

# THE ROLE OF CELEBRITY ENDORSERS IN INTEREST IN BUYING LOCAL BEAUTY PRODUCTS ON TIK TOK: PARASOCIAL INTERACTION THEORY OF THE MILLENNIAL GENERATION IN JAKARTA

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**Abstract.** Changes in media using the internet make it easier for various human needs not only in communicating. Humans can do anything with the internet, where the internet seems to be a primary human need because it fills almost all spaces of life. This study aims to determine how the influence of the role of a celebrity endorser has on consumer buying interest in local Indonesian beauty products through the perspective of parasocial interaction related to the experience of the millennial generation in Jakarta using the systematic literature review (SLR) method. The Systematic Literature Review (SLR) in this study has collected data from several journal articles regarding Parasocial Interaction Theory and its application to the context of the experience of buying interest in the millennial generation. This study reviews previous research and from this study it was concluded that the interaction of celebrity endorsements on social media turned out to have a big influence on sales of local beauty brands. The role of Celebrity Endorsement turned out to be quite a high attraction for respondents or consumers in developing their purchase intention for local beauty products. Meanwhile, celebrity credibility shows a moderate impact on the millennial generation. This also shows that there is Celebrity Endorsement in the marketing strategy which triggers the millennial generation to use a particular product and increases purchase intention .

**Keywords:** celebrity endorsement; interaction parasocial theory; purchase intention; Tiktok

## I. INTRODUCTION

In the current era of globalization, changes and developments in the world today have a lot of influence on humans in living their daily lives. One of the most influential developments is in the field of technology, more specifically in the field of technology and information. Over time, the development of the media turned out to be growing very rapidly, where the media has long been a tool to find various sources of information. Information media started through conventional media such as print media (newspapers and magazines), then radio, and developed into television. In line with this, the media continues to develop so that the internet appears, where the internet is one of the existing innovations to offer many conveniences in supporting human development in terms of quality of life. The development of the internet allows everyone to be connected to each other, even though there is an obstacle. Changes in media using the internet make it easier for various human needs not only in communicating. Humans can do anything with the internet, where the internet seems to be a primary human need because it fills almost all of their lives. First appeared in 1969 in the form of a computer network created by ARPA (Advanced Research Projects Agency). ARPA built the first internet network which was later named the ARPANET. This is the forerunner to the formation of the Internet network. In 1994, the internet began to enter Indonesia. The internet in Indonesia is known by a unique name, namely Paguyuban Network. The internet also has benefits and even negative impacts, one of the benefits that can be taken is to support

economic activity. Technological sophistication allows economic activities to be carried out online, anywhere and anytime. Through marketplaces, e-commerce, or online stores. Marketing has now shifted digitally with the internet.

One that greatly impacts the development of the internet is the sale of beauty products. Beauty products, especially local products from various beauty companies in Indonesia, are now increasingly showing the diversity and dynamism of the industry. Based on monitoring by [Compas.co.id](http://Compas.co.id), at the beginning of 2021, the beauty care category outperformed sales transactions in e-commerce by 46.8%. This diversity is also rife in social media, one of which is Tik Tok. Many local beauty product companies continue to compete to market their products in various ways, including the influencer endorsement method. In order to excel in the market, companies invest large sums of money by designing creative marketing initiatives. Local beauty companies are also starting to utilize and work with well-known, admired and idolized celebrities to endorse their products and differentiate them from competing companies (Jiménez-Castillo & Sánchez-Fernández [1]). This is in line with data from Big Commerce which concludes that as many as 17% of companies divert more than half of their annual marketing budget to influencer marketing campaigns (Bailis [2]). Through these data, influencer marketing is considered to have a big role in a company's marketing strategy to increase buying interest in its products.

In 2022, one of the TikTok applications is popular with Millennials. TikTok is a social media and entertainment

media that ranks second with the most users in Indonesia. As of April 2022, Indonesia is in 2nd place for the country with the largest TikTok audience, namely 99.07 million users. When pulled to the first quarter of 2020, TikTok was downloaded by 315 million people worldwide, where this number increased by 58% and was the highest number ever before (Li, et al. [3]). Based on data submitted to dataindonesia.id, the average TikTok user in Indonesia spends 23.1 hours per month or the equivalent of 46 minutes per day.

This research will use TikTok as the media under study because it is an entertainment medium that is developing rapidly in Indonesia. Tiktok is a social media application that specifically presents videos with a unique For Your Page algorithm. This application was created in China in 2016. In Indonesia, the development of tiktok has drawn controversy because it is considered to only provide content that is less useful, but over time the development of tiktok in Indonesia has increased and is used as a medium to increase knowledge, information, education, entertainment and positive things others. The development of tiktok extends to the field of marketing, entrepreneurs are starting to realize the opportunities for tiktok which can increase their sales as well as a means for branding their products. This is supported by the addition of the yellow basket feature which makes it easier for sellers and buyers to make transactions via TikTok. Apart from these features, entrepreneurs are also aware of the opportunity to market their products through live tiktok by providing various attractive offers. On the one hand, some local cosmetic brands also collaborate with celebrities or well-known public figures to endorse their products and services through traditional advertising channels, influencers are individuals who become well-known online because of their knowledge and expertise on certain topics such as food, fashion, technology, travel, education, reviews, music, movies, sports (Lou & Yuan [4]). The word "Influence" can be broadly defined as the power to influence a person, object or course of events (Brown & Hayes [5]). Brown and Hayes [5] explain that influencers are third parties that significantly shape consumer decisions to buy.

Even though they are considered a productive generation, the millennial generation is considered very consumptive (CNN [6]). The current millennial generation has a large population and their purchasing power makes them attractive targets for many consumer industries (Moreno et al [7]). The presence of influencer endorsements and the convenience of online shopping have influenced the millennial generation to act consumptively. Influencer endorsements are an effective way of marketing products for the millennial generation. When they make one of the influencers their idol, they will be interested or influenced to buy the goods used by the influencer (CNN [6]). This happens because these influencers are considered more credible than traditional advertising in general (Allsop et al [8]). The millennial generation tends to spend their income faster than previous generations, because in their life philosophy is to live the moment and balance work life with personal life (Moreno et al, [7]).

Celebrities have a strong role and are considered capable of building strong relationships between consumers that have never happened before. This parasocial interaction then directly or indirectly influences consumer purchase intentions. Based on the background previously described, this study aims to determine how the influence of the role of a celebrity endorser has on consumers' buying interest in local Indonesian beauty products through the perspective of parasocial interaction related to the experience of the millennial generation in Jakarta using the systematic literature review (SLR) method.

## II. RESEARCH METHODS

The research method to be used is Systematic Literature Review (SLR). Fink in 2007 said that the systematic Literature Review (SLR) is "a systematic, explicit, comprehensive, and reproducible method for identifying, evaluating, and synthesizing the existing body of completed and recorded work produced by researchers, scholars, and practitioners" (Dobbins et al. [9]). Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines will also be used in this study. There are four phases of this guideline, namely: identification, screening, eligibility and criteria for inclusion of reports that fall within the scope of the research topic.

The journals found were journals in Indonesian and English, with international academic journal standards. The search process is carried out by searching for the keywords parasocial interaction theory and celebrity endorsement on search engines, which will then be sorted to find those that are appropriate and relevant to the needs of this study. The keywords used are: Celebrity endorsement, Interaction Parasocial theory, TikTok Data collection was carried out by searching and selecting academic journals which were carried out online at several sites, such as Scopus, Sage Journals, Taylor & Francis and ProQuest. The time range selected for searching academic journals is 2001-2021. Through a search for journals with international standard academic journal criteria, and the use of keywords, as well as time limits, 65 journals were found. Then, through the selection process according to the research topic, there are 15 journals to be analyzed. An analysis of the theory will be carried out using 15 selected journals.

## III. RESULTS AND DISCUSSION

### *Credibility and the Role of Celebrity Endorsement on Millennial Generation Purchase Intentions*

In the research *The Impact of Celebrity Endorsement on Millennials' Purchase Intention towards Local Health and Beauty Products* conducted by Zarith Delaila Abd Aziz, Muhammad Khalil Omar and Shahira Ariffin in 2020, it was explained that credibility is the main factor influencing consumer attitudes towards celebrity endorsements. Celebrity credibility is persuasive and positively influences consumer beliefs, attitudes, and opinions. Celebrity credibility refers to the favorable characteristics of endorsers that can influence

consumer acceptance of their message (Ohanian [10]). There are two dimensions found in source credibility, namely expertise and trustworthiness. Singh and Banaerjee confirmed that consumers may have a positive attitude towards advertised brands when celebrities have high credibility and thus influence purchase intentions. However, the effect of celebrity credibility is affected differently by product category and celebrity category. For product categories, the success of a celebrity endorsement depends on consumer involvement in the product.

Not only that, in a study entitled *The Mediating Role of Customer Relationship on the Social Media Marketing and Purchase Intention Relationship with Special Reference to Luxury Fashion Brands in 2017* conducted by Vikas Gautam & Vikram Sharma in India, it was also explained that the influence of social media marketing activities and customer relationship on consumer purchase intention for growth and sustainability in the luxury fashion industry very effective. Management research around the world has explained that consumer purchase intentions in various product categories have an effect on marketing activities on social media and even word-of-mouth interactions, in fact, also have an impact on purchase intentions. In addition, customer relationships in terms of trust and intimacy can also affect consumer purchase intentions. Some special efforts should also be made to focus on social media marketing activities, by integrating social media marketing activities with customer relations (trust and intimacy) to understand more precisely consumer purchase intentions. The bond between the customer and the brand, as well as the customer relationship is also very important. Therefore, the use of social media for marketing communications seems to be the most appropriate medium for local beauty brands at the moment. Using social media seems suitable for customer retention and attracting new customers. Local beauty brands must provide many alternatives for consumers to stay competitive. In a competitive marketing environment, an emphasis on the customer as a valuable asset cannot be productive all the time. Therefore, it is highly recommended for local beauty brands to engage in social media marketing activities and provide education and the benefits of using local beauty brands to customers.

In another study, namely *The effect of celebrity physical attractiveness and trustworthiness on consumer purchase intentions: A study on Nigerian consumers* researched by CA Onua, J. Nwaulunea, EA Adegbolaa and G. Nnorom in 2019 also explained that celebrities are individuals who popular in the public arena because of their physical attractiveness and believability. The marketing strategy uses celebrities to promote a product in order to create awareness and increase the credibility of their advertisements. However, the use of celebrities to endorse consumer products by the telecommunications communications industry in Nigeria requires huge costs to acquire physically attractive Celebrity Endorsers and a lack of celebrity trust as customers feel that celebrities are being paid to appear on a brand. Customers in this study trust the brand more. Therefore, this study was chosen to investigate the effects of celebrity physical attractiveness and trust on consumer purchase intentions

through internet-based communication tools. This research was conducted on 519 students randomly choosing a sample size and a well-structured questionnaire. Data were analyzed using descriptive and inferential statistics (Structural equation model). And finally, it was revealed that celebrity physical attractiveness has a positive effect on consumer purchase intention of selected telecommunication companies in Nigeria. Celebrity trust has a positive and significant effect on consumer purchase intention of selected communication companies in Nigeria. It can be concluded that celebrity endorsement turns out to be important in consumer purchase intention of selected telecommunication companies in Nigeria. In fact, this study recommends that telecommunications companies should focus when selecting celebrities for endorsement purposes because physical attractiveness and consumer trust are reflected in harmony with their presence (celebrity).

#### *Parasocial Interaction with Celebrity Endorsements on Social Media*

Research conducted by Lauren I. Labrecque in 2020 entitled *Celebrity endorsement in social media contexts: understanding the role of parasocial interactions and the need to belong* discusses this research, finding that parasocial interactions fully mediate the relationship between social media interactions and celebrity attachments, then it turns out that celebrity attachment influences purchase intention directly and indirectly through both cognitive (brand credibility) and affective (brand attractiveness) elements, but needs to be a moderating part of the relationship between social media interaction and parasocial interaction, and needs to be a moderating part of the relationship between attachment celebrity and brand appeal. The exploratory analysis in this study reveals whether different types of social platforms may be more conducive to building parasocial interactions. The purpose of this study is to explore the mechanisms underlying the use of social media influencing the effectiveness of endorsers. Based on theories related to parasocial relationships, self-disclosure, and Celebrity Endorsements, this study proposes a theoretical research model and tests the model empirically using online survey data collected by 400 Korean Wave fans in Singapore. And the results found overall, that social media exchanges with celebrities have a significant impact on celebrity endorsements, and that exchanges have different implications depending on whether the effect is mediated or not mediated by self-disclosure and parasocial relationships.

#### *Millennial Consumer Behavior and Millennial Generation Characteristics*

The Millennial Generation is an important element in e-commerce development. Having grown up socializing and shopping online, the use of this e-commerce generation will continue to grow as their income increases. Not only that, they are also looking for products and brands that suit their personality, lifestyle, social values and community. This can be an opportunity for local beauty brands to use online media by integrating technology into everyday life through Celebrity Endorsements. With mobile devices and internet facilities, it turns out that the purchasing power and interest of the

millennial generation, who have a consumptive character, are very sensitive to electronic word-of-mouth (eWoM) advertisements because they are considered more credible than radiation advertisements because they are seen as advertisements that have been evaluated by "humans". - people like me" (Allsop, Bassett, & Hoskins [8]).

In the research *The Characterization of the Millennials and Their Buying Behavior* conducted by Flor Madrigal Moreno, Jaime Gil Lafuente, Fernando Ávila Carreón, Salvador Madrigal Moreno in 2017, revealed that the millennial generation is an important consumer group. Therefore, knowing how they behave is also a matter that is considered important. This research wants to explain the behavior of the millennial generation, who belongs to this generation group and why they are an interesting group in various social and economic sectors, by showing the most prominent attitudes, tastes and buying behavior. Then, it is known that the millennial generation is a very attractive market consumer because they grow up in an environment with technology that provides a platform for personalization and direct satisfaction for all aspects of life. As a result, the buying process for them is a pleasure time, where loyalty to the brands they buy is relative. Millennials tend to spend their income quickly and use websites more often and participate through social networks like Facebook. The results show that millennials are more interested in virtual advertisements such as coupons or discounts. The results in the literature providing a description of millennial consumers are showing in detail the importance of this market segment and their buying behavior.

Parasocial interaction is a unilateral relationship formed by individuals and mediated personnel, including celebrities. Although one-sided, these relationships can feel as real as face-to-face interpersonal relationships that include elements of friendship (eg, reciprocity based on liking, intimacy, and self-disclosure) and understanding (eg, feelings of knowing the celebrity personally). The origins of parasocial interaction can be traced back to the emergence of mass media, such as television and radio, which first gave audiences the illusion of intimacy with the persona, and the interactive capabilities of social media have increased the openness to form these relationships (Labrecque [11]). In particular, social media allows brands and celebrities to communicate with consumers instantly and from a first-person perspective by offering glimpses into their daily lives (Labrecque [12]). Thus, even though they do not know Celebrity Endorsement directly, consumers tend to form an intimate and deep psychological relationship with them.

Indirectly, social media has now become the most effective media in the marketing business. The public can access information and even shop through social media. Because of this, everyone can now use social media as an effective way to make sales online. One of the social media that is now an effective marketing tool is the Tiktok application. Initially, Tiktok was only used as a medium for seeking information and even a place to show one's own talents. However, now Tiktok has also become one of the largest marketing media using the Live strategy in the Tiktok

Shop, where consumers can see an item or product directly without worrying that the item may not match what is displayed. Tiktok is not only useful in spreading information but also being the most effective marketing tool. The Live Tiktok Shop also has a very significant effect on local beauty brands, where as is currently the trend, all local beauty brands use Celebrity Endorsement to help media promotions deliver the fastest delivery, by directly reviewing these beauty products. Celebrity Endorsement directly displays and uses beauty products that will be reviewed and informs Before and After of these products. Even the most expensive fees that Celebrity Endorsements get are usually if they really honestly inform the product so that consumers can see the quality of a product in real terms.

#### IV. CONCLUSION

The Systematic Literature Review (SLR) in this study has collected data from several journal articles regarding Parasocial Interaction Theory and its application to the context of the experience of buying interest in the millennial generation. This study reviews previous research and from this study it was concluded that the interaction of celebrity endorsements on social media turned out to have a big influence on sales of local beauty brands. The role of Celebrity Endorsement turned out to be quite a high attraction for respondents or consumers in developing their purchase intention for local beauty products. Meanwhile, celebrity credibility shows a moderate impact on the millennial generation. This also shows that there is Celebrity Endorsement in the marketing strategy that triggers the millennial generation to use a particular product and increases purchase intention. Future research can be considered not only to see the buying interest of the millennial generation for a brand that depends on the role of celebrity endorsements in carrying out marketing strategies for a local beauty brand, but also to provide reviews of the products used, so that beauty brands local businesses can take advantage of this situation to achieve significant levels of sales and mutual benefit from millennial behavior that tends to be consumptive in purchasing local beauty products. This can be beneficial for the brand because the millennial generation does word of mouth (Wom) in reviewing these products.

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