticity.
3. **Multicollinearity Test** The multicollinearity test is used to examine whether there is a correlation among the independent variables in the regression model. A good regression model should not exhibit correlation among independent variables. To detect multicollinearity, the Variance Inflation Factor (VIF) and Tolerance values are analyzed, following these guidelines:
 - a. Tolerance:
 No multicollinearity occurs if the Tolerance value is greater than 0.10.
 Multicollinearity occurs if the Tolerance value is less than or equal to 0.10.
 - b. VIF (Variance Inflation Factor):
 No multicollinearity occurs if the VIF is less than 10.00.
 Multicollinearity occurs if the VIF is greater than or equal to 10.00.

4. Result and Discussion

Advertisement

The calculated t-value is 0.388, which is less than the t-table value of 1.996, with a significance value of 0.698, which is greater than 0.05. Based on these results, it can be concluded that the first hypothesis is not accepted and is not significant. This means that the advertisement variable does not have a significant partial effect on purchasing decisions.

Promotion

The calculated t-value is 0.213, which is less than the t-table value of 1.996, with a significance value of 0.831, which is greater than 0.05. From these results, it can be stated that the second hypothesis is not accepted and is not significant. This means that the promotion variable does not have a significant partial effect on purchasing decisions.

Influencer

The calculated t-value is 1.244, which is less than the t-table value of 1.996, with a significance value of 0.217, which is greater than 0.05. The third hypothesis is not supported, indicating that there is no significant effect of the influencer variable on purchasing decisions.

Celebrity Endorser

The calculated t-value is 2.321, which is greater than the t-table value of 1.996, with a significance value of 0.022, which is less than 0.05. Based on these findings, it can be stated that the fourth hypothesis is accepted and significant. This means that the celebrity endorser variable has a significant partial effect on purchasing decisions.

Table 2. T Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.351	3.359		1.593	.116
<i>Advertisement</i>	.049	.128	.054	.388	.698
<i>Promotion</i>	.042	.200	.034	.213	.831
<i>Influencer</i>	.252	.203	.209	1.244	.217
<i>Celebrity Endorser</i>	.415	.179	.388	2.321	.022

Source: Processed Data, 2024.

F-Test

The F-test is used to determine whether all independent variables (advertisement, promotion, influencer, and celebrity endorser) have a simultaneous effect on the dependent variable (purchasing decision). In this test, the comparison is between the calculated F-value and the F-table value. The F-table value is determined to be 2.52. The criteria for evaluation are as follows:

- If the significance value is less than 0.05, the independent variables (x) significantly affect the dependent variable (y), and the hypothesis is accepted.
- If the significance value is greater than 0.05, the independent variables (x) do not significantly affect the dependent variable (y), and the hypothesis is rejected.

Table 3. F test Result

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regressi on	424.599	4	106.150	11.056	.000 ^b
	Residual	643.276	67	9.601		
	Total	1067.875	71			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), celebrity endoser, advertisement, promotion, influencer

Source: Processed Data, 2024.

Based on the comparison between the calculated F-value and the F-table value:

- If the calculated F-value is greater than the F-table value, the independent variables (x) affect the dependent variable (y), and the hypothesis is accepted.
- If the calculated F-value is less than the F-table value, the independent variables (x) do not affect the dependent variable (y), and the hypothesis is rejected.

In this case, the calculated F-value is 11.056 with a significance level of 0.000. The F-table value can be determined as follows:

$$\begin{aligned}
 \text{F-table} &= n - k - 1; k \\
 &= 72 - 4 - 1; 4 \\
 &= 67; 4 \\
 &= 2.51 \text{ (based on the F-table with } df1 = 4 \text{ and } df2 = 67)
 \end{aligned}$$

Where:

- n = number of samples
- k = number of independent variables
- 1 = constant

Thus, the calculated F-value (11.056) is greater than the F-table value (2.52), with a significance value (0.000) less than 0.05. This means that the variables advertisement, promotion, influencer, and celebrity endorser collectively have a significant effect on purchasing decisions.

5. Conclusions

The explanations regarding the influence of each variable are as follows:

- Advertisement does not have a significant effect on purchasing decisions on Shopee.
- Promotion does not have a significant effect on purchasing decisions on Shopee.
- Influencer does not have a significant effect on purchasing decisions on Shopee.
- Celebrity Endorser has a significant effect on purchasing decisions on Shopee.
- Advertisement, Promotion, Influencer, and Celebrity Endorser collectively have a significant effect on purchasing decisions on Shopee.

This study aligns with the Theory of Planned Behavior, which posits that various factors can influence an individual's decision-making process, including external stimuli like advertisements and endorsements. However, in this context, it appears that while advertisements, promotions, and influencers alone do not significantly sway purchasing

decisions, the presence of a celebrity endorser plays a crucial role in influencing consumer behavior. The implications of these findings suggest that businesses, especially in the e-commerce sector, should focus more on utilizing celebrity endorsers to drive consumer behavior. This approach appears to build greater trust and resonance with the audience compared to other marketing strategies such as simple advertisements or promotional offers. Marketers should carefully consider the role that well-known figures play in persuading consumers, as celebrity endorsements seem to be a powerful tool for increasing consumer engagement and driving sales.

However, the study also has certain limitations. The research was confined to a sample of management students at the University of Riau Kepulauan, which may limit the generalizability of the findings to other consumer groups. Furthermore, the study primarily focused on Shopee, meaning that the results may not be applicable to other e-commerce platforms with different marketing strategies or consumer bases. Future research could expand to a more diverse population and explore other variables or platforms to provide a broader understanding of consumer behavior in digital marketplaces.

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