MILLENNIALS' INTENTION TO BUY FASHION PRODUCTS AT SHOPEE DURING THE PANDEMIC OF COVID-19

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ABSTRACT

This study aims to analyze the influence of celebrity endorsers and eWOM on consumer purchase intentions, with the brand image as a mediating variable. The research population consisted of millennial consumers in Pontianak who had never bought fashion products at Shopee during the pandemic of COVID-19. Two hundred respondents were selected based on the judgment sampling method. Questionnaires were distributed via Google Forms, then analyzed using SEM-PLS. The results showed that celebrity endorsers and eWOM positively affected the brand image of fashion products at Shopee during the pandemic. Whereas celebrity endorsers and eWOM have proven to have no direct effect on purchase intention. It happened because respondents did not only rely on content uploaded by celebrities and reviews to determine their consumption. Consumers tend to be more selective in choosing products during the pandemic. Even though there is much information circulating about these products, they still consider brand image when deciding to buy or consume them.

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Keywords : *celebrity endorser, e-WOM, brand image, purchase intention, fashion.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh selebriti endorser dan *eWOM* pada niat beli konsumen, dengan citra merek sebagai variabel mediasi. Penelitian ini dirancang untuk menjelaskan hubungan sebab akibat antar variabel. Populasi penelitian terdiri dari konsumen milenial di Kota Pontianak yang belum pernah membeli produk fashion di *Shopee* selama masa pandemi Covid-19. Terdapat 200 responden yang dipilih berdasarkan metode *judgment sampling*. Penyebaran kuesioner dilakukan melalui *Google Form*, kemudian dianalisis dengan *SEM-PLS*. Hasil penelitian menunjukkan bahwa selebriti endorser dan *eWOM* berpengaruh positif terhadap citra merek produk fashion di *Shopee* pada masa pandemi Covid-19. Sementara itu, selebriti endorser dan *eWOM* terbukti tidak berpengaruh langsung terhadap minat beli konsumen. Hal itu terjadi karena responden tidak hanya mengandalkan konten yang diunggah selebritis dan review untuk menentukan konsumsinya. Konsumen cenderung lebih selektif dalam memilih produk selama masa pandemi. Walaupun banyak informasi yang beredar mengenai produk tersebut, namun mereka tetap mempertimbangkan citra merek ketika memutuskan untuk membeli atau mengkonsumsinya.

Kata Kunci : *selebriti endorser, e-WOM, citra merek, minat beli, fashion.*

1.   INTRODUCTION

The pandemic of COVID-19 has been running for a year and a half in Indonesia. COVID-19 has had a significant impact on the people of Indonesia, especially in terms of lifestyle changes (Azmi & Genoveva, 2021). Social restrictions cause customers to switch to online purchases because reducing shopping activities during the pandemic will minimize the risk of transmission (Genoveva & Syahrivar, 2020). This change makes every individual must be ready to face a shift in consumption patterns, where technology helps in fulfilling needs. Online purchases have

increased in areas that implement local governments' social restrictions. In January-February 2021, there was an increase in the frequency of orders by 4.4%, then increased dramatically in March-April to 53.7%. In the next period, May – June, it increased again to 79.3% and significantly from July-August to 109.3% (Rizkinaswara, 2020).

According to Bank Rakyat Indonesia (2021), fashion products are included in the list of 10 types of best-selling products during the COVID-19 Pandemic in Indonesia. During the pandemic, the trend changes, and the types of clothes sold are casual and sports clothes. However, like other retail products, sales of fashion products in stores also experienced a decline during the pandemic. Therefore, clothing companies relying on retail stores have turned to online sales to survive.

One of the sales strategies applied by the fashion product industry is to use the services of celebrity endorsers and electronic reviews on social media. However, business actors realize that consumers cannot see the products they sell directly, so they need help from other platforms to convey the details of the products they sell to consumers. The world's fashion brands recognize the opportunities presented by this epidemic and continue to hold online fashion shows, stay-at-home campaigns, and fundraising. This activity aims to promote the product and build the brand image of the products (Kulsum, 2020).

During the pandemic, one of the alternatives for businesses and buyers in responding to the new normal is to adjust the way they shop by doing online shopping and promoting e-commerce activities. Research published by sirclo.com (2021) reveals that e-commerce activities in Indonesia increased by 18.1%, with 98.3 million transactions. The total value is $1.4 million, and the estimated number of e-commerce users during the pandemic is 12 million. Reported from the iprice.co.id, Shopee is the e-commerce with the most visitors throughout 2020, with an average total visitors per quarter reaching 97,706,675. This number shows that the enthusiasm of the people in Indonesia for Shopee is relatively high. Furthermore, the data shows that the average number of Shopee visitors per quarter of 2020 experienced a significant increase and was able to maintain its position as the most accessed e-commerce site by the Indonesian people during the COVID-19 pandemic.

Shopee is the leading online shopping platform in Southeast Asia and Taiwan. Launched in 2015, Shopee provides services tailored to each region and provides an easy, secure, and fast online shopping experience for customers through solid payment and logistics support. Shopee believes online shopping should be affordable, easy, and fun (shopee.co.id, 2021). Therefore, Shopee continues to make various innovations during the pandemic while consumers choose products that guarantee their safety. One of Shopee's concerns is the shift in consumption patterns related to fashion products. Creativity development during the COVID-19 Pandemic was carried out through fashion that was adjusted to health protocols. For example, face shields, cloth masks, and rope masks have been modified in such a way as to have a variety of varied modes and still look attractive. These products are adapted to the new normal so that they can influence consumer intentions to buy them (shopee.co.id, 2021).

The pandemic has changed consumer behavior, and GenZ and millennials have become more vigilant when shopping. This condition encourages them to use the internet to meet their daily needs, starting from searching for information regarding the product to be purchased to making a purchase transaction (Bhatti, Akram, Basit, & Khan, 2020). Before deciding to buy a

product during a pandemic, consumers will be more selective in searching for information related to the product. The quality of the information and the credibility of the person conveying the information can influence consumer intentions to buy a product (Kalangi, Tamengkel, & Walangitan, 2019).

The brand image of a product can influence purchase intention. The better the brand image, the higher the consumer's intention to buy the product. Previous research shows that several variables can affect brand image, including celebrity endorsers and e-WOM (Chakraborty & Bhat, 2018; Nainggolan, 2017). Celebrity endorser is a marketing strategy marketers use to communicate products effectively to consumers. The forms of promotion through celebrity endorsers are various, including commercial advertisements that are broadcast on all social media and TV platforms, providing reviews and recommendations, and representing the product's image in front of consumers. In addition, the use of celebrity endorsers aims to get attention and a positive response from the wider community, which can affect the value of the advertised product (Kalangi et al., 2019).

Electronic word-of-mouth (e-WOM) is a new phenomenon due to the internet and social media use in marketing, where consumers provide reviews or recommendations submitted directly online. E-WOM has a significant influence on shaping consumer behavior patterns and making purchase decisions (Jalilvand & Samiei, 2012). A previous study states that e-WOM positively influences customers' purchase intentions (Ivana & Uturestantix, 2018). Meanwhile, Torlak, Ozkara, Tiltay, Cengiz, & Dulger (2014) and Kala & Chaubey (2018) explain that eWOM does not affect consumers' purchase intentions.

Another study found that celebrity endorsers strongly influence customer purchase intentions (Cahyaningrum, 2020; Nainggolan, 2017). However, conflicting results were found by Nurani & Haryanto (2010) and Stephanie, Rumambi, & Kunto (2013) who state that celebrity endorsers have no significant effect on purchase intentions. However, celebrity endorsers are proven to affect brand image significantly. The better the image of the celebrity, the better the brand image is promoted (Ayu, Dewi, Ayu, & Giantari., 2020; Kadek, Yohana, Ayu, Dewi, Ayu, & Giantari, 2020).

Shopee takes advantage of the opinions spread by its consumers through social media. This opinion can provoke other potential consumers based on Shopee user reviews, especially when buying fashion products during the pandemic. Shopee also invites many celebrities to promote their products so that their brand image continues to increase. Previous research regarding the influence of celebrity endorsers, e-WOM, brand image, and purchase intention explains inconsistent results. In addition, these studies were done before the pandemic, so the authors are interested in further researching the relationship between celebrity endorsers, e-WOM, brand image, and purchase intention of fashion products, especially among millennials, during the pandemic.

2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

2.1. e-commerce and The Pandemic of Covid-19

Pandemics change the way consumers behave. This condition encourages consumers to use the internet and make it a habit in their daily activities (Bhatti et al., 2020). Even though this

pandemic has harmed the world economy, on the other hand, the e-commerce business has experienced a significant increase. The Pandemic of Covid-19 accelerates consumer habits toward digital trade, increasing the cumulation of online consumers. This pandemic has brought people's behavior patterns to adopt new habits. According to Bhatti et al. (2020), overall e-commerce sales increased due to Covid-19; consumers avoid leaving the house, maintain social distancing, shop, and work from home. Previous research shows that e-commerce is one of the beneficiaries due to shifting consumer preferences during the pandemic, so they make purchases through Shopee or other e-commerce (Agus & Andhy, 2022).

2.2.   Celebrity Endorser

According to Friedman & Friedman (1979), a celebrity is an individual known to the public (actor, sports figure, entertainer). An endorser is a person who makes a 'testimonial' or a written or spoken statement extolling the virtue of some product (Rodriguez, 2008). The endorser can attract attention to the advertising message amid many other advertisements. Marketers have long used celebrity endorsement to enhance a brand's appeal. A celebrity endorser is a recognizable person contracted to advertise a product or brand. That is why advertisers often use celebrities as spokespersons, and celebrity endorsers are likely to be effective if the celebrity represents the product's primary characteristics (Kotler & Keller, 2016:591).

A brand image arises from information uploaded by celebrity endorsers. Previous studies state that celebrity endorsers are proven to strongly influence the formation of a good brand image (Ayu et al., 2020; Megayani & Marlina, 2019). Meanwhile, other findings explain that celebrity endorsers do not influence brand image formation because consumers tend to think logically in responding to information conveyed by these celebrities (Megayani & Marlina, 2019; Wardhana, Wahab, Shihab, & Yuliani, 2021). Based on these inconsistencies, the following research hypotheses were formed:

H_1: Celebrity endorser has a positive effect on brand image

2.3.   electronic Word-of-Mouth (e-WOM)

Word of mouth (WOM) is a powerful marketing tool. Electronic word-of-mouth (e-WOM) determines consumer purchase intention before purchasing (Kotler & Keller, 2016:645). Electronic word-of-mouth (e-WOM) is more effective in forming purchase intentions because the information is more reliable and has non-commercial and persuasive communication messages with a high level of trust and responsibility (Jalilvand & Samiei, 2012). Most people point out that word-of-mouth marketing is more effective than formal methods of promotion that marketers directly carry out. People who accept recommendations based on word-of-mouth tend to believe that the recommender is honest and has no ulterior motives (Cheung & Lee, 2012).

Previous research explains that eWOM significantly affects forming of a good brand image. e-WOM can improve the image of a product or brand and create a positive image in customers' minds (Ivana & Uturestantix, 2018). However, e-WOM can also easily change how consumers think about brands, products, or services. This finding is also supported by Ayu et al. (2020); Jalilvand & Samiei (2012). Therefore, the following research hypotheses were formed:

H_2: electronic word-of-mouth has a positive effect on brand image

2.4. Brand Image

All companies strive to build a brand image with as many strong, favorable, and unique brand associations as possible (Kotler & Keller, 2016:32). Brand Image is a description of the characteristics of a product offered by the company to consumers. If consumers know the brand image of a company's products, it will directly encourage the level of purchase intention from consumers. Brand Image is also a differentiator of the company's products from other companies (Megayani & Marlina, 2019). Previous research explained that brand image could mediate between celebrity endorsers and consumer purchase intention because celebrities with selling points can attract people to buy products (Cahyaningrum, 2020). In addition, the direct effect of brand image on purchase intention has also been explained by Ivana & Uturestantix (2018); Jalilvand & Samiei (2012); Kalangi, Tamangkel, & Walangitan (2019). Based on the explanation above, the following research hypotheses were formed:

H$_3$: Brand image has a positive effect on purchase intention

2.5. Purchase Intention

Purchase intention is part of the behavioral component describing the consumer's attitude. This intention comes from learning and thought processes that shape perceptions. Previous research stated that e-WOM positively affects purchase intention (Ivana & Uturestantix, 2018). However, Kala & Chaubey (2018) found contradictory results, who state that e-WOM has no positive effect on purchase intention. Furthermore, celebrity endorsers significantly affect purchase intention (Nainggolan, 2017). Based on the explanation above, the conceptual framework is formed as shown in Figure 1.

H$_4$: Celebrity endorser has a positive effect on purchase intention

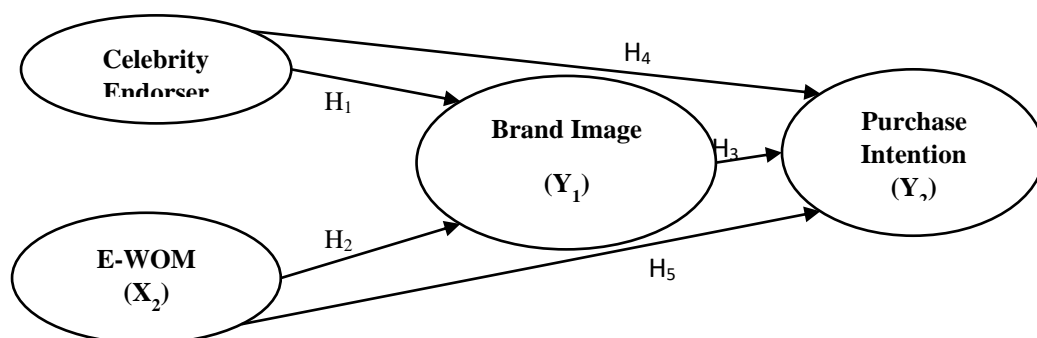**H$_5$**: electronic word-of-mouth has a positive effect on purchase intention

Figure 1. Conceptual Framework

3. RESEARCH METHODS

The research design formed is explanatory with a quantitative descriptive method. This study describes a causal relationship between variables, namely celebrity endorsers, e-WOM, brand image, and the millennial generation's buying interest in fashion products at Shopee during a pandemic using a purposive sampling technique. The criteria for respondents were that they had never made a purchase transaction for fashion products at Shopee during the pandemic and were

between 24 and 39 years old. The age range that reflects the characteristics of the millennial generation is those born between 1981-1996.

The analysis technique used in this study is a structural equation model (SEM) using partial least squares or PLS. The reason for using PLS is that it can work effectively with small sample sizes and complex models (Hair, Hult, Ringle, & Sarstedt, 2014:15). According to Hair et al. (2014:16-17), PLS can work on nominal and ordinal scale measurements and can carry out path analysis with mediation and moderation in the model. The number of samples required using the suggestions from Hair, Hult, Ringle, & Sarstedt (2014:20), namely the number of paths multiplied by 10. Thus the recommended sample size is at least 50 respondents. The number of samples obtained in this study was 200 respondents, so they met the recommended minimum sample requirements.

Data were collected by distributing online questionnaires to respondents via Google Forms. All variables use a Likert scale of 1 to 5 (1 = strongly disagree; 5 = strongly agree). All item statements were taken from the excellent literature that comes from the English language literature. For example, celebrity endorsers are measured by nine indicators adapted from Kalangi et al. (2019); Shimp (2010). Three indicators measure e-WOM from Jalilvand & Samiei (2012); Lin, Wu, & Chen (2013). Measurement items for brand image variables adapted from Ayu, Pusparani, & Rastini (2014), and the variable of purchase intention is measured by six indicators from Ikaningsih, Yulianeu, Haryono, & Gagah (2017). The collected data were analyzed using SEM-PLS with the help of the SmartPLS 3.0 application. Hypothesis testing in this study was based on p-value and t-statistics, where a hypothesis can be accepted if the p-value is less than 0.05 and the t-statistic is greater than 1.96 (Hair et al., 2014).

4.   DATA ANALYSIS AND DISCUSSIONS

4.1.   Respondent Profile

As explained in the previous section, the respondents involved in this study are consumers who belong to the millennial generation category and have never purchased fashion products at Shopee during the pandemic. Based on the data processing results, there are 100 respondents whose answers can be analyzed. The profiles of these respondents are available in Table 1. Based on the descriptive analysis, there were 53 female and 47 male respondents aged 24-27 years as many as 38 people, 28-31 years 33 people, 32-35 years old 18 people, and 36-39 years 11 people. The main educational background of the respondents is bachelor (63 people), high school, and postgraduate education (24 and 13 people). By focusing on gender, age, and educational background, respondents were also grouped based on sources of information related to fashion products at Shopee.

Table 1 contains respondents' sources of information regarding fashion products available at Shopee. Respondents stated that they got information related to fashion products in the Shopee application from social media such as FB, Twitter, IG, WA, and WAG, with a percentage of 67% of the total respondents. In addition, there are other sources of information, such as reference groups (23%) and print and electronic media (10%).

The respondent group is divided based on their intention to buy fashion products at Shopee. For example, respondents stated that their interest in buying fashion products on Shopee

during the pandemic increased because they wanted to comply with the health protocols set by the government (28%). In addition, there are several other reasons in sequence as follows: product quality (24%), promotional programs (18%), advertising (15%), ratings and reviews (12%), and invitations from people closest to them (3%).

Table 1. Respondent Profile

Profile	Description	Frequency	Percentage
Gender	Man	47	47
	Woman	53	53
Age	24 – 27 years old	38	38
	28 – 31 years old	33	33
	32 – 35 years old	18	18
	36 – 39 years old	11	11
Education	Senior High School	24	24
	Undergraduate	63	63
	Postgraduate	13	13
Source of information about fashion products at Shopee	Reference Group (Friends/ Family/ Close related person)		23
	Social Media (FB, Twitter, IG, WA/WAG)		67
	Printed and electronic media		10
Reasons for Shopping at Shopee During the Pandemic of COVID-19	Health Protocols		28
	Promotion Programs (Discount, Free Delivery, Flash Sale)		18
	Product Quality		24
	Advertising (Tagline, Celebrity Endorser, Jingle)		15
	Rating and Review		12
	Invited By The Close Related Person		3

Source: Data processing results, 2021

4.2.   Measurement Model Evaluation

A good measurement model is essential to explain the construct under study. In this study, testing construct and discriminant validity was carried out with the help of SmartPLS 3.0. After distributing the data with more respondents, the author decided to delete some measurement items that did not meet the minimum criteria even though the number of respondents had increased. As a result, the AVE for all constructs in this study has met the minimum criteria of more than 0.5.

A reliability test was done to ensure the accuracy and consistency of measurement items (Cooper & Schindler, 2014:664). A construct can be said to have a good reliability value if it has a value greater than 0.7 (Hair et al., 2014:619). The results of the composite reliability are available in Table 2, where all constructs in this study have composite reliability values greater than 0.7, which indicates that all proposed constructs have good reliability.

The calculation of discriminant validity was done by comparing the AVE with the squared correlation value of the two constructs. Discriminant validity will be fulfilled if the AVE value is greater than the squared correlation value between these two constructs, which is based on the idea that latent constructs must explain more variance in the size of the items shared with other constructs (Hair et al., 2014:620). The whole AVE value of each construct contained in the diagonal column was greater than the squared correlation value between constructs.

Table 2. Validity and Reliability Test

Construct	Measurement Item	Factor Loading	AVE	Cronbach Alpha	Composite Reliability
Celebrity Endorser	CE1	0.792	0.560	0.901	0.919
	CE2	0.765			
	CE3	0.678			
	CE4	0.813			
	CE5	0.651			
	CE6	0.615			
	CE7	0.794			
	CE8	0.838			
	CE9	0.759			
Electronic Word-of-Mouth	EWOM1	0.755	0.573	0.658	0.799
	EWOM2	0.662			
	EWOM3	0.843			
Brand Image	BI1	0.868	0.627	0.880	0.909
	BI2	0.820			
	BI3	0.787			
	BI4	0.813			
	BI5	0.724			
	BI6	0.728			
Purchase Intention	PI1	0.796	0.647	0.889	0.916
	PI2	0.855			
	PI3	0.867			
	PI4	0.837			
	PI5	0.743			
	PI6	0.716			

Source: Data processing results, 2021

4.3. Structural Model Evaluation

The proposed structural equation model produces good conformity if the path coefficient value (t- statistics) > T-table (1.96) with a significance value less than 0.05. Table 3. will show the conclusions from the bootstrapping results to prove hypothesis testing. Based on Table 3, the T-Statistics value is above the value (1.96) with a significance level below 0.05 which is used to prove the results of hypothesis testing in the discussion section.

Table 3. Hypothesis Testing Results

Hypothesis	T-Statistics	P-Values	Hypothesis Decision
Celebrity Endorser → Brand Image	3.184	0.002	Supported
Electronic Word-of-mouth → Brand Image	3.221	0.001	Supported
Celebrity Endorser → Purchase Intention	0.983	0.326	Not Supported
Electronic Word-of-mouth → Purchase Intention	0.373	0.709	Not Supported
Brand Image → Purchase Intention	9.019	0.000	Supported

Source: Data processing results, 2021

4.4. Discussion

Hypothesis 1 states that celebrity endorsers have a positive effect on brand image. The results of hypothesis testing indicate that H_1 is supported, with t-statistical values of $3.184 > 1.96$ and p-values of 0.002. Based on these results, it can be explained that celebrity endorsers positively affect the brand image of fashion products in Shopee. The application of promotional strategies using the services of celebrity endorsers is proven to create a positive image for a brand, especially when the actors involved in the promotion are highly favored by consumers, have a good image,

and can attract consumers' attention. This result is also supported by the findings of previous studies, which state that when a brand chooses an actor correctly, the image and credibility of the brand will increase. A good brand image can increase the company's sales figures (Cahyaningrum, 2020; Kalangi et al., 2019).

Hypothesis 2 states that electronic word-of-mouth (eWOM) positively affects brand image. The results of hypothesis testing indicate that H_2 is supported, with t-statistical values of 3.332 > 1.96 and p-values of 0.001. Based on these results, it can be explained that eWOM has a significant effect on the brand image of fashion products at Shopee. It happens because respondents think that when a trusted source submits a review, it will also form a good brand image. The information conveyed benefits other consumers and shapes the positive and negative brand image. This study's results are supported by previous studies, which state that eWOM has a positive and significant effect on brand image (Adriyati & Indriani, 2017; Jalilvand & Samiei, 2012; Lin et al., 2013).

Hypothesis 3 states that celebrity endorsers have a positive effect on purchase intention. However, the results of hypothesis testing indicate that H_3 is not supported, with t-statistical values of 0.983 > 1.96 and p-values of 0.326. Based on these results, it can be explained that celebrity endorsers do not affect purchase intention. It happens because when buying a product, consumers think logically about the product. Furthermore, buying interest in a product or brand does not only arise because of promotional activities carried out by well-known actors but also other aspects such as actor credibility, product quality, and the quality of information held by these consumers (Megayani & Marlina, 2019). This finding contrast with previous research by Khan (2020), which stated that celebrity endorsers significantly affect purchase intention.

Hypothesis 4 states that e-WOM has a positive effect on purchase intention. However, the results of hypothesis testing show that H_4 is also not supported, with t-statistical values of 0.373 > 1.96 and p-values of 0.709. Based on these results, it can be explained that e-WOM does not affect purchase intention. It happens because consumers do not readily believe in existing reviews. The information must be submitted by a credible source so that the quality of the information can be accounted for to influence consumer purchase intentions. Before making a purchase, consumers usually read the reviews from other consumers, then evaluate the credibility and reliability. According to their perception of the review, the evaluation results can lead to consumer decisions, whether to buy the product or not. Furthermore, previous research explains that consumers' intention to make purchases is determined by e-WOM credibility. In other words, a credible e-WOM will further strengthen consumers' intentions to continue purchasing transactions (Ayu et al., 2020; Ivana & Uturestantix, 2018; Wardhana et al., 2021).

Hypothesis 5 states that brand image has a positive effect on purchase intention. The results of hypothesis testing indicate that H5 is supported, with t-statistical values of 9.019 > 1.96 and p-values of 0.000. Based on these results, it can be explained that brand image has a positive and significant effect on the formation of consumer purchase intention in fashion products at Shopee. This finding is supported by the results of previous studies which explain that when a brand can show a positive image, the consumer's assessment of the brand will tend to be good. A positive brand image will generate public interest in buying products because they trust the brand (Alrwashdeh, Emeagwali, & Aljuhmani, 2019; Torlak et al., 2014; Yanti & Suryani, 2020).

Based on the results of hypothesis testing, it can be concluded that brand image successfully mediates the relationship between celebrity endorsers and e-WOM with purchase intention. To generate consumer purchase intention, marketers need to design effective promotions to create a positive image of their products. These promotional activities can involve celebrity endorsers and improve the quality and credibility of electronic reviews regarding the products being marketed. Accuracy in choosing a celebrity endorser will display a positive brand image. Likewise, with the quality and credibility of e-WOM, the positive reviews given will also form a good brand image. If consumers feel the brand image conveyed is good, then the intention to buy the product will increase. This explanation is supported by the results of previous research conducted by (Ayu et al., 2020.; Ivana & Uturestantix, 2018; Wardhana et al., 2021).

5.   CONCLUSION, SUGGESTION AND LIMITATION

Overall, the results of this study succeeded in answering the research questions, where several conclusions can be formed. First, there is a positive influence on the relationship between celebrity endorsers, eWOM, and brand image. However, celebrity endorsers and eWOM could not influence consumer purchase intention directly. Therefore, it considers the brand image as a mediator between celebrity endorsers and eWOM with consumer purchase intention. Furthermore, the role of brand image as a mediator between these variables aims to explain that consumer purchase intention can only be predicted indirectly by celebrity endorsers and eWOM. It can happen because consumers have different reactions and thoughts regarding the information they get from celebrity endorsers and eWOM. Therefore, different interpretations of this information make consumers think again before deciding to buy a product.

Then, concerning research respondents who are millennials, this generation is known as the techno-savvy generation, so they are very critical in using technology. The existence of promotional activities carried out by celebrity endorsers does not necessarily make them rash in determining their purchasing activities. Not only the actor's fame but the actor's image and credibility are also taken into account. Although the promotions carried out by celebrity endorsers are desirable, if the actor is personally seen as unfavorable by consumers, it will impact buying interest in the product.

In searching for information related to the product to be purchased, millennials are also very concerned about the quality of the information they get. Moreover, if the product is sold online, consumers cannot touch it directly to ensure its quality. The millennial generation, as Shopee consumers, gets information regarding product quality from reviews submitted by other customers on Shopee. However, these reviews do not only come from fellow consumers. In this case, there are also reviews from celebrities related to celebrity endorsers. As explained in the previous section, the image and credibility of the actor are very influential on the formation of the brand image, likewise, with reviews, or eWOM. Consumer perceptions of the quality of the information obtained depend on who submitted the review or information. If consumers feel that people who convey information related to products sold on Shopee have an excellent and trustworthy image, then consumer interest in buying these products will increase.

Based on the conclusions above, there are several suggestions for businesses and policymakers. First, the study results indicate that consumer purchase intention is influenced by

brand image. Therefore, entrepreneurs and online shopping platform providers need to build a good image related to the product/brand and the image of e-commerce where the product is marketed.

Brand image is essential in generating consumer intention to buy fashion products online. Brand image can be created by utilizing the services of celebrity endorsers. Fashion product entrepreneurs and e-commerce managers can choose actors consumers prefer to promote their products. The selection of actors is essential because consumers tend to follow what is recommended by their idols. Not only the popularity of the actor, but marketers also need to consider the image and credibility of the actor so that consumers believe that the information conveyed can be trusted.

Reviews from buyers or e-commerce users can build a brand image because these reviews can foster confidence in the minds of consumers that products are worth considering for purchase in the future. Reviews submitted can be trusted and accounted for if, when displaying other consumer reviews on e-commerce pages, managers can create filters based on user activity and credibility. In addition to reviews given by fellow users, business and e-commerce players also need to pay attention to reviews uploaded by celebrities. Positive reviews and recommendations from public figures spread through online media can create a positive brand image regarding products marketed on Shopee. The brand image that is formed in mind will affect the emergence of purchase intentions and the desire of consumers to buy the products offered. Therefore, we suspect that consumers' perceptions of the credibility of eWOM will determine the level of consumer purchase intentions. In particular, the better the consumer's perception of the credibility of eWOM, the higher the consumer's intention to make a purchase.

Finally, this study has some limitations that can be suggestions for future researchers. First, the respondents of this study are limited to millennial generation consumers who live in Kota Pontianak, so the study's results cannot be generalized. Millennials tend to be more selective in determining their consumption decisions, so the direct influence of celebrity endorsers and eWOM is insignificant to their purchase intention. Further research can consider Generation Z as respondents because consumers in this segment tend to show high interest in promotions carried out by celebrity endorsers. Second, this research only focuses on Shopee, even though other e-commerce is also popular today. Future research can examine the influence of celebrity endorsers and eWOM in other applications, such as TikTok Shop, which is more prevalent among Generation Z nowadays.

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