Determinants of Impulse Buying in Digital Marketplaces: The Roles of Celebrity Endorsement, Online Reviews, and Shopping Lifestyle

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Abstract
The purpose of this study is to analyze the influence of celebrity endorsement , online customer review and shopping lifestyle on impulse buying partially and simultaneously of marketplace users. The analysis method in this study uses primary data processed using SPSS, with the analysis techniques used are validity test, reliability test, classical assumption test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression, hypothesis test, partial test (t test), simultaneous test (f test), coefficient of determination test (R^2) . The data used in this study were obtained from questionnaires and valid data collected from 100 respondents. The sampling method in this study is non-probability sampling with a sampling technique using purposive sampling. The population in this study was marketplace users. The results of this study indicate that celebrity endorsement variables have no effect on impulse buying among marketplace users, while online customer reviews and shopping lifestyle variables have a partial effect on impulse buying. Simultaneously, celebrity endorsement, online customer reviews, and shopping lifestyle variables influence impulse buying among marketplace users.

Keywords Celebrity Endorsement, Online Customer Reviews, Shopping Lifestyle, Impulse Buying, Digital Marketing

Introduction

The increasingly rapid development of digital technology has brought significant changes in people's consumption behavior patterns. The presence of the marketplace as an electronic trading platform makes it easier for consumers to carry out shopping activities practically, quickly, and without limitations of space or time. Celebrity endorsements , online customer reviews, and shopping lifestyles are thought to be drivers of consumers making spontaneous purchases or impulse buying .

According to Solomon , Marshall, and Stuart (2012) , impulse buying is a purchase made without any planning or research effort. Impulse buying is a buying behavior that occurs suddenly, without prior planning, and is often influenced by external stimuli. In the marketplace context, this behavior has become a common phenomenon as competition between sellers

increases and digital marketing strategies become more aggressive. Therefore, it is important to understand the factors that influence marketplace users' impulse buying .

One of the factors thought to influence impulse buying is celebrity endorsement . Celebrity endorsers are advertising supporters or also known as advertising stars to support a product (Shimp, 2014). The use of public figures or celebrities as endorsers is believed to be able to attract consumer attention, increase trust, and build a positive image of the product being promoted. Celebrity credibility, attractiveness, and popularity can influence consumer perceptions and drive impulsive purchasing decisions. Celebrity endorsement has a significant influence on impulsive purchasing (Trissa, Salqaura, and Siregar, 2025), (Asakdiyah, Bonaga, Maheswari , Prastowo , & Salampessy, 2024), (Persada, Faridah, & Komalasari, 2023), (Li, Suhari, Shidiqqi, Aras, & Mani, 2023).

Online Customer Reviews are assessments given by consumers of the products or services they purchase, which are published online and can influence the views and purchasing decisions of other consumers (Kotler and Keller, 2020). Online customer reviews also have an important role in shaping consumer behavior in the marketplace. Reviews and ratings from other consumers are often used as sources of information before making a purchase. Positive reviews can increase consumer confidence in product quality, while a large number of reviews can speed up the decision-making process, even triggering unplanned purchases. Online customer reviews influence impulse buying (Putri, & Fikriyah, 2023) , (Hilal & Astuti, 2022), (Violin, Afifah, Hasanudin, Purmono, & Setiawan, 2025), (Fu Yijia, 2024).

Another factor that influences impulse buying is shopping lifestyle . Shopping lifestyle is a person's way or lifestyle expressed in activities, interests, and opinions (Kotler & Amstrong, 2018). Shopping lifestyle reflects how a person allocates time and money for shopping activities. Consumers with a high shopping lifestyle tend to make shopping part of their lifestyle and entertainment, so they are more susceptible to promotional stimuli and more easily encouraged to make impulsive purchases. Consumers' shopping lifestyles and fashion involvement or consumer involvement in fashion products offered by stores are increasingly developing following existing trends, which can lead to impulsive purchases in consumers (Imran & Pradana, 2024). Shopping lifestyle influences impulse buying (Haiditiya & Susanti, 2023), (Arsyiandi & Sarmin, 2025), (Sari & Antara, 2025).

Based on this description, it can be concluded that celebrity endorsements, online customer reviews, and shopping lifestyle are factors that have the potential to influence marketplace users' impulse buying . Therefore, this study aims to analyze the influence of these three variables on marketplace users' impulse buying , which is expected to contribute to the development of digital marketing strategies and understanding consumer behavior in the digital era.

Method

This study uses a quantitative approach with an associative research method, which is suitable for examining causal relationships among measurable variables using structured instruments. Associative research aims to determine the influence of independent variables on

dependent variables, both partially and simultaneously, allowing for statistical testing of hypothesized relationships. The population in this study is all marketplace users (such as Shopee, Tokopedia, Lazada, or other marketplaces) who have made online purchases, ensuring the relevance of respondents to the research context. The sample was taken using a purposive sampling technique, with the criteria that respondents are active marketplace users, have made online purchases at least once, have seen celebrity endorsements and read online customer reviews before purchasing a product, and data were collected using a structured questionnaire developed from established literature, with measurement items assessed using a Likert scale to ensure consistency and reliability of responses. The sample size is 100 respondents, which is considered adequate for quantitative associative analysis, with indicators adapted from prior empirical studies to support measurement validity.
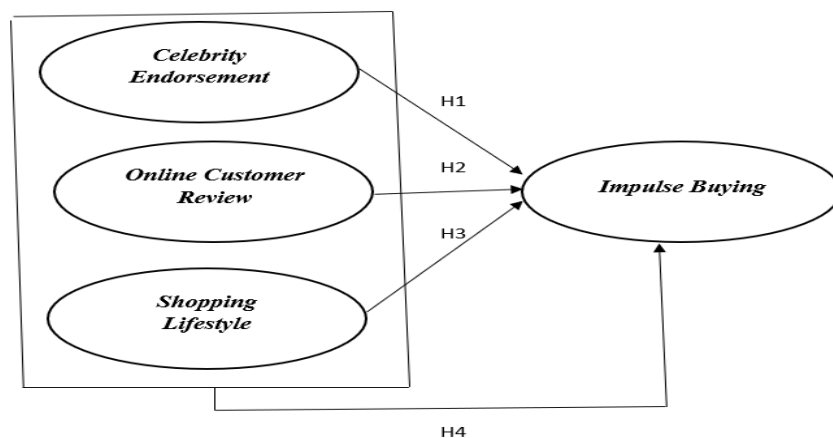

Figure 1Research Model
Source : Processed data (2025)

Research Hypothesis
H1: Celebrity endorsement influences impulse buying of marketplace users.
H2: Online customer reviews influence impulse buying of marketplace users.
H3: Shopping lifestyle influences impulse buying of marketplace users.
H4: Celebrity endorsement, online customer reviews, and shopping lifestyle simultaneously influence impulse buying of marketplace users.

Results and Discussion
Validity Test
According to Ghozali (2018), the validity test is used to determine the validity or suitability of the questionnaire data , using test criteria measured by looking at the r table and r count. If r count > r table then the questionnaire is said to be valid, if r count < r table then the questionnaire is invalid. The results of processing the questionnaire data for the validity test can be seen in table 1 below :

Table 1 Validity Test Results

Variables	Statement	R Count	R Table	Information
Celebrity Endorsement (X1)	X1.1	0.624		Valid
	X1.2	0.684		Valid
	X1.3	0.791	0.361	Valid
	X1.4	0.700		Valid
	X1.5	0.546		Valid
Online Customer Review (X3)	X2.1	0.584		Valid
	X2.2	0.741		Valid
	X2.3	0.694	0.361	Valid
	X2.4	0.766		Valid
	X2.5	0.713		Valid
Shopping Lifestyle (X4)	X3.1	0.789		Valid
	X3.2	0.814	0.361	Valid
	X3.3	0.742		Valid
Impulse Buying (Y)	Y.1	0.842		Valid
	Y.2	0.809	0.361	Valid
	Y.3	0.838		Valid
	Y.4	0.834		Valid

Source: Processed primary data, 2025

Based on the results of the validity test that has been carried out in this study, it can be seen that all statements in the variable items have a calculated r > table r, meaning that the research instrument is suitable or valid for use in obtaining data.

Reliability Test

Reliability testing is a tool for measuring a questionnaire which is an indicator of a variable. Reliability testing was conducted using SPSS software , using the Cronbach's Alpha (α) statistical test . A variable is considered reliable if it has a Cronbach's Alpha value > 0.6 . The results of the reliability test in this study can be seen in Table 2 below:

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Cronbach's Alpha Standard	Information
Celebrity Endorsement	0.690	0.60	Reliable
Online Customer Review	0.665	0.60	Reliable
Shopping Lifestyle	0.667	0.60	Reliable
Impulse Buying	0.845	0.60	Reliable

Source: Processed primary data, 2025

Based on Table 2 above, it can be seen that all statement items related to celebrity endorsement, online customer reviews, shopping lifestyle, and impulse buying have a Cronbach's Alpha value > 0.60, so this shows that all statement items are consistent and reliable.

Normality Test

The normality test can be carried out using the One Sample Kolmogorov Smirnov test with the condition that if the significance value is > 0.05 then the data is normally distributed, if the significance value is < 0.05 then the data is not normally distributed.

Table 3. Normality
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	.0000000
	Standard Deviation	.69388696
Most Extreme Differences	Absolute	.053
	Positive	.050
	Negative	-.053
Test Statistics		.053
Asymp. Sig. (2-tailed)		.200 [c,d]

Based on Table 3, the results of the normality test using the One-Sample Kolmogorov Smirnov test show an Asymp Sig value of 0.200 > 0.05 . Therefore, it can be concluded that the data is normally distributed.

Heteroscedasticity Test

According to Ghozali (2018), the Heteroscedasticity Test is used to determine whether or not there is equality of variance in a regression model from the residual values.
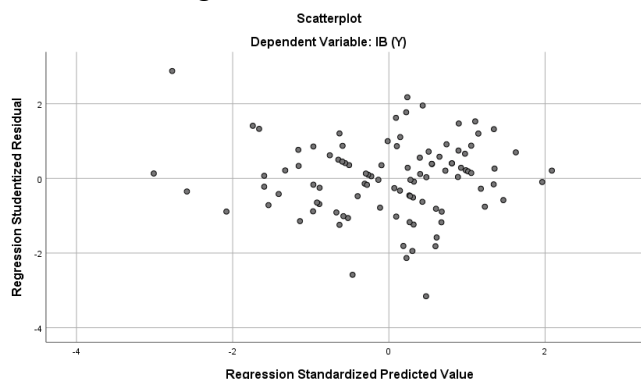

Figure 2. Scatterplot of Heteroscedasticity Test

Based on the results of the heteroscedasticity test using Scatterplot, it shows that the distribution points of the tested data are spread above and below the number 0 on the Y axis and do not form a pattern, so it can be said that there is no heteroscedasticity.

Multicollinearity Test

According to Ghozali (2018), the multicollinearity test is used to determine whether multicollinearity occurs between independent variables or not and whether there is a strong correlation between independent variables or not in the regression model. The results of processing questionnaire data for the multicollinearity test can be seen in the following table 4:

Table 4. Multicollinearity

Coefficients [a]

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
CE (X1)	.753	1,329
OCR (X2)	.386	2,592
SL (X3)	.397	2,517

a.   Dependent Variable: IB (Y)

Based on the results in table 4. It can be seen that the collinearity tolerance value of each independent variable is greater than 0.10 and the VIF value of each independent variable is less than 10. It can be concluded that in this study there is no multicollinearity.

Multiple Linear Regression Test

Multiple Linear Regression Test is used to determine the relationship between independent variables, namely celebrity endorsement, online customer reviews, and shopping lifestyle, and the dependent variable, namely impulse buying.

Table 5. Multiple Linear Regression Test

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-.421	.431		-.977	.331
CE (X1)	.147	.122	.097	1,205	.231
OCR (X2)	.454	.154	.333	2,953	.004
SL (X3)	.427	.124	.382	3,436	.001

a. Dependent Variable: IB (Y)

Based on table 5, the multiple linear regression equation is obtained as follows:

$$Y = -0.421 + 0.147CE + 0.454OCR + 0.427SL$$

From the regression equation above, it can be explained that:

1. The constant value obtained is -0.421, meaning that if celebrity endorsement, online customer review, and shopping lifestyle have a value of 0, then impulse buying does not occur.
2. The coefficient value for the celebrity endorsement variable is positive at 0.147, meaning that if the celebrity endorsement variable increases, impulse buying will also increase, assuming other variables remain constant. A positive relationship indicates a unidirectional relationship between the celebrity endorsement variable and impulse buying.
3. The coefficient value of the online customer review variable has a positive value of 0.454, which means that if the online customer review variable increases, impulse buying will also increase, assuming other variables remain constant or unchanged. Positive means a unidirectional relationship between the online customer review variable and impulse buying.
4. The coefficient value of the shopping lifestyle variable is positive at 0.427, which means that if the shopping lifestyle variable increases, impulse buying will also increase, assuming the other variables remain constant. A positive relationship means a unidirectional relationship between the shopping lifestyle variable and impulse buying.

t-test (Partial)

According to Ghozali (2018), the t-test is a test used to determine how much influence each independent variable has on the dependent variable. In this study, the number of respondents was 100 and the number of independent variables was 3, so the t-table value was 1.984.

Based on table 5. The first hypothesis test in this study is to test the celebrity endorsement variable on impulse buying. From the results obtained, it is known that the calculated t value for the celebrity endorsement variable is 1.205 and the t table is 1.984. This shows that the calculated t < t table with a significance level of 0.231 > 0.05 , which means that the celebrity endorsement variable has no effect on impulse buying. The second hypothesis test tests the online customer review variable on impulse buying. From the results obtained, it is known that the calculated t value for the online customer review variable is 2.953 and the t table is 1.984. This shows that the calculated t value > t table with a significance level of 0.04 < 0.05, which means that the online customer review variable has an effect on impulse buying. The third hypothesis test tests the shopping lifestyle variable on impulse buying. From the results obtained, it is known that the calculated t value for the shopping lifestyle variable is 3.436 and the t table is 1.984. This shows that the calculated t > t table with a significance level of 0.01 < 0.05, which means that the shopping lifestyle variable has an effect on impulse buying.

F Test (Simultaneous)

The F test shows whether all independent variables used in the model have an overall influence on the dependent variable with model feasibility using a model feasibility test at the α level of 5%.

Table 6. Simultaneous Test

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,321	3	17,774	35,796	.000 [b]
	Residual	47,666	96	.497		
	Total	100,988	99			

a. Dependent Variable: IB (Y)
b. Predictors: (Constant), SL (X3), CE (X1), OCR (X2)

In this study, to determine the F table, a 95% confidence level or α = 0.05 was used . In the calculation of the F test (simultaneous test), the number of respondents = 100 respondents with 3 independent variables, so the F table is 2.70 .

Based on table 6, it can be seen that the significance value for the variables celebrity endorsement, sales promotion, online customer review, and shopping lifestyle on impulse buying is 0.000 < 0.05 and the calculated f value is 35.796 > 2.70 so it can be concluded that celebrity endorsement, online customer review, and shopping lifestyle have a significant effect on impulse buying simultaneously .

Coefficient of Determination Test (R2)

The coefficient of determination test aims to measure the extent to which the model is able to explain variations in the dependent variable. Determination analysis (R2) is a measure of the model's ability to explain variations in the dependent variable.

Table 7. F Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.727 [a]	.528	.513	.70465

a. Predictors: (Constant), SL (X3), CE (X1), OCR (X2)

Based on table 7 above, the results of the coefficient of determination (R2) test [show] that the Adjusted R Square value obtained is 0.513 or 51.3 % . This shows that the independent variables, namely celebrity endorsement, online customer reviews, and shopping lifestyle, can influence the dependent variable of impulse buying by 51.3%, while the remaining 48.7% is influenced by other variables not examined in this study, such as discounts, promotions , ease of payment, ease of application, and so on.

Discussion
Celebrity endorsements have a positive influence on impulse buying among marketplace users.

The results of the T-test (Partial) show that the calculated t value is 1.205 and the t table is 1.984, with a significance level of 0.440> 0.05. Therefore, it can be concluded that the celebrity endorsement variable does not have a significant effect on impulse buying of marketplace users . The insignificant effect of celebrity endorsement on impulse buying indicates that the presence of celebrities in promotions is not necessarily able to encourage consumers to make spontaneous purchases. Several factors that can explain this condition include technological developments and access to information making consumers less easily influenced by celebrity figures alone. Consumers tend to consider functional aspects such as product quality, price, and personal needs. In the context of impulse buying, purchasing decisions are driven more by momentary and situational emotions than by who advertises the product. Celebrity endorsement will be effective if there is a match-up between the celebrity image and the advertised product. If consumers consider that the celebrity is irrelevant or does not have expertise related to the product, the promotional message becomes less convincing and is unable to trigger impulsive purchases. Consumers are now aware that celebrities are paid to promote certain products. This can lower trustworthiness, making celebrity recommendations less likely to be considered genuine. This low level of trust makes celebrity endorsements less effective in driving impulse buying. This research aligns with Rosdiana & Abdurrahman (2023) but not with Trissa, Salqaura, and Siregar (2025).

Online customer reviews have a positive influence on marketplace users' impulse buying.

The results of the T-test (Partial) show that the calculated t-value is 2.953 and the t-table is 1.984, with a significance level of 0.04 < 0.05. Therefore, it can be concluded that the Online customer review variable has a significant effect on impulse buying among marketplace users .
Source credibility indicates the level of consumer trust in the reviewer. Reviews from real consumers, with clear identities, and detailed product experience are perceived as more credible. This source credibility increases consumer confidence in the information received, thereby reducing uncertainty in decision-making. When consumers trust a review source, they are more likely to make a quick and spontaneous purchase, which ultimately triggers impulse buying.

Valence refers to the direction or tone of the review, whether it is positive or negative. Reviews with positive valence can create a good perception of the product and evoke positive emotions in consumers. These positive emotions play a major role in driving impulse buying, as consumers tend to act on feelings of joy and enthusiasm without further consideration. Therefore, the more positive the valence of a review, the greater the likelihood of impulse buying. Perceived usefulness relates to the extent to which a review is considered helpful and useful in the decision-making process. Reviews that provide clear information about a product's quality, function, advantages, and disadvantages will make it easier for consumers to quickly understand the product. When reviews are perceived as useful, consumers feel more confident and encouraged to purchase immediately without prior planning, thus increasing impulse buying. Argument

quality reflects the strength and logic of the information conveyed in the review. Reviews with clear, detailed, and logical arguments can cognitively influence consumer attitudes. High-quality arguments make reviews feel more convincing and persuasive, thus accelerating the decision-making process. Under these conditions, consumers are more easily encouraged to make impulse purchases. Review volume indicates the number of reviews given to a product. A large number of reviews creates the impression of popularity and a higher level of trust in the product. Consumers tend to consider products with lots of reviews as products that are worth buying and are in demand by many people. This perception can create social pressure and fear of missing out, which ultimately leads to impulse buying. The results of this study are in line with (Putri, & Fikriyah, 2023).

Shopping lifestyle has a positive influence on impulse buying of marketplace users.

The results of the T-test (Partial) show that the calculated t-value is 3.436 and the t-table is 1.984, with a significance level of $0.01 < 0.05$. Therefore, it can be concluded that the Shopping lifestyle variable has a significant effect on impulse buying of marketplace users .

Activities refer to various consumer activities related to shopping activities, such as the frequency of accessing the marketplace, participating in promotions, watching live streaming, and comparing products. Consumers with high shopping activity tend to be more frequently exposed to marketing stimuli such as discounts, advertising, and product recommendations. This high exposure increases the chances of an emotional impulse to buy spontaneously. Therefore, the higher the consumer shopping activity, the greater the tendency for impulse buying to occur.

Interest indicates the level of consumer interest in a product, trend, brand, or shopping experience. Consumers who have a high interest in shopping activities are generally more enthusiastic about exploring new products and following the latest trends. Strong interest can trigger emotional involvement, making it easier for consumers to be tempted to make purchases without planning. Thus, interest plays an important role in driving impulse buying behavior. Opinion reflects consumers' views, perceptions, and assessments of shopping activities, products, and promotions. Consumers who have positive opinions about online shopping, promotions, and ease of transactions tend to view purchasing as a fun and profitable activity. This positive opinion strengthens the attitude of acceptance towards marketing stimuli and reduces rational considerations, thereby increasing the possibility of impulse buying. The results of this study are in line with (Imran & Pradana, 2024).

Celebrity endorsements, online customer reviews, and shopping lifestyle simultaneously influence marketplace users' impulse buying.

Celebrity endorsement acts as a promotional stimulus that can attract consumer attention through the celebrity's attractiveness, credibility, and image. The presence of celebrities in promotions can build positive perceptions of a product and increase initial consumer interest. While its partial effect is not always significant in some situations, celebrity endorsements simultaneously contribute to creating emotional appeal, strengthening the influence of other variables on impulse buying.

Online customer reviews serve as the primary source of information and reference for consumers before making a purchase in the marketplace. Credible, positive, and helpful consumer reviews, supported by a large number of reviews, can increase consumer trust and confidence. This trust speeds up the decision-making process and reduces uncertainty, thus encouraging consumers to make impulsive purchases.

Shopping lifestyle reflects a consumer's lifestyle in terms of activities, interests, and opinions related to shopping. Consumers with a strong shopping lifestyle tend to have intense shopping activity, a strong interest in products and trends, and a positive opinion of shopping. This condition makes consumers more easily influenced by marketing stimuli such as celebrity advertisements and consumer reviews, thereby increasing the tendency for impulse buying.

Simultaneously, these three variables complement each other in influencing impulse buying. Celebrity endorsements attract attention and build image, online customer reviews strengthen trust and confidence, while shopping lifestyle is an internal factor that makes consumers responsive to these various stimuli. The combination of the three creates a strong incentive for consumers to make impulsive purchases in the marketplace.

Conclusion

This study demonstrates that impulse buying behavior among marketplace users is shaped by multiple interacting factors rather than by promotional cues alone. The findings reveal that celebrity endorsements do not have a significant direct effect on impulse buying, indicating a declining persuasive role of celebrity figures in digital shopping environments. In contrast, online customer reviews and shopping lifestyle significantly influence impulse buying behavior, both individually and simultaneously. Among these determinants, shopping lifestyle emerges as the most dominant factor, suggesting that impulse purchasing is strongly driven by consumers' habitual consumption patterns, preferences, and lifestyle orientations. These results contribute theoretically by reinforcing behavioral consumption frameworks that emphasize consumer lifestyle and social information as central drivers of impulsive decisions, while offering managerial insights for marketplace platforms to prioritize user-generated content and lifestyle-based marketing strategies over celebrity-centric promotions.

Despite its contributions, this study has several limitations that should be acknowledged. First, the research relies on a cross-sectional design and a limited sample size, which may restrict the generalizability of the findings across different consumer segments and marketplace contexts. Second, the study focuses on a selected set of marketing and behavioral variables, leaving other potential psychological, situational, and technological factors unexplored. Future research is therefore encouraged to employ longitudinal or mixed-method approaches to capture changes in impulse buying behavior over time, expand the sample across diverse demographic and cultural settings, and incorporate additional variables such as emotional states, perceived risk, and platform design features. Such efforts would enrich the robustness of empirical evidence and support the development of more comprehensive impulse buying models in digital commerce contexts.

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