

THE CONVERGENCE OF ONLINE CUSTOMER REVIEWS AND CELEBRITY ENDORSEMENTS: AN EFFECTIVE STRATEGY TO ENHANCE REPURCHASE INTENTION FOR TUPPERWARE PRODUCTS

Rista Nurfajrianti^{1)*}, Innocentius Bernarto²⁾

^{1,2)} *Faculty of Economics and Business, Universitas Pelita Harapan, Indonesia*

e-mail: 01015220064@student.uph.edu
(Corresponding Author indicated by an asterisk *)

ABSTRACT

In today's digital era, online customer reviews and celebrity endorsements significantly influence consumer decisions, especially regarding repurchase intentions. This study explores their roles in shaping Tupperware customers repurchase intentions in Indonesia, addressing the limited empirical research on this topic. A Non-Probability Purposive Sampling method was used to survey 200 Tupperware users. Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 4 software. Out of nine tested hypotheses, eight were accepted, and one was rejected. The results demonstrate that online customer reviews have a significant positive impact on repurchase intention, underscoring their critical role in influencing consumer behavior. Customers are increasingly reliant on digital feedback, which plays a more pivotal role than traditional marketing in driving loyalty. These findings offer valuable insights into Tupperware's management. By strategically leveraging online reviews and celebrity endorsements, they can optimize promotional campaigns, strengthen customer engagement, and boost brand loyalty in Indonesia's competitive market. This research emphasizes the importance of integrating digital feedback and influential figures into marketing strategies to enhance repurchase intention, contributing to the broader understanding of consumer behavior in the context of modern marketing.

Keywords: Online Customer Reviews; Celebrity Endorsement; Repurchase Intention; Brand Awareness; Brand Loyalty; Consumer Attitude; Tupperware

INTRODUCTION

In today's digital era, marketing strategies have transformed significantly due to technological advancements and the widespread use of social media. Digital platforms, especially social media, allow companies to connect with consumers in a more personal and interactive manner. In Indonesia, social media usage has reached 191 million users, or 73.7% of the total population, with the dominant age group being 18–34 years (Panggabean, 2024). E-commerce has also changed consumer behavior, with 59.3% of Indonesians regularly shopping online each week. The convenience of online shopping, particularly for housewives balancing multiple responsibilities, has contributed to this growing trend. Additionally, Online Customer Reviews (OCRs) have become a key factor influencing repurchase decisions, offering insight into other customers' experiences and affecting buying behavior.

Another prevalent marketing approach is celebrity endorsement, which involves using public figures to promote products based on their attractiveness, expertise, and trustworthiness. Research by Zhu et al. (2020) shows that these attributes positively influence consumer attitudes and purchasing intentions. It is crucial for endorsers to align with the brand's image and values to ensure authenticity and maintain trust (Aziz et al., 2019; Osei-Frimpong et al., 2019). A mismatch between the endorser and brand could lead to negative consumer perception.

In Indonesia, Tupperware has adopted this strategy by appointing Nagita Slavina as its brand ambassador. Her reputation as an intelligent, elegant, and family-oriented public figure aligns with Tupperware's values of quality, innovation, and practicality in household needs. As a modern housewife active on social media, Nagita represents a relatable figure for the target market. Her endorsement reinforces brand identity and creates an emotional connection with consumers, helping Tupperware remain relevant in an increasingly competitive and digitalized market landscape.

However, despite these efforts, Tupperware faces significant challenges. According to CNBC, its stock has dropped by 95% in three years, with sales declining by 18% in 2022. The brand struggles to compete with newer, more innovative competitors that engage younger consumers via platforms like TikTok and Instagram. To avoid further decline, Tupperware must strengthen its brand awareness and loyalty among modern consumers. This study aims to serve as a strategic foundation for revitalizing the brand, providing actionable insights to help the company adapt, connect with younger audiences, and recover in the evolving digital marketplace.

LITERATURE REVIEW

Celebrity Influencer's Credibility

Perceived trustworthiness, expertise, and attractiveness of a public figure who promotes a product or service. In the digital age, the concept of a "celebrity" has expanded beyond traditional actors and athletes to include social media influencers and content creators on platforms like Instagram, YouTube, and TikTok. These influencers often establish strong engagement with their followers, making them effective brand ambassadors. According to recent studies, credibility plays a critical role in shaping consumer attitudes, with trustworthy and relatable influences driving stronger emotional connections and purchase intentions (Veirman et al., 2017; Liu et al., 2019). High perceived credibility increases the influencer's persuasive power, especially when they demonstrate consistent communication, authenticity, and relevance to the brand's values.

Celebrity Influencer's Attractiveness

The physical appearance and personality of a celebrity play a crucial role in capturing audience attention. Attractiveness encompasses various aspects such as physical features, fashion style, and a charismatic presence (McGuire, 1985). According to Reingen and Kernan (1993), an appealing and appropriate appearance often becomes a key factor influencing audience decisions. Previous studies have shown that physical attractiveness is frequently discussed and considered significant in advertising campaigns (Baker & Churchill, 1977; Joseph, 1982; Kahle & Homer, 1985). A celebrity's appearance can shape consumer perceptions and influence their purchasing behavior.

Online Customer Reviews

In today's interconnected world, consumer purchasing decisions are strongly influenced by emotional, psychological, and social factors, especially when interacting with online information such as customer feedback. With the growth of e-commerce, customers increasingly rely on peer-generated reviews to evaluate product quality, compare prices, and reduce the risks associated with buying online (Kotler & Keller, 2018; Hwang & Jeong, 2014). Positive reviews can significantly boost consumer trust and brand perception (Zhou et al., 2021; Chetoui et al., 2020). Online feedback, often seen as a form of social proof, is more trusted than direct brand promotions and plays a vital role in shaping loyalty and purchase behavior (Filieri et al., 2018; Zhang et al., 2019). These reviews, whether star ratings, written comments, or personal opinions are commonly shared on digital platforms such as social media, e-commerce sites, or forums. According to Kingsnorth (2022), they provide valuable insights into price, quality, and user experiences that support informed decision-making.

Consumer Attitude

Attitude towards products, brands, or services refers to consumers' evaluations, feelings, or tendencies that influence their decision-making process. This attitude is shaped by personal experiences, information, and perceptions involving cognitive (knowledge), affective (emotions or feelings), and conative (actions or intentions) components. It plays a crucial role in guiding consumer responses and purchase behavior. Kotler and Keller (2018) add that it reflects a consistent overall evaluation based on experience or information, significantly impacting purchasing decisions.

Brand Loyalty

Customer loyalty is often connected to a positive attitude toward the brand or the level of differentiation from competitors. A theoretical and conceptual study reveals that satisfied consumers tend to repurchase the same product or service and recommend it to others (Kristianti & Margarita, 2021). Brand loyalty is part of the broader concept of brand equity, which is crucial for protecting products and minimizing competitive threats when launching new offerings. Aaker (1996) identifies four main dimensions of brand equity: brand association, perceived quality, brand loyalty, and brand awareness. Yoo et al. (2000) explains that brand equity theory outlines factors that influence consumer behavior in the context of global brands. They argue that brand equity is a key determinant of success in international markets and can be built through consistent brand messaging (awareness and loyalty), quality products (perceived quality), and strong customer relationships (brand association).

Brand Awareness

The ability of potential consumers to recognize or recall a brand as part of a specific product category plays an important role in influencing consumer decisions (Foroudi, 2019). Previous studies Lu et al. (2014), Sasmita & Suki (2015), and Saumendra & Padhy (2012) suggest that brand recognition affects purchasing choices. Research by Malik et al. (2013) shows a significant positive relationship between the level of brand recognition and consumers' purchase intentions, noting that an increase in brand awareness correlates with a 0.12 increase in purchase intent. This concept is part of brand equity theory, which represents the value a brand adds to a product (Yoo et al., 2000). Brand equity is reflected in how consumers respond differently to marketing efforts based on their understanding of the brand (Kingsnorth, 2022). The term trademark ownership refers to the recognition of a brand's market value, indicating the ability of a well-known brand to enhance profits through branded products (Rungtornsupattana & Chankoson, 2020).

Electronic Word of Mouth (eWOM)

This form of communication is highly effective because it is perceived as more authentic and trustworthy than traditional marketing messages. Consumers often view reviews or recommendations from other users as social proof. Ye et al. (2021) found that the quality measured by relevance, credibility, and valence significantly affects consumer perceptions of a product or brand, which in turn influences purchase intentions. Furthermore, Jalilvand and Samiei (2012) demonstrated its important role in building customer trust, especially within the tourism and service sectors. Its unique features, including global reach, rapid spread, and accessibility, make it a vital tool in digital marketing strategies. Consumers not only obtain information through this channel but also actively contribute by sharing reviews, comments, and recommendations, thereby reinforcing the digital communication cycle among consumers (Cheung & Thadani, 2012).

Repurchase Intention

Good product quality increases the likelihood of consumers making repeat purchases (Kumar & Reinartz, 2016). Positive service experiences and strong interactions with the brand also contribute to repurchase intentions (Oliver, 1999). Recommendations and reviews from trusted sources further enhance consumers' desire to buy again (Chih et al., 2020). Repurchase intention is important because it provides stable revenue for companies and is more cost-effective to maintain existing customers than to acquire new ones (Kumar & Reinartz, 2016; Oliver, 1999). Therefore, repurchase intention is a key element in building customer loyalty and ensuring business sustainability.

Theoretical Framework

In this study, the researchers aim to present the findings with accuracy and impartiality. Drawing from the background information and prior studies, the theoretical framework for the variables examined in this research is outlined below:

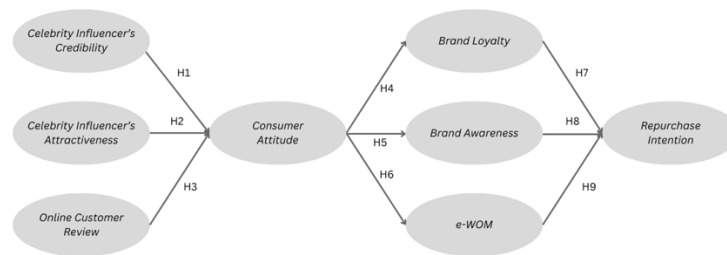


Figure 1. Theoretical Framework
Source: Macheka et al. (2023)

RESEARCH METHOD

This research uses a quantitative approach with a cross-sectional design to analyze the influence of online customer reviews and celebrity endorsements on repurchase intentions. A non-probability purposive sampling method was employed to select 200 Tupperware users in Indonesia as respondents. Data collection was conducted through structured questionnaires distributed online. The collected data were then processed and analyzed using Structural Equation Modeling (SEM) with SmartPLS 4 software to examine the relationships between variables such as celebrity influencer's credibility, celebrity influencer's attractiveness, online customer reviews, consumer attitude, brand loyalty, brand awareness, electronic word of mouth, and their impact on customers repurchase intentions.

RESULTH AND DISCUSSION

Respondent Profile

The respondent result consists of 200 individuals, with female respondents being more dominant than male respondents. A total of 134 female respondents (67%) filled out the questionnaire compared to 66 male respondents (33%), indicating that females were more actively involved in the survey. Based on the data collected through an online google form, most respondents were aged between 21–25 years old (42%), followed by those aged 36 and above (29.5%). In terms of occupation, the most dominant group was private sector employees with 96 respondents (48%), followed by students with 42 respondents (21%), and the rest included entrepreneurs, military personnel, civil servants, freelancers, and others.

Descriptive Analysis

Table 1. Descriptive Analysis

Indicators	Mean	Result
Celebrity Influencer's Credibility	5,970	Agree
Celebrity Influencer's Attractiveness	6,020	Agree
Online Customer Reviews	5,842	Agree
Consumer Attitude	6,028	Agree
Brand Loyalty	5,411	Somewhat agree
Brand Awareness	6,098	Agree
Electronic Word of Mouth	5,562	Agree
Repurchase Intention	5,626	Agree

Table 1 presents the results of the descriptive analysis conducted on various indicators related to consumer behavior and brand perception. The findings reveal that most indicators received a mean score above 5.5 on a 7-point Likert scale, indicating a general agreement among respondents. Specifically, indicators such as celebrity influencer's credibility (M = 5.970), attractiveness (M = 6.020), online customer reviews (M = 5.842), consumer attitude (M = 6.028), brand awareness (M = 6.098), electronic word of mouth (M = 5.562), and repurchase intention (M = 5.626) were all rated as "Agree." However, brand loyalty received a slightly lower mean score of 5.411, which falls into the "Somewhat agree" category. These results suggest that while overall perceptions are positive, brand loyalty may require further strategic efforts to strengthen consumer commitment.

Outer Model Analysis

Table 2. HTMT Ratio Result

Variabel	BA	BL	CIC	CIA	CA	EWO	OCR	RI
BA								
BL	0,602							
CIC	0,685	0,601						
CIA	0,662	0,663	0,874					
CA	0,943	0,709	0,683	0,760				
EWO	0,704	0,803	0,653	0,728	0,748			
OCR	0,722	0,587	0,646	0,643	0,752	0,748		
RI	0,703	0,936	0,683	0,739	0,803	0,846	0,659	

Based on Table 2 above, all indicators in this research model exhibit a good level of correlation, which is below 1 (Hair et al., 2017). In this case, it can be concluded that each indicator is well correlated with one another.

Reliability and AVE Result

Table 3. Cronbach's Alpha, Composite Reliability and AVE Result

Construct	Cronbach's Alpha	Composite Reliability (pa)	Composite Reliability (pc)	Average Variance Extracted (AVE)
Brand Awareness	0.876	0.879	0.915	0.729
Brand Loyalty	0.899	0.907	0.931	0.772
Celebrity Influencer's Credibility	0.772	0.778	0.898	0.814
Celebrity Influencer's Attractiveness	0.835	0.840	0.902	0.755
Consumer Attitude	0.861	0.861	0.915	0.783
Electronic Word of Mouth	0.908	0.908	0.935	0.784
Online Customer Reviews	0.931	0.936	0.946	0.745
Repurchase Intention	0.958	0.959	0.965	0.776

Based on Table 3, the results indicate that all constructs in the research model meet the criteria for internal consistency, reliability and convergent validity. Cronbach's alpha values range from 0.772 to 0.958, exceeding the acceptable threshold of 0.70 (Hair et al., 2017), which confirms the reliability of each construct. Similarly, the composite reliability (both ρ_a and ρ_c) for all variables is above 0.70, suggesting strong internal consistency. The Average Variance Extracted (AVE) values for all constructions are also above the recommended threshold of 0.50, indicating adequate convergent validity. However, composite reliability values below 0.95 are still considered acceptable. Values exceeding 0.95 may indicate potential multicollinearity or redundancy among indicators (Hair et al., 2017). These findings validate that the measurement model is reliable and valid for further analysis.

Path Coefficient

Table 4. Path Coefficient – Confidence Intervals

Effect	Standardized Path Coefficient	5.0%	95.0%	Result
BA -> RI	0.173	0.063	0.284	Significant
BL -> RI	0.599	0.476	0.730	Significant
CIC -> CA	0.075	-0.092	0.202	Not Significant
CIA -> CA	0.341	0.236	0.519	Significant
CA -> BA	0.825	0.731	0.886	Significant
CA -> BL	0.623	0.524	0.718	Significant
CA -> EWO	0.662	0.544	0.760	Significant
EWO -> RI	0.245	0.096	0.391	Significant
OCR -> CA	0.442	0.299	0.549	Significant

Based on the data presented in Table 4, there are nine (9) hypotheses in this study. Eight of them show a significant effect, indicated by positive standardized path coefficient values and positive Confidence Intervals (CI). Meanwhile, one hypothesis shows no effect, as it has a standardized path coefficient value close to -1 and a Confidence Interval (CI) that includes zero.

Determinant of Coefficient Result (R^2)

Table 5. Determinant of Coefficient Result (R^2)

Variabel	R-square (R^2)	Category
Brand Awareness	0.680	Moderate
Brand Loyalty	0.388	Weak
Consumer Attitude	0.562	Moderate
Electronic Word of Mouth	0.438	Weak
Repurchase Intention	0.829	Strong

Table 5 presented above shows the results of the R-square (R^2) test, which is derived from the calculation of the independent variables. The coefficient of determination in this study indicates that the R-square (R^2) value for the repurchase intention variable is 0.829, meaning that 82.9% of the variation in repurchase intention is explained by all independent variables, while the remaining 17.1% is influenced by other variables not included in this study. Hair et al. (2021) states that an R-square value above 0.75 indicates a strong model. Therefore, the value of 0.829 in this test can be categorized as a strong model.

Discussion

This study examines the relationship between several digital marketing variables and consumer attitudes toward Tupperware products using a one-tailed bootstrapping method with a significance level of 0.05 and 10,000 subsamples. The validity of the test results is based on standardized path coefficient values approaching +1 and Confidence Intervals (CI) that do not include zero (Hair et al., 2021).

The test results show that celebrity influencer's credibility does not have a significant effect on consumer attitude, as the CI includes zero. This finding contradicts some previous studies that stated celebrity credibility increases consumer interest. Conversely, celebrity influencer's attractiveness has a positive effect on consumer attitude, supported by the path coefficient values and CI indicating a significant correlation.

Furthermore, online customer reviews also have a positive influence on consumer attitude, reinforced by prior studies in turkey and research by Rathod et al. (2022), which emphasize the importance of positive reviews in shaping brand perception. Consumer attitude is proven to have a positive impact on brand loyalty, brand awareness, and electronic word of mouth (eWOM). These are demonstrated by high path coefficients and CIs that do not include zero, reflecting consistency with previous literature on loyalty and consumer attitudes. Regarding repurchase behavior, brand loyalty, brand awareness, and eWOM have a positive effect on repurchase intention. This finding aligns with earlier research such as Yoo et al. (2000), and Razak et al. (2019) which state that loyalty, brand awareness, and online customer experiences drive repurchase decisions.

Overall, this study confirms that digital factors such as influencer attractiveness, online customer reviews, and consumer attitudes play an important role in shaping loyalty, brand awareness, and repurchase intention toward Tupperware products in Indonesia.

CONCLUSION

Based on a study of 200 respondents, the research found that while the credibility of celebrity influence does not significantly affect consumer attitudes toward Tupperware, their attractiveness and online customer reviews do have a positive impact. Consumer attitudes, in turn, significantly influence brand loyalty, brand awareness, and electronic word of mouth, all of which strongly drive repurchase intentions. Managerially, Tupperware should focus on improving product quality to meet customer expectations, develop loyalty programs to retain customers, strengthen brand positioning by highlighting unique features, and encourage repeat purchases through incentives and subscriptions. Additionally, ensuring consistent product quality and enhancing customer experience, including after-sales service, are essential to fostering customer loyalty and sustaining long-term business success.

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