

Analysis of Celebrity Impact in Building Intention to Buy Beauty Products with Theory of Planned Behavior

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Abstract: *The popularity of Korean culture, or Hallyu, has had a significant influence on various global industries, including beauty, through the utilization of Korean celebrities as brand ambassadors. This phenomenon creates trends and shapes consumer preferences through the emotional and social appeal attached to Korean celebrities. In order to find out the extent of the impact of Korean celebrities in building purchase intention, a study that specifically examines this is needed. Therefore, this study aims to analyze the role of Korean celebrities in building purchase intention for beauty products in Indonesia using the Theory of Planned Behavior (TPB) approach. This study examines the influence of attitude toward Behavior, subjective norms, and perceived behavioral control mediated by the role of Korean celebrities. Using a mixed method approach, quantitative data was collected from 520 respondents through a survey and analyzed using SmartPLS. In contrast, qualitative data was obtained through in-depth interviews with beauty product users and brand stakeholders. The results show that Korean celebrities significantly influence purchase intention through all three TPB variables, supported by Hallyu's emotional appeal and cross-cultural influence. However, logistical challenges in cross-cultural collaboration and skepticism toward the idealized image of celebrities were identified as potential barriers. These findings provide practical recommendations for the beauty industry in Indonesia to enhance relevant and effective celebrity-based marketing strategies.*

Keywords: *Korean celebrities, purchase intention, Theory of Planned Behavior, Hallyu.*

INTRODUCTION

The Korean Wave, or Hallyu, denotes the global success of South Korean popular culture, especially in the fields of K-pop and K-drama. This phenomenon signifies a shift in influence from traditional power dynamics towards cultural influence (Bok-rae, 2015). Hallyu, derived from the Chinese term "han-liu," means 'cold wave' and describes the rapid spread of Korean media in the Chinese market (Ravina, 2009). Today, Hallyu includes K-drama and K-pop, reflecting the shift from political and economic dominance to cultural influence (Yook et al., 2014). This phenomenon reflects the global shift from political and economic dominance to cultural influence through soft power, which significantly impacts various sectors, including the beauty industry. In Indonesia, the beauty industry has successfully capitalized on Hallyu's influence by adopting influencer-based marketing strategies, particularly through Korean celebrities as brand ambassadors. The role of Korean celebrities has contributed greatly to the growth of the beauty industry in Indonesia (Wulandari & Assidiq, 2023). Indonesian consumers' preference for Korean beauty trends has encouraged various cosmetic brands to collaborate with Korean celebrities (Hasan & Rohaizat, 2022; Setyaningsih & Palupi, 2022). These efforts can be important in shaping consumer perceptions and interest in beauty products.

This phenomenon also reflects the transformation of global marketing strategies, which increasingly focus on cross-cultural approaches to reach international markets. One concrete example is the utilization of Korean celebrities as brand ambassadors in the Indonesian beauty sector. Marketing efforts involving Korean celebrities have proven effective in driving consumer purchase

intent. The influence of Korean culture, including the presence of Korean celebrities, has increased public purchase interest in Korean beauty products (Herman et al., 2023; Tjoe & Kim, 2016). This attraction is driven by product quality and cultural factors, such as the typical Korean aesthetics and lifestyle displayed by Korean celebrities, which become a magnet for Indonesian consumers when choosing beauty products. Therefore, this study aims to examine in depth the influence of Korean celebrities as brand ambassadors on the Behavior of Indonesian consumers, focusing on the formation of their purchase intentions.

This study is based on consumers or users of various *beauty care* products sold in Indonesia, and also these products use the role of Korean celebrities. To understand this, this study uses the Theory of Planned Behavior. This theory is a theory that specifically examines intentions where theory states that attitudes toward Behavior, subjective norms, and perceived behavioral control can shape intentions (Ajzen, 1991, 2020). So, this study seeks to understand how the role of Korean celebrities in building attitudes, subjective norms, and perceived behavioral control and their impact on consumer purchase intentions. In addition, this study also seeks to evaluate the effectiveness of influencer marketing strategies implemented by Korean celebrities and analyze the cultural factors that strengthen the appeal of Korean beauty products in Indonesia. The findings of this study not only provide new insights into the relationship between influencer marketing, consumer behavior, and cross-cultural strategies but also generate practical recommendations for the beauty industry in Indonesia to develop more effective marketing strategies that are relevant to the needs of the local market.

METHOD

Mixed methods research combines qualitative and quantitative approaches to complement each other, minimize the limitations of each, and produce more comprehensive results (Leavy, 2017; Şahin & Öztürk, 2019). This approach combines deductive and inductive data, where qualitative methods deeply understand the meaning of social issues (Creswell, 2014). Meanwhile, quantitative methods systematically test theories and causal relationships to generalize results (Johnson & Christensen, 2014). Quantitative methods excel at theory validation and generalization but can less capture contextual or particular perspectives. While qualitative methods excel in in-depth exploration and adaptation to local contexts, they are difficult to use for large-scale hypothesis testing and are prone to researcher bias (Johnson & Christensen, 2014; Mulyadi et al., 2020). By combining both methods, research can capitalize on the advantages of each to produce a more complete and relevant understanding. This research wants to study the impact of Korean celebrities' promotion of beauty product brands on attitudes toward behavior, subjective norms, and perceived behavioral control.

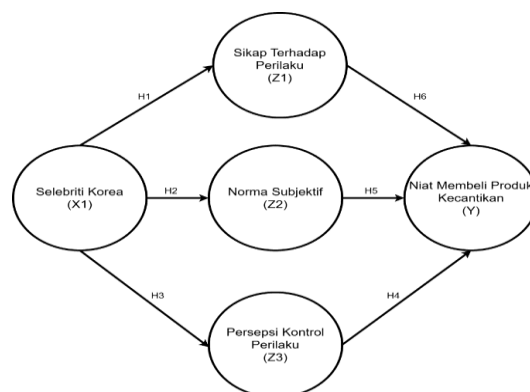


Figure 1. Research Framework

This research framework describes the relationship between the Korean Celebrity variable (X1) and the Intention to Purchase Beauty Products (Y) through three mediating variables, namely Attitude Toward Behavior (Z1), Subjective Norms (Z2), and Perceived Behavioral Control (Z3). Thus, the hypothesis for each variable in the research framework above is as follows:

1. H1: Korean celebrities (X1) influence attitude towards Behavior (Z1).
2. H2: Korean celebrities (X1) influence Subjective Norms (Z2).
3. H3: Korean celebrity (X1) influences perceived behavioral control (Z3).
4. H4: Perceived Behavioral Control (Z3) influences Purchase Intention of Beauty Products (Y).
5. H5: Subjective Norms (Z2) influence Buying Intention of Beauty Products (Y).
6. H6: Attitude towards Behavior (Z1) influences the intention to buy beauty products (Y).

This framework aims to analyze how the influence of Korean celebrities shapes attitudes, subjective norms, and perceptions of behavioral control that ultimately influence consumer intention to purchase beauty products. Respondents involved in this study totaled 520 people throughout Indonesia. As for qualitative data, data collection was carried out by interviewing resource persons consisting of several users of beauty care products as well as the CEO and Brand Director of two *beauty care* brands whose products can be purchased in Indonesia.

RESULTS AND DISCUSSION

This research uses mixed methods with quantitative research analyzed using the Smart PLS application. The qualitative data to be analyzed is data from interviews. Below are the results of quantitative research processed with Smart PLS:

Table 1. Convergent Validity

	Purchase Intention	Subjective Norm	Perceived Behavioral Control	Celebrities	Attitude Toward Behavior
C1				0.958	
C2				0.955	
C3				0.969	
C4				0.935	
I1	0.954				
I2	0.966				
I3	0.966				
I4	0.951				
N1		0.942			
N2		0.928			
N3		0.896			
N4		0.951			
N5		0.93			
N6		0.934			
P1			0.948		
P2			0.941		
P3			0.96		
P4			0.973		
P5			0.948		
P6			0.962		
P7			0.947		
S1					0.972
S2					0.954

	Purchase Intention	Subjective Norm	Perceived Behavioral Control	Celebrities	Attitude Toward Behavior
S3					0.957
S4					0.932
S5					0.889
S6					0.896

Based on the Convergent Validity table, the indicators show high loading values on their respective constructs. For example, indicators C1 to C4 have high values for the Celebrity construct, indicating that these indicators consistently measure the variable. Indicators I1 to I4 also have very high values on the Purchase Intention construct, indicating that they are valid in explaining purchase intention. Similarly, indicators N1 to N6 show good convergent validity on Subjective Norms, while P1 to P7 show very strong values for Perceived Behavioral Control and S1 to S6 for Attitude Toward Behavior. Overall, this table confirms that each indicator has high convergent validity, with loading values over 0.7, the minimum criterion.

Table 2. Discriminant Validity (Cross Loadings)

	Purchase Intention	Subjective Norm	Perceived Behavioral Control	Celebrities	Attitude Toward Behavior
C1	0.926	0.892	0.923	0.958	0.889
C2	0.907	0.844	0.886	0.955	0.835
C3	0.938	0.91	0.942	0.969	0.911
C4	0.892	0.869	0.892	0.935	0.844
I1	0.954	0.867	0.937	0.923	0.858
I2	0.966	0.894	0.929	0.921	0.887
I3	0.966	0.905	0.94	0.94	0.904
I4	0.951	0.929	0.922	0.899	0.914
N1	0.891	0.942	0.901	0.872	0.919
N2	0.816	0.928	0.846	0.785	0.906
N3	0.897	0.896	0.9	0.901	0.848
N4	0.865	0.951	0.897	0.844	0.917
N5	0.846	0.93	0.864	0.818	0.912
N6	0.907	0.934	0.94	0.91	0.896
P1	0.912	0.936	0.948	0.89	0.903
P2	0.911	0.884	0.941	0.914	0.865
P3	0.928	0.94	0.96	0.898	0.926
P4	0.95	0.933	0.973	0.934	0.924
P5	0.921	0.878	0.948	0.916	0.874
P6	0.943	0.916	0.962	0.932	0.913
P7	0.926	0.922	0.947	0.893	0.919
S1	0.906	0.936	0.923	0.898	0.972
S2	0.919	0.915	0.935	0.912	0.954
S3	0.857	0.923	0.884	0.836	0.957
S4	0.825	0.895	0.845	0.791	0.932
S5	0.774	0.863	0.801	0.75	0.889
S6	0.904	0.881	0.903	0.903	0.896

Based on the Discriminant Validity - Cross Loadings table, each indicator has the highest loading value on the measured variable compared to other variables, indicating good discriminant validity. For example, indicators C1 to C4 have the highest loading values on the Celebrity variable. In contrast, I1 to I4 consistently have the highest values on Purchase Intention, and other indicators such as N1 to N6 and P1 to P7 show the highest values on the Subjective Norms and Perceived Behavioral Control variables, respectively. This shows that each indicator is able to represent its variable well, and there

are no inter-construct validity problems. This indicates that the measurement model is eligible for use in further analysis.

Table 3. Discriminant Validity (Fornell Larcker)

	Purchase Intention	Subjective Norm	Perceived Behavioral Control	Celebrities	Attitude Toward Behavior
Purchase Intention	0.96				
Subjective Norm	0.931	0.96			
Perceived Behavioral Control	0.954	0.937	0.972		
Celebrities	0.954	0.921	0.955	0.959	
Attitude Toward Behavior	0.929	0.934	0.947	0.912	0.967

The discriminant validity table using the Fornell-Larcker method shows that each construct in the model has good discriminant validity. This can be seen from the AVE square root value (diagonal), which is greater than the correlation value between constructs (non-diagonal). For example, the Purchase Intention construct has an AVE square root of 0.96, which is greater than its correlations with Subjective Norms (0.931), Perceived Behavioral Control (0.954), Celebrity (0.954), and Attitude toward Behavior (0.929). Similar patterns are also seen in other constructs, such as Subjective Norms (0.96), Perceived Behavioral Control (0.972), Celebrity (0.959), and Attitude toward Behavior (0.967), all of which have higher AVE square root values than the correlations between constructs. This indicates that the indicators of each construct are better able to explain the construct than the other constructs, so this model meets the discriminant validity criteria and can be used for further analysis.

Table 4. Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Purchase Intention	0.971	0.971	0.979	0.92
Subjective Norm	0.969	0.97	0.975	0.866
Perceived Behavioral Control	0.984	0.984	0.986	0.91
Celebrities	0.967	0.968	0.976	0.911
Attitude Toward Behavior	0.971	0.973	0.976	0.872

The reliability and validity tables show that all constructs in the model meet the criteria for good reliability and validity. Cronbach's Alpha values for all constructs are above 0.7, with the highest value in Perceived Behavioral Control (0.984), which indicates excellent internal consistency. The same applies to Composite Reliability (rho_a and rho_c), where all values are above 0.7, indicating that the indicators have high reliability in measuring their respective constructs. In addition, the Average Variance Extracted (AVE) values for all constructs are also above 0.5, with the highest values in Purchase Intention (0.92) and Perceived Behavioral Control (0.91). This indicates that more than 50% of the indicator variance is successfully explained by its construct, which is an indicator of good convergent validity. With these values, it can be concluded that the model meets the reliability and validity criteria for further analysis. This indicates that the constructs in the model are reliable and valid to represent the research data.

	T statistics	P values
Subjective Norm -> Purchase Intention	16.051	0
Perceived Behavioral Control -> Purchase Intention	15.294	0
Celebrity -> Purchase Intention	81.808	0
Celebrity -> Subjective Norm	88.659	0

	T statistics	P values
Celebrity -> Perceived Behavioral Control	109.649	0
Celebrity -> Attitude Toward Behavior	78.007	0
Attitude Toward Behavior -> Purchase Intention	17.937	0

The results of the relationship analysis between variables show that all relationships in the model have strong statistical significance. This is evidenced by T-Statistics values that are consistently above the 1.96 threshold (at the 5% significance level) and P-Values of 0, which are smaller than 0.05. The explanation of the table above is as follows:

1. Subjective Norm → Purchase Intention: Subjective norms have a significant influence on purchase intention (T-Statistics: 16.051).
2. Perceived Behavioral Control → Purchase Intention: Perceived behavioral control also has a significant influence on purchase intention (T-Statistics: 15.294).
3. Celebrity → Purchase Intention: The influence of celebrity on purchase intention is very strong and significant (T-Statistics: 81.808).
4. Celebrity → Subjective Norms: Celebrity significantly affects subjective norms (T-Statistics: 88.659).
5. Celebrity → Perceived Behavioral Control: The relationship between celebrity and perceived behavioral control is highly significant (T-Statistics: 109.649).
6. Celebrity → Attitude Toward Behavior: Celebrity also significantly influenced attitude toward Behavior (T-Statistics: 78.007).
7. Attitude toward Behavior → Purchase Intention: Attitude toward Behavior has a significant influence on purchase intention (T-Statistics: 17.937).

	T statistics	P values
Celebrity -> Subjective Norm -> Purchase Intention	13.051	0
Celebrity -> Perceived Behavioral Control -> Purchase Intention	14.882	0
Celebrity -> Attitude Toward Behavior -> Purchase Intention	13.936	0

The results of the analysis of the relationship between variables show that the effect of celebrity on purchase intention through subjective norms, perceived behavioral control, and attitude towards Behavior are all statistically significant. The T-Statistics values for the three paths are above the 1.96 threshold, namely 13.051 for the path Celebrity→ Subjective Norms→ Purchase Intention, 14.882 for Celebrity→ Perceived Behavioral Control→ Purchase Intention, and 13.936 for Celebrity→ Attitude Toward Behavior→ Purchase Intention. In addition, the P-values of 0 indicate that this relationship is significant at the 5% significance level. Next is the analysis of qualitative data obtained from interviews with *beauty product* users, CEOs, and brand directors of *beauty product* brands that sell their products in Indonesia.

Based on the interviews, Indonesian consumers' positive attitudes towards the country of Korea contribute to their purchase intentions. One interviewee emphasized the Hallyu or Korean Wave effect, particularly in the purchase of cosmetics and skincare products. She attributed this to the widespread phenomenon of Korean culture, such as K-pop groups. For example, the interviewee's intention to buy a *lip tint* was because she knew the brand collaborated with a boy group called Stray Kids, as she says below:

"I think the first time I bought this Brand Nacific product. So, I bought whatever products they had. In this case, I bought their lip tint just because they collaborated with a boy group called

Stray Kids."

Interviews with other interviewees also show the role of celebrities in encouraging purchase intentions. For example, the Indonesian influencer Lifni Sanders can also encourage the interviewee's intention to make a purchase. The interviewee admitted that Lifni Sanders, an Indonesian influencer, influenced her decision to buy various cosmetic products. This is in accordance with her statement below:

"Actually, the only beauty influencer I trust the most is Lifni Sanders. I think the key is that she explains products based on the principle of product-market fit. Yes, market fit. We really want to know, for example, if a lip tint is glossy, looks glossy, and can last a long time. How long does it last? Is it transfer-proof or not? If you wear it all day, what's the end result? When does it start to oxidize?"

This finding shows that domestic influencers are also able to drive the intention to purchase a product. However, behind the role of celebrities or *influencers*, there are also people who are skeptical of the ideal image shown by celebrities in Korean dramas because it is not considered to be in accordance with the existing reality. The interviewee highlighted that there are groups of consumers who buy *beauty products* because they want to look like Korean drama celebrities. However, reality would not be like that. She stated that celebrities build "illusions" or ideal representations that are deliberately designed to fulfill the audience's desires, as she conveyed in the following statement:

"I find this strange because, in the Hallyu community, we all know that actors in movies and dramas are just illusions. They are portrayed in a certain way because that's what we want to see. However, with skincare products, we want to see real improvements in ourselves. So, it feels weird when I want to buy skincare products to actually improve my skin, but actors or Hallyu stars are associated with that illusion. I don't think it really fits."

The CEO of one brand emphasized the importance of brand ambassadors who embody certain characteristics that appeal to the Indonesian and Vietnamese markets. The brand ensures that its ambassadors can effectively represent and emotionally connect with consumers in various cultural contexts, with a focus on traits such as friendliness, environmental awareness, and contribution to society. This careful selection process demonstrates the brand's dedication to building meaningful relationships between brands and consumers and promoting sustainable brand loyalty. The statement from Brand's CEO is as follows:

"After examining the representation of K-pop idols and actors, we ultimately decided to focus on actors because of the specific mission associated with each. His character aligned very well with our product. What kind of character should he present to his fans: friendly or unfriendly? He cares deeply about environmental issues and actively contributes to social issues."

The Brand Director of one of the brands explained that strategic considerations were made in collaborating with influencers such as Park Hyung-sik and Indonesian brand ambassador Reval Hadi. Emphasis was placed on achieving comprehensive brand awareness and brand engagement across both online and offline platforms. The Brand Director's statement is as follows:

"So, what's the next strategy? Actually, while we were preparing for the collaboration with Park Hyung-sik, I was also working with my friends to find Indonesian brand ambassadors. Then, in June, two months later, we launched together with Reval Hadi Riz. If we talk about Reval Hadi and Park Hyung-sik, the benefits might include 360-degree brand awareness and 360-degree brand engagement."

Challenges arise when collaborating with Korean celebrities due to strict requirements and

adherence to Korean standards. These requirements include the use of Korean makeup artists and adherence to certain protocols, which adds to the complexity and cost of collaboration. The Brand Director's statement is as follows:

"With Park Hyung-sik, it was most likely only online because Korean idols have strict collaboration rules. So, we have to pay this and that, so there are barriers to collaboration, and it's unavoidable."

In order to attract the attention of young consumers interested in Korean culture and products, the company decided to direct its focus on local brands. This strategic decision was based on the idea that introducing Korean brand ambassadors could encourage consumers loyal to Korean products to shift their loyalty to local brands. The CEO of one of the brands interviewed stated the following:

"Back then, the target was young consumers, young consumers who were really interested; they still liked products from Korea and liked everything about their culture; it had to be transferred so they knew. Oh, local brands can do something like this, too."

The brand used Korean brand ambassadors to shift consumer loyalty from Korean products to local products. The campaign aims for the Korean ambassadors to influence fans of Korean products while supporting local businesses. Exposure to Korean culture often promotes an image of perfect Korean beauty products, encouraging Indonesian customers to purchase such products (Widayat et al., 2023). This further demonstrates the relevance of using Korean brand ambassadors, as stated by the CEO of one of the brands as follows:

"The main objective was to test the hypothesis that introducing a brand ambassador from Korea would shift the fan base from a less popular product to the endorsed brand."

One of the interviewees also said that a brand's collaboration with Korean celebrities invites positive discussions on social media. This strengthens the influence of these celebrities in encouraging the intention to buy certain *beauty products*. The statement regarding the source can be listened to in the statement below:

"After learning about the collaboration, I saw that there was quite a buzz on social media and a discussion was formed. This situation seemed to encourage me to intend to buy a product that collaborated with one of my favorite Korean celebrities."

A marketing strategy that utilizes the appeal of Korean celebrities to shift Indonesian consumers' preferences from Korean products to local products. By using Korean brand ambassadors, companies seek to capitalize on the popularity of Hallyu to attract fans of Korean products and start considering local brands. The campaign not only aims to increase brand awareness but also strengthen consumer loyalty towards local products through association with Korean celebrities who are considered to have credibility and emotional appeal.

This strategy reflects the company's deep understanding of the influence of Korean culture in shaping consumer perceptions while demonstrating that Korean celebrities can be a bridge to enhance the competitiveness of local brands in a competitive market. It also underscores the relevance of using Korean brand ambassadors to create a loyalty transition from foreign to local brands. This interview clarifies how Korean celebrities influence Attitudes toward Behavior, Subjective Norms, and Perceived Behavioral Control, which significantly increase consumers' purchase intentions. Qualitative data shows that the emotional appeal of Korean celebrities, such as collaborations with K-pop groups and famous actors, creates strong aspirations in consumers. However, the resulting impact by no means escapes consumer skepticism of the "illusion" displayed

by celebrities.

The company's strategy of using local ambassadors such as Reval Hadi and Korean celebrities such as Park Hyung-sik supports the quantitative findings that celebrities are able to build attitudes, subjective norms, and perceived behavioral control that impact purchase intention. Thus, the qualitative findings reinforce the quantitative results by providing more in-depth findings. Some of the findings obtained after analyzing the interview data are what the critical thinking of those who are aware of the illusions raised by Korean celebrities looks like, as well as the role of local influencers in building trust and the strategy of switching loyalty to local brands, which cannot be reached through quantitative data. With qualitative findings, such things can be well known.

Referring to the quantitative data, Korean celebrities have a significant influence on attitudes, subjective norms, and perceived behavioral control, which ultimately shape consumer purchase intentions. This is evidenced by T-Statistics values well above the 1.96 threshold and P-values of 0 for all relationships between variables. Qualitative data provides an explanation of how celebrities are able to drive purchase intentions, such as the confession of one interviewee who did not hesitate to buy a product because he knew the brand was working with a Korean *boy group*. In addition, the skeptical view that buying a certain *beauty product* does not necessarily make a person have the same beauty as expected shows that consumers may have a positive evaluation of products advertised by Korean celebrities, but remain critical of their practical relevance.

In addition, the quantitative evidence that subjective norms have a significant impact was reinforced by interviews that showed social pressure to follow K-beauty trends, especially among fans of Korean culture, such as K-pop and K-drama. One interviewee stated that celebrity collaborations encourage positive discussions on social media, with only a small percentage of conversations being negative. With the view that the surrounding environment will be supportive if you buy a certain *beauty product*, the view can encourage the intention to make a purchase. For example, after knowing that there are positive views on social media regarding buying a certain beauty product, a person feels that the action to use a product is an action that is seen as good by the surrounding environment, so they feel that the product is worth buying.

Marketing strategies that pair Korean celebrities with local brand ambassadors, such as Brand A's, emphasize how qualitative data can shed light on the effectiveness of quantitative approaches. Interviewees from the brand management explained that this collaboration aims to capitalize on the popularity of Hallyu while encouraging consumer loyalty to local brands. This strategy directly supports the quantitative findings that Korean celebrities influence Subjective Norms and Attitudes towards Behavior, which in turn increase purchase intentions. By combining both types of data, it can be concluded that Korean celebrities not only provide emotional appeal but also create cultural and practical challenges that brands must overcome through local adaptation. The combination of quantitative and qualitative findings provides a holistic insight, suggesting that celebrity-based marketing strategies should consider both statistical effectiveness and cultural context to maximize their impact.

CONCLUSION

This study found that Korean celebrities have a significant influence on the formation of attitudes, subjective norms, and perceived behavioral control of Indonesian consumers, which directly increases the purchase intention of beauty products. The quantitative findings show that the relationship between these variables has a very high level of significance, as evidenced by T-Statistics values consistently above the 1.96 threshold and P-values of 0. This indicates that the presence of

Korean celebrities as brand ambassadors plays an important role in influencing how consumers perceive beauty products, both through the positive attitudes formed, the social norms that encourage purchase behavior, and the perception that buying the product is a decision they can control. Qualitative data complemented these findings by providing insights into how Korean celebrities shape attitudes toward beauty products. Interviewees mentioned that the emotional appeal of Hallyu culture, such as the polished image of celebrities associated with perfection, creates aspirations among young consumers to emulate their lifestyle and beauty standards. However, the qualitative findings also revealed critical facets that were not apparent in the quantitative data, such as skepticism towards the perceived unrealistic "illusion" of Korean celebrities. Some consumers feel that celebrity representations in the media tend to create expectations that do not match the actual results of using beauty products.

In addition, the interviewees pointed out that social norms play an important role in driving purchase intentions, especially through social pressure to follow K-beauty trends that are considered prestigious. Consumers revealed that seeing community support or positive discussions on social media about collaborations between beauty products and Korean celebrities encouraged them to feel that buying such products is a socially acceptable act and supports a modern lifestyle. Perceived behavioral control was also revealed in the qualitative data as an important factor in shaping purchase intentions. Some interviewees noted that they feel more confident buying beauty products endorsed by Korean celebrities due to the belief that the products are of high quality and the results are reliable. However, the qualitative findings also pointed to logistical challenges, such as the high cost and strict requirements of collaborating with Korean celebrities, which could be obstacles for brands to ensure the sustainability of this strategy.

By integrating quantitative and qualitative findings, this study shows that the influence of Korean celebrities is not only statistically significant but also emotionally and socially complex. This blended approach provides a more holistic picture of how Korean celebrities can influence consumers' attitudes, social norms, and perceived behavioral control, ultimately driving purchase intentions for beauty products in the Indonesian market. Quantitative data highlights the strong relationships between these variables, while qualitative data provides deep insights into how consumers interpret the influence of Hallyu culture in their purchasing decisions. For example, the emotional appeal of Korean celebrities not only creates aspirations among consumers but also reinforces social norms that drive purchasing behavior as part of a global trend. The integration of quantitative and qualitative data proves that Korean celebrities can have a significant impact on purchase intentions through the formation of attitudes toward behavior, subjective norms, and perceived behavioral control.

However, the study also reveals challenges, such as skepticism towards the "illusion" of celebrity and logistical constraints in cross-cultural collaboration, that companies must overcome to ensure the effectiveness of their marketing strategies. As such, it emphasizes the importance of combining emotional and cultural strategies to create greater marketing impact in local markets. Companies are advised to integrate local and international cultural strategies by utilizing Korean celebrities as the main attraction while still paying attention to local cultural elements in marketing. Combining local ambassadors and international celebrities can create a stronger emotional connection with Indonesian consumers. In addition, the focus on product authenticity needs to be strengthened by reducing the perception of "illusion" through transparency in product benefits and quality. Educational campaigns that highlight the real results of beauty products can increase consumer trust and the practical relevance of the products.

Companies also need to evaluate the logistical challenges of working with international celebrities, such as additional costs and collaboration requirements, and look for more efficient alternatives without compromising marketing impact. In addition, empowering trusted local influencers can help strengthen subjective norms and increase perceived control of consumer behavior, especially among certain market segments. To support the development of more effective strategies, further research is recommended using similar mixed methods to gain holistic insights into cultural influences in marketing and consumer behavior. This approach will provide a more in-depth foundation to assist companies in designing relevant and competitive marketing strategies.

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