

THE IMPACT OF CELEBRITY ENDORSEMENT AND SALES PROMOTION ON GENERATION Y'S ONLINE FASHION IMPULSIVE BUYING IN MANADO*PENGARUH CELEBRITY ENDORSEMENT DAN PROMOSI PENJUALAN TERHADAP PEMBELIAN IMPULSIF FASHION ONLINE PADA GENERASI Y DI MANADO*

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Abstract: The majority of companies have been using internet to conduct their services online especially on social media. This phenomenon trigger consumers to do unplanned purchase which called impulsive buying. Generation Y has been identified as materialistic, oriented toward brands, risk-takers and inclined toward business hedonism. This study aims to examine the impact of celebrity endorsement and sales promotion toward generation y's online fashion impulsive buying. The survey was conducted through questionnaire with the sample of 100 respondents (generation y who have the experience in purchasing fashion items on online shop especially on social media). Data have been analyzed using SPSS 24. Results revealed that celebrity endorsement (celebrity trustworthiness, attractiveness, expertise) and sales promotion (on sale, bold sale price on product, additional purchase percent off, coupon, gift with purchase, free shipping or shipping discount) have significant influence on generation Y's online fashion impulsive buying in Manado. For companies not currently utilizing celebrity endorsement strategies, it is suggested to consider hiring an endorser to broaden their customer base. Furthermore, online shops are advised to enhance the frequency of sales promotions to enhance overall profitability.

Keywords: Celebrity Endorsement, Sales Promotion, Impulsive Buying

Abstrak: Sebagian besar perusahaan telah menggunakan internet untuk melakukan layanan mereka secara online, terutama di media social. Fenomena ini memicu konsumen untuk melakukan pembelian yang tidak direncanakan yang disebut sebagai pembelian impulsif. Generasi Y diidentifikasi sebagai materialistik, berorientasi pada merek, pemberani dan cenderung kepada hedonism bisnis. Penelitian ini bertujuan untuk menguji dampak celebrity endorsement dan promosi penjualan terhadap pembelian impulsif fashion online pada generasi Y. Survei dilakukan melalui kuesioner dengan sampel 100 responden (generasi Y yang memiliki pengalaman dalam membeli barang fashion secara online, khususnya di media social). Data dianalisis menggunakan SPSS 24. Hasil menunjukkan bahwa celebrity endorsement (kepercayaan, daya tarik, keahlian selebriti) dan promosi penjualan (diskon, penurunan harga produk yang berani, diskon tambahan untuk pembelian, kupon, bonus pembelian, pengiriman gratis atau diskon pengiriman) berpengaruh signifikan pada pembelian impulsif fashion online pada generasi Y di Manado. Bagi perusahaan yang belum menggunakan strategi celebrity endorsement, disarankan untuk mempertimbangkan dalam merekrut endorser guna memperluas basis pelanggan mereka. Selain itu, toko online disarankan untuk meningkatkan frekuensi promosi penjualan untuk meningkatkan profitabilitas secara keseluruhan.

Kata Kunci: Celebrity Endorsement, Promosi Penjualan, Pembelian Impulsif

INTRODUCTION

Research Background

The internet is a versatile tool accessible to everyone, with a user base in Indonesia reaching 212.9 million individuals. This widespread access has significantly influenced various aspects of daily life, including shopping. The surge in online shops has led to a transformation in marketing practices, making online marketing indispensable for companies. Social media, being a valuable platform, allows individuals to explore their preferred

brands, and the convenience it offers as a shopping platform has led to impulsive buying. Marketers play a crucial role in engaging customers through persuasive activities, given the influential impact of social media.

Generation Y is the generation born between 1981 and 1996, currently aged 27-42 (Ministry of Finance Indonesia, 2021). They are the first generation to grow up with widespread internet access, tends to exhibit impulsive buying behavior due to their substantial spending power). From year to year, Generation Y members' expenditures on fashion items, including apparel, accessories and footwear. Generation Y deserves close attention from marketers especially on online market because Generation Y consumers are very likely to spend their cash as quickly as they acquire it, usually on consumer goods and personal services (Xu, 2007).

In this present-day, where social media has become a widespread presence among individuals, employing celebrity endorsers stands out as one of the foremost and favored marketing approaches. Celebrity endorser is an individual who receives public prominence for endorsing a consumer good by featuring a product in an advertisement (McCracken's, 1989). Companies use celebrities as a part of marketing communication plans to reinforce corporate or brand image. To align their brands, themselves, and endorsers, businesses pay significant sums of money.

Regardless of the type of goods, using a celebrity has the advantage of the publicity and attention-grabbing power of the celebrity, instantly recognizable and relatable to consumers, the allure and goodwill attached to the person can be transferred to the product. Product category that are most closely related with influencers is fashion products. When choosing low or high-priced fashion products, local or even high-end products such as makeup, clothes, shoes, and accessories, consumers tend to pay more attention to recommendation, therefore, efficient communication and persuasion are important (Chen, Li and Joo, 2021). Fashion products such as clothes and shoes have the prospective market potential among youth especially the generation Y (Aruna and Santhi, 2016).

Sales promotion stands the test of time as a perpetually favored marketing tactic utilized by companies to continually elevate their sales, proving its unwavering efficacy. Sales promotion is a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the final consumer with the primary objective of creating an immediate sale (Haugh, 1983). Sales promotion techniques are instruments that seek to increase sales of products and brands, usually in a short time. Previous researches conducted by Nagadeepa, Selvi and Pushpa (2015) revealed that sales promotion has significant effect on consumer impulse buying. Short-term sales growth can be aided by marketing tactics like sales promotions.

The correlation between celebrity endorsement and sales promotion's influence on consumers' impulsive buying can have both advantageous and disadvantageous outcomes. While these strategies can effectively allure consumer and enhance sales, they may also arise several potential challenges and concerns for the consumers such as, implausible expectations, impulsive buying, incompatibility with the product, and final outcomes of quality and legitimacy. Companies will face tangible challenges when companies use celebrity endorsements and sales promotions, such as, product disappointment, overspending and debt, irrelevant endorsements, impulsive purchase of unnecessary items. Consumers must be conscious of these issues and assess celebrity endorsements and sales promotions wisely.

Thus, this study is constructed to understand the impact of online impulsive buying of marketing strategies namely celebrity endorsement and sales promotion on Generation Y. Hopefully, by using these approach, online shop businesses especially in social media may be able to construct strategies from the knowledge of both the celebrity endorsement and sales promotion's impact on online impulsive buying to attract or influence more online consumers especially Generation Y with their purchasing power that may result in the upgrade of online shops in social media in this digital era and to increase profit.

Research Objectives

1. To find out the influence of Celebrity Endorsement and Sales Promotion on Generation Y's online fashion impulsive buying simultaneously
2. To find out the influence of Celebrity Endorsement on Generation Y's online fashion impulsive buying partially.
3. To find out the influence of Sales Promotion on Generation Y's online fashion impulsive buying partially.

THEORETICAL FRAMEWORK

Marketing

American Marketing Association (AMA) Board of Directors define marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Kotler (2003) defines marketing as "the art and science of

choosing target markets, and getting, keeping, and growing customers through creating, communicating, and delivering superior customer value.

Consumer Behavior

Consumer Behavior can be defined as the study of consumer behavior encompasses the processes through which individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to fulfill their needs and desires. Initially referred to as buyer behavior, this field focused on the interaction between consumers and producers during the purchase stage (Hoyer et al., 2017).

Impulsive Buying

Impulsive purchasing is an unreasonable purchase that is related with buying quickly and unplanned, followed by a conflict of mind and emotional motivation. The existence of sentiments exhibited by making a purchase is connected to the presence of emotional drive because there is a want to acquire a product instantly negatively, feeling satisfied, and experiencing a cognitive conflict. (Verplanken and Herabadi, 2001). Impulsive buying is a buying behavior caused by a very strong urge, suddenly, and continuous efforts to encourage consumers to buy an item (Rook, 1987). Impulsive buying is caused by two factors that are internal and external factors.

Celebrity Endorsement

A celebrity endorser is defined as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989). There is substantial research supporting the effectiveness of celebrity endorsements. These studies indicate that celebrities can increase brand recognition, create a positive brand attitude, influence purchase decisions, foster brand loyalty, and generate positive word-of-mouth.

Sales Promotion

Sales promotion refers to the various activities employed by marketers to stimulate and encourage the purchase of a product or service (Sun, Neslin and Srinivasan 2002). It is one of the key elements of the promotion mix, which also includes advertising, public relations, direct marketing, and personal selling. Promotion is the process by which products and services are communicated to consumers. Sales promotion is a proactive marketing strategy commonly used by marketers to draw attention to specific products or services and persuade customers to make purchases. It often includes time-limited offers or incentives that create a sense of urgency and encourage customers not to miss out (Gilbert and Jackaria, 2002).

Previous Research

Parmar, Mann and Ghuman (2020) examined the impact of celebrity endorser as in-store stimuli on impulsive buying. This research investigates how a celebrity endorser in POP (point of purchase) advertising impacts consumer impulse buying, in cases of both high involvement and low involvement products. It also examined the effect of match-up between the celebrity and the product in consumer impulse buying. An experimental study was conducted to gather data for six different situations utilizing a sample of 218 students in India. Independent sample *t*-test was applied to test the hypotheses of the study. The results reveal that the presence of a celebrity endorser in POP advertising enhances the consumer impulse buying. Further, the celebrity endorsers are more effective in cases of high involvement products as compared to low involvement products, and the celebrity match-up with the product category also influences impulse buying, however, only in case of high involvement products.

Amarray (2020) examined the effect of sales promotion on impulsive buying behavior in Morocco. Old shopping styles in Morocco are changing as consumers become more conscious about where they spend their money which creates a challenge for marketers. That is why it is fundamental for businesses to be cognizant of the effect that sales promotion tools have on impulsive buying behavior, not only to apply those tools accordingly but also to understand what triggers their customers most. The objective of this study is to highlight the effect of sales promotion tools on impulsive buying behavior in Morocco. Through a comprehensive questionnaire, we gathered data from 325 respondents using random sampling. The responses were coded into SPSS 26, descriptive and inferential analyses were conducted to test the proposed hypotheses. Exploratory factor analyses proved the reliability of our construct as well as strengthened the model fit, followed by Pearson's correlation and multiple regression analyses to expose the causal relationship between our independent, dependent, and confounding

variables. The results of the study were; sales promotion tools especially price discount, buy one get one free, coupons, and sweepstakes showed a significant positive effect on impulsive buying behavior.

Xu (2007) examined the impact of store environment on adult generation Y consumers’ impulse buying. Generation Y is emerging as an enormous force in the U.S. marketplace, with its growing spending power and its members’ unique spending patterns. This research employed the Mehrabian and Russell (1974) S-O-R model to study the impact of store environments on the impulse buying behaviors of adult Generation Y consumers. Results show that store environments have a significant influence on these consumers’ emotional states, including pleasure and arousal, which in turn influence consumers’ impulse buying behaviors in the store. This study also indicates that the relationship between store environment and adult Generation Y consumers’ emotional states is moderated by personal factors such as arousability and by situational factors such as time pressure.

Conceptual Framework

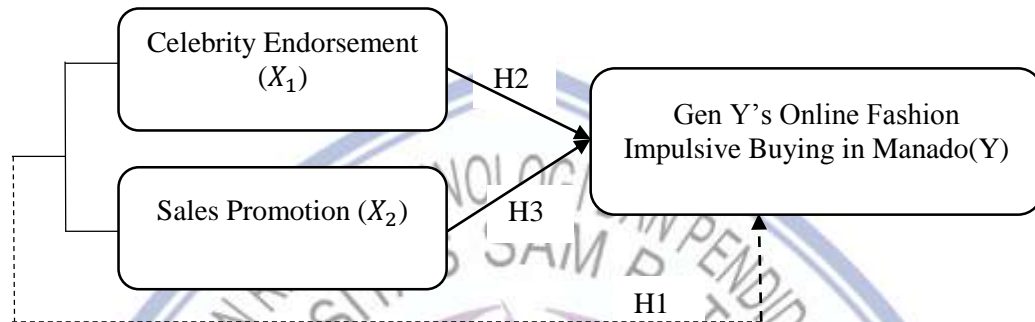


Figure 1. Conceptual Framework

Source: Theoretical Framework, 2023

Research Hypothesis

Based on the theoretical and conceptual framework, the hypothesis of this research is:

- H1: Celebrity Endorsement and Sales Promotion have significant influence on Generation Y’s online fashion impulsive buying simultaneously
- H2: Celebrity Endorsement has a significant influence on Generation Y’s online fashion impulsive buying partially
- H3: Sales Promotion has a significant influence on Generation Y’s online fashion impulsive buying partially

RESEARCH METHOD

Research Approach

This research uses quantitative methodology to identify the impact of both variables on Generation Y’s online fashion impulsive buying especially online shops in social media. Quantitative research is a systematic and structured approach that utilizes deductive reasoning to test and validate existing theories. It involves the measurement of variables and the analysis of numerical data to reveal patterns, correlations, or causal relationships (Leavy, 2017). Researchers employing quantitative methods to collect data using standardized instruments or surveys and apply statistical analysis techniques to draw meaningful conclusions. This approach allows for objective and replicable findings, contributing to the accumulation of scientific knowledge.

Population, Sample, and Sampling Technique

The researcher’s population target of this research is Generation Y or Millennial, people between the age of 27 – 42 in Manado whom are using the internet and have the experience in purchasing items on online shops, especially through social media.

Data Collection Method

The primary data for this study will be obtained through the use of questionnaires. The questionnaires will be distributed to respondents to be the source of primary data. This primary data will provide firsthand insights and perspectives from the participants, contributing to the originality and relevance of the research. For this research, secondary data will be collected from books, articles, and already existing scientific papers that are

related to the topic generally in the world, especially in Manado. By utilizing books, articles, and already existing scientific papers, researcher can access a wide range of knowledge and perspectives on the topic and incorporate existing insights and findings into the research analysis.

Operational Definition of Research Variables

Table 1. Variable Definition

Variable	Definition	Indicators
Celebrity Endorsement (X ₁)	A marketing strategy aimed at promoting and enhancing awareness of a product through celebrity (Ezeanya et al., 2022)	1. Celebrity trustworthiness 2. Celebrity attractiveness 3. Celebrity expertise
Sales Promotion (X ₂)	Sales promotion is the stimulation and encouraging activities that marketers implement to increase the purchasing of a product or service (Amarray, 2020)	1. On sale (clearance sales and markdowns) 2. Bold sale price on product 3. Additional purchase percent off 4. Coupon 5. Gift with purchase 6. Free shipping or shipping discount (Dawson and Kim, 2009)
Impulsive Buying (Y)	“Unplanned” buying of consumers’ which he/she makes without evaluating the product beforehand (Radlovic, 2021)	1. Pure Impulsive Buying 2. Reminder Impulsive Buying 3. Suggestion Impulsive Buying 4. Planned Impulsive Buying (Stern, 1962)

Data Analysis Method

Multiple Linear Regression

Cooper and Schindler (2001) define multiple regression analysis as a statistical method that employs multiple values of X to estimate or forecast the corresponding value of Y. The equation model utilized in this research for multiple regression analysis is formulated as presented below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

- Y = Generation Y’s Online Fashion Impulsive Buying
- α = Constant
- β₁ and β₂ = The regression coefficient of each variable
- X₁ = Celebrity Endorsement
- X₂ = Sales Promotion
- e = Error

RESULT AND DISCUSSION

Result

Validity and Reliability Test

The correlation outcome is deemed valid when the significance level is below 0.05 (5%) and becomes unreliable when the significance level exceeds 0.05 (Sugiyono, 2018). In this study, the validity test was examined using SPSS 24. It is observed that the r values for each item surpass the r table at the 5% significance level, set at 0.195. This indicates the legitimacy of items connected to Celebrity Endorsement (X₁), Sales Promotion (X₂), and Generation Y’s Online Fashion Impulsive Buying in Manado (Y). The reliability test is conducted to assess the consistency and stability of responses to a set of questions. In this study, the reliability test was examined using SPSS 24. The analysis reveals a Cronbach’s Alpha value of 0.850 for the independent variable, signifying a notable level of reliability in the measurement. This assessment is underpinned by the widely accepted criterion that deems values exceeding 0.6.

Classical Assumption Tests
Normality Test

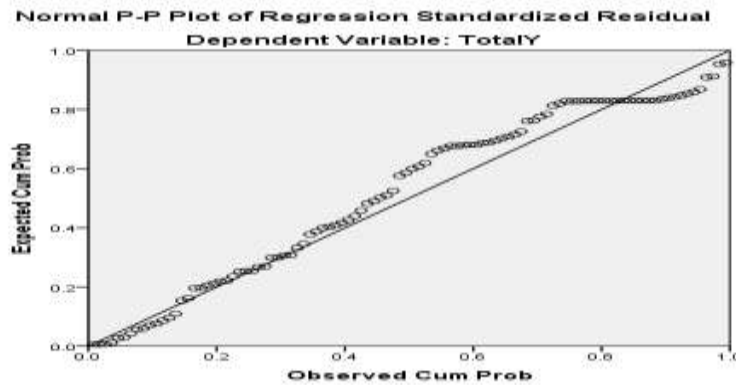


Figure 2. Normality Test
Source: Data Processed (2023)

The purpose of a normality test is to examine whether both the dependent variable and various independent variables in a regression model comply with a normal distribution or not (Sekaran, 2005). Upon examination of the normal plot graph, it becomes evident that the data points exhibit a dispersion pattern in which they are distributed in close proximity to the line. The data points follow the diagonal direction of the graph, serving as a clear indication of conformity to a normal distribution pattern.

Multicollinearity Test

Table 2. Multicollinearity Test

Variable	Collinearity Statistics				Status
	Tolerance	VIF			
Celebrity Endorsement (X1)	0.751	>0.100	1.332	<10.00	No Multicollinearity
Sales Promotion (X2)	0.751	>0.100	1.332	<10.00	No Multicollinearity

Source: Data Processed (2023)

As shown in the table, tolerance value of Celebrity Endorsement (X1) is 0.751 and Sales Promotion (X2) is 0.751, it is shown that both variable's tolerance value is above 0.100. While the Variance Inflation Factor (VIF) of Celebrity Endorsement (X1) is 1.332 and Sales Promotion (X2) is the same 1.332 both are below 10.00. In conclusion, there is no multicollinearity between independent and dependent variable.

Heteroscedasticity Test

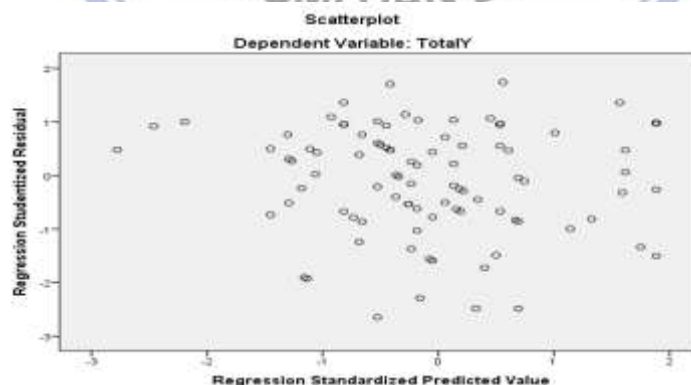


Figure 3. Heteroscedasticity Test
Source: Data Processed (2023)

Using the Scatterplot Method, the data point's exhibit dispersion both above and below, or in proximity to, the value 0. The points are not concentrated solely above or below; there is no formation of a fluctuating pattern

characterized by widening and narrowing. The distribution of data points lacks a discernible structured arrangement, indicating no signs of heteroscedasticity.

Multiple Linear Regression

Table 3. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.317	1.254		-1.847	.068
Celebrity Endorsement	.395	.112	.263	3.518	.001
Sales Promotion	.468	.058	.603	8.053	.000

Source: Data Processed (2023)

According to the table 3, the formulation of multiple linear regression equations is as follows:

$$Y = 2.317 + 0.395 X1 + 0.468 X2$$

The multiple linear regression equation can be stated as follows:

- The constant value of 2.317 represents the impact of Celebrity Endorsement (X1), Sales Promotion (X2) on Generation Y's Online Fashion Impulsive Buying in Manado (Y). This implies that when the independent variables are zero, the dependent value is at 2.317
- The first independent variable, Celebrity Endorsement (X1), displays a coefficient value of 0.395. This implies that if it increases by 1, the value of Generation Y's Online Fashion Impulsive Buying (Y) will be increased by 0.395. A positive correlation is evident between Celebrity Endorsement (X1) and Generation Y's Online Fashion Impulsive Buying in Manado (Y).
- The second independent variable, Sales Promotion (X2), displays a coefficient value of 0.468. This implies that if it increases by 1, the value of Generation Y's Online Fashion Impulsive Buying (Y) will be increased by 0.468. A positive correlation is evident between Sales Promotion (X2) and Generation Y's Online Fashion Impulsive Buying in Manado (Y).

Coefficient of Correlation and Determination

Table 45. Coefficient of Correlation and Determination

Coefficient of Correlation (r) value	0.769
Coefficient of Determination (r ²)	0.583

Source: Data Processed (2023)

The correlation coefficient (R) presented in the table above is 0.769, signifying a robust connection between the independent and dependent variables. On the other hand, the Coefficient of Determination (R²) stands at 0.583, demonstrating that the independent variable contributes 58.3% of the variability in the dependent variable.

Hypothesis Testing

T-Test

Table 5. T-test

Variable	T-Count	T-Table
Celebrity Endorsement (X1)	3.518	1.984
Sales Promotion (X2)	8.053	1.984

Source: Data Processed (2023)

Based on the information presented in the table, the subsequent observations were made:

- The t-value for Celebrity Endorsement (X1) stands at 3.518, with significance level of 0.001 under a 5% alpha coefficient. The t-count of 3.518 is greater than 1.984, and significance value is 0.001 smaller than Alpha (0.05) It can be concluded that Celebrity Endorsement(X1) has a significant positive influence on Generation Y's Online Fashion Impulsive Buying (Y). It can be affirmed that the hypothesis H2 is validated, stating that "Celebrity Endorsement (X1) has a significant influence on Generation Y's Online Fashion Impulsive Buying in Manado (Y) partially".

- b. The t-value for Sales Promotion (X2) stands at 8.053, with a significance level of 0.000 under a 5% alpha coefficient. The t-count of 8.053 exceeds 1.984, and the significance level of 0.000 is lower than the Alpha (0.05). It can be concluded that Sales Promotion (X2) has a significant positive influence on Generation Y's Online Fashion Impulsive Buying (Y). It can be affirmed that the hypothesis H3 is validated, stating that "Sales Promotion (X2) has a significant influence on Generation Y's Online Fashion Impulsive Buying in Manado (Y) partially."

F-Test

Table 6. F-Test

F-Count	F-Table
70.303	3.09

Source: Data Processed (2023)

Considering the F-Test results provided, it indicates that the F-count stands at 70.303. At a significance level of 0.05 and a 95% confidence level, using the format $(k; n - k) = (2; 100 - 2 = 98)$, the corresponding value for 98 in F distribution table is 3.09. According to this comparison, the F-count value of 70.303 exceeds the F-table of 3.09. Thus, it can be inferred that Celebrity Endorsement (X1) and Sales Promotion (X2) as independent variables jointly have a significant influence on Generation Y's Online Fashion Impulsive Buying in Manado (Y) as the dependent variable. Therefore, H1 is validated stating that "Celebrity Endorsement (X1) and Sales Promotion (X2) have significant influence on Generation Y's Online Fashion Impulsive Buying in Manado simultaneously".

Discussion

In this research, a total of 100 respondents participates in filling out the distributed questionnaire based on the indicators of Celebrity Endorsement and Sales Promotion as independent variable, and Generation Y's Online Fashion Impulsive Buying in Manado as the dependent variables with the sub-indicators to assist in formulating questions designed to examine the impact of Celebrity Endorsement and Sales Promotion on Generation Y's Online Fashion Impulsive Buying in Manado. The sample and population chosen in this study is considered to have the power in purchasing as most of Generation Y already in their working state and have an income to purchase items especially items from online shop on social media with majority of Generation Y in Manado have the income between Rp 3.000.000 – Rp 6.000.000. Most of Generation Y (96%), already have the experience of purchasing items from online shop on social media. 77% of Generation Y have purchased items from online shop on social media more than 3 times, this supports the theory from a previous study by Xu (2007) indicating that Generation Y are prone to quickly spend their cash, typically on consumer goods and personal services.

The Impact of Celebrity Endorsement on Generation Y's Online Fashion Impulsive Buying

The t-test result reveals a significant positive impact of Celebrity Endorsement (X1) on Generation Y's Online Fashion Impulsive Buying in Manado (Y). Within the scope of this investigation, three indicators of celebrity endorsement have been identified namely, celebrity trustworthiness, attractiveness and expertise. These indicators are employed in the questionnaire to gather information regarding the respondent's perspectives on the utilization of celebrity endorsement as a marketing strategy. The result from the questionnaire indicates that a majority proportion of participants express "agreement" with the efficacy of employing celebrity endorsements as a marketing strategy, as it persuades them to make purchases from online shop on social media. This inclination is attributed to the respondents' trust in the endorsers' reviews, their appealing appearance, and effective communication skills in promoting the products. Similar result was found in previous study that claims celebrity endorsement has positive outcomes for impulse buying, because consumers are influenced by celebrity's attractiveness, trustworthiness, and expertise of promoting a product (Zhu, Amelina and Yen, 2022).

The Impact of Sales Promotion on Generation Y's Online Fashion Impulsive Buying

The t-test result reveals a significant positive impact of Sales Promotion (X2) on Generation Y's Online Fashion Impulsive Buying in Manado (Y). Within the framework of this research six indicators of sales promotion have been identified, specifically: on sale (clearance sales and markdowns), bold sale price on product, additional purchase percent off, coupon, gift with purchase, free shipping or shipping discount. These indicators are integrated into the questionnaire to gather information about respondents' perspectives on the application of sales promotion as a marketing strategy. The findings indicate that Generation Y are inclined to buy products when

those items are discounted, and they show particular interest in promotions presented through posts containing the word “discount”. The result also reveals that Generation Y are encouraged to purchase product for the additional discount of purchasing more than one product. Online shops frequently give vouchers or coupons for their customers. The questionnaire affirm that a significant number of respondents find their purchase decisions are influenced by the vouchers or coupons. They also prefer to purchase fashion products which will come along with free gift. And for the last indicator, majority of the respondents agree, with some expressing strong agreement, that the decision to purchase fashion products from online shops on social media is influenced by the availability of free delivery or discounted delivery services. Previous study also confirmed that Generation Y exhibit a keen interest in promotional offerings, notably gravitating towards enticements such as discounts and bonuses, which evoke a sense of excitement when recalling specific advertisements (Parmar, Mann and Ghuman, 2020).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the test and discussion of the processed data, author obtain have drawn conclusion from the research on “The Impact of Celebrity Endorsement and Sales Promotion on Generation Y’s Online Fashion Impulsive Buying in Manado”. The conclusions derived from the research’s outcomes can be summarized as follows:

1. The variables Celebrity Endorsement (X1) and Sales Promotion (X2) both positively and significantly influenced Generation Y’s Online Fashion Impulsive Buying in Manado (Y) simultaneously.
2. Celebrity Endorsement (X1) positively and significantly influenced Generation Y’s Online Fashion Impulsive Buying in Manado (Y) partially.
3. Sales Promotion (X2) positively and significantly influenced Generation Y’s Online Fashion Impulsive Buying in Manado (Y) partially.

Recommendation

1. Online shops to choose celebrity endorsement as a strategic marketing approach for promoting products whether they are celebrities or even micro and macro influencers with the ability to build the trust of consumers by their honest review, with appropriate appearance, and effective communication skills in promoting products. Additionally, for online shops that have not yet engaged celebrities or influencers, it is highly recommended to promptly incorporate endorsers into their marketing strategies. This proactive step can effectively attract a larger customer base, which later will facilitate the expansion of online shop businesses especially on social media.
2. Online shops to contemplate increasing the frequency of sales offerings. When promoting products through social media posts, it is strongly recommended to compose bold and easily recognizable text to enhance customer attraction. It is further suggested to incorporate the practice of providing complimentary items, even if they are small gifts, following the purchase of specific items. Additionally, online shops should consider the implementation of free delivery or discounted delivery options as part of the promotional strategies. By offering such benefits, online shop businesses especially on social media can take positive advantage of Generation Y’s impulsive buying in contributing the increase of profit.
3. Subsequent research to enhance this study on Generation Y’s impulsive buying by adding other variables that were not included namely, packaging design, virtual payment, peer pressure or even non-economic factors (social or emotional gratification).

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