

## MEDIATING BRAND TRUST, BRAND ATTITUDE, AND BRAND PSYCHOLOGICAL OWNERSHIP ON CELEBRITY ENDORSERS TO BEHAVIOURAL INTENTION

Elsi Safira<sup>1,\*</sup>, Indah Fatmawati<sup>2</sup>, Nuryakin<sup>3</sup>

<sup>1,2,3</sup> Muhammadiyah University of Yogyakarta

[elsi.safira.psc19@mail.umy.ac.id](mailto:elsi.safira.psc19@mail.umy.ac.id)

\*Correspondent Author

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### ABSTRACT

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The marketing type that is found on social media today is celebrity endorsement. To encourage consumer behavioural intention, luxury brand companies take several strategies, including using celebrity endorsers to introduce their brand and to build brand trust, brand attitude, and brand psychological ownership. This study aims to examine the influence of celebrity endorsers on behavioural intention through the mediation of brand trust, attitude, and psychological ownership. A total of 250 samples were determined by purposive sampling. This research used a quantitative approach and structural equation modelling (SEM) AMOS as a data analysis technique. The result showed a mediating effect of brand trust, attitude, and psychological ownership on the relationship between celebrity endorsers and behavioural intention.

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### 1. Introduction

The marketing type often found on social media today is celebrity endorsement. Udo & Nwulu (2015) define celebrity endorsement as a marketing strategy that uses public figures as characters that represent the company's products and brands. Sammis et al. (2006) said celebrities are considered to have the ability to disseminate information about a product because they have a large number of people who can access information quickly and interact with it.

Discussions related to celebrity endorsement can be connected with signalling theory. According to Grigoriou et al. (2016), signalling theory focuses on information communication to convey the positive characteristics of the company. In signalling theory, four components play a role: the signal, the signaler, the receiver, and the reciprocal relationship between the signal giver and the receiver. Celebrity endorsers act as signalers. Sokolova and Kefi (2020) argue that in addition to brand ambassadors who have previously been widely known, companies now also use other celebrities on social media to endorse their brands. Unlike

brand ambassadors, Almaida et al. (2020) explained that long-term agreements with certain brands do not bind celebrity endorsers and are still allowed to become endorsers of other brands concurrently. Companies have specific considerations in choosing celebrities as endorsers who will represent their brand. For example, fashion companies will prioritize celebrities with expertise in displaying content related to the field.

Consumers can easily access information about products through social media. Products with luxury brands (luxury brands) are among the objects of endorsement in celebrity social media content. Ko et al. (2019) define luxury brands as brands that consumers consider to have high product quality, offer functional and emotional benefit values, have an image exceeding the service-related market, are standardized at premium prices, and can create good relationships with consumers. To encourage behavioural intentions from consumers towards their products, luxury brand companies pursue several strategies, including using celebrity endorsers to introduce their products. Khan & Zaman (2021) explained that companies also utilize celebrity endorsers to build trust, attitudes towards brands, and psychological ownership of brands.

Kuo & Tang (2013) and Enehassse & Saglam (2020) researched behavioural intentions, including repeat purchase intent, willingness to recommend, consumer loyalty, and word-of-mouth. Widyasari & Suparna (2022) prove the influence of celebrity endorsers on repeat purchase intentions. In their research, Yu et al. (2023) discussed the impact of social media content on word-of-mouth. Then, research on the influence of celebrity endorsers on trust in brands was conducted by Dwivedi & Johnson (2013) and Folse et al. (2013). Then the relationship of celebrity endorsers to attitudes towards brands is evidenced in the research of Malodia et al. (2017) and Wang & Scheinbaum (2018). Furthermore, celebrity endorsers influence the psychological ownership of brands (Khan & Zaman, 2021; Pick, 2021).

This research is a replication with modifications from research done by Khan & Zaman (2021). The findings revealed trust in the brand, attitude towards the brand, and psychological ownership towards the brand. Then, trust in the brand, attitude towards the brand, and psychological ownership significantly mediate celebrity endorsement and purchase intent.

The focus of this study examined whether brand trust, attitude towards the brand, and psychological ownership of the brand would mediate the positive influence of celebrity endorsers on behavioural intent. Unlike Khan & Zaman (2021) research, which tested purchase intent as first-time purchase intent, this study examines behavioural intent as consumer behavioural intent in a complex manner, including repeat purchase intent, willingness to recommend, consumer loyalty, and word-of-mouth. Behavioural intent occurs after consumers feel the previous purchase experience (Kuo & Tang, 2013). This research needs to be done because previous research only focused on testing one element of behavioural intention related to purchase intention (Widyasari & Suparna, 2022) and related to word-of-mouth (Yu et al., 2023). Researchers have yet to find studies that address celebrity endorsers' relationship to all elements of behavioural intention in a unified framework.

This research focuses on Instagram social media users in Indonesia from the fashion sector because, based on the survey results of 2023, the intensive use of celebrity endorsements in Indonesia tends to be in the fashion and beauty sector. Shan et al. (2022) said that luxury brands are an exciting research object to discuss because products with luxury brands have exclusive characteristics that provide functional and emotional benefits.

## 2. Literature Review and Hypothesis Development

### 2.1. Literature Review

#### 2.1.1. Signalling Theory

According to Brigham & Houston (2019), signalling theory is a company's attitude when signalling information to outside parties regarding the company's prospect perception. Chung & Cho (2017) explained the components of signaling theory, including signals, signalers, signal receivers, and the interrelationships between signal givers and receivers. A signal is an informational cue conveyed by the giver to the receiver of the signal. The company provides signals through celebrity endorsers. Signalers are individuals or groups who are assessed to know the quality of products and services (Tian et al., 2022). As signal recipients, consumers make direct use of brand-related information provided by the signaler and then create a reciprocal relationship, for example, by providing comments or sharing posts from celebrity endorsers.

#### 2.1.2. Celebrity Endorser

One type of marketing that companies apply on social media is celebrity endorsement. Celebrity endorsements involve famous people and have a large following on social media. The individuals that the company chooses in the endorsement strategy are called endorsers. According to Schimmelpfennig (2018), celebrity endorsers are public figures such as actors, comedians, athletes, entertainers, musicians, and so on. Celebrities use social media to interact with followers and allow them to get information about celebrities' personal lives.

#### 2.1.3. Brand Trust

Trust in a brand is the willingness of consumers to value a brand as reliable and can meet desired expectations (Marzocchi et al., 2013). Trust in a brand is assessed as an expectation based on the belief that a brand has certain qualities and characteristics that are consistent, valid, and credible (El Naggar & Bendary, 2017). Every consumer has the right to choose various brands based on the information they obtain.

#### 2.1.4. Brand Attitude

When consumers face brand stimuli in marketing, they show a confident attitude about their views on the brand. Kotler & Keller (2016) explained that attitudes towards brands are consumer responses when building perceptions related to brands. The company defines an attitude towards a brand as a consumer's perception regarding the uniqueness, advantages, and weaknesses of its products, services, and brands. The attitude towards the brand is a subjective assessment of consumers based on the consumer's experience with products, services and the brand's value.

#### 2.1.5. Brand Psychological Ownership

Psychological ownership of a brand is defined by Peck & Shu (2018) as a condition when someone believes that something that is a target reflects oneself, causing feelings and personal bonds with the target. Psychological ownership of a brand is formed when consumers feel that a particular product or brand represents themselves. Psychological ownership of the brand, explained by Khan & Zaman (2021), includes a feeling of worthiness and comfort using the brand, a feeling of having a personal bond with the brand, and a feeling of necessity always to use the brand.

### **2.1.6. Behavioural Intention**

Gross (2017) defines behavioural intention as a person's subjective likelihood to perform a particular action. Behavioural intent studies by Kuo & Tang (2013) and Enehasse & Saglam (2020) include repurchase intent, willingness to recommend, consumer loyalty, and word-of-mouth. The repurchase intention study is the most widely conducted study of behavioural intentions (Kuo & Tang, 2013). Consumer loyalty cognitive stage as part of behavioural intentions is realized through a willingness to use the same brand in the future (Sari & Triyaningsih, 2015).

## **2.2. Hypothesis Development**

### **2.2.1. Celebrity Endorser's Positive Relationship to Brand Trust**

Celebrity endorsers are individuals with characters who have attractiveness, trustworthiness, and expertise (Martensen et al., 2018). Companies use celebrities as figures who convey company signals in the form of brand-related information. The popularity of celebrity endorsers influences brand trust (Dwivedi & Johnson, 2013). The more appropriate the character and expertise of celebrity endorsers in representing brands, the more consumer trust in brands as recipients of information will increase. Research related to this relationship has been conducted by Folse et al. (2013), Udo & Nwulu (2015), and Khan & Zaman (2021), which shows that celebrity endorsers have a positive effect on brand trust. Based on this explanation, the first hypothesis of this study is:

**H<sub>1</sub>: Celebrity Endorsers Positively Affect Brand Trust**

### **2.2.2. Celebrity Endorser's Positive Relationship to Brand Attitude**

Brand attitude is a consumer perspective or point of view related to the brand (Kotler & Keller, 2016). Consumers' perspectives as signal recipients of brand information can be formed due to continuous access to information through celebrity endorsers' social media posts. The more appropriate the celebrity endorser represents the brand, the better consumer perception of the brand will be. Singh & Banerjee (2018), Wang & Scheinbaum (2018), Khan & Zaman (2021) shows that celebrity endorsements have a positive effect on brand attitudes. Based on this explanation, the hypotheses of these two studies are:

**H<sub>2</sub>: Celebrity Endorsers Positively Affect Brand Attitude**

### **2.2.3. Celebrity Endorser's Positive Relationship to Brand Psychological Ownership**

Consumers who see celebrities as signalers who display luxury brand information as celebrities from their own country will feel more integrated with the value of luxury brands. The concept of psychological ownership of a brand is formed when consumers feel that the brand represents their personality (Peck & Shu, 2018). The more appropriate the celebrity endorser in representing the luxury brand, the higher the consumer feels a personal bond with the luxury brand. Song & Kim (2020), Khan & Zaman (2021), and Pick (2021) prove that celebrity endorsers have a positive influence on the psychological ownership of brands. Based on this explanation, the third hypothesis of this study is:

**H<sub>3</sub>: Celebrity Endorsers Positively Affect Brand Psychological Ownership**

### **2.2.4. Brand Trust Positive Relationship to Behavioural Intention**

Consumers who have purchased certain brand products will consider the expected value promised from the brand with the value obtained when using the product. These results will determine consumer trust in the brand, which influences the

decision to be loyal or repurchase the brand's products as an example of consumer behavioural intentions. The role of trust in brands indicates that the higher the consumer trust in luxury brands, the more consumer interest in behaving towards luxury brands. Research by Han et al. (2019), Xu et al. (2022), and Laparojkit & Suttipun (2022) show that trust in brands has a positive effect on behavioural intentions. Based on this explanation, the fourth hypothesis of this study is:

**H<sub>4</sub>: Brand Trust Positively Affects Behavioural Intention**

#### **2.2.5. Brand Attitude Positive Relationship to Behavioural Intention**

Attitudes towards brands result from consumers' ongoing subjective evaluation of a brand. The evaluation results carried out after purchase are determinants of consumer behaviour intentions related to repeat purchase intentions, consumer loyalty, word of mouth, and so on. The better the consumer perception of luxury brands, the more consumer interest in behaving towards luxury brands will increase. Previous research has proven the positive influence of brand attitudes on consumer behavioural intentions (Jiménez & San-Martín, 2017; Visentin et al., 2019; Mehdikhani & Valmohammadi, 2022). Based on this explanation, the fifth hypothesis of this study is:

**H<sub>5</sub>: Brand Attitude Positively Affect Behavioural Intention**

#### **2.2.6. Brand Psychological Positive Relationship to Behavioural Intention**

Consumers have the view that if a brand has a value that suits itself, consumers feel there is a connection with the brand (Moisescu, 2013). This connection is one reason that encourages consumers to disseminate positive comments through word-of-mouth-related brands. The more vital consumers' feelings and personal ties with luxury brands, the more consumers' interest in behaving towards luxury brands will increase. Wallace et al. (2014), Albert et al. (2017), and Moisescu et al. (2022) showed a positive influence of brand psychological ownership on behavioural intent. Based on this explanation, the sixth hypothesis of this study is:

**H<sub>6</sub>: Brand Psychological Positively Affect Behavioural Intention**

#### **2.2.7. Celebrity Endorser's Relationship to Behavioural Intention with Brand Trust Mediation**

Consumers will focus more on the celebrity's character rather than directly judging the brand when viewing luxury brand-related content displayed by celebrity endorsers. The higher the consumer's sense of trust in the brand, the more it will be able to mediate the influence of celebrity endorsers when consumers make decisions related to behavioural intentions. Research by Chin et al. (2020) and Khan & Zaman (2021) explains the influence of trust mediation on brands and the influence of celebrity endorsers on behavioural intentions. Based on this explanation, the seventh hypothesis of this study is:

**H<sub>7</sub>: Celebrity Endorsers positively influence Behavioural Intention mediated by Brand Trust**

#### **2.2.8. Celebrity Endorser's Relationship to Behavioural Intention with Brand Attitude Mediation**

The perception of the brand formed by consumers after having experience using luxury brands becomes supportive when consumers, as signal recipients, analyze brand message information in celebrity endorser social media content that acts as a signal from the company. This then affects the process of forming behavioural intentions. The better the consumer's attitude towards the brand, it will be able to mediate the

influence of celebrity endorsers on consumer behavioural intentions. Research Malodia et al. (2017), Singh & Banerjee (2018), Chin et al. (2020), and Khan & Zaman (2021) prove the mediating influence of attitudes towards brands on the influence of celebrity endorsers on behavioural intentions. Based on this explanation, the eighth hypothesis of this study is:

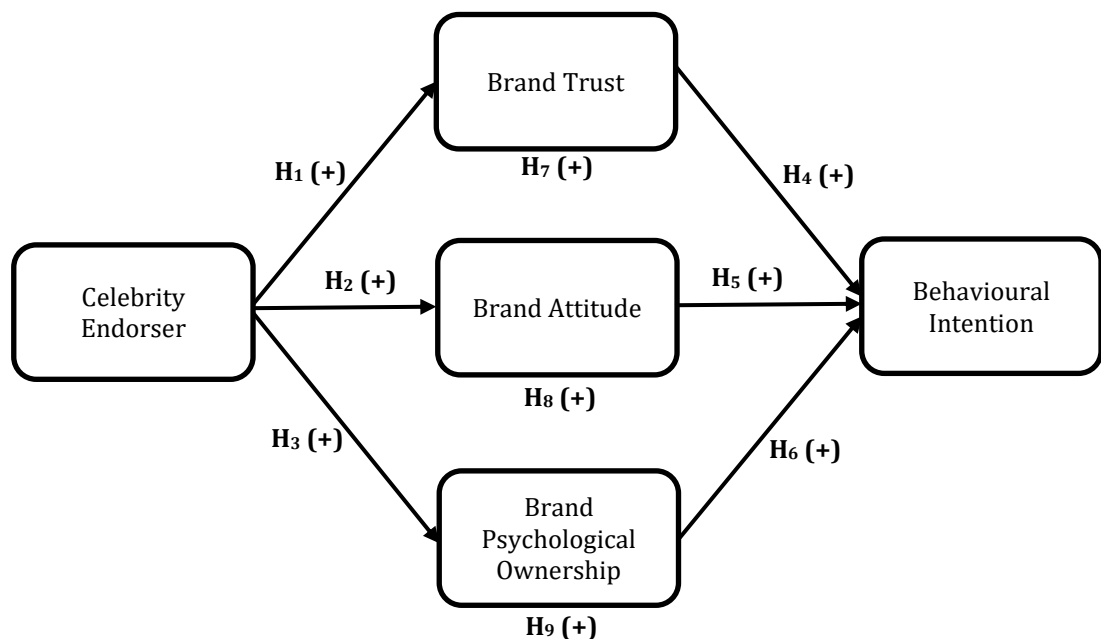
**H<sub>8</sub>: Celebrity Endorsers positively influence Behavioural Intention mediated by Brand Attitude**

### 2.2.9. Celebrity Endorser's Relationship to Behavioural Intention with Brand Psychological Ownership Mediation

Using celebrities as figures who convey brand values and messages affects the forming of self-brand connections (Song & Kim, 2020). The stronger the relationship between self-identity and brand, the more influence celebrity endorsers have on behavioural intentions. Research by Khan & Zaman (2021) and Pick (2021) shows the influence of psychological ownership mediation on brands and the influence of celebrity endorsers on behavioural intentions. Based on this explanation, the ninth hypothesis of this study is:

**H<sub>9</sub>: Celebrity Endorsers positively influence Behavioural Intention mediated by Brand Psychological Ownership**

### 2.3. Research Framework



**Figure 1. Research Framework**

Figure 1 above is a model of this study. From these images, the study aims to determine the role of brand trust, brand attitude, and brand psychological ownership on the influence of celebrity endorsers on behavioural intention.



### 3. Research Methods

#### 3.1. Population, Sample, and Sampling Techniques

The study took the population of Instagram social media users in Indonesia, whose exact number is unknown. Then, from the population, a sample of 250 respondents was taken based on the minimum sample size rule from the results of multiplying the number of indicators with a multiplier ratio between 5 and 10 (Hair et al., 2014) so that the sample size of this study was between 185-370. The sample was obtained using the purposive sampling method with criteria including (1) Respondents domiciled in Indonesia and aged  $\geq 18$  years; (2) Instagram social media users; (3) The respondent became a follower of celebrity Ayla Dimitri's Instagram account; (4) Respondents have purchased products classified as luxury brands.

Some products with luxury brands widely used in Indonesia include Tiffany & Co, Dior, Gucci, etc. Then, researchers chose Ayla Dimitri as a reference for celebrity endorsers because she is a celebrity figure and a former fashion stylist currently actively displaying fashion-related content on her Instagram and YouTube social media.

#### 3.2. Data Collection Techniques

Data collection in this study used survey methods in questionnaires distributed through direct messaging (DM) features, Instagram social media and WhatsApp messaging applications. The study questionnaire was measured using the Likert scale. The presentation of the Likert scale lists five answer options presented in the range of values 1 to 5 with categories point 1 (Strongly Disagree), point 2 (Disagree), point 3 (Neutral), point 4 (Agree), and point 5 (Strongly Agree).

The celebrity endorser (CE) variable consists of 12 indicators adapted from Khan & Zaman (2021) with 15 indicators. It does not include sexy indicators because they are not needed in this research object or qualified and dependent indicators. After all, these indicators are considered the same as several other indicators. The brand trust variable (KTM) consists of 8 indicators adapted from Portal et al. (2019). The attitude variable towards the brand (STM) consists of 5 adaptation indicators from Wang et al. (2017) and Singh & Banerjee (2018). The variable of psychological ownership of the brand (KPTM) consists of 7 indicators adapted from Khan & Zaman (2021) and Pick (2021). Finally, the behavioural intention variable (NP) consists of 5 adaptation indicators by combining indicators from Kuo & Tang (2013) and Sari & Triyaningsih (2015).

#### 3.3. Data Analysis Techniques

##### 3.3.1. Validity Test

Validity test as a benchmark for assessing the consistency of measurement results of instruments used as variable measurement indicators (Sekaran & Bougie, 2017). In data processing using the AMOS structural equation model (SEM), Siswoyo (2017) explained the validity of the indicator seen from the value of the loading factor with a validity criterion of  $> 0,5$ .

##### 3.3.2. Reliability Test

Sekaran & Bougie (2017) explained the assessment of instrument stability and measurement consistency at all times illustrated in the reliability test results. The reliability of the indicator, according to Siswoyo (2017), can be seen from the calculation of construct reliability value  $> 0,7$  and average variance extracted (AVE) value  $> 0,5$ .

### 3.3.3. Hypothesis Test

They are testing research hypotheses using SEM AMOS. The criteria for accepting the hypothesis with a significance level of 95% ( $\alpha = 5\%$  or 0,05). The hypothesis is accepted if the influence between variables has a p-value of  $< 0,05$  (Ghozali, 2017).

## 4. Results and Discussion

### 4.1. Validity Test

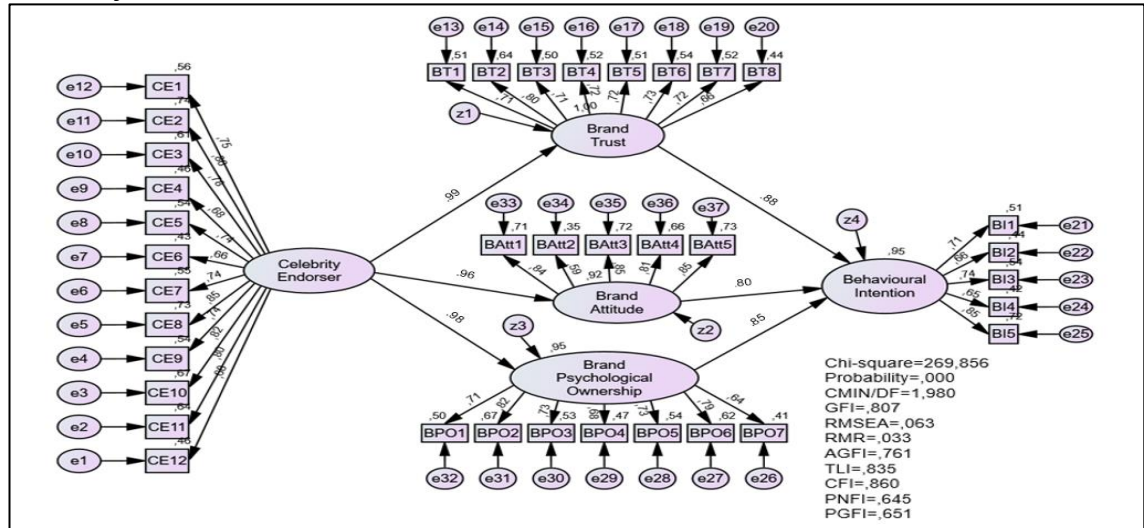


Figure 2. SEM AMOS Model

Table 1. Validity Test Result

Variables and Indicators	Estimate Value
<b>Celebrity Endorser</b>	
CE 1	0,769
CE 2	0,924
CE 3	0,755
CE 4	0,701
CE 5	0,733
CE 6	0,603
CE 7	0,759
CE 8	0,914
CE 9	0,740
CE 10	0,758
CE 11	0,722
CE 12	0,666
<b>Brand Trust</b>	
BT 1	0,702
BT 2	0,824
BT 3	0,736
BT 4	0,769
BT 5	0,706
BT 6	0,774
BT 7	0,736
BT 8	0,743
<b>Brand Attitude</b>	
BA 1	0,845
BA 2	0,527
BA 3	0,858



Variables and Indicators	Estimate Value
BA 4	0,806
BA 5	0,891
<b>Brand Psychological Ownership</b>	
BPO 1	0,730
BPO 2	0,840
BPO 3	0,796
BPO 4	0,714
BPO 5	0,767
BPO 6	0,769
BPO 7	0,718
<b>Behavioural Intention</b>	
BI 1	0,797
BI 2	0,629
BI 3	0,804
BI 4	0,706
BI 5	0,879

Source: Primary Data Processed (2023)

Figure 2 and Table 1 above show that the loading factor values of all indicators of the variables celebrity endorser, trust in the product, attitude towards the product, psychological ownership of the product, and behavioural intention > 0,5. Therefore, all indicators used are valid and can be continued with reliability tests.

#### 4.2. Reliability Test

**Table 2. Reliability Test Result**

Variables	CR Value	AVE Value
Celebrity Endorser	0,929	0,596
Brand Trust	0,911	0,562
Brand Attitude	0,894	0,634
Brand Psychological Ownership	0,907	1,000
Behavioural Intention	0,876	0,590

Source: Primary Data Processed (2023)

Table 2 above shows the construct reliability and AVE values of each variable in this study. The overall construct reliability value shows > 0,7, and the AVE value shows > 0,5 so that all indicators are concluded to be consistent in measuring the construct.

#### 4.3. Hypothesis Test

**Table 3. Hypothesis Test Result**

Hypothesis	P Value	Conclusion
Celebrity Endorser → Brand Trust	0,001	Hypothesis Accepted
Celebrity Endorser → Brand Attitude	0,001	Hypothesis Accepted
Celebrity Endorser → Brand Psychological Ownership	0,001	Hypothesis Accepted
Brand Trust → Behavioural Intention	0,018	Hypothesis Accepted
Brand Attitude → Behavioural Intention	0,001	Hypothesis Accepted
Brand Psychological Ownership → Behavioural Intention	0,014	Hypothesis Accepted

Source: Primary Data Processed (2023)

Based on the results of the Table 3 hypothesis test, it can be described as follows:

1. A probability value of 0,001 qualifies < 0,05. The conclusion is that the first hypothesis is accepted, where celebrity endorsers positively affect brand trust.
2. A probability value of 0,001 qualifies < 0,05. The conclusion is that the second

- hypothesis is accepted, where celebrity endorsers positively influence brand attitude.
3. A probability value of 0,001 qualifies  $< 0,05$ . The conclusion is that the third hypothesis is accepted, where celebrity endorsers positively affect brand psychological ownership.
  4. A probability value of 0,018 qualifies  $< 0,05$ . The conclusion is that the fourth hypothesis is accepted, whereby brand trust positively affects behavioural intention.
  5. A probability value of 0,001 qualifies  $< 0,05$ . The conclusion is that the fifth hypothesis is accepted, where brand attitude has a positive effect = on behavioural intention.
  6. A probability value of 0,014 qualifies  $< 0,05$ . The sixth hypothesis is accepted: brand psychological ownership positively affects behavioural intention.

**Table 4. Results of The Mediation Hypothesis Test**

Hypothesis	P Value	Conclusion
Celebrity Endorser → Brand Trust → Behavioural Intention	0,029	Hypothesis Accepted
Celebrity Endorser → Brand Attitude → Behavioural Intention	0,001	Hypothesis Accepted
Celebrity Endorser → Brand Psychological Ownership → Behavioural Intention	0,015	Hypothesis Accepted

Source: Primary Data Processed (2023)

Based on the results of the Table 4 mediation hypothesis test, it can be described as follows:

1. A probability value of 0,029 qualifies  $< 0,05$ . The conclusion is that the seventh hypothesis is accepted, where brand trust mediates from celebrity endorsers' influence on behavioural intention.
2. A probability value of 0,001 qualifies  $< 0,05$ . The conclusion is that the eighth hypothesis is accepted, where brand attitude mediates having the influence of celebrity endorsers on behavioural intention.
3. A probability value of 0,015 qualifies  $< 0,05$ . The conclusion is that the ninth hypothesis is accepted, where brand psychological ownership mediates the influence of celebrity endorsers on behavioural intention.

#### 4.4. Discussion

##### 4.4.1. Celebrity Endorsers Positively Influence Brand Trust

The first hypothesis testing shows that celebrity endorsers positively affect brand trust. Products with luxury brands as signals from companies delivered by celebrity endorsers as signalers who have expertise and experience in the field will have a positive influence on the level of consumer trust as a signal receiver. The more appropriate the character and expertise of celebrity endorsers in representing brands, the more consumer trust in brands as recipients of information will increase. The results of this study are similar to the results of Folse et al. (2013), Udo & Nwulu (2015), and Khan & Zaman (2021) that celebrity endorsers have a positive effect on brand trust.

##### 4.4.2. Celebrity Endorsers Positively Influence Brand Attitude

Testing the second hypothesis shows that celebrity endorsers positively affect attitudes towards brands. Celebrity endorsers with attractive and reliable characters and acting as signalers will positively impact the recipient in shaping consumer perception. Consumers often access information related to products with luxury brands through social media content. The more accessible consumers will remember and judge that products with luxury brands are excellent and can provide functional and

emotional benefits. These results are supported by research by Singh & Banerjee (2018), Wang & Scheinbaum (2018), and Khan & Zaman (2021), which shows the positive influence of celebrity endorsers on attitudes towards brands.

#### **4.5.3. Celebrity Endorsers Positively Influence Brand Psychological Ownership**

Testing the third hypothesis shows that celebrity endorsers positively affect psychological ownership of the brand. Celebrity endorsers as signalers who upload product content with luxury brands on social media have a positive influence on emotional feelings and personal bonds of products with luxury brands to consumers as signal recipients. The better celebrities are at displaying products with luxury brands. The more consumers feel that products with luxury brands reflect them. Previous research supporting these results was conducted by Song & Kim (2020), Khan & Zaman (2021), and Pick (2021), which shows the positive influence of celebrity endorsers on the psychological ownership of brands.

#### **4.5.4. Brand Trust Positively Influence Behavioural Intention**

Testing the fourth hypothesis shows that trust in a brand positively affects behavioural intent. Consumers who feel they can rely on products from luxury brands will positively influence the formation of possible repurchase decisions and encourage consumers as signal recipients to create reciprocal relationships by providing positive comments related to products with luxury brands. The role of trust in this brand indicates that the higher the consumer trust in products with luxury brands, the more consumer interest in behaving towards products with luxury brands. These results are in line with the research of Han et al. (2019), Xu et al. (2022); Laparojkit & Suttipun (2022), which show a positive influence of trust in brands on behavioural intentions.

#### **4.5.5. Brand Attitude Positively Influence Behavioural Intention**

Testing the fifth hypothesis showed that attitudes toward brands positively affected behavioural intent. Consumer perception of products with a good luxury brand will positively influence the formation of possible repurchase decisions and allow consumers as signal recipients to create reciprocal relationships by recommending products with luxury brands to others. The better the consumer perception of products with luxury brands, the more consumer interest in behaving towards products with luxury brands will increase. Research by Jiménez & San-Martín (2017), Visentin et al. (2019), and Mehdikhani & Valmohammadi (2022) show that attitudes towards brands have a positive effect on behavioural intentions.

#### **4.5.6. Brand Psychological Ownership Positively Influence Behavioural Intention**

Testing the sixth hypothesis showed that psychological ownership of the brand positively affected behavioural intent. Consumers who feel worthy and comfortable when using products with luxury brands, as well as the feeling of personal attachment that considers that products with luxury brands reflect themselves, will positively influence the formation of possible repurchase decisions and increase loyalty to products with luxury brands. The stronger the consumer's feelings and personal ties to products with luxury brands, the consumer's interest in behaving towards products with luxury brands will increase. Research conducted by Wallace et al. (2014), Albert et al. (2017), and Moisescu et al. (2022) showed a positive influence of psychological ownership on brands on behavioural intentions.

#### **4.5.7. Brand Trust Mediates The Influence of Celebrity Endorsement On Behavioural Intention**

Testing the seventh hypothesis suggests that trust in brands mediates the positive influence of celebrity endorsers on behavioural intent. Consumers as signal recipients who often access information related to products with luxury brands from social media uploads based on the level of consumer trust in products with luxury brands that have been formed will have a positive influence on the formation of consumer behavioural intentions, as well as building reciprocal relationships by providing comments. Higher consumer trust in the brand can mediate the influence of celebrity endorsers when consumers make decisions regarding their behavioural intentions. Research by Chin et al. (2020) and Khan & Zaman (2021) proves trust mediation's influence on brands and celebrity endorsers' positive influence on behavioural intentions.

#### **4.5.8. Brand Attitude Mediates The Influence of Celebrity Endorsement On Behavioural Intention**

Testing the eighth hypothesis suggests attitudes toward brands mediate the positive influence of celebrity endorsers on behavioural intent. The influence of celebrity endorsers as signalers through uploading product content with luxury brands on social media will positively influence the formation of consumer behavioural intentions towards products with luxury brands. The better the consumer's attitude towards the brand, the better the influence of celebrity endorsers on consumer behavioural intentions. Research Malodia et al. (2017), Singh & Banerjee (2018), Chin et al. (2020), and Khan & Zaman (2021) proved the mediating influence of attitudes towards brands on the positive influence of celebrity endorsers on behavioural intentions.

#### **4.5.9. Brand Psychological Ownership Mediates The Influence of Celebrity Endorsement On Behavioural Intention**

Testing the ninth hypothesis suggests that a brand's psychological ownership mediates celebrity endorsers' positive influence on behavioural intent. Consideration of consumers' personal bond feelings to products with luxury brands mediates the influence of celebrity endorsers as signalers through social media content on the formation of consumer behavioural intentions. The stronger the relationship between self-identity and brand will mediate the positive influence of celebrity endorsers on consumer behavioural intentions. Research by Khan & Zaman (2021) and Pick (2021) shows the influence of psychological ownership mediation on brands and the positive influence of celebrity endorsers on behavioural intentions.

## **5. Conclusion and Suggestion**

### **5.1. Conclusion**

Product marketing using celebrities as figures who convey signals on social media is now no stranger to being applied by various companies, including companies that produce products with luxury brands. This research shows that celebrity endorsers positively affect brand trust, attitude towards the brand and psychological ownership of the brand. Then, the variables of trust in the brand, attitude towards the brand, and psychological ownership of the brand were also shown to affect behavioural intention positively. The point of this study is to prove the mediating influence of trust in the brand, attitude towards the brand, and psychological ownership of the brand on the influence of celebrity endorsers on behavioural intentions. The results of this study indicate that the higher

consumer trust in the brand, the better the consumer perception of the brand, and the stronger the consumer's emotional feelings related to personal ties with the brand, it will strengthen the influence of celebrity endorsers, so that consumer interest in behaving related to repurchase, loyalty, seeking deeper information, giving positive comments, and recommending products with luxury brands will increase.

## 5.2. Suggestion

Products with luxury brands are exclusive and premium brands that set targets for specific groups. Celebrity endorsers who convey brand messages to consumers need expertise in conveying information related to products with luxury brands so that the message's purpose is properly conveyed. Then, the company also needs to make plans to hold virtual events by involving the audience directly. Virtual events allow companies to connect directly with the audience and give each other feedback.

This study has several limitations, including the object of research celebrity endorsers are female, causing the number of respondents to be dominated by female respondents. Then, the object of product research with the luxury brand set still needs to be more specific to certain brands. The scope of this research area is too broad, so it does not explicitly represent a particular area. Further research is expected to improve the research object, referring to Pick (2021), by involving two celebrities, namely female and male Kelamis celebrities. Then, further research focuses on products with certain luxury brands, such as those conducted by Veerasatien & Intravisit (2022). Narrowing the scope of the research area can be done so that research is concentrated on certain regional groups. Further research can consider other variables that may influence consumer behaviour intentions, such as social media brand page engagement (Moisescu et al., 2022), brand characteristics (Foroudi et al., 2021), brand image (Widyasari & Suparna, 2022).

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