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Celebrity Endorsement Attributes and Consumer Purchase Decisions in Indonesia's Electric Vehicle Market

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Abstract

Purpose: This study investigates the influence of celebrity endorsement attributes visibility, credibility, attractiveness, and power on consumer purchase decisions for Electric Vehicles (EVs) in Indonesia, where adoption remains relatively low despite incentives and growing environmental awareness.

Methodology/approach: A quantitative survey was conducted with 385 Indonesian social media users. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the relationships between endorsement attributes and purchase behavior.

Results: The model explains 70.3% of the variance in purchase decisions. Power and visibility exerted the strongest influence, followed by credibility and attractiveness. These results indicate that consumers are more persuaded by endorsers who demonstrate authority, have a broad media presence, and possess authentic reputations, while attractiveness provides supplementary appeal.

Conclusions: The findings highlight the central role of celebrity endorsements in bridging the gap between consumer awareness and actual EV adoption. Collaboration with credible and visible public figures can accelerate sustainable consumption and position EVs as aspirational products in Indonesia.

Limitations: This study focused only on Indonesian social media users and excluded other potential determinants of EV adoption, limiting generalizability.

Contributions: This research extends endorsement theory into sustainable marketing and provides practical guidance for firms and policymakers to design effective communication strategies that leverage celebrity endorsements to promote eco-friendly innovations, especially electric vehicles.

Keywords: *Celebrity Endorsement, Consumer Behavior, Electric Vehicles, Purchase Decision, Sustainable Marketing*

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1. Introduction

The transition to Electric Vehicles (EVs) has become a global imperative in response to climate change, fossil fuel depletion, and escalating environmental degradation (Safarian, 2023). As a sustainable alternative to conventional automobiles, EVs are designed to reduce greenhouse gas emissions, enhance energy efficiency, and promote cleaner transportation systems (Tolani et al., 2025). Accordingly, governments and industries worldwide are heavily investing in EV infrastructure, incentives, and technological innovations to accelerate consumer adoption (Mulcahy et al., 2025; Purnama et al., 2025). Despite these efforts, EV adoption has not met expectations in many markets, especially in Indonesia (Purnama et al., 2025).

This shortfall reflects the persistent "green adoption gap" where consumer awareness and favorable attitudes toward environmentally friendly products do not consistently translate into purchase behavior

(Antoci et al., 2022; Goodarzi et al., 2021). Addressing this gap requires not only economic and technological solutions but also innovative marketing strategies capable of reshaping consumer perceptions and reducing psychological barriers (Hoeft, 2021; Ramachandaramurthy et al., 2023)

In Indonesia, the government has positioned EV adoption as a critical pillar of its sustainable-development agenda. Targets include reducing national carbon emissions by 31.89% by 2030 and achieving net-zero emissions by 2060 (Ministry of Environment and Forestry (MoEF) 2023). To support these goals, multiple initiatives have been introduced, including Presidential Regulation No. 55/2019 on the acceleration of battery EV programs, fiscal incentives, subsidies, and infrastructure investments (Kementerian Perhubungan, 2022). Pilot projects, such as electric buses and public charging facilities in major cities such as Jakarta, Surabaya, and Yogyakarta, further demonstrate institutional commitment (Basuki, 2025; Ginting et al., 2024).

Nevertheless, Indonesia's EV adoption remains modest compared with regional peers such as China and Thailand (Basmantra et al., 2025; Jamaludin et al., 2021; Rachmawati & Al Amin, 2024). Barriers, including high prices, insufficient charging infrastructure, technological uncertainties, and limited consumer familiarity, persist (Mulcahy et al., 2025; Rachmawati et al., 2024). Moreover, EV purchases are perceived as high-involvement decisions because of long-term financial considerations and unfamiliar performance outcomes (Hartawidjaja & Agus, 2023). These challenges underscore the importance of persuasive communication strategies that foster trust, reduce risk perceptions, and create aspirational value in consumer decision-making (Chen et al., 2024; Liu and Zheng, 2024).

One promising strategy is celebrity endorsement, which leverages the cultural and social influence of public figures to shape consumer trust, attitudes, and aspirations (Calvo-Porral & Lévy-Mangin, 2024; Gupta et al., 2025; Makeel et al., 2025). In Indonesia, where popular culture and aspirational lifestyles strongly influence consumption patterns, celebrities play a central role in shaping consumer behavior (Aini & Zagladi, 2025; Az Zahra & Isa, 2025; Firmansyah & Ahmadi, 2025). Prior studies across diverse industries, including fashion, cosmetics, and lifestyle products, have demonstrated that endorsements enhance brand image, credibility, and purchase intention (Calvo-Porral & Lévy-Mangin, 2024; Chan et al., 2025; Lee & Jeong, 2023).

Furthermore, research on sustainable marketing has shown that celebrity participation in eco-friendly campaigns can significantly enhance message persuasiveness and consumer willingness to adopt green products (Kuswati & Noor, 2024). However, most existing studies concentrate on conventional goods or general green products, providing limited empirical evidence of endorsement effectiveness in high-involvement contexts such as EV adoption. This creates an important gap, as EVs involve higher financial, technological, and psychological risks than typical consumer products.

From a theoretical perspective, limited attention has been paid to how the multidimensional attributes of celebrity endorsement–visibility, credibility, attractiveness, and power–interact to influence consumer decisions in sustainable mobility markets (Adhi et al., 2023; Wulandari & Suryawardani, 2019). Prior research often treats celebrity endorsement as a unidimensional construct, overlooking the differential weight of each attribute in high-stakes purchases (Dong et al., 2025). From a practical perspective, firms and policymakers in Indonesia urgently require effective strategies to address social and psychological barriers that cannot be overcome by subsidies or incentives alone. While financial support reduces economic barriers, consumer hesitation rooted in trust, familiarity, and aspiration requires more persuasive approaches to overcome. Thus, examining the combined influence of endorsement attributes provides conceptual clarity and actionable insights for accelerating EV adoption.

This study addresses this gap by integrating four dimensions of celebrity endorsement into a unified framework and empirically testing their effects on EV purchase decisions in Indonesia. This extends endorsement theory into the domain of sustainable consumption, particularly within an emerging market characterized by rapid growth and persistent adoption barriers. Theoretically, this study advances our understanding of how credibility, visibility, attractiveness, and power jointly shape consumer behavior in high-involvement purchase contexts. Practically, this study provides guidance for

marketers and policymakers to design communication strategies that leverage celebrity influence to raise awareness and convert positive attitudes into actual purchases. In summary, this study contributes to bridging the green adoption gap by demonstrating how endorsement strategies can support sustainable mobility and Indonesia's broader climate goals.

2. Literature Review and Hypothesis/es Development

Celebrity endorsements have long been recognized as persuasive marketing tools for shaping consumer perceptions and behaviors. Kotler and Armstrong (2023) argue that celebrities transfer symbolic meanings such as attractiveness, lifestyle, and credibility onto endorsed products, a mechanism explained by the Meaning Transfer Model (McCracken, 1989). In the digital era, social media has amplified this process by enabling direct and continuous interaction between celebrities and their audiences, thereby strengthening the transfer of meaning (Suprawan et al., 2025; Veda & Saravanan, 2024). Empirical studies have further confirmed that endorsements can enhance consumer attitudes, brand recall, and purchase intentions across industries (Angelia & Widjaja, 2024; Calvo-Porral & Lévy-Mangin, 2024; Halder et al., 2024; Macheka et al., 2024). However, scholars have also highlighted that endorsement effectiveness is not uniform but depends on multidimensional attributes such as visibility, credibility, attractiveness, and power (Adhi et al., 2023; Rosli et al., 2025).

Purchase decisions represent the culmination of consumer evaluation processes, influenced by psychological, social, and personal factors, including marketing stimuli (Khomsin et al., 2023; Kotler & Armstrong, 2023). In the context of sustainable products, particularly EVs, consumers often exhibit a discrepancy between positive attitudes and actual purchase behavior due to high perceived risks, price sensitivity, and limited familiarity (Mulcahy et al., 2025). This "green adoption gap" highlights the need for persuasive mechanisms, such as celebrity endorsements, to build trust, reduce uncertainty, and strengthen the symbolic appeal of eco-friendly products.

2.1 Visibility and Purchase Decision

Visibility refers to the extent of a celebrity's public recognition and media exposure (Adhi et al. 2023). According to the Meaning Transfer Model, repeated exposure ensures that the symbolic meanings attached to celebrities are more likely to transfer to the endorsed product (Lu et al., 2025). Prior studies have shown that highly visible celebrities increase brand salience and consumer recall (Adhi et al., 2023; Sesar et al., 2022). In sustainable consumption, visibility reduces informational barriers by keeping eco-friendly alternatives in mind (Jin et al., 2022; Shanmugavel et al., 2022). However, while visibility enhances awareness, scholars caution that it may not guarantee persuasion unless it is combined with credibility and authenticity (Calvo-Porral & Lévy-Mangin, 2024; Jamal et al., 2023). Therefore, visibility can play a critical role in bridging the "green adoption gap" by ensuring that eco-friendly alternatives remain at the forefront.

H_1: There is a positive and significant relationship between the visibility of celebrity endorsers on social media and consumer purchase decisions for EVs.

2.2 Credibility and Purchase Decision

The Source Credibility Model posits that endorsers perceived as trustworthy and expert exert stronger persuasive power (Veda & Saravanan, 2024). Credibility has been widely documented as a determinant of purchase intention (Calvo-Porral and Lévy-Mangin, 2024; Garg and Bakshi, 2024). Endorsers who score high in trustworthiness and expertise are more persuasive, as consumers are likely to internalize their messages (Chan et al., 2025; Kuswati & Saputro, 2025). In green marketing, credibility is particularly salient because consumers are skeptical of "greenwashing" (Balaskas et al., 2025; Seyfi et al., 2025). Kuswati and Noor (2024) found that eco-conscious celebrities enhance message authenticity, while Cespedes-Dominguez et al. (2021) showed that credibility is critical in high-involvement purchases such as EVs. Nonetheless, some studies suggest that credibility's impact may vary depending on consumer familiarity with the product category, underscoring the need to test its role in the EV context.

H_2: There is a positive and significant relationship between the credibility of celebrity endorsers on social media and consumer purchase decisions for EVs.

2.3 Attractiveness and Purchase Decision

The Source Attractiveness Model explains that consumers are more likely to identify with and emulate attractive endorsers, encompassing not only physical appearance but also personality, lifestyle, and likability (Chavare et al., 2025; Irrawati & Isa, 2025). Prior research has consistently found that attractiveness enhances product appeal and emotional attachment (Cristina Sihombing & Febriansyah, 2025; Garg & Bakshi, 2024; Macheka et al., 2024). In the EV context, attractiveness can reposition sustainable consumption as aspirational and fashionable, rather than costly or inconvenient (Leite et al., 2026). However, compared to hedonic products such as fashion or cosmetics, attractiveness may play a more supplementary role in high-involvement functional purchases (Leite et al., 2026).

H_3: There is a positive and significant relationship between the attractiveness of celebrity endorsers on social media and consumer purchase decisions regarding EVs.

2.4 Power and Purchase Decision

Power captures the authority and influence that celebrities exert over consumer attitudes and behaviors (Rosli et al., 2025). From a sociological perspective, powerful celebrities function as opinion leaders who legitimize new practices and reduce consumer resistance (Kim et al., 2024). Studies have shown that power is particularly impactful in high-risk or high-cost purchases, such as EVs, where consumer hesitation is strong (Simon & Cambefort, 2025). In sustainable marketing, celebrity power can signal prestige and transform eco-friendly behavior into a socially rewarding choice (Yang & Chen, 2021). Cespedes-Dominguez et al. (2021) and Groening et al. (2018) show that influential public figures not only shape consumer attitudes but also accelerate the adoption of eco-friendly innovations by framing them as part of a modern, elite lifestyle. Compared to visibility and attractiveness, power may play a stronger catalytic role in framing EV ownership as aspirational and socially legitimate.

H_4: There is a positive and significant relationship between the power of celebrity endorsers on social media and consumer purchase decisions for EVs.

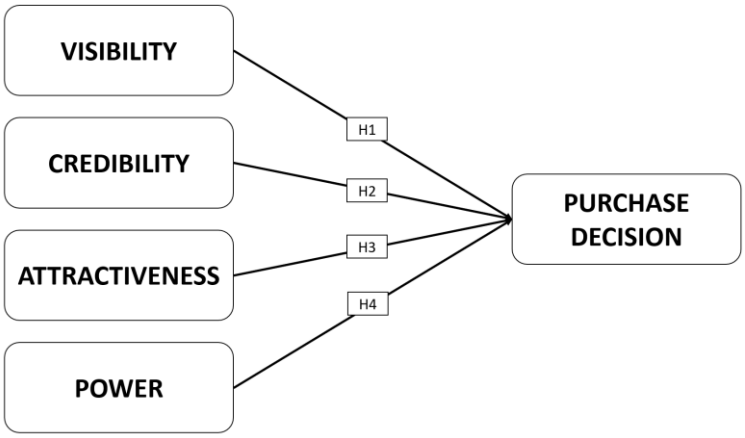

Figure 1. Research framework

3. Research Method

3.1 Research Design

This study adopts a quantitative descriptive and correlational research design to examine the relationships between celebrity endorsement attributes (visibility, credibility, attractiveness, and power) and consumer purchase decisions for EV in Indonesia. This design is appropriate because it enables the quantification of relationships, hypothesis testing, and empirical validation of theoretical assumptions. Data were collected using a structured online survey instrument, allowing for the efficient capture of respondents' perceptions and attitudes toward celebrity endorsers and EV purchase decisions. Given the cross-sectional nature of the study, data were obtained at a single point in time, reflecting consumer perceptions of current market conditions. To ensure rigor, the analysis followed the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, which is well-suited for research models involving multiple constructs and indicators. This methodological choice facilitates a systematic and

comprehensive evaluation of both the measurement model (validity and reliability of constructs) and structural model (hypothesized causal relationships).

3.2 Sampling

The research population comprised active social media users in Indonesia who were potential or actual EV consumers, as social media serves as the primary channel for celebrity endorsement exposure. Since the overall population size is indeterminate, the Bernoulli formula was applied with a 5% margin of error, yielding a minimum requirement of 385 respondents. To meet this target, the survey was distributed via major platforms such as Instagram, Facebook and Twitter (X). A non-probability purposive sampling technique was applied, focusing on individuals with prior knowledge of EVs or exposure to celebrity endorsements of sustainable products. While purposive sampling ensures alignment between respondents and research objectives, it inherently limits representativeness and may introduce a selection bias. Consequently, the findings should be interpreted with caution and are most applicable to the emerging consumer segment active on digital platforms rather than the general population. Ethical procedures were followed by informing the participants of the study's purpose, ensuring voluntary participation, and guaranteeing the confidentiality of responses.

3.3 Data and Instrumentation

The data collection instrument was a structured questionnaire designed to ensure clarity, consistency, and reliability of responses. The questionnaire was developed using Google Forms and distributed electronically to streamline the process and avoid manual data entry errors. The study was divided into two major sections. Section A collected demographic information, including age, gender, education level, occupation, income, geographic location, marital status, and car ownership, to better understand respondents' profiles.

Section B contains the measurement items for the study variables. Specifically, celebrity endorsement attributes were measured using items adapted from Royan (2005) and Um (2022), while purchase decision items were adapted from Kotler et al. (2022). All items were assessed on a five-point Likert scale, ranging from 1 = "strongly disagree" to 5 = "strongly agree," which allowed the study to capture the intensity of the respondents' attitudes and perceptions. To enhance construct validity and reliability, the measurement items were derived from well-established scales in prior studies, ensuring consistency with the existing literature in marketing and consumer behavior research.

3.4 Data Analysis

The data were analyzed using PLS-SEM with the SmartPLS 4 software. This method was Selected Over Covariance-Based SEM (CB-SEM) for several reasons. First, PLS-SEM is more suitable for prediction-oriented research and theory development, whereas CB-SEM emphasizes theory confirmation. Second, PLS-SEM can accommodate complex models with multiple constructs, smaller sample sizes, and data that deviate from normality conditions, which are often encountered in consumer behavior studies in emerging markets. Finally, the exploratory nature of examining multidimensional endorsement attributes aligns with the strengths of PLS-SEM in maximizing explained variance (R^2) rather than the model fit indices emphasized in CB-SEM (Dash & Paul, 2021; Hair & Alamer, 2022).

The analysis was performed in two stages. First, the measurement model was assessed by testing the indicator reliability, internal consistency, convergent validity, and discriminant validity. Second, the structural model was evaluated by estimating path coefficients and testing hypotheses. Bootstrapping with 5,000 resamples was applied to determine the statistical significance of the hypothesized relationships (Hair & Alamer, 2022). The R^2 value was used to assess the explanatory power of celebrity endorsement attributes in predicting consumer purchase decision-making. This methodological approach ensured a rigorous and comprehensive evaluation of the proposed framework, balancing statistical robustness with practical relevance.

4. Result and Discussion

4.1 Respondent Demographic

Table 1. Respondent demographic

Variables	Indicators	Frequency	Percent (%)
Age	17-26 years old	98	25.45
	27-36 years old	171	44.42
	37-46 years old	83	21.56
	47-56 years old	27	7.01
	57-66 years old	5	1.30
	Over than 66 years old	1	0.26
Gender	Male	193	50.10
	Female	192	49.90
Last Education	High School	27	8.57
	Diploma	33	58.70
	Bachelor	226	23.38
	Master	90	2.34
	Doctoral	9	7.01
Occupancy	Healthcare Workers	38	9.87
	Indonesian Army Forces/ Indonesian Police Workers	34	8.83
	state-owned employees	75	19.48
	Civil Servant	51	13.25
	private-owned employees	114	29.61
	Self-Employed	60	15.58
	Others	13	0.26
Geographic Areas	Rural	84	21.82
	Urban	301	78.18
Monthly Income	Under Rp8.000.000	56	14.55
	Rp16.000.001-24.000.000	74	19.22
	Rp24.000.001-32.000.000	30	7.79
	Rp32.000.001-40.000.000	9	2.34
	Rp8.000.001-16.000.000	200	51.95
	Over than Rp40.000.001	16	4.16
Marital Status	Single	185	48.05
	Married	200	51.95
Car Ownership	1	225	58.44
	2	110	28.57
	Over than 2	50	12.99

Table 1 shows the demographic profile of the respondents, providing important insights into the representativeness and relevance of this study. In terms of age distribution (Table 1), the majority of participants were between 27 and 36 years old (44.4%), followed by 17–26 years old (25.5%) and 37–46 years old (21.6%). This indicates that the sample is dominated by younger to early middle-aged adults, reflecting a population segment that is typically more active in career development, financial decision making, and consumption behavior. Respondents aged > 57 years represented only a small fraction (1.6%), suggesting that older individuals were less represented in the survey.

The gender distribution was nearly balanced, with males (50.1%) and females (49.9%) being almost equally represented. This balance strengthens the generalizability of the findings across both sexes. Regarding educational attainment, the majority of respondents held a bachelor's degree (58.7%),

followed by master's degree holders (23.4%), while only a small proportion held diplomas (8.6%) or doctoral degrees (2.3%). This indicates that the sample was relatively well educated, which may have influenced their awareness, preferences, and decision-making patterns.

Regarding occupational background, the largest group consisted of private-sector employees (29.6%), followed by state-owned enterprise employees (19.5%) and self-employed individuals (15.6%). Civil servants (13.2%), healthcare workers (9.9%), and military/police personnel (8.8%) constituted smaller but notable proportions. The heterogeneity in occupation enhances the representativeness of the sample, covering both the public and private employment sectors. In terms of geographic distribution, a significant majority of respondents resided in urban areas (78.2%), with only 21.8% residing in rural areas. This skew toward urban respondents reflects a concentration of economic and professional activities in metropolitan regions, which may also shape attitudes toward electric vehicle and technologies.

The income profile revealed that more than half of the respondents (51.9%) earned between Rp8,000,001 and Rp16,000,000 monthly, suggesting a predominance of middle-income households. Smaller proportions earned Rp16,000,001–Rp24,000,000 (19.2%) or below Rp8,000,000 (14.5%). Only a small number of respondents reported higher income levels above Rp32,000,000 (6.5%). This distribution suggests that the study predominantly captures the perspectives of middle-income groups, which is relevant for understanding electric vehicle purchasing behavior in emerging markets.

Regarding marital status, respondents were almost evenly split between single (48.1%) and married (51.9%), indicating balanced perspectives from individuals with different family responsibilities. Finally, car ownership data revealed that the majority owned at least one car (58.4%), while a notable proportion owned two cars (28.6%). A smaller group reported owning more than two cars (13.0%). This finding may indicate relatively stable socioeconomic conditions among the respondents. Overall, the demographic profile demonstrates a predominantly young, urban, educated, and middle-income population with balanced gender distribution. These characteristics align with the target consumer segment for electric vehicle, thus supporting the contextual relevance of this study.

4.2 Measurement Model (Outer Model)

Before testing the structural relationships, it is essential to assess collinearity to ensure that the estimated path coefficients are not biased by multicollinearity among indicators. In this study, collinearity was examined using the Variance Inflation Factor (VIF) values presented in Table 2. According to Hair and Alamer (2022), VIF values below the conservative threshold of 5 or the more stringent criteria of 3.3 indicate that multicollinearity does not threaten the validity of the model. As shown in the table, the VIF values for all measurement items ranged between 1.398 and 2.046, which are well below the critical threshold. This finding confirms that no significant multicollinearity exists among the indicators of attractiveness, credibility, purchase decision, power, and visibility.

Convergent validity was assessed by examining outer loadings and the Average Variance Extracted (AVE). Outer loadings above 0.700 indicate that each indicator strongly reflects its underlying construct (Hair and Alamer, 2022). As shown in Table 2, the factor loadings ranged from 0.707 to 0.911, all of which exceeded the minimum threshold of 0.700. In addition, the AVE values for all constructs were above the recommended cutoff of 0.50, with Attractiveness = 0.691, Credibility = 0.637, Power = 0.819, Purchase Decision = 0.540, and Visibility = 0.666. These results confirm that convergent validity was achieved.

Discriminant validity ensures that each construct is empirically distinct. This was first evaluated using the Fornell–Larcker criterion, which compares the square root of each construct's AVE with its correlation with other constructs (Henseler et al., 2015). As presented in Table 3, the square roots of the AVE (diagonal values) were greater than the inter-construct correlations, indicating adequate discriminant validity. To further validate this, the heterotrait–Monotrait Ratio (HTMT) was applied, as it provides a more stringent test of discriminant validity (Henseler et al., 2015). The HTMT values in

this study ranged from 0.694 to 0.850, all below the 0.900 threshold (Table 4). Therefore, discriminant validity was confirmed.

Reliability was assessed using Cronbach's Alpha and Composite Reliability (CR). According to Hair and Alamer (2022), both values should exceed 0.700 to indicate adequate reliability. The results show that Cronbach's alpha values ranged from 0.749 (Visibility) to 0.929 (Purchase Decision), while the CR values ranged from 0.857 to 0.938 across all constructs (Table 2). These findings demonstrate the strong internal consistency and stability of the measurement instruments. Overall, the results of the measurement model evaluation provide evidence of good convergent validity, discriminant validity, and reliability, indicating that the constructs were measured accurately and could be used for further analysis of the structural model.

Table 2. Measurement model (outer model)

Variables	Indicator	Outer Loading	VIF	Cronbach's alpha	Composite reliability (rho_c)	AVE
Attractiveness	AT1	0.825	1.617	0.777	0.870	0.691
	AT2	0.848	1.730			
	AT3	0.821	1.511			
Credibility	CR1	0.792	1.647	0.810	0.875	0.637
	CR2	0.795	1.636			
	CR3	0.805	1.684			
	CR4	0.799	1.623			
Purchase Decision	PD1	0.740	1.953	0.929	0.900	0.540
	PD2	0.739	2.046			
	PD3	0.726	1.918			
	PD4	0.738	1.950			
	PD5	0.758	2.049			
	PD6	0.743	1.970			
	PD7	0.731	1.908			
	PD8	0.707	1.938			
	PD9	0.721	1.921			
	PD10	0.736	1.985			
	PD11	0.713	1.971			
	PD12	0.745	2.029			
	PD13	0.755	2.058			
Power	PO1	0.899	1.686	0.779	0.938	0.819
	PO2	0.911	1.686			
Visibility	VI1	0.826	1.563	0.749	0.857	0.666
	VI2	0.823	1.582			
	VI3	0.798	1.398			

Table 3. Fornell-Larcker criterion

	Attractiveness	Credibility	Power	Purchase Decision	Visibility
Attractiveness	0.831				
Credibility	0.666	0.798			
Power	0.604	0.677	0.905		
Purchase Decision	0.658	0.734	0.718	0.735	
Visibility	0.545	0.625	0.531	0.694	0.816

Table 4. HTMT criterion

	Attractiveness	Credibility	Power	Purchase Decision	Visibility
Attractiveness					
Credibility	0.839				
Power	0.777	0.850			
Purchase Decision	0.774	0.845	0.843		
Visibility	0.713	0.799	0.694	0.831	

4.3 Structural Model (Inner Model)

Based on the criteria by Hair and Alamer (2022), R-squared values of 0.75, 0.50, and 0.25 can be interpreted as substantial, moderate, and weak explanatory power, respectively. The analysis shows that the R-squared value for Purchase Decision is 0.703, with an adjusted R-squared of 0.699 (see Table 5). This result indicates that the independent variables in the model–visibility, credibility, attractiveness, and power of celebrity endorsers–explain approximately 70.3% of the variance in purchase decisions for EVs. The adjusted R-squared value, which corrects for the number of predictors, remains close to the original value, suggesting that the model is both stable and robust.

Table 5. R-Square

	R-square	R-square adjusted
Purchase Decision	0.703	0.699

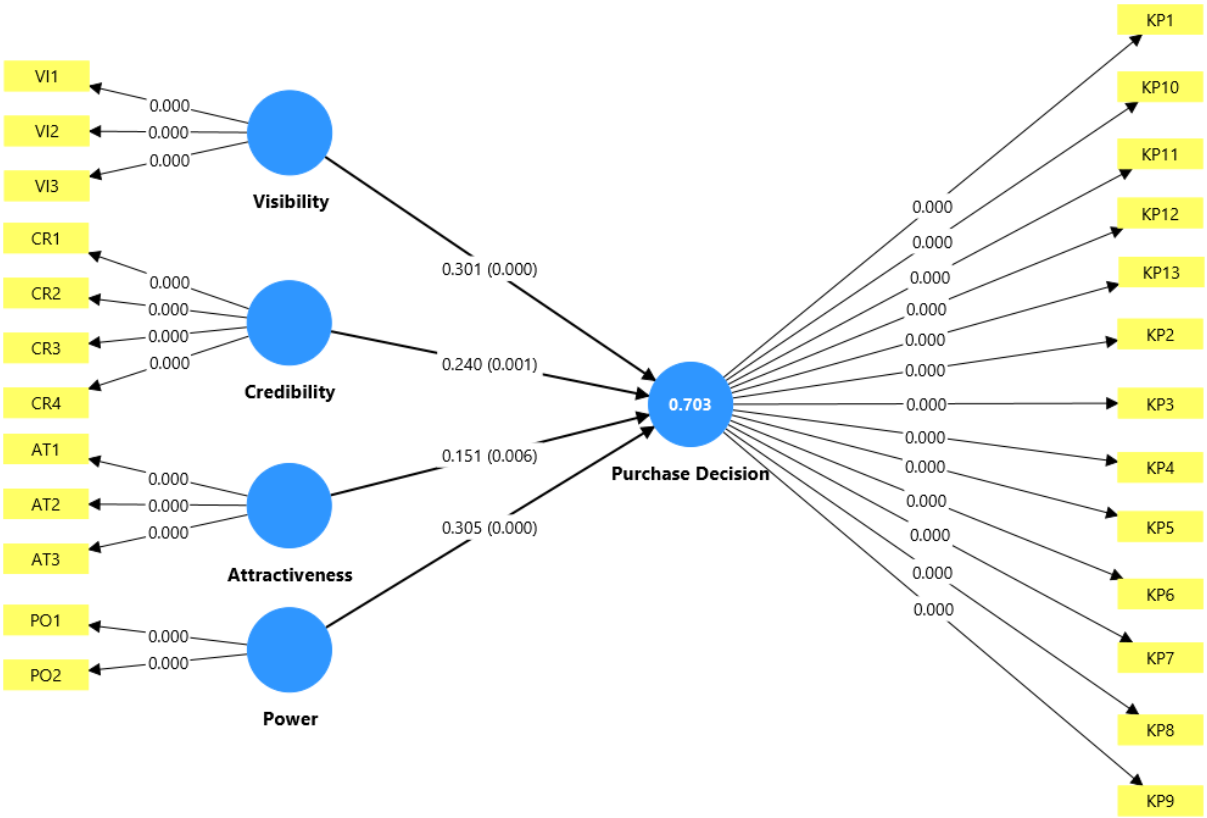

Figure 2. Structural model (inner model)

Table 6. Hypotesis measurement

Hypothesis	Path Coefficient	Sample mean	Standard deviation	T statistics	P values	Description
Attractiveness -> Purchase Decision	0.151	0.152	0.060	2.498	0.006	Accepted
Credibility -> Purchase Decision	0.240	0.237	0.076	3.146	0.001	Accepted
Power -> Purchase Decision	0.305	0.303	0.063	4.811	0.000	Accepted
Visibility -> Purchase Decision	0.301	0.301	0.054	5.530	0.000	Accepted

Figure 2 and Table 6 show the results of the PLS-SEM analysis, which demonstrate that all hypothesized relationships between celebrity endorsement dimensions and purchase decisions are statistically significant, as evidenced by p-values below 0.05 and t-statistics greater than 1.96. These findings confirm full support for all the proposed hypotheses (H_1–H_4). Among the endorsement dimensions, power exerted the strongest positive influence on purchase decisions ($\beta = 0.305$, $t = 4.811$, $p < 0.001$). Visibility was the second strongest predictor ($\beta = 0.301$, $t = 5.530$, $p < 0.001$). Credibility also had a significant positive impact on purchase decisions ($\beta = 0.240$, $t = 3.146$, $p = 0.001$). Finally, Attractiveness demonstrated a significant but relatively smaller effect than the other dimensions ($\beta = 0.151$, $t = 2.498$, $p = 0.006$).

4.4 Discussion

The structural model demonstrated strong explanatory power, with an R^2 value of 0.703, indicating that the four attributes of celebrity endorsement collectively explained 70.3% of the variance in purchase decisions for green products. All four hypothesized relationships–attractiveness, credibility, power, and visibility–were statistically significant, with p-values below 0.05 and t-statistics above 1.96, thereby validating the multidimensional conceptualization of celebrity endorsement (Anggitasari & Kuswati, 2024; Garg & Bakshi, 2024; Macheka et al., 2024). The results extend prior research by applying endorsement theory to the context of green marketing, where adoption barriers are often shaped not only by functional product considerations but also by consumer perceptions of trust, authenticity, and social desirability (Biresselioglu et al., 2018; Murtiningrum et al., 2022; Tarei et al., 2021).

Attractiveness had a significant but comparatively weaker effect on purchase decisions ($\beta = 0.151$, $t = 2.498$, $p = 0.006$). This result suggests that while the physical appeal, lifestyle, and likability of celebrities still contribute to shaping consumer attitudes, their influence is less decisive in high-involvement and sustainability-related purchases. This is consistent with the Source Attractiveness Model, which highlights identification and aspiration as important persuasive mechanisms (An et al., 2024). Prior studies in hedonic categories, such as fashion and cosmetics, often report attractiveness as a dominant factor (Bazi et al., 2023; Cuomo et al., 2019).

In contrast, our findings align with those of Miranda and Delgado (2020) and Vafaei-Zadeh et al. (2022), who argue that consumers place greater emphasis on reliability, long-term benefits, and risk reduction in eco-friendly products. The relatively modest effect of attractiveness reflects the functional and financial complexities of green products, where symbolic appeal may complement but not override rational evaluation. Nevertheless, attractiveness remains valuable in reframing eco-friendly consumption as aspirational and lifestyle-driven, particularly among younger consumers (Mulcahy et al., 2025).

Credibility had a stronger impact than attractiveness ($\beta = 0.240$, $t = 3.146$, $p = 0.001$), highlighting the central role of trustworthiness and expertise in driving purchase decisions. According to the Source Credibility Model, endorsers perceived as reliable and knowledgeable have greater persuasive power because consumers internalize their messages (Garg & Bakshi, 2024). This is particularly relevant in the sustainability domain, where consumers are increasingly skeptical of companies' "greenwashing" practices. These findings corroborate those of Kuswati and Noor (2024), who found that eco-conscious

celebrities improve message authenticity and consumer acceptance of sustainable products. Similarly, Calvo-Porral and Lévy-Mangin (2024) emphasized that credibility consistently strengthens consumer purchase intentions across diverse sectors. In the case of green products, credible endorsers reassure consumers about the legitimacy of environmental claims, reduce uncertainty, and foster confidence in adopting eco-friendly alternatives. This positions credibility as a key attribute for companies aiming to strengthen consumer trust in their sustainability agendas.

The most influential predictor in this study was power ($\beta = 0.305$, $t = 4.811$, $P < 0.001$). This highlights the unique ability of celebrities with authority, social capital, or cultural influence to shape consumer behavior. Power captures not only the status of celebrities but also their role as opinion leaders who can legitimize new practices (Um, 2022). In the green product context, this is particularly valuable because consumers often hesitate because of perceived risks, higher costs, or doubts about performance. Our results align with those of Chan et al. (2025), who showed that powerful endorsers reduce resistance to innovation adoption. By positioning sustainable consumption as prestigious and socially rewarding, powerful celebrities can shift eco-friendly behavior from a niche preference to a mainstream norm. This reinforces the idea that companies should seek not only celebrities with visibility but also those with proven authority in shaping societal trends (Abdullah et al., 2023; Liu & Zheng, 2024). For example, athletes, activists, or global figures with strong reputations may be more persuasive than entertainers with limited perceived influence.

Visibility also emerged as a strong determinant of purchase decisions ($\beta = 0.301$, $t = 5.530$, $p < 0.001$), second only to power in terms of strength. Visibility reflects the frequency and prominence of celebrities across media channels, increasing consumer familiarity and recall. Lee and Jeong's (2023) Meaning Transfer Model explains this effect: repeated exposure ensures that the symbolic meanings associated with the celebrity are transferred to the endorsed product. In the context of green marketing, visibility plays a crucial role in addressing the "green adoption gap," where consumers' positive attitudes toward sustainability do not always translate into purchasing behavior (Kirchner-Krath et al., 2024). These findings are consistent with those of Cespedes-Dominguez et al. (2021), who observed that visible endorsers reinforce brand salience and make products more memorable. For green products, high visibility ensures that eco-friendly alternatives remain top-of-mind, thereby increasing the likelihood of adoption by consumers. Importantly, visibility in the digital era is magnified through social media, where celebrities can engage directly with audiences, making endorsements more personal and continuous than in traditional media (Adhi et al., 2023; Simon & Cambefort, 2025).

This study contributes to the literature in the following ways. First, it extends the application of celebrity endorsement theories the Source Credibility Model, Source Attractiveness Model, and Meaning Transfer Model into the domain of green products, which has been underexplored. Second, the findings demonstrate that the relative strength of endorsement attributes differs across product categories: while attractiveness dominates lifestyle goods, power, credibility, and visibility are more influential in sustainable product decisions. Third, this study situates endorsement within the social media context, offering fresh insights into how digital visibility and direct engagement amplify endorsement effectiveness compared to traditional media.

From a managerial perspective, the results offer actionable insights for marketers and policymakers seeking to accelerate sustainable consumption in the fashion industry. Companies should prioritize endorsers who combine visibility and power, as these attributes have the strongest influence on purchase decisions. Partnering with socially influential figures, such as environmental activists, respected athletes, or cultural icons, can legitimize eco-friendly behavior and enhance consumer confidence.

Moreover, credibility is a critical selection criterion. Endorsers perceived as authentic and aligned with environmental causes help counter consumer skepticism about greenwashing. Although attractiveness is relatively less influential, it should not be overlooked, as it can enhance aspirational value and position eco-friendly consumption as a fashionable lifestyle. Finally, leveraging social media platforms allows companies to maximize their visibility and ensure continuous consumer engagement with sustainability messages.

5. Conclusions

5.1 Conclusion

This study examined the influence of celebrity endorsement attributes–visibility, credibility, attractiveness, and power–on consumer purchase decisions for EVs in Indonesia. The findings demonstrate that all four dimensions significantly affect purchase behavior, with power and visibility emerging as the strongest predictors, followed by credibility, and attractiveness. These results confirm that consumers are more persuaded by celebrities who possess strong social influence, frequent media exposure, and credible reputation. Although attractiveness is impactful, it plays a relatively smaller role in high-involvement purchase contexts such as EVs adoption.

Theoretically, this study contributes to the advancement of endorsement theory in several ways. First, it integrates the Source Credibility Model, Source Attractiveness Model, and Meaning Transfer Model within a unified framework, offering a multidimensional perspective on how endorsement attributes interact to influence consumer behavior in the context of sustainable consumption. Second, by applying these theoretical lenses to high-involvement green products, this study demonstrates that the relative importance of endorsement attributes differs across product categories. In contrast to hedonic goods, where attractiveness dominates, credibility, power, and visibility are more decisive for EVs. Third, the findings enrich the literature on green marketing and consumer behavior by showing that endorsement does not merely enhance attitudes but also addresses the green adoption gap, where positive perceptions do not always translate into purchasing behavior. Collectively, these contributions position celebrity endorsement as not only a promotional tactic but also a theoretical mechanism for understanding how social influence and symbolic transfer drive sustainable consumption.

Practically, the findings suggest that marketers and policymakers should prioritize endorsers who combine authority, authenticity, and broad visibility to effectively bridge the “green adoption gap” and accelerate EVs adoption. Collaborating with influential public figures who embody environmental values may enhance consumer trust and position sustainable mobility as an aspirational lifestyle. Future studies could further enrich these insights by exploring the longitudinal effects of endorsements, comparative analyses across different green technologies, or the moderating role of cultural and demographic factors in shaping endorsement effectiveness. Such research would strengthen the understanding of how marketing communication strategies support global sustainability goals.

5.2 Research Limitations

Despite these contributions, this study has several limitations that should be acknowledged. First, the cross-sectional research design limits the ability to capture changes in consumer perceptions and the long-term effectiveness of endorsement strategies in influencing Electric Vehicle (EV) purchase decisions. As consumer attitudes toward sustainable technologies may evolve over time, causal inferences cannot be established. Second, the use of purposive sampling focusing on social media users, while appropriate for examining digital endorsement effects, restricts the generalizability of findings to broader consumer populations.

Third, although the proposed model explains a substantial proportion of the variance in purchase decisions, other relevant factors such as environmental concern, perceived product quality, and government incentives were not included in the analysis. Finally, this study treated celebrity endorsers as a relatively homogeneous group, without distinguishing between different types of endorsers or examining the degree of congruence between the endorser and the product, which may influence consumer responses**.**

5.3 Suggestions and Directions for Future Research

Future research should address these limitations by employing longitudinal or experimental research designs to better capture dynamic changes in consumer behavior and strengthen the causal interpretations of endorsement effectiveness. To enhance external validity, subsequent studies should use broader or probability-based sampling techniques and conduct cross-country or cross-cultural comparisons, particularly given the global relevance of EV adoption. Future studies should also expand the conceptual framework by incorporating additional determinants of purchase decisions, such as

environmental awareness, perceived product performance, pricing, and policy incentives, and by testing moderating variables, including cultural values, brand trust, and consumer involvement. Moreover, researchers are encouraged to differentiate among types of endorsers, such as traditional celebrities, social media influencers, and environmental advocates, and to examine the role of endorser product congruence in shaping consumer attitudes and behavioral intentions. By pursuing these directions, future studies can provide deeper theoretical insights and more practical guidance for designing effective endorsement strategies that support sustainable consumption and widespread adoption of electric vehicles.

Author Contributions

RAMR conceptualized the research, designed the study, collected data, drafted the manuscript, and provided final approval for publication. WNS contributed to the study design, data collection, manuscript drafting, and revision. ABA was involved in the study design, data collection, manuscript drafting, and revision, and provided final approval for publication. All authors have read and approved the final version of the manuscript.

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