

The Role of Celebrity Endorsement in Fashion Product Purchasing Decisions at Shopee: A Qualitative Review

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Abstrak

Penelitian ini bertujuan untuk mengkaji pengaruh celebrity endorsement terhadap keputusan pembelian produk fashion di platform e-commerce Shopee. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik non-probability sampling. Data dikumpulkan melalui wawancara mendalam dengan konsumen Shopee yang memiliki pengalaman membeli produk fashion yang diendorse oleh selebriti. Hasil penelitian menunjukkan bahwa celebrity endorsement berperan signifikan dalam menarik perhatian konsumen dan membangun kepercayaan terhadap produk yang dipromosikan, yang pada akhirnya meningkatkan niat beli konsumen. Hubungan antara penggemar dan selebriti menjadi faktor kunci dalam mempengaruhi preferensi dan perilaku pembelian. Selain itu, Shopee sebagai platform e-commerce juga mendukung peningkatan penjualan melalui berbagai fitur dan promosi yang menarik. Penelitian ini memberikan wawasan yang berharga bagi pemasar dalam mengembangkan strategi pemasaran yang lebih efektif dan berorientasi pada konsumen di era digital saat ini.

Kata kunci: Celebrity endorsement, Minat beli konsumen, Shopee

Abstract

This study aims to examine the effect of celebrity endorsement on purchasing decisions for fashion products on the Shopee e-commerce platform. The research method used is a qualitative approach with non-probability sampling techniques. Data was collected through in-depth interviews with Shopee consumers who have experience buying fashion products endorsed by celebrities. The results showed that celebrity endorsement plays a significant role in attracting consumer attention and building trust in the promoted product, which ultimately increases consumer purchase intention. The relationship between fans and celebrities is a key factor in influencing purchasing preferences and behavior. In addition, Shopee as an e-commerce platform also supports increased sales through various attractive features and promotions. This research provides valuable insights for marketers in developing more effective and consumer-oriented marketing strategies in today's digital era.

Keywords: Celebrity endorsement, Purchase Intention, Shopee

INTRODUCTION

In this digital era, online businesses are increasingly rampant among business people. One of the most popular businesses is the fashion business. This business has developed very

rapidly (Catur Wijaya, 2020). Along with the development of an increasingly modern era, product marketing competition is quite tight. This is due to various developments in sophisticated technology that make it easier for consumers to find information related to the products they need (Vidyanata & Hadiwidjojo, 2022). This encourages companies to develop marketing strategies that are more different and superior compared to their competitors. Companies compete to attract the attention of potential consumers through various marketing strategies, one of which is by informing the advantages of the product through advertising promotion strategies. In addition, marketers will also explain the details of the products they sell in the form of videos so that buyers can find out the quality of the products they will buy (Sandrio & Astawa, 2023). Marketing content must be able to attract and lead digital users to see, pay attention to and ultimately make purchases on their products. (Chan & Astari, 2017).

One of the important things that marketers need to pay attention to is an effective and informative marketing strategy. One of these strategies is the use of an endorser which has been widely implemented by various companies. This is done so that the product marketed through advertising has its own appeal to potential consumers with the support of popular figures or celebrities as conveyors of product messages to potential target consumers through advertising promotion media. Marketers often use celebrities to influence consumer behavior in choosing a product. Celebrities are individuals who are known for their achievements and skills. Usually, celebrities consist of singers, actors, athletes, or individuals who are famous for their talents in a particular field. (Anas & Sudarwanto, 2020).

The use of celebrity endorsements is intended to encourage consumers to use a product (Alessandro et al., 2023). Celebrity endorsement is the use of a source as an attractive or popular figure in advertising, so that it can strengthen the image of a brand in the minds of customers (Kotler & Keller, 2016). Celebrities are considered to have the ability to quickly attract the attention of potential consumers and encourage them to like or choose the advertised product. Therefore, when a brand or product is advertised by celebrities, it can increase sales and create a mutually beneficial relationship between the celebrity and the company.

This approach not only introduces the product to a wider audience quickly but also provides a strong appeal. An endorser or advertising star provides support for the product with their charm and influence (Alatas & Tabrani, 2018). Celebrities are considered figures who are very popular with the public, especially generation Z. The use of celebrities as endorsers has been shown to significantly influence consumer purchasing decisions and increase product sales (Bramantya & Jatra, 2016). Attention to the credibility of the endorser is very important, because what is conveyed in the advertisement influences consumer interest and decision-making so that consumers do not think it is just an ordinary advertisement (Purbohastuti & Hidayah 2020). Thus, the presence of celebrities in product promotions provides a strong boost to consumer purchasing interest, which has the potential to have a major positive impact on sales of the product.

The use of endorser services has positive implications for improving the brand image of the product being offered. Brand image is a person's perception of a brand where the perception can be positive or negative. So, the higher the positive value of a product's brand image, the greater the opportunity for consumers to decide to buy the product,

because the brand helps simplify the purchasing decision-making process. Consumers can judge a product based on its brand. Therefore, developing a brand image is very important for companies to increase consumer interest in buying their products. A positive brand image indicates a certain level of quality, so that satisfied consumers will find it easier to choose to buy the product again.

Currently, Shopee has become one of the largest e-commerce platforms in Southeast Asia, including Indonesia. One of the most popular e-commerce in Indonesia at this time is Shopee. Shopee is an e-commerce with a customer to customer (C2C) sales model (Nyimpado, 2024). However, Shopee has shifted to a hybrid C2C and business-to-consumer (B2C) model after launching Shopee Mall, a platform for well-known brands. In 2017, Shopee has reached 80 million app downloads with more than four million sellers and more than 180 million active products. In the fourth quarter of 2017, Shopee reported a gross merchandise value (GMV) of US\$1.6 billion, up 206 percent from the previous year. In 2018, Shopee recorded a total GMV of US\$2.7 billion, up 153 percent from 2017. In Malaysia, in the fourth quarter of 2017, Shopee became the third most visited e-commerce portal, replacing Lelong and surpassing Lazada as the top app on Google Play and the iOS App Store. In Indonesia, a December 2017 survey by The Asian Parent showed that Shopee was the favorite shopping platform for mothers in Indonesia (73%), followed by Tokopedia (54%), Lazada (51%), and Instagram (50%). In April 2020, Shopee Indonesia introduced a ready-to-eat food sales service through the Shopee platform, becoming the third player to compete with Gofood and GrabFood. This program, called ShopeeFOOD, has recruited more than 500 food sellers in the Jakarta area.

In addition to being a place for various products from various categories, Shopee continues to develop new features to improve user experience and service expansion. In particular, fashion products are very popular on this platform, and with the increasing interest of people in online shopping, sales of fashion products on Shopee have experienced significant growth. Information technology plays a key role in the progress of this fashion business, facilitating the development process and increasing response to market trends. The adoption of advanced information technology has changed the way fashion businesses interact with customers, run operations, and adapt to market trends. E-commerce platforms, social media, data analysis, and other technologies open up new opportunities and expand the reach of fashion businesses, as well as improve the shopping experience for consumers. By continuing to utilize advances in information technology, fashion businesses can continue to grow and compete in an increasingly competitive market.

The use of technology in marketing has the intention of increasing consumer purchasing interest. Interest is consumer interest in a product that encourages them to seek additional information (Karmilah et al., 2022). Purchase interest is a reflection of consumers' desire to buy a product with a certain brand, which is influenced by their belief in the quality of the product. Purchase intention is an important dimension in marketing, which has been utilized by various companies as a variable to predict sales of new products, existing products, and repeat purchases of certain products (Alessandro et al., 2023). Analysis of the process of forming purchase interest is important for marketers because it allows them to deeply understand the thoughts and motives of consumers. Seeing the importance of the role of an endorser in marketing fashion products through e-commerce platforms,

researchers are motivated to explore the role of Celebrity endorsement in increasing consumer purchase intention for fashion products on the Shopee application.

The hope of this study is to gain a deeper understanding of how effective Celebrity endorsement is in influencing consumer purchase intention for fashion products sold through e-commerce platforms such as Shopee. Thus, the results of this study are expected to provide valuable insights for marketers in developing more effective and consumer-oriented marketing strategies in today's digital era.

RESEARCH METHOD

This study uses a qualitative approach to explore the role of Celebrity endorsement in increasing consumer purchase intention towards fashion products on the Shopee application. This approach was chosen because it allows researchers to gain a deep understanding of consumer experiences, perceptions, and attitudes towards Celebrity endorsement in the context of purchasing fashion products on Shopee.

The data collection technique used was in-depth interviews with Shopee consumers who have experience in purchasing fashion products endorsed by celebrities. Informants who are consumers were selected using a random sampling technique, where researchers randomly selected informants who often shop using the Shopee application. The informants who were samples in this study were 5 people. Furthermore, the qualitative data collected will be analyzed thematically to identify relevant patterns, themes, and conclusions related to the role of Celebrity endorsement in consumer purchasing decisions. By using this qualitative approach, this study is expected to provide a comprehensive understanding of how Celebrity endorsement influences consumer purchase intention on fashion products on Shopee.

RESULTS AND DISCUSSION

Based on the results of an interview with Maria, a private employee who is a loyal customer of the Shopee e-commerce, said that celebrity idols can effectively attract consumers' attention and influence their decisions in choosing advertised products. According to her, fans will prefer brands or products advertised by their idols because they believe that the products are of high quality and attractive.

Maria also highlighted that not all fans can follow the lifestyle of their favorite artists due to financial constraints. However, those who cannot afford to buy advertised products can still help promote through social media. Maria considers Shopee to be one of the largest and most complete e-commerce with various facilities such as promos and live features, which make it easier for sellers to promote. In addition, according to Berto, a private employee also agrees that celebrities have the ability to attract potential consumers' attention easily, considering that they are often idolized by certain groups and have many followers on social media.

Berto also mentioned that celebrities who become brand ambassadors can be trusted by brands to attract consumer interest in the products being promoted. Septi also admitted that she was interested in buying products endorsed by her favorite celebrities, such as Vincent and Desta. Regarding Shopee, Berto considers it an easy-to-use and complete e-commerce platform, with varied search features, many vouchers, and more complete products compared to other e-commerce.

Another opinion from Sintia, an Account Manager, believes that celebrities have their own market, and advertisements made by celebrities can attract the interest of that market, thus bringing new customers to the company. According to her, the relationship between fans and celebrities is based on interest in the personality or content created by the celebrity. Anything related to celebrity endorsements will attract the attention of their fans. However, Sintia disagrees that Shopee is the only e-commerce platform that is in demand, mentioning that there are many other e-commerce platforms that are also popular globally, such as TikTok Shop, Amazon, and Alibaba.

Icha, a company admin, agrees that celebrities can quickly attract the attention of potential consumers through social media such as instastory, which can attract followers to buy the advertised product. She gave a personal example by mentioning BTS who endorsed Samsung Flip, making her interested and trying to buy the product because the endorser was her favorite idol. Icha also agrees that Shopee is an e-commerce platform that is in demand, especially because of its ease of use and the availability of attractive vouchers, especially on twin dates.

This opinion is also confirmed by the results of an interview with Bela, a private employee who stated that celebrities or influencers have a significant influence in attracting consumer attention because they are famous and have many followers on social media. According to her, public trust in celebrities who become brand ambassadors can increase interest in the products being promoted. She also agrees that fans will try to follow the styles and trends promoted by their favorite celebrities, although this can be influenced by their respective financial conditions. Regarding Shopee, Bela believes that this platform is in great demand because it provides various products at competitive prices, many bill payment features, and many attractive promotions that make people interested in shopping there.

Based on interviews with the five informants, it is clear that celebrity endorsement plays a significant role in purchasing decisions for fashion products on Shopee. All respondents agreed that celebrities have the ability to quickly attract the attention of potential consumers. The popularity and number of followers of celebrities on social media give them the power to influence purchasing decisions. Respondents such as Maria and Berto mentioned that celebrities who are someone's idols can make the products they endorse more attractive and considered quality by fans. This shows that the presence of celebrities in advertising campaigns can increase consumer interest and trust in the advertised products.

In addition, the close relationship between fans and celebrities is also an important factor in purchasing decisions. Respondents such as Berto and Icha highlighted how fans tend to follow the lifestyle and product choices of their favorite celebrities. This suggests that celebrity endorsements not only increase brand awareness but also influence fans' preferences and purchasing behavior. However, Maria noted that fans' ability to follow their idols' lifestyles may depend on their financial situation, indicating that there are certain limitations to celebrities' influence on purchasing decisions.

The majority of respondents consider Shopee as the preferred e-commerce platform for purchasing fashion products. Maria, Berto and Icha mentioned ease of use, varied search features, various promotions, and completeness of products as the main reasons for choosing Shopee. Bela also added that Shopee offers competitive prices and many

additional features such as bill payments that make this platform more attractive. However, Sintia gave a different view by stating that other e-commerce platforms such as TikTok Shop, Amazon, and Alibaba are also in demand globally. This shows that although Shopee is popular among some respondents, there are also other platforms that have strong appeal in the global market.

Overall, this study shows that celebrity endorsement is effective in influencing purchasing decisions on Shopee. This is in line with previous research from Vidyanata in 2022, that the use of endorsers is effective in influencing trust in a brand which will lead to a buyer's interest in the product. These results are also in line with research from Catur Wijaya in 2020, that there is a relationship between the two.

Celebrities are able to attract consumers' attention and encourage them to choose the advertised product, especially because of the close relationship between fans and celebrities. Shopee as an e-commerce platform also plays an important role in facilitating purchases with various features and promotions that are attractive to consumers. However, it is important to note that other factors such as product quality, price, and consumer reviews also influence purchasing decisions, and this could be an interesting thing for further research.

CONCLUSION

This study concludes that celebrity endorsement plays a significant role in purchasing decisions for fashion products on Shopee. Celebrities are able to quickly attract the attention of potential consumers and build trust in the products they endorse, which ultimately increases consumer purchasing interest. The relationship between fans and celebrities is a key factor in influencing preferences and purchasing behavior. Shopee as an e-commerce platform also supports increased sales through various attractive features and promotions. As a suggestion, companies can more effectively utilize celebrity endorsement by choosing celebrities who are relevant to the products being promoted and continue to optimize features and promotions to increase consumer appeal.

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