

# When Artists Become Sellers: The Role of Brand and Artist Image in Shaping Purchase Intention in E-Commerce

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## ABSTRACT

*In the evolving landscape of e-commerce, public figures such as artists are increasingly becoming sellers, directly marketing their branded products through platforms like Shopee Indonesia. This study explores how brand image and artist image influence consumer purchase intention in this context, with brand attitude and artist attitude acting as mediators. A survey was conducted with 250 Shopee followers, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that both brand image and artist image significantly influence consumer attitudes, which in turn drive purchase intention. Mediation analysis confirms that brand and artist attitudes serve as key mechanisms linking image to intention. This study offers new insights into consumer behavior in digital marketplaces where the boundaries between celebrity and seller are increasingly blurred.*

**Keywords:** Brand Image, Artist Image, Brand Attitude, Artist Attitude, and Purchase Intention

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## 1. INTRODUCTION

In the dynamic landscape of Indonesian e-commerce, the involvement of celebrities has evolved beyond mere brand endorsement. Increasingly, artists are taking on the role of active sellers, directly promoting and selling products on digital platforms such as Shopee. This phenomenon, where artists are no longer just brand ambassadors but also entrepreneurs, has redefined the way consumers interact with both brands and public figures. The artist's personal appeal is now leveraged to attract attention and build trust and drive purchase behavior through more direct, personal engagement (Geng et al., 2020; Geng et al., 2019).

The strategic use of both South Korean and local celebrities has become widespread in Indonesia, aligning with the rising popularity of K-dramas, K-pop, and Korean cultural trends (Nadila & Windasari, 2022; Fedorenko, 2017). This cultural enthusiasm provides fertile ground for artists to market products under their own image or brand via e-commerce platforms. Local artists are also playing a key role, capitalizing on their influence and reach to sell fashion, beauty, and lifestyle items directly to followers. For consumers, the merging of celebrity identity and commerce blurs the line between admiration and consumption, forming a unique behavioral context in digital marketing.

While the marketing impact of artist appeal has been studied extensively, prior research has largely focused on passive celebrity endorsement. For instance, Wood & Burkhalter (2014) explored the role of celebrity tweets in shaping brand opinion, while Jin & Ryu (2019) examined materialism and fashion involvement in relation to celebrity influence. Abbas et al. (2018) assessed celebrity credibility and likability in shaping purchase intention, and Murwaningtyas et al. (2020) applied the Theory of Planned Behavior (TPB) to celebrity-driven advertisements. Despite these contributions, few studies have examined the behavioral mechanisms involved when artists act as sellers, not just promoters, within e-commerce environments.

This study addresses that gap by employing the Theory of Planned Behavior (Ajzen, 1991) as a theoretical foundation to understand the formation of purchase intention in this unique context. TPB posits that behavioral intention is influenced by three key components: attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of this study, brand attitude and artist attitude are examined as mediating variables that reflect consumers' evaluations of both the product and the artist. These attitudes, shaped by brand image and artist image respectively, are expected to significantly influence consumers' intention to purchase.

By applying TPB, this research provides a behavioral model that reflects the reality of artists as direct sellers in Indonesia's e-commerce sector. It captures how consumers' beliefs, evaluations, and social

perceptions—particularly toward both the artist and the brand—drive their purchase decisions on platforms like Shopee.

Ultimately, this study contributes to a deeper understanding of how personal branding, digital presence, and consumer psychology intersect in online markets where artists act as commercial agents. It also offers practical insights for marketers, artists, and platform managers aiming to optimize consumer engagement and conversion in the growing creator-led e-commerce economy.

## 2. LITERATURE REVIEW

### 2.1 Theoretical Foundation: Theory of Planned Behavior (TPB)

This study is grounded in the Theory of Planned Behavior (TPB), which posits that behavioral intention is the primary predictor of actual behavior, shaped by attitude, subjective norms, and perceived behavioral control (Ajzen, 2001). In the context of e-commerce, purchase behavior is a result of intention, which is in turn influenced by the consumer's evaluation (attitude) of both the brand and the seller (in this case, the artist).

TPB provides a useful framework for examining how perceptions of brand and artist influence the consumer's psychological evaluation and ultimately their intention to purchase. Previous studies have confirmed that attitudes toward a brand or endorser significantly shape purchase intention in digital settings (Punnoose, 2012; Yuzhanin & Fisher, 2016). As artists transition into the role of active sellers, their influence becomes even more salient in forming such behavioral intentions.

### 2.2 Brand Image

Brand image refers to how consumers perceive and associate meanings with a brand (Lee & Jeong, 2014; Vien et al., 2017). These associations are stored in memory and shape both emotional and cognitive responses. On social commerce platforms like Shopee, where engagement is highly visual and interactive, a positive brand image can lead to stronger brand attitudes and greater emotional resonance with consumers (Langaro et al., 2018).

Additionally, brand image can also influence how consumers perceive the artist involved. When a brand is consistently associated with a particular artist, consumers may form favorable attitudes not only toward the brand, but also toward the seller persona of the artist (Shi et al., 2021; Yang & Shi, 2011). This image transfer becomes especially important when the artist acts as both brand ambassador and seller, shaping attitudes toward both the brand and the individual.

H1: Brand image positively influences brand attitude.

H2: Brand image positively influences artist attitude.

### 2.3 Artist Image

Traditionally associated with endorsement, an artist image now functions as an integral part of e-commerce strategy as artists increasingly become sellers. Artist image is formed from public perception of the artist's credibility, personality, lifestyle, and values (Choi & Rifon, 2007; Soldner, 2021). These characteristics play a crucial role in how consumers evaluate the products they sell.

A positive artist image can reinforce the consumer's confidence in both the product and the platform. Prior research highlights that an artist's image affects consumer trust and perceived authenticity, which influence brand and artist-related attitudes (Hakimi et al., 2011; Dmytrenko et al., 2021). When consumers perceive the artist as credible and authentic, it enhances both their attitude toward the brand and the artist as a seller.

H3: Artist image positively influences brand attitude.

H4: Artist image positively influences artist attitude.

### 2.4 Brand Attitude

Brand attitude is a consumer's overall evaluation of a brand and is influenced by emotional and cognitive associations (Keller, 2003). Positive brand attitudes reflect consumers' belief that the brand meets both functional and symbolic needs (Chen, 2010). In e-commerce settings where users interact with both the platform and the seller's content, a favorable brand attitude can directly drive purchase intention (Wang et al., 2017; Freling & Forbes, 2013).

In the case of artist-led selling, the brand may also benefit from repeated associations with the artist, further strengthening brand attitude. As attitude is a central construct in TPB, it serves not only as an outcome of image perceptions but also as a critical predictor of consumer behavior.

H5: Brand attitude positively influences purchase intention.

H7: Brand attitude mediates the relationship between brand image and purchase intention.

## 2.5 Artist Attitude

Artist attitude refers to consumers' evaluations of the artist as a commercial figure—someone who sells, recommends, and represents products. In the evolving e-commerce ecosystem, the boundary between influencer and seller is becoming blurred. The way consumers perceive an artist's professionalism, authenticity, and consistency in selling influences their willingness to purchase from them (Turri et al., 2013; Banister & Cocker, 2014).

The alignment between artist identity and product category is essential to trigger positive consumer response. A mismatch can reduce credibility, while congruence can lead to increased engagement and intention (W. Yang, 2018; Ilicic & Webster, 2011). Therefore, an artist attitude becomes a key determinant of purchase decisions in platforms where artists act as sellers.

H6: Artist attitude positively influences purchase intention.

H8: Artist attitude mediates the relationship between artist image and purchase intention.

This research develops a behavioral model using TPB to understand how consumers form purchase intentions in e-commerce contexts where artists serve as both influencers and sellers. The model examines how brand image and artist image influence purchase intention through brand attitude and artist attitude. It contributes to expanding TPB in digitally mediated commerce, where seller identity and image are increasingly personalized.

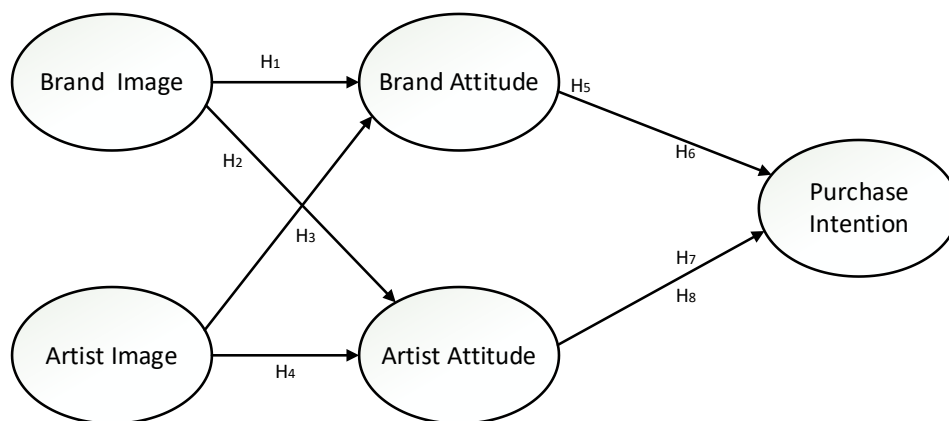


Figure 1. Research Model

## RESEARCH METHOD

This study adopts a causal research design to investigate the influence of brand image and artist image (as exogenous variables) on purchase intention, with brand attitude and artist attitude acting as mediating variables. The context of the research is focused on consumer behavior within the Shopee e-commerce platform, which was selected for its relevance to digital purchasing behavior and its alignment with the constructs studied.

The target population comprises followers of Shopee Indonesia's official Instagram account, as these individuals represent active users who are regularly exposed to promotional content featuring artists and brands. The study employs a purposive sampling technique, targeting respondents who meet specific criteria: they must (1) follow Shopee's Instagram account, (2) have prior experience shopping on Shopee, and (3) be aware of or have encountered artist-led product promotions on the platform. This purposive approach ensures the relevance and contextual accuracy of the data collected (Ponto, 2015).

Although purposive sampling is applied to define the target group, within this group, a simple random sampling method is used to ensure every qualified individual has an equal opportunity to participate.

In line with recommendations by Battour et al. (2012), the minimum required sample size is calculated based on the number of indicators in the model. The proposed research model includes five latent variables: brand image, artist image, artist attitude, brand attitude, and purchase intention, each measured by five indicators, totaling 25 indicators. Following the rule of thumb that suggests 10 observations per indicator, a minimum of 250 respondents is required to ensure adequate statistical power for model estimation.

Data were gathered via an online questionnaire, distributed primarily through social media platforms such as Instagram and WhatsApp. The questionnaire was designed using a Likert scale to measure respondents' perceptions of each construct and included demographic screening items to ensure eligibility.

The data analysis is conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 3 software. PLS-SEM is chosen for its suitability in exploring complex models with latent variables, its ability to handle non-normal data, and its focus on maximizing the explained variance of the dependent constructs. The analysis in this study is conducted in two main stages: the evaluation of the measurement model (outer model) and the structural model (inner model). The measurement model evaluation focuses on assessing the relationships between latent variables and their observed indicators. Indicator reliability is evaluated through factor loadings, where values greater than 0.6 are considered acceptable, indicating that each item reliably reflects its intended construct. Internal consistency reliability is assessed using both Composite Reliability (CR) and Cronbach's Alpha, with threshold values above 0.7 indicating that the set of indicators consistently measures the underlying variable. Convergent validity is measured using the Average Variance Extracted (AVE), where a value greater than 0.5 demonstrates that a latent construct explains more than half of the variance in its indicators. Furthermore, discriminant validity is tested using both the Fornell-Larcker criterion, which compares the square root of the AVE to inter-construct correlations, and the Heterotrait-Monotrait Ratio (HTMT), where values below 0.90 confirm that the constructs are distinct from one another.

The second stage involves structural model (inner model) evaluation, which examines the hypothesized relationships between latent variables. Path coefficients are analyzed to determine the strength and significance of the relationships, using the bootstrapping method, typically with 5,000 resamples, to test statistical significance. The  $R^2$  (coefficient of determination) value is used to assess the amount of variance in the endogenous variables that is explained by the exogenous variables. Effect size ( $f^2$ ) is also calculated to determine the relative impact of each exogenous variable on the endogenous variables. Additionally, predictive relevance ( $Q^2$ ) is evaluated using the blindfolding procedure to assess the model's predictive accuracy. The model is also checked for multicollinearity using the Variance Inflation Factor (VIF), where values below 5 indicate no multicollinearity issues. Finally, the overall model fit is assessed through the Goodness-of-Fit (GoF) index, calculated as the square root of the product of average communality and average  $R^2$ , reflecting the global performance of the model in representing the data. Through this comprehensive analysis, the study aims to explain how artist image and brand image interact with consumer attitudes to shape purchase intention in the unique setting of artist-led e-commerce on Shopee.

## RESULTS AND DISCUSSION

**Table 1.** Characteristics of Respondents

Respondent Characteristics	Group	Total	Percentage
Gender	Male	62	24.8%
	Female	188	75.2%
Age	17-25 years	43	17.2%
	26-35 years	75	30.0%
	36-45 years	102	40.8%
	46-55 years	30	12.0%
Status	Married	180	72.0%
	Unmarried	70	28.0%
Occupation	Student	28	11.2%
	Lecturer	38	15.2%
	Private	40	16.0%
	Employee		
	Civil Servant	80	32.0%
	Entrepreneur	36	14.4%
	Others	28	11.2%

Notes: online questionnaire

The respondent profile shows that the majority of participants are female (75.2%), predominantly aged between 36 and 45 years (40.8%), married (72.0%), and employed as civil servants (32.0%). As the data were collected online, the findings can be generalized to similar research contexts with comparable demographic characteristics in terms of gender, age, marital status, and occupation.

## 2.6 Results of Measurement Model Evaluation (Outer Model)

The outer model defines the relationships between latent variables and their indicators using the PLS algorithm, and is evaluated through validity and reliability testing.

**Table 2.** Convergent Validity and Reliability Tests

Variable/Indicator	Loading Factor	Composite Reliability	AVE	Source
Brand Image		0.916	0.546	Low and Lamb (2000)
BI1 The brand conveys a sincere character	0.753			
BI2 The brand conveys an intellectual character	0.726			
BI3 The brand has a character that shows joy	0.802			
BI4 The brand has a sophisticated character	0.652			
BI5 The brand has a rough language	0.756			
Artist Image		0.861	0.553	Choi & Rifon (2007)
AI1 Artist have acting skills	0.672			
AI2 Artist have a responsible attitude in carrying out their roles	0.780			
AI3 Artist display intelligence to express ideas, feelings and skills using body movements	0.737			
AI4 Artist always display pleasant characters	0.759			
AI5 Artist express their roles with speech according to norms in society	0.766			
Brand Attitude		0.861	0.686	Choi & Rifon (2012)
BA1 I like brands sold on e-commerce	0.822			
BA2 I think positively about brands sold on e-commerce	0.834			
BA3 Having brands sold on e-commerce makes me happy	0.876			
BA4 I am happy with brands sold on e-commerce	0.828			
BA5 There is nothing bad about brands sold on e-commerce	0.779			
Artist Attitude		0.871	0.575	North dan Sheridan (2009)
AA1 Artist always interact with fans on social media	0.643			
AA2 Artist are always friendly when interacting with their fans	0.815			
AA3 Artist have a high level of live intensity with their fans	0.766			
AA4 Artist regulate the frequency of live needs with their fans	0.822			
AA5 Artist have good ethics in the eyes of the public	0.732			

Variable/Indicator	Loading Factor	Composite Reliability	AVE	Source
Purchase Intention		0.932	0.732	Nastiti et al. (2021)
BPI1 I search for information by looking at product ratings and comments on e-commerce applications	0.843			
BPI2 I will consider buying brands offered by e-commerce	0.832			
BPI3 I am interested in trying brands offered by e-commerce	0.853			
BPI4 I search for detailed information on brands and products on e-commerce applications	0.853			
BPI5 I am interested in buying brands offered by e-commerce	0.896			

Notes: CR >0.6; AVE > 0.5

The results of the reliability test indicate that all loading factor values are above 0.6 for every indicator, thereby meeting the reliability criteria. The composite reliability values, all exceeding 0.9 specifically 0.916, 0.861, 0.861, 0.871, and 0.932 suggest a low measurement error and demonstrate high reliability for each construct. Furthermore, all indicators have an Average Variance Extracted (AVE) value greater than 0.5, confirming convergent validity. The AVE values are as follows: brand image = 0.546, artist image = 0.553, artist attitude = 0.686, brand attitude = 0.871, and purchase intention = 0.932.

**Table 3.** Discriminant Validity Test

Variable	Artist Attitude	Artist Image	Brand Attitude	Brand Image	Purchase Intention
Artist Attitude					
Artist Image	<b>0.681</b>				
Brand Attitude	0.626	<b>0.612</b>			
Brand Image	0.559	0.727	<b>0.539</b>		
Purchase Intention	0.528	0.365	0.461	<b>0.098</b>	

Notes: Heterotrait-Monotrait Ratio (HTMT)

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT) criterion. The bolded values represent the relationships between variables, with HTMT values of 0.681, 0.612, 0.539, and 0.098. All values fall below the recommended threshold (typically < 0.85), indicating that discriminant validity has been established. Therefore, all variables are considered valid and suitable for further analysis.

### 2.7 Results of the Measurement Model Evaluation (inner model)

The inner model is used to predict causal relationships between latent variables, which are not directly measurable, based on theoretical foundations. It is assessed using bootstrapping and blindfolding procedures in PLS. Several tests are conducted to evaluate the model, including R-squared ( $R^2$ ), path coefficient estimates, effect size ( $f^2$ ), and predictive relevance ( $Q^2$ ).

**Table 4.** Effect Size  $f^2$

Variable	Artist Attitude	Brand Attitude	Purchase Intention
Artist Attitude			0.104
Artist Image	0.199	0.137	
Brand Attitude			0.055
Brand Image	0.041	0.055	

Notes: Smart PLS Output

The  $f^2$  effect size is categorized into three levels: 0.02 indicates a weak effect, 0.15 a moderate effect, and 0.35 a strong effect (Wijaya, 2013; Sarwono, 2015). The results show weak effects in the structural model for the following paths: brand image on artist attitude ( $f^2 = 0.041$ ), brand image on brand attitude ( $f^2 =$

0.055), and brand image on purchase intention ( $f^2 = 0.055$ ). Moderate effects are observed for artist image on artist attitude ( $f^2 = 0.199$ ), artist image on brand attitude ( $f^2 = 0.137$ ), and artist attitude on purchase intention ( $f^2 = 0.104$ ).

**Table 5.** Result of Construct Cross Validated Redudancy

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Artist Attitude	1250.000	1015.891	0.187
Artist Image	1250.000	1250.000	
Brand Attitude	125.,000	994.775	0.204
Brand Image	1250.000	1250.000	
Purchase Intention	1250.000	1026.165	0.179

Notes: Smart PLS Output

The  $f^2$  effect size is categorized into three levels: 0.02 indicates a weak effect, 0.15 a moderate effect, and 0.35 a strong effect (Wijaya, 2013; Sarwono, 2015). The results show weak effects in the structural model for the following paths: brand image on artist attitude ( $f^2 = 0.041$ ), brand image on brand attitude ( $f^2 = 0.055$ ), and brand image on purchase intention ( $f^2 = 0.055$ ). Moderate effects are observed for artist image on artist attitude ( $f^2 = 0.199$ ), artist image on brand attitude ( $f^2 = 0.137$ ), and artist attitude on purchase intention ( $f^2 = 0.104$ ).

**Tabel 6.** Goodness of Fit Index/Quality Indexes

Variable	Communality	R-square	GoF	Q <sup>2</sup>
Artist Attitude	0.364	0.343		
Brand Attitude	0.521	0.307		
Purchase Intention	0.590	0.253		
Model Fit			0.221	
Q <sup>2</sup>				66%

Notes: Smart PLS Output

R-squared ( $R^2$ ) is a value ranging from 0 to 1 that indicates the extent to which the combination of exogenous variables collectively explains the variance in endogenous variables. The data show that the model explains 34.3% of the variance in artist attitude, 30.7% in brand attitude, and 25.3% in purchase intention, with the remaining variance attributed to other variables not included in the study.

The computed  $Q^2$  value, calculated using the formula  $Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)(1 - R^2_3)(1 - R^2_4)$ , is 0.66, indicating substantial predictive relevance since the value exceeds the threshold of 0.35. This means that 66% of the variance across brand image, artist image, brand attitude, artist attitude, and purchase intention is explained by the model.

Model testing to calculate the goodness-of-fit (GoF) index using the formula  $GoF = \sqrt{(communality \times R^2)}$  resulted in a GoF value of 0.211, indicating that the research model has a high level of fit.

**Table 7.** Variance Inflation Factor (VIF)

Variable	Inner VIF		
	Artist Attitude	Brand Attitude	Purchase Intention
Artist Attitude			1.413
Artist Image	1.512	1.512	
Brand Attitude			1.413
Brand Image	1.512	1.512	
Purchase Intention			

Source: VIF<5

Based on the VIF values shown in the table, all values are below 5, indicating no collinearity issues among the variables. Specifically, the VIF values are as follows: 1.413 for the influence of artist attitude on purchase intention, 1.512 for artist image on artist attitude, 1.512 for artist attitude on brand attitude, 1.413 for brand attitude on purchase intention, 1.512 for brand image on artist attitude, and 1.512 for

brand image on brand attitude. These results suggest that there will be no errors in significance testing due to multicollinearity.

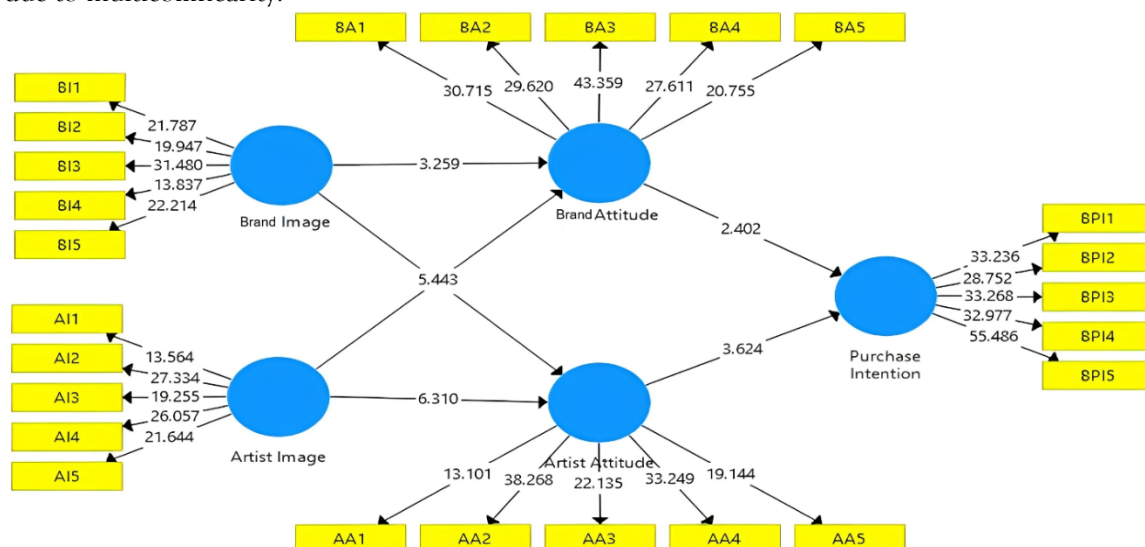


Figure 2. Direct Effect  
 Source: PLS data processing 2024

**Tabel 8.** Direct Effect Test

Hypothesis	Path	$\beta$	Standard deviation	T-stat	P-values	Supported
H1	Brand Image $\rightarrow$ Brand Attitude	0.24	0.074	3.259	0.001	Yes
H2	Brand Image $\rightarrow$ Artist Attitude	0.20	0.071	2.823	0.005	Yes
H3	Artist Image $\rightarrow$ Brand Attitude	0.37	0.070	5.443	0.000	Yes
H4	Artist Image $\rightarrow$ Artist Attitude	0.44	0.071	6.310	0.000	Yes
H5	Brand Attitude $\rightarrow$ Purchase Intention	0.24	0.100	2.402	0.016	Yes
H6	Artist Attitude $\rightarrow$ Purchase Intention	0.33	0.091	3.624	0.000	Yes

Notes:  $p < 0.000$

Structural model testing using the bootstrapping technique (Figure 2) shows that all hypotheses are supported (Table 7). The direct effect tests, with a significance level of 5%, reveal the following relationships: The direct effect test, using a 5% significance level, reveals the relationship between brand image and brand attitude. (H1,  $\beta = 0.240$ ;  $p = 0.001$ ). The relationship between brand attitude and artist attitude. (H2,  $\beta = 0.201$ ;  $p = 0.005$ ). The relationship between artist image and brand attitude (H3,  $\beta = 0.379$ ;  $p = 0.000$ ). The relationship between artist image and artist attitude (H4,  $\beta = 0.445$ ;  $p = 0.000$ ). The relationship between Brand Attitude and purchase intention (H5,  $\beta = 0.241$ ;  $p = 0.016$ ). The relationship between artist attitude and purchase intention (H6  $\beta = 0,091$ ;  $p = 0,000$ ). Finally, the direct effect test reveals the relationship between artist attitude and purchase intention.

**Table 9.** Indirect Effect Test

Hypothesis	Path	$\beta$	Standard deviation	T-stat	P-values	Supported
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H7	Brand Image ->				3.259		Yes
	Brand Attitude	0.240	0.074			0.001	
	Brand Image ->				2.126		Yes
	Brand Attitude ->						
H8	Purchase Intention	0.058	0.027			0.034	
	Artist Image ->				6.310		Yes
	Artist Attitude	0.445	0.071			0.000	
	Artist Image ->				2.893		Yes
	Artist Attitude ->						
	Purchase Intention	0.147	0.051			0.004	

Notes:  $p < 0.000$

The indirect effect test shows that there is a mediation effect. Specifically, brand attitude mediates the relationship between brand image and purchase intention, with a value (H7,  $\beta = 0.058$ ;  $p = 0.034$ ). Artist attitude mediates the relationship between artist image and purchase intention, with a value of (H8,  $\beta = 0.147$ ;  $p = 0.004$ ). It can be concluded that the exogenous variables, namely brand image and artist image, serve as effective stimuli in shaping purchase intention, thereby supporting the hypotheses proposed by the researcher.

## DISCUSSIONS

This study explores how artists image and brand image influence consumers' purchase intentions within the context of e-commerce platforms, specifically Shopee, where artists also act as sellers. The findings highlight the significant role both brand and artist images play in shaping consumer attitudes and, ultimately, their intention to purchase.

Firstly, the positive impact of artist image on artist attitude confirms that consumers' perceptions of the artist as an individual, such as credibility, attractiveness, and reputation, can strongly affect their attitude toward the artist's endorsed or sold products. This aligns with previous research emphasizing the power of celebrity or influencer image in marketing.

Secondly, brand image also contributes significantly to consumer attitudes, suggesting that the perceived quality, trustworthiness, and uniqueness of the product brand presented on Shopee influence consumer preferences. This dual influence of artist and brand images suggests that artists who effectively manage both their personal image and the branding of their products can better engage consumers in the highly competitive e-commerce environment.

Moreover, the mediating roles of artist attitude and brand attitude between image variables and purchase intention indicate that positive consumer attitudes are essential pathways through which images translate into purchase behavior. This insight stresses the importance for artist-sellers to not only maintain a strong public persona but also to build a credible and appealing brand identity on platforms like Shopee.

Overall, the study reinforces that when artists transition into sellers on e-commerce platforms, their success depends not only on their personal appeal but also on how well they integrate this with strong brand management. E-commerce businesses and marketers should therefore consider strategies that leverage both artist image and brand image to maximize consumer purchase intention.

### 2.8 Theoretical Implications

This study contributes to the existing body of knowledge by integrating the concepts of brand image and artist image within the e-commerce context, specifically where artists act as product sellers. It extends traditional branding theories by highlighting the dual influence of a seller's personal image and product brand on consumer behavior in online marketplaces. The findings support and expand the Theory of Planned Behavior by demonstrating how attitudes toward both the artist and the brand mediate the relationship between image perceptions and purchase intention.

Additionally, this research advances understanding of celebrity endorsement and influencer marketing in digital commerce by showing that artist image is not only a promotional tool but also a core determinant of consumer trust and engagement in e-commerce settings. This underscores the need to consider the artist's persona as a strategic asset that interacts dynamically with brand image to shape consumer decision-making.

Overall, the study offers a theoretical framework that bridges personal branding and product branding in the increasingly relevant domain of artist-led e-commerce, providing a foundation for future research exploring the complexities of online seller identities and consumer responses.

### 2.9 Practical Implications

This study offers valuable insights for artists who venture into selling products on e-commerce platforms like Shopee. First, it highlights the importance of managing both artist image and brand image simultaneously to maximize consumer purchase intention. Artists should invest in building a strong, authentic personal brand that resonates with their target audience while ensuring the product brand reflects quality and trustworthiness.

For marketers and e-commerce platform managers, the findings suggest that promotional strategies integrating the artist's persona with clear, consistent brand messaging can enhance consumer engagement and conversion rates. Collaborations between artists and product brands should emphasize coherence between the artist's image and the product's value proposition to create stronger consumer connections. Additionally, e-commerce platforms can provide tools and features that help artists showcase both their personal stories and brand qualities, such as dedicated artist storefronts, live streaming, and interactive content, to foster greater consumer trust and loyalty.

Ultimately, artists who understand and leverage the interplay between their image and the product brand will be better positioned to succeed in the competitive online marketplace.

## CONCLUSION

This study demonstrates that both brand image and artist image significantly influence consumer purchase intention on e-commerce platforms, particularly Shopee, where artists act as sellers. The findings reveal that positive perceptions of the artist and the brand enhance consumer attitudes, which in turn drive their intention to purchase. The mediating role of brand attitude and artist attitude emphasizes the importance of fostering favorable consumer perceptions to convert image into actual buying behavior. Thus, artists who actively manage their personal image alongside their product branding can achieve better engagement and sales performance in the competitive online marketplace.

However, this research has several limitations. First, the study focuses solely on Shopee users, which may limit the generalizability of the findings to other e-commerce platforms or markets. Second, the data collection relied on self-reported measures, which might be subject to social desirability bias. Third, the cross-sectional design restricts the ability to infer causality over time. Future research could expand by including multiple platforms, employing longitudinal designs, and exploring additional factors such as product category or consumer motivations that may influence purchase intentions in this context.

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