



# META-ANALYSIS: THE INFLUENCE OF CELEBRITY ENDORSEMENTS ON GENERATION Z'S ONLINE PURCHASING DECISIONS

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## ARTICLE INFO

### Article history:

Received July 30 2023

Revised August 27, 2023

Accepted September 25, 2023

Available online October 31, 2023

### Keywords:

*Endorser, Generation Z, Purchase Decision*



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## ABSTRACT

Generation Z actively interacts on social media, namely TikTok and Instagram. This is an opportunity for business people to use the services of Instagram celebrities or TikTokers to influence their shopping behavior. The purpose of this review is to draw conclusions about how much influence endorsers have on the online shopping behavior of generation Z. Generation Z spends half of their time on social media. The author tries to review several studies both at home and abroad to draw generalizations regarding the role of endorsers in influencing the online shopping behavior of generation Z. The method used in this review is meta-analysis, which summarizes several studies over the last 10 years regarding the online shopping behavior of the generation. Z is influenced by celebgrams or tiktokers. The results of the review show that generation Z is more influenced by digital marketing, therefore it is advisable for business people to use Instagram celebrities, TikTokers or YouTubers if they want to use celebrity endorsements in their advertising.

## 1. INTRODUCTION

The composition of Indonesia's population is dominated by the millennial generation and generation Z. Generation Z is the generation born in 1997 - 2012. Meanwhile, the millennial generation was born in 1981 - 1996. These two generations have similar shopping behavior, namely they are more likely to shop online. If generation Z experiences disappointment when shopping online, they will continue to shop online for a short time. Meanwhile, the millennial generation needs time to recover from their feelings of disappointment. After recovering from their feelings of disappointment, they will return to making online purchases.

Apart from that, generation Z and millennials are both active on social media. Generation Z spends more than 4 hours/day on social media, while the millennial generation spends around 2 - 3 hours/day. Generation Z uses Instagram and TikTok more intensively, while the millennial generation uses Facebook more often (IDN Research Institute, 2019). Generation Z being active on social media is an opportunity for business people to introduce their products through social media such as Instagram, TikTok, YouTube and Facebook. Business people can use Instagram celebrities, TikTokers, and YouTubers as influencers among young people. Based on this phenomenon, the author is interested in discussing the influence of celebrity endorsers further by conducting a study of research in the last 10 years.

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## LITERATURE REVIEW

### Celebrity Endorsements

According to Belch (2009) Celebrity endorsers are supporters of a product who act as messengers to strengthen the image of a brand. Furthermore, according to McCracken (1989), a celebrity endorser is defined as someone who has received public recognition for several achievements in their respective scientific disciplines and uses this recognition to display products and show them to the public. According to Roll (2011), celebrity endorsement is a brand communication process, where celebrities are considered as brand spokespersons and assert brand claims by using their popularity, character and personality to attract people's attention. This gives companies a better opportunity to convey their message to consumers. Based on the research results of Deshbhag and Mohan (2020), celebrity trustworthiness and celebrity expertise are the two most important dimensions of celebrity that influence the risk perception of Indian FMCG consumers. Consumer purchase intentions are positively influenced by perceived risk.

### Buying decision

According to Kotler (2009), purchasing decisions are buyer decisions where consumers actually buy. According to Kotler (2009), the stages in purchasing are as follows: 1) Pre-purchase stage At this stage, several behaviors that occur include: a) Looking for information (information contact) Consumers will look for information about products, brands from various sources such as newspapers, magazines, television, internet. Consumers may also communicate with salespeople, friends and relatives about products and brands. b) Taking funds (funds access) Apart from needing to find information about the product and brand to be purchased, consumers also need to know where the funds will be used to purchase the product. Next, 2) Purchase stage At this stage, the behavior that occurs includes: a) Contacting the shop (store contact). The desire to buy a product will encourage consumers to look for a shop where they can buy the product. b) Looking for products (product contact) Consumers visit the shop, then consumers must search for and obtain the product they want to buy. c) Transactions The third stage of the purchasing process is carrying out transactions, namely exchanging goods for money, transferring ownership of goods from the shop to the consumer.

**Table.1 Research That Shows the Influence of Endorsers on Purchasing Decisions**

Authors	Findings
Hassan, et al (2014)	The research results show that endorsement via local Indian celebrities had a less significant influence on purchase intentions in Pakistan, with no major differences based on the celebrity's country of origin. Celebrity and consumer relationships were assessed and confirmed that celebrity attributes (Local or Indian) are not very important in purchase intention of existing products, but quality and brand Image and brand loyalty are key factors of purchase intention.
Kumar & Ramakrishnan (2016)	The research results show that endorsement via local Indian celebrities had a less significant influence on purchase intentions in Pakistan, with no major differences based on the celebrity's country of origin. Celebrity and consumer relationships were assessed and confirmed that celebrity attributes (Local or Indian) are not very important in purchase intention of existing products, but quality and brand image and brand loyalty are key factors of purchase intention.
Aziz, et al (2019)	The research results show that the behavior of the millennial generation relies on advertising and feedback on social networks to gain trust. Therefore, companies need to put extra effort into crafting specific marketing campaigns aimed at their needs, lifestyle and delivering it to them at the right time. Companies leverage the power of celebrities as influencers to promote and spread the word about the company's products. Personal words and recommendations tend to be more trustworthy. However, the challenge is that companies must be careful in choosing celebrities to represent their brands, especially for the millennial generation who expect brands to stand for certain values. Choosing the wrong endorser is sometimes detrimental. This may not only cause embarrassment but also damage the image and cause a huge loss of revenue.
Putra, et al (2020)	The research results show that brand awareness mediates the influence of celebrities on customer interest. When a celebrity presents an advertisement,

	it will give the impression to customers that the celebrity has a good reputation and the attractiveness will have a good impact. The implication of this research is that the need for celebrity endorsement is related to the importance of attracting people's purchasing power to the market. A good reputation and attractive appearance have added value that will provide a reminder to customers.
Suharto & Nasikah (2020)	Research findings show that companies that involve celebrities in advertising can provide information about products and can attract consumers and provide positive perceptions about the product and ultimately can increase trust in the product. Involving celebrities in advertising can attract consumers to make purchases. Consumer trust in the company can fulfill consumer needs and desires so that it can lead to a decision to buy the products offered.
Ikawati, et al (2021)	The research results show that celebrity endorsers and advertising attractiveness have a positive and significant effect on brand image. This can be interpreted as saying that the better the celebrity branding and advertising appeal, the better the consumer brand image of Tokopedia Application Users themselves. Furthermore, celebrity endorsers have a positive and significant influence on purchasing decisions, so it can be concluded that celebrities can be one of the considerations for consumers in purchasing decisions. Advertising attractiveness also has a positive and significant influence on purchasing decisions. This can mean that the attractiveness of the advertising carried out, such as the uniqueness of the advertisement, the form of presentation, and the promotion of ideas, will have a strong attraction to make consumers buy a product using the Tokopedia application.
Evan, et al (2021)	The research results show that three attributes are familiarity with the celebrity, trustworthiness of the celebrity; and celebrity expertise in providing recommendations has a positive impact on consumer purchasing intentions.
Lestari & Wahyono (2021)	The research results show that celebrity endorsers, online promotions and brand image have a positive and significant effect on purchasing decisions. Brand image is also able to mediate the influence of celebrity endorsers and online promotions on purchasing decisions.
Ismaila, et al (2022)	The findings in the study revealed that trust influences teens' purchasing decisions more than social media engagement. Online affordability influenced young people's purchasing decisions more than source alignment and digital campaigns had a greater influence on young people's purchasing decisions than source attractiveness. It can be concluded that digital marketing has more influence on young people's purchasing decisions. Organizations with a young target audience are adopting more digital marketing strategies as it influences young people's purchasing decisions rather than celebrity endorsements.
Nabil, et al (2022)	The findings in this study indicate that celebrity endorsements do have an impact on purchase intentions of luxury brands, especially when measuring aspects of celebrity endorsements, which are celebrity credibility, celebrity expertise, product-celebrity fit, physical attractiveness, and trustworthiness. However, the analysis shows that trustworthiness has the most significant impact, while celebrity expertise is partially significant.
Sutomo (2022)	The research results show that: Celebrity endorsement has a direct influence on Brand Image, Brand Image has a direct influence on Purchase Decisions, Celebrity Endorsement has a direct influence on Purchase Decisions, Celebrity Endorsement has an indirect influence on Purchase Decisions through Brand Image. The results of this research also show that the influence of the Celebrity Endorse variable on purchasing decisions via brand image in Maybelline

	cosmetics is 45%, while the rest is influenced by other variables outside this research.
Abianti & Wahyudi (2023)	Based on the results of the analysis carried out in this research, it can be concluded that brand attitude, brand loyalty and celebrity endorsement influence customer purchase intentions. Apart from that, the celebrity endorsement variable also influences brand loyalty and brand attitude.
Adedeji (2023)	The findings in this study indicate that products advertised by celebrities will have higher value and higher demand, expensive products endorsed by experts have a greater chance of being purchased. Celebrity endorsements are more national than local market products, and highly educated customers are less influenced than less educated customers. This paper recommends a critical study of customer perceptions, celebrities' assigned roles with products, and an understanding of the integration of celebrity endorsements. The familiarity of the selected celebrity with the market is also appropriate.
Al-Mutairi & Siddiqui (2023)	The findings in this study show a significant relationship between the dependent variable "purchasing decision" and the independent variables "attractiveness, trust, and expertise." The attractiveness of celebrities plays an important role in shaping customer purchase intentions. The research results show that the female group is more influential in terms of gender differences. It is also found that the younger group is more influential in terms of age differences, this supports a study conducted by a leading media agency Mediaedge: cia (MEC).
Arsyad et al (2023)	The research results show that celebrity program endorsements have a positive and significant influence on brand image, social media marketing has a positive and significant influence on brand image, and celebrity programs do not significantly influence purchase intentions. Furthermore, brand image has a positive and significant influence on purchase intention.
Tarigan et al (2023)	The results show that at the industry level brand image plays a positive mediating role in the relationship between celebrity endorsement and purchase intention, although there is a negative direct relationship between the two. At the brand level, celebrity endorsement has a negative impact on Samsung purchase intentions, but does not show a significant influence on the Vivo brand. However, its positive brand image mediates the relationship between the two. Furthermore, multigroup analysis revealed that the difference in influence between the two brands was not statistically significant.

## 2. METHODS

The research method uses meta analysis. Meta-analysis is a statistical technique for combining the results of 2 or more similar studies to obtain a quantitative mix of data. Meta-analysis steps: (1) Determine and study the research topic to be summarized; (2) Find and collect a number of studies on a predetermined topic and select them; (3) Calculation of measurements using meta-analysis methods and hypothesis testing on measurements; (4) Identify whether there is heterogeneity in effect sizes in the model at this stage; (5) Analysis of moderator variables; (6) Draw conclusions and interpret the results of meta-analysis research.

## 3. RESULTS AND DISCUSSIONS

Most research results show that Celebrity Endorsers have a significant influence on online purchasing decisions. However, in several studies it was found that celebrity endorsement did not have a significant effect on purchasing decisions. In several studies, celebrity endorsements have more influence on brand image or brand trust. The involvement of celebrity endorsers does not influence people's purchasing decisions, especially those with higher education, they are more rational and considerate.

Celebrity endorsers play a greater role in brand recall. When choosing a celebrity endorser, you need to be careful, don't make the mistake of using a celebrity endorser. The public's negative perception of celebrities can affect the brand image of a company's product. In other research, it was found that celebrity endorsers can have a positive and significant influence when mediated by brand image. For generation Z, they are more influenced if advertising media uses digital marketing, such as using social media. Therefore, it is more appropriate to use influencers such as celebsgrams, tiktokers, or YouTubers. This is because they are more familiar with these influencers considering that they spend more than 4 hours per day on social media.

#### 4. CONCLUSION

A generalization can be drawn that celebrity endorsements have a positive and significant influence on generation Z's online purchasing decisions. However, there are several studies showing the insignificant influence of celebrity endorsements on purchasing decisions. This is influenced by other factors such as the public's negative perception of the celebrity. Thus, careful consideration is needed in selecting the right celebrity endorsement so that it can represent the character of the product.

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