

Research Article

The Effect of Celebrity Endorsement of Food and Beverage Products on Social Media on Impulsive Buying Behavior of Young Adults in Malang

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Abstract.

This study examines the impact of celebrity endorsements for Food and Beverage (FnB) products on Instagram on impulsive buying behavior among young adults in Malang City, Indonesia. In today's digital era, social media has become a dominant marketing, especially among youth. Celebrity endorsements act as emotional triggers that capture the attention of teenagers and young adults, often leading to unplanned purchases. Using a quantitative approach, data were collected through questionnaires distributed to 100 respondents aged 18–24. The findings reveal a significant relationship between celebrity endorsements and impulsive buying of FnB products on Instagram. The results indicate that such endorsements can influence impulsive purchase decisions among teenagers and young adults in Malang City.

Keywords: celebrity endorsement, impulsive buying, social media, Instagram, FnB products, teenagers

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1. Introduction

The high usage of social media, especially among teenagers, has become a common phenomenon in the current era. There are 139 million social media users as of January 2024 in Indonesia [1]. Social media is a platform enabling individuals to interact, express themselves, and exchange experience with others through the internet. Consequently, social media is used as a medium for interaction; however now also utilized by companies for marketing purposes. The increase in social media users is one of the underlying factors for this shift. The percentage of people active in social media from the previous year is presented in Figure 1.



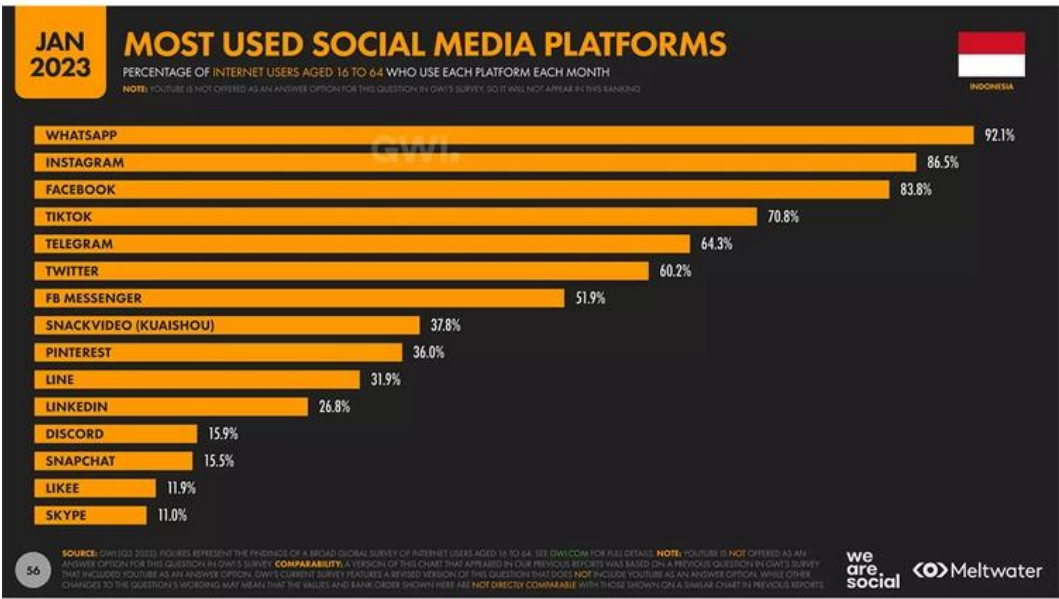


Figure 1: Number of social media users in Indonesia [1].

Moreover, the amount of time spent by the Indonesian population is also influential, with an average duration of 3 hours and 18 minutes spent on social media across various devices every day. This duration ranks as the tenth highest in the world [1]. One of the marketing strategies employed is through endorsements, which have become a trend in marketing media in Indonesia. This is related to the large number of social media users, as shown in the graph above; additionally, the time spent on these platforms also plays a significant role. Endorsement is a new phenomenon in marketing strategy characterized by soft selling in digital marketing to support a product's brand campaign. Endorsers commonly used by business owners to promote their products include influencers, celebrities, fashion stylists, fashion bloggers, and beauty bloggers [2]. Endorsers, as a form of influencer marketing, are used to enhance recognition and visibility of the brand, it's important because endorsers can influence consumers' purchasing decisions [3].

There is a correlation between endorsement and impulsive buying, as seen from one of the celebrity endorsers on Instagram based in Banjarmasin, namely *makananenakbanjar*. *makananenakbanjar* is an account dedicated to reviewing food available in South Kalimantan, particularly in the city of Banjarmasin. Many food business owners conduct endorsements through this account, and many of them express satisfaction with the feedback provided by *makananenakbanjar*, leading them to engage in continuous endorsements. The audience of the *makananenakbanjar* Instagram account

is predominantly composed of millennials, with 21.6% in the age range of 18-24 years and 53.4% of 25-34 years. Therefore, it can be concluded that there is a relationship between endorsements conducted on this Instagram account and impulsive buying in Banjarmasin, which is at 19.4% [4].

The phenomenon of impulsive buying is something that businesses should actively cultivate. Emotionally driven consumers often do not use rationality in their decision-making process. According to Wahyuni and Setyawati [5], impulsive buying, or unplanned purchases in online business, refers to consumer behavior prompted by stimuli that occur while in a store or an online shop. Impulsive purchases can arise from internal and external factors. Internal factors influencing impulsive buying include emotions, gender, age, hedonism, individual income, and low self-control, while external factors can be divided into two categories: product characteristics and marketing characteristics [6]. Product characteristics include factors such as price, size, packaging, and ease of use, while marketing characteristics encompass product display, advertising, and promotion. These factors can lead consumers to make impulsive purchases, both consciously and unconsciously.

Previous research has found an impact of endorsements on impulsive buying behavior, particularly between the credibility of a celebrity and impulsive buying. This indicates that the higher the credibility of a celebrity endorser, the more impulsive the purchasing behavior among students; personality traits also affect impulsive buying in students. This suggests that the better the personality of the celebrity endorser, the higher the increase in impulsive buying. Attractiveness has an important impact on impulsive buying, meaning that the more attractive the celebrity endorser, the higher the impulsive purchases among students [7]. However, there is research that results in the influence of viral marketing and celebrities on impulse buying behavior is very small and can even cause harm [8]. Thus, there are differences in the factors influencing impulsive buying behavior. This research aims to investigate how celebrity endorsements of Food and Beverage (FnB) products on Instagram can affect the impulsive buying behavior of teenagers in Malang and whether it will have an Influential impact or the opposite.

Researcher examines FnB endorsements conducted on social media Instagram to see their influence on late teenage consumers aged 18-24. The choice of Instagram as a platform is because of the large number users in Indonesia in 2023, which totaled 61.610 million users, making up 37.3% according to data from Napoleon Cat, and it is the second most used application overall in 2023 [1].

The selection of Malang city and FnB product endorsements is due to its inclusion in the trade and services sector, which contributes the largest share to the economy (35.9%) and has the highest growth rate (6.5%). This can also be seen from the number of café permits that reached 2,051 in 2023. Moreover, Malang is known as a student city, being one of the educational destinations due to the abundance of schools and universities in the area [9].

At the beginning of the study, to explain impulsive buying behavior, the researcher utilized the theory of endorsement. Endorsement serves as a direct source in conveying messages or informing a product or service in promotional activities that aim to support the effectiveness of the delivery of these messages [10]. In this context, celebrities promote products to attract buyers to make purchases. This generates a push for individuals to buy a product that is being promoted without having a clear reason. The urge that occurs in individuals may sometimes be uncontrollable due to a strong desire. Impulsive buying is related to the quick acquisition of a product without prior planning [11]. Therefore, researchers are interested in examining celebrity endorsements of FnB products on social media Instagram on impulsive buying behavior of teenagers in Malang.

2. Literature Review

2.1. Theory of Planned Behavior

According to Ajzen in Albayati et al. [12] this theory is classified into three categories, namely behavioral, normative, and control beliefs. In addition, this theory also has five theories such as Attitudes towards Behaviors, Subjective Norm, Perceived Behavioral Control, Intention, and Behavior. The theory of planned behavior suggests that human behavior is not only affected by internal factors such as individual attitudes and beliefs, but also by external pressures and the social environment surrounding the individual.

2.2. Impulsive Buying

According to Hadmandho [7] impulsive buying is an encouragement to individuals to buy a product that is being promoted without having a clear reason. The impulse that occurs in these individuals sometimes cannot be controlled because of a very strong desire. According to Rook in Verplanken and Sato [13] impulsive buying occurs when someone

has a sudden and continuous urge to buy something quickly, this impulsive buying occurs without seeing the consequences. Impulsive buying is included in perceived behavioral control because someone decision to purchase something impulsively is influenced by that person' control over their behavior. Perceived behavioral control reflects how far a person has control over their actions, in this case the impulse buying decision.

2.3. Endorsement Celebrity

Celebrity endorsement is someone who has a big name before the public and then utilizes it by recognizing on behalf of consumer goods and appearing in advertisements with these goods. Celebrity Endorsement is an example of a subjective norm, where a person's thoughts are based on the beliefs of others which will affect the motivation to engage in or refrain from a behavior.

3. Material and Methods

3.1. Hypothesis Model

In accordance with the presentation of the theoretical review in this study, in the context of consumer behavior, this theory emphasizes the role of intention in predicting behavior. Celebrity endorsement (X1) is often considered an external factor that influences consumer attitudes and intentions, especially on Instagram. Wagiyem and Larasati (2023) in the study "The Effect of Celebrity Endorsement and Product Quality on Consumer Purchase Interest Through Brand Image" found that Celebrity endorsement directly affects brand image and purchase interest. The results showed that the celebrity endorsement variable (X1) has a direct influence on brand image (Z). In addition, product quality (X2) also has a direct effect on brand image (Z). Meanwhile, celebrity endorsement (X1) has a direct effect on purchase intention (Y). However, product quality (X2) cannot show a direct influence on purchase intention (Y). Finally, brand image (Z) is proven to have a direct influence on purchase intention (Y). In other research conducted by Septiani and Oentoeng [15] in the study "The Effect of Celebrity Endorsement and Price on Purchasing Decisions for Baby Clothes Products on Instagram @ preloved1402" found that Celebrity Endorsement (X1) and Price (X2)

have a positive influence on purchasing decisions (Y) with a coefficient of determination of 31.5% each. While the remaining 68.5% is influenced by other factors outside of these two variables. Thus, it is known that celebrity endorsements can influence consumer attitudes and intentions on social media such as Instagram. Therefore, this study proposes that celebrity endorsements can trigger Impulsive Buying (Y1), which is a spontaneous purchase without prior planning. Considering the explanation above, the hypothesis proposed in this study is:

Ha: Celebrity endorsement of FnB products on Instagram social media affects the impulsive buying behavior of Malang City teenagers.

Ho: Celebrity endorsement of FnB products on Instagram social media has no effect on the impulsive buying behavior of Malang City teenagers.

3.2. Research Methods

In this study, the method use is a quantitative approach with the independent variable namely celebrity endorsement which is from into four indicators being trustworthiness, expertise, attractiveness, and personality. Then for the dependent variable, namely impulsive buying with indicators of purchases without prior planning, purchases without thinking about the consequences, and purchases influenced by emotional responses.

The sampling method used in this research involved non-probability techniques utilizing accidental sampling approaches. This method does not allow for each individual in the population to have an equal chance of being selected as a sample. Accidentally sampling involves selecting participants based on chance, focusing on those individuals who happen to encounter the researchers and are deemed appropriate as primary sources [16]. To establish the sample size, the researchers applied the Lemeshow Formula and utilized a Likert scale for measurement.

The data source used is a primary source obtained by data collection techniques in the form of a questionnaire. Based on Sugiyono [16], a questionnaire is a method in which participants are given questions or written statements to fill out, which is effective in collecting data from large areas and large populations. The questionnaire used in this study is digital from Google Form containing questions that will be shared via social media such as Instagram and filled in by teenage respondents in Malang City who use Instagram social media.

4. Results and Discussion

4.1. Validity Test

TABLE 1: Validity Test Results.

Instrument	r count	r tabel
Endorsement Celebrity		
X1	0,366	0,165
X2	0,591	0,165
X3	0,644	0,165
X4	0,659	0,165
X5	0,710	0,165
X6	0,691	0,165
X7	0,583	0,165
X8	0,555	0,165
Impulsive Buying		
Y1	0,595	0,165
Y2	0,549	0,165
Y3	0,816	0,165
Y4	0,805	0,165
Y5	0,657	0,165
Y6	0,681	0,165

According to Table 1, it can be determined that all questionnaire statement items consisting of 2 variables, namely celebrity endorsement (X) and impulse buying (Y) are valid because the calculated r exceeds the r table (> 0.165).

4.2. Reliability Test

Table 2 presents the test results on the questionnaire’s reliability, indicating that all variables have a Cronbach’s Alpha value exceeding 0.6, confirming their reliability.

4.3. Simplified Linear Regression Analysis

Coefficient test (R) shows that the correlation between hedonism motivation as the independent variable and impulse buying as the dependent variable is 29.9%. Coefficient of determination (R²) indicates that the effect of celebrity endorsement as an

TABLE 2: Reliability Test Results.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.1	36.13	17.205	.301	.783
X.2	36.17	17.031	.318	.782
X.3	36.31	15.448	.567	.761
X.4	36.15	16.634	.398	.776
X.5	36.06	15.956	.412	.774
X.6	35.84	16.580	.363	.778
X.7	35.87	16.437	.333	.781
X.8	35.95	16.836	.287	.784
Y.1	36.47	16.918	.167	.800
Y.2	36.13	16.357	.385	.777
Y.3	36.80	15.131	.478	.768
Y.4	36.66	14.914	.509	.765
Y.5	36.44	15.643	.542	.764
Y.6	36.41	14.810	.638	.753
Cronbach's Alpha			N of items	
0.788			14	

TABLE 3: Simple Linear Regression Analysis Results.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.299 ^a	.089	.080	2.639

independent variable on impulse buying as the dependent variable is 8.9%. F result shows that hedonism motivation as an independent variable affects impulse buying as the dependent variable, while the significance value is 0.003 which means <0.05 . This value proves that simultaneously celebrity endorsement as an independent variable has a significant effect on impulsive buying as the dependent variable.

TABLE 4: t Test.

Model		B	Std. Error	Beta	1	Sig.
1	constant	7.662	2.466		3.107	.002
	Endorsement Celebrity	.320	.103	.299	3.103	.003

Results t value is 3.103 > t table meanwhile a significance value shows $0.003 < 0.05$, it means that H_a is accepted and H_0 is rejected. Constant value shows the consistent value of hedonism motivation as an independent variable of 7.662, while the regression coefficient value X of 0.320 indicates that if hedonism motivation increases by 1%,

impulsive buying will increase by 0.320. The positive sign on the regression coefficient value X indicates a unidirectional influence between celebrity endorsement as the independent variable and impulsive buying as the dependent variable.

5. Conclusion

This research was conducted to determine the effect of celebrity endorsement of FnB products on Instagram social media on impulsive buying behaviour of Malang City teenagers. Where in this study celebrity endorsement is described in the independent variable (X) which affects impulsive buying behavior which is the dependent variable (Y). Based on the results of simple linear regression analysis and T test, the relationship between celebrity endorsement or variable X has a significant relationship with impulsive buying behavior or variable Y which is proven that, the calculated t value is 3.103. This value $> t$, it shows that celebrity endorsement as an independent variable has an influence on impulsive buying as the dependent variable, while significance value is 0.003 which means < 0.05 . This value proves that celebrity endorsement as an independent variable has a real influence on impulse buying as the dependent variable. Based on the comparison of the calculated t value with the t table, and the comparison of the significance value. Therefore, it can be concluded that the effect of celebrity endorsement has an effect on the impulsive buying behavior of FnB products on Instagram social media among Malang City teenagers.

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