

ATTITUDE TOWARD KOREAN CELEBRITIES VS INDONESIA CELEBRITIES: WHICH ONE HAS A STRONGER EFFECT ON PURCHASE INTENTION?

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Abstract

This study aimed to assess the impact of attitudes toward Korean and Indonesian celebrities, perceived behavioral control, and subjective norms on consumers' purchase intentions. This research employs a closed-ended online questionnaire to investigate the factors influencing purchase intentions for products endorsed by both Korean and Indonesian celebrities. A total of 323 respondents who had purchased products endorsed by both Korean and Indonesian celebrities within the last three months filled in the questionnaire. To ensure data relevance, a purposive sampling technique was employed, enabling authors to select participants with relevant experiences who could provide meaningful insights into the research objectives. After a thorough review, 46 responses were excluded for not meeting the established eligibility criteria, leaving 287 valid responses for further analysis. Findings from this study confirmed that all variables significantly and positively affect purchase intentions, with attitudes toward Korean celebrities exerting a more substantial influence than those toward Indonesian counterparts, underscoring the decisive role of Korean celebrity endorsements in shaping consumer behavior.

Keywords: *attitude toward Korean celebrities, attitude toward Indonesian celebrities, perceived behavioral control, subjective norms, Purchase Intention*

INTRODUCTION

In an increasingly saturated and competitive market environment, firms are progressively turning to celebrity endorsement strategies as a means of strengthening brand visibility and stimulating consumer interest (Pradhan, Moharana, & Malik, 2023; Wang & Wang, 2026). This practice has expanded beyond the traditional scope of celebrity marketing, as organizations now acknowledge the broader behavioral influence that strategically selected endorsers can exert on consumers (Saridakis, Katsikeas, Angelidou, Oikonomidou & Pratikakis 2023). The effectiveness of this approach is primarily based on the psychological bonds that celebrities form with their audiences (Simon & Cambefort, 2025). Endorsements by well-recognized public figures tend to enhance the perceived credibility of a product, thereby increasing consumers' trust and purchase propensity (Dunn & Nisbett, 2023; Al Mamun, Naznen, Yang, Ali & Hashim, 2023). This mechanism is particularly salient in sectors such as fashion, beauty, and technology, where symbolic value and lifestyle congruence play a central role in shaping consumption

decisions. Moreover, the proliferation of social media has further amplified the impact of celebrity endorsements by enabling instantaneous interaction between celebrities and their followers. Digital platforms facilitate real-time engagement and rapid dissemination of promotional content, allowing endorsements to be seamlessly embedded within everyday narratives. The convergence of influencer marketing and conventional advertising has encouraged brands to adopt more creative and interactive promotional strategies (Kalam & Mollah, 2026; Li, Li, Sheng, Wan & Yi, 2026). Platforms such as Instagram and TikTok, for instance, allow products to be showcased in seemingly authentic and relatable contexts, enhancing consumers' ability to visualize personal usage. As firms continue to observe measurable outcomes such as increased sales performance and strengthened brand loyalty the reliance on celebrity endorsements is expected to intensify (Kim & Park, 2024). Beyond generating initial attention, these endorsements contribute to the construction of enduring brand narratives that foster emotional resonance and reinforce brand identity over time (Liu, Moyle, Kralj & Li, 2023).

Building on the above-mentioned arguments, the strategic use of celebrities as brand endorsers presents several advantages that significantly enhance marketing effectiveness. Foremost among these benefits is the immediate credibility transferred from the celebrity to the brand (Hu, Ren & Li, 2026). From a psychological perspective, endorsements by admired and trusted figures function as quality signals, shaping favorable consumer perceptions (Jun, Han, Zhou & Eisingerich, 2023). This association often produces a "halo effect," whereby positive attributes of the celebrity extend to the endorsed brand. Additionally, celebrity endorsements enable brands to transcend conventional demographic boundaries, granting access to broader and more heterogeneous consumer segments that might otherwise remain untapped. Furthermore, equally important is the emotional attachment audiences frequently develop toward celebrities, which can translate into heightened brand loyalty. In this case, celebrities have the capacity to craft compelling narratives that evoke emotional responses, making promotional messages more engaging and memorable. When celebrities share personal experiences related to a product, they humanize the brand and foster a sense of perceived authenticity (Lee & Jeong, 2023; Xue, Liu & Song, 2025). Such emotional engagement not only encourages initial purchase decisions but also fosters repeat consumption and advocacy behaviors. In an environment characterized by information overload, celebrity endorsements further serve as cognitive shortcuts, simplifying consumer choice by offering familiar and trusted reference points. Through visually appealing and aspirational storytelling, brands enhance recall and consideration in future purchasing contexts (Kalam, Goi & Tiong, 2023; Suprawan, Oentoro & Suttharattanagul, 2025).

A notable and increasingly prominent development in contemporary marketing is the growing tendency of firms, including those operating in Indonesia, to appoint Korean celebrities as brand ambassadors. This phenomenon is closely linked to the global expansion, accompanied by the rising popularity of the Korean Wave (Hallyu), which has significantly enhanced the international appeal of Korean popular culture, encompassing K-dramas, K-pop, fashion, and lifestyle. Korean celebrities are widely perceived as embodying a distinctive combination of charisma, professionalism, and aesthetic appeal that resonates with audiences across cultural boundaries. Recognizing this transnational influence, brands have sought to leverage their endorsement potential.

The appeal of Korean celebrities extends beyond mere fame to encompass the aspirational lifestyles they symbolize. Many Indonesian consumers, particularly among younger cohorts, are attracted to the fashion sensibilities, grooming standards, and

lifestyles associated with these figures, often aspiring to emulate them. Endorsement partnerships with Korean celebrities can thus stimulate extensive publicity and enhance product acceptance. Moreover, this trend also reflects a strategic repositioning by brands within Indonesia's multicultural marketplace, as they seek to integrate global cultural capital with local market dynamics to construct broader and more cosmopolitan brand narratives. However, despite their appeal, collaborations with Korean celebrities present a range of challenges that require careful consideration. One critical issue concerns potential cultural incongruence. Endorsers whose values, lifestyles, or symbolic meanings diverge substantially from local norms may struggle to establish authenticity in the eyes of Indonesian consumers. Such dissonance can weaken emotional engagement and provoke skepticism, thereby diminishing the effectiveness of endorsement campaigns (Zhou, Li, Ruan, Zhang & Yang, 2024). Additionally, financial considerations can further complicate this strategy. Securing partnerships with prominent Korean celebrities typically entails substantial costs, which may be untenable for small or resource-constrained firms. High endorsement fees do not guarantee commensurate returns, particularly when campaigns fail to resonate with the intended audience. Moreover, excessive reliance on foreign celebrities risks marginalizing local talent and may provoke adverse reactions from consumers who perceive brands as neglecting domestic cultural assets. Indonesia possesses a wide array of influential local celebrities with strong cultural relevance, and overlooking these figures may undermine authenticity and disrupt local creative ecosystems. Consequently, firms must balance the global appeal of Korean celebrities against the cultural proximity, relatability, and cost efficiency offered by local endorsers.

In Indonesia, the preference for Korean celebrities over Indonesian counterparts can be attributed to several interrelated sociocultural factors. Central among these is the pervasive influence of the Korean Wave, which has cultivated widespread admiration for Korean entertainment, fashion, and lifestyle throughout Southeast Asia. This cultural exposure has elevated Korean celebrities to an idolized status, imbuing them with significant symbolic and commercial power. Younger Indonesian consumers, in particular, are drawn to the polished and aspirational images presented by these figures, perceiving them as trendsetters and arbiters of contemporary style. Additionally, the highly structured and intensive promotional systems underpinning the Korean entertainment industry contribute to the strong market positioning of its celebrities. Carefully curated public images emphasizing professionalism and global appeal enhance their perceived value as brand ambassadors. By contrast, although Indonesian celebrities possess considerable talent and influence, they often lack comparable levels of international exposure and systematic branding. For many firms, collaboration with globally recognized figures also confers a sense of prestige, signaling modernity and global relevance (Fan, Fu & Jiang, 2023; Kalam, Monirul Islam & Akterujjaman, 2025). As a result, local talent may be overshadowed, despite the potential strategic advantages of culturally embedded endorsements. Therefore, this study aims to predict the strength of the effect that Korean celebrities have on influencing Indonesian consumers' purchase intentions toward the brands they endorse, and compare this with the effect induced by Indonesian celebrities. Additionally, through the adoption of the theory of planned behavior (TPB), this study also aims to identify various factors that can influence Indonesian consumers' purchase intentions toward products endorsed by either Korean or Indonesian celebrities.

The Theory of Planned Behavior (TPB) itself is a popular behavioral marketing concept that posits that behavioral intention is determined by three antecedents: attitudes, subjective norms, and perceived behavioral control (Wilson & Edelyn, 2022; Lloren-Alcantara & Capistrano, 2025). Within the context of celebrity endorsements, attitudes reflect consumers' evaluative judgments regarding the act of purchasing a product endorsed by a celebrity. Admiration for a particular celebrity such as a K-pop idol can foster favorable attitudes toward the endorsed product, thereby increasing purchase intention (Keni, Wilson & Teoh, 2023). Meanwhile, subjective norms capture the influence of social pressures and perceived expectations from significant others (Martens, Conradie & Ponner, 2025). When consumers' peers or reference groups hold positive views of a celebrity, this social endorsement can reinforce purchasing intentions. Conversely, intense community admiration for local celebrities may enhance the effectiveness of domestically rooted endorsements, underscoring the importance of cultural context. Perceived behavioral control, the third component of the TPB, relates to consumers' perceptions of their ability to perform the behavior (Wilson & Prayitno, 2022). If consumers view a celebrity-endorsed product as affordable and accessible, their confidence in purchasing it is strengthened.

While numerous studies have implemented TPB to predict people's behavior, studies that attempt to determine the effect of all three antecedents of TPB on purchase intention in the context of products or brands promoted or endorsed by celebrities are still limited. Furthermore, in addition to determining the effect of these variables on purchase intention, this study also attempts to identify which types of celebrities (Korean or Indonesian) have a more substantial influence on Indonesian consumers' willingness to purchase products or brands advertised or promoted by these celebrities. In this case, analyzing the differential impacts of attitudes toward foreign and local celebrities on purchase intention is particularly valuable for firms operating in culturally diverse markets such as Indonesia. The findings will eventually help marketers to make more informed endorsement decisions by identifying which types of celebrities resonate most strongly within specific product categories. Such insights support the development of more targeted and culturally sensitive marketing strategies.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was initially designed to explain and predict human behavior by examining individuals' beliefs, attitudes, and intentions (Deng, Li, Peng, Wu & Che, 2022; Nguyen & Nguyen, 2025). This theory emphasizes behavioral intention as a central determinant of actual behavior. The theory of planned behavior originated from the preceding theory known as the Theory of Reasoned Action (TRA). Within the Theory of Reasoned Action, behavior is viewed as the result of a rational decision-making process shaped by an individual's attitude toward the behavior and subjective norms (Farid et al., 2023; Haq, Miah, Biswas & Rahman, 2023). Attitude refers to the individual's favorable or unfavorable evaluation of performing a particular behavior, whereas subjective norms capture perceived social pressures and expectations from significant others (Lim & An, 2021). These two components jointly form a behavioral intention, which is assumed to influence behavior directly. However, TRA presumes that individuals possess complete volitional control, positioning intention as the sole predictor of action (Ong et al., 2023). To address this limitation, the Theory of

Planned Behavior extends TRA by incorporating perceived behavioral control, as proposed by Ajzen (1985). This construct reflects individuals' perceptions of their capacity to perform a behavior, considering the presence of facilitating or constraining external factors (Malcolm, Nelson, Modeste & Gavaza, 2021; Meng, Piaralal, Islam, Yusof & Chowdhury, 2023). In the TPB framework, behavioral intention remains a key antecedent of behavior, while perceived behavioral control influences both intention and the translation of intention into actual behavior. Therefore, it can be understood that the relevance of TRA and TPB lies in their robust explanatory power across a wide range of behavioral contexts. By systematically examining the interplay among attitudes, subjective norms, and perceived behavioral control, these models provide a comprehensive framework for understanding the motivational mechanisms underlying human behavior (Martens, Conradie & Ponnet 2025; Moon, 2021).

Attitude toward Korean and Indonesian celebrities and Purchase Intention

Attitudes toward celebrities play a critical role in shaping consumer behavior, particularly in markets heavily influenced by popular culture (Hojjati, Mirzaei, Hemmati & Shamsabadi, 2025). In the case of Korean and Indonesian celebrities, the relationships they establish with their audiences extend beyond entertainment and often encompass lifestyle representation, personal values, and aspirational identities. When consumers develop favorable attitudes toward a celebrity, they are more inclined to internalize the celebrity's preferences and behaviors, which can significantly affect their purchase intentions (Yuet Mun, Chuah & Homer, 2026; Tessema, Chani & Rajasekar, 2026). For example, when a popular Korean pop star endorses a skincare product, the endorsement may convey perceived quality, effectiveness, and desirability, motivating fans to purchase the product as a means of aligning themselves with the celebrity's lifestyle.

Moreover, within the Indonesian context, local celebrities exert a similarly strong influence, shaped by distinctive cultural characteristics. Indonesian public figures often represent a blend of traditional values and contemporary aspirations, positioning them as relatable and trustworthy role models. This cultural proximity enhances consumer confidence in the brands they endorse. When a well-regarded Indonesian actor or public figure is associated with a product, consumers are more likely to develop positive brand perceptions, which in turn increases their intention to purchase. The perceived authenticity and cultural relevance of these endorsements are particularly crucial for marketing strategies targeting Indonesian consumers. Furthermore, the widespread use of social media platforms such as Instagram and TikTok has intensified the impact of celebrity endorsements. These platforms facilitate direct interaction between celebrities and fans, fostering a sense of intimacy and community that strengthens consumer engagement. When Korean or Indonesian celebrities promote products through social media, fans perceive the endorsement not merely as a recommendation but as an invitation to participate in a shared lifestyle. This perceived closeness and immediacy can amplify purchase intentions, as consumers seek to emulate the lifestyles promoted by their admired figures. Consequently, marketers increasingly rely on celebrity endorsements as a strategic mechanism to connect consumer aspirations with brand attachment (Cao & Sakurai, 2025; Amarullah, Bailusy, jabid, Bachmid & Saputra, 2025).

Nevertheless, the effectiveness of celebrity endorsements depends on the consistency between the celebrity's public image and the endorsed brand. Any perceived misalignment may generate consumer skepticism and erode the trust that has been previously established (Wilson & Prayitno, 2023). For instance, if a well-respected

Indonesian singer endorses a product that is later deemed unethical or of inferior quality, consumers may reassess their attitudes, leading to a decline in purchase intentions. Conversely, sustained and credible engagement by celebrities can foster enduring positive attitudes toward brands, ultimately strengthening long-term brand loyalty (Lloren-Alcantara & Capistrano, 2025).

Subjective Norms and Purchase Intention

Subjective norms refer to individuals' perceptions of social pressure to perform or refrain from a particular behavior, including purchasing decisions (Le & Qyunh, 2025; Malau et al., 2025). These perceptions are shaped by the beliefs, expectations, and attitudes of salient referent groups such as family members, friends, and the broader social environment. In consumer behavior research, subjective norms have been consistently shown to influence purchase intentions, as individuals tend to align their consumption choices with those endorsed by their social circles. This influence is especially pronounced in collectivist societies, where interpersonal relationships and group conformity play a central role in guiding individual behavior (Naughton, 2025).

Within emerging markets, where peer influence and social cohesion are highly significant, subjective norms have a considerable impact on consumer decision-making. In Indonesia, for example, strong communal values and social interconnectedness often encourage individuals to adopt products that are widely accepted or promoted within their community. Observing peers frequently using a particular smartphone brand can reinforce the perception that purchasing the same product is socially appropriate or even expected thereby increasing purchase intention (Tessema et al., 2026). Accordingly, marketers can capitalize on this dynamic by designing community-oriented campaigns that emphasize social acceptance and shared identity.

Furthermore, the proliferation of social media platforms further intensifies the role of subjective norms. Digital environments, such as Instagram and TikTok, enable users to continuously observe the consumption behaviors of peers and influencers, thereby shaping their perceptions of what is socially desirable or undesirable. Viral content and peer-generated endorsements can rapidly redefine normative beliefs, leading to increased purchase intentions (Thwe, Lim, Koay & Ong, 2025). This highlights the importance for brands not only to understand existing normative pressures but also to actively engage in shaping positive social narratives around their products. Importantly, subjective norms are dynamic and evolve in response to shifting social structures and cultural trends. As younger generations increasingly shape consumption patterns and influence broader social discourse, brands must remain responsive to these changes. Marketing strategies that fail to reflect contemporary social norms risk appearing disconnected from consumer realities, which can potentially weaken their effectiveness. Consequently, continuous monitoring of social attitudes and normative influences is essential for firms seeking to sustain relevance and competitiveness in the market (Sen et al., 2026).

Perceived Behavioral Control and Purchase Intention

Perceived behavioral control refers to an individual's perception of their ability to perform a particular behavior, including making a purchase (Küpper, Seel & Kokorsch, 2025; Hinterhuber & Khan, 2025). It reflects the extent to which individuals believe that engaging in the behavior is easy or difficult, based on the availability of resources, opportunities, and capabilities. When consumers perceive that they possess sufficient

financial means, knowledge, and access to a product, they are more likely to form strong purchase intentions (Fauzi, Hasan, Zulkepli & Karuppiah, 2025). Conversely, perceived constraints such as financial limitations, lack of information, or restricted product availability can reduce the likelihood of purchase. For example, in the context of online shopping, perceived behavioral control is significantly influenced by functional factors, including website usability, payment flexibility, and delivery reliability. A seamless and intuitive online purchasing process enhances consumers' confidence in their ability to complete transactions successfully. In contrast, complicated navigation, limited payment options, or unclear delivery information may undermine consumers' sense of control, leading to frustration and abandonment of purchase attempts (Hill-Sullins, Britton & Reyes, 2025). This underscores the importance of optimizing the purchasing environment to strengthen perceived behavioral control and, ultimately, increase conversion rates.

Additionally, perceived behavioral control is closely associated with consumers' product knowledge and awareness (Schmidt, 2025; Adaryani et al., 2025). When individuals feel well-informed about a product's attributes, benefits, and potential risks, they are better equipped to make confident purchasing decisions. Brands that prioritize consumer education through transparent communication, informative content, and responsive customer support can effectively enhance consumers' perceived control. Such efforts not only facilitate decision-making but also contribute to more favorable brand evaluations and stronger purchase intentions. Furthermore, broader contextual factors, including economic conditions and prevailing social trends, can shape consumers' perceived behavioral control. During periods of economic uncertainty, individuals may perceive a reduction in their purchasing power, which can negatively impact their intentions across various product categories (Samoggia, Rossi, Fantini, Mouchtaropoulou & Argiriou, 2025; Malaza et al., 2025). In response, brands must adopt adaptive strategies that acknowledge these constraints while empowering consumers by emphasizing affordability, convenience, and value.

It was also important to note that perceived behavioral control does not operate in isolation but rather interacts with attitudes and subjective norms within the framework of the Theory of Planned Behavior. Positive attitudes toward a product, reinforced by social approval, can strengthen consumers' confidence in their ability to make a purchase (Keni et al., 2024). Accordingly, integrated marketing strategies that simultaneously enhance attitudes, leverage social influence, and reduce perceived barriers are likely to be more effective in stimulating purchase intentions. The research framework for this study can be seen in Figure 1.

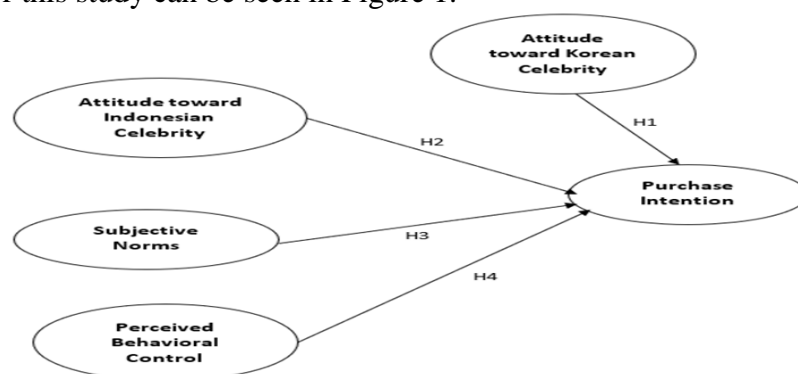


Figure 1. Research framework

Source: Authors' Own Work

RESEARCH METHOD

This study employed a closed-ended online questionnaire to collect data from 323 respondents who had purchased products or brands originating from Indonesia and promoted by both Korean and Indonesian celebrities at least once within the last three months. A purposive sampling technique was adopted, as it enables researchers to intentionally select respondents who possess relevant experience and are most likely to provide meaningful insights related to the research objectives. This sampling approach is particularly appropriate when the target population is not easily identifiable or accessible through probability-based methods. Additionally, the use of purposive sampling allowed the study to focus on a specific subgroup of individuals who met predefined criteria, thereby ensuring that the collected data accurately reflected the phenomenon under investigation. By targeting respondents with direct experience related to the research context, this approach enhanced both the relevance and depth of the data while improving the efficiency of the data collection process.

Next, despite the implementation of purposive sampling, 46 responses were excluded because the respondents did not fully meet the established eligibility criteria. As a result, a total of 287 valid responses were retained for further analysis. These data were subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.1 software. PLS-SEM was selected due to its strong predictive capabilities and its suitability for identifying key driver constructs. Unlike multiple regression analysis, which is limited to examining direct relationships between observed variables, PLS-SEM allows for the simultaneous analysis of complex relationships between latent constructs and their indicators. Moreover, PLS-SEM is well suited for models involving multiple constructs, paths, and indicators, and it accommodates both reflective and formative measurement models, offering greater analytical flexibility. Moreover, another key advantage of PLS-SEM is its robustness in handling non-normal data distributions and small to medium sample sizes. Compared to covariance-based SEM (CB-SEM), which requires larger samples to achieve stable estimates, PLS-SEM can generate reliable parameter estimates and sufficient statistical power with relatively more minor samples. In addition, PLS-SEM prioritizes the maximization of explained variance in endogenous constructs, making it particularly appropriate for predictive-oriented research. This characteristic aligns closely with the objectives of the present study, which seeks to identify and explain the most influential factors affecting the key outcome variables.

Additionally, to measure respondents' perceptions, a six-point Likert scale was employed, ranging from 1 (strongly disagree) to 6 (strongly agree). The study examined five latent variables attitude toward Indonesian celebrities, perceived behavioral control, subjective norms, attitude toward Korean celebrities, and purchase intention measured using a total of 24 indicators, as illustrated in Figure 1. Indicators for perceived behavioral control, subjective norms, and attitude were adapted from Halpenny, Kono & Moghimehfar (2018), Keni et al. (2023), Keni et al. (2024), and Wang, Zhao & Pan (2024).

RESULTS AND DISCUSSION

Table 1. Measurements of each variable & factor loading

Variables	Indicators	Loading	
Attitude toward Korean Celebrity	AKC1	In my opinion, in general, Korean celebrities (who endorse Indonesian products) have a positive image.	0.811
	AKC2	In my opinion, in general, Korean celebrities (who endorse Indonesian products) have an attractive appearance.	0.926
	AKC3	In my opinion, in general, Korean celebrities (who endorse Indonesian products) tend to be charismatic.	0.917
	AKC4	In my opinion, the messages delivered by Korean celebrities when endorsing Indonesian products are generally trustworthy.	0.845
	AKC5	In my opinion, I generally have a favorable view of Korean celebrities who endorse Indonesian products.	0.823
Attitude toward Indonesian Celebrity	AIC1	In my opinion, in general, Indonesian celebrities (who endorse Indonesian products) have a positive image.	0.744
	AIC2	In my opinion, in general, Indonesian celebrities (who endorse Indonesian products) have an attractive appearance.	0.812
	AIC3	In my opinion, in general, Indonesian celebrities (who endorse Indonesian products) tend to be charismatic.	0.855
	AIC5	In my opinion, I generally have a favorable view of Indonesian celebrities who endorse Indonesian products.	0.803
Subjective Norms	SBJ1	My friends tend to like products endorsed by celebrities (either from South Korea or Indonesia).	0.844
	SBJ2	My family tends to like products endorsed by celebrities (either from South Korea or Indonesia).	0.891
	SBJ3	My friends tend to encourage me to purchase products endorsed by celebrities (either from South Korea or Indonesia).	0.766
	SBJ4	My family tends to encourage me to purchase products endorsed by celebrities (either from South Korea or Indonesia).	0.858
Perceived Behavioral Control	PCV1	Personally, I feel capable of purchasing products endorsed by celebrities (either from South Korea or Indonesia).	0.788
	PCV2	I believe that I have sufficient resources (e.g., money or access) to purchase products endorsed by celebrities (either from South Korea or Indonesia).	0.752
	PCV3	In my opinion, purchasing products endorsed by celebrities (either from South Korea or Indonesia) is easy to do.	0.811
	PCV4	I have the freedom to decide when I want to purchase products endorsed by celebrities (either from South Korea or Indonesia).	0.824
	PCV5	Personally, I feel that no significant barriers are preventing me from purchasing products promoted by celebrities (either from South Korea or Indonesia).	0.839

Table 1. Measurements of each variable & factor loading (Cont.)

Variables	Indicators	Loading	
Purchase Intention	WVI1	I intend to purchase products endorsed by certain celebrities (either from South Korea or Indonesia) in the near future.	0.715
	WVI2	I have a strong desire to purchase products promoted by certain celebrities (either from South Korea or Indonesia).	0.724
	WVI3	I will consider purchasing products endorsed by certain celebrities (either from South Korea or Indonesia) in the near future.	0.847
	WVI4	My probability of purchasing products endorsed by certain celebrities (either from South Korea or Indonesia) in the future is relatively high.	0.859

Table 2. AVE, composite reliability (rho_c) & Cronbach's alpha

Variables	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
<i>Attitude toward Korean Celebrity</i>	0.927	0.946	0.745
<i>Attitude toward Indonesian Celebrity</i>	0.883	0.903	0.713
<i>Subjective norms</i>	0.936	0.942	0.688
<i>Perceived Behavioral Control</i>	0.899	0.938	0.641
<i>Purchase Intention</i>	0.802	0.875	0.632

Table 3. HTMT value

	Attitude toward Korean Celebrity	Attitude toward Indonesian Celebrity	Perceived Behavioral Control	Purchase Intention	Subjective norms
Attitude toward Korean Celebrity					
Attitude toward Indonesian Celebrity	0.315				
Perceived Behavioral Control	0.122	0.581			
Purchase Intention	0.678	0.776	0.385		
Subjective norms	0.554	0.139	0.492	0.483	

PLS Analysis: Outer Model & Inner Model Analysis

In PLS-SEM analysis, a two-step systematic procedure is employed, consisting of outer model and inner model evaluations conducted sequentially prior to deriving the final results. The first stage, known as the outer model analysis, is performed to assess the reliability and validity of the measurement model. The second stage, referred to as the inner model analysis, aims to examine the structural relationships among the variables proposed in this study. In this case, the inner model analysis can only be conducted after the measurement model has been confirmed to be both reliable and valid. To ensure measurement quality, several established criteria must be satisfied. Specifically, indicator loadings are required to exceed 0.70, the Average Variance Extracted (AVE) for each construct must be greater than 0.50, and both Cronbach's alpha and composite

reliability values must exceed 0.70 for all constructs. In addition, discriminant validity was assessed using the Heterotrait–Monotrait (HTMT) ratio, with values required to be below 0.90 for each construct. The results of the outer model analysis are comprehensively presented in Tables 1, 2, and 3.

The results presented on table 4, 5, and 6 showed that this study is free from both the multicollinearity and the predictive relevance problem, since the VIF values of all variables had been lower than 10, and that the predictive relevance value of the endogenous variable has been greater than 0, indicating the model’s strong and effective predictive power to explain past data, and at predicting future outcomes. Additionally, the results of the effect size assessment indicate that the strength of the effects of all exogenous variables on the endogenous variable is moderate. Meanwhile, using both the SRMR and NFI indices, the results of the model fit analyses (as shown in Table 6) have also confirmed that the model is a good fit.

Table 4. Multicollinearity (VIF) and the Predictive Relevance (Q²) Assessment

Variables	VIF	Q²
<i>Attitude toward Korean Celebrity</i>	3.727	-
<i>Attitude toward Indonesian Celebrity</i>	2.516	-
<i>Subjective norms</i>	1.175	-
<i>Perceived Behavioral Control</i>	2.926	-
<i>Purchase Intention</i>	2.145	0.367

Table 5. Effect Size (F²) Assessment

	Attitude toward Korean Celebrity	Attitude toward Indonesian Celebrity	Perceived Behavioral Control	Purchase Intention	Subjective norms
Attitude toward Korean Celebrity				0.276	
Attitude toward Indonesian Celebrity				0.221	
Perceived Behavioral Control				0.476	
Purchase Intention					0.443
Subjective norms					

Table 6. Model Fit Analysis

Fit Indices	Value	Threshold
SRMR	0.021	Lesser than 0.08
NFI	0.943	Greater than 0.9

Based on the results of the outer model evaluation reported in Tables 1, 2, and 3, it can be affirmed that all measurement indicators and latent constructs satisfy the required criteria for reliability and validity. Specifically, all outer model thresholds were successfully met, indicating that the measurement model is statistically sound. Having established the adequacy of the outer model, the analysis proceeded to assess the inner model, examining the structural relationships among the variables proposed in this study. The findings of the inner model analysis are summarized in Tables 4-8.

As shown in Table 7, the coefficient of determination (R^2) for Purchase Intention is 0.597, indicating that perceived behavioral control, attitude toward Korean celebrities, attitude toward Indonesian celebrities, and subjective norms jointly explain 59.7% of the variance in Purchase Intention. This level of explanatory power suggests a substantial predictive capability of the proposed model.

Table 7. R-squared (R^2)

Variable	R-square	R-square adjusted
Purchase Intention	0.597	0.605

Using the bootstrapping technique (utilizing 5000 as the number of sub-sample used to bootstrap the data), the path coefficient results reported in Table 8 demonstrate that all hypothesized relationships are positive and statistically significant, with p-values below the 0.05 threshold and positive original sample (O) values across all paths. These findings provide empirical support for all proposed hypotheses (H1–H4) and confirm that perceived behavioral control, attitude, attitude toward Indonesian celebrities, and subjective norms have a significant positive effect on people’s intention to buy products endorsed by both Korean and Indonesian celebrities. Moreover, the results presented in Table 8 also highlight the more potent effect that Korean celebrities have on people’s purchase intentions, compared with Indonesian celebrities.

Table 8. Path coefficient & hypotheses testing

Relationships	Original sample (O)	p-values	Conclusion
Attitude toward Korean Celebrity -> Purchase Intention	0.168	0.016	Significant (H ₁ Supported)
Attitude toward Indonesian Celebrity -> Purchase Intention	0.131	0.041	Significant (H ₂ Supported)
Subjective Norms -> Purchase Intention	0.549	0.000	Significant (H ₃ Supported)
Perceived behavioral control -> Purchase Intention	0.564	0.000	Significant (H ₄ Supported)

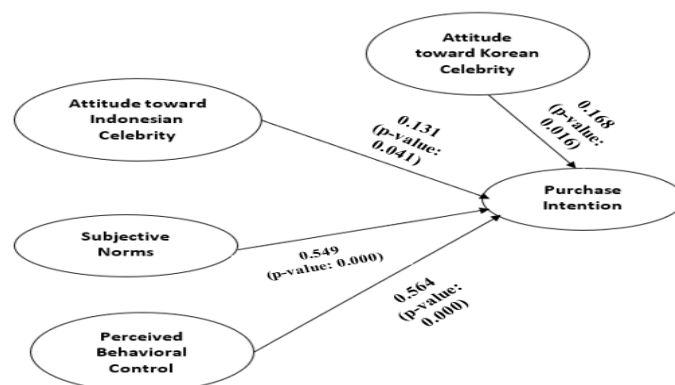


Figure 2. Path Coefficient Analysis

Source: Authors’ Own Work

Figure 2 presents the path coefficient analysis the factors influencing purchase intention. The results indicate that Perceived Behavioral Control ($\beta = 0.564$; $p = 0.000$) and Subjective Norms ($\beta = 0.549$; $p = 0.000$) have the strongest and most significant

positive effects on purchase intention. Attitude toward Korean Celebrity ($\beta = 0.168$; $p = 0.010$) and Attitude toward Indonesian Celebrity ($\beta = 0.131$; $p = 0.041$) also show positive and statistically significant influences, although their effects are relatively smaller. Overall, the model suggests that social influence and individuals' perceived ability to perform the behavior play a more dominant role in shaping purchase intention compared to attitudes toward celebrity endorsers.

Discussions

This study examined the interrelationships among attitudes toward Korean and Indonesian celebrities, perceived behavioral control, and subjective norms in shaping consumers' intentions to purchase endorsed products. The empirical findings demonstrate that all four predictors exert positive, statistically significant effects on purchase intentions, thereby supporting the theoretical expectations derived from the Theory of Planned Behavior. Although favorable evaluations of Korean celebrities ($\beta = 0.168$) and Indonesian celebrities ($\beta = 0.131$) contribute meaningfully to explanatory power, these attitudinal constructs do not emerge as the dominant determinants within the model. Rather, subjective norms ($\beta = 0.549$) and perceived behavioral control ($\beta = 0.564$) display markedly stronger influences, indicating that socially mediated expectations and perceived resource accessibility play more decisive roles in guiding consumption intentions. These outcomes reaffirm the proposition that consumer decision-making is not exclusively driven by evaluative appraisals of endorsers, but is also substantially conditioned by social embeddedness and perceptions of situational capability.

Support for the first hypothesis highlights the role of favorable attitudes toward Korean celebrities as a salient predictor of consumer responses to endorsed products. This outcome can be interpreted within the broader context of the global diffusion of Korean popular culture, commonly referred to as the Korean Wave (Hallyu), which has heightened the symbolic and aspirational capital associated with Korean media figures. The transnational prominence of artists such as BTS and Blackpink exemplifies how cultural exports can extend their influence beyond entertainment into commercial domains. These celebrities frequently embody aspirational lifestyles, aesthetic standards, and narratives of achievement that resonate with audiences seeking identity reinforcement or alignment with their aspirations. Marketing campaigns leveraging endorsers such as Song Hye-kyo for Laneige illustrate how emotional storytelling and symbolic congruence between brand values and celebrity image can enhance perceived authenticity. The psychological mechanism underlying this receptivity may be partly explained by parasocial engagement, through which consumers develop a sense of perceived relational familiarity that strengthens trust and identification, ultimately encouraging behavioral emulation and purchase intention.

Next, the validation of the second hypothesis confirms that positive attitudes toward Indonesian celebrities likewise influence consumer intentions, albeit with a comparatively smaller magnitude. This finding underscores the continued strategic relevance of culturally proximate endorsers within domestic markets. Local celebrities often benefit from shared linguistic, cultural, and experiential frameworks that heighten relatability and credibility among consumers. The commercial appeal of figures such as Laura Basuki illustrates how familiarity and perceived authenticity can translate into persuasive influence, particularly for brands targeting audiences seeking cultural alignment or localized identity affirmation. Nevertheless, the comparatively weaker

effect size relative to Korean counterparts may reflect differential symbolic positioning, media visibility, or aspirational appeal. For marketers, this suggests that maximizing the effectiveness of domestic endorsements may require strategic amplification of narrative positioning, including emphasizing cultural heritage, social responsibility, or national identity symbolism. Such positioning can deepen emotional engagement and foster stronger consumer attachment to domestically endorsed offerings.

Moreover, the robust support for the third hypothesis emphasizes the pivotal role of subjective norms in shaping purchase intentions. In collectivist socio-cultural environments, consumption decisions often reflect interpersonal expectations and reference-group influences rather than purely individualistic evaluations. The pronounced effect of subjective norms suggests that perceived approval or endorsement from peers, family members, or influential social actors exerts substantial motivational pressure on consumers' behavioral intentions. This highlights the effectiveness of marketing approaches that harness social validation mechanisms, such as testimonial-driven messaging, peer-referential campaigns, or community-based promotional activities. Observational learning processes reinforce this dynamic, as individuals exposed to positive consumption behaviors within their networks are more inclined to adopt comparable patterns, thereby magnifying endorsement-driven outcomes. Meanwhile, contemporary digital ecosystems further intensify the potency of normative influence by enabling accelerated diffusion of peer-generated content and collective evaluation signals. Interactive features embedded in online platforms facilitate behavioral modeling, validation seeking, and communal engagement, thereby amplifying perceived social expectations surrounding consumption. Brands that successfully foster participatory environments through community-building initiatives or interactive engagement strategies can leverage these dynamics to strengthen normative reinforcement, encouraging alignment between individual purchase intentions and perceived group behavior.

Furthermore, empirical evidence of the influence of perceived behavioral control underscores the importance of consumers' beliefs about their capacity to execute purchase-related actions. Consistent with theoretical propositions regarding self-efficacy, individuals who perceive fewer structural or resource-related barriers demonstrate stronger intention formation. Commercial strategies that reduce perceived constraints—through accessible pricing, convenient distribution, or transparent product information—therefore play an instrumental role in enhancing behavioral readiness. Initiatives implemented by firms such as Maybelline and Revlon, including promotional affordability messaging or accessible distribution channels, illustrate how facilitating perceived ease of acquisition can strengthen consumer confidence and intention. By mitigating uncertainty and improving perceived feasibility, brands can effectively translate attitudinal favorability into actionable purchasing motivation.

Lastly, the observation that attitudes toward Korean celebrities exert marginally stronger influence than attitudes toward Indonesian celebrities reflects broader structural shifts associated with globalization and mediated cultural circulation. Korean media figures are frequently positioned as carriers of cosmopolitan symbolism and transnational desirability, an image reinforced through extensive cross-platform exposure. The strategic utilization of such imagery by organizations, including Etude House, demonstrates how international celebrity associations can elevate perceived brand prestige and aspirational value. Conversely, domestically recognized figures retain indispensable relevance for cultivating culturally grounded relational closeness

with local consumers. Accordingly, rather than viewing global and local endorsement strategies as mutually exclusive, marketers may derive optimal outcomes by calibrating endorsement selection according to segmentation objectives deploying globally recognized figures to signal aspirational prestige while leveraging domestic personalities to reinforce cultural affinity and trust.

CONCLUSION AND SUGGESTION

Conclusions & Managerial Implications

The results of this research verify and highlight the complex relationships among celebrity endorsements, consumer attitudes, and purchase intentions. Attitudes toward Korean celebrities emerge as a particularly influential determinant, reflecting the far-reaching impact of the Korean Wave and its capacity to construct aspirational meanings and strong affective ties with consumers. These symbolic and emotional associations are effectively internalized and translated into behavioral intentions, thereby markedly increasing consumers' likelihood of purchasing endorsed products. While attitudes toward Indonesian celebrities are likewise positive and significant, their comparatively weaker effect indicates the necessity for more structured and sustained efforts to enhance local celebrity branding and visibility. Moreover, the significance of subjective norms reaffirms the centrality of social influence, demonstrating that peer endorsement and collective validation remain salient drivers of consumption behavior. Perceived behavioral control further contributes to purchase intention by emphasizing consumers' confidence in their ability to carry out purchasing decisions. Collectively, these findings suggest that although Korean celebrity endorsements provide a powerful strategic mechanism for enhancing product desirability, a balanced approach that simultaneously cultivates local celebrity capital is essential to maintain domestic relevance and long-term market resonance.

Building on these insights, several suggestions are proposed. Firstly, brands are encouraged to strategically leverage emotional connections by selecting celebrity endorsers who can meaningfully resonate with their target segments. For example, cosmetic brands aiming to attract younger consumers may benefit from collaborations with popular K-drama actors, as such partnerships can foster loyalty and strengthen purchase intentions. Carefully designed campaigns that feature celebrities sharing personal product experiences such as daily skincare routines can generate both relatability and aspirational appeal. At the same time, firms operating in Indonesia should actively invest in developing local celebrity profiles to enhance their commercial value. This may involve organizing community-based events featuring local talents, implementing social media initiatives that spotlight their personal narratives, or launching collaborative product lines. For instance, a fashion brand could introduce a seasonal collection co-created with a prominent Indonesian influencer, thereby embedding the influencer's identity and audience into the brand narrative. Moreover, community-oriented marketing strategies are equally critical. Brands can harness social proof by encouraging user-generated content that showcases real consumers engaging with their products, reinforcing normative acceptance within social networks. Social media campaigns that invite consumers to share product experiences in exchange for recognition or incentives can amplify this effect. Such approaches have been effectively employed by global brands that emphasize community participation to strengthen consumer trust and engagement.

Additionally, to reinforce perceived behavioral control, brands must ensure that their products are perceived as accessible and attainable. This can be achieved through targeted promotions, transparent pricing strategies, and clear communication regarding product availability. For example, loyalty programs that reward repeat purchases can empower consumers and enhance their perceived purchasing capability, while straightforward messages highlighting online and offline availability can reduce perceived barriers. Furthermore, adopting a hybrid endorsement strategy that integrates both international and local celebrities may broaden brand appeal across diverse consumer segments. A snack brand, for instance, could simultaneously feature a well-known K-pop group and a respected local celebrity in its promotional campaigns, thereby capitalizing on global cultural trends while preserving local authenticity. Lastly, ongoing market research remains imperative to ensure alignment with evolving consumer attitudes and preferences. Regular surveys, focus groups, or sentiment analyses can provide valuable insights into consumer responses to celebrity endorsements and overall brand positioning. Additionally, the application of A/B testing allows firms to empirically assess the relative effectiveness of different endorsers by comparing engagement and conversion metrics across alternative campaign executions. Such evidence-based approaches enable brands to refine their endorsement strategies and continually optimize marketing performance.

Limitations & Suggestions for Future Research

While the present study implemented rigorous methodological procedures, several important limitations merit careful acknowledgement. These constraints delineate the interpretive boundaries of the findings and simultaneously identify directions for further scholarly advancement. First, the respondent pool consisted predominantly of Indonesian participants, limiting the generalizability of the results. Perceptions of celebrity endorsement are shaped by demographic composition, socio-cultural context, and media exposure patterns; consequently, findings derived from a relatively homogeneous national sample may not fully capture variations observable in more diverse populations. Subsequent investigations should therefore prioritize recruiting a more heterogeneous participant base, encompassing expatriate communities and underrepresented subpopulations within Indonesia. Extending the geographical scope beyond a single national context is likewise essential for strengthening external validity. Comparative cross-national or regional research designs would enable scholars to examine how divergences in cultural value orientations (e.g., individualism versus collectivism), media consumption practices, and the symbolic positioning of domestic relative to international celebrities influence consumer attitudes and behavioral outcomes. Such designs would also facilitate deeper theoretical elaboration regarding contextual contingencies shaping endorsement effectiveness.

Second, methodological constraints related to research design must be considered. The cross-sectional design of the study limits the ability to infer causality or to capture temporal dynamics in consumer evaluations. Attitudes toward endorsers and corresponding behavioral intentions are not static phenomena; rather, they evolve in response to repeated exposure, shifts in social discourse, and changes in market conditions. Longitudinal investigations would therefore be valuable for tracing developmental trajectories and identifying causal pathways with greater confidence. Moreover, the reliance on purposive sampling introduces potential selection bias that may affect representativeness. Future research would benefit from employing

probability-based sampling strategies to improve inferential robustness and enhance population-level generalization.

Third, the use of self-reported measures introduces potential sources of systematic measurement error, including common method variance and distortions associated with social desirability or imperfect recall. These issues may attenuate or inflate observed relationships among constructs. To address these concerns, future studies should adopt multi-method approaches that integrate perceptual survey data with objective behavioral indicators, such as transactional records, clickstream analytics, and digital engagement metrics. Additional procedural remedies—including time-lagged data collection, marker-variable techniques, or triangulation through peer-based proxy reporting—could further mitigate method-induced variance and improve measurement reliability.

Lastly, the rapidly evolving digital marketing environment underscores the necessity for continued theoretical and empirical refinement. While the present research focused on traditional celebrity endorsers, subsequent scholarship should explicitly examine the differentiated influence mechanisms of social media influencers, whose perceived authenticity and interactive engagement characteristics may operate through distinct psychological pathways. Incorporating deeper psychological constructs—such as parasocial relationships as mediating processes—would contribute to clearer explanatory articulation regarding the formation of consumer loyalty and attachment. Concurrently, exploring cultural orientation dimensions (e.g., horizontal versus vertical individualism) as moderating variables could clarify boundary conditions affecting endorsement outcomes. Systematic examination of generational cohorts, particularly Millennials and Generation Z, would further illuminate how divergent media engagement patterns and identity-development trajectories shape responsiveness to endorsement strategies. Expanding analytical attention to additional demographic characteristics—including age, gender, and socioeconomic position—alongside inquiry into culturally embedded narrative frameworks that influence consumer interpretation would yield a more comprehensive and finely differentiated perspective for future research development.

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