

THE ROLE OF CELEBRITY ATTRACTIVENESS AND CREDIBILITY IN INFLUENCING IMPULSIVE BUYING TENDENCY FOR UNIQLO

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Submitted: 12-06-2025, Revised: 02-07-2025, Accepted: 13-07-2025

ABSTRACT

The aim of this study is to examine the influence of celebrity attractiveness and celebrity credibility on impulsive buying tendency, as well as to test purchase intention as a mediator between celebrity attractiveness, celebrity credibility, and impulsive buying tendency. The sample used in this study consists of 311 respondents who have purchased Uniqlo products. Data were collected through an online questionnaire distributed via Google Forms using a non-probability sampling technique. The collected data were then processed using PLS-SEM with the assistance of SmartPLS 3 software. The results of this study indicate that: Here's a more fluent paraphrase of your statement: (a) The attractiveness of a celebrity positively influences impulsive buying tendencies. (b) The attractiveness of a celebrity positively impacts purchase intention. (c) A celebrity's credibility has a positive effect on impulsive buying tendencies. (d) A celebrity's credibility positively influences purchase intention. (e) Purchase intention has a positive impact on impulsive buying tendencies. (f) Purchase intention acts as a mediator in the relationship between celebrity attractiveness and impulsive buying tendencies. (g) Purchase intention mediates the effect of celebrity credibility on impulsive buying tendencies.

Keywords: *Celebrity Attractiveness, Celebrity Credibility, Impulsive Buying Behavior, Purchase Intention*

1. INTRODUCTION

The textile industry in Indonesia, like in many other countries, is facing significant challenges to sustainability. One of the main challenges affecting the industry's success is the rapid advancement of digital technology, which has contributed to changing consumer behavior and increasing exposure to digital media. To remain competitive, textile companies must innovate by implementing marketing strategies that are in line with the development of this digital era (Qureshi & Malik, 2017). Several studies indicate that utilizing digital media for promotion can drive consumer purchase intention, especially when involving celebrities as endorsers (Lin, Yen, & Huang, 2018). The fast fashion segment is one of the sectors in the textile industry that is experiencing rapid development. Fast fashion focuses on producing clothes quickly and cheaply, so that consumers can keep up with the latest trends in a short time. Some of it are well-known fast fashion brands that exemplified by H&M, Zara, Uniqlo, forever 21, Shein, and Topshop. others. However, digitalization presents new challenges, especially as the way consumers interact with brands is now more influenced by social media, online advertising, and endorsements from public figures or celebrities. This suggests that increased consumer trust in a brand on social media may strengthen the correlation between influencer credibility and customer purchase intentions for that brand. (Octaviani & Selamat, 2023).

The celebrity endorsement strategy shown effective in increasing consumers' purchase intention so do impulsive buying tendency, especially in the context of fast fashion. Factors such as celebrity appeal, credibility, trustworthiness, and expertise play an important role in building strong bonds between brands and consumers and increasing the effectiveness of

promotional campaigns (Liu, 2022). In the digital era, celebrities serve as a strong link between global trends and local consumers in Indonesia. The purpose of this study is to look into how celebrity endorsement can be an effective marketing strategy for sustaining Indonesia's textile sector in the face of severe competition and rapid changes in the digital media landscape. Hopefully, this research will greatly influence the progress of a more efficient marketing strategy for the textile industry in the digital era.

Theory of Planned Behavior (TPB)

The theory used in this study is the Theory of Planned Behavior (TPB), which is a more advanced version of the Theory of Reasoned Action. TRA is a hypothesis based on behavioral intentions, which are determined by attitudes and subjective norms towards the perpetrator. In 1991, Icek Ajzen and Fishbein proposed and developed this idea, which became known as the idea of Planned Behavior (Ajzen, 1991). Purchase intention can be defined as one aspect of consumer cognitive behavior that reflects an individual's intention to buy a particular brand (Utama & Yuniarwati, 2014). In conclusion, the current research focuses on analyzing aspects such as attractiveness and credibility using certain dimensions. The primary objective of this research is to determine how each of these factors influences consumer behavior and sentiments. The study's findings are likely to provide more insight into the celebrity impact conduct on consumer action, particularly in terms of purchase intent and impulse purchases of products advertised or suggested by celebrities.

Celebrity Attractiveness

Celebrity attractiveness is defined as the ability of celebrities to capture attention and positively influence consumer perceptions through their appealing physical appearance, charming personality, and preferred style (Hani, Marwan, & Andre, 2018). The attractiveness of celebrity endorsers is described as a combination of physical appeal and personal qualities that make them appear engaging and influential in the eyes of consumers. This attractiveness can enhance promotional effectiveness by strengthening the emotional connection between consumers and the advertised product (Amos, 2008). Based on these explanations, research demonstrates that celebrity appeal promotes impulsive purchasing intentions. (Khalid, 2018).

Celebrity Credibility

Celebrity credibility refers to consumers' thought as well as their view of a celebrity's expertise and their trust in promoting a specific product. High credibility of a celebrity endorser can foster positive attitudes toward advertisements and brands, as well as increase consumers' purchase intentions (Goldsmith & Newell, 2000). Furthermore, Erdogan defines celebrity credibility as the degree to which consumers view a celebrity as trustworthy and knowledgeable. source within the context of the product they promote. Celebrity credibility is considered crucial because it influences the quality of the advertising message and notes delivered (Erdogan, 1999). The credibility of an endorser encompasses consumers' perceptions of the endorser's expertise and trustworthiness. A credible endorser is seen as competent and honest, capable of influencing consumers' purchasing decisions (Hovland, 1951).

Purchase Intention

Purchase intention is willingness to consider, buy, or recommend a specific product after evaluating its perceived benefits (Spears & Singh, 2004). It is also defined as a decision-making process undertaken when exploring a particular brand (Mustikawati & Wijaya, 2021). Additionally, purchase intention reflects a tendency indicating a consumer intention to buy a product in near future based on a positive evaluation of the product or brand (Dodds & Grewal, 1991).

Impulsive Buying Tendency

This defined as a spontaneous action taken without careful consideration before entering a store (Mowen, 2002). Impulsive buying occurs when consumers experience a strong emotional reaction to a product in the store, leading to a quick purchase decision without much thought (Puri, 1996). It involves unplanned purchases where the decision to buy is made spontaneously and driven by the consumer's emotional state rather than a rational decision-making process (Stern, 1962). Impulsive buying tendency is characterized by a strong urge to buy something immediately, often without much cognitive consideration and more focused on instant gratification (Verplanken, 2001)

Relationship Between Variables

The Relationship between Celebrity Attractiveness and Impulsive Buying Tendency

Research indicates that celebrity attractiveness can enhance impulsive buying tendencies. When highly attractive celebrities promote products, consumers tend to be more easily swayed into making impulsive purchases. The physical appeal and image of celebrities help create an emotional drive that encourages consumers to buy products without much thought (Kumar & Singh, 2019). Celebrity attractiveness positively influences impulsive purchase intentions. This research supports the idea that the appearance of celebrities in advertisements holds significant value in promoting brands and increasing impulsive buying tendencies (Trivedi, 2021).

H1: Celebrity attractiveness positively influences impulsive buying tendencies.

The Relationship between Celebrity Attractiveness and Purchase Intention

Research shows that the appeal of a celebrity endorser can build a strong connection between individuals and brands, which in turn drives purchasing decisions (Koay & Green, 2021). The use of celebrities for promotions has proven effective in enhancing brand image and increasing consumer purchase interest. The physical appeal of celebrities is often employed as a marketing strategy to capture attention and influence consumer purchasing decisions by highlighting the endorsed product's features (Arora & Thakur, 2019).

H2: Celebrity attractiveness has a positive effect on purchase intention

The Relationship between Celebrity Credibility and Impulsive Buying Tendency

Past studies have indicated that influencer credibility have a huge impact or influence on the brand evaluations by celebrity followers. This credibility enhances advertising effectiveness and strengthens consumers' desire to make impulsive purchases (Breves & Knautz, 2019). Other research also found that celebrity credibility influences consumer behavior, supporting findings that high credibility can increase impulsive purchase intentions (Lou & Yuan, 2019). High celebrity credibility can influence consumer mindsets and increase their tendency to make impulsive purchases (Chen, Zhang, & Zhou, 2021).

H3: Celebrity credibility has a positive effect on impulsive buying tendency

The Relationship between Celebrity Credibility and Purchase Intention

Previous research indicates that influenc of credibility endorser has a significant impact on brand evaluation by followers. High influencer credibility can influence consumer perceptions and increase their interest in purchasing promoted products (Breves & Knautz, 2019). When celebrities are perceived as experts in a particular field and trusted by consumers, they can strengthen brand image and enhance consumers' purchase intentions (Gilly & Wolfinbarger, 1998).

H4: Celebrity credibility has a positive effect on purchase intention

The Relationship between Purchase Intention and Impulsive Buying Tendency

Purchase intention reflects to a consumer's desire to purchase a product or service, while impulsive buying tendency involves making unplanned and spontaneous purchases without much consideration. Previous studies have shown that consumers with a strong purchase intention are more likely to experience urges to buy impulsively and when their purchase intention rises, which can lead to impulsive buying behavior (Beatty & Ferrel, 1998). When consumer purchase intention is high, they become more vulnerable to impulsive purchases, as the desire to own the product immediately outweighs rational considerations. Once this urge emerges, consumers often struggle to resist making a purchase, even when they realize it was unplanned (Dholakia, 2000).

H5. Purchase intention has a positive effect on impulse buying tendencies

The Relationship between Celebrity Attractiveness and Impulsive Buying Tendency Mediated by Purchase Intention.

Celebrity attractiveness, purchase intention, and impulsive buying tendency are closely connected in consumer behavior, especially in fast fashion. Celebrity attractiveness includes physical appearance, style, and personality, which attract consumers. Purchase intention applies to a desire to willingly buy a product, while impulsive buying is making unplanned purchases. Celebrity attractiveness not only boosts purchase intention but also indirectly leads to impulsive buying. When influenced by a celebrity, consumers often develop a strong desire to buy, leading to spontaneous purchases (Liu, 2022). In FMCG, celebrity appeal can trigger purchase intention and impulsive buying when consumers see endorsed products (Munjal, 2020)

H6. Purchase intention mediates the relationship between celebrity attractiveness and impulse buying tendencies.

The Relationship between Celebrity Credibility and Impulsive Buying Tendency Mediated by Purchase Intention.

Celebrity credibility, purchase intention, and impulsive buying tendency are key in understanding consumer behavior in fast fashion. Credible celebrities, trusted for their expertise, can boost consumer trust and interest in products. Purchase intention shows a consumer's desire to buy, while impulsive buying tendency refers to spontaneous, unplanned purchases (Liu, 2022). High celebrity credibility builds positive brand perceptions, increasing purchase intention and leading to impulsive buying (Vidyanata & Wahyuni, 2018). Credible endorsements often trigger trust, driving both planned and impulsive purchases (Khan, 2020).

H7. Purchase intention mediates the relationship between celebrity credibility and impulse tendencies.

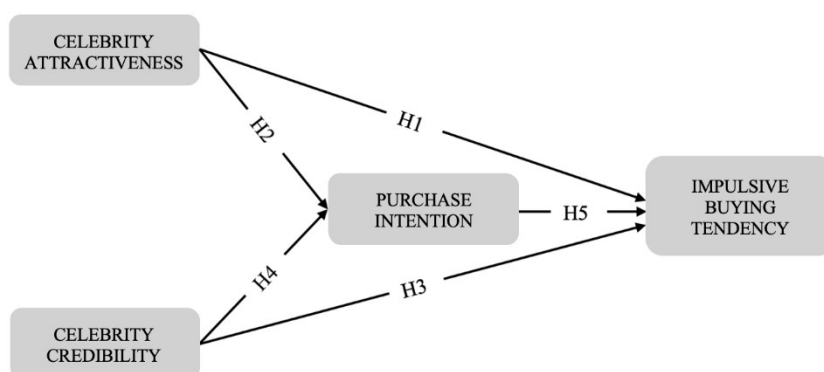


Figure 1. Research Model
Source: Created by the author

2. RESEARCH METHOD

The approach employed in this research is quantitative research obtained through Google forms using primary data. The purpose of using this method is to examine a certain population or sample with terms and conditions that must be passed. In this study, what was studied included celebrity attractiveness, celebrity credibility, impulse buying tendencies and purchase intention. The research design used is descriptive research, which means that this research uses research methods that characterize the characteristics of a population under study. This study employed non-probability sampling, commonly referred to as purposive sampling. A total of 311 respondents taken in the survey through a questionnaire given to assess the factors influencing the dependent variable of impulsive buying tendencies on fast fashion products which are influenced by the independent variables of celebrity attractiveness, celebrity credibility, and impulsive buying tendencies with purchase interest as a mediating variable.

Table 1. Research Variable Indicators

Variable	Indicator	Reference
Celebrity Attractiveness	- The celebrity is physically attractive	(Bellini & Grandi, 2017)
	- The celebrity is charming	
	- The celebrity has a likable personality	
	- The celebrity is stylish	
	- The celebrity has a pleasant appearance	
Celebrity Credibility	- The celebrity appeals to me	(Hani & Andre, 2018)
	- The celebrity is credible.	
	- The celebrity endorsement is trustworthy.	
	- The celebrity is trustworthy.	
	- The celebrity is reliable.	
Purchase Intention	- The celebrity is authentic.	(Hani & Andre, 2018)
	- I intend to purchase this product.	
	- I will likely purchase this product.	
	- I plan to buy this product soon.	
	- I will consider buying this product.	
Impulsive Buying Tendency	- I am interested in purchasing this product.	(Hani & Andre, 2018)
	- I often buy things spontaneously.	
	- I often make unplanned purchases.	
	- I find it difficult to resist impulse buying.	

3. RESULTS AND DISCUSSIONS

Prior to conducting hypothesis testing, it is essential to assess validity and reliability. A validity test is said to be acceptable if the loading factor more than 0.7 and the AVE exceeds 0.5 (>0.5) (Ghozali & Latan, 2015).

Table 2. Loading Factor Table
 Source: Processed Smartpls 3.0 Data and Processed by The Author

	<i>Celebrity Attractiveness</i>	<i>Celebrity Credibility</i>	<i>Purchase Intention</i>	<i>Impulsive Buying Tendency</i>
DT1	0.862			
DT2	0.878			
DT3	0.919			
DT4	0.882			
DT5	0.883			
DT6	0.895			
DT7	0.898			
DT8	0.896			
DT9	0.861			
DT10	0.886			
DT11	0.887			
DT12	0.839			
KS1		0.898		
KS2		0.854		
KS3		0.867		
KS4		0.896		
KS5		0.915		
KS6		0.897		
KS7		0.898		
KS8		0.892		
KS9		0.904		
KS10		0.886		
MB1			0.839	
MB2			0.802	
MB3			0.861	
MB4			0.890	
MB5			0.892	
TPI1				0.876
TPI2				0.791
TPI3				0.841

The minimum average variance (AVE) value of 0.5 confirms that it can explain a significant portion of its indicators' variance (Ghozali & Latan, 2015).

Table 3. AVE results
 Source: Processed Smartpls 3.0 Data and Processed by The Author

Variable	AVE
Celebrity Attractiveness	0.779
Celebrity Credibility	0.794
Purchase Intention	0.735
Impulsive Buying Tendency	0.700

Reliability testing is using a Cronbach's Alpha value more than 0.7 suggests strong reliability, while a value above 0.6 can still be considered adequate for exploratory research. (Abdillah & Jogiyanto., 2009). Meanwhile, Composite Reliability considered reliable if its value exceeds 0.7 (Garson, 2016).

Heterotrait-Monotrait Ratio (HTMT)

Based on the Heterotrait-Monotrait Ratio (HTMT) analysis, the HTMT value is below 0.9 (<0.9). This confirms that discriminant validity is achieved, indicating that all indicators and variables are valid.

Table 4. Heterotrait-Monotrait Ratio (HTMT)
 Source: Processed Smartpls 3.0 Data and Processed by The Author

Variable	Celebrity Attractiveness	Celebrity Credibility	Purchase Intention	Impulsive Buying Tendency
Celebrity Attractiveness				
Celebrity Credibility	0.405			
Purchase Intention	0.348	0.351		
Impulsive Buying Tendency	0.380	0.328	0.382	

Table 5. Composite Reliability & Cronbach's Alpha Results
 Source: Processed Smartpls 3.0 Data and Processed by The Author

Variable	Composite Reliability	Cronbach's Alpha
Celebrity Attractiveness	0.974	0.976
Celebrity Credibility	0.971	0.973
Purchase Intention	0.910	0.924
Impulsive Buying Tendency	0.787	0.803

Coefficient of Determination Analysis (R^2)

Based on the analysis of R^2 , the R^2 value for the purchase intention variable is 0.158 or 15.8%, indicating that it is explained by the celebrity attractiveness and celebrity credibility variables. Meanwhile, the R^2 value for the impulsive buying tendency value is 0.181 or 18.1%, which is also explained by celebrity attractiveness and celebrity credibility. The remaining variance is influenced by variables outside this research.

Table 6. R^2 Result
 Source: Processed Smartpls 3.0 Data and Processed by The Author

Variable	r-square	Information
Purchase Intention	0.158	Low
Impulsive Buying Tendency	0.181	Low

Effet Size (F^2)

Based on the F^2 analysis, the F^2 value for the influence of a celebrity's attractiveness on consumers' intention to buy is 0.053, indicating a small influence between these variables. The F^2 value for the influence of celebrity attractiveness on impulse buying tendency is 0.041, also indicating a minimal impact. Similarly, the F^2 value for the influence of celebrity's credibility on purchase intention is measured at 0.053, indicating a slight impact. Meanwhile, the F^2 value With a value of 0.015, celebrity credibility has a very limited effect on impulsive buying tendency. Additionally, the F^2 value of 0.049 for purchase intention's impact on impulsive buying tendency indicates a minor influence.

Table 7. F^2 Result
 Source: Processed Smartpls 3.0 Data and Processed by The Author

	Celebrity Attractiveness	Celebrity Credibility	Purchase Intention	Impulsive Buying Tendency
Celebrity Attractiveness			0.053	0.041
Celebrity Credibility			0.053	0.015
Purchase Intention				0.049
Impulsive Buying Tendency				

Hypothesis Testing

To determine whether a hypothesis is supported or not, it can be tested through an analysis of path coefficient, p-value, and t-statistics. Path coefficient value indicates whether the relationship between variables is positive, as long as it is not below 0. To assess the significance of the relationship between variables, p-value must be under 0.05 for hypothesis to be accepted. Meanwhile, the hypothesis test results are evaluated using t-statistics, where the value must exceed 1.96 for the hypothesis to be considered valid.

Table 8 . Hypothesis Test Results

Source: Processed Smartpls 3.0 Data and Processed by The Author

	β	<i>p-value</i>	<i>T-statistics</i>
<i>Celebrity Attractiveness → Impulsive Buying Tendency</i>	0.210	0.003	3.033
<i>Celebrity Attractiveness → Purchase Intention</i>	0.234	0.001	3.428
<i>Celebrity Credibility → Impulsive Buying Tendency</i>	0.126	0.044	2.023
<i>Celebrity Credibility → Purchase Intention</i>	0.234	0.001	3.501
<i>Purchase Intention → Impulsive Buying Tendency</i>	0.219	0.001	3.265
<i>Celebrity Attractiveness → Purchase Intention → Impulsive Buying Tendency</i>	0.051	0.021	2.320
<i>Celebrity Credibility → Purchase Intention → Impulsive Buying Tendency</i>	0.051	0.019	2.349

H1. Celebrity Attractiveness Positively Influences Impulsive Buying Tendency

Based on the analysis of the first hypothesis, it can be concluded that the first hypothesis is supported. The celebrity attractiveness variable has a positive influence on the tendency of impulsive buying, as indicated by the positive O-Sample value of 0.210. In addition, the effect is statistically significant, with a p- value of 0.003 and a t- statistic value of 3.033.

H2. Celebrity Attractiveness Positively Influences Purchase Intention

Based on the analysis of the second hypothesis, it can be concluded that the second hypothesis is supported. The celebrity attractiveness variable has a positive influence on purchase interest, as indicated by a positive O-Sample value of 0.234. In addition, the effect is statistically significant, with a p-value of 0.001 and a t-statistic value of 3.428. This reinforces the evidence that highly attractive celebrities can influence consumer interest in purchasing, supporting the role of celebrity attractiveness as an effective marketing strategy for products like Uniqlo.

H3. Celebrity Credibility Positively Influences Impulsive Buying Tendency

Based on the analysis of the third hypothesis test, it can be concluded that the third hypothesis is supported. The celebrity credibility variable has a positive influence on the tendency of impulsive buying, as indicated by a positive O-Sample value of 0.126. In addition, the influence is statistically significant, with a p-value of 0.044 and a t-statistic value of 2.023. This proves that celebrity credibility can be a strong driving factor in building deep consumer trust in a product, ultimately encouraging impulsive purchasing behavior.

H4. Celebrity Credibility Positively Influences Purchase Intention

Based on the analysis of the fourth hypothesis test, it can be concluded that the fourth hypothesis is supported. The celebrity credibility variable has a positive influence on purchase interest, as indicated by a positive O-Sample value of 0.234. In addition, the influence is statistically significant, with a p-value of 0.001 and a t-statistic value of 3.501. These findings reinforce the idea that celebrity credibility in product promotion—particularly their ability to deliver honest and trustworthy messages—enhances consumer interest in the endorsed product.

Celebrities perceived as informative and relevant by consumers tend to build trust in the endorsed product, directly contributing to increased purchase intention.

H5. Purchase Intention Positively Influences Impulsive Buying Tendency

Based on the analysis of the fifth hypothesis test, it can be concluded that the fifth hypothesis is supported. The purchase intention variable has a positive influence on the tendency of impulsive purchases, as indicated by the positive O-Sample value of 0.219. In addition, the influence is statistically significant, with a p-value of 0.001 and a t-statistic value of 3.265. These findings suggest that marketing strategies that successfully enhance purchase intention—particularly through engaging and persuasive promotions—have a strong potential to drive impulsive consumer buying behavior, as observed in brands like Uniqlo.

H6. Purchase Intention Mediates the Relationship Between Celebrity Attractiveness and Impulsive Buying Tendency

Based on the analysis of the sixth hypothesis test, it can be concluded that the sixth hypothesis is supported. The influence of celebrity attractiveness on impulsive buying tendency, mediated by purchase intention, is positive, as indicated by the O-Sample value of 0.051. Additionally, the effect is statistically significant, with a p-value of 0.021 and a t-statistics value of 2.320. These findings suggest that effective celebrity attractiveness can successfully capture consumer interest, which in turn increases the likelihood of impulsive purchasing. This attractiveness serves as a powerful marketing tool that enhances consumer engagement and encourages spontaneous buying behavior.

H7. Purchase Intention Mediates the Relationship Between Celebrity Credibility and Impulsive Buying Tendency

Based on the results of the seventh hypothesis test, it can be concluded that the seventh hypothesis is supported. The influence of celebrity credibility on impulsive buying tendency, mediated by purchase intention, is positive, as indicated by the O-Sample value of 0.051. Additionally, the effect is statistically significant, with a p-value of 0.019 and a t-statistics value of 2.349. This finding suggests that highly credible celebrities not only enhance consumers' purchase intention but also increase their tendency to make impulsive purchases.

Based on the hypothesis testing results, all hypotheses in this study are confirmed and accepted.

4. CONCLUSIONS AND SUGGESTIONS

According to the study, both celebrity's attractiveness and credibility have a favorable impact on impulsive buying tendencies and purchase intention. Additionally, purchase intention plays a crucial role in encouraging impulsive buying tendencies while also acting as a mediate in the relationships between celebrity attractiveness and impulsive buying tendencies, as well as between celebrity credibility and impulsive buying tendencies.

Based on the results of research that has been conducted, there are suggestions for UNIQLO. Uniqlo should choose celebrities who have a deep understanding and image that is aligned with the fashion products offered. The credibility of celebrities who are known to be experienced and understand fashion trends can increase consumer confidence, thereby encouraging impulse buying behavior. Designing marketing campaigns specifically aimed at increasing consumer buying interest, for example by showcasing positive experiences or honest celebrity reviews of products, can strengthen consumer interest and influence purchasing decisions. This is especially important in the competitive fast fashion industry. Presenting exclusive promotions

or limited edition products endorsed by celebrities can trigger impulse purchases. Also, Uniqlo can create a sense of product scarcity to increase consumer urgency to make a purchase.

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