SOCIAL MEDIA MARKETING AND CELEBRITY ENDORSEMENT IMPACT ON PURCHASE INTENTION MEDIATED BY BRAND AWARENESS

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ABSTRACT

The significant expansion of the cosmetics industry has led to heightened competition, compelling businesses to identify key factors that drive consumers' purchase intentions. This study concentrates on examining the elements influencing the purchase intention for Implora cosmetics. A descriptive research approach was applied, using purposive sampling to obtain responses from 275 participants through questionnaires. The data were examined using PLS-SEM to investigate the connections between these four variables. The results indicated that social media marketing, celebrity endorsements, and brand awareness are able to affect consumers' intention to buy Implora products. Additionally, it was found that brand awareness can acts as a mediator between social media marketing and the intention to purchase, as well as between celebrity endorsement and the intention to purchase Implora products. the influence of social media marketing and celebrity endorsements on the intention to purchase. These results underscore the crucial function of these three factors in improving purchase intentions, suggesting that focusing on social media marketing, celebrity endorsements, and brand awareness can help strengthen competitiveness in the market.

Keywords: *Social Media Marketing, Celebrity Endorsement, Brand Awareness, Purchase Intention*

1. INTRODUCTION

In this modern age, cosmetics have played a significant part in in the daily lives of individuals. Cosmetics refer to products made for use on the human body to cleanse, improve beauty and improve attractiveness, or alter appearance, without impacting the body's structure or functions (Mantovan et al., 2022). The important role of cosmetics has brought the cosmetics industry to a high growth in the number of industries in Indonesia. Data shows that the cosmetics industry in Indonesia has grown by 21.9% in the last two years (Ekon.go.id, 2024). This growth has certainly triggered intense competition between cosmetic brands. One of the well-known local cosmetic brands is Implora. Despite its long-standing existence and outstanding products, Implora only ranked 9th in the beauty and skincare industry in 2023. This shows that Implora has not been able to compete with other cosmetic brands, even the Hanasui and The Originote brands, which are newcomers, are ranked higher than Implora (Chandra & Berlianto, 2024).

High purchase intention towards a product brand is necessary in order to compete with other cosmetic brands. Purchase intention described as the probability that someone will acquire something (Ghosh, 2024). There are several factors can influence an individual's desire to buy something. A study by Laksamana (2018) discovered that social media marketing is proven to take part in influencing a person's purchase intention. Furthermore. Singh et al. (2021) proves that celebrity endorsement and social media marketing are factors that affect an individual's purchase intention. Celebrity endorsement, brand image, and brand trust are also found to influence a person's intention in buying something (Herjanto et al., 2020). Brand awareness

also found to affect an individual's intention to buy (Lumingkewas et al., 2023). Kotler et al. (2019) argue that social media serves an essential function in reaching more prospective customers. This is because today has entered the marketing 4.0 era which emphasizes the use of digital technology. Kotler and Armstrong (2018) also state that other people's attitudinal factors will also influence a person's purchase intention, where opinions from other people or people closest to them will be taken into consideration to buy a product. Celebrities are an example of people who are seen as famous by the public. A celebrity usually has significant followers or fans in a particular community. Celebrity fans are often influenced by products recommended by celebrities (Finthariasari et al., 2022).

Brand awareness denotes the likelihood of a particular brand being recalled and recognized by consumers, making it an important factor in determining the brand's familiarity in the public's mind. Therefore, it is important for a brand's products to have characteristics that are easily remembered by consumers, so that it will encourage consumers' purchase intentions (Tsabitah & Anggraeni, 2021). This study aims to continue Chandra and Berlianto (2024) research, which found several factors that affect the purchase intention of Implora products, namely trust, brand image, and brand awareness. Although these three factors are proven to influence the purchase intention of Implora products, it cannot be denied that there are other factors that can also influence purchase intention. As a consequence, this study will concentrate on analyzing the influence of social media marketing and celebrity endorsements on the intention to purchase Implora products through brand awareness. This study will also use the theory of planned behavior to forecast individuals' actions in purchasing products.

Social Media Marketing

Social media marketing entails leveraging social media platforms in reaching users, not only to exchange information and content but also interact with them (Yi, 2018). Social media marketing includes using social media platforms, tools, and technologies to develop, convey, provide, and trade products with other businesses (Alalwan et al., 2017). Social media marketing involves companies creating, sharing, and presenting marketing offers via social media channels, engaging with stakeholders or consumers to foster and sustain positive relationships (Yadav & Rahman, 2017). In conclusion, social media marketing refers to the strategy employed by companies or brands to leverage social media for promoting products or brands, attracting potential customers, enhancing brand recognition, and fostering positive relationships with consumers.

Celebrity Endorsement

Celebrity endorsement refers to a form of brand communication, where the brand borrows the personality, popularity, and status of a celebrity to promote its product (Rocha et al., 2020). Mukti and Lestari (2023) define celebrity endorsement as the practice of using famous public figures, such as actors, athletes, or entertainers who are recognized for their achievements albeit in fields unrelated to the product being promoted. Celebrity endorsement is also described as the practice of utilizing widely recognized public figures to advertise a product or service (Halim & Keni, 2022). From the definitions provided, it may be inferred that celebrity endorsement refers to the endorsement of products or services by well-known individuals.

Brand Awareness

Brand awareness is defined as a brand's capability to be recalled by consumers when considering a specific product (Putri et al., 2021). Shwastika and Keni (2021) define brand awareness as the image that exists in the thoughts of consumers of a product when they see or hear a particular product and are able to recognize the product again if given a clue. Brand

awareness is also described as the capability of consumers to remember a brand in specific contexts (Seo & Park, 2018). From the definitions provided, it can be inferred that brand awareness is described as the likelihood that potential consumers will identify and remember a brand when they encounter its products.

Purchase Intention
Purchase intention is described as the motivation and purpose to plan or consider consciously and voluntarily making a purchase (Komalasari et al., 2021). Ghosh (2024) argues that purchase intention is a concept in marketing which is defined as the tendency or likelihood that consumers will purchase something. Purchase intention also defined as the procedure of making a decision to buy (Sugiharto et al., 2019). Based on the definition that has been conveyed, it can be deduced that purchase intention is how likely it is that someone will buy something from a particular brand.
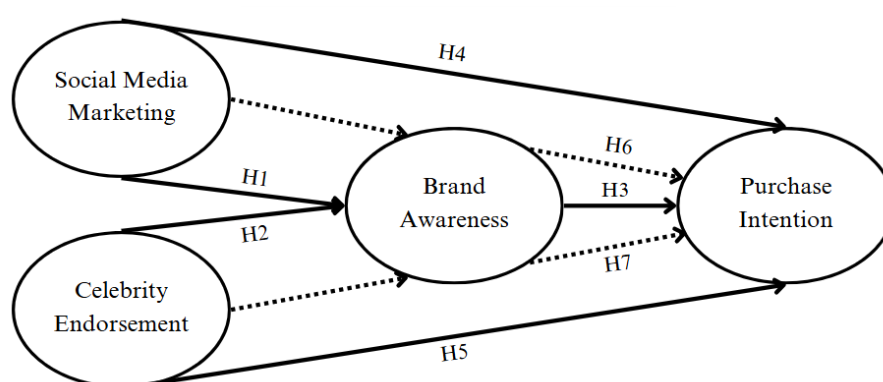

Figure 1. Research Model

Effect of Social Media Marketing Towards Brand Awareness
Guha et al. (2021) discovered that marketing on social media is able to affect brand awareness. Some study also found that social media marketing is able to affect brand awareness (Saputra & Wardana, 2023). Moreover, Putra et al. (2023) reported a significant and positive connection between these two variables. Drawing from prior studies, the proposed hypothesis is as follows:
H_1: Social media marketing affects brand awareness of Implora products.

Effect of Celebrity Endorsement Towards Brand Awareness
Ningrat and Yasa (2019) revealed that celebrity endorsement is able to affect brand awareness. Firdaus et al. (2022) demonstrated that celebrity endorsement positively influences brand awareness. Furthermore, Dewinta et al. (2023) also proved that celebrity endorsement positively influences brand awareness. Drawing from prior studies, the hypothesis can be outlined as follows:
H_2: Celebrity endorsement affects brand awareness of Implora products.

Effect of Brand Awareness Towards Purchase Intention
Several researchers found that brand awareness is able to affect purchase intention (Ningrat & Yasa, 2019). The study by Guha et al. (2021) proves that brand awareness can positively affect a person's intention to buy. Furthermore Firdaus et al. (2022) also proved that brand awareness can affect someone's intention to buy. Drawing from prior studies, the hypothesis can be described as follows:
H_3: Brand awareness affects purchase intention of Implora products.

Effect of Social Media Marketing Towards Purchase Intention
Dewi et al. (2022) identified a significant connection among social media marketing and a person's intention to buy. Similarly, Mukhsoni et al. (2022) demonstrated that social media marketing positively impacts purchase intention. Likewise, Saputra and Wardana (2023) also confirmed that social media marketing is able to affect purchase intentions. Drawing from prior studies, the hypothesis can be outlined as follows:
H_4: Social media marketing affects purchase intention of Implora products.

Effect of Celebrity Endorsement Towards Purchase Intention
Ningrat and Yasa (2019) found a significant and positive connection among celebrity endorsements and purchase intention. Likewise, Halim and Keni (2022) demonstrated that celebrity endorsements can affect a person's intention to buy. Additionally, Mukti and Lestari (2023) observed a positive effect of celebrity endorsements on intention to buy. Drawing from prior studies, the hypothesis can be outlined as follows:
H_5: Celebrity endorsement affects purchase intention of Implora products.

The Impact of Brand Awareness in Mediating the Link Between Social Media Marketing and Purchase Intention
Study by Saputra and Wardana (2023) discovered that brand awareness can acts as a mediator between social media marketing and purchase intention. Putra et al. (2023) and Sang et al. (2023) also demonstrated that social media marketing is able to affect purchase intention by enhancing brand awareness. Drawing from prior studies, the hypothesis can be outlined as follows:
H_6: Brand awareness can act as a mediator between social media marketing and purchase intention.

The Impact of Brand Awareness in Mediating the Link Between Celebrity Endorsement and Purchase Intention
Ningrat and Yasa (2019) discovered that brand awareness can acts as a mediator between celebrity endorsement and purchase intention. Similarly, studies by Firdaus et al. (2022) and Mukti and Lestari (2023) also demonstrated that celebrity endorsement can affect purchase intention by strengthening people's awareness of the brand. Drawing from prior studies, the hypothesis can be described as follows:
H_7: Brand awareness can act as a mediator between celebrity endorsement and purchase intention.

2. RESEARCH METHOD

This study employs a descriptive research design which seeks to gather data, then the data will be used to describe the characteristics of the object (Sekaran & Bougie, 2016). This research also applies a cross-sectional data collection time frame, where data is collected only once from a specific sample or population element (Malhotra et al., 2017). The study utilizes a non-probability sampling using purposive sampling, conducted based on certain considerations or criteria (Sugiyono, 2022).

Data was collected by administering questionnaires to participants who fulfilled the requirements through Google Forms. The size of the sample utilized is 275, with the criteria being respondents who reside in Jakarta, are over 17 years old, and are familiar with the Implora cosmetic brand. This research will be analyzed using the PLS-SEM analysis technique on

SmartPLS 4 software. Indicators of each variable are obtained based on adaptations of previous research as follows:

Table 1. Variables Operationalization

Variables	Indicators	Sources
Social Media Marketing	Implora's social media allows me to share information with others.	Salhab et al. (2023)
	It is easy for me to share my opinions about Implora on their social media page.	
	The content shared on Implora's social media is up-to-date.	
	Implora's social media provides the information I need.	
	I like the way Implora ads are posted on their social media page.	
Celebrity Endorsement	I intend to buy Implora cosmetic products because they are endorsed by famous celebrities.	Dewinta et al. (2023)
	I want to buy Implora cosmetic products because they are endorsed by trusted celebrities.	
	I will buy Implora cosmetic products if the celebrity has a good experience in using the product.	
	I would buy Implora cosmetic products if the celebrity is knowledgeable about the product.	
Brand Awareness	I am able to recognize Implora cosmetic products compared to other competing cosmetic brands.	Ningrat and Yasa (2019); Saputra and Wardana (2023)
	I consider Implora brand when I want to buy cosmetics.	
	I have knowledge about Implora cosmetic products.	
	I know the difference between Implora cosmetic products and other cosmetic brands.	
Purchase Intention	I am interested in trying Implora cosmetic products.	Ningrat and Yasa (2019); Salhab et al. (2023)
	I prefer to buy Implora cosmetic products over other cosmetic brands.	
	I have a high intention to buy Implora cosmetic products.	
	I am interested in finding out more information about Implora cosmetic products.	

3. RESULTS AND DISCUSSIONS

A total of 275 respondents was gathered and analyzed. Based on the respondent profile, most respondents are female as much as 84%, aged between 17-23 years old which is 82.2%, domiciled in West Jakarta as much as 29.1%, status as a student which is 87.3%, income below IDR 2,000,000 as much as 52.4%, and 77.8% choose social media as an information source to know the Implora brand.

This study will use the measurement model, which involves testing for validity and reliability (Anekawati et al., 2017). Validity analysis ensures the instrument correctly measures the desired construct or concept (Kamper, 2019), while reliability analysis aims to assess how consistently a scale can produce the same results when measurements are repeated on a particular characteristic (Malhotra et al., 2017). Anekawati et al. (2017) stated that the structural model indicates the intensity of the associations calculated among latent variables. The inner model consists of the analysis of the coefficient of determination (R^2), effect size (f^2), goodness-of-fit (GoF), path coefficient, and hypothesis testing. The results of both analyses are as follows:

Table 2. Convergent Validity Test Results

Variables		Loading Factor	AVE	Results
Social Media Marketing	SMM1	0,686	0,506	Valid
	SMM2	0,709		
	SMM3	0,737		
	SMM4	0,717		
	SMM5	0,707		
Celebrity Endorsement	CE1	0,791	0,609	Valid
	CE2	0,840		
	CE3	0,718		
	CE4	0,767		
Brand Awareness	BA1	0,783	0,595	Valid
	BA2	0,760		
	BA3	0,756		
	BA4	0,786		
Purchase Intention	PI1	0,800	0,638	Valid
	PI2	0,777		
	PI3	0,827		
	PI4	0,789		

Hair et al. (2020) mentioned that the factor loadings test would be valid if the test results for each indicator are a minimum of 0.5, while the AVE (average variance extracted) would be valid if the test results for each indicator are more than 0.5. The results in Table 2 are in line with the criteria for factor loading and AVE.

Table 3. Discriminant Validity Test Results (Cross Loadings)

Codes	Celebrity Endorsement	Brand Awareness	Purchase Intention	Social Media Marketing
CE1	**0,791**	0,510	0,565	0,488
CE2	**0,840**	0,560	0,571	0,584
CE3	**0,718**	0,406	0,469	0,532
CE4	**0,767**	0,494	0,499	0,534
BA1	0,467	**0,783**	0,646	0,583
BA2	0,461	**0,760**	0,673	0,488
BA3	0,508	**0,756**	0,536	0,629
BA4	0,527	**0,786**	0,513	0,570
PI1	0,509	0,603	**0,800**	0,617
PI2	0,575	0,630	**0,777**	0,560
PI3	0,553	0,620	**0,827**	0,557
PI4	0,524	0,606	**0,789**	0,576
SMM1	0,447	0,424	0,460	**0,686**
SMM2	0,508	0,537	0,525	**0,709**
SMM3	0,558	0,596	0,587	**0,737**
SMM4	0,444	0,508	0,476	**0,717**
SMM5	0,459	0,530	0,509	**0,707**

Table 4. Discriminant Validity Test Results (HTMT)

	Celebrity Endorsement	Brand Awareness	Purchase Intention	Social Media Marketing
Celebrity Endorsement				
Brand Awareness	0,811			
Purchase Intention	0,845	0,969		
Social Media Marketing	0,883	0,953	0,917	

Hair et al. (2019) mentioned that cross loadings are considered valid when an indicator's loading exceeds that of its related construct in comparison to other constructs, while the Heterotrait-Monotrait Ratio (HTMT) would be valid if the test results are less than 1 (Hamid et al., 2017). Tables 3 and 4 show that the cross loading and HTMT values for each variable and indicator meet the established criteria.

Table 5. Reliability Test Results

Variables	Composite Reliability	Cronbach's Alpha	Results
Celebrity Endorsement	0,861	0,785	Reliable
Brand Awareness	0,855	0,773	Reliable
Purchase Intention	0,875	0,810	Reliable
Social Media Marketing	0,837	0,757	Reliable

Hair et al. (2019) mentioned that the cronbach's alpha and composite reliability values would be reliable if it is over 0.7. The results in Table 5 indicate that the values for composite reliability and Cronbach's alpha satisfy the established criteria. Therefore, it can be inferred that the instrument used in this study is valid and reliable.

Table 6. Coefficient of Determination Test Results

Variables	R^2
Brand Awareness	0,574
Purchase Intention	0,673

Hair et al. (2021) mentioned that the higher values suggest a stronger correlation. Table 6 show that the coefficient of determination on the brand awareness variable is 0.574 or 57.4%, this signifies social media marketing and celebrity endorsement affect brand awareness by 57.4%. Then the coefficient of determination on the purchase intention variable is 0.673 or 67.3%, this signifies that social media marketing, celebrity endorsement, and brand awareness influence purchase intention by 67.3%.

Table 7. Hypothesis Test Results

	Hypothesis	Path Coefficient	p-value	Effect Size (f^2)	Results
H₁	Social media marketing affects brand awareness of Implora products.	0,566	0,000	0.216	**Supported**
H₂	Celebrity endorsement affects brand awareness of Implora products.	0,248	0,002	0.046	**Supported**
H₃	Brand awareness affects purchase intention of Implora products.	0,452	0,000	0.050	**Supported**
H₄	Social media marketing affects purchase intention of Implora products.	0,234	0,001	0.152	**Supported**

H$_5$	Celebrity endorsement affects purchase intention of Implora products.	0,230	0,003	0.144	**Supported**
H$_6$	Brand awareness can mediate the influence of social media marketing on purchase intention of Implora products.		0,000		**Supported**
H$_7$	Brand awareness can mediate the influence of celebrity endorsement on purchase intention of Implora products.		0,006		**Supported**

A structural model analysis will be performed to test the hypothesis and the connections among variables. The findings of the hypothesis will be supported if the p-value of each hypothesis falls below 0.05 (Hair et al., 2019). Table 7 show that the first hypothesis test reveals that social media marketing can affect the brand awareness of Implora products positively and significantly. This result aligns with earlier study by Guha et al. (2021), Saputra and Wardana (2023), Putra et al. (2023), Sang et al. (2023), and Zeqiri et al. (2024), that also proves a positive influence between the two variables. Therefore, it can be inferred that the more marketing done on social media, the more people's brand awareness of the Implora brand increases.

The findings from the second hypothesis test reveals that celebrity endorsement can affect the brand awareness of Implora products positively and significantly. These results align with prior research by Ningrat and Yasa (2019), Firdaus et al. (2022), Lili et al. (2022), Dewinta et al. (2023), and Mukti and Lestari (2023), which also prove the positive influence between the two variables. Therefore, it can be inferred that the more support from celebrities in promoting Implora products, the higher people's brand awareness of the Implora brand.

The findings from the third hypothesis test reveals that brand awareness can affect the purchase intention awareness of Implora products positively and significantly. These results align with prior research by Ningrat and Yasa (2019), Guha et al. (2021), Firdaus et al. (2022), Saputra and Wardana (2023), and Putra et al. (2023), which also proves a positive influence between the two variables. Therefore, it can be inferred that as brand awareness of Implora increases, so does the intention to purchase Implora products.

The findings from the fourth hypothesis test reveals that social media marketing can affect the purchase intention of Implora products positively and significantly. These results align with prior research by Dewi et al. (2022), Mukhsoni et al. (2022), Saputra and Wardana (2023), Putra et al. (2023), Sang et al. (2023), and Zeqiri et al. (2024), which also proves a positive influence between the two variables. Therefore, it can be inferred that the more marketing done on social media, the greater people's intentions to purchase Implora products tends to be.

The findings from the fifth hypothesis test reveals that celebrity endorsement can affect the purchase intention of Implora products positively and significantly. These results align with prior research by Ningrat and Yasa (2019), Firdaus et al. (2022), Halim and Keni (2022), Mukti and Lestari (2023), and Ezra and Firdausy (2024), which also prove a positive influence between the two variables. Therefore, it can be concluded that the more support from celebrities in promoting Implora products, the higher people's purchase intention towards Implora products.

The findings of the sixth hypothesis test indicate a partial mediation effect, meaning that brand awareness can mediate the impact of social media marketing on the intention to purchase Implora products. These results align with prior research by Saputra and Wardana (2023), Putra et al. (2023), and Sang et al. (2023), that also proves that brand awareness is able to mediate

the influence between the two variables. In other words, increased marketing activities on social media will foster purchase intentions when customers are aware of the Implora brand.

The findings of the seventh hypothesis test indicate a partial mediation effect, meaning that brand awareness can mediate the impact of celebrity endorsement on the intention to purchase Implora products. These results align with prior research by Ningrat and Yasa (2019), Firdaus et al. (2022), and Mukti and Lestari (2023), which also prove that brand awareness can mediate the impact between these two variables. In other words, the more support from celebrities in promoting Implora products will foster purchase intention when customers recognize the Implora brand.

4. CONCLUSIONS AND SUGGESTIONS

The findings and discussion above indicate that social media marketing, celebrity endorsement, and brand awareness are able to affect consumers' purchase intentions for Implora products. This study also highlighted that brand awareness is able to mediate the impact between social media marketing and intention to purchase, as well as the impact between celebrity endorsement and intention to purchase.

This study cannot be separated from the shortcomings that arise due to limitations. This study is only limited to the variables of social media marketing, celebrity endorsement, and brand awareness to examine the purchase intention of Implora products. Future research is anticipated to explore additional variables that could also influence the purchase intention of Implora products. Future research is also expected to expand respondents outside Jakarta in order to produce more accurate research. In addition, suggestions for Implora to be more active in uploading content, interacting with users, and sharing more information related to products through social media. Implora is also advised to attract more celebrities to promote its products by choosing celebrities who are relevant to the cosmetic products sold, such as celebrities who have credibility in beauty. Thus, people might be more interested in its products. Implora can also disseminate more information related to its products either through television advertisements, social media, or other media to increase public brand awareness of Implora. This would allow people not only aware about the Implora brand, but also know information related to its products. Implora is also expected to release more products that are in line with market trends and people's preferences. Thus, people's purchase intention towards Implora products may certainly increase.

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