How Do Male Celebrity Endorsers Promote Women's Makeup Products?

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ABSTRACT: This research aims to identify the marketing strategies used by Social Media Influencer objects, namely the Tiktok media @azkhategar391 along with testimonials on the media, collaboration products and Follower informants, in influencing consumer behavior, against the background of significant changes in marketing paradigms and gender perceptions in modern society. Using qualitative research methods with a cyber phenomenology approach, using a simple design with Triangulation Theory and data collection techniques through observation, interviews and documentation, analyzed using Manual Data Analysis Procedures (MDAP). Findings show that being an effective celebrity endorser requires three main aspects: credibility , attractiveness, and celebrity likability, which play an important role in building consumer trust. Transparent testimonials from celebrity endorsers can increase consumer buying interest. Other factors that contribute to changes in consumer behavior include consumer trend analysis, consumer preferences, market segmentation, consumer loyalty, and purchasing decisions.

KEYWORDS: marketing strategy, celebrity endorsement, consumer behavior, consumer trend analysis.

I.   INTRODUCTION

The use of male celebrity endorsers who dress as beautifully as women to promote women's makeup products arises from significant changes (X. Li, 2020) in marketing paradigms and gender perceptions in modern society. The background to this phenomenon is rooted in several interrelated social and cultural trends. Firstly, the beauty industry has experienced a broadening of its audience, with more and more men interested and active in the world of makeup, both as users and influencers (Gbadamosi, 2020). This reflects increasing acceptance of more fluid and inclusive gender expressions. Second, consumers today are more likely to support brands that promote inclusivity and diversity. Using men who dress as beautifully as women can reinforce a brand's image as progressive and supportive of all forms of self-expression, which is an important value for many young consumers (Kazmi, 2020). Additionally, the presence of men dressed up in makeup campaigns challenges traditional stereotypes about beauty and gender, opening up space for discussions about masculinity and femininity. This allows brands to target a wider and more diverse audience, including communities that often feel marginalized in mainstream media representation (Elbishbishy, 2022). By combining elements of boldness, originality and empowerment, brands not only attract attention through a unique approach but also build consumer loyalty (Salam-Salmaoui & Salam, 2024) who feel represented and appreciated. Specific examples, such as Azkha Tegar dressing as beautifully as a woman, show how male celebrities can leverage their platforms to promote makeup products in an authentic and relatable way, breaking down traditional boundaries and embracing broader gender identities (Patrick, 2022). This not only serves as an effective marketing strategy but also as a powerful social declaration of acceptance and inclusivity. Ultimately, the use of endorsers such as these reflects and influences a larger cultural shift towards accepting multiple expressions of identity, making campaigns more relevant and resonant with contemporary audiences (Rodner et al., 2022).

The use of male celebrity endorsers such as Azkha Tegar in promoting women's makeup products can be analyzed in depth through the Celebrity Endorsement Theory, which involves three main components: Celebrity Credibility, Celebrity Attractiveness, and Celebrity Compatibility (Veda & Sathish, 2024). Celebrity credibility includes two aspects, namely expertise and trustworthiness. Azkha Tegar, even though he is male, can be considered to have credibility if he is able to demonstrate in-depth knowledge of makeup products and communicate it in an honest (Yu, 2024) and authentic way. This credibility can be strengthened by personal background or experience relevant to the beauty industry, such as collaborations with makeup brands or professional experience in the fashion and beauty fields(Gong, 2021). Celebrity Appeal involves the visual and emotional

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elements that make the celebrity attractive to an audience. Azkha Tegar, with her charm and charisma as a celebrity, is able to attract the attention of female audiences (Manchanda et al., 2022). This attraction is not only physical, but also includes social and emotional attraction that makes fans and audiences feel connected to him. An attractive appearance, an idolized lifestyle, and an attractive personality can increase consumer interest in the products they endorse. Celebrity fit (or congruence) refers to the degree to which the celebrity matches the product and brand they are promoting (Roy et al., 2021). Azkha Tegar must have an image that matches the values and aspirations of the makeup brand. For example, if a makeup brand carries a message of inclusivity and diversity, Azkha Tegar must be able to reflect these values in her public persona. This suitability makes the message conveyed more credible and the product being promoted more accepted by consumers (Y. Li et al., 2022). When Azkha Tegar promotes women's makeup products, the influence on consumer behavior can be significant. Its credibility can convince consumers about the quality and benefits of the product. Its attractiveness can attract attention and create interest. Its fit with the brand can strengthen positive associations between the product and the values that consumers value (AlFarraj et al., 2021). The combination of these three factors can lead consumers to try, buy, and even recommend the product, showing how celebrity endorsement theory works in the context of promotion of makeup products by male endorsers (Aw & Labrecque, 2020).

Research on "How do male celebrity endorsers promote women's makeup products?" has a significant contribution in the field of consumer behavior in the online media TikTok. This study explores new dynamics in digital marketing, specifically how male celebrities promoting women's makeup products can influence consumer perceptions and actions. In the context of TikTok, a platform known for quickly viral content and users who are mostly millennials and Gen Z, the use of male celebrity endorsers reflects changes in social norms and consumer expectations (Hazari & Sethna, 2023). This research highlights how endorsements by men can break down traditional gender stereotypes, creating a more inclusive and diverse marketing environment. Additionally, this research helps understand the mechanisms behind the effectiveness of marketing campaigns that use men as endorsers of women's makeup products (Cabeza-Ramírez et al., 2023). This includes analysis of the celebrity's credibility, attractiveness, and suitability to the product and target audience. By understanding how these elements interact in a medium like TikTok (Monteiro, 2021), this research provides valuable insights for marketers in designing more effective and relevant strategies. TikTok, with its sophisticated algorithm and high user engagement, allows for wide and fast dissemination of messages, so endorsements by male celebrities can reach and influence millions of users in a short time(Vardeman, 2022). This research also contributes to the academic literature on consumer behavior, especially in the growing context of social media. The findings from this study can be used to predict future marketing trends and help brands navigate the complex digital landscape. Overall, this research enriches our understanding of the role of gender in digital marketing and opens up new opportunities for marketing strategies that are more inclusive and adaptive to social change (Starr, 2023).

II. THEORITICAL REVIEW

Celebrity Endorsement

Celebrity Endorsement is a marketing concept that explains how celebrities can be used to promote products or services by exploiting their influence, credibility, and appeal to consumers (Geng et al., 2020). This theory assumes that celebrities (Arora et al., 2022), as widely known and respected individuals, have the ability to transfer their positive image to the products they endorse. There are three main components to this theory: Credibility, which includes the celebrity's expertise and trustworthiness in conveying messages about the product; Attractiveness, which involves the physical, social, and emotional aspects that make a celebrity attractive to an audience; and Celebrity Fit, which refers to the match between a celebrity's image and the brand or product they are promoting (Fernández Gómez et al., 2024). The effectiveness of celebrity endorsements depends on the extent to which these three elements are aligned and able to influence consumer perceptions and behavior. In other words, celebrities who are credible, attractive, and compatible with the product being endorsed can increase consumer awareness, trust, and interest in the product, which can ultimately encourage purchasing decisions. Celebrity Endorsement theory also explains how associations between celebrities and products can increase brand equity, namely the additional value obtained by brands through positive perceptions created by celebrity endorsements (Osorio et al., 2022). When consumers see celebrities they admire using or endorsing a product, they tend to imitate that behavior and feel more confident in choosing that product. This happens because of psychological mechanisms such as identification and social learning, where consumers identify themselves with celebrities and learn from their behavior. Additionally, this theory emphasizes the importance of relevance between the celebrity and the target audience (Vardeman, 2022). Celebrities who have a strong connection with a brand's target demographic are able to convey a more resonant and persuasive message. For example, young and trendy celebrities may be more effective at promoting products aimed at teenagers and young adults (Macheka et al., 2023). However, this theory also recognizes the risks associated with using celebrities as endorsers. Over-reliance on celebrities or celebrity involvement in

controversies can have a negative impact on the brand. Therefore, selecting the right celebrity and a good risk management strategy is critical to the success of an endorsement campaign. In the context of social media and digital platforms like TikTok, this theory is increasingly relevant because celebrities have a wider reach and more direct interaction with their audiences. Social media algorithms that prioritize engaging and viral content can also speed up the spread of marketing messages, making celebrity endorsements more effective in a short time. In conclusion, Celebrity Endorsement Theory provides a comprehensive framework for understanding and maximizing the influence of celebrities in modern marketing strategies (Madinga et al., 2021).

Electronic Word of Mouth (eWOM)

In marketing research, testimonials include various types of endorsements from different individuals to promote products or services, namely Celebrity Endorsement, Endorsement By Experts, and Testimonial By Ordinary People (Lawal, 2021). Celebrity Endorsements involve well-known celebrities lending their name and image to a particular product, in the hope that their influence and popularity will attract the attention and trust of consumers. The success of this type of endorsement depends heavily on the celebrity's credibility, attractiveness, and fit with the brand and product. Endorsement By Experts involves individuals with expertise or authority in a particular field, such as doctors, scientists, or industry professionals, providing product recommendations based on their knowledge and experience (Ali et al., 2022). This support from experts provides legitimacy and increases consumer confidence in product claims because they are based on evidence and professional credibility. Meanwhile, Testimonials By Ordinary People involve ordinary users sharing their personal experiences with the product. These testimonials tend to be considered more authentic and relatable by consumers because they see other people's experiences similar to their own (El Hedhli et al., 2021). While they don't have the widespread influence of celebrities or the credibility of experts, testimonials from ordinary people can build trust through similarity and honesty. Overall, the combination of these three types of testimonials can create a strong and comprehensive marketing strategy, increasing various aspects of a product's trustworthiness and attractiveness in the eyes of consumers (Geng et al., 2020). These three types of testimonials play complementary roles in marketing strategy, providing multiple layers of influence that can reach and persuade consumers from different backgrounds and preferences. Celebrity Endorsements can immediately increase a brand's visibility and appeal, leveraging a celebrity's reach and fanbase to attract widespread attention. Consumers who idolize the celebrity may be more inclined to try the product simply because of the idol's involvement (Lawal, 2021). Endorsement By Experts adds a layer of scientific or technical credibility, which is especially important for products that require proof of reliability or safety, such as health, beauty or technology products. Consumers tend to trust expert opinions more because they perceive them to be based on in-depth knowledge and objective analysis. On the other hand, Testimonials By Ordinary People offers a more personal and relatable point of view (Lim et al., 2022). Testimonials from regular users are often more effective in building an emotional connection with consumers. They provide real proof that the product works in everyday life, which can be very reassuring to potential customers looking for an authentic and honest experience. Strategic use of these three forms of testimonials can increase the overall effectiveness of a marketing campaign. For example, a skincare product campaign can start with an endorsement from a celebrity to attract initial attention and build buzz (Mukhopadhyay et al., 2023). Then, add endorsement from a dermatologist to provide scientific evidence regarding the benefits and safety of the product. Finally, the campaign can be strengthened with testimonials from regular users who share their positive experiences after using the product, providing a relatable and authentic finishing touch (Alnoor et al., 2024). In the digital and social media era, where consumers have quick and easy access to information and reviews from various sources, marketing strategies that combine these three types of testimonials are becoming increasingly important (Verma & Yadav, 2021). Social media such as TikTok, Instagram, and YouTube allow these testimonials to be spread quickly and widely, providing a significant impact in a short time. Therefore, a deep understanding and effective use of Celebrity Endorsements, Endorsements By Experts, and Testimonials By Ordinary People is the key to success in modern marketing (Donthu et al., 2021).

Consumer Behavior

In research on consumer behavior, testimonials play an important role in understanding and influencing various aspects such as consumer trend analysis, consumer preferences, market segmentation, consumer loyalty and purchasing decisions (Sundararaj, V., & Rejeesh, 2021). Consumer Trend Analysis involves observing changes in purchasing patterns and product preferences. Testimonials, especially from regular users and celebrities, can provide insight into the latest trends in consumer preferences. Consumer Preference refers to a consumer's liking or choice of a particular product or brand. Positive testimonials can direct consumer preferences by increasing positive perceptions of the product. Market Segmentation is the process of dividing a larger market into smaller groups based on shared characteristics, such as demographics, psychographics, or behavior. Testimonials help in identifying market segments that are more likely to respond positively to the product, by showing the demographics of satisfied users (Nasir, V. A., Keserel, A. C., Surgit, O. E., & Nalbant, 2021). Consumer loyalty can be influenced by testimonials by

strengthening consumer satisfaction and confidence in the product. Testimonials from loyal users can encourage other consumers to become more loyal to the brand. Consumer purchasing decisions are influenced by various psychological, social and economic factors. Psychological factors include consumer perceptions, motivations, and attitudes(Ostrovskiy, A., Garkavenko, V., & Rybina, 2021). Testimonials, especially emotional and honest ones, can influence positive perceptions and attitudes toward a product, increasing motivation to purchase. Social Factors involve the influence of family, friends, and reference groups. Testimonials from people who are considered opinion leaders or celebrities can greatly influence purchasing decisions through their social influence (Joshi, Y., Uniyal, D. P., & Sangroya, 2021). Economic factors involve purchasing power and product value. Testimonials that highlight the value and efficiency of the product can convince consumers of the economic benefits of purchasing the product. Thus, research on consumer behavior using testimonials can provide deep insight into how consumers interact with products and brands (Palalic, R., Ramadani, V., Mariam Gilani, S., Gërguri-Rashiti, S., & Dana, 2021). This helps companies design marketing strategies that are more effective and relevant to consumer needs and preferences. In the digital era, testimonials spread through social media and other online platforms have enormous power in shaping and influencing consumer behavior, making them an important tool in modern consumer behavior analysis (Rajagopal, 2020).

TikTok Social Media

Understanding the role of testimonials in the TikTok medium is very important considering the huge influence this platform has on modern consumer behavior. TikTok, with its easy-to-share short video format and algorithm that drives viral content, provides a unique opportunity for brands to use testimonials in their marketing strategy (Zhou, F., Lin, Y., Mou, J., Cohen, J., & Chen, 2023). Testimonials on TikTok are often presented through authentic and creative videos, whether from celebrities, experts or ordinary users. These testimonials can include product demonstrations, honest reviews, or personal stories about experiences using the product. Using celebrities or influencers on TikTok to provide testimonials can immediately attract the attention of millions of users, leveraging their appeal and reach to promote products widely (Hudders, L., De Jans, S., & De Veirman, 2021). Testimonials from experts on TikTok, while perhaps less frequent, can provide scientific or technical validation to a product, increasing credibility in the eyes of more skeptical consumers. However, testimonials from regular users are often the most effective on TikTok due to the platform's nature of prioritizing relatable and authentic content. TikTok users tend to trust reviews from fellow users who look like them and share real experiences. This can build trust and strongly influence purchasing decisions (Maddox, 2023). TikTok also allows direct interaction through comments and duetting features, which allow users to provide feedback or create additional content related to the testimonials they see. This creates a two-way dialogue that amplifies the impact of testimonials and increases consumer engagement (Pretorius, C., McCashin, D., & Coyle, 2022). Overall, testimonials on TikTok play a crucial role in shaping consumer perceptions, driving product preferences, and influencing purchasing decisions. The platform offers a dynamic and effective way to deliver testimonials that can resonate with a wide audience, making it an invaluable tool in contemporary digital marketing (Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, 2020).

III. RESEARCH METHODS

In this research, the research method used by researchers is qualitative research (C. Rofiah, 2023), using a netnography approach (C. Rofiah, 2022). The qualitative research method netnographic approach is an approach that allows researchers to understand and analyze social phenomena that occur in online contexts or in cyberspace. In netnography, researchers use observation and analysis techniques on interactions and content on digital platforms such as social media, online forums, blogs or community websites. This approach is similar to conventional ethnography used in field research, but the focus is on the interactions and dynamics that occur in online spaces. One of the main advantages of netnography is its ability to explore and understand social phenomena that are developing rapidly in the digital world.

This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the model from a simple design to a simple design model with triangulation theory/simpleresearch design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:

How Do Male Celebrity Endorsers Promote Women's Makeup Products?
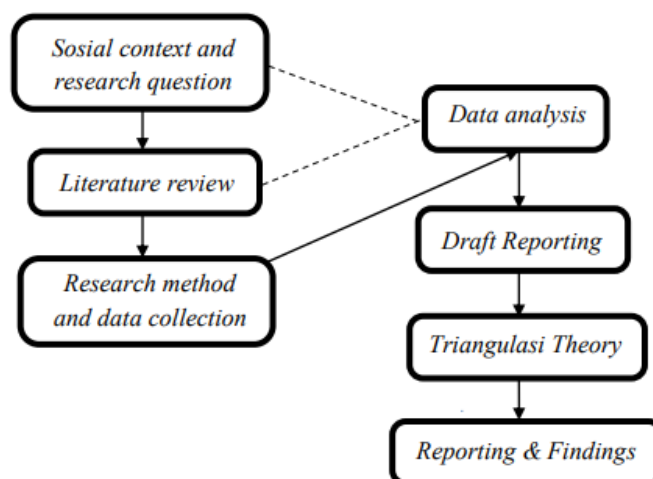
Source: Rofiah & Bungin, 2021

1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.
3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

Research Locus

The focus of the research is the objects and data sources from the place being studied so that the information obtained can provide accurate data and truth in the research. This research will carry out online and offline observations by conducting research on Social Media Influencer objects, namely the Tiktok media @azkhategar391 along with testimonials on the media and collaboration products @breylee_indonesia, @bennusorumbacosmetics, @aip_tirta. Follower informants: Informant 1: Sinta Silviani (20 years), Informant 2: Fathin Fadhilah (22 years), Informant 3: Kristin (21 years), 4. Informant 4: Diki (23 years), Starting in February 2024 until research this is done.

Data Collection Technique

To obtain data, researchers used the following netnography techniques Procedures:
1. Identify Online Communities
2. Observations and Observations including accounts related to research
3. Passive or Active Participation
4. Data Collection
5. Data Analysis
6. Interpretation and Conclusion Drawing
7. Reporting Results

Informants and Implementation of Data Collection

In netnographic research, data is obtained from various sources in the online space with a structured approach. First, researchers rely on interactions and public content that occur on platforms such as social media, forums, or blogs. They conduct active searches and observations of interactions relevant to the research topic to collect useful data. Next, the researcher uses screen capture techniques or manual note taking to record important content, such as text, images, or videos that reflect the identified patterns and themes. This text data is then analyzed using thematic analysis or content analysis methods to explore the meaning and patterns that emerge from these online interactions. The observation process is carried out over a certain period of time so that researchers can understand the dynamics and developments in the community or topic being researched. In addition, researchers pay attention to research ethics which include protecting user privacy, data authenticity, and

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compliance with the rules and policies of the platforms used. This approach ensures that the data obtained is not only relevant and accurate, but also obtained in compliance with ethical principles in scientific research.

Profile of Research Informants at How do male celebrity endorsers promote women's makeup products:

No	Informant Code	Age	TikTok Account	Long Time To follow Azka Tegar's account
1	Sinta Silviani	20	@snta.154	3.5 years
2	Fathin Fadhilah	22	@thinrz	3.5 years
3	Kristin Eka	21	@_siapadotkom	3.5 years
4	Diki	23	@anggep_gakenal	1.5 years

No	Observation of TikTok social media	Position	Number of followers
1	@azkhategar391	object of research	11.1 million
2	@breylee_indonesia	endorsed products	166.5 thousand
3	@bennusorumbacosmetics	endorsed products	1,9 thousand
4	@aip_tirta	endorser collaboration	689.4 thousand

Source: Researcher, (2024)

Triangulation

Source triangulation and theory triangulation are two types of triangulation used in this research (Rofiah, 2021).
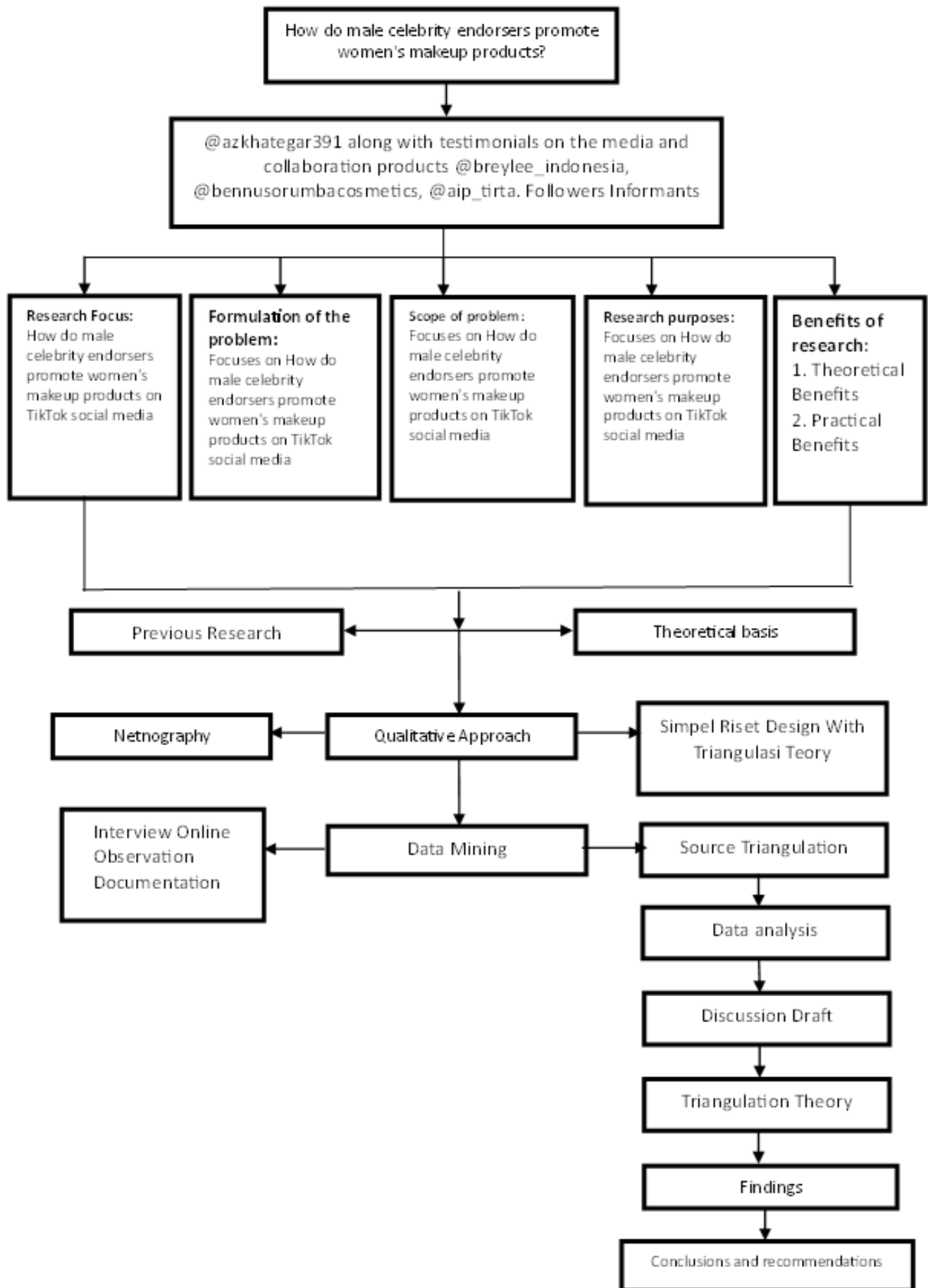
IV. DATA ANALYSIS TECHNIQUE

In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts: (1) Through preparation of the coding process;(2) Categorization process; (3)The process of determining the theme; (4) Proposition Formation Process.

Research Line of Thought

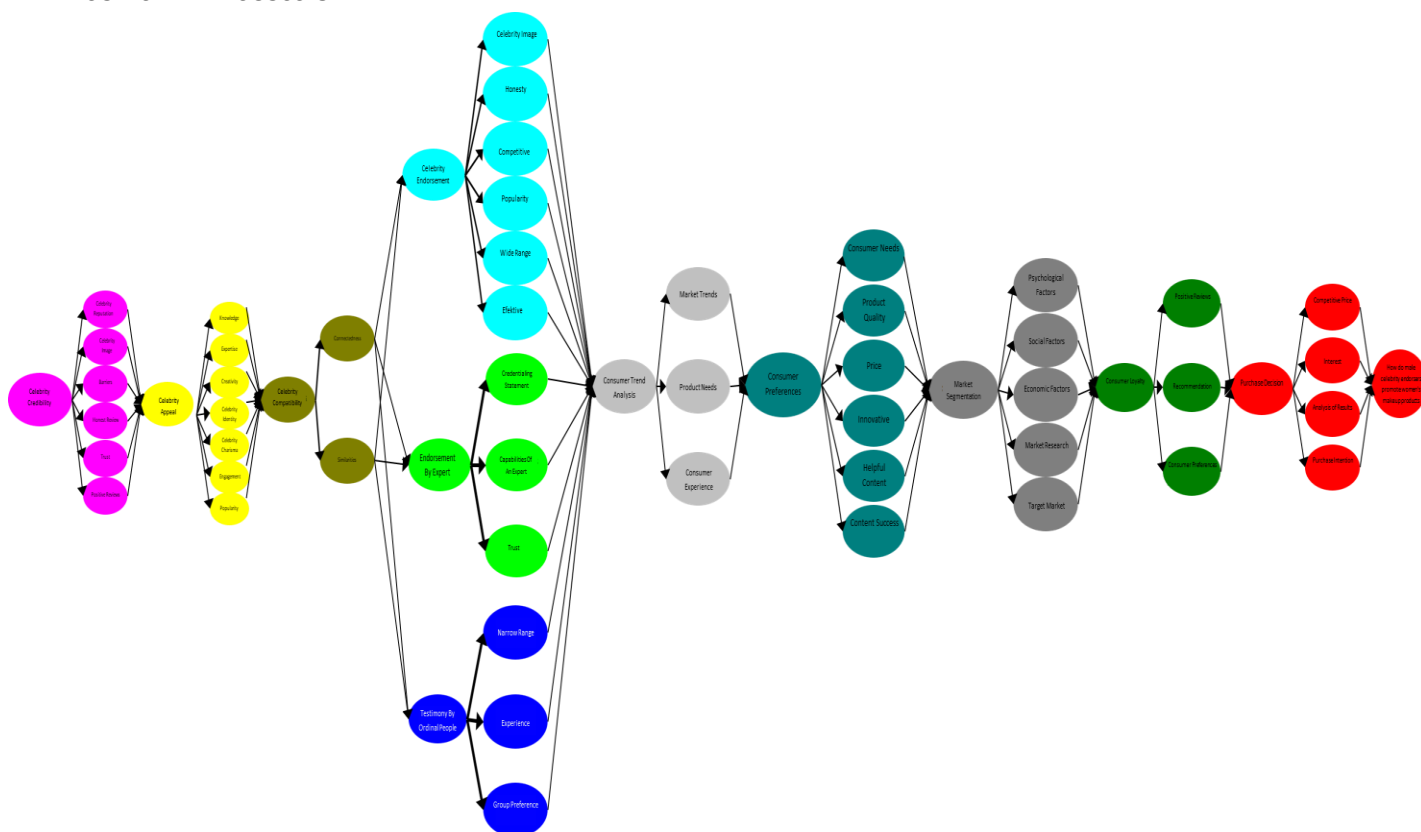The framework of this research can be described as follows:

How Do Male Celebrity Endorsers Promote Women's Makeup Products?

How do male celebrity endorsers promote women's makeup products?

@azkhategar391 along with testimonials on the media and collaboration products @breylee_indonesia, @bennusorumbacosmetics, @aip_tirta. Followers Informants

Research Focus:
How do male celebrity endorsers promote women's makeup products on TikTok social media

Formulation of the problem:
Focuses on How do male celebrity endorsers promote women's makeup products on TikTok social media

Scope of problem:
Focuses on How do male celebrity endorsers promote women's makeup products on TikTok social media

Research purposes:
Focuses on How do male celebrity endorsers promote women's makeup products on TikTok social media

Benefits of research:
1. Theoretical Benefits
2. Practical Benefits

Previous Research

Theoretical basis

Netnography

Qualitative Approach

Simpel Riset Design With Triangulasi Teory

Interview Online Observation Documentation

Data Mining

Source Triangulation

Data analysis

Discussion Draft

Triangulation Theory

Findings

Conclusions and recommendations

Source: Researcher, (2024)

V. RESULTS AND DISCUSSION

Source: Research proposition, 2024

DISCUSSION

Celebrity Endorsements

According to Gupta, Y., Agarwal, S., & Singh, (2020) celebrities have a significant influence on consumer behavior. Celebrity endorsement involves using a famous figure, such as an actor, athlete, musician, or social media influencer, to promote a product, service, or brand. It is a marketing strategy used by companies to leverage the popularity, credibility, and influence of celebrities to enhance their brand image and reach target audiences.

Azkha Tegar Maulana or popularly known as Azka Tegar is a successful young TikToker. In terms of career and success, he has succeeded in attracting the attention of the entire Indonesian TikTok audience. His interesting and unique content made his name known through an application called TikTok. Azkha Tegar is a celebrity endorser who has her own charm. The content of the TikTok content is make-up tutorials where make-up is dominant for women. To date, Azkha Tegar has 11.1 million followers with 214.2 million likes.

Celebrity Credibility

Celebrity credibility in the context of celebrity endorsers refers to the level of trust and reliability that a celebrity has in the eyes of consumers. This credibility can influence the extent to which celebrity influence can influence consumer behavior and their perceptions of the endorsed brand. This is also reinforced by the argument of Fathin (22) who says that:

"......she's pretty in the beautiful connotation of white and so on, and in this country a lot of people want to be white, and she also has a good image, so whatever Azkha promotes, if it's still being discussed, it's a healing product. and so on, there are a lot of people who are influenced and believe it……." (Fathin, 2024)

Consumers tend to perceive credible celebrities as trustworthy sources of information. They believe that the celebrity has sufficient knowledge or experience in the field related to the product or service being endorsed. As a result, the influence of celebrities in shaping consumer attitudes and behavior can be stronger.

"....Azkha's expertise is undoubted because with her expertise and knowledge she can attract the interest of many buyers...". (Kristin, 2024)

Celebrity credibility influences consumer attitudes and preferences towards endorsed brands. Consumers tend to be more accepting and have positive attitudes towards brands endorsed by celebrities who are considered credible. They are also more likely to choose the brand over competing brands that are not endorsed by celebrities.

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Celebrity Attraction

Celebrity appeal refers to a celebrity's ability to attract consumer attention, interest, and engagement. Such appeal can play an important role in the influence of celebrities on consumer behavior and their perceptions of the endorsed brand.

"In my opinion, his charisma shines through his talent like that, his viewers stay waiting for the next content...". (Kristin, 2024)

The above statement is also strengthened by the argument of Diki (23) who says that:

"…….he is a man but he gives make-up tips and tutorials to women and the results of his content are well received, some even copy his make-up from the tutorials in his videos…..",(Diki, 2024)

A celebrity's charisma and personal attractiveness also play an important role. Factors such as a celebrity's physical appearance, attractive personality, successful career, or special charm can make them stand out and appeal to consumers.

Celebrity Match

The match or suitability between the celebrity and the product being endorsed is a key factor in determining the success of a marketing campaign. Celebrities must be relevant to the products they endorse. They should have a reasonable connection to the industry, product category, or brand values. As Diki (23) said,

"....he is a man but his content is about make-up, so the endorsements that come in are all related to skincare which of course suits Azkha Tegar...." (Diki, 2024)

Fathin (22) also said something similar,

".... The endorsed items that come in are usually skincare or make-up in accordance with Azkha Tegar's content….." (Fathin, 2024)

Consumers want a real connection between the celebrity and the endorsed product. If the celebrity has personal experience or a natural affinity with the product, it can create a more authentic and convincing impression for consumers. Apart from that, consistency in endorsements is also important. Brands should consider whether the celebrity has promoted other brands that compete or have similar fit, as this can influence consumer perception.

TESTIMONIAL

Celebrity Endorsements

A celebrity testimonial is an opinion or statement given by a celebrity about a particular product, brand, or service. These testimonials are used in marketing activities as a tool to promote products or services to consumers. The main purpose of celebrity testimonials is to utilize the celebrity's popularity, influence and credibility to influence consumer perceptions and behavior towards the endorsed brand (Masruron et al., 2022).

Celebrity testimonials can attract consumers' attention because of the celebrity's popularity and fame. They often have large fan bases and extensive media coverage, which can increase the exposure of the endorsed brand. The presence of celebrities in marketing campaigns can provide additional appeal and attract consumer interest.

Consumers tend to connect emotionally with celebrities they admire. Celebrity testimonials can build an emotional connection with consumers, making them feel connected to the endorsed brand. Identification with a celebrity can trigger the desire to own the same product and follow in the celebrity's footsteps. This is in line with what Fathin (22) said,

".....if there are people who like him or are fans like that, of course they will follow him too, sometimes there are also those who don't look at their own economic capabilities, the important thing is to follow the idol, like Azkha, what make-up is she wearing? buy it too…..", (Fathin, 2024)

Through celebrity testimonials, consumers can form perceptions about the value and quality of a product or service. If a celebrity describes a product as high quality or high value, consumers are likely to associate the brand with those attributes

Endorsemnet By Expert

Endorsement by expert is a marketing strategy in which an expert in a particular field recommends or supports a product, brand or service. These experts typically have knowledge, experience, and recognized authority in the field related to the product or service being endorsed.

"Yes, just call him an expert, of course his origins are clear, and he clearly has mastered what he has in his field, so it's definitely more convincing…...", (Fathin, 2024)

Endorsements by experts can provide additional credibility and trust to the product or service being endorsed. Experts are considered to have in-depth knowledge and authority in their field, so their opinions are respected and considered important. Consumers tend to trust recommendations given by respected experts more.

"....I have more confidence in products that are endorsed, sis, because they will also accept endorsements carelessly if the product is not good. Instead of salespeople like that, sometimes there are lots of people who cheat, bro…….", (Sinta, 2024)

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It is important for experts who provide endorsements to maintain integrity and transparency. Experts must maintain the honesty and validity of their recommendations, and avoid conflicts of interest that could damage their credibility.

Testimonials By Ordinary People

Testimonials by ordinary people, or testimonials by the general public, refer to feedback and recommendations given by ordinary individuals who have used a product or service. Unlike endorsements by experts or celebrities, these testimonials come from everyday consumers sharing their personal experiences and opinions.

Testimonials by ordinary people are often considered honest and trustworthy expressions because they come from individuals who have direct experience with the product or service. People tend to trust the opinions of peers or other consumers who have faced similar challenges or needs.

"....if it comes from ordinary people, sometimes you can also be trusted, sis, because they are speaking from their own experience.....", (Fathin, 2024)

Testimonials by ordinary people can have a powerful influence through word-of-mouth methods. When satisfied customers share their positive experiences with others, this can create trust and credibility in the product or service. Positive word-of-mouth recommendations are often very influential in shaping consumer perceptions and decisions.

"…. Testimonials from ordinary people are also influential, at that time I had never used anything. And my friend and then several of my acquaintances gave me tests with the same product. As a result, I became curious and then tried..." (Kristin, 2024)

Testimonials by ordinary people can provide an opportunity for potential customers to contact or speak directly with the individual providing the testimonial. This allows them to ask questions, get more information, or clarify certain aspects related to the product or service.

Consumer behavior

Consumer Trend Analysis

Consumer trend analysis is the process of collecting, analyzing, and interpreting data to identify emerging patterns and trends in consumer behavior. The aim is to understand consumer preferences, needs and expectations so that companies can anticipate and respond appropriately (Aschemann-Witzel, J., Gantriis, R. F., Fraga, P., & Perez-Cueto, 2021).

"....He's like, if for example someone needs a tutorial for graduation make-up, he makes it. If someone asks for a tutorial on making eyebrows, he gives an example and if, for example, someone asks for a douyin make-up tutorial, he also makes it so it seems to suit the needs of the consumer... ..". (Sinta, 2024)

Consumer trends continue to change over time. Therefore, it is important to continuously monitor and update consumer trend analysis regularly. By monitoring emerging trends, celebrity endorsers can stay relevant and ready to respond to changes in consumer preferences and behavior.

"....following existing trends and listening to the needs of fans/consumers and being able to build good relationships, of course he will be seen as superior to other competitors because he is always updating..." (Diki, 2024)

Consumer Preferences

Consumer preferences refer to the choices and tendencies that individuals or groups of consumers have toward certain products, brands, services, or experiences. Consumer preferences are influenced by various factors, including needs, personal values, previous experiences, perceptions, and social factors.

Consumers have preferences for certain products and the features they offer. This may include preferences for certain brands, product characteristics such as quality, ease of use, price, reliability, design and innovation.

".....the products that Azkha Tegar uses are products with good quality and prices that are still affordable for students like me at that time...." (Sinta, 2024)

Consumer preferences are also influenced by price and the perceived value provided by the product or service. Some consumers may prefer lower priced products, while others may focus more on the long-term value and quality of the product despite the higher price. These preferences can also change with different economic conditions, personal preferences, and value perceptions.

The obvious factor is price, when interest is higher, business people will increase prices slowly. However, if consumers can no longer afford it, they will abandon the product and turn to others.

"……Then the content, if the price remains the same but the content decreases, consumers who are choosy, even though loyal, will still turn away……." (Kristin, 2024)

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Understanding consumer preferences is important for the success of a celebrity endorser to develop quality and services that suit consumer needs and desires. By studying consumer preferences in depth, celebrity endorsers can increase customer satisfaction, gain a competitive advantage, and build long-term relationships with consumers.

Market Segmentation

Market segmentation is the process of dividing a market in more detail into smaller groups based on similar characteristics, needs, behaviors, or preferences. The purpose of market segmentation is to better understand and identify different consumer groups in the market, so that more effective and relevant marketing strategies can be developed (Dolnicar, 2022).

".....aged 17 years and over, namely teenagers who like beauty content and make-up tutorials……",(Diki, 2024)

These criteria can be demographics (such as age, gender, income, and geographic location), psychographics (such as values, lifestyle, and personality), behavioral (such as purchasing habits, product use, and brand loyalty), or other factors. relevant to the product or service offered.

"....he can sometimes say it's cheap or expensive or usually uses the words suitable for a school child's budget, then he also endorses this item and explains how it's used for skin, what it's used for and so on. So those of us who see it understand and can adjust it according to our needs." (Fathin, 2024)

Consumer Loyalty

Consumer loyalty refers to a consumer's level of loyalty or commitment to a particular brand, product, or company. Loyal consumers tend to consistently choose the same brand or product and remain loyal in their purchases over a longer period of time. Consumer loyalty has an important role in a company's long-term success, because loyal consumers tend to become repeat customers, provide positive references, and contribute to revenue and business growth (Cachero-Martínez, S., & Vázquez-Casielles, 2021).

"..... if the item is said to be good, then I'll think again about not having a snack to buy that item" (Fathin, 2024)

Consumer loyalty is often related to the perceived value and quality of a product or service. Consumers who feel that the brand or product provides good value, consistent quality, and desired benefits are more likely to remain loyal. They see investment in the brand or product as valuable and are reluctant to switch to another brand.

Purchase Decision

Purchasing decisions refer to consumers' mental processes and actions in selecting and purchasing products or services. This process involves a series of stages that consumers go through, which can be influenced by various factors and considerations. Understanding purchasing decisions is important for companies in developing effective and relevant marketing strategies (Tsai, P. H., Lin, G. Y., Zheng, Y. L., Chen, Y. C., Chen, P. Z., & Su, 2020).

"…..I myself like things that are interesting to look at and funny of course. With a display like that, it will create a special attraction for purchasing decisions." (Kristin, 2024)

Purchasing decisions involve selecting a particular product or brand that is deemed to best suit their needs and preferences. Factors such as price, quality, brand, reviews, or personal preferences will influence purchasing decisions.

"…..Purchasing decisions will be made if the test is actually in front of your eyes. We tend to see that the person is using product A and the results are very good, then we adopt it and implement it ourselves." (Kristin, 2024)

Psychological Factors

"…..we-we bought it because of what was explained during the promotion, do you understand? "For example, he says it whitens, so the person who buys it thinks it can make him white." (Fathin, 2024)

Psychological factors play an important role in consumer purchasing decisions. One psychological factor is perception. Perception is the way consumers understand and interpret the information they receive. Perceptions can be influenced by factors such as previous experiences, beliefs, values, and expectations. Consumers' perceptions of brands, products, or services will influence how they evaluate and make purchasing decisions.

Social Factors

Social factors play an important role in consumer purchasing decisions.

"...especially if the people closest to us have already bought the item, usually they will really trust us to buy the item……" (Fathin, 2024)

Reference groups consist of family, friends, coworkers, or other social groups that have high influence and trust in consumers. Opinions, recommendations, or experiences from reference groups can influence consumer purchasing decisions. For example,

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if a family member recommends a particular product, consumers are likely to consider that recommendation in the purchasing process.

Economic Factors

Economic factors play an important role in consumer purchasing decisions.

"Changes in income can affect the whole, of course also change purchasing patterns significantly. For example, from the beginning the purchasing pattern did not think long before deciding to purchase a product, changing to always considering income." (Kristin, 2024)

Consumer income is one of the main factors influencing purchasing decisions. A consumer's income level will influence their ability to purchase a product or service. Consumers with high incomes tend to have the ability to purchase more expensive or luxury products, while consumers with low incomes may focus more on products or services at more affordable prices (Akhtar, R., Sultana, S., Masud, M. M., Jafrin, N., & Al-Mamun, 2021).

"If they have a small income, they definitely won't think about things other than basic goods, usually they only repurchase things that they really need at this time. So it's like it's wiser to distinguish between needs and desires." (Fathin, 2024)

Trust and financial security can also influence purchasing decisions. Consumers who feel financially insecure or have uncertainty will tend to be more careful in their spending. They may limit spending or prioritize basic needs over extravagant or non-essential expenses.

TRIANGULATION OF THEORY

Celebrity Endorsements

Celebrity Credibility

The results of interviews conducted by researchers with consumer Azkha Tegar regarding celebrity credibility are as follows:

1. Having a good reputation is an important aspect in the effectiveness of a make-up marketing strategy using celebrity endorser Azkha Tegar. Celebrities with a positive reputation, credibility and high relevance will be better able to influence consumers' perceptions, attitudes and behavior towards the make-up products they endorse. In addition, a celebrity's positive reputation can increase the credibility of the brand message and build consumer trust in the endorsed make-up products.

2. An image of a male celebrity that is appropriate or relevant to the make-up product being endorsed will increase the effectiveness of marketing strategies and a good image will certainly easily influence consumer perceptions of a product or brand. In addition, Azkha Tegar's celebrity image associated with the use of make-up can help reduce social stigma and increase the acceptance of make-up use among male consumers. Male celebrities who have a positive image and are widely accepted can become role models who influence consumer perceptions that the use of make-up by men is acceptable.

3. An obstacle often experienced by celebrity endorsers of Akha Tegar is criticism which says that it is inappropriate for Azkha Tegar to promote a beauty product. This is because Azkha Tegar is a man, while make-up tends to be directed towards the female gender.

4. When promoting a product, an honest statement is definitely needed. Reviewing a product honestly can influence consumer preferences regarding Azkha Tegar's credibility. Apart from that, reviewing a product or brand honestly can increase consumer trust and entice consumers to take purchasing action.

5. Consumer trust can be built through the honesty of celebrity endorser Azkha Tegar. The method used by Azkha Tegar to build consumer trust is by directly using a product or brand that is endorsed and displayed in video footage. This results in increased consumer trust.

6. The content created by Azkha Tegar has a positive impact on some people, such as providing a make-up tutorial that will be useful for consumers who need it. Of course, this makes Azkha Tegar increasingly viewed favorably by consumers.

Based on research conducted by Kazançoğlu, İ., Köse, Ş. G., & Arslan, (2024) Analysis Of The Current Situation Of Male Endorsing Cosmetics Brands, it was found that celebrities who have a clean and healthy reputation and a good image can help improve the company's brand image.

Celebrity Attraction

The results of interviews conducted by researchers with consumer Azkha Tegar regarding the attractiveness of celebrities are as follows:

1. The knowledge of celebrity endorser Azkha Tegar has been recognized by several consumers. With knowledge about make-up, Azkha Tegar is able to attract consumer interest. Celebrities who are considered experts and credible can influence consumer perceptions that the use of make-up by men is acceptable and beneficial. Therefore, selecting male celebrities with extensive and relevant knowledge about make-up is an important factor

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2. Azkha Tegar's expertise is beyond doubt, Azkha Tegar often provides tips and tutorials on using make-up products and provides satisfactory results. Not only that, Azkha Tegar also explained in detail about a product that was being promoted. This shows that celebrity endorsers must have special skills to attract consumer attention.

3. Creating creative content can also give a different impression from others. The characteristic of Azkha Tegar is that it uses transition and before after video models. This kind of creativity is very inherent in celebrity endorser Azkha Tegar. Another supporting thing is using various costumes that adapt to the content of the content. The key to creativity in celebrity endorser content is the ability to create messages that are authentic, innovative and relevant to the audience. In this way, the product or brand can stand out in the crowd of existing marketing content.

4. Celebrity identity is one of the main attractions that celebrities have in carrying out product or brand endorsement activities. Azkha Tegar built her own branding by showing a lifestyle that often uses make-up so it can be said to be suitable for promoting a brand or product.

5. The charisma of celebrity endorser Azkha Tegar is beautiful and white or beauty boy. This kind of charisma is possessed by most male celebrities who promote a beauty brand. With Azkha Tegar's current charisma and relationship with promoting a beauty brand, it can give consumers confidence so they make purchasing decisions.

6. In a marketing context, "engagement" refers to how active and engaged an audience or customer is with a particular brand, content, or campaign. Adjusting consumer desires is one form of engagement that Azkha Tegar uses to stay connected with consumers.

7. The popularity of male celebrities based on physical attractiveness can trigger consumer interest and desire to try make-up products.

Based on research conducted by Gou, (2023) Analysis Of The Current Situation Of Male Endorsing Cosmetics Brands, it was found that male celebrities have innate and natural charisma. When a male celebrity has a high level of facial attractiveness, no one can resist that charm. As a result, people will fall in love with such a person and it will certainly be easy to spend money on him. Celebrities with high facial attractiveness will certainly influence popularity. High popularity can help companies earn more money. As is well known, a celebrity's level of popularity can be directly linked to their influence, and the more popular an artist is, the more fans can pay them. It is a fact that popular male celebrities always get a lot of followers from their fans, and if their followers are large enough, it can even cause rumors from netizens other than their fans. This not only increases the exposure of the celebrity themselves, but can also make the products they promote active in front of consumers' eyes, a win-win situation for both the celebrity and the brand.

Celebrity Matches

The results of interviews conducted by researchers with consumer Azkha Tegar regarding celebrity suitability are as follows:

1. Building a good relationship with the endorsed product is also very important for the success of the endorsement collaboration. A good relationship between celebrity and product can encourage long-term, mutually beneficial collaborations. If celebrities are deeply involved with the product, they can be more effective in influencing consumer perceptions and behavior.

2. The similarity between the celebrity endorser and the product being endorsed is an important factor that must be considered in designing an effective and credible endorsement strategy. Consumers tend to trust celebrities who are deemed suitable and compatible with the product being endorsed, so that endorsements have a stronger impact.

Based on research conducted by Gou, (2023) Analysis Of The Current Situation Of Male Endorsing Cosmetics Brands, it was found that when a celebrity can convey the same message as what the brand wants to convey to the public, then this illustrates that a male celebrity has several characters that suit the cosmetic brand and can interpret the product better (Gou, 2023).

Testimonial

Celebrity Endorsements

The results of interviews conducted by researchers with consumer Azkha Tegar regarding testimonials from celebrity endorsers are as follows:

1. Maintaining a celebrity's image is very important in the context of product endorsements. A positive and consistent celebrity image increases the credibility of the endorsement in the eyes of consumers, so that the endorsed brand is also perceived as more credible.

2. Honest and positive recommendations increase the celebrity endorser's credibility in the eyes of consumers. This makes the endorsement look more authentic and trustworthy. Thus, providing honest and positive reviews and recommendations is an important endorsement practice for building consumer trust and maximizing marketing impact in the long term.

3. Being competitive but still maintaining ethics and not attacking other brands directly can create healthy competition in the industry. Thus, a balance between a competitive attitude and respect for other brands is a wise approach in carrying out product endorsement activities.

4. Popular celebrities usually have greater appeal and influence on consumer behavior, thereby driving sales and brand preference.

5. Celebrities with a diverse follower base can help reach a wider and more diverse consumer segment. In addition, the wide reach of celebrity endorsers can drive increased sales and brand awareness more effectively.

6. The use of celebrity endorser Azkha Tegar can be said to be quite effective. If you look at the content that is frequently created, all of the content shows that Azkha Tegar has a very strong image regarding beauty or an appropriate lifestyle.

Based on research conducted by Gou, (2023) Analysis Of The Current Situation Of Male Endorsing Cosmetics Brands, findings were found in competitive relationships, when brands and product types are different but still in the same industry, it is proven that brands using male celebrities in promoting The product sales are higher than other brands. Apart from that, male celebrities with large followings will have an influence on purchasing decisions, of course this will influence the number of sales because the reach of famous celebrities is wider. This shows that the use of male celebrities in promoting a product is very effective. This effectiveness is also proven by a top Chinese actor, after endorsing the beauty section of a French luxury brand, officially announcing that in just a few hours, his sales exceeded ten million dollars. According to statistics, the contribution ratio of these actors is more than 80% [8]. Thus, it can be seen that using male celebrities to endorse cosmetic products is undoubtedly the right decision.

Endorsement By Expert

The results of interviews conducted by researchers with consumer Azkha Tegar regarding endorsements by experts are as follows:

1. A recognized expert or expert provides support or recommendations, it increases the credibility and legitimacy of the product in the eyes of consumers. They assume that if the expert supports it, then the product must be quality and trustworthy.

2. Experts or experts are considered to have extensive knowledge and experience in their field. When consumers are hesitant, endorsements from experts can reduce their perceived risk of purchasing or using the product. Therefore, their recommendations tend to have weight and influence consumer decisions.

3. Consumers tend to trust judgments and recommendations more from someone who has in-depth knowledge and real experience in a field. This is what makes recommendations from experts or specialists more trustworthy.

Based on research conducted by Gou, (2023) Analysis Of The Current Situation Of Male Endorsing Cosmetics Brands, it was found that people will make purchases when experts or beauty experts recommend or try certain products and feel that the product is good and interesting.

Testimonial By Ordinal People

The results of interviews conducted by researchers with consumer Azkha Tegar regarding testimonials by ordinal people are as follows:

1. Ordinary people who provide testimonials can only be within a circle of family or close friends, not on a wide scale. Testimonials with a narrow reach are generally considered more personal, authentic, and trustworthy than widely distributed testimonials. However, limited reach can limit the scope and visibility of those testimonials. Only a narrow circle of consumers can see and be influenced by it.

2. Testimonials based on positive experiences are considered more credible and convincing to potential buyers. Testimonials based on personal experience are considered more relevant and trustworthy than general testimonials. Consumers tend to be more influenced by testimonials that describe real experiences similar to their own.

3. Consumers tend to pay more attention to and be influenced by testimonials from reference groups they like or admire. Consumers pay more attention to testimonials from people or groups who share similar demographics, lifestyles or needs with them.

Consumer behavior

Consumer Trend Analysis

The results of interviews conducted by researchers with Azkha Tegar consumers regarding consumer trend analysis are as follows:

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1. Keeping up with market trends is essential for consumers to stay connected. Market trends reflect changes in consumer preferences, behavior and needs. By following trends, celebrity endorsers can adapt their offerings to meet evolving consumer needs.

2. Buying a product on the basis of meeting basic needs is one of the consumer trends. This can happen when consumers with an economy that can only meet basic needs.

3. Consumer trends can also be analyzed using personal experience. Like observing what happens to consumer experiences in the comments column

Based on research conducted by (Gou, 2023) Analysis Of The Current Situation Of Male Endorsing Cosmetics Brands, it was found that the current trend in the cosmetics industry is that more and more cosmetic brands are using male spokespersons or ambassadors to promote and advertise their products. This phenomenon indicates increasing acceptance and demand for men in the world of beauty.

Consumer Preferences

The results of interviews conducted by researchers with consumer Azkha Tegar regarding consumer preferences are as follows:

1. Understanding consumer needs is very important in product development and effective marketing. Various kinds of consumer needs are conveyed directly through the comments column, such as various tutorials according to current trends.

2. Consumer preferences for product quality are one of the important factors that influence purchasing decisions. The products used by Azkha Tegar are considered to have good quality, so they can influence consumer perceptions.

3. Consumers tend to associate high prices with better product quality. And if the higher the interest in a product, the more business people will increase the price of that product. Price perceptions tend to influence consumer buying interest, but perceptions do not apply to consumers who buy just because they need it.

4. Having high innovation is one of the factors that triggers consumer preference for a product. Azkha Tegar innovates in creating endorsement content by combining endorsed products with other products and creating satisfying results.

5. The content created by Azkha Tegar is useful for consumers. Most of the content created by Azkha Tegar is make-up tutorials. with content like this it attracts consumers to find out more and will lead to consumer purchasing interest.

6. Content success is one of the goals of celebrity endorsers. The many testimonials sent to Azkha Tegar show the success of the content she has achieved. Apart from that, many people imitate Azkha Tegar's make-up style, which is also a success for the content.

Based on research conducted by Gou, (2023) Analysis Of The Current Situation Of Male Endorsing Cosmetics Brands, it was found that business people try to be more in tune with women's needs, they try to find what attracts their attention, pay attention to their needs, and then move. On the other hand, product quality greatly influences purchasing decisions. When people see beauty experts recommending or trying certain products on YouTube or TikTok, and they feel the product is good and interesting, that's when people are more likely to make impulse purchases.

Market segmentation

The results of interviews conducted by researchers with Azkha Tegar consumers regarding market segmentation are as follows:

1. Psychological factors are internal aspects that influence consumer behavior and purchasing decisions. Consumers buy products because of personal desires and the influence of Azkha Tegar's endorsement content. Starting with curiosity to making a purchase. Apart from that, the use of color in product displays also influences purchasing decisions.

2. Social factors refer to the characteristics and influence of social groups that influence consumer behavior. Azkha Tegar's way of promoting a product has succeeded in changing consumers' lifestyles. Many of the products used by Azkha Tegar will also be used by consumers who admire them.

3. Economic factors refer to financial characteristics and economic conditions that influence consumer purchasing power and purchasing behavior. Income level will influence purchasing power and consumer preferences for products.

4. Determining the target market (market targeting) is a very important stage in the market segmentation process. Companies need to choose one or several segments that will be the main focus of their marketing strategy. Azkha Tegar's target is consumers who like make-up and are interested in the latest trends.

5. Market research can uncover unfulfilled market opportunities or emerging new trends. Market research is very important, because it can help in adapting marketing messages to the preferences and values of market segments that can change over time.

Based on research conducted by Gou, (2023) Analysis Of The Current Situation Of Male Endorsing Cosmetics Brands, it was found that the progress of the times, economic development and increasing living standards, people's concept of consumption is changing. The rapid development of the internet and the popularity of online shopping have made shopping more convenient,

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which can result in people being willing to spend money to buy beauty products. This is reinforced by attractive celebrity advertisements, they can easily click on the link and consume it.

Social factors can also influence purchasing decisions. Previously, people worked to earn money just to solve the problem of food and clothing, but now, people began to gradually pursue the quality of their lives and began to set aside for their consumption. With the arrival of the market economy, people began to feel the joy and satisfaction of consumption, which made people invest more in beauty, food, life and other aspects.

Women are the primary consumers in the entertainment economy, and women's purchasing power is enormous, so the market potential for male spokespeople with larger female followings cannot be ignored, and this group of consumers determines the primary purchasing power. Business people are trying to be more in tune with women's needs, they are trying to find what interests them, pay attention to their needs, and then make a move. They gradually realized that a better way to get more sales and more profits was to better understand what female consumers wanted.

Consumer Loyalty

The results of interviews conducted by researchers with Azkha Tegar consumers regarding consumer loyalty are as follows:

1. Providing positive and real reviews on a product can build consumer loyalty. Positive reviews from endorsers can trigger social encouragement for consumers to try and be loyal to the product.

2. Celebrity endorsers tend to be trusted when giving recommendations. If endorsers authentically use and recommend products, consumers will see more credible and valuable testimonials. Consumers who are loyal to endorsers tend to also be loyal to the recommended products, at least in the short term

3. Consumers who feel connected or identify with a certain reference group will tend to be loyal to brands or products that are recommended or used by that group. Loyalty built through group references tends to be stronger and last longer, because it is linked to social identity and acceptance by the group.

Based on research conducted by Gou, (2023) Analysis Of The Current Situation Of Male Endorsing Cosmetics Brands, it was found that beauty experts or celebrities who recommend a product then the expert or celebrity feels that the product is good and attractive will result in consumers making impulse purchases. Not only experts or celebrities can influence, but factors from reference groups can also influence purchasing decisions. Gradually, people will catch up on their quality of life and start setting aside to follow the lifestyle they desire.

Buying decision

The results of interviews conducted by researchers with Azkha Tegar consumers regarding purchasing decisions are as follows:

1. Competitive prices are one of the factors in purchasing decisions. Consumers tend to choose products that are more affordable and fit their budget.

2. A sense of interest can be created through the way a product is presented, such as the appearance of the product. Interest will spark interest and desire to find out more about the product. If consumers feel interested in a product, they tend to evaluate the product positively.

3. Purchase interest is the consumer's tendency to buy a particular product or brand. Purchase interest arises because of motivation and encouragement within consumers to fulfill their needs or desires. References from celebrity endorsers, reviews, and recommendations can influence consumer buying interest.

4. After a purchasing decision has been made, it is necessary to analyze the results. Is the marketing successful or does it even require the latest strategies to increase sales.

Based on research conducted by Gou, (2023) Analysis Of The Current Situation Of Male Endorsing Cosmetics Brands, it was found that good product delivery is very important. When people see an interesting product, they will be interested and can easily buy the product. Purchasing decisions can also be made because a person's buying interest is supported by motivation and encouragement within a person to fulfill their needs or desires.

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Findings
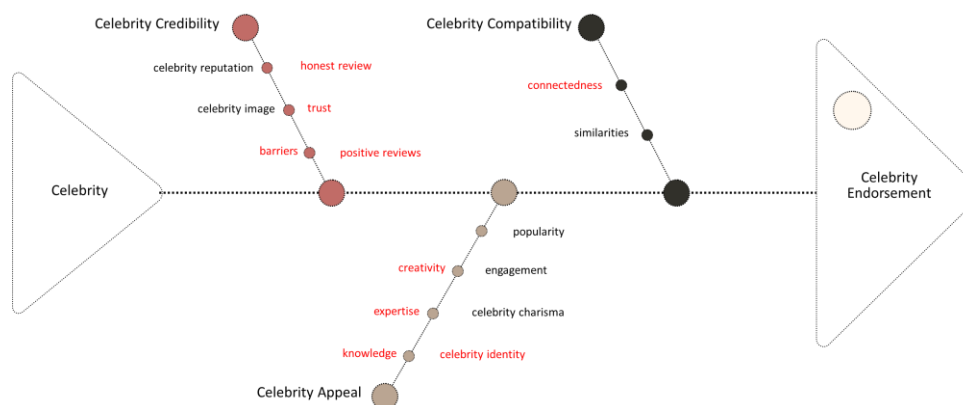
Source: researcher's Celebrity Endorsement findings, 2024

In this research it was found that to become a celebrity endorser there are several important points that must be considered, namely as follows:

Celebrity Credibility

a. Obstacle

An obstacle often experienced by celebrity endorsers Akha Tegar is criticism which says that it is inappropriate for Azkha Tegar to promote a beauty product. This is because Azkha Tegar is a man, while make-up tends to be directed towards the female gender.

b. Honest review

Reviewing a product honestly can influence consumer preferences regarding Azkha Tegar's credibility. Apart from that, reviewing a product or brand honestly can increase consumer trust and entice consumers to take purchasing action.

c. Trust

Consumer trust can be built through the honesty of celebrity endorser Azkha Tegar. The method used by Azkha Tegar to build consumer trust is by directly using a product or brand that is endorsed and displayed in video footage. This results in increased consumer trust.

d. Positive review

The content created by Azkha Tegar has a positive impact on some people, such as providing make-up tutorials that will be useful for consumers who need them. Of course, this makes Azkha Tegar increasingly viewed favorably by consumers.

Celebrity Attraction

a. Knowledge

The knowledge of celebrity endorser Azkha Tegar has been recognized by several consumers. With knowledge about make-up, Azkha Tegar is able to attract consumer interest. Celebrities who are considered experts and credible can influence consumers' perceptions that the use of make-up by men is acceptable and beneficial.

b. Skill

Azkha Tegar's expertise has been proven by frequently providing tips and tutorials on using make-up products and providing satisfactory results. Not only that, Azkha Tegar also explained in detail about a product that was being promoted. With his expertise, Azkha Tegar can attract the hearts of consumers.

c. Creativity

Creating creative content can also give a different impression from others. The characteristic of Azkha Tegar is that it uses transition and before after video models. Another supporting thing is using various costumes that adapt to the nature of the content. The key to creativity in celebrity endorser Azkha Tegar's content is the ability to create messages that are authentic, innovative and relevant to the audience. In this way, the product or brand can stand out in the crowd of existing marketing content.

d. Celebrity identity

Celebrity identity is one of the main attractions that celebrities have in carrying out product or brand endorsement activities. Azkha Tegar built her own branding by showing a lifestyle that often uses make-up so it can be said to be suitable for promoting a brand or product.

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Celebrity Match

a. Connectedness

Building good relationships with endorsed products is also very important for the success of endorsement collaborations. A good relationship between celebrity and product can encourage long-term, mutually beneficial collaborations. If celebrities are deeply involved with the product, they can be more effective in influencing consumer perceptions and behavior.
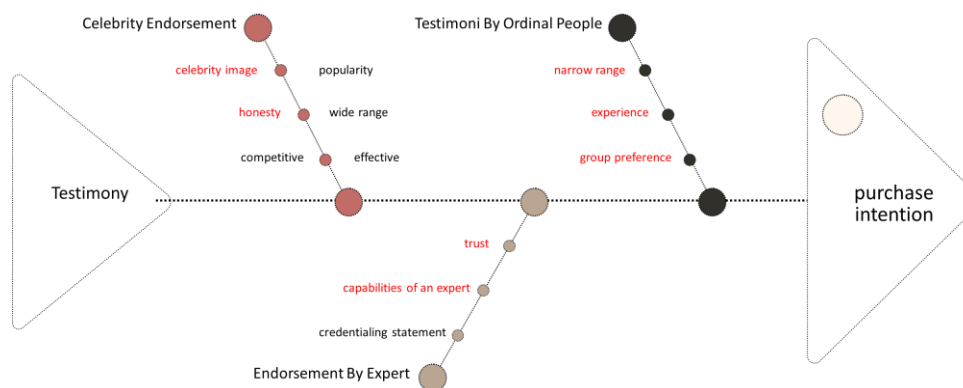
Source: researcher's Purchase Intention findings, 2024

In this research it was found that testimonials can be seen from 3 different points of view and each point of view has important points, namely as follows:

Celebrity Endorsements

a. Celebrity image

Maintaining a celebrity's image is very important in the context of product endorsements. A positive and consistent celebrity image increases the endorsement's credibility in the eyes of consumers, so that the endorsed brand is also perceived as more credible.

b. Honesty

Honest and positive recommendations increase the celebrity endorser's credibility in the eyes of consumers. This makes the endorsement look more authentic and trustworthy. Thus, providing honest and positive reviews and recommendations is an important endorsement practice for building consumer trust and maximizing marketing impact in the long term.

Endorsement By Expert

a. The capabilities of an expert

Experts or experts are considered to have extensive knowledge and experience in their field. When consumers are hesitant, endorsements from experts can reduce their perceived risk of purchasing or using the product. Therefore, their recommendations tend to have weight and influence consumer decisions.

b. Trust

Consumers tend to trust judgments and recommendations more from someone who has in-depth knowledge and real experience in a field. This is what makes recommendations from experts or specialists more trustworthy.

Testimonials By Ordinal People

a. Narrow range

Ordinary people who provide testimonials can only be in a circle of family or close friends, not on a wide scale. Testimonials with a narrow reach are generally considered more personal, authentic, and trustworthy than widely distributed testimonials. However, limited reach can limit the scope and visibility of those testimonials. Only a narrow circle of consumers can see and be influenced by it.

b. Experience

Testimonials based on positive experiences are considered more credible and convincing to potential buyers. Testimonials based on personal experience are considered more relevant and trustworthy than general testimonials. Consumers tend to be more influenced by testimonials that describe real experiences similar to their own.

c. Group reference

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Consumers tend to pay more attention to and be influenced by testimonials from reference groups they like or admire. Consumers pay more attention to testimonials from people or groups who share similar demographics, lifestyles or needs with them.

Source: researcher's Changes in Consumer Behavior findings, 2024

In this research it was found that consumer behavior is influenced by several factors, namely as follows:

Consumer Trend Analysis
a. Product requirements
Buying a product on the basis of meeting basic needs is one of the consumer trends. This can happen when consumers with an economy that can only meet basic needs.
b. Consumer experience
Consumer trends can also be analyzed using personal experience. Like observing what happens to consumer experiences in the comments column

Consumer Preferences
a. Price
Consumers tend to associate high prices with better product quality. And if the higher the interest in a product, the more business people will increase the price of that product. Price perceptions tend to influence consumer buying interest, but perceptions do not apply to consumers who buy just because they need it.
b. Innovative
Having high innovation is one of the factors that triggers consumer preference for a product. Azkha Tegar innovates in creating endorsement content by combining endorsed products with other products and creating satisfying results.
c. Useful content
The content created by Azkha Tegar is useful for consumers. Most of the content created by Azkha Tegar is make-up tutorials. with content like this it attracts consumers to find out more and will lead to consumer purchasing interest.
d. Content success
Content success is one of the goals of celebrity endorsers. The many testimonials sent to Azkha Tegar show the success of the content she has achieved. Apart from that, many people imitate Azkha Tegar's make-up style, which is also a success for the content.

Market Segmentation
a. Economic factors
Economic factors refer to the financial characteristics and economic conditions that influence consumers' purchasing power and purchasing behavior. Income level will influence purchasing power and consumer preferences for products.

Consumer Loyalty
a. Positive review
Providing positive and real reviews on a product can build consumer loyalty. Positive reviews from endorsers can trigger social encouragement for consumers to try and be loyal to the product.

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Purchase Decision

a. Competitive price

Competitive prices are one of the factors in purchasing decisions. Consumers tend to choose products that are more affordable and fit their budget.

b. Analysis of results

Purchase interest is a consumer's tendency to buy a particular product or brand. Purchase interest arises because of motivation and encouragement within consumers to fulfill their needs or desires. References from celebrity endorsers, reviews, and recommendations can influence consumer buying interest.

VI. CONCLUSION

This research discusses make-up marketing strategies. The use of celebrities as a marketing tool is a marketing strategy that has long been used by many companies. To become the face of a product, several important factors need to be considered, such as celebrity credibility, celebrity attractiveness, and celebrity suitability. The credibility of celebrities such as Azka Tegar influences the extent to which celebrity influence can influence consumer behavior and perceptions of the endorsed brand. Her expertise, such as providing make-up tips and tutorials, also plays an important role in her influence on consumer behavior and their perception of the brand. Apart from that, the match between the celebrity and the product being endorsed as well as celebrity testimonials also play a role in the success of a marketing campaign. Another effective marketing strategy is expert endorsements, which provide additional credibility to the product or service. Testimonials by ordinary people are also considered honest and trustworthy because they come from individuals who have direct experience. A marketing strategy also requires several factors to produce purchasing decisions. Consumer trend analysis helps companies understand consumer preferences, needs and expectations, while market segmentation allows the development of more effective strategies. Consumer loyalty refers to consumer loyalty to a brand or product, while purchasing decisions are influenced by psychological and social factors. Overall, analysis of consumer trends, consumer preferences, market segmentation, consumer loyalty, and purchasing decisions can influence consumer behavior by providing insight into what drives consumers to purchase, retain, or switch to a particular product or service. A deep understanding of these factors can help companies tailor their offerings to better suit consumer needs and preferences.

VII. SUGGESTION

In this study, researchers examined the make-up marketing strategy of celebrity endorser Azkha Tegar. Thus, researchers only focused on celebrity endorser Azkha Tegar. Therefore, this will be a key component in future efforts to study other types of celebrities, such as parents, athletes, and comedians. This allows the resulting conclusions to be studied and applied more widely to find similarities and differences between each celebrity. In addition, this research only focuses on the beauty industry. Therefore, future research should look at other industries to find more correlations.

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ATTACHMENT

Question Guidance

Topic	Question
Celebrity Endorsements	1. Celebrity Credibility
	2. Celebrity Attraction
	3. Celebrity Matches
Testimonial	4. Celebrity Endorsements
	5. Endorsement By Experts
	6. Testimonials By Ordinary People
Consumer behavior	7. Consumer Trend Analysis,
	8. Consumer Preferences,
	9. Market segmentation,
	10. Consumer Loyalty,
	11. Purchasing Decisions Influenced by (Psychological, Social, Economic Factors)