

We are IntechOpen, the world's leading publisher of Open Access books Built by scientists, for scientists

7,100

Open access books available

188,000

International authors and editors

205M

Downloads

Our authors are among the

154

Countries delivered to

TOP 1%

most cited scientists

12.2%

Contributors from top 500 universities



WEB OF SCIENCE™

Selection of our books indexed in the Book Citation Index
in Web of Science™ Core Collection (BKCI)

Interested in publishing with us?
Contact book.department@intechopen.com

Numbers displayed above are based on latest data collected.
For more information visit www.intechopen.com



Chapter

eWOM, Brand Image, Celebrity Endorsement, and Purchase Intention in Z Generation: Evidence in Indonesia

*Laurentia Verina Halim, Listyo Yuwanto,
Florenca Desmonda Handoko
and Angella Damarratri Kurniawan*

Abstract

Advertising and marketing face rapidly changing situations and conditions. The decline in the number of traditional media audiences combined with the increased use of the internet and social media has created a new order, including in marketing communications. The following paper presents two applied studies that link purchase intention with eWOM, brand image, and celebrity endorsement on social media in generation Z through online stores. Quantitative methods are used by distributing questionnaires through social media. The number of respondents in the first study was 394, and in the second study, it was 468. The result of the first study showed that (1) eWOM has a positive and significant relationship with purchase intention and (2) brand image does not function as a mediator between eWOM and purchase intention. The result of the second study was a significant relationship between celebrity endorsement and purchase intention with a correlation value of 0.312 and $p < 0.05$. From these two studies, discussion, conclusions, and implications are drawn.

Keywords: eWOM, brand image, celebrity endorsement, social media, purchase intention, generation Z

1. Introduction

The variety of media available means that effective advertising and marketing promotions require more than one well-crafted advertisement. Advertising and marketing venues range from simple standalone billboard ads to complex multilingual global websites. As a result, the number of ways to reach potential customers continues to increase, while alternative methods evolve and become increasingly popular. In the face of this chaotic condition, the company continues to strive to be heard. Marketing and advertising experts know that corporate communications should speak in a clear voice. Customers must understand the essence of the business and the benefits of its goods

and services [1]. The new level of competition encourages marketers to better understand their customers and ensure those end users hear clear and consistent messages from the company. Then, it takes a change in marketing communications to adjust to these conditions. In response to these conditions, some advertisers and companies have shifted from traditional approaches to various innovative approaches. Technological advances result in the increasingly widespread use of the internet and social media. This latest development makes advertisers and companies also have to understand the behavior of consumers who use social media, especially generation Z as the most users.

The following paper presents two applied studies that link purchase intention with eWOM, brand image, and celebrity endorsement on social media in generation Z through online stores.

1.1 Research 1: the relationship between eWOM and brand image with the purchase intention of generation Z consumers through online stores

More customers are shopping online nowadays, including generation Z. One of the products bought by generation Z online is smartphone products. This smartphone product is very important for generation Z, considering they were born surrounded by technology. This makes smartphone products an important part of their lives. Before buying a product through an online store, consumers are faced with various considerations such as the brand image of a product or eWOM regarding a product. However, eWOM can also affect the brand image of a product.

1.2 Research 2: celebrity endorsement relationship on social media and generation Z's purchase intention in online stores

Generation Z is a generation that has been facilitated by technology since their birth. The technology can be in the form of gadget and internet facilities. No wonder that many social media that appear are used by generation Z to communicate and connect with many people in the world. The number of social media users is used by several parties. One of them is manufacturers who use the technology to advertise their products. With the aim of bringing up purchase intention, many companies also use celebrity endorsements as their intermediaries to convey the message of their products. Celebrities and celebgram carry out brand or product recognition that has collaborated with them. This study aims to find out whether there is a relationship between celebrity endorsement on social media and purchase intention in online stores.

Internet users in Indonesia have a percentage that is getting higher every year. This is due to the convenience offered to access everything on the internet. The availability of various tools to access the internet (such as computers, laptops, notebooks, tablets, mobile phones, and others) and the number of provider companies that provide internet services also support the increasing number of internet users in Indonesia. This can be seen from BPS-Statistics Indonesia data [2], which explain that there is an increase in internet users aged 5 years and over in rural and urban areas; in 2018, internet users reached 39.90% and increased in 2019 to 43.51%. (see **Figure 1**).

According to data from the Indonesian Telecommunications Statistics 2019 (2020), around 87.20% of internet users in Indonesia use the internet to access social media. However, according to KOMINFO [3], internet use since the COVID-19 pandemic, especially in Indonesia, has soared sharply, with 175.5 million people recorded

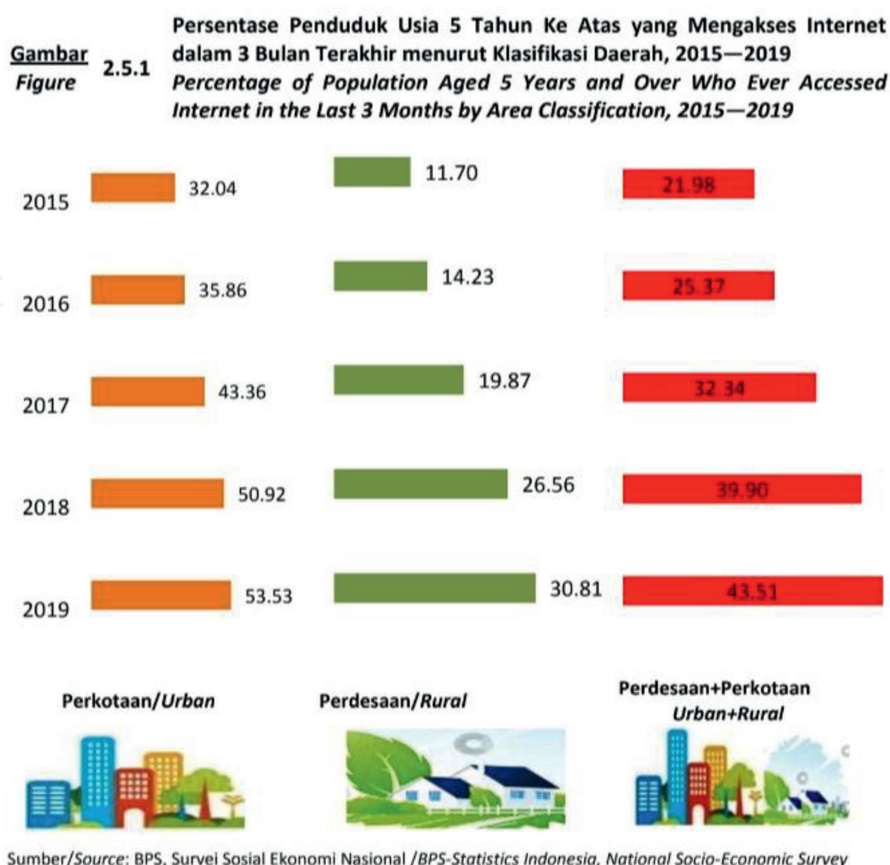


Figure 1. Number of internet access increases by regional classification. Source: BPS, National Socio-Economic Survey/ BPS-Statistics Indonesia, National Socio-Economic Survey.

from Indonesia’s population of 268,583,016 people. This further increases the number of social media users, which are often used to do online shopping.

Online shopping is experiencing strong and steady development. Reporting from Statista.com [4], the number of people shopping online in Indonesia is assumed to increase to 65 million people in 2022. The ongoing COVID-19 pandemic has made many people increasingly rely on online stores.

The shopping culture between generation Z and millennials is seen when technological developments bring the change of traditional shopping to online shopping. According to research conducted by Populix [5] with the number of respondents reaching 6285 from all ages, it was found that generation Z ranked first in the popularity of online shopping in Indonesia. Reporting from Kompas.com [6], Kredivo and Katadata Insight Center or commonly abbreviated as KIC conducted research on e-commerce consumer behavior in Indonesia. The results showed that millennials and Z generations are the highest contributors to e-commerce transactions in Indonesia, which is 85%. Z generations are those born in 1995–2010 [7]. Generation Z is a mobile generation who is very familiar with the internet and has no difficulty in doing online shopping and has an understanding that online shopping is ease and has practicality.

One study conducted by trustpilot [8] states that consumers in all corners of the world will try to read reviews or testimonials before they make a purchase. About 88% of consumers in the world trust online reviews or testimonials that are used as their consideration in making a purchase. Consumers who read these reviews

or testimonials are considering the item they are going to buy, whether the item is indeed worth buying or not. Consumers who read online reviews or testimonials are included in evaluation activities by looking for product information they want to buy, as behavior that appears before purchase intention, and this behavior will determine how likely or not a purchase behavior will occur. The results of a survey conducted by [9] Alvara Research Center (2020) show that 56.6% of generation Z search for information online before making a product purchase. Therefore, eWOM is important for consumers before making a purchase.

eWOM related to a brand can contribute greatly in shaping the image of a brand. Consumers who are exposed to eWOM related to a brand will process the information and create a certain impression about the brand [10]. When consumers see positive comments related to a brand's product, consumers will form or have a good image of the brand. When the company has a good brand image, it can increase consumer purchase intention. The company's failure to control eWOM by consumers can have a negative impact on the brand itself. Negative talk related to a brand on the internet will spread quickly and can be easily accessed by other consumers.

Various comments read by consumers can affect their perception related to the product. Consumer perceptions related to smartphone product brands or so-called brand image will also affect their buying behavior. Consumers who consider online reviews will use these reviews in shaping brand image perceptions [11]. Consumers will have a higher preference to buy smartphone products from brands with a good image. An increase in the brand image of smartphone products will later cause an increase in purchase intention of these smartphone products.

Social media itself is considered as a place for people to create personal web pages and also a place that connects one person with another with the aim of obtaining and sharing information and communicating with each other, including connecting with favorite celebrities [12]. Many celebrities actively participate in various social media, even their popularity is higher on social media with the large number of followers (followers) on social media [13]. As a generation that has been provided with technology, generation Z, which is considered the internet generation [14], dominates the population in Indonesia as much as 27.94% of the population or 74.93 million people in 2020 [2].

This valuable opportunity because of the large number of social media enthusiasts is used by several brands and also online sellers to promote their products using these celebrities [15]. This opportunity is widely used by several brands and sellers in online stores because celebrity endorsers can attract the attention of social media users, especially social media users who follow the celebrity's social media [16]. In addition, celebrity endorsement is considered a way out of problems in the world of advertising that is messy and prevents advertisers from conveying their messages to consumers [17]. Online stores themselves are places where consumers can buy goods or services without having to go directly and can be accessed by the internet. Many expect this way of marketing to be successful with celebrities giving a positive image to the product. The use of celebrity endorsers also gives the impression to buyers that they have been selective in choosing products, and the products they use can also increase their status because these products are also used by celebrities [16].

Many companies use celebrities to attract the attention of consumers and bring up purchase intentions in consumers. Purchase intention itself is defined as the behavior of evaluating and considering a product using relevant information that has been sought, and this is done by consumers to determine how much purchase behavior will occur [18]. Here, celebrities provide and build a positive perspective on the products

they endorse, which will later be material for evaluating consumers before purchasing the product. After the evaluation, it will appear how much desire to buy the product and the greater the desire, the greater the buying behavior that will appear.

2. Research problem

2.1 Research 1

Previous research examining the relationship between eWOM, brand image, and purchase intention has had different results. The results of research by Kazmi and Mehmood [19] revealed that eWOM and brand image have a positive and significant relationship with the interest in buying electronic products studied, for example, such as iPods, smartphones, cameras, and so on. The results of research by Shahrinaz et al. [20] revealed that brand image and purchase intention in smartphone products have a positive and significant relationship, but eWOM and purchase intention in smartphone products have a negative and insignificant relationship. Shahrinaz's research results are also in accordance with the results of research by Torlak et al. [11] which found that eWOM did not have a significant influence on the interest in buying smartphone products. The results of the above research show that eWOM cannot have an influence on purchase intention, but brand image has an influence on purchase intention. The results of research by Putra et al. [21] show that the brand image variable acts as a mediator variable that mediates the eWOM variable and the interest in buying Xiaomi smartphone products.

The following study wants to see the role of brand image as a mediator in the relationship between eWOM and purchase intention in smartphone products. The selection of brand image variables as mediators because eWOM communication will affect the brand image of a company's products which will later affect consumer purchase intention. In addition, researchers will examine the purchase intention of smartphone products in generation Z because they cannot be separated from technology and often shop online.

2.2 Research 2

Many companies use celebrities to attract consumers' attention and generate purchase intentions in consumers. Some previous studies have shown different results. Research conducted by Maharani [15] shows that celebrity endorsers do not have a significant influence on purchase intention. However, Nguyen's [22] research proves that celebrity endorsers have a positive effect on purchase intention, as is the case with Rachbini's research [23]. Therefore, the following study wants to test whether celebrity endorsements on social media such as Facebook, Instagram, Tiktok, and Twitter, have a relationship with purchase intention in generation Z in online stores.

3. Literature review

3.1 Electronic word of mouth (eWOM)

Westbrook [24] defines "word of mouth" (WOM) as informal communication addressed to other consumers regarding the ownership, use, or characteristics of

certain goods and services and/or their sellers. Saleem and Ellahi [25] define WOM as oral communication in which information is shared within an environment or social circle related to brands, products, and services. In the online site environment, WOM changed to electronic word of mouth (eWOM). Based on the phrase of Westbrook [24], Litvin et al. [26] define eWOM as any type of informal customer communication communicated through the help of the internet regarding the past or present use of a particular product or service and the characteristics of the product seller. Hennig-Thurau et al. [27] describe eWOM as a statement, either positive or negative, made by a prospective customer, actual customer, or former customer about a product or company available via the internet. Consumers can search for necessary information by looking at the reviews section before they make a purchase of a product. This can reduce consumer anxiety and increase their confidence to buy the product.

Lin et al. [28] in their research looked at eWOM from a three-dimensional angle, as follows.

3.1.1 Quality of eWOM

The quality of eWOM refers to the persuasive power of comments contained in informational messages (Bhattacharjee, 2006, in [28]). eWOM provides many benefits for consumers to get information and increase knowledge, especially in the pre-purchase process stage. In short, consumers are looking for quality information (reliable and useful) to make product purchases because consumers cannot experience products like in traditional stores (Dellarocas, 2003, in [28]).

3.1.2 eWOM quantity

According to Cheung and Thadani [29], the quantity of eWOM represents the number of reviews posted. Lin et al. [23] stated that a lot of feedback from the eWOM community is positively related to the number of sales. This can affect relationships between consumers in the long term (Hyrynsalmi et al., 2015, in [30]). In short, volume is defined as a mediator to improve product acceptance and quality because consumer purchasing decisions can be influenced by ratings and the number of comments on websites and social media.

3.1.3 Sender's expertise

Individuals will seek and receive reliable information based on experience, more reliable expertise, which results in consumer purchase intent [23]. The shipper's expertise can determine the level of consumer trust in the information obtained (Wangenheim & Bayo'n, 2014 in [25] Zulkiffli et al., 2017) because the shipper's expertise is an individual who is rich in knowledge of a particular product that provides reliable information (Wang et al., 2015, in [30]). In short, recommendations and inputs from shippers' expertise can influence consumers to adopt information and purchase intention [23].

Cheung and Thadani [29] describe four main elements contained in eWOM communication based on Hovland's concept of social communication theory in 1984. According to the theory, the four main elements in social communication are communicator (sender), stimulus (message), receiver, and response. Here's the explanation:

1. Communicator can be interpreted as a person who sends a message. Communicators are not limited to close social bonding groups such as family and friends. Any consumer can reach out and exchange product information with geographically dispersed strangers.
2. Stimulus can be interpreted as a message conveyed by the communicator. The message in question can be valence, that is, the message is positive, negative, or neutral.
3. Recipient can be interpreted as the person who receives the message. The impact of the information received may differ from person to person. The same content of information can elicit different responses in different recipients. This can occur due to factors such as gender, consumer skepticism, perceived homophily, and cognitive personalization.
4. Response can be interpreted as a response to the message received by the recipient. The response results can be in the form of purchase intention, attitude, information adoption, and trust.

In general, individuals will look for information/reviews online before buying a product. But not necessarily, they will use the scattered online information. Here are two factors that can influence individuals to adopt online information:

3.2 Experience of online review usage

Park et al. in [31] stated that individuals who have done online shopping by frequently referring to online reviews will be more willing to use and disseminate online reviews.

3.3 Perceived credibility

Flanagin and Metzger (2008, in [32]) define the term credibility as trust of the source or message, which consists of two main dimensions: trust and expertise. According to Cheung et al. (2007, in [29]) in the context of eWOM, the individual will get some information from the review and will use the review if he considers the review credible. On the other hand, the individual will not consider a review if he or she considers the review to be less credible to avoid potential risks.

Hung et al. [33] revealed that individual subjective norms can be influenced by close people and social factors. Social factors or external influences may include non-personal information and expert opinions. eWOM includes external influences that can affect subjective norms. eWOM communication can contain various information such as reviews related to a product and people who write online comments can be considered as expert opinions because they have purchased the product. These comments can later affect their purchase intention.

3.4 Brand image

Brand image can be defined as the perception that exists in the minds of consumers, about products and brands derived from image, and symbolic value for consumer benefits that according to the claims of these products they provide [34]. Keller [35]

defines brand image as consumer perceptions and preferences of a brand, measured by different types of brand associations stored in memory. Petrauskaite (2014 in [20]) reveals that purchasing decisions can be stimulated by brand knowledge, and most consumers may rely more on a brand image that is familiar to them. When you want to buy a product, consumers may immediately rely on a brand. For example, when they want to buy an electronic product, they immediately look for a brand without thinking about other brands.

A company will compete with other companies to make their brand better, so as to attract many consumers. To get that, the company must have a good or positive brand image. In making their image more positive, companies can make a product that meets consumer needs. Meeting these needs, for example, the company provides products that are in accordance with consumer desires such as good product quality, affordable product prices, and unique designs. Meeting these needs can help shape the brand image to be more positive and will later affect the purchase intention of potential buyers as well.

Keller [35] suggests that brand image can be formed based on three dimensions in relation to brand association. The three dimensions are as follows.

3.4.1 Strength of brand associations

The deeper a person thinks about brand information and relates it to existing brand knowledge, the stronger the resulting brand association. Two things reinforce the association: the personal experience of the information and the consistency with which consumers see.

3.4.2 Favorability of brand associations

A profitable association for a brand is one that customers want and successfully convey by the product. They can relate to tangible or intangible (non-product) products. Non-product related aspects such as user usage or imagery.

3.4.3 Uniqueness of brand associations

What this aspect means is that marketers need to associate unique and meaningful points of difference with brands that provide a competitive advantage and reasons why consumers should buy them. These brand associations also serve as common ground points in consumers' minds to establish category membership and negate potential points of difference for competitors. In other words, they are designed to provide "no reason why not" to choose a brand.

Schiffman and Kanuk [36] revealed that there are five factors that make up brand image, namely:

- a. Quality or quality, related to the quality of products offered by sellers with certain brands.
- b. Trusted or reliable, relating to opinions or agreements formed by the public about a product consumed.
- c. Usefulness or benefits, related to the function of a product that can be utilized by consumers.

- d. Price, related to the high and low or a lot of the least amount of money spent by consumers.
- e. The image owned by the brand itself, relates to views, agreements, and information on the brand of a product.

In addition, eWOM can also form a brand image of a product. Torlak et al. [11] showed that consumers consider reviews obtained from eWOM communication and use those reviews to shape their perceptions of brand image. Therefore, eWOM can form a brand image of a product to be more positive or negative.

Kazmi and Mehmood [19] conducted a study on “The Effect of Electronic Word of Mouth Communication and Brand Image on Purchase Intention: A Case of Consumer Electronics in Haripur, Pakistan.” The results of his research revealed that the variables studied had positive and significant results even though the relationship between eWOM and brand image on purchase intention was moderate. The correlation value of eWOM to purchase intention is 0.389, while the correlation value of brand image to purchase intention is 0.355.

Shahrinaz et al. [20] conducted a study on “Relationship and Impact of eWOM and Brand Image towards Purchase Intention of Smartphone.” The results revealed that brand image and purchase intention have a positive and significant relationship with a correlation value of 0.622. On the other hand, eWOM and purchase intention have a negative and insignificant relationship with a correlation value of -0.077 .

Shahrinaz revealed that although consumers have the ability to read online recommendations for products they are interested in, it is evident that consumers rely more on brand image than eWOM to initiate purchase intention. This result is supported by Zheng X’s study (2008 in [20]) which shows that the influence of eWOM on consumers’ buying decisions was not significant. He explained that the magnitude of the influence of eWOM on a product is different, depending on the product, including products that depreciate sooner or later (fall in price). This means that eWOM has no effect on products that depreciate quickly such as smartphones.

Zheng’s expression is supported by Torlak et al.’s research [11] which found that eWOM does not have a significant influence on the purchase intention of smartphone products. Various research results above show that eWOM does not have a significant relationship with purchase intention, while brand image has a significant relationship with purchase intention.

On the other hand, attitudes toward behavior, that is, the degree to which a person’s likes or dislikes, influence the behavior in question [18]. The better the attitude toward the behavior, the stronger the individual’s interest in performing the behavior. This attitude toward behavior is based on an individual’s beliefs about a behavior. In terms of purchasing a product, individuals usually have confidence that they will get the product according to their expectations. This can be seen when individuals will buy a product with a good brand image, and then the individual has confidence that he will get a product in accordance with his brand image. Such confidence will help in forming a positive attitude of individuals to shop for products with the brand. Therefore, it can be concluded that eWOM can affect a person’s subjective norms, while the brand image of a product can affect the formation of individual attitudes which can later affect their purchase intention.

3.5 Celebrity endorsement

Personal marketing is a way that involves efforts formed with the aim of cultivating the target market's attention, interest, and preference for celebrities or authority figures who can be actual people or fictional characters. An extension of personal marketing is the endorsement of celebrities or celebrity endorsements such as famous athletes, entertainment insiders, experts, or authority figures who help promote a company's products or the social causes of a non-profit organization [37].

The source of the message has a large role in the delivery of a message that determines whether the message will be accepted or rejected. In this case, the source can be determined from its expertise, from its interesting side, from its fame side, and also typical that will be liked and trusted by many consumers. The two most important things from the source are its credibility and attractiveness [37].

Celebrities increase awareness of a company's advertising and enhance both the company's brand image and attitude. Celebrities can exert influence because they have the power to represent the meaning of a culture; here, they also provide status and social class, gender, age, and also personality type. Here, the advertiser must determine the meaning of the product to be delivered, and after that, the advertiser determines the celebrity that matches the meaning they have made, so that the meaning of the producer is sent to consumers through the celebrity endorser intermediary [37].

According to the research conducted by Rachbini [23], celebrity endorsers are defined as people who are famous for achievements in their fields other than the class of products supported who use recognition from the public to make recommendations or present together products in an advertisement. Many multinational organizations use endorsements in advertisements to convey the message of their organization or brand because they believe celebrity endorsements have a great influence to generate purchase intention in consumers.

According to Muda et al. [17] celebrity endorsers are intermediaries from companies to consumers. Celebrity endorsers convey the company's product message because the media environment is too cluttered that the company cannot afford to do it alone. The purpose of using celebrity endorsers is the same as the company's initial goal when without celebrity endorsers, which is to attract the attention of consumers, attention is turned into profitable buying attitudes and actions while remaining responsible for the advertising money spent.

Based on the model of source credibility [38], aspects of celebrity endorsement can be divided into three, namely, trustworthiness, attractiveness, and expertise.

3.5.1 Trustworthiness

Trustworthiness in celebrity endorsements leads to honesty, integrity, and believability of celebrities who do endorsements, and this is assessed based on consumer perceptions [39]. Trustworthiness is an important thing that must exist in celebrities who will do endorsements. This is important for celebrities to have because without the trust of consumers and also consumers have a negative attitude toward brands or celebrities, and then the delivery of messages, message acceptance, and also persuasion to consumers will be hampered, because consumers do not have trust [40].

3.5.2 Attractiveness

Companies that use celebrity endorsers to convey their company or brand message tend to choose celebrities from the attractiveness of the celebrity. Attractiveness refers not only to physical attraction but can also be intellectual skills, celebrity personality traits, lifestyle, or athletic skills and others [39]. Making celebrities attractive in the eyes of consumers can be done in various ways, one of which is like an achievement from the celebrity, for example, the achievement of a football player that makes many people appreciate the achievement, and therefore, many are attracted to the celebrity [40].

3.5.3 Expertise

The definition of expertise is the extent to which the messenger is considered the source of a reliable or valid statement. This is closely related to how celebrities convey messages such as celebrity knowledge of the brand or brand he endorses and then the experience or skills possessed by celebrities as endorsers [39]. According to Ohanian [38], the most important thing than celebrity expertise in their field is the consumer's thinking and belief that the celebrity doing the endorsement has expertise. From this, it can be seen that there needs to be expertise from celebrities but consumers also need to have thoughts and trust in celebrities that they have expertise, so it will bring more purchase intention to consumers [40].

4. Methods

4.1 Research 1

A quantitative survey research is used by distributing questionnaires to 394 respondents through social media. Convenience non-random sampling technique is used. The subjects of this study are generation Z with an age range of 12–27 years, ever and never make purchases of smartphone products through online stores, and have searched and read reviews related to smartphone products online. Measurement of eWOM using proprietary measuring instruments was done by Lin et al. [28] with three aspects, namely, quality, quantity, and shipper expertise.

Measurement of purchase intention was done using Andrew's (2019) proprietary measuring instrument which tests four indicators of purchase intention (Ferdinand, 2014; Ferdinand, 2006 in Rafsandjani [41]), such as interest referential, preferential, transactional, and exploratory. Brand image measurement was done using Andrew's (2019) measuring tool by measuring three aspects of brand image which was revealed by Keller [35], namely, strength, favorability, and uniqueness of brand associations. The hypothesis was carried out by regression analysis and continued by calculating the magnitude of the value of the role of the brand image variable as a mediator variable with an online Sobel test calculator.

4.2 Research 2

The method used was quantitative by distributing questionnaires to 468 generation Z subjects aged 12–27 years who used four social media that fall into

two categories at once, namely, the widely used category and favorite social media in Indonesia [43] such as Facebook, Instagram, Tiktok, and Twitter. The convenience non-random sampling technique was used to obtain 468 respondents. Purchase intention can be measured using a measuring instrument from Hsiu-Fen Lin [42]. Celebrity endorsement is measured using a questionnaire from Rachbini [23] which uses three aspects, namely, attractiveness, source trustworthiness, and source expertise. The data were analyzed using Spearman correlation analysis techniques.

5. Results

5.1 Research 1

Hypothesis testing is carried out by calculating the magnitude of the value of the role of the mediator variable with an online Sobel test calculator. Previously, researchers will conduct regression tests on all variables. The calculator results show a test value of -1.099 (< 1.96) with a P value of 0.271 . These results show that the brand image variable does not act as a mediator variable. Researchers also conducted regression tests on respondents with criteria of never buying a smartphone in an online store. The results of the regression test above are entered into the online Sobel test calculator. The calculator result shows a test value of -1.993 (> 1.96) with a P value amounted to 0.046 . These results show that the brand image variable acts as a mediator variable for the eWOM variable with purchase intention.

In addition, researchers also calculated the magnitude of the value of indirect influence (which uses mediators) and the direct influence of eWOM on purchase intention using regression tests. Researchers calculated the magnitude of the value on mixed data and data of respondents who had never bought a smartphone product through an online store. In mixed data (can be seen in **Figure 1**), the indirect influence value is calculated by multiplying 0.521×-0.029 and has an influence value of -0.015 and is not significant. However, it has a direct influence value of 0.898 and is significant.

In the data of respondents who have never bought (can be seen in **Figure 2**), the value of indirect influence is calculated by multiplying 0.372×-0.085 and has a value of -0.031 and significant. On the other hand, direct influence has a value of 0.831 and is significant.

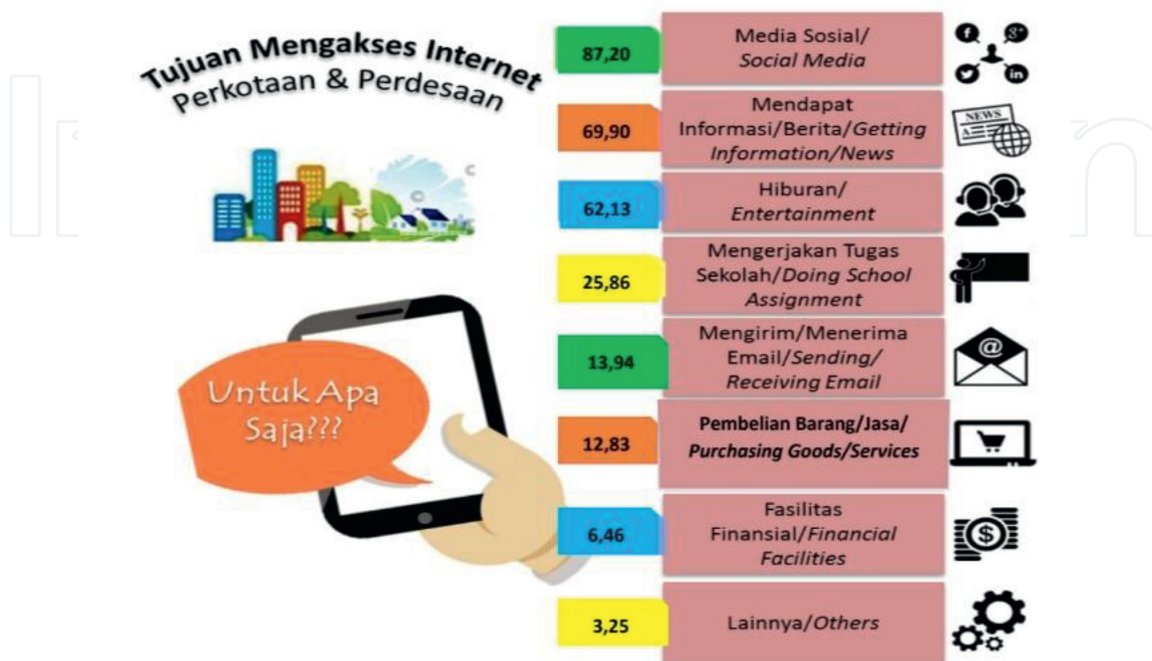
From the above information, it can be seen that the value of direct influence is greater than the value of indirect influence on both data. These results prove that the brand image variable does not act as a mediator variable between eWOM and purchase intention.

5.2 Research 2

From testing data using Spearman correlation analysis techniques, results were obtained as shown in **Table 1**.

From the table above, it can be seen that there is a positive relationship between celebrity endorsement and purchase intention of 0.312 with $\text{sig} < 0.05$. Although the correlation value obtained is relatively low, it still means that the use of celebrity endorsement will be able to increase purchase intention in targeted consumers.

Gambar 2.5.13 **Figure** 2.5.13 **Persentase Penduduk Usia 5 Tahun Ke Atas yang Mengakses Internet dalam 3 Bulan Terakhir menurut Tujuan Penggunaan Internet, 2019**
Percentage of Population Aged 5 Years and Over Who Ever Accessed Internet in the Last 3 Months by the Purpose of Accessing the Internet, 2019



Sumber/Source: BPS, Survei Sosial Ekonomi Nasional/BPS-Statistics Indonesia, National Socio-Economic Survey

Figure 2.
 The purpose of accessing the urban and rural internet. Source: BPS, National Socio-Economic Survey/
 BPS-Statistics Indonesia, National Socio-Economic Survey.

Correlations		
Purchase intention	Sig. (two-tailed)	0.000
	Pearson correlation	0.312
Celebrity endorsement	Sig (two-tailed)	0.000
	Pearson correlation	0.312

Table 1.
 Correlation test results.

6. Discussion

Generation Z consumers will consider several things before making online purchases, one of which is reading online reviews or what can be called eWOM. According to Berkup [44], generation Z individuals get information from the internet. Generation Z was born in an era where technology has developed rapidly. They are proficient in information technology, so they can access the information they need easily and quickly [45] (see **Figure 3**).

Based on the Decomposed Theory of Planned Behavior model proposed by Lin [42], eWOM is part of external influences, one of which refers to mass media. Mass

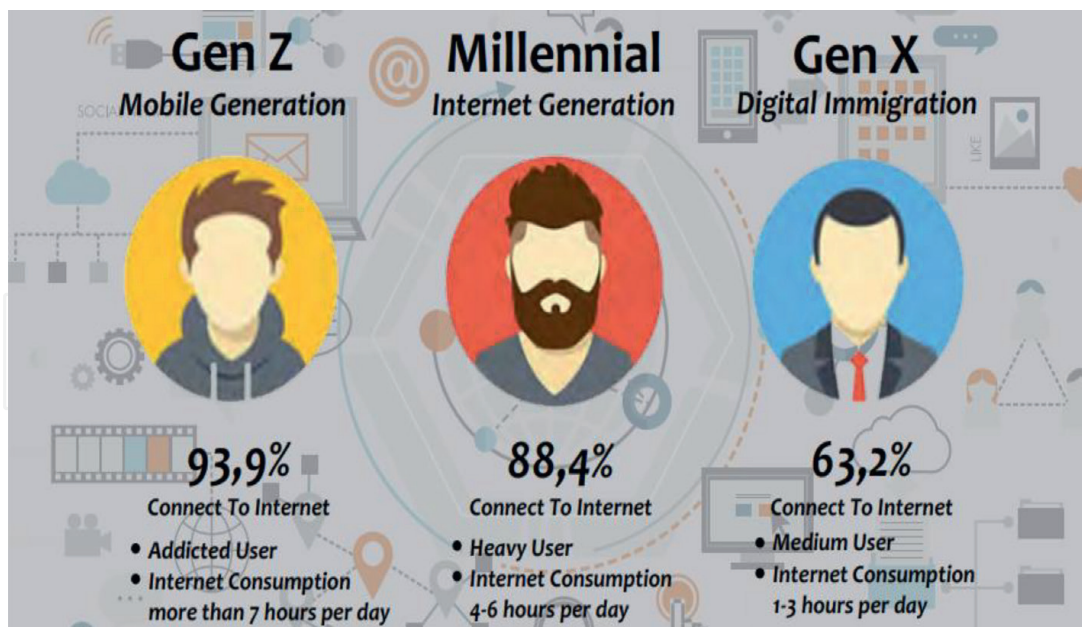


Figure 3. Internet consumption of generation Z, Millennials, and X. (Source: Alvara Research Center, 2020).

media channels are all means of transmitting messages involving mass media, such as radio, television, newspapers, and so on, which allow the source of one or several individuals to reach a large audience [46]. In this study, eWOM is a review related to a smartphone product that can be accessed by consumers through mass media channels, namely, the internet. Before buying a product, generally prospective buyers will find and read information related to the product to be purchased. For example, someone is looking for information from online comments related to a smartphone product, when he reads comments that show how good the smartphone is, then he will not regret because he has spent a lot of money to buy the smartphone (see **Figure 4**).

Various comments read by consumers will affect their perception regarding the product [41]. Lin (2007) revealed that subjective norms refer to consumer perceptions regarding the use of online shopping. In this study, subjective norms are consumer perceptions related to smartphone products or known as brand image. Consumers consider reviews obtained online and use those reviews to shape brand image perceptions [11]. Consumers will have a higher preference to buy smartphone products from brands with a good image. An increase in the brand image of smartphone products will later cause an increase in interest in buying these smartphone products (see **Figure 5**).

Researchers tested the role of the brand image variable as a mediator variable on mixed data of respondents who had and had never bought smartphone products through online stores. The results of the Sobel test showed a calculated value of -1.099 (<1.96) with a P value of 0.271 (>0.05). These results show that the brand image variable does not have a role as a mediator. Indirect influence has an influence value of -0.015 and is not significant, while the direct influence of eWOM on purchase intention has a calculated value of 0.898 and is significant. From this data, it can be seen that the value of direct influence is much greater than the value of indirect influence. That is, the eWOM variable can have a greater influence on the interest in buying generation Z smartphone products through online stores, without brand image as an intermediary variable. Therefore, the hypothesis in this study states that there is a positive and significant relationship between eWOM and purchase intention.

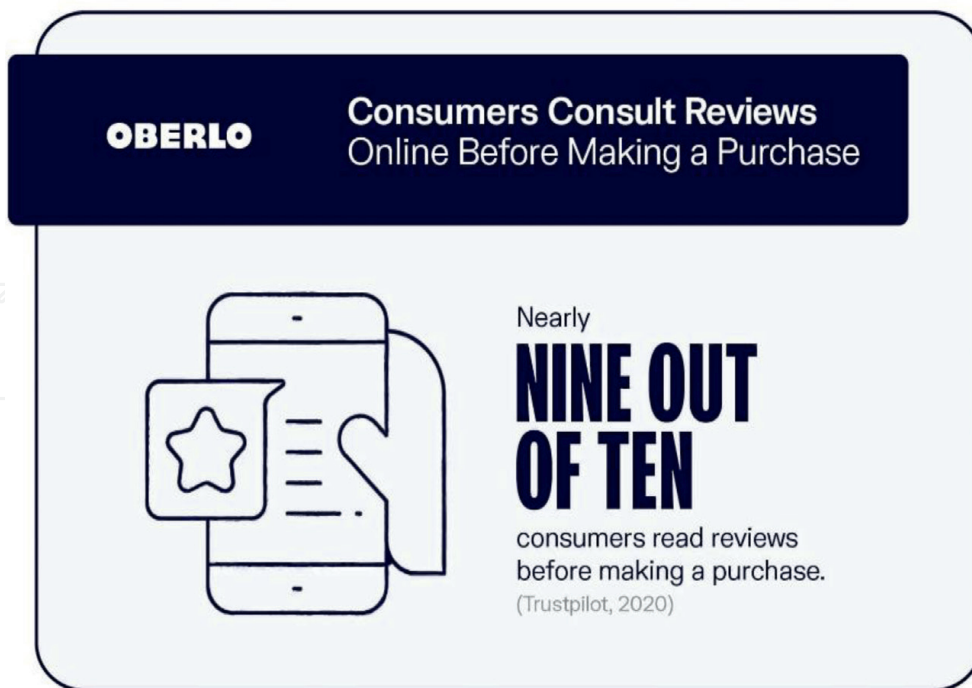


Figure 4.
 Data of consumers who read reviews before buying. Source: <https://id.oberlo.com/blog/online-review-statistics>.



Figure 5.
 Variable models on mixed data.

The results of this study do not match the results of previous research from Kazmi and Mehmood [19], which found that both eWOM and brand image had positive and significant results on purchase intention, although the relationship was moderate. Similarly, research from Shahrinaz et al. [20] found that brand image and purchase intention have a positive and significant relationship, while eWOM and purchase intention have a negative and insignificant relationship. The results of the study Putra et al. [21] also found that brand image mediates eWOM and purchase intention positively and significantly.

Research report from Deloitte Consumer Review: The Growing Power of Consumers [47] shows that the development of consumer power changes the way consumers interact with brands when deciding to buy a product or service. Consumers now have the power to influence what they buy as well as what others buy. Consumer power is strengthened by digital technologies and extensive sources of information, a wider choice of goods and services, and opportunities to share their experiences more broadly. As a result, consumers have become more demanding, and many are now more skeptical about brands' ability to meet their needs (Figure 6).



Figure 6.
Variable models on data of respondents who have never purchased.

In addition, Deloitte’s research report also revealed that many consumers prefer to turn to independent sources to access information rather than directly to companies. When considering a purchase, consumers prefer to ‘pull’ information rather than receive information that the company ‘pushes’ to them. Therefore, it can be concluded that consumers prefer to read and search for their own information related to a product compared to the information provided by the company. Information related to a product can be in the form of online reviews written by other consumers related to a product.

In the concept of Theory of Planned Behavior revealed by Ajzen [18], one of the predictors that can influence a person’s interest is subjective norms. In the Decomposed Theory of Planned Behavior model proposed by Lin [42], it is explained that the predictors that influence consumer purchase intention before purchasing products through online stores are subjective norms. This subjective norm can be influenced by external influences. Based on the results of this study, eWOM is part of external influences that can directly affect or shape individual purchase intentions, without the need to build their perception related to the product or what is called brand image. eWOM in this study is an online review of a smartphone product. Tapscott [48] revealed that one of the characteristics of the internet generation is scrutiny, where they search for relevant information related to a product before making a purchase.

Consumers read online reviews related to a product because the author of the online review is a consumer who has used the product. In the context of eWOM, consumers will get some information from the review and will use the review if they consider the review credible [31]. Product reviews written by consumers provide users with experience-oriented product information. Consumers perceive such reviews as a representation of the actual product usage experience and make such reviews easier to understand and trust than product reviews written by experts [49]. This is also supported by Sa’ait et al. [50] who revealed that eWOM is reliable because people who disseminate information related to products are not paid and provide genuine experiences and are not tied to a particular brand. Therefore, the value of eWOM in this study has a greater influence on the purchase intention of generation Z consumers online compared to the value of brand image.

The purchase intention of generation Z consumers through this online store can also be influenced by their age, status, and income. In generation Z, Seemiller and Grace [7] split them into two groups: “Little Z” as the youngest member born from 2003 to 2010 and “Big Z” as the oldest member born from 1995 to 2002. Therefore, this study used two categories, namely, ages 12–19 years (Little Z) and 20–27 years (Big Z).

The status categories are divided into three. Based on the results of the cross-tabulation test, it can be seen that the interest in buying respondents’ smartphone

products through online stores is very high, namely, 49% in student status, 47.5% in worker status, and 55% in student and worker status. Sheth et al. [51] proposed the theory of consumption values where the theory focuses on consumption value which explains why consumers choose to use or not use a service. One of the consumption values that can influence consumers to choose to buy smartphone products through online stores is functional value. Functional value can be derived from characteristics or attributes such as reliability, durability, and price [51].

Based on the theory, it can be said that consumers are looking for functional aspects in the sense of searching according to their needs when shopping for smartphone products online. Respondents may choose to purchase smartphone products through online stores to save money and time. They can consider a large selection of smartphone products and look for the cheapest price. In addition, one of the characteristics of the internet generation is speed [48]. Generation Z was born in a digital environment, so they like speed or in other words practical. By buying a smartphone product through an online store, consumers do not need to wait a long time when making the ordering process or the process of purchasing the product.

Respondent with worker status also has a high percentage of interest in buying smartphone products through online stores. As with students, workers may also purchase the product on the grounds that it saves money and time (functional value). However, they also still feel anxious/afraid to spend big money because their source of income comes from themselves. In other words, workers are also affected by emotional values. A choice acquires emotional value when it is associated with a particular feeling [51]. This condition is somewhat different from students who have a source of income from other people (parents or other external sources).

The second study aims to determine whether there is a relationship between celebrity endorsement on social media and purchase intention in generation Z in online stores and produce findings that the application of celebrity endorsement will be able to increase purchase intention in targeted consumers.

Alvara Research Centre [9] stated that generation Z ranked first with the highest internet consumption rate of 93.9% and brought a change from traditional shopping to online shopping. Generation Z is a generation that has been facilitated by technology since their birth. The technology can be in the form of gadget and internet facilities. No wonder, there are many emerging social media that are used by generation Z to communicate and connect with many people in the world. With that, many companies use the technology to advertise their products. With the aim of attracting consumer purchase intention, many companies also use celebrity endorsements as their intermediaries to convey messages. Some celebrities become role models for some people, and this can make the purchase intention of these people appear because they feel that the celebrity can be trusted. Celebrities also use social media to reach generation Z consumers. Some celebrities often show their lives on social media, and this makes some public, especially their fans, curious about their lives behind the scenes. It is used by celebrities to do brand or product introductions that have collaborated with them with the aim of creating purchase intention in the public and fans of the celebrity.

Promoting products or brands using celebrities is a popular advertising method and has been used for many years as well. In his research, Nguyen [22] stated that celebrity endorsement influenced the purchase of one of the mobile phone brands in Vietnam. In the study, celebrities who represent a mobile phone brand can positively influence the consumer's brand conception of its appearance which has an impact on increasing purchase intention. The professional attitude that celebrities

show when advertising and sending brand messages to consumers also affects consumer perception. The compatibility between celebrities and their products also does not cause a negative consumer perception, namely, the thought that endorsements made by celebrities are only for financial gain and make consumers not trust to buy the product.

Based on the Ohanian model of source credibility [38], celebrities need to pay attention to three aspects to be able to convince consumers of their credibility, namely, trustworthiness, attractiveness, and expertise.

Attractiveness is intended to attract attention, which not only comes from physical attractiveness but can also be with an achievement or achievement, intellectual skills, celebrity personality, lifestyle, or others. Examples that can attract the attention of many people are such as film players who get awards abroad and domestically, so that person will be respected by many people and get a lot of attention from the public.

Celebrities also need to have expertise so that consumers perceive the delivery of the message is valid, with so many consumers believing what celebrities are told. In addition, it also needs support from the consumer side, namely, consumers must have thoughts and beliefs that celebrities have expertise in doing the endorsement (Ohanian, 1990 in [52]).

Trustworthiness is the last aspect that is no less important, because without the trust of consumers, the purchase intention that arises in consumers will be small or even not appear. In order for celebrity endorsement to be effective, it is necessary to build trust in consumers, so that purchase intention in consumers appears. Building this trust is by making consumers have a positive attitude toward celebrities and endorsed brands [40].

Attractiveness, expertise, and trustworthiness need to be considered because with these three things, celebrities are expected to build perceptions of their credibility and subsequently influence purchase intention on consumers. Previous studies have found a very strong relationship between celebrity endorsement and purchase intention [53] although there have also been studies that have found that the purchase intention that arises due to celebrity endorsement varies greatly based on several criteria of celebrity endorsers in the advertisement [54]. Several criteria such as celebrity gender, celebrity/non-celebrity, and single/multiple dimensions will greatly affect the purchase intention of respondents in the study.

Celebrities must build a positive image of themselves first to then maintain the image in order to form a positive side in the minds of consumers. If the image of a celebrity is negative, what happens is a failure to attract consumer purchase intent, it can even make consumers consider the brand or item to have the same negative side as that of celebrities. The negative side of celebrities can affect the brand they represent, making consumers decide to switch to another brand. The next impact is on online shop brands, namely, producer companies have to bear losses [55]. Previous research conducted by Kok Wei and Li [56] found that celebrity endorsement does have an impact on consumer intention, but the fit between the endorser and the product only has an indirect impact on purchase intention. Companies must also think well before determining celebrities who will represent their companies for their products, so as not to give a negative impression on consumers which will have a negative impact on the company itself. Celebrity endorsement is indeed needed as a means to form both positive and negative sides in the minds of consumers. The side that will be formed depends on the "image" of the celebrity who is the brand ambassador so that in this case the celebrity has a big role to form a shadow in the minds of consumers [57]. This is quite a cause for concern in some companies, such as the fear that celebrities will

damage the brand image of their company [58]. Therefore, companies that want to use celebrity endorsement as one of the communication strategies in their marketing need careful thinking about the prospective celebrity because mistakes in choosing celebrities will be fatal. Another important issue related to celebrities is that if celebrities become endorsers for various products, the impact and identity with each product is reduced, because the relationship formed between celebrities and a particular brand is not distinctive (Mowen and Brown, 1981 in [37]).

7. Conclusion and implication

From the two studies above, it can be concluded that eWOM has a major influence on purchase intention, so it does not require brand image as a mediator variable. This is because one of the characteristics of generation Z is to look for and read online reviews before shopping for smartphone products through online stores. This method is more trustworthy to generation Z consumers than obtaining information from the company itself as happens with brand image. Celebrity endorsement does have a relationship with purchase intention. The increasing popularity of how to reach consumers through celebrity endorsement does not always have a good impact, but it can also have a bad impact. Judging from the adverse effects that may be generated, companies also need to ensure that they do not choose the wrong celebrity who represents their brand.


The results of the study that show that the influence of online reviews is very large on purchase intention implying the need for companies to promote to attract consumer attention by disseminating positive online information/reviews related to their products. If there are negative reviews related to the product, the seller can ask for further explanation from consumers who write reviews and discuss with them about the product in question. In addition, sellers can target generation Z consumers by looking at their characteristics and meeting their needs. Consumers themselves need to be smart in reading online reviews related to a product, namely, not only reading positive reviews but also looking at negative reviews.

Author details

Laurentia Verina Halim*, Listyo Yuwanto, Florencia Desmonda Handoko and Angella Damarratri Kurniawan
Faculty of Psychology, University of Surabaya, Surabaya, Indonesia

*Address all correspondence to: verina@staff.ubaya.ac.id

IntechOpen

© 2024 The Author(s). Licensee IntechOpen. This chapter is distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/3.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. 

References

- [1] Clow KE, Baack D. *Integrated Advertising, Promotion, and Marketing Communications*. 8th ed. New York: Pearson; 2018. ISBN 10: 1-292-22269-7. ISBN 13: 978-1-292-22269-1
- [2] Badan Pusat Statistik. Berita resmi statistik. Bps.Go.Id, [Internet]. 2021;27:1-52. Available from: bps.go.id/pressrelease/2021/01/21/1854/hasil-sensus-penduduk-2020.html [Accessed: December 08, 2021]
- [3] Shofihara IJ. Jelang Pilkada Kominfo Minta Pemilih Gunakan Media Daring untuk Mengenal Calon Kepala Daerah@ Kominfo.Go.Id [Internet]. 2020. Available from: https://kominfo.go.id/content/detail/13455/kominfo-kembangkan-kecerdasan-buatan-perangi-pornografi/0/sorotan_media [Accessed: November 13, 2021]
- [4] Statista.com. Number of online shoppers in Indonesia in 2017 and 2020 [Internet]. 2021. Available from: <https://www.statista.com/statistics/971411/indonesia-number-online-shoppers/> [Accessed: March 31, 2021]
- [5] Populix. Menelusuri Lebih Jauh Tren Belanja Online Masyarakat Indonesia. [Internet]. 2020. Available from: <https://www.info.populix.co/post/tren-belanja-online-masyarakat-indonesia> [Accessed: November 23, 2021]
- [6] Kompas.com. Dua Generasi Ini Jadi Penyumbang Terbesar Transaksi E-commerce di RI. [Internet]. 2020. Available from: <https://money.kompas.com/read/2020/08/04/190000226/dua-generasi-ini-jadi-penyumbang-terbesar-transaksi-e-commerce-di-ri?page=all> [Accessed: March 31, 2021]
- [7] Seemiller C, Grace M. *Generation Z: A Century in the Making*. New York: Routledge; 2018. DOI: 10.4324/9780429442476
- [8] Uk.business.trustpilot.com. Why do people read reviews what our research revealed [Internet]. 2020. Available from: <https://uk.business.trustpilot.com/reviews/learn-from-customers/why-do-people-read-reviews-what-our-research-revealed> [Accessed: November 10, 2021]
- [9] Indonesia Gen Z and Millennial Report 2020: The Battle of Our Generation [Internet] 2020. Available from: <https://www.suaraislam.co/wp-content/uploads/2020/01/Alvara-Indonesia-Gen-Z-and-Millennial-Report-2020.pdf> [Accessed: October 12, 2022]
- [10] Bataineh AQ. The impact of perceived eWOM on purchase intention: The mediating role of corporate image. *Canadian Center of Science and Education. International Journal of Marketing Studies*. 2015;7(1):126-137. DOI: 10.5539/ijms.v7n1p126
- [11] Torlak Ö, Özkara BY, Tiltay MA, Cengiz H, Dulger MF. The effect of electronic word of mouth on brand image and purchase intention: An application concerning cell phone Brands for Youth Consumers in Turkey. *Journal of Marketing Development and Competitiveness*. 2014;8(2):61-67
- [12] Cahyono AS. Pengaruh media sosial terhadap perubahan sosial masyarakat di Indonesia. *Jurnal Ilmu Sosial & Ilmu Politik Diterbitkan Oleh Fakultas Ilmu Sosial & Politik, Universitas Tulungagung*. 2016;9(1):140-157. Available from: <http://www.jurnal-unita.org/index.php/publiciana/article/download/79/73>
- [13] Sutrisno S, Haryatmoko H. *Selebriti dan Komodifikasi Kapital*

- di Media Sosial. *Journal Acta Diurna*. 2018;**14**(2):99. DOI: 10.20884/1.actadiurna.2018.14.2.1363
- [14] Rastati R. Media literasi bagi digital natives: perspektif generasi z di Jakarta. *Jurnal Teknologi Pendidikan*. 2018;**06**(01):60-73. DOI: 10.31800/jtp.kwv6n1.p60-73
- [15] Maharani K. The Celebrity Endorser (Selebgram) Effect toward Purchase Intention on Instagram Social Media. 3rd AASIC: Sustainable Development of Asian Community; 2015. pp. 71-78
- [16] Mubarak DAA. Pengaruh Celebrity Endorsement Terhadap Minat Beli Konsumen (Studi Pada Konsumen Mahasiswa Kelas Reguler Sore STIE INABA Bandung). *Jurnal Indonesia Membangun*. 2016;**3**(1):61-76
- [17] Muda M, Musa R, Putit L. Celebrity endorsement in advertising: A double-edged sword. *Journal of ASIAN Behavioural Studies*. 2017;**2**(3):21. DOI: 10.21834/jabs.v2i3.188
- [18] Ajzen I. The theory of planned behavior. *Organizational Behavior and Human Decision Processes*. 1991;**50**(2):179-211. DOI: 10.1016/0749-5978(91)90020-T
- [19] Kazmi A, Mehmood QS. The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur. Pakistan. *Management Science Letters*. 2016;**6**:499-508
- [20] Shahrinaz I, Kasuma J, Yacob Y, Rahman DHAA, Mahdi AF. Relationship and impact of eWOM and brand image towards purchase intention of smartphone? *Journal of Scientific Research and Development*. 2016;**3**(5):117-124
- [21] Teuku Roli Ilhamsyah Putra, Ridwan, Muhammad Calvin. How electronic word of mouth (eWOM) affects purchase intention with brand image As A mediation variable: Case of Xiaomi smartphone In student. *Journal of Physics: Conference Series*. 2019:1-7
- [22] Nguyen T. The influence of celebrity endorsement on young Vietnamese consumers' purchasing intention. *Journal of Asian Finance, Economics and Business*. 2021;**8**(1):951-960. DOI: 10.13106/jafeb.2021.vol8.no1.951
- [23] Rachbini W, Universitas Pancasila. The influence of celebrity endorsements on purchase intention (a study on VIVO V7). *IOSR Journal of Business and Management (IOSR-JBM)*. 2018;**20**(8):59-66. DOI: 10.9790/487X-2008045966
- [24] Westbrook RA. Product/consumption-based affective responses and postpurchase processes. *Journal of Marketing Research*. 1987;**24**(3):258-270
- [25] Saleem A, Ellahi A. Influence of electronic word of mouth on purchase intention of fashion products on social networking websites. *Pakistan Journal of Commerce and Social Sciences*. 2017;**11**(2):597-622. Available from: <https://www.jespk.net/publications/384.pdf>
- [26] Litvin SW, Goldsmith RE, Pam B. Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*. 2008;**29**(3):458-468
- [27] Hennigh-Thurau T, Gwinner KP, Walsh G, Gremler D. Electronic word-of-mouth via consumer opinion platform: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*. 2004;**18**(1):38-52
- [28] Lin C, Wu YS, Chen JCV. Electronic word-of-mouth: The moderating roles of

- product involvement and brand image. In: Proceedings of 2013 International Conference on Technology Innovation and Industrial Management. Available from: <http://www.toknowpress.net/conference>
- [29] Cheung CMK, Thadani DR. The effectiveness of electronic word-of-mouth communication: A literature analysis. In: BLED 2010 Proceedings. 2010. Available from: <https://aisel.aisnet.org/bled2010/>
- [30] Farha Wan Zulkiffli W, Man Hong L, Iskandar Fahmie Ramlee S, Naqib Bin Mat Yunoh M, Che Aziz R. The effectiveness of electronic word-of-mouth (eWOM) on consumer purchase intention among generation-Y. *International Journal of Accounting Finance and Business*. 2017;2(6):18-26
- [31] Park C, Wang Y, Yao Y, Kang YR. Factors influencing eWOM effects: Using experience, credibility, and susceptibility. *International Journal of Social Science and Humanity*. 2011;1(1):74-79
- [32] Akyuz A. Determinant factors influencing eWOM. *Mediterranean Journal of Social Sciences*. 2013;4(11):159-166
- [33] Hung et al. Critical factors of WAP services adoption: An empirical study. *Electronic Commerce Research and Applications*. 2003;2(1):42-60
- [34] Schiffman LG, Wisenblit J. *Consumer Behavior*. 12th ed. Pearson: New Jearsey; 2019
- [35] Keller KL. *Strategic Brand Management*. 4th ed. England: Pearson Education Limited; 2013. ISBN 13: 978-0-273-77941-4 ISBN 10: 0-273-77941-9
- [36] Schiffman L, Kanuk L. *Consumer Behavior*. USA: Pearson Prentice Hall; 2009
- [37] Solomon M, Bamossy G, Askegaard S, Hogg MK. *Consumer behaviour (A European perspective)*. 3rd ed. London: Prentice Hall; 2006. ISBN (print): 0273687522
- [38] Ohanian R. Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*. 1990;19(3):39-52. DOI: 10.1080/00913367.1990.10673191
- [39] Erdogan BZ. Celebrity endorsement: A literature review. *Journal of Marketing Management*. 1999;15(4):291-314. DOI: 10.1362/026725799784870379
- [40] Priyankara R, Weerasiri S, Dissanayaka R, Jinadasa M. Celebrity endorsement and consumer buying intention with relation to the television advertisement for perfumes. *Management Studies*. 2017;5(2):128-148. DOI: 10.17265/2328-2185/2017.02.005
- [41] Rafsandjani RF. Analyzing the effect of trust and perceived value on purchase intention (case study of Shopee). *Management and Economics Journal*. 2018;2(1):65-78
- [42] Lin HF. Predicting consumer intentions to shop online: An empirical test of competing theories. *Electronic Commerce Research and Applications*. 2007;6:433-442. DOI: 10.1016/j.elerap.2007.02.002
- [43] Hootsuite. Available from: <https://www.hootsuite.com> [Accessed: May 05, 2021]
- [44] Berkup SB. Working with generations X and Y In generation Z period: Management of different generations In business life. *Mediterranean Journal of Social Sciences*. 2014;5(19):218-229. DOI: 10.36941/mjss

- [45] Wijoyo H, Indrawan I, Cahyono Y, Handoko AL, Santamoko R. *Generasi Z & Revolusi Industri 4.0*. Purwokerto: Pena Persada; 2020:1-2
- [46] Rogers EM. *Diffusion of Innovations*. New York: The Free Press; 1983. ISBN 0-02-926650-5
- [47] Deloitte. *The Deloitte consumer review: The growing power of consumers* [Internet]. 2014. Available from: <https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/consumer-business/consumer-review-8-the-growing-power-of-consumers.pdf> [Accessed: December 04, 2021]
- [48] Tapscott D. *Grown up Digital: How the Net Generation Is Changing your World*. McGraw-Hill; 2009
- [49] Park DH, Lee J, Han I. The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*. 2007; Summer; **11**(4):125-148
- [50] Sa'ait N, Kanyan A, Nazrin MF. The effect of eWOM on customer purchase intention. *International Academic Research Journal of Social Science*. 2016; **2**(1):73-80. ISSN: 2289-8441
- [51] Sheth JN, Newman BI, Gross BL. Why we buy what we buy: A theory of consumption values. *Journal of Business Research*. 1991; **22**(1):59-170
- [52] Serban C. Marketing communication in online social programs: Ohanian model of source credibility. *The Annals of the University of Oradea Economic Sciences*. 1 Jul 2010:778-784
- [53] Ertugan A, Mupindu P. Understanding the relationship between celebrity endorsement on social media and consumer purchasing intention. *International Journal of Advanced and Applied Sciences*. 2019; **6**(5):59-66. DOI: prefix: 10.21833
- [54] Adnan A, Jan FA, Alam W. Relationship between celebrity endorsements & consumer purchase intention. *Abasyn Journal of Social Sciences*. 2017; **10**(2):356-372. ISSN: 1998-152X, EISSN: 2221-6782. Available from: <http://ajss.abasyn.edu.pk/admineditor/papers/V10I2-9.pdf>
- [55] Wowkeren.com. *Jadi Model Online SHop, Mulan Jameela Difitnah Netter Bikin Rugi Karena Konsumen Kabur?* [Internet]. 2017. Available from: <https://www.google.com/amp/s/www.wowkeren.com/amp/berita/tampil/00187075.html> [Accessed: November 16, 2021]
- [56] Kok Wei K, Li WY. Measuring the impact of celebrity endorsement on consumer behavioural intentions: A study of Malaysian consumers. *International Journal of Sports Marketing and Sponsorship*. 2013; **14**(3):2-22. DOI: 10.1108/ijsms-14-03-2013-b002
- [57] Bernard K, Bandaranayake S, Kularathne C, Pathirage C, Perera H. An examination of the celebrity endorsement towards consumer purchase intention, of young females in Sri Lanka (from a case study of fairness creams): A pilot study and overview of the findings. *Global Journal of Management and Business Research*. 2019; **19**(4). DOI: 10.17406/GJMBR
- [58] Aziz ZDA, Omar MK, Ariffin S. The effects of celebrity endorsements towards purchase intention among Malaysian millennials. *Religación. Revista de Ciencias Sociales y Humanidades*. 2019; **4**(7):198-206. DOI: 10.46652/rgn