

## Does Celebrity Endorser Trust Influence Advertising, Brand, and Corporate Credibility

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### ABSTRACT

This study aims to investigate whether trust in celebrity endorsers can affect advertising, brand, and corporate credibility in online shopping. This study uses social cognitive theory to explore how trust in celebrity endorsers can be cognitively passed on to consumers' recognition of the company's credibility. Using a quantitative approach, the sampling method used is purposive sampling to analyze two industries "skincare and sportswear", as these industries are frequently promoted by hiring top celebrities in Indonesia. Structural equation modeling using Partial Least Squares (PLS) was used to examine the relationships proposed in the conceptual model, including celebrity endorser trust, advertising credibility, brand credibility, and corporate credibility. By analyzing 493 valid samples, all the proposed Hypotheses were supported except the direct influence of celebrity endorser trust to corporate credibility. This research provides empirical findings that the strategy to use a celebrity as an endorser is proven to increase advertising and brand credibility if the celebrity is trusted by its followers. However, in the case of the cosmetics and sportswear industries in Indonesia, the impact is not significant for corporate credibility. The role of celebrities as endorsers in online shopping thus should be carefully assessed according to the company's goal in digital business and the celebrity's track record in the related industry

Keywords: Celebrity trust, brand, advertising, corporate credibility.

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## 1. INTRODUCTION

Celebrity marketing endorsement has been on the rise and companies are using the popularity of celebrities for more effective promotion. In this era of information technology where businesses can run both online and offline, the use of celebrities in marketing will fasten the product recognition. Many companies are willing to spend multi-million budgets annually to finance celebrities in endorsing their products (Bergkvist & Zhou, 2016; Wang & Scheinbaum, 2018; Jun, 2023). The companies hoped that their image would be improved by associating the company with the celebrity they have chosen (Aw & Labrecque, 2020; Yu & Hu, 2020). In Indonesia as an example, one of the famous celebrities "Tasya Faraza" is one of the top celebrities who have commonly invited to represent cosmetics and skin care products such as Avoskin, Scarlett, and Somethinc.

Another celebrity is Fajar Ramadan who is very popular in Indonesian football where he became the icon for a sportswear brand called Hooligans. The key question that companies need to pay attention to is whether the celebrities are credible enough to represent the companies thus increasing their market performance

The prevalence of corporate use of celebrities in their marketing strategies has prompted many researchers to analyze the celebrity endorser's effectiveness in increasing positive consumer behaviors (Schimmelpfennig & Hunt, 2020). As a secondary source, celebrities are considered capable of representing companies in building brand associations and thus improving the effectiveness of companies' marketing strategies (McCormick, 2016). For example, celebrity endorsers in previous research have been identified to increase brand awareness among consumers (Aw & Labrecque, 2020; Zamudio, 2016). Celebrity endorsers can improve the credibility of companies and increase consumer positive attitudes toward brands (Chung & Cho, 2017; Liu & Liu, 2019). Previous research also showed that celebrity support plays an important role in increasing corporate awareness and image (Li, et al., 2022; Pradhan, et al., 2023). Researchers have recently identified that consumer connections with celebrities are an important factor in influencing their attitudes and behavior (Tran, et al., 2019).

The effectiveness of celebrity trust has been studied in sufficient detail by Ohanian (1990). Research into consumer trust towards celebrity endorsers and its impact on corporate credibility has been done by Hussain, et al., (2020). Their research studied the influence of celebrity trust on the credibility of a company, specifically related to the elements of advertising credibility, brand credibility, and company credibility. Advertisement credibility is consumer confidence that the company's product advertisement is truthful (Hussain, et al., 2020). Brand credibility is the confidence that arises from consumers because brands are considered to have the ability to fulfill what the company has promised (Hussain, et al., 2020). Increased consumer confidence due to the success of advertising, product brands, and companies can influence positive behavior toward the company's credibility.

Studies have adopted various approaches to understanding the effectiveness of celebrity support (Pradhan, et al., 2016, Zhu, et al. 2019). In the digital business where the risk is higher and the speed to gain awareness determines the competitiveness of the company, research on celebrity endorsers is gaining some interest. There is still limited research linking consumer trust in celebrity endorsers in online shopping that explores how trust towards celebrities influences sources of credibility of the company. Hussein, et al., (2020) study was done in London observing upstream well-known global celebrities. The online and offline behaviors of customers are different and it is worth examining due to the nature of the online business. It is also important to consider that the nature of the competitive position is different among industries and countries.

This research aims to analyze the influence of celebrity endorser trust on advertising credibility, brand credibility, and company credibility in online business. We particularly choose the cosmetics and sportswear industries since these industries commonly employ celebrities to gain market awareness. Social Cognitive Theory (SCT) is chosen as the theoretical basis for the structural model development. Six hypotheses are proposed to explain the relationships among key variables.

## 2. LITERATURE REVIEW AND HYPOTHESES

### 2.1 Social Cognitive Theory

With more and more people accessing social media, the need to understand consumer behavior is becoming increasingly important because social media consumers are behaving differently as compared to traditional consumers. Social cognitive theory (SCT) is perfectly suited to underline why individuals want to learn to observe others in social media, especially those who have expertise or social capital so that they can optimize the use of social media (Fu & Li, 2022). Several studies have analyzed celebrity positions using the SCT basis where social media use can influence consumer behavior (Fu & Li, 2022). On the consumer side, awareness and actions can be influenced by the knowledge and experience of celebrity endorsers (Zafar, et al., 2021). Many followers follow the advice and activities of celebrity endorsers, such as healthy lifestyles, facial care, health enthusiasts, and so on. The SCT provides the theory that is essential to understanding the complexity of people's behavior in different social media compared to real-world behavior (offline). According to SCT, in an online world where each person do not know each other and has never even met, individuals are more likely to follow people they consider to be knowledgeable or credible in their field (Fu & Li, 2022). Individuals also tend to adopt behaviors and attitudes consistent with the environment in which they live. which we called it as the social norm (Sun & Yang, 2021). It can be said that the consumer/ follower will be willing to adopt the attitude and behavior of the endorser as a figure considered as credible and trustworthy.

### 2.2. Celebrity Trust

According to the literature, trust is one's willingness to care for the actions of other people, based on the expectation that the other person will perform the actions as expected by the creditor (Franklin & Marshall, 2019). Trust in a celebrity is how far the general public and its followers understand the content and believe that the celebrities are honest in reviewing products offered through social media (Kim, et al., 2014). To increase their reputation, a celebrity must be able to build trust with their followers in social media and in the offline market who have given their time to see the products' reviews. Being honest is one of the important factors for celebrities when reviewing a product to gain the trust of consumers (Deshbhag & Mohan, 2020). Consumers follow the celebrity to get information about their desired product through honest and objective reviews. Trust in celebrity can affect the consumer judgment on the product that has been reviewed (Suki, 2014). Consumers prefer to trust celebrity endorsers who also use the product in their daily lives and make reviews according to their experience with the product. The celebrity endorser could make customers more loyal to a specific brand and happy to pay high premiums (Mela, et al., 1997; Kanwar & Hyang, 2022).

Besides honesty, trust is also reflected in the skills and talents of the celebrity. Skill is the ability or mastery in certain fields of knowledge, such as skills in cosmetics means that the celebrity has knowledge about cosmetics, and how to effectively use and understand why consumers should buy this product as compared to other products. Consumers also judge celebrity expertise by looking at how much celebrities ethically review and how they professionally communicate it. The ability to communicate with their followers through photos or videos on social media is an important factor that determines consumers' positive assessment of the celebrity's expertise. (Liu, et al., 2020).

The celebrity's appeal also turns out to be the factor determining the consumer's confidence in the celebrity. How skilled and how attractive the celebrity's performance determines the number of followers and consumer's beliefs. Celebrity attractiveness is demonstrated by the physical appearance, character, and the way the celebrity presents itself to the public (Ohanian, 1990; Deshbhag & Mohan, 2020). Having an attractive appearance can help the celebrity increase their success in affecting consumer perception of the product they review (Weismueller, et al., 2020). In broader aspects, consumers are also concerned about celebrity's knowledge, character, and lifestyle to influence their attitudes and perceptions (Umeogu, 2012).

Attitude is one of the important factors for someone to gain confidence. Attitude consists of cognitive and affective factors that exist in a person. Cognitive factors relate to knowledge and rational behavior, while affective factor relates to emotions, behaviors, mood, style, and temperament of a person (Savolainen, 2015). Admiration of celebrities can motivate someone to buy the products reviewed by the celebrity. Consumers who are also fans and followers tend to easily trust the celebrity's products because they think the celebrity can be trusted (Deshbhag & Mohan, 2020).

### **2.3. Brand Credibility**

Brand credibility is defined as the consumer's belief in the brand's ability to deliver a product or service as promised (Hussain, et al., 2020). The credibility of a brand can be measured using three aspects: trust, expertise, and attractiveness (Ohanian, 1990; Wang & Yang, 2011). Consumers judge a brand with good credibility by the ability of the brand to build confidence and fulfill its promise on product performance (Erdem & Swait, 2004). Credible brand can be supported by professionals who have knowledge and skills in their field relating to the product (Wang & Yang, 2011). Attractive brand also relates to the endorser's sympathetic behavior, intelligence, and personality conveyed when communicating the brand (Wang & Yang, 2011). Brand credibility indicates product quality, where a brand with good credibility will be associated with good quality and thus gain higher trust from consumers. In the service sector, service quality can be the most important driver of customer behavioral intentions (Wibowo & Roostika, 2019). A strong and positive brand credibility keeps the brand's image high, but when credibility is low, consumers will question the company's ability to produce quality products (Wang & Yang, 2011; Sweeney & Swait, 2008).

### **2.4. Advertising Credibility**

Advertising credibility is defined as the extent to which consumers trust the message contained in the advertisement (Hussain, et al., 2020). The advertisement's credibility can also be interpreted as an expression of consumer confidence in the message contained in the advertising based on specific advertising sources (Prendergast, et al., 2009). Advertising is created in such a way so that the message fits the target market and does not exaggerate to gain consumer's confidence. Consumer trust in the advertisement of the product brand will shape the credibility of that advertisement. High advertising credibility will influence or have a stronger persuasive power towards consumers (Hussain, et al., 2020). Claims on the advertised product also affect the level of credibility of an advertisement (Hussain, et al., 2020). The choice of media to publish advertisements also affects the credibility of the advertisements. Advertisements that appear on television usually are more trusted than advertisements shown on the Internet (Hussain, et al., 2020).

Advertising credibility is also determined by transparent communication. Transparency in delivering a message in an advertisement can build consumers' positive motives (Weismueller, et al., 2020). When consumers can find the motives of the advertisement delivered, it will increase consumer confidence in the product promoted (Weismueller, et al. 2020; Hasanah & Wahid, 2019).

One of the marketing strategies to reach advertising credibility is to use a celebrity. It is considered an effective strategy because marketers want people who are already well-known and expert in their field and celebrities can target the audience more effectively. Celebrities are considered profitable in advertising a brand as they commonly have gained consumer awareness, have built a positive image, and therefore are expected to encourage purchase intention for the product promoted (Hasanah & Wahid, 2019).

## **2.5. Corporate Credibility**

Corporate credibility refers to the trust given by consumers in the ability of a company to provide honest and genuine information about its performance (Jin & Muqaddam, 2019). From the corporate perspective, credibility is how consumers judge the company in carrying out its management activities based on knowledge, expertise, and trust (Kim, et al., 2014). The company's credibility is also reflected in the image it holds. The corporate image is the beliefs, ideas, and impressions that the company leaves to the public mind (Kim, et al., 2014). The corporate image is formed by the actions of the company to influence the public's judgment of the company. Other factors that have a direct or indirect effect on public opinion are companies' activities through the media, trade unions, social organizations, and industrial associations (Kim, et al., 2014). A company that has a good image and is different compared to the competitors will have higher credibility. The reputation of the company also needs to be taken into account so that the credibility already held by the company remains present and continues to rise. A good reputation is the result of the company's performance in the market including the efforts how the company to maintain a positive perception of the public. A strong reputation reflects the quality, expertise, price, design, and service that the company provides to consumers. Consumer perception plays a major role in creating credibility for a company, as consumer perception affects attitudes toward advertising, products, and product purchasing decisions (Jahanzeb, et al., 2013). Previous research has identified that a company's credibility can be used to distinguish the brand owned by the company from other competitors.

## **2.6. The Relationships**

### **The relationship between celebrity endorser confidence and brand credibility, advertising credibility and company credibility**

The credibility of celebrity endorsers can improve consumer responses to advertisements, brands, and companies (Dwivedi & Johnson, 2013; Kim, et al., 2014). Some benefits of using celebrity endorsers include gaining consumer attention, increasing consumer confidence in brand advertising, building a positive impression on consumers, expanding markets, and spreading positive brand news (Hussain, et al., 2020). The values held by celebrities should be in line with the values of the brand promoted by the company. The brand will be considered highly credible if the celebrity endorsing it has high credibility as well. Celebrity with high credit in reviewing and promoting the brand will affect the credibility of the advertisement and the company's brand. Advertisement content carried out by celebrity endorsers is considered more effective in communicating the brand

products through their reviews because, besides their popularity, consumers argue that information from celebrity reviews is more reliable. Product brand reviews posted by attractive celebrity endorsers on their own platform can also create a good image for a company (Kim, et al., 2014). Based on the previous surveys, the researchers put forward the following hypotheses:

**H1:** Celebrity endorser trust has a positive effect on brand credibility.

**H2:** Celebrity endorser trust has a positive effect on advertising credibility.

**H3:** Celebrity endorser trust has a positive effect on corporate credibility.

### **The relationship between advertising credibility, brand credibility, and corporate credibility**

Advertising credibility is defined as consumer confidence in the messages that have a positive impact on brand and company credibility and is also affected by the use of advertising media (Haghirian, et al., 2005). Advertising credibility is said to be the perception of the consumer of the message delivered through trusted advertising and the ability of the company to fulfill the promises presented in the advertisement (Haghirian, et al., 2005; Hussain, et al. 2020). Previous research stated that advertising credibility affects consumers' attitudes toward brands, companies, and purchasing intentions (Hussain, et al., 2020; MacKenzie & Lutz, 1989). Advertising that has good credibility will affect the credibility of brands and associated companies (Hussain, et al., 2020; Haghirian, et al., 2005). Based on the previous investigation, this study proposed the hypotheses as follows:

**H4:** Advertising credibility has a positive effect on brand credibility.

**H5:** Advertising credibility has a positive effect on corporate credibility.

### **The relationship between brand credibility and corporate credibility**

Brand credibility is the trust perceived by consumers in the ability of a brand to make claims for a given product (Hussain, et al., 2020). Research by Hussain, et al. (2020) suggests that consumers' trust in a brand can lead to positive behavior and will directly or indirectly affect the image of a company (Husain, et al. 2020). Good corporate image is the result of the value of consumer satisfaction, loyalty, and sustained commitment that will continue to shape the credibility of the company. A brand with good credibility will help the success of a marketing strategy and can affect the company's activity and image of the company (Hussain, et al., 2020). A high brand credibility has a positive impact on the company as a whole that can be assisted with marketing communications such as using a celebrity endorser to promote the brand (Hussain, et al., 2020). The company brand plays an important role in forming the credibility of the company through consumer assessment of the product, benefits, and attitude toward the brand (Li, et al., 2008). Brand credibility is influenced by the knowledge and skills of the brand in providing trusted information so that the product or service offered meets consumer expectations and improves its relationship with consumer and company credibility (Li, et al., 2008). Therefore, the researchers put forward the following hypothesis:

**H6:** Brand credibility has a positive effect on corporate credibility.

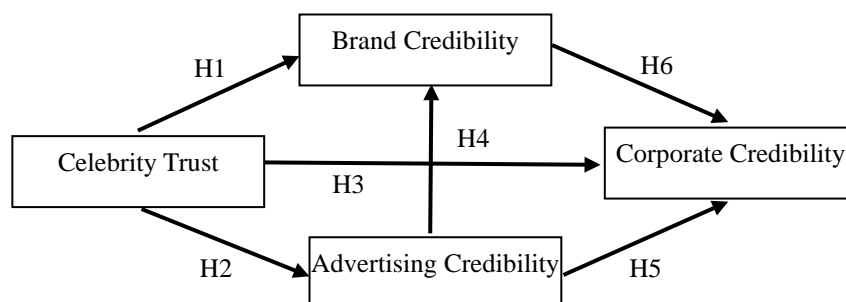


Figure 1. Research Framework

### 3. RESEARCH METHODS

#### 3.1 Research Design

This study examines the trend of celebrity use in promoting a company's products and services. Social Cognitive Theory (SCT) was chosen as the theoretical foundation for building the main structural relationship model that has been developed in this study. The object to be studied is e-commerce which employs celebrities in helping companies marketing communications. The cosmetics industry and sportswear are chosen to be analyzed since the use of celebrity endorsers in these industries is quite popular.

#### 3.2 Population and Sample

This research uses a quantitative approach by distributing questionnaires through Google Forms. The distribution of the questionnaire covered the majority from Java and some small numbers from outside Java. Non-probability sampling techniques are considered to be the most suitable sampling method which is purposive sampling. Sample size follows the minimum adequacy as specified in the use of structural equation modeling (SEM). As described in Hair, et al., (2019: 133), the sample recommended for SEM analysis is between five to ten times the number of items in the questionnaire. In this research, respondents are taken from consumers of the cosmetics and sportswear industry in Indonesia. By collecting 493 valid samples, the data is analyzed using SEM-PLS (Partial Least Squares)

#### 3.3 Data Analysis Technique

Using SEM-based analysis, PLS, four key variables are tested according to the relationships developed in the research model. The four key variables are celebrity trust, advertising credibility, brand credibility, and corporate credibility. The measurements were adopted from previous research with slight modifications adapted to the conditions of the cosmetics and sportswear fashion industry in Indonesia. The Likert scale of 7 used ranges from 1 very disagreeable to 7 very agreeable.

### 4. ANALYSIS AND DISCUSSION

#### 4.1 Characteristics of The Respondents

The study collected a sample of 493 respondents within three months of the data collection period. Researchers developed closed questions and distributed the questionnaire via Google Forms. The questionnaires were developed majority from Hussain, et al., 2020, with some adaptations to adjust to Indonesian respondents. Purposive sampling was chosen

since respondents must have experience in following in the social media of some celebrities, particularly in the cosmetics and fashion industries. Respondents should understand the celebrities who actively endorsed the products in related industries. They're all willing to spend time following the celebrities' reviews on products. The majority of the respondents' age ranged between 20 to 40 years old. The backgrounds are quite diverse, as summarized in Table 1.

Table 1. Demographic Profile

Classification		Number	Frequency
Gender	Male	241	49%
	Female	252	51%
Age	Less than 20 years	40	8%
	20 - 29 years	274	56%
	30 -39 years	120	24%
	Above 40 years	59	12%
Education	High school	254	52%
	Certificate	Diploma - Bachelor	218
	Magister	14	3%
	Other	7	1%
Monthly	Less than Rp 2.000.000	140	28%
Expenditure	Rp 2.000.000-Rp 5.000.000	207	42%
	Rp 5.000.000-Rp 10.000.000	105	22%
	Above Rp 10.000.000	41	8%
Employment	Students	252	51%
	Private sector	84	17%
	Public Officers	70	14%
	Entrepreneurs	87	18%
	Other	0	0

#### 4.2 Evaluating the Structural Model and Hypothesis Testing

To test the validity and reliability of the data, this study uses a measurement model. Convergent validity is tested using outer loading whose value can be seen in Figure 2, also AVE values (Table 2). Of all tested variables, they show values above 0.7. According to Ghazali and Latan, (2015), the recommended AVE value is  $> 0.5$ . Thus, according to convergent validity, the data has satisfied the convergent validity requirement.



Table 2. Construct validity and reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Advertising Credibility	0.937	0.938	0.955	0.842
Brand Credibility	0.958	0.958	0.965	0.797
Celebrity Trust	0.942	0.942	0.954	0.774
Corporate Credibility	0.944	0.944	0.957	0.816

Table 1. shows the reliability of the instrument, where the composite reliability and Cronbach’ alpha values are all with scores above 0.7. Evaluation of discriminant validity is done by observing the results of Cross-loading and the Fornell-Larcker Criterion. Based on Table 3, the AVE square root for each variable must be greater than the correlation between the variables measured in the model (Ghozali & Latan, 2015). The Cross-loading value between the latent variables is shown in Table 4, where each item must correlate higher with the variable measured compared to the other variables.

Table 3. Fornell Larcker Criterion

	AC	BC	CT	CC
Advertising Credibility	<b>0.917</b>			
Brand Credibility	0.838	<b>0.893</b>		
Celebrity Trust	0.877	0.826	<b>0.880</b>	
Corporate Credibility	0.799	0.880	0.765	<b>0.903</b>

Table 4. Cross-loading

	Advertising Credibility	Brand Credibility	Celebrity Trust	Corporate Credibility
AC1	<b>0.922</b>	0.779	0.821	0.744
AC2	<b>0.918</b>	0.763	0.798	0.717
AC3	<b>0.913</b>	0.761	0.775	0.736
AC4	<b>0.917</b>	0.772	0.823	0.734
BC1	0.770	<b>0.886</b>	0.778	0.793
BC2	0.796	<b>0.904</b>	0.770	0.806
BC3	0.716	<b>0.876</b>	0.706	0.766
BC4	0.725	<b>0.885</b>	0.734	0.768
BC5	0.726	<b>0.896</b>	0.695	0.792
BC6	0.760	<b>0.919</b>	0.743	0.795
BC7	0.741	<b>0.883</b>	0.732	0.779

CC1	0.732	0.801	<b>0.725</b>	0.908
CC2	0.743	0.807	<b>0.712</b>	0.936
CC3	0.725	0.788	<b>0.668</b>	0.907
CC4	0.734	0.785	<b>0.706</b>	0.883
CC5	0.674	0.794	<b>0.642</b>	0.883
CE1	0.741	0.745	0.873	<b>0.684</b>
CE2	0.751	0.722	0.855	<b>0.696</b>
CE4	0.761	0.707	0.872	<b>0.656</b>
CE5	0.781	0.717	0.902	<b>0.673</b>
CE6	0.807	0.747	0.896	<b>0.672</b>
CE7	0.787	0.721	0.880	<b>0.656</b>

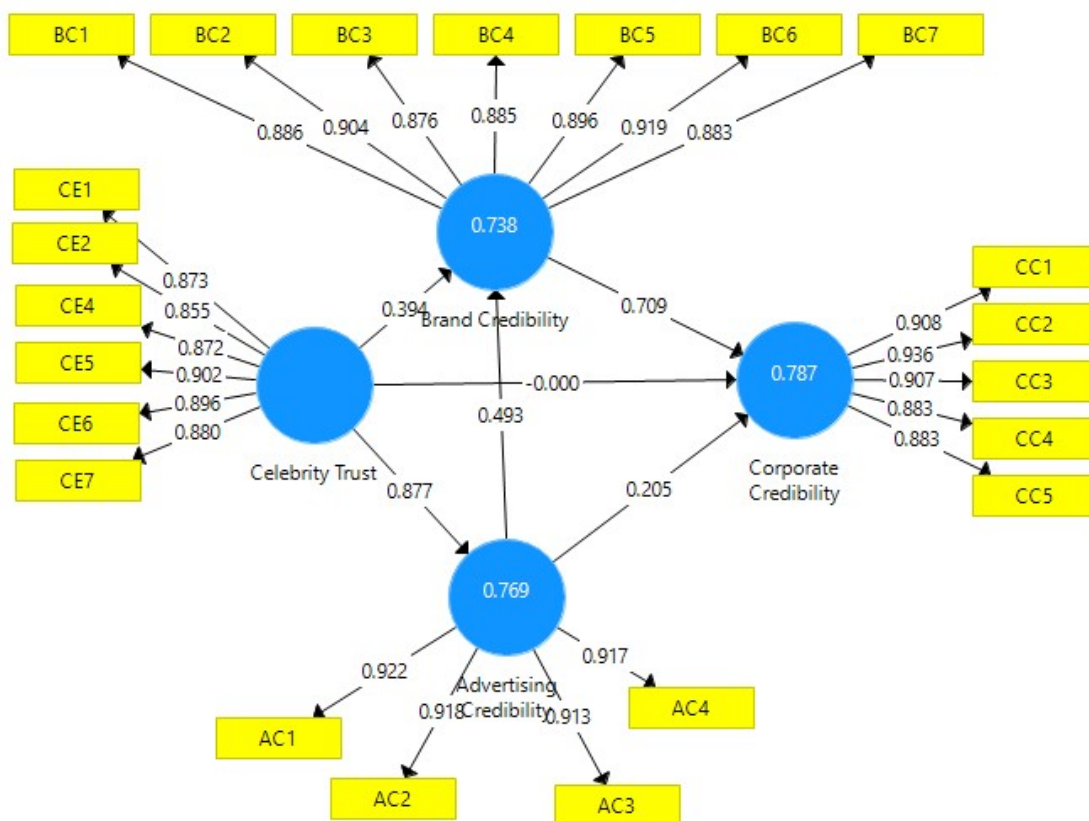


Figure 2. The Final Model

**Path Coefficient and Significance Test**

Figure 2. shows the final results of the SEM based – PLS. Four items were dropped from the celebrity trust variable having a score below 0.5 in loading factor (Convergent validity does not met). From the structural analysis of the model, the overall hypotheses proposed were supported. Figure 2 and Table 5 provide detailed information about the path

coefficients that inform both the strengths and weaknesses of the relationships among variables. The most powerful influence was shown by the celebrity trust on advertising credibility with the coefficient of 0.877.

Table 5. Hypothesis testing of the Structural Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Advertising Credibility → Brand Credibility	0.493	0.492	0.060	8.201	0.000
Advertising Credibility → Corporate Credibility	0.205	0.207	0.064	3.201	0.001
Brand Credibility → Corporate Credibility	0.709	0.706	0.050	14.285	0.000
Celebrity Trust → Advertising Credibility	0.877	0.878	0.013	69.256	0.000
Celebrity Trust → Brand Credibility	0.394	0.394	0.062	6.348	0.000
Celebrity Trust → Corporate Credibility	0.000	0.002	0.063	0.005	0.996

#### 4.3 Discussion and Implications

Previous research has identified that trust in celebrity endorsers has a positive influence on the credibility of advertising, brands, and companies (Hussain, et al., 2020). This study assessed the behaviors of consumers in online shopping schemes. Companies recognize that the ability of celebrities to attract widespread consumer trust is an effective strategy to gain consumer attention. This study supports the findings of previous studies (Dwivedi & Johnson, 2013; Hussain, et al., 2020; Kim et al, 2014) that found the influence of celebrity endorser trust on advertising credibility and brand credibility, while different from previous studies where celebrity trust not significantly influencing corporate credibility. With increasing consumer trust in celebrity endorsers, advertising of a brand will leave more impression on consumers, resulting in increased in consumer perception of advertising credibility.

Similarly, trust in celebrity endorsers also has a positive impact on brand credibility. It means choosing a trusted celebrity can boost the credibility of advertisements and brands. In the cosmetics industry, people would not easily believe without reviews from others who have real usage experience on the cosmetic products offered. Explanations and reviews from top celebrities who according to public perception have a positive record will greatly help the public acceptance of the products offered. Similarly, in the fashion sportswear industry, the selection of a celebrity that suits the industry (e.g. an athlete), will help the marketers to effectively pass the messages to the target consumers. The trust acquired by the celebrity endorser can increase the credibility of advertisements and brands.

In support of Social Cognitive Theory, the findings from online shopping business analysis in cosmetics and sportswear industries in Indonesia are suited to explain that customers are keen in learning from social media. Celebrity endorsers can optimize the learning effect in social media because they have gain trust from the customers. Fu & Li, (2022) found that

social media can influence the behavior of consumers. Similar to the global celebrity endorsers, the local/national celebrity endorsers are proven to be a significant source of advertisement and brand credibility. However, the nature of the industry and local market conditions might be reasons why celebrity trust does not significantly influence corporate capability. These findings need further examination in different industries or countries to see the celebrity endorsers' impact on a company's credibility as a whole.

This research supports previous research where advertising credibility affects both brand credibility and company credibility (Hussain, et al., 2020; Haghirian, et al., 2005; MacKenzie & Lutz, 1989). Advertising credibility can shape consumer attitudes towards brands and companies if communicated consistently. It will have a positive impact on brand credibility and company credibility (Hussain, et al., 2020). Especially in the era of e-commerce, advertising and brands are both vital points for communications success that are directly captured by consumers. Advertising management that covers a range of content creativity, ethics, and timing becomes a powerful weapon in building brand credibility and corporate credibility. In the cosmetics and sports fashion industries, the same logic applies, where the choice of a beauty celebrity and a well-renowned sports celebrity will determine credible brands and companies. In line with this finding, companies need to have complete and wise considerations in choosing celebrities as endorsers and influencers of their products.

A brand with good credibility will improve the effectiveness of a marketing strategy and further influence the activity and image of the company (Hussain, et al., 2020). Brand credibility has a positive impact on the company as a whole through marketing communications, including using celebrity endorsers in communicating its brand (Hussain, et al., 2019). The brand becomes the company's communications representative in the market. The brand name of the product is often exactly the same as the company name. So, the success of a brand with a high equity will be associated with the success and credibility of the company. In the cosmetics and fashion sports sectors, brands are often a symbol of quality. Due to high competition in this industry, where consumers are faced with many brands, the company must be able to create a differentiating effect. Reputable celebrity endorsers who not only influence but also endorse the company's products will be directly associated with the company. Consumers' perception on celebrity endorsers will be strongly attached to the firm that is endorsed. That's why companies need to think about the long-term impact when choosing celebrities as the company's communications representative.

## 5. CONCLUSION

This research used SCT (Social Cognitive Theory) as the base for explaining the relationships among variables in the research model. The research model is developed to understand the role of celebrity endorser trust in online shopping to understand the impacts on a company's credibility. By testing 493 valid respondents in the cosmetics and sportswear industry in Indonesia, the influence of celebrity endorser trust affects advertising credibility and brand credibility. Interestingly, the celebrity endorsers' trust does not affect the corporate's credibility. This study is expected to be able to provide theoretical implications that enrich the empirical findings in online shopping since Indonesia can be considered as representing a huge and active number of online shoppers in the world. Managerial contributions can be explained by companies' policy in choosing

and hiring celebrities which should be carefully assessed based on the nature of industries and competitive positions. Different industries and levels of competition may require different strategies in the use of celebrities as endorsers.

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