Research Article

The influence of Celebrity Endorsement, Electronic Word of Mouth (E-WOM), and Live Streaming on Purchasing Decisions of Evangeline Perfume Products at FEB Udinus

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Abstract: Perfume is often used to enhance self-confidence and build a positive self-image, particularly among young people in social and academic settings. Thus, purchasing decisions are shaped not only by functional needs but also by emotional and social factors. This study examines how live streaming, electronic word-of-mouth (E-WOM), and celebrity endorsements influence consumers' decisions to buy Evangeline perfume. A quantitative survey method was employed using purposive sampling, with respondents limited to FEB Udinus students who have experience with and knowledge of Evangeline products. This group was selected as they represent an active consumer segment for lifestyle and cosmetic goods. Data from 140 respondents were analyzed using multiple linear regression along with the classical assumption test. The results show that all three marketing variables significantly and positively affect purchase decisions, with live streaming being the most influential factor. These findings highlight the importance of interactive engagement, peer validation, and positive selection cues in shaping consumer trust and perception. Academically, this study contributes to consumer behavior and digital marketing research. Practically, the results suggest that perfume companies should prioritize live streaming campaigns, strengthen E-WOM strategies, and leverage celebrity endorsements to improve marketing effectiveness and increase sales.

Keywords: Celebrity Endorsement; Electronic Word of Mouth; Live Streaming; Purchase Decision; Students

1. Introduction

The rapid development of internet technology has transformed consumer behavior, particularly in buying and selling transactions, which have shifted from offline to online (Hariyanto & Trisunarno, 2021). This shift creates opportunities for various industries to adopt more innovative digital marketing strategies. One industry experiencing significant growth is the perfume industry, which now serves not only as a fashion accessory but has evolved into a symbol of social status and a representation of personality, especially among the younger generation. Marketing strategies in this industry are required to adapt to digital trends, including the use of influencers in digital marketing (Veranda et al., 2025).

The local Indonesian perfume industry is showing significant growth, with several brands successfully leveraging digital platforms to expand their market reach. Data from Compass.co.id shows that Evangeline leads the local perfume market share with higher margins than competitors such as Fres & Natural, Salt & Co., and Mykonos. Evangeline's success is also reflected in the Eau De Parfum category, where they ranked second after Gatsby, with a consistent growth trend from 11.50% in 2021 to 21.40% in 2025. This demonstrates the effectiveness of digital marketing strategies implemented by local perfume brands in facing market competition.

One increasingly popular digital marketing strategy is live streaming, which allows direct interaction between sellers and potential buyers. Data from fastmoss.com shows that Evangeline's live streaming sessions on TikTok experienced a dramatic increase in volume, from around 10,000 viewers in early April 2025 to over 30,000 viewers on May 4, 2025, during the "Shopping Day" program. Research shows that two-way communication during live streaming sessions can increase consumer trust, especially in the context of bold shopping, which generally lacks assurance of product quality (Saputra & Fadhilah, 2022). This strategy has proven effective because it allows for a more detailed product presentation and provides the transparency of information consumers need. In addition to live streaming, electronic word of mouth (e-WOM) and celebrity endorsements are important factors in shaping consumer purchasing decisions. Consumers tend to trust reviews and recommendations from other users more than traditional marketing messages, making e-WOM a crucial factor in the decision-making process (Vania & Bahtiarchim, 2025). The use of celebrities such as Aurelie Hermansyah and Atta Halilintar as endorsers has also been shown to strengthen a brand's positive image, especially when they possess credible knowledge of the product (Lim et al., 2017; Riftiyani, 2024). This combination of strategies creates social validation and perceived quality that are difficult to achieve through conventional advertising.

The success of digital marketing strategies can be explained by the Theory of Planned Behavior, which states that consumer purchasing decisions are influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991 in (Sulasih et al., 2022). Evangeline's digital strategy successfully influenced these three factors: live streaming and e-WOM formed positive attitudes through comprehensive information, celebrity endorsements formed subjective norms through social validation, and direct interaction increased consumers' perceived behavioral control. This also aligns with the Diffusion of Innovation Theory, which explains how innovations can spread through specific channels within a social system.

While various studies have examined the individual influence of live streaming, e-WOM, and celebrity endorsements on purchasing decisions, there is limited research on how these three digital marketing strategies collectively influence perfume purchasing decisions, particularly among Indonesian students. This phenomenon requires further study because students are a market segment that is active on social media and has unique characteristics in their purchasing decisions. Therefore, this study aims to analyze the influence of the integration of live streaming, e-WOM, and celebrity endorsements on Evangeline perfume purchasing decisions among students, considering the Theory of Planned Behavior (Ajzen, 1991) and Diffusion of Innovation Theory (Rogers, 1995) as theoretical foundations.

2. Literature Review
Theory of Planned Behavior (TPB)
This theory was developed by Ajzen (1991) as an extension of the Theory of Reasoned Action, adding a behavioral control factor to explain when behavior is not entirely under an individual's control. The dimensions used to understand and predict consumer behavior through behavioral intentions are influenced by three main components, including (Rizky, 2023)

a. Attitudes Towards Behavior
    Attitude toward a behavior refers to a person's positive or negative evaluative judgment of a product in question. In the context of purchasing Evangeline perfume, this attitude is influenced by beliefs about the product's benefits. A positive attitude toward local products can increase purchase intention.
b. Subjective Norms
    Subjective norms are a function of a person's beliefs about the views of others regarding an object, which can influence them. This indicates the presence of social influences on individual decisions, such as from family, friends, or social media. These norms can be formed through celebrity endorsements and e-WOM, which have a significant impact, especially on the younger generation.
c. Perceived Behavioral Control
    Behavioral control describes the perceived ease or difficulty of performing an action. Factors such as access to technology and product information play a significant role in online purchasing. Live streaming can enhance perceived control by providing direct interaction and clear information.

Live Streaming
The fact that consumers are increasingly using digital media to search for and purchase products can be a key factor in marketing strategies. Therefore, live streaming is considered an effective method for building trust and increasing customer satisfaction (Suada et al., 2025). Live streaming is a social media innovation that enables the dissemination of information by

emphasizing the importance of speed in delivering information directly. Live streaming is a direct electronic marketing activity that aims to encourage strong interactions and rapid growth with customers by combining technology and social interaction. Visual elements of live streaming include the use of fonts and other visual aids, as well as easy-to-understand informative writing as a tactic to attract interest and encourage customers to use the advertised product. The live streaming feature directly facilitates communication between buyers and sellers about the product being offered, including detailed information regarding specifications, dimensions, and materials. This can strengthen positive perceptions of the product being offered

Xu et al. (2022) research explains that streamers' social capital is a factor influencing consumer purchase intentions in e-commerce live streaming, where trust in the streamer and the resulting parasocial interactions can significantly influence purchasing decisions. However, Lo et al. (2022)findings suggest a flip side, where live streaming can trigger impulsive buying behavior through psychological mechanisms such as scarcity persuasion and vicarious experience, potentially harming consumers in the long run. Meanwhile, Wang et al. (2022)emphasize the importance of two-way communication and consumer engagement in creating a supportive shopping environment. These studies demonstrate the potential for information manipulation during live streaming. Although various studies demonstrate the effectiveness of live streaming in increasing sales, there are still limitations in understanding the long-term impact on post-purchase consumer satisfaction and the potential risks associated with impulsive buying triggered by time pressure and emotional persuasion during live streaming sessions.

E WOM

According to Aynie et al. (2021), "Electronic Word of Mouth refers to positive or negative statements made by actual, potential, or previous customers about a product or service by sharing this information through reviews and boldly seeking information." E-WOM is a crucial aspect of marketing programs by developing customer expression of a brand. According to (Kasakeyan et al., 2021), "The influence of bold branding will indicate that current purchases are driven by the strong role of E-WOM in building and activating brand image." According to Naeem (2021), "people often turn to what others are doing when they are dissatisfied with what they want or are confused between various options, observing what others choose or clinging to its ability to help them in making decisions."

However, a critical examination of E-WOM reveals several limitations. For example, the authenticity of online reviews is problematic, where consumers often find it difficult to distinguish between genuine reviews and manipulated or paid reviews. Furthermore, confirmation bias in processing e-WOM information can cause consumers to only pay attention to reviews that align with their prior preferences, thereby reducing objectivity in decision-making. The phenomenon of "herding behavior" mentioned by Naeem (2021)can encourage consumers to make decisions based on social pressure rather than rational product evaluation. The volume and complexity of e-WOM information can lead to information overflow, where consumers become increasingly confused and have difficulty processing the available information to make informed purchasing decisions.

Celebrity Endorser

Celebrity endorsements are one of the most effective marketing strategies for building credibility and connectivity with consumers (Kotler et al., 2020) The success of this strategy lies in the celebrity's ability to leverage their trustworthiness and personal appeal to promote products to their target audience (Ramadani et al., 2025b). In digital marketing, celebrity endorsers or influencers can influence purchasing decisions because they tend to have a strong influence on their social media followers (Aprilia et al., 2024). Delivering natural, non-commercial content can increase customer engagement and build brand loyalty, making influencer endorsements highly potential for increasing product visibility and sales conversions (Jin et al., 2022) For Evangeline perfume, the celebrity endorsement strategy involving celebrities like Aurelie Hermansyah and Atta Halilintar becomes even more relevant when combined with live streaming, where direct interaction can reduce consumer uncertainty about product quality through credible demonstrations and testimonials from endorsers with in-depth product knowledge.

Buying Decision

Purchasing decisions refer to consumers' desire to make purchasing decisions for products they like. Purchasing decisions are a process carried out to address problems that arise and need to be addressed, or a series of actions taken to achieve goals as quickly as possible and at a reasonable cost (Astuti & Hakim, 2021). Before deciding to purchase a product, consumers will approach it by identifying their needs, looking for product information that can help them, choosing from several available products, and evaluating the product after purchase (Ilyas & Kurniasih, 2022). According to Kotler et al. (2020), there are 4 indicators

related to purchasing decisions, including: product stability, product purchasing habits, providing recommendations to others, and repeat product purchases (Maiza et al., 2022).
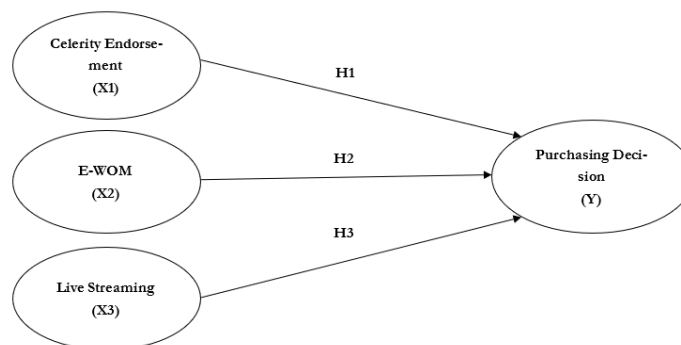
Conceptual Framework

Figure 1. Conceptual Framework

Research Hypothesis

H_1: There is a direct influence of Celebrity Endorsement on purchasing decisions.

H_2: There is a direct influence of EWOM on purchasing decisions.

H_3: There is a direct influence of Live Streaming on purchasing decisions.

3. Research Method

Questionnaires were employed as the primary data collection method in this quantitative study. The population consisted of residents of Semarang City; however, purposive sampling was applied to specifically target FEB Udinus students who met the criteria of having purchased and being familiar with Evangeline products. This approach was chosen to ensure that the respondents were directly relevant to the research objectives. The determination of the sample size referred to (Hair, 2014), who suggest a minimum sample size of 5 to 10 times the number of indicators. In this study, there were 14 indicators, so the ideal number of samples ranged from 70 to 140 respondents. The researchers selected the maximum number, namely 140 respondents.

The questionnaire was distributed online via Google Forms and assessed using a standardized five-point Likert scale: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. This scale was used to measure respondents' attitudes, perceptions, and views on the studied variables. Validity testing was conducted to ensure that each indicator accurately represented the measured variable, particularly through construct validity. Reliability testing was carried out using Cronbach's Alpha, with a threshold value of 0.70 or higher considered acceptable for internal consistency.

Ethical considerations were also taken into account. Respondents were informed of the purpose of the study, participation was voluntary, informed consent was obtained prior to completing the questionnaire, and confidentiality of responses was guaranteed. The collected data were analyzed using multiple regression analysis to examine the simultaneous effects of live streaming, electronic word of mouth (E-WOM), and celebrity endorsements on purchasing decisions. Multiple regression was chosen because it aligns with the research objective of testing the joint influence of several independent variables on a dependent variable, thereby providing a more comprehensive understanding of consumer decision-making behavior.

4. Results and Discussion

Table 1. Percentage of Respondents' Gender and Study Program

	Variables	Respondents	Percentage
Gender	Man	89	63.6%
	Woman	51	36.4%
Study program	Management	109	77.9%
	Accountancy	31	22.1%

Source: Data Processing, 2025

According to the aforementioned data, the majority of respondents (89, or 63.6%) fall into the male category for both gender and study program, while management respondents (109, or 77.9%) fall into the study program category.

Validity Test

The formula df = (n-2) is used in the validity test. df in this study is 140 - 2 = 138. The value is 0.165 when examining the R table for a vertical 138 and a 5% significance level. The result is invalid if the computed R value is less than 0.165. However, the result is deemed legitimate if the computed R value exceeds 0.165.

Table 2. Respondent Validity Test

Variable	Indicator	R count	R table	Information
Celebrity Endorse (X1)	X1.1	.820	0,165	Valid
	X1.2	.772	0,165	Valid
	X1.3	.817	0,165	Valid
	X1.4	.774	0,165	Valid
E-WOM (X2)	X2.1	.828	0,165	Valid
	X2.2	.798	0,165	Valid
	X2.3	.818	0,165	Valid
	X2.4	.791	0,165	Valid
Live Streaming (X3)	X3.1	.854	0,165	Valid
	X3.2	.883	0,165	Valid
	X3.3	.841	0,165	Valid
Purchasing Decision (Y1)	Y1.1	.828	0,165	Valid
	Y1.2	.875	0,165	Valid
	Y1.3	.851	0,165	Valid

Source: Data Processing, 2025

Reliability Test

The results of the Cronbach's alpha test must be above 0.60. When the number is above 0.60, it can be said that the data in this study is reliable.

Table 3. Reliability Test

No	Variables	Cronbach's Alpha	Information
1	Celebrity Endorsement (X1)	0.807	Reliable
2	E-WOM (X2)	0.824	Reliable
3	Live Streaming (X3)	0.823	Reliable
4	Purchase Decision (Y)	0.811	Reliable

Source: Data Processing, 2025

According to the reliability test results, the data is deemed reliable and suitable for additional analysis. The Cronbach's Alpha value derived from the Celebrity Endorse variable is 0.807, E-WOM is 0.824, Live Streaming is 0.823, and Purchase Decision is 0.824.

Classical Assumption Test

Normality Test

Data normality testing is carried out using a PP Plot (Probability-Probability Plot) graph which compares the distribution of research data with a standard normal distribution (Ghozali, 2018). This graph shows data points plotted against a diagonal line as a reference for normality:
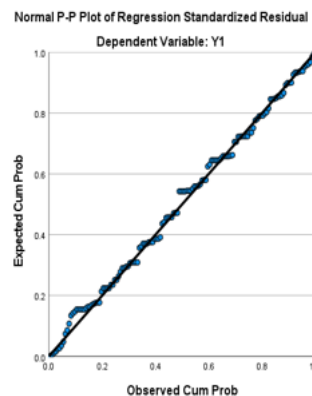

Figure 4. PP Plot of Data Normality
Source: Data Processing, 2025

The analysis results in Figure 4 show that the data points are spread out following and approaching the diagonal line, indicating that the research data is normally distributed. Meeting this normality assumption is essential to ensure the validity of the regression analysis results conducted in this study.

Multicollinearity Test

By examining the VIF (Variance Inflation Factor) value in accordance with the test guidelines, the multicollinearity test can be completed. Multicollinearity is absent if the VIF value is less than 10 (0.10). Multicollinearity is present, nevertheless, if the tolerance value is less than 0.1 and the VIF value is greater than 10 (>10).

Table 4. Multicollinearity Test

Variables	Collinearity Statistics	
	Tolerance	VIF
Celebrity Endorsement	,214	4,678
E-WOM	,220	4,548
Live Streaming	,205	4,884

Source: Data Processing, 2025

From the results of the multicollinearity test above, it shows that the VIF value of the Celebrity Endorse variable of 4.678 (<10) and a tolerance value of 0.214 (>0.10). The VIF value of the *E-WOM variable* is 4.548 (<10) and a tolerance value of 0.220 (>0.10) .) . Mark VIF from variables Live Streaming as big as 4,884 (<10) and a tolerance value of 0.205 (>0.10). Therefore, it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Coefficients [a]			
Model		T	Sig
1	(Constant)	2,416	.017
	Celebrity Endorsement	.308	.758
	E-WOM	-1.035	.302
	Live Streaming	.535	.593

Source: Data Processing, 2025

The heteroscedasticity test aims to ensure that the data variance in the research model is homogeneous or free from heteroscedasticity issues. The test results show that all research variables have significance values above 0.05, namely Celebrity Endorsement (0.758), E-WOM (0.302), and Live Streaming (0.593). This indicates that there is no heteroscedasticity problem in the research data, so the assumption of homogeneity of variance has been met and the regression model is suitable for use in further analysis.

Multiple Linear Regression

Table 6. Multiple Linear Regression Test

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.669	.583		1,148	.253
	Celebrity Endorse-ment	.197	.070	.246	2,836	.005
	E-WOM	.230	.069	.287	3,355	.001
	Live Streaming	.379	.085	.396	4,460	.000
a. Dependent Variable: Purchasing Decision						

Source: Data Processing, 2025

The following equation is the outcome of multiple regression analysis: Y = 0.246X1 + 0.287X2 + 0.396X3. The highest coefficient, 0.396, is attributed to live streaming, followed by E-WOM (0.287) and celebrity endorsement (0.246). At a significance level of less than 0.05, all three variables have a beneficial impact on the decision to buy Evangeline perfume goods.

Determination Test

Table 7. Determination Coefficient Test

Model Summary [b]				
Model	R	R Square	Adjusted Square	Standard Error of the Estimate
1	.884 [a]	.781	.776	.88560

Source: Data Processing, 2025

According to the test findings above, the R2 value is 77.6%, or 0.776. It is possible to draw the conclusion that factors like live streaming, E-WOM, and celebrity endorsements affect purchasing decisions by about 77.6%. Additionally, other factors not covered in this study have an impact on the remaining 22.4%.

F test

Table 8. F Test

ANOVA [a]						
Model		Sum of Square	df	Mean Square	F	Sig
1	Regression	380,309	3	126,770	161,638	.000 [b]
	Residual	106,662	136	.784		
	Total	486,971	139			

Source: Data Processing, 2025

In this instance, 0.00 <0.05 occurs, indicating that all independent variables, including Celebrity Endorse, E-WOM, and Live Streaming, have an impact on the decision to buy Evangeline perfume products. The significant value in the table above indicates the results of the f test in this study.

T-test

Table 9. t-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.669	.583		1,148	.253
Celebrity Endorsement	.197	.070	.246	2,836	.005
E-WOM	.230	.069	.287	3,355	.001
Live Streaming	.379	.085	.396	4,460	.000

Source: Data Processing, 2025

Every hypothesis is accepted in light of the statistical analysis's findings. With a t-value of 2.836 (sig. 0.005), H1 demonstrates that celebrity endorsements have a favorable and significant impact on purchasing decisions. The t-value for H2 about the impact of E-WOM is 3.355 (sig. 0.001), which is also significant. A t-value of 4.460 (sig. 0.000) indicates that H3, which is associated with product live streaming, is significant. Concurrently, the F test yields a value of 161.638 (sig. 0.000), indicating that the three independent variables account for 77.6% of the variation in purchase decisions, with other factors outside the scope of this study model influencing the remaining 22.4%.

Discussion

The Influence of Celebrity Endorsements on Purchasing Decisions

The positive influence of celebrity endorsement on Evangeline perfume purchasing decisions can be understood through the mechanisms of credibility transfer and the formation of emotional associations. This finding aligns with Vania (2025) which states that using celebrities as endorsers is an effective marketing strategy in influencing consumer preferences. For Evangeline perfume, the involvement of celebrities such as Aurelie Hermansyah and Atta Halilintar creates strong emotional associations due to the characteristics of the younger generation's target market, who tend to adopt the trends and lifestyles of figures they admire.

Effectiveness of this strategy is analyzed through the ability of celebrities with high popularity and positive images to transfer trust to the products they endorse. The storytelling approach implemented in Evangeline's celebrity endorsement campaign, where celebrities share their personal experiences with fragrances, has been proven to increase engagement levels and strengthen emotional connections with consumers. This is relevant Kusvabadika et al. (2024) which shows that celebrity credibility in advertising products influences consumer satisfaction, indicating that endorsement strategies are not only effective in the pre-purchase stage but also contribute to positive post-purchase experiences.

The Influence of Electronic Word of Mouth (E-WOM) on Purchasing Decisions

E-WOM has a big impact on purchasing decisions. The dominant influence of e-WOM on Evangeline perfume purchasing decisions can be explained through the mechanisms of social validation and perceived risk reduction. These findings confirm the importance of consumer reviews and recommendations in the digital age, in line with B. & Vania (2025) which states that E-WOM provides social validation that is difficult to achieve through conventional advertising. The power of E-WOM lies in consumers' trust in the experiences and opinions of individuals who are perceived to have had similar experiences, as confirmed by Begho & Liu (2024) who found that consumer choices are influenced by reviews from others, even those with whom they have no personal relationship.

Based on the Theory of Planned Behavior, e-WOM plays a role in shaping attitudes toward behavior and perceived behavioral control, where consumer reviews provide objective information that helps potential buyers evaluate products before making a purchase (Nurhidayat et al., 2023). This is particularly relevant for fragrance products, which are sensory in nature and difficult to evaluate objectively without direct experience. Evangeline's "Review to Earn" program reflects the company's understanding of the importance of e-WOM as a driver of consumer trust, where reviews from other users provide insight into the character, longevity, and suitability of fragrances for various situations. Regular sentiment analysis of consumer reviews on the Shopee platform demonstrates the company's commitment to utilizing feedback for continuous improvement, ultimately strengthening product credibility in the eyes of potential consumers.

The Effect of Live Streaming on Purchasing Decisions

The greatest impact on purchasing decisions demonstrated by live streaming suggests that the most effective digital instrument for research in this context is a live streaming strategy. This aligns with research by Faradiba (2021), which states that "live streaming can increase consumer trust through real-time interaction and live product demonstrations". The advantages of marketing through live broadcasts, according to Zhang et al. (2021), include (1) the emergence of live video broadcasts allows consumers to find information more effectively in searching for complete product characteristics, (2) live broadcasts are carried out in a persuasive (influential) audio-visual format and are based on credibility (trust) in conveying product information, (3) live broadcasts can be in the form of live audiovisual forums and text chats simultaneously or in real time. This can reduce the feeling of doubt and psychological distance that arises when shopping online. In line with research conducted by Ramadani et al. (2025) that "there is a significant influence on purchasing decisions". The "Scent Discovery" program held regularly by Evangeline via live streaming has been shown to provide significant added value. In these sessions, perfume experts explain the composition, notes, and character of each perfume variant, which provides education to consumers and increases the perceived value of the product. The two-way interaction that occurs in live streaming also allows companies to get direct feedback and adjust marketing strategies dynamically.

5. Conclusions

Based on the findings of the study, it can be said that the three factors live streaming, electronic word-of-mouth (E-WOM), and celebrity endorsement have a favorable and substantial impact on Semarang City residents' decisions to buy Evangeline perfume. Live streaming is the most dominant variable influencing the purchase decision, because real-time interaction, product demonstrations, and two-way communication have been proven to be able to increase consumer trust and urgency to buy. E-WOM also provides a strong influence through reviews, comments, and recommendations from other consumers that create social validation and strengthen the positive image of the product. Meanwhile, celebrity endorsement contributes to forming subjective norms and emotional associations with consumers through the positive image and popularity of celebrities. The three form a combination of digital, social, and emotional influences that complement each other in strengthening consumers' decisions to purchase Evangeline perfume.

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