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THE INFLUENCE OF CELEBRITY ENDORSEMENT AND CONSUMER TRUST ON PURCHASE INTENTION WITH BRAND IMAGE AS AN INTERVENING VARIABLE FOR GLAD2GLOW PRODUCTS

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Abstract

This study aims to analyze the effects of celebrity endorsement and consumer trust on purchase intention, with brand image as an intervening variable, for Glad2Glow products in Kalapanunggal District. This study employed a quantitative approach using primary data collected through a questionnaire with a 1–5 ordinal scale. The research sample consisted of 450 respondents selected using a non-probability sampling technique. The data were analyzed using path analysis with the assistance of IBM SPSS Statistics 26. The results showed that celebrity endorsement had a positive and significant direct effect on brand image, while consumer trust also had a positive and significant direct effect on brand image. Furthermore, celebrity endorsement, consumer trust, and brand image each had a positive and significant direct effect on purchase intention. Brand image was also found to mediate the relationship between celebrity endorsement and purchase intention, as well as the relationship between consumer trust and purchase intention.

Keywords: Celebrity Endorsement, Consumer Trust, Purchase Intention, Brand Image

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INTRODUCTION

The skincare industry in Indonesia has experienced rapid growth alongside rising public awareness regarding skincare products. This development has intensified competition among brands, compelling companies to implement marketing strategies that boost consumer interest in their products. In an increasingly competitive market, purchase intention is a crucial aspect to consider, as it reflects a consumer's inclination to select and purchase a product. According to Kotler and Keller (2021), purchase intention refers to a consumer's tendency to buy a product or service, influenced by various factors such as price, product quality, brand, promotion, packaging, and product availability. Indicators of purchase intention include transactional, referential, preferential, and exploratory intentions.

One factor that can influence consumer purchase intention is brand image. Keller and Swaminathan (2020) explain that a strong brand image enables consumers to recognize, recall, and evaluate a brand more positively. Consumers tend to respond more favorably to brands that possess a good reputation and are perceived to offer quality that meets their expectations. Consequently, a positive brand image can enhance consumer trust and foster purchase intention toward a product.

In addition to brand image, celebrity endorsement and consumer trust also play a role in shaping consumer perceptions of a brand. According to Hussain (2021), celebrity endorsement is a marketing strategy that utilizes celebrities to influence consumer perceptions and behavior. The presence of a celebrity in advertisements can help companies convey marketing messages more effectively, given the celebrity's appeal, popularity, and strong influence on the audience. Shimp (2014) explains that indicators of celebrity endorsement include trustworthiness, expertise, attractiveness, respect, and similarity. Lee et al. (2022) explain that celebrity credibility and the fit between the celebrity and the promoted product are determining factors in the success of such endorsement activities. Meanwhile, Kotler and Keller (2016) state that consumer trust encompasses aspects of benevolence, ability, integrity, and willingness to depend. In the skincare industry, consumer trust is crucial because products are applied directly to the skin; consequently, consumers consider product safety, quality, and credibility before making a purchase.

Glad2Glow is a skincare brand that has experienced growth in the Indonesian market and attracted consumer attention. However, preliminary survey results involving consumers in Kalapanunggal District, Sukabumi Regency, reveal lingering concerns regarding celebrity endorsement, brand

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image, and consumer trust in Glad2Glow products. This situation demonstrates that brand popularity does not always guarantee the formation of a positive perception or strong purchase intention. Previous studies have yielded inconsistent findings regarding the relationships among celebrity endorsement, consumer trust, brand image, and purchase intention. Some studies have found that celebrity endorsement and brand image positively influence purchase intention, whereas others indicate that celebrity endorsement has no significant impact on either brand image or purchase intention. These divergent findings point to a research gap concerning the roles of celebrity endorsement and consumer trust in shaping brand image and influencing purchase intention.

LITERATURE REVIEW

Consumer behavior can be defined as the process of evaluating, acquiring, and using goods and services. This process encompasses the stages before, during, and after a purchase, involving consumer decision-making based on needs, preferences, and external influences such as social and cultural environments. According to Kotler & Armstrong (2018), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy customer needs and wants. Meanwhile, Tjiptono (2020) defines consumer behavior as the activities of individuals in acquiring, evaluating, and consuming goods and services, as well as ceasing the use of previously utilized items.

Celebrity endorsement is a marketing technique in which a brand or product utilizes a celebrity or public figure to promote its goods or services. This strategy is employed with the expectation that the celebrity's popularity and influence will boost brand awareness and stimulate consumer interest in purchasing the product or service. According to Shimp (2014), a celebrity is an individual recognized for achievements in a field distinct from the product they endorse. Meanwhile, Junni and Kalangi (2019) define a celebrity endorser as a figure recognized by the public who promotes a product; such figures typically include film stars, television stars, and entertainers.

Trust is the result of a long process. Once trust is established between a consumer and a company, the effort to build a collaborative relationship becomes easier. Business transactions can take place between two or more parties when mutual trust exists. However, such trust cannot simply be assumed by other parties or business partners; rather, it must be built from the ground up and demonstrated through evidence. According to Kotler & Keller (2016), consumer

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trust is a buyer's firm conviction regarding a product, service, or brand specifically, the belief that the purchased product will meet their expectations and needs. Consumer trust also serves as a fundamental pillar of the relationship between the consumer and the company. When this trust is established, consumers are more readily motivated to make purchases, whether for the first time or on a repeat basis.

Purchase intention refers to the interest or urge a consumer has to purchase a product or service. In other words, before making a purchasing decision, a consumer typically experiences a prior desire to buy the product. Furthermore, purchase intention represents a consumer's interest in a product (whether a good or a service), an interest influenced by factors both external and internal to the consumer. According to Kotler & Keller (2021), purchase intention is a consumer's willingness or desire to buy a product or service, which can be influenced by various factors such as price, product quality, brand, and promotions, as well as situational factors like urgent needs or the consumer's financial circumstances.

Brand image can be defined as the impression formed in consumers' minds regarding a brand's overall personality. It evolves over time through advertising campaigns featuring consistent themes and is reinforced by direct user experiences. According to Keller & Swaminathan (2020), brand image is a consumer's response to a brand, based on the positive and negative associations they recall.

RESEARCH METHOD

This study employs a quantitative approach with a descriptive-verificative method to analyze the relationships between the research variables. The data utilized consist of primary data obtained by distributing questionnaires to 450 respondents in Kalapanunggal District, Sukabumi Regency, who are familiar with or use Glad2Glow products and secondary data gathered from literature and previous studies. Data collection was conducted using a questionnaire instrument based on an ordinal scale. The collected data were then processed using IBM SPSS version 26 via path analysis to determine the direct and indirect effects of celebrity endorsement and consumer trust on purchase intention, with brand image serving as an intervening variable.

RESULTS AND DISCUSSION

Descriptive Statistical Test

The results of the descriptive statistical test on the independent variables and the moderated dependent variables can be seen in the following table:

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Table 1.

Summary of Respondent Characteristics for Glad2Glow Products in Kalapanunggal District

No	Characteristic	Majority	Percentage (%)
1	Gender	Female	59%
2	Age	17 – 26 years old	74,7%
3	Education	High school/Equivalent	69,6%
4	Income	≤Rp. 1.000.000	65,6%
5	Occupation	Not Yet Working	64,9%

Source: Data Processed (2026)

Based on Table 1, it can be concluded that the majority of Glad2Glow product respondents in Kalapanunggal District are female, aged 17–26, have a high school education (or equivalent), are currently unemployed, and have an income of ≤Rp1,000,000.

Validity Test

The results of the validity test in this study can be seen in the following table:

Tabel 2.
Validity Test

Variable	Correlation	Determinations	Conclusion
Purchase Intention	0,728	0,361	Valid
Brand Image	0,866	0,361	Valid
Celebrity Endorsement	0,919	0,361	Valid
Consumer Trust	0,738	0,361	Valid

Source: Data Processed (2026)

Table 2 shows that all variables in this study are valid. This is indicated by the calculated r-value for each variable being greater than the r-table value.

Reliability Test

The details of the reliability test results in this study are as follows:

Table 3.
Reliability Test

Variable	*Cronbach Alpha* (α)	Determination	Conclusion
Purchase Intention	0,895	0,7	Reliabel
Brand Image	0,915	0,7	Reliabel
Celebrity Endorsement	0,847	0,7	Reliabel

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Consumer Trust	0,932	0,7	Reliabel

Source: Data Processed (2026)

Based on Table 3, the reliability test results indicate that all variables used in this study have Cronbach's Alpha values exceeding the minimum threshold of 0.7. This demonstrates that the measurement instruments employed are reliable thus, it can be concluded that the instruments used for the variables of purchase intention, brand image, and celebrity endorsement have yielded consistent results.

Classical Assumption Test

Normality Test

The results of the normality test in this study can be seen in the following image:

Table 4.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		450
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.40734838
Most Extreme Differences	Absolute	.034
	Positive	.021
	Negative	-.034
Test Statistic		.034
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Data Processed (2026)

Based on the graph above, it can be seen that the test value obtained is an Asymp. Sig. (2-tailed) of 0.200, which means that the data used in this study is normally distributed so that it can meet the requirements for analysis.

Heteroscedasticity Test

The results of the multicollinearity test can be seen in the following table:

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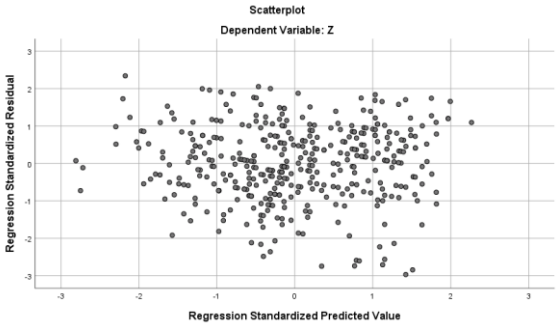


Figure 1.

Heteroscedasticity Test Results

Source: Data Processed (2026)

Based on the scatterplot for the endogenous variable brand image, it can be observed that the data points are scattered without a discernible pattern distributed above, below, to the right, and to the left. Consequently, it can be concluded that the regression model does not exhibit heteroskedasticity and is suitable for predicting the variables in this study.

Autocorrelation Test

The results of the autocorrelation test can be seen as follows:

Tabel 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.432[a]	.187	.182	7.42146

a. Predictors: (Constant), Z, X1, X2

Source: Data Processed (2026)

Based on Table 4, the statistical calculation reveals an R-value of 0.409, indicating that the relationship between the celebrity endorsement variable and consumer trust regarding brand image is relatively weak falling within the 0.40–0.59 range according to Sugiyono (2019).

Multicollinearity Test

The results of the multicollinearity test in this study can be seen in the following table:

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Table 6.
Multicollinearity Test

Model	*Collinearity Statistic*		Decision
	Tolerance	VIF	
Celebrity Endorsement	0.713	1,403	Free from Multicollinearity
Purchase Intention	0,692	1,444	Free from Multicollinearity
Brand Image	0,833	1,201	Free from Multicollinearity

Source: Data Processed (2026)

Based on the results of the second multicollinearity test shown in Table 5, the VIF values are less than 5 and the tolerance values are greater than 0.05 . therefore, it can be concluded that the regression model for the variables of celebrity endorsement, consumer trust, and brand image does not suffer from multicollinearity issues.

Multiple Linear Regression

Table 7.
Coefficient Table

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	15.510	1.964	
Celebrity Endorsement	0.225	0.038	0.268
Purchase Intention	0.125	0.037	0.156
Brand Image	0.147	0.054	0.116

Source: Data Processed (2026)

The structural equation model for path analysis, based on the path coefficient values (Standardized Coefficients) in this study, is as follows:

$$Y = 0{,}268X_1 + 0{,}156X_2 + 0{,}116Z + 0{,}818$$

From the results of the equation above, it can be explained as follows:

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a. The constant value (a) is 15.510, meaning that if it is a celebrity endorsement(X1), consumer trust (X2), and brand image (Z), the value is 0, so tax compliance (Y) is 15.510.
b. The value of the variable regression coefficient celebrity endorsement(X1), of 0.268, indicates that every one-unit increase in celebrity endorsement(X1) will encourage an increase in purchase intentins (Y) by 0.268.
c. The regression coefficient value of the consumer trust variable (X2) is 0.156, indicating that every increase or addition of one unit of consumer trust (X2) will increase the purchase intention value (Y) of 0.156.
d. Coefficient The regression of the brand image variable (Z) is 0.116, meaning that every increase or addition of one unit of brand image (Z) will increase the purchase intention value (Y) by 0.116.

The results of the study show that the regression coefficient value of 0.268 is greater than 0.156 and 0.116, so celebrity endorsement is the variable that has the dominant influence on tax compliance.

Hypothesis Testing

t-test

The results of the t-test by comparing the t-table with the calculated t-table can be seen in the following table:

Table 8.

Model	t	Sig.	Conclusion
Celebrity Endorsement	4.345	0.000	Influential
Consumer Trust	5.962	0.000	Influental
Brand Image	2.735	0.006	Influential

Source: Processed Data (2026)

Based on the results of the t-test in the table abovecan be concluded:

1. In the celebrity endorsement variable (X1), the sig. value is 0.000 < 0.05, so H0 is rejected and H1 is accepted, which means that the celebrity endorsement variable (X1) has an effect on the purchase intention variable (Y).
2. In the consumer trust variable (X2), the sig. value is 0.000 < 0.05, so H0 is rejected and H1 is accepted, which means that the consumer trust variable (X2) has an effect on the purchase intention variable (Y).

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3. In the brand image variable (Z), the sig. value is 0.006 < 0.05, so H0 is rejected and H1 is accepted, which means that the brand image variable (Z) has an effect on the purchase intention variable (Y).

F test

The results of the F test by comparing the calculated F with the F table and P value can be seen in the following table:

Table 9.

ANOVA (Analysis of Variance) F test table

Model	F	Sig.
Regression	41.823	0,000

Based on the table above, the significance level is 0.000 < 0.05. From these results, it can be stated that the hypothesis H0 is rejected and H1 is accepted. This means that the variables of celebrity endorsement (X1), consumer trust (X2), and brand image (Z) jointly or simultaneously influence the variable of purchase intention (Y).

The Influence of Celebrity Endorsement on Brand Image

Based on the hypothesis testing results using the t-test, the calculated t-value was 4.345 exceeding the t-table value of 1.648 with a significance level of 0.000 (< 0.05); consequently, the null hypothesis (H0) was rejected, and the alternative hypothesis (Ha) was accepted. These results indicate that celebrity endorsement has a direct, positive, and significant influence on the brand image of Glad2Glow products.

The findings demonstrate that celebrity endorsement significantly shapes the brand image of Glad2Glow in the minds of consumers. Furthermore, descriptive analysis revealed that respondents held a positive view of the celebrity endorsement. The "similarity" indicator received the highest average score, while the "expertise" indicator received the lowest. The high rating for the similarity indicator suggests that respondents perceived the selected celebrity as possessing characteristics aligned with Glad2Glow's target consumers, thereby enhancing appeal and stimulating purchase interest in the product.

These results indicate that celebrity endorsement effectively captures consumer attention and boosts the desire to purchase Glad2Glow products. Engaging a celebrity who possesses a positive image, enjoys broad public recognition, and is perceived as highly compatible with the product can generate consumer interest in the promoted item. Thus, celebrity endorsement serves not merely as a promotional tool but also as a factor influencing consumer purchase

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interest through the celebrity's appeal, credibility, and fit. Therefore, the company should continue to select and retain celebrity endorsers whose characteristics align with both the product and the target market to ensure sustained growth in consumer purchase interest.

The Influence of Consumer Trust on Brand Image

Based on the t-test hypothesis testing results, the calculated t-value (5.962) exceeds the t-table value (1.648), with a significance value of 0.000 (less than 0.05). Consequently, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, indicating that consumer trust has a direct, positive, and significant effect on the brand image of Glad2Glow products.

A key factor reinforcing the influence of consumer trust on brand image is the high rating respondents gave to the "capability" indicator; the indicators for integrity and sincerity also received favorable ratings. This demonstrates that consumers believe Glad2Glow products deliver expected benefits and possess reliable quality. Another factor strengthening this influence is consumer confidence in the product's ability to meet skincare needs. Furthermore, consumers perceive Glad2Glow products as high-quality and capable of delivering benefits as promised. This indicates that consumer trust shapes a positive perception of the brand, thereby enhancing Glad2Glow's brand image in the minds of consumers.

These results demonstrate that consumer trust fosters a positive brand image for Glad2Glow products. Consumers who trust the product's quality, benefits, and consistency tend to hold a more favorable perception of the brand. Thus, consumer trust not only instills confidence in the product but also serves as a factor that shapes brand image in the consumer's mind. Therefore, the company must maintain product quality, provide honest information, and ensure consistent product benefits to continuously strengthen both consumer trust and brand image.

The Influence of Celebrity Endorsement on Purchase Intention

Based on the t-test hypothesis analysis, the calculated t-value (5.868) exceeded the critical t-value (1.648), with a significance level of 0.000 (below 0.05); consequently, the null hypothesis (H0) was rejected and the alternative hypothesis (Ha) was accepted, indicating that celebrity endorsement has a direct, positive, and significant effect on purchase intention for Glad2Glow products.

This finding is reinforced by descriptive analysis results showing that respondents generally rated aspects of celebrity endorsement highly. A key factor

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strengthening this influence was the high rating given to the "similarity" indicator. Additionally, indicators regarding trustworthiness, attractiveness, and perceived quality also received favorable ratings. These results suggest that the celebrities featured in Glad2Glow promotions successfully capture consumer attention and foster a sense of connection that influences the desire to purchase the product. Another factor reinforcing the impact of celebrity endorsement on purchase intention is the celebrity's ability to convey information and attract consumer attention to the promoted product. Furthermore, utilizing celebrities with positive public images and widespread recognition can heighten consumer interest in Glad2Glow products. This demonstrates that celebrity endorsement influences consumer decisions regarding potential product purchases.

It indicates that celebrity endorsement serves not merely as a promotional tool but is closely linked to how consumers form perceptions of and interest in a product. The presence of a celebrity perceived as a good fit for the product can shape consumer attitudes and behaviors during the purchasing decision process. This aligns with consumer behavior theory, which posits that consumer actions are influenced by social and psychological factors that shape preferences and interest in a product. These results indicate that celebrity endorsement is a factor capable of boosting consumer purchase intention for Glad2Glow skincare products. Therefore, the company should maintain its strategy of selecting celebrity endorsers who align with the product's characteristics and the target market to ensure continued growth in purchase intention.

The Influence of Consumer Trust on Purchase Intention

Based on the t-test hypothesis testing results, the calculated t-value (3.365) exceeds the t-table value (1.648), with a significance value of 0.001 (less than 0.05); consequently, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. This indicates that the consumer trust variable has a direct, positive, and significant effect on purchase intention for Glad2Glow products.

This implies that higher levels of consumer trust correspond to higher consumer purchase intention for Glad2Glow skincare products. This finding is reinforced by descriptive analysis results showing that respondents generally provided high ratings regarding aspects of consumer trust. A key factor reinforcing the influence of consumer trust on purchase intention is the high rating respondents gave to the "ability" indicator. Additionally, indicators regarding integrity, sincerity, and willingness to rely on the product also received favorable ratings. This demonstrates that consumers trust Glad2Glow products to deliver expected benefits and possess reliable quality.

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Another factor reinforcing the impact of consumer trust on purchase intention is the consumer's belief that Glad2Glow products can meet their needs and deliver results as promised. Furthermore, consumers perceive the products as high-quality, fostering a sense of security and comfort when making a purchase. This indicates that the higher the level of consumer trust in a product, the greater the consumer's desire to purchase it. Thus, consumer trust is not merely about confidence in product quality but is also closely linked to how consumers make purchasing decisions; consumers with high levels of trust in a product tend to show greater purchase intention compared to those with low levels of trust.

The Influence of Brand Image on Purchase Intention

Based on the t-test hypothesis analysis, the calculated t-value (2.735) exceeds the t-table value (1.648), and the significance value (0.006) is less than 0.05; consequently, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. This indicates that the brand image variable has a direct, positive, and significant effect on purchase intention for Glad2Glow products.

This suggests that a superior brand image for Glad2Glow skincare products leads to higher consumer purchase intention. This finding is reinforced by descriptive analysis results, which show that respondents generally rated the product image most highly. Glad2Glow skincare products are perceived as possessing quality, benefits, and characteristics that create a positive impression on consumers. Furthermore, respondents also rated the user image and company image favorably, indicating that the Glad2Glow brand is well-recognized and holds a positive perception in the minds of consumers.

The positive perception consumers hold regarding Glad2Glow products instills greater confidence in their choice and use of the products. A strong brand image also helps consumers distinguish Glad2Glow products from similar skincare offerings. When consumers perceive a brand positively, they are more inclined to seek information, consider the product, and ultimately make a purchase. In essence, a strong brand image fosters consumer purchase intention, a key component of consumer behavior within the purchasing decision-making process.

The Influence of Celebrity Endorsement on Purchase Intention Mediated by Brand Image

Data analysis yielded a result where Z-calculated > Z-table (2.31 > 1.96) at $\alpha = 0.05$; consequently, the null hypothesis (H0) was rejected and the alternative

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hypothesis (Ha) was accepted. This indicates that brand image mediates the influence of celebrity endorsement on purchase intention for Glad2Glow products. These findings are supported by respondent feedback, which shows high ratings for celebrity endorsement—particularly regarding the "congruence" indicator. Respondents perceived a strong fit between the celebrity endorser and the promoted Glad2Glow product. Furthermore, regarding the brand image variable, respondents also rated the product's image favorably. This positive assessment of celebrity endorsement significantly enhances brand image, thereby driving an increase in purchase intention through the brand image itself.

Brand image is formed from consumers' experiences, perceptions, and beliefs regarding a brand. The study results demonstrate that celebrity endorsement not only captures consumer attention but also contributes to shaping a positive perception of the Glad2Glow brand. Celebrity endorsers who possess attractiveness, credibility, expertise, and product congruence are able to elevate the brand image in the minds of consumers. This positive perception subsequently encourages consumers to seek further information, consider the product, and develop a desire to purchase Glad2Glow products. In other words, brand image acts as a bridge that reinforces the impact of celebrity endorsement on purchase intention.

The Influence of Consumer Trust on Purchase Intention Mediated by Brand Image

Data analysis yielded a result where Z-calculated > Z-table (2.47 > 1.96) at $\alpha = 0.05$; consequently, the null hypothesis (H0) was rejected and the alternative hypothesis (Ha) was accepted, demonstrating that brand image mediates the influence of consumer trust on purchase intention. To boost consumer purchase intention, it is necessary to simultaneously enhance both consumer trust and brand image. These findings are reinforced by respondent feedback, which largely reflects positive assessments regarding the capability, integrity, sincerity, and reliability associated with Glad2Glow skincare products. Furthermore, respondents hold positive perceptions regarding the product image, user image, and corporate image. Therefore, increasing consumer trust will strengthen the brand image, ultimately leading to higher consumer purchase intention for Glad2Glow skincare products.

Brand image is shaped by consumers' experiences, perceptions, and beliefs regarding a brand. This indicates that Glad2Glow has successfully cultivated a positive perception in the minds of consumers through the quality and benefits of its products. Such positive perception serves as a crucial factor influencing consumer attitudes, preferences, and purchasing decisions. High

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levels of consumer trust reinforce the brand image, thereby fostering greater purchase intention for Glad2Glow products. This demonstrates that consumers who trust a product's capabilities and quality tend to form a positive perception of the brand. This positive perception subsequently encourages consumers to seek further information, consider the product, and ultimately make a purchase. In other words, brand image acts as a bridge that amplifies the impact of consumer trust on purchase intention.

CONCLUSION

Based on the research findings regarding the influence of celebrity endorsement and consumer trust on purchase intention with brand image as an intervening variable for Glad2Glow products, the following conclusions were drawn:

1. Celebrity endorsement has a direct, positive, and significant effect on the brand image of Glad2Glow products. This indicates that the use of celebrity endorsement can significantly enhance brand image in the minds of consumers.
2. Consumer trust has a direct, positive, and significant effect on the brand image of Glad2Glow products. This indicates that higher levels of consumer trust lead to a more favorable brand image.
3. Celebrity endorsement has a direct, positive, and significant effect on purchase intention for Glad2Glow products. This indicates that the appropriate use of celebrity endorsement can increase consumer purchase intention.
4. Consumer trust has a direct, positive, and significant effect on purchase intention for Glad2Glow products. This indicates that higher levels of consumer trust in the product result in higher consumer purchase intention.
5. Brand image has a direct, positive, and significant effect on purchase intention for Glad2Glow products. This indicates that a positive brand image can increase consumer purchase intention for Glad2Glow products.
6. Celebrity endorsement has a direct, positive, and significant effect on purchase intention through brand image for Glad2Glow products. This indicates that brand image acts as a mediating variable in the relationship between celebrity endorsement and purchase intention, allowing the impact of celebrity endorsement on purchase intention to be channeled through brand image.

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7. Consumer trust has a direct, positive, and significant effect on purchase intention through brand image for Glad2Glow products. This indicates that brand image mediates the effect of consumer trust on purchase intention.

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