# The Influence of Instagram Endorsment Celebrities on Impulsive Buying Behavior of Students in Rokan Hulu Regency, Riau Province

**Triyani Capeg Hadmandho**
Universitas Pasir Pengaraian, Riau, Indonesia
E-mail: t.hadmandho@gmail.com

### ABSTRACT

*The use of Instagram as a digital marketing medium has become increasingly popular since the emergence of the microcelebrity phenomenon or what is commonly referred to as Instagram celebrity (celebgram). In Indonesia, the use of endorsement programs has increased very rapidly and has become a trend in the online business world. Impulse buying is one of the unique characteristics of the Indonesian people, namely purchases that are made spontaneously, without planning and without careful consideration. Despite the fact that more and more companies or online businesses are using the services of celebrity endorsements, scientific knowledge about the effect of celebrity endorsements on impulse buying behavior is still limited. This research only focuses on endorsement programs for fashion products and impulse purchases. This research provides a new contribution to the importance of endorsement programs in encouraging impulse buying behavior and provides insights for further research on a larger scale. The purpose of this study was to determine the influence of celebrity Instagram endorsements on impulsive buying behavior among students in Rokan Hulu Regency, Riau Province. This study used a sample of 100 students who were selected using a non-probability sampling technique. The survey method was carried out using a questionnaire strategy, male and female respondents were given the same questionnaire. The resulting data will be analyzed using the SPSS program. The analytical tool used is Multiple Linear Regression by conducting classic assumption tests (Normality Test, Heteroscedasticity, Multicollinearity Test), and Hypothesis Test (F Test, t Test and Coefficient of Determination Test). In this study, the output was targeted in the form of one accredited national journal. TKT Description The proposed research is at level 2.*

*Keywords: Selebgram, Endorsement, Impulsive Purchase.*

## INTRODUCTION

One of the most popular social media used by Indonesian people is Instagram. Data from [1], shows that the number of active social media users in Indonesia is 160 million. Of this total, the number of Instagram users is 63 million. The survey conducted [2] stated that as many as 78% of consumers bought a product from a business account after finding an online shop account on Instagram. The role of Instagram is increasingly popular as a digital marketing medium, thus triggering the emergence of the microcelebrity phenomenon or what we know as Instagram celebrity (celebgram). A celebgram is someone who has many followers and likes on photos or videos uploaded to their Instagram account.

In Indonesia, the use of endorsement programs has increased very rapidly and has become a trend in the online business world. Celebgrams are considered to have attractiveness, reputation and publicity advantages that are able to entice consumers to buy the products they advertise. Unknowingly consumers often make spontaneous purchases or impulse purchases. Impulse buying occurs when someone experiences the urge to buy a product suddenly, without planning, without wise consideration of the reasons why and for what the product is purchased.

Previous research has focused a lot on famous celebrities on TV and media [5] for

example actors, singers, TV actresses, capital, sports figures, etc. [3], only a few have examined celebrities. Even though famous celebrities can only be used by big companies and well-known brands that can afford to pay high prices on a national and even international scale [6]. Meanwhile, there are many online celebrities (celebgrams) who are popular or viral on social media whose abilities are not significantly different from celebrities [7] and whose pay is relatively cheaper, thus making many marketers target them [8] to promote their products and brands.

Although there are many studies on endorsements, such as the influence of celebrity endorsements [3], celebrity endorsement attitudes [9] the role of celebrity endorsements (Sokolova & Kefi, 2020) [10], program interaction [11], in general they only focus on purchase intentions [3 ] [7] [9] [10] [11], brand attitudes [8], buying behavior [12], and consumptive behavior [13], scientific knowledge about the influence of celebrity Instagram endorsements on impulsive buying behavior is still very limited.

Existing research results in an opaque picture of impulse buying associated with celebrity endorsements. Like research conducted by [14] which examined the use of influencers for continuous promotion of unplanned behavior in (online) fashion consumption, this study only emphasizes unplanned behavior, but fails to provide a specific picture of impulsive or buying behavior. unplanned.

This research only focuses on endorsement programs for fashion products and impulse buying behavior, because impulsive buying behavior is very important for the fashion industry [4]. This study aims to explore how celebrity endorsements influence impulse purchases online for fashion products.

From the background above, researchers are interested in testing the effect of celebrity endorsements on impulsive buying behavior among students in Rokan Hulu Regency, Riau Province.

## LITERATURE REVIEW
### Credibility

Credibility is perceived as someone who can be trusted andhaveinsight into product knowledge, brand reliability, etc., so that they are considered as the most capable person to convince the audience in making a decision. According to [18] credibility is the extent of celebrity expertise and objectivity in building consumer trust, expertise refers to knowledge, experience or skills related to the brand being supported. Celebrities who have the ability to trust their credibility will represent the advertised brand. Meanwhile [3] represents credibility as an individual observation of the certainty of an information. Celebrities are usually seen as a credible source of information on the products they endorse.

According to [19], credibility has two components, namely expertise and trustworthiness. Thus, the greater the expertise and trust possessed, observers will view sources as credible. One thing that is important from the positive effect of using a credible endorser is that the recipient of the message tends to reduce their doubts. When an endorser who has a high level of expertise and trust is used, people tend to reduce their defenses and not respond cognitively. In short, the credibility of sources can change what is believed, attitudes and behavior with appropriate guidance.

### Personality

Personality is something that describes the characteristics (uniqueness) of a person that distinguishes that person from other people. By knowing a person's personality, it will be able to predict the behavior that that person will display in dealing with a particular situation [20]. According to [3] celebrities must have attractive and likable personalities so that they are easily recognized, then celebrities must also have eye-catching personalities to increase feelings towards advertisements.

It is believed that celebrities can quickly connect and make customers like or choose products, so that if there is a brand or product promoted by a celebrity figure, it will increase sales which will create mutual benefits for celebrities and especially for companies.

**Power pull**

Individuals tend to like people they like, are beautiful or handsome, and have a lot in common. Attractiveness is something that can increase the interest and attention of many people, not only limited to body shape, but includes all physical attributes of the endorser, such as face, hair color and physical appearance [16]. In addition, the personality of an endorser, the things he likes, the similarities he has with consumers, and the lifestyle that consumers feel will also affect the interpretation of attractiveness. According to Shimp [18], physically attractive supporters will produce advertisements and product evaluations that are more pleasant than advertisements using less attractive communicators. But empirical evidence shows that compelling advocates are more effective when backed by images.

Meanwhile, according to [21] attraction is giving pride when using the product in question, including (1) The psychological value of stories that have psychological value. Stories make people work with the right brain, easy to remember, and make them easy to influence. Because stories can be directly associated with their real lives. This story became familiar to him, (2) The audience's liking for the resource persons was due to their attractive physical appearance, good behavior, and the characters of other personnel.

**Impulsive Buying**

According to Verhagen [22], impulsive buying is perceived as someone who experiences the urge to buy a product, without wise consideration of the reasons why and for what the product is purchased. The urge is sometimes irresistible, out of control and oblivious to the consequences of the behavior. As an affective of the cognitive processes that dominate impulse buying, the decision-making process is usually short and spontaneous [23].

The definition of impulsive buying behavior usually refers to the number of items put in the basket more than the number of items on the shopping list [24]. Impulse buying behavior has been described as new purchases or runaway purchases that break normal buying patterns [25].

## METHODS

This research is a quantitative research using a survey method. In business research, quantitative methods are usually used to measure consumer behavior, knowledge, opinions and attitudes. The survey method was carried out using a questionnaire instrument which was distributed in person and online.

The population in this study were students in Rokan Hulu Regency, Riau Province who have Instagram accounts. The sampling method in this research uses non-probability sampling, with a purposive sampling method with the type of judgment sampling. In judgment sampling the respondents were selected by the researcher according to predetermined criteria. The number of samples in this study were 100 students with the following criteria:

1. Men and Women, with the reason that consumers of fashion products consist of men and women
2. Active Instagram users who follow celebrity programs, with the reason that they can provide a stimulus through endorsement advertisements that they post on Instagram to encourage impulse buying behavior.
3. Have bought a fashion product at least once, with the reason that even though it was at least once purchased, it is expected to be able to provide perceptions about impulsive buying behavior.

The research will be conducted at all tertiary institutions in the Rokan Hulu district, Riau Province, namely Pasir Pengaraian University, Rokania STKIP, Tuanku Tambusai STAI and the Syekh Ibrahim Al-Qur'an Science Institute. This research was conducted for one year, starting in February 2022 and expected to be completed in February 2023.

## RESULTS and DICUSSION

There were 150 questionnaires distributed in this research online via Google form by distributing questionnaire links on social media within a period of 2 months, from May 2022 to July 2022. Of the 150 questionnaires distributed, only 164 questionnaires were returned and only 100 questionnaires were used. for research purposes, then data processing is carried out. The data processing process and analysis of the results of the data processing are presented through descriptive analysis of the characteristics of the respondents, and SPSS 26 analysis. Descriptive analysis of the characteristics of the respondents is used to describe the characteristics of the respondents while analysis with SPSS 26 is used to test the hypotheses proposed in this study.

The analysis of the characteristics of the respondents begins with the differences in the sex of the respondents which are presented in the following table:

Table 4.1 Characteristics of Respondents by Gender

| Gender | Number of people) | Percentage (%) |
|---|---|---|
| Man | 17 | 17 |
| Woman | 83 | 83 |
| Total | 100 | 100 |

Source: Processed data (2022)

Characteristics of respondents based on gender showed that almost all respondents were female, namely as many as 83 people (83%).

While the number of male employees is only 17 people (17%). The results of this study indicate that most of the students who are active Instagram users in Rokan Hulu Regency, Riau Province, are women. Women also tend to be more impulsive than men, because women are more emotional and use their feelings more, making it difficult to hold back their desire for something.

Respondent characteristics based on age are presented in the following table:

Table 4.2 Characteristics of Respondents by Age

| Age | Number of people) | Percentage (%) |
|---|---|---|
| 17-24 Years | 92 | 92 |
| 25-35 Years | 8 | 8 |
| Total | 100 | 100 |

Source: Processed data (2022

The characteristics of the respondents based on the age of the respondents were the majority in the age range of 17 to 24 years, namely 92 people or 92%. The remaining 8 people (8%) are aged 25-35 years. Based on the age level, it indicates that students fall into the category of late adolescents and early adults which are a period of transition and searching for identity. At this time they tend to have an unstable level of emotional maturity, so that decisions are often made without careful consideration.

The characteristics of respondents based on the frequency of shopping online are presented in the following table:

Table 4.3 Characteristics of Respondents Based on Frequency of Online Shopping

| Frequency of Online Shopping | Amount | Percentage (%) |
|---|---|---|
| 1-3 times | 31 | 31.0 |
| 4-6 times | 16 | 16.0 |
| 7-10 times | 13 | 13.0 |
| > 10 times | 40 | 40.0 |

| Total | 100 | 100.0 |
|---|---|---|

Source: Processed data (2022)

The characteristics of respondents based on the frequency of spending by students in Rokan Hulu Regency, Riau Province, are approximately 1-3 times, totaling 31 people (31%), 4-6 times totaling 16 people (16%), 7-10 times totaling 13 people (13%) , and more than 10 times as many as 40 (40%). So the majority of students in Rokan Hulu Regency, Riau Province shop online more than 10 times as many as 40 people (40%).

**Classic assumption test**

In multiple linear regression, it is known by several classical assumptions of multiple regression or also known as BLUE (Best Linear Unbias Estimation). The simple classic assumption test aims to identify whether the regression model is a good model or not. There are several tests of these classical assumptions, viz

1. Normality test

The data normality test was carried out to see whether the dependent and independent variables in the regression model had a normal distribution or not. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the normality assumption.

Table 4.4 Normality Test Results
**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residuals |
|---|---|---|
| N | | 100 |
| Normal Parameters, b | Means | .0000000 |
| | std. Deviation | 2.23164816 |
| Most Extreme Differences | absolute | 077 |
| | Positive | 077 |
| | Negative | -.066 |
| Test Statistics | | 077 |

| | |
|---|---|
| asymp. Sig. (2-tailed) | .148c |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

The results of normality calculations using the SPSS 26 program show that the Asymp. Sig is 0.148 or greater than the value of 0.05 (α = 0.05), so it can be said that the data is normally distributed.

2. Heteroscedasticity Test

Heteroscedasticity is used to test whether in the regression model, there is an unequal variance of the residuals from another observation. If the residual variation from one observation to another observation remains, then it is called homoscedasticity, and if the variance is different it is called heteroscedasticity. A good model is that there is no heteroscedasticity. To interpret the results of the heteroscedasticity test, namely by carrying out the Glejser test, namely the significance value of the independent variable is greater than 0.05, then according to the basis for decision making in the Glejser test, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

Table 5. Heteroscedasticity Test Results
**Coefficientsa**

| Model | | Unstandardized Coefficients B | std. Error | Standardized Coefficients Betas | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 2,317 | 1896 | | 1,222 | .225 |
| | Credibility | .015 | .065 | 024 | .225 | .822 |
| | Personality | -.104 | 076 | -.145 | -1,370 | .174 |
| | Attractiveness | 047 | 063 | 077 | .741 | .461 |

a. Dependent Variable: ABS

The results of the heteroscedasticity test show that the significance value (Sig.) for the credibility variable is 0.822. For the personality variable is 0.172. Meanwhile, the significance value (Sig.) for the attractiveness variable is 0.461. Because the significance value of the three variables above is greater than 0.05, according to the basis for decision making in the Glejser test, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

3. Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. This test was carried out by looking at the tolerance value and variance inflation factor (VIF) from the results of the analysis using SPSS 26. If the tolerance value is > 0.10 and VIF < 10, it is concluded that there is no multicollinearity. The multicollinearity test of the data used can be seen in Table 4.13 below:

Table 6. Multicollinearity Test Results
**Coefficientsa**

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | tolerance | VIF |
| 1 | Credibility | .917 | 1,090 |
| | Personality | .913 | 1,096 |
| | Attractiveness | .939 | 1,065 |

a. Dependent Variable: Impulsive Buying

The multicollinearity test results show that the Variance Inflation Factor (VIF) value for the credibility variable is 1.090, the personality variable is 1.096, and the attractiveness variable is 1.065. Each independent variable has a value less than 10. Likewise, the tolerance value for credibility is 0.917, the personality variable is 0.913 and the attractiveness variable is 0.939. So it can be concluded that there are no symptoms of multicollinearity between the independent variables as indicated by the tolerance value of each independent variable which is greater than 0.1 and the VIF value is less than 10.

4. Hypothesis testing

Table 7. Test Results for the Coefficient of Determination
**Summary modelb**

| Model | Change Statistics | | | | |
|---|---|---|---|---|---|
| | R Square Change | FChange | df1 | df2 | Sig. FChange |
| 1 | .368a | 18,657 | 3 | 96 | .000 |

a. Predictors: (Constant), Attractiveness, Credibility, Personality

b. Dependent Variable: Impulsive Buying

Based on the test results of the coefficient of determination it is known that the R Square Change value is 0.368 or 36.8%. This value gives the sense that credibility, personality, and attractiveness contribute to impulsive buying by 36.8%. The rest is influenced by other variables outside the research analysis.

5. F test results

To test this hypothesis, the f statistic is used with the criteria for making a decision if the calculated value of f is greater than f table, then Ho is rejected and Ha is accepted.

Table 8. F test results
**ANOVAa**

| Model | | Sum of Squares | df | MeanSquare | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 287,465 | 3 | 95,822 | 18,657 | .000 b |
| | residual | 493,045 | 96 | 5.136 | | |

| | | | | | |
|---|---|---|---|---|---|
| Total | 780,51 0 | 9 9 | | | |

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), Attractiveness, Credibility, Personality

The results of the F test showed that the calculated F value was 18.657 with a significant level of 0.000 less than alpha 0.05 (5%). Thus simultaneously credibility, personality and attractiveness have a positive and significant effect on impulsive buying.

6. Test Results t.

Table 9: Test Results t

**Coefficientsa**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | std. Error | Betas | | |
| 1 | (Constant) | -5,835 | 3,546 | | -1,645 | .103 |
| | Credibility | .498 | .122 | .345 | 4,079 | .000 |
| | Personality | .552 | .141 | .331 | 3,904 | .000 |
| | Attractiveness | .258 | .118 | .183 | 2,185 | .031 |

a. Dependent Variable: Impulsive Buying

The results of the t test obtained the regression equation as follows:

**Impulsive Buying = -5.835+ 0.498 Credibility + 0.552 Personality + 0.258 Attraction**

The t test results obtained results:

a. The constant value is -5.835 meaning that influenced by credibility, personality and attractiveness, the impulse purchase will increase by -5.835.

b. The effect of credibility on impulsive purchases obtained a sig value of 0.000, which is less than 0.05 (<0.05). So it can be concluded that there is a direct positive and significant influence between credibility and impulsive buying. Thus the hypothesis is accepted.

c. The influence of personality on personality obtained a sig value of 0.000, which is less than 0.05 (<0.05). So it can be concluded that there is a direct positive and significant influence between personality and impulsive buying. Thus the hypothesis is accepted.

d. The effect of attractiveness on impulsive purchases obtained a sig value of 0.031, which is less than 0.05 (<0.05). So it can be concluded that there is a direct positive and significant influence between workload and job satisfaction. Thus the hypothesis is accepted.

## Discussion

### 1. The Effect of Credibility on Impulsive Buying

The results of the study confirmed that the sig. 0.000 is smaller than 0.05 (< 0.05). Thus the hypothesis is accepted. So it can be concluded that credibility directly has a positive and significant effect on impulsive purchases. This shows that the higher the credibility of an endorsement program, the more impulsive buying will increase in students. Vice versa, the lower the credibility of an endorsement program, the lower the impulsive buying of students.

Credible endorsement programs tend to make consumers continue purchasing behavior to benefit from the products advertised by the celebrity. Credibility is the main factor that triggers someone's impulsive buying behavior. According to [26], Credibilityendorser isthe extent to which the celebrity's expertise and objectivity in building consumer trust, expertise refers to the knowledge, experience or skills associated with the endorsed brand. Celebrities who have the ability to trust their credibility will represent the advertised brand. The results of this study are in line with the results of

research revealed by [27] which states that a comprehensive celebrity endorser credibility will stimulate customer curiosity to know more about the products used by Instagram celebrities and lead to the most ideal decision of impulse buying.

## 2. The Effect of Personality on Impulsive Buying

The results showed that the sig value of 0.000 was smaller than 0.05 (<0.05). Thus the hypothesis is accepted. So, it can be concluded that personality has a positive and significant influence on impulsive buying. This indicates that the better the celebrity endorsement personality, the more impulsive purchases will increase.Personality is something that describes a person's characteristics that distinguishes that person from other people. A celebrity's attachment to a particular brand creates a brand image and helps in personifying that image. Consumers perceive brands as individuals and associate their personalities with celebrity personalities.

According to [28] Celebrities must have attractive and likable personalities so that they are easily recognized, furthermore celebrities must also have eye-catching personalities to increase feelings towards advertisements.It is believed that celebrities can quickly connect and make customers like or choose products, so that if there is a brand or product promoted by a celebrity figure, it will increase sales which will create mutual benefits for celebrities and especially for companies.

The results of this study are in line with research conducted by [3] which revealed that male respondents had a positive influence on celebrity endorser personalities on impulsive purchases.

However, in contrast to female respondents, in previous studies, personality did not influence impulsive purchases. However, in this study personality influences impulsive defense in students. This is because women are more likelylike or select a productbuy products promoted by Instagram celebrity figureswhich is interesting when using the product and also beautiful.

## 3. The Effect of Attraction on Impulsive Buying

The results showed that the sig value of 0.031 was smaller than 0.05 (<0.05). Thus the hypothesis is accepted. So it can be concluded that attractiveness has a positive and significant influence on impulsive purchases. The higher the attractiveness of the endorsement program, the more impulsive purchases will increase. This is because individuals tend to like people they like, beautiful or handsome, and have a lot in common with consumers. According to [29], attractiveness is something that can increase the interest and attention of many people, not only limited to body shape, but includes all physical attributes of the endorser, such as face, hair color and physical appearance. The results of this study are in contrast to research conducted by [30] which revealed that the attractiveness of celebrity endorsers has no effect on purchase intentions. However, the results of this study are in line with research conducted by [3]; [31] which revealed that the attractiveness of celebrity endorsers had a positive and significant effect on purchases.

## CONCLUSION

1. There is a positive and significant influence between credibility and impulse buying. This reveals that the higher the celebrity endorser's

credibility, the more impulsive purchases will increase among students in Rokan Hulu Regency, Riau Province.

2. Personality directly has a positive and significant effect on student impulse purchases. This indicates that the better the personality of the celebrity endorser, the more impulsive purchases will increase among students in Rokan Hulu Regency, Riau Province.

3. Attractiveness has a positive and significant effect on impulsive purchases. This means that the higher the attractiveness of the celebrity endorser, the higher the impulsive purchase for students in Rokan Hulu Regency, Riau Province.

# REFERENCES

Hootsuite. (jan, 2020). Digital 2020: Indonesia.

IPSOS and Instagram (2018). Instagram reveals the behavior of online shop buyers in Indonesia.

Abbas, A., Afshan, G., Aslam, I., and Ewaz, L. (2018). The Effect of Celebrity Endorsement on Customer Purchase Intention: A Comparative Study. Current Economics and Management Research, 4(1), 1-10.

Khan, N., Hui, LH, Chen, TB, Hoe, HY (2015). Impulse Buying Behavior of Generation Y in Fashion Retail. int. J.Bus. Manag, 11(1), 144–151.

Ford, J.B. (2018). What do We Know about Celebrity Endorsements in Advertising. Journal Advertising Research, 58(1), 1–2.

Abidin, C. (2016). Visibility of labour: Engaging with Influencers' Fashion Brands and #ootd Advertorial Campaigns on Instagram. Media International Australia, 161(1), 86–100.

Pengfei Shi., Xiaojing Lu., Yi Zhou., Chaojing Sun., Liying Wang., & Biao Geng. (2021). Online Stars vs. Celebrity Endorsements: The Role of Self-Concept and Advertising Appeal in Influencing Purchase Intention. Frontiers in Psychology, Vol. 12, 1-15.

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. International Journal Advertising, 36(5), 798–828.

Ragil Asmara, R,. Budi, S., & Dadang, S. (2019). Exploring The Impact of Celebrity Endorsements on The Attitudes and Purchasing Intentions In Instagram, Indonesian Journal of Business and Entrepreneurship, 5(2), 107-117.

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions, Journal Retailing Consumer Services, 53, 101742

Purwanto. (2021). #I Envy, therefore, I Buy! #: the Role of Celebgram Trustworthiness and Para-social Interactions in Consumer Purchase Intention, Journal of Management and Entrepreneurship, 23(2), 186-196.

Reginald Esangbedo (2011). The Impact of Celebrity Endorsement on the Buying Behavior Rowan University Students Age 18-24.

Hera wati. (2019). The Influence of Selebgrams as Celebrity Endorsements on Consumptive Behavior of Student Students, Journal of Social Education Society, 9(2), 722-727.

Leanne, J., & Cecilia, L. (2022). Sustainably Sustaining (Online) Fashion Consumption: Using Influencers to Promote Sustainable (Un)planned Behavior in Europe', Journal of Retailing and Consumer Service, 64 (2022), 102775.

Juliana., Erina Widianti,. & Vanessa Wijaya. (2021). Celebgram Credibility

and Trust: Consequences on Intention to Buy, Journal of Hospitality and Tourism, 7(1), 1-9.

Yolanda Mayang, S., Rina Suthia, H., & Murhatini Salim. (2021). The Effect of Trustworthiness, Attractiveness, Expertise and Popularity of Celebrity Endorsement, Journal of Management and Entrepreneurship, 9(2), 163-172.

Malin Sundstrom, Sara Hjelm-Lidholm & Anita Radon. (2019). Clicking the Boredom Away-Exploring Impulse Fashion Buying Behavior Online, Journal of Retailing and Consumer Service, 47(2019), 150-156.

Shimp, TA (2014). Integrated Marketing Communications in Advertising and Promotion. Jakarta: Salemba Empat.

Gunawan, FA, & Dharmayanti, D. (2014). Analysis of the Influence of Television Advertising and Endorsements on Purchases Intention of Pond's Men with Brand Awareness as Intervening Variable. Surabaya: Petra Christian University.

Herlan Suherlan and Yono Budhiono. (2013). Service Psychology, Change Media, Bandung, p. 10.

Lili & Doni. (2017). Communication and Marketing Management (Bandung: Alfabeta), p. 239.

Verhagen, T., and Van Dolen. (2011). The Influence of Online Store Beliefs on Consumer Online Impulse Buying: A Model and Empirical Application, Journal of Information & Management, Vol. 48, 320–327.

Vohs, KD, and Faber, RJ (2009). Spent Resources: Self-Regulatory Resource Availability Affects Impulse Buying, Journal of Consumer Research, 33(4), 537–547.

Hui, SK, Huang, Y., Suher, J., Inman, JJ (2013). Deconstructing the "first moment of truth": Understanding unplanned consideration and purchase conversion using in-store video tracking, J. Mark. Res. 50, 445–462.

Aruna, S., Santhi, P. (2015). Impulse purchase behavior among generation-Y. IUP J.Mark. Manag, 14(1), 21–38.

Spry, A., Pappu, R. and Cornwell, BT (2011). Celebrity endorsements, brand credibility and brand equity. European Journal of Marketing, Vol. 45 No. 6, pp. 882-909.

Jawaid, S., Rajput, AA, and Naqvi, R. (2013). Impact of Celebrity Endorsement on Teenager's Impulsive Buying Behavior. Interdisciplinary Journal of Contemporary Research in Business, Vol. 4, No. 10.

Mishra, AK, Sachan, N., Mutsuddi, M., Mukherjee, A. (2015). Kinase active Misshapen regulates Notch signaling in Drosophila melanogaster.Exp. Cell Res.339(1): 51-60.

Zhu, QY, Amelina, D., and Yen, D. (2020). Celebrity Endorsements and Impulsive Buying Intentions in Social Commerce - The Case of Instagram in Indonesia: Celebrity Endorsements.Journal of Electronic Commerce in Organizations, 18(1):1-17.

Nugraha, R., and Kusumawardani, K. (2018). The Influence of Celebrity Endorsement in Instagram towards Customer Behavior and Purchase Intention in Healthy Food Diet Business.Firm Journal of Management Studies, 3(2).

Santini, L., González-Suárez, M., Russo, D., Gonzalez-Voyer, A., von Hardenberg, A., and Ancillotto, L. (2019). One strategy does not fit all: determinants of urban adaptation in mammals.Eco. Lett. 22, 365–376. doi: 10.1111/ele.13199