

ABSTRACT

The development of trends affects marketing strategies which involve important figures such as celebrities as brand ambassadors for their products. Not only involving local celebrities, but some companies also involve celebrities from South Korea in shaping perceptions of brand and consumer purchasing decisions. Research was conducted to determine the effect of both on purchasing decisions mediated by consumer perceptions. The use of foreign celebrities has the potential for emotional disconnection with the target audience. On the other hand, the use of local celebrities is considered to have cultural closeness but is seen as less visually appealing. This raises questions regarding which celebrities are more effectively used to represent local company products. The research results were processed using a quantitative approach by distributing questionnaires to 200 respondents. Data processing was carried out using SmartPLS tools and using mediation tests and descriptive statistics. The results showed that Korean celebrities influence purchasing decisions both directly and through consumer perceptions. Meanwhile, local celebrities do not directly influence purchasing decisions, but rather influence if through consumer perceptions. The research contribution provides a reference for companies to consider the origin of celebrities to be used based on consumer perceptions.

Keywords: *Korean celebrities, local celebrities, consumer perceptions, purchasing decisions*