

The Effects of Celebrity Endorsement and Flash Sales on Purchasing Decisions for Glad2Glow Products on TikTok Shop

Retna Dwi Winady¹, Surnita Sandi Wiranata², Tedi Kustandi³

^{1,2,3}Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, Indonesia

Abstract

The development of digital commerce has changed consumer behavior, particularly in the beauty and skincare industry. TikTok Shop is one of the rapidly growing social commerce platforms in Indonesia, encouraging companies to implement digital marketing strategies, such as celebrity endorsement and flash sale programs, to increase consumer purchasing decisions. This study aims to analyze the effects of celebrity endorsement and flash sales on purchasing decisions for Glad2Glow skincare products among female students of the Faculty of Economics and Business at Universitas Muhammadiyah Cirebon. The study uses a quantitative approach with descriptive and hypothesis-testing methods. The sample consists of 83 respondents selected through purposive sampling. Data were analyzed using IBM SPSS Statistics. The results show that celebrity endorsement has a positive and significant effect on purchasing decisions ($t = 5.188$; $p < 0.001$). Flash sales also have a positive and significant effect on purchasing decisions ($t = 3.985$; $p < 0.001$). Together, the two variables significantly affect purchasing decisions ($F = 50.690$; $p < 0.001$), with an adjusted R square of 0.548. This means that celebrity endorsement and flash sales explain 54.8% of purchasing decisions, while the remaining 45.2% is influenced by factors outside the study. These findings indicate that combining credible celebrities with time-limited promotional programs can increase consumer purchasing decisions on social commerce platforms.

Keywords

Celebrity Endorsement;
Flash Sale; Purchasing
Decision; TikTok Shop.



I. Introduction

The development of information technology has transformed marketing and commercial activities. Digitalization has changed how companies promote products and how consumers search for information, evaluate alternatives, and make purchasing decisions. One such development is social commerce, which refers to electronic commerce that uses social media for communication and transactions between sellers and consumers (Kotler & Keller, 2016). As internet penetration increases in Indonesia, the use of digital platforms for shopping has also grown rapidly (APJII, 2024).

TikTok Shop is a rapidly growing social commerce platform because it integrates entertainment, social media, and shopping activities within a single application. Its marketing model, which uses short videos, live streaming, and direct interaction with users, makes TikTok Shop an effective digital marketing channel for influencing consumer behavior. This phenomenon encourages companies to develop more creative promotional strategies to attract potential consumers and increase purchasing decisions (Kotler & Armstrong, 2018).

The beauty industry, particularly skincare products, is one of the sectors experiencing significant growth in Indonesia. Increasing public awareness of the importance of skincare has intensified competition among producers. Glad2Glow is one of the local brands whose sales have increased through TikTok Shop. This success is linked to the digital marketing strategies implemented by the company to build brand awareness and increase consumer purchasing decisions. However, increasingly intense competition and changes in consumer

behavior require companies to continue innovating in their selection of effective marketing strategies (Kotler & Keller, 2016).

Celebrity endorsement is a marketing strategy widely used in the digital era. Public figures with credibility, attractiveness, and popularity are believed to increase consumer trust in a product. According to Shimp (2018), celebrity endorsement is a form of marketing communication that uses well-known figures to convey promotional messages, thereby increasing consumer attention, trust, and interest in the products being marketed. Celebrity credibility is often an important consideration in shaping consumer perceptions before purchasing decisions are made (Schiffman & Wisenblit, 2019).

In addition to celebrity endorsement, companies implement flash sale promotions. These programs offer discounts for a limited period, creating a sense of urgency that encourages consumers to make an immediate purchase. According to Kotler and Keller (2016), time-limited sales promotions can increase consumer interest by creating a perception of economic benefits and a fear of missing out. Flash sales have therefore become a widely used promotional strategy on digital platforms, including TikTok Shop.

A purchasing decision is the final stage in the consumer decision-making process after searching for information and evaluating product alternatives. This decision is influenced by factors arising from individual characteristics and the marketing strategies implemented by companies (Kotler & Armstrong, 2018). In digital marketing, celebrity endorsement and flash sales are two factors expected to influence purchasing decisions because they help build trust, make promotions attractive, and encourage consumers to complete transactions promptly.

The preliminary survey conducted in this study shows that most respondents had seen Glad2Glow product promotions through celebrity endorsement on TikTok Shop and were interested in the flash sale programs offered. Nevertheless, some respondents stated that celebrity use and price promotions had not fully influenced their decisions to purchase the products. This finding indicates that the effectiveness of these two marketing strategies requires empirical verification through further research.

Based on this background, the study aims to analyze the effects of celebrity endorsement and flash sales on purchasing decisions for Glad2Glow products on TikTok Shop. The study is expected to contribute to marketing management knowledge, particularly in digital marketing, and provide input for companies in developing effective promotional strategies to increase consumer purchasing decisions.

II. Review of Literature

2.1 Celebrity Endorsement

Celebrity endorsement is a marketing communication strategy that uses public figures or celebrities to convey promotional messages to consumers. This strategy aims to increase attention and trust and create positive perceptions of a product, thereby influencing purchasing decisions. According to Shimp (2018), celebrity endorsement involves using well-known figures in promotional activities who can influence consumer attitudes and behavior through their credibility, attractiveness, and expertise.

Kotler and Keller (2016) explain that celebrities with a positive image can increase the effectiveness of marketing communication because consumers tend to place greater trust in information conveyed by figures they recognize. Schiffman and Wisenblit (2019) also state that endorser credibility is an important factor in building consumer confidence in a brand, thereby increasing the likelihood of a purchasing decision.

Based on Shimp's (2018) theory, celebrity endorsement is measured using five indicators: trustworthiness, expertise, attractiveness, respect, and similarity. These five indicators form the basis for measuring respondents' perceptions of celebrity endorsement in this study.

2.2 Flash Sale

A flash sale is a form of sales promotion that offers products at special prices for a very limited period. The program is designed to create a sense of urgency, encouraging consumers to purchase before the promotion ends. According to Kotler and Armstrong (2018), sales promotion consists of short-term incentives offered to consumers to encourage faster purchases of products or services.

In digital marketing, flash sales are an effective strategy because they can create a perception of scarcity and encourage spontaneous purchases. Kotler and Keller (2016) explain that limited time and product quantities in promotional programs can increase consumer interest by creating the perception of a short-lived opportunity to obtain a benefit.

In this study, the flash sale variable is measured using the indicators presented in the undergraduate thesis: discounts, limited promotional duration, the quantity of available products, and the frequency of flash sale programs.

2.3 Purchasing Decisions

A purchasing decision is the stage at which consumers select a product after going through need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior. According to Kotler and Keller (2016), purchasing decisions result from consumers' evaluation of alternatives before deciding to buy a product.

Schiffman and Wisenblit (2019) explain that purchasing decisions are influenced by cultural, social, and psychological factors, individual characteristics, and companies' marketing activities. In digital marketing, purchasing decisions are also influenced by the quality of information consumers receive through social media and e-commerce platforms.

In this study, purchasing decisions are measured using the indicators of confidence in product selection, purchasing habits, recommending products to others, and repeat purchases, as described in the research instrument in the undergraduate thesis.

2.4 The Effect of Celebrity Endorsement on Purchasing Decisions

Celebrity endorsement is believed to increase the effectiveness of marketing communication because celebrities can influence consumer perceptions of a product. According to Shimp (2018), consumers tend to place greater trust in products promoted by highly credible figures, which can increase purchase interest and purchasing decisions. This

view is supported by Kotler and Keller (2016), who state that choosing an appropriate endorser can improve brand image and build consumer confidence in a product.

Several previous studies also show that celebrity endorsement has a positive and significant effect on purchasing decisions. Thus, the more positively consumers perceive a celebrity's credibility, the greater their tendency to purchase the product.

2.5 The Effect of Flash Sales on Purchasing Decisions

Flash sales are a promotional strategy that can create a psychological incentive for consumers to make an immediate purchase. According to Kotler and Armstrong (2018), temporary sales promotions can increase consumer responses to a product. Kotler and Keller (2016) also explain that limited promotional duration can increase perceived value, thereby accelerating the purchasing decision-making process.

Previous studies show that flash sale programs have a positive effect on purchasing decisions because they provide economic benefits and create a fear of missing out on the opportunity to obtain products at lower prices.

2.6 Conceptual Framework

This study examines the effects of Celebrity Endorsement (X_1) and Flash Sale (X_2) on Purchasing Decisions (Y) for Glad2Glow products on TikTok Shop. Celebrity endorsement is expected to increase consumer trust through celebrity credibility and attractiveness (Shimp, 2018), while flash sales increase purchasing decisions through price promotions and limited duration (Kotler & Armstrong, 2018). Both variables are therefore hypothesized to have a positive effect on purchasing decisions.

2.7 Research Hypotheses

H₁: Celebrity endorsement has a positive and significant effect on purchasing decisions for Glad2Glow products on TikTok Shop.

H₂: Flash sales have a positive and significant effect on purchasing decisions for Glad2Glow products on TikTok Shop.

H₃: Celebrity endorsement and flash sales jointly have a positive and significant effect on purchasing decisions for Glad2Glow products on TikTok Shop.

III. Research Methods

This study uses a quantitative approach with an explanatory research method, which aims to explain the causal relationships between the independent variables, live streaming and influencer endorsement, and the dependent variable, purchasing decisions. An explanatory approach was selected because the study describes digital marketing phenomena on TikTok Shop and tests the magnitude of the effects between variables through hypothesis testing.

The subjects of the study are Generation Z consumers in Cirebon Regency who have purchased Glad2Glow products through TikTok Shop. The population comprises all Generation Z consumers who meet these characteristics. Because the exact population size is unknown, non-probability sampling with a purposive sampling method is used. Respondents must meet the following criteria: (1) be aged 17–27 years; (2) reside in Cirebon Regency; (3) have a TikTok account; and (4) have purchased Glad2Glow products through TikTok Shop at least once in the past six months. The sample comprises 100 respondents, meeting the recommended sample size for SEM-PLS analysis in a study with two exogenous variables.

Data were collected through an online questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The research instrument was developed using indicators for each variable adapted from previous studies and adjusted to

the context of digital marketing on TikTok Shop.

The live streaming variable is measured using indicators of the ability to convey product information, seller–consumer interaction, product demonstration quality, and promotional appeal during live broadcasts. The influencer endorsement variable is measured using indicators of credibility, attractiveness, expertise, and trust in influencers. The purchasing decision variable is measured using indicators of need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior, adapted from the concept of consumer behavior.

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0 software. The analysis stages include testing the outer model for convergent validity (outer loadings and Average Variance Extracted/AVE), discriminant validity (cross-loadings), and construct reliability using Cronbach’s alpha and Composite Reliability. The inner model is then tested using R-square values, and hypotheses are tested through bootstrapping based on path coefficients, t-statistics, and p-values. A hypothesis is accepted when the t-statistic is > 1.96 and the p-value is < 0.05 .

IV. Result and Discussion

4.1 Instrument Testing Results

Table 1. Summary of Validity Test Results

Variable	Number of Items	Calculated r	Critical r	Remarks
Celebrity Endorsement (X1)		0.552	0.216	Items valid
Flash Sale (X2)		0.647	0.216	Items valid
Purchasing Decisions (Y)		0.620	0.216	Items valid

Source: IBM SPSS Statistics Output (2026)

The validity test results show that all research indicators have calculated r-values greater than the critical r-value (0.216). Item correlations range from 0.361 to 0.552 for Celebrity Endorsement, from 0.357 to 0.647 for Flash Sale, and from 0.426 to 0.620 for Purchasing Decisions. All questionnaire items therefore meet the validity requirements and are suitable for use as research instruments.

Table 2. Summary of Reliability Test Results

Variable	Cronbach's Alpha	Acceptable
Celebrity Endorsement	0.695	Acceptable
Flash Sale	0.759	Acceptable
Purchasing Decisions	0.746	Acceptable

Source: IBM SPSS Statistics Output (2026)

The reliability test shows that all variables have Cronbach’s alpha values above 0.60: 0.695 for Celebrity Endorsement, 0.759 for Flash Sale, and 0.746 for Purchasing Decisions. These results indicate that the research instrument has a good level of consistency and can be used for data collection.

4.2 Classical Assumption Tests

Table 3. Summary of Classical Assumption Tests

	t	rks
Normality (Kolmogorov–Smirnov)	Sig. = 0.200	Normally distributed data
Heteroscedasticity	X1 = 0.631; X2 = 0.227	No heteroscedasticity
Multicollinearity	Tolerance = 0.660; VIF = 1.515	No multicollinearity
Linearity X1→Y	Sig. Deviation = 0.584	Linear
Linearity X2→Y	Sig. Deviation = 0.700	Linear
Autocorrelation	DW = 2.095	No autocorrelation

Source: IBM SPSS Statistics Output (2026)

The classical assumption tests show that the regression model meets all analytical requirements. The normality test yields a significance value of 0.200 (> 0.05), indicating normally distributed residuals. The heteroscedasticity test yields significance values of 0.631 for Celebrity Endorsement and 0.227 for Flash Sale. Both exceed 0.05, indicating no heteroscedasticity. The multicollinearity test produces a tolerance value of 0.660 and a VIF of 1.515, indicating no strong linear relationship between the independent variables. The linearity test also shows deviation from linearity values of 0.584 and 0.700, respectively, indicating linear relationships between each independent variable and Purchasing Decisions. In addition, the Durbin–Watson value of 2.095 falls within the range of 1.5–2.5, indicating no autocorrelation in the regression model.

4.3 Multiple Linear Regression Analysis

Table 4. Summary of Multiple Linear Regression Analysis Results

Variable	B	Beta	t	Sig.
Constant	0.491	-	0.320	0.750
Celebrity Endorsement	0.547	0.474	5.188	0.000
Flash Sale	0.316	0.364	3.985	0.000

Source: IBM SPSS Statistics Output (2026)

The multiple linear regression analysis shows that Celebrity Endorsement has a regression coefficient of 0.547, while Flash Sale has a coefficient of 0.316. Both coefficients are positive, indicating that increases in Celebrity Endorsement and Flash Sale will increase Purchasing Decisions. The resulting regression equation is:

$$Y = 0.491 + 0.547X_1 + 0.316X_2$$

The equation indicates that Celebrity Endorsement has a greater effect on Purchasing Decisions than Flash Sale, as shown by its higher regression coefficient and beta coefficient.

4.4 Discussion

The Effect of Celebrity Endorsement on Purchasing Decisions

The regression analysis shows that Celebrity Endorsement has a positive and significant effect on Purchasing Decisions. This is indicated by a regression coefficient of 0.547, a calculated t-value of 5.188, and a significance value of 0.000, which is below 0.05. These findings indicate that the first hypothesis is accepted: the more effective the company's celebrity endorsement, the greater consumers' tendency to make a purchasing decision.

This finding indicates that public figures who are credible, attractive, and well matched to the product can increase consumer trust in the marketed product. Celebrities acting as endorsers serve as promotional media and sources of information that can influence consumer perceptions and beliefs before a purchase. Celebrity endorsement can therefore build a positive product image and encourage consumers to make purchasing decisions.

The results are consistent with the research conducted by Shimp (2018), which states that celebrity endorsement is an effective marketing communication strategy for increasing consumer purchase interest and purchasing decisions. Kotler and Keller (2022) also explain that marketing communication involving credible public figures can increase consumer trust in a brand, thereby increasing purchasing decisions.

The Effect of Flash Sales on Purchasing Decisions

The results show that Flash Sale also has a positive and significant effect on Purchasing Decisions. This is demonstrated by a regression coefficient of 0.316, a calculated t-value of 3.985, and a significance value of 0.000, below the 5% significance level. The second hypothesis is therefore accepted.

This finding indicates that flash sale promotional programs can encourage consumers to purchase within a relatively short period. Limited promotional duration and the discounts offered create a perception of scarcity, strengthening consumers' incentive to complete transactions promptly. This situation leads consumers to make purchasing decisions without lengthy deliberation.

These results support the marketing theory proposed by Kotler and Armstrong (2021), which states that sales promotion is an effective component of the marketing mix for increasing consumer purchasing responses in the short term. The study is also consistent with Chen and Yao (2018), who found that flash sales can increase purchasing decisions by creating a sense of urgency and limiting promotional duration.

The Effects of Celebrity Endorsement and Flash Sales on Purchasing Decisions

The simultaneous test results show that Celebrity Endorsement and Flash Sale jointly have a significant effect on Purchasing Decisions. This is indicated by the calculated F-value, which is significant at 0.000 (< 0.05). In addition, the adjusted R square of 0.548 indicates that the two variables explain 54.8% of the variation in purchasing decisions, while the remaining 45.2% is influenced by factors outside the research model.

These results indicate that consumer purchasing decisions are influenced by a combination of marketing communication through celebrity endorsement and price promotion through flash sales. Celebrity endorsement helps build trust and a positive product image, while flash sales provide an economic incentive that encourages consumers to purchase promptly. The synergy between these strategies can increase the effectiveness of companies' marketing in influencing consumer behavior.

These findings support Kotler and Keller's (2022) view that purchasing decisions are influenced by complementary marketing mix activities. Appropriate celebrity endorsement and attractive flash sale promotions strengthen consumers' perceived value, thereby increasing the likelihood of a purchasing decision. Companies therefore need to integrate these strategies into their marketing activities to improve competitiveness and support sustained sales growth.

V. Conclusion

This study shows that marketing strategies involving celebrity endorsement and flash sales can increase consumer purchasing decisions. Celebrity endorsement builds trust, increases product appeal, and strengthens brand image, thereby influencing consumer confidence in their purchase choices. Flash sale programs are an effective promotional strategy for creating a sense of urgency and economic value, encouraging consumers to purchase more quickly.

From a managerial perspective, the results imply that companies need to integrate celebrity endorsement by figures with credibility and a good fit with product characteristics, together with carefully planned flash sale programs that are not used excessively. Combining these strategies can improve the effectiveness of marketing communication, strengthen company competitiveness, and increase consumer purchasing decisions in an increasingly competitive business environment.

This study has several limitations. First, it uses only two independent variables, celebrity endorsement and flash sale, and therefore cannot capture all factors influencing consumer purchasing decisions. Second, the scope is limited to a particular research setting and specific respondent characteristics, so the results cannot be widely generalized to other business sectors or consumer groups. In addition, the study uses a quantitative approach through questionnaires, which does not allow an in-depth exploration of consumers' reasons and perceptions when making purchasing decisions.

Future studies are encouraged to develop the research model by adding other variables that may influence purchasing decisions, such as brand image, consumer trust, product quality, electronic word of mouth (e-WOM), digital promotion, price, and customer loyalty. Future research could also extend the scope to other industries or digital platforms to improve the generalizability of the findings. Mixed methods or qualitative approaches could also be considered to obtain a more comprehensive understanding of consumer behavior in the purchasing decision-making process.

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