

Abstract

Indonesia's beauty industry has experienced rapid growth, with local brands increasingly relying on celebrity and influencer endorsements to attract digitally engaged consumers. However, limited research has examined which endorser characteristics—credibility, attractiveness, expertise, and authenticity—most strongly influence consumer behaviour in this context. This study addresses that gap by investigating the relationship between these traits and consumer responses, specifically purchase intention and brand loyalty, among Indonesian beauty consumers aged 18–35.

Grounded in the Source Credibility Model and the Meaning Transfer Model, this research employed a quantitative, cross-sectional design using an online survey. A purposive sample of 154 valid responses was analysed using SPSS (version 29), including descriptive statistics, Pearson correlation, and independent samples t-tests.

The results reveal that credibility ($r = .628$), authenticity ($r = .539$), and expertise ($r = .576$) were the strongest predictors of consumer behaviour, while attractiveness had a weaker influence. No statistically significant gender differences were found, though large effect sizes suggest potential behavioural variation. These findings indicate that consumers are more responsive to endorsers who are perceived as trustworthy and relatable rather than simply aspirational.

The study contributes to endorsement theory by reaffirming the importance of credibility and highlighting the emerging role of authenticity. For practitioners, it suggests that successful endorsement strategies should prioritise emotional resonance, brand-endorser fit, and content-driven storytelling. Future research is encouraged to explore other moderating variables and use qualitative methods to further unpack the psychological mechanisms behind endorsement effectiveness in culturally specific markets.