

CHAPTER II

LITERATURE REVIEW

This chapter will consist of literature review, previous studies, hypotheses development, and research model. The literature review will elaborate the source of attractiveness, source of credibility, product congruency, consumer attitude towards the brand, and purchase intention.

2.1. Literature Review

2.1.1. Endorsement

Endorsement is considered as one of marketing strategies that frequently used by businesses as their promotional tools these days. Endorsement activity can be defined as an act of supporting a product. It is one of popular marketing strategies to make the product advertised more noticeable, attractive, and appealing to consumers. Businesses have taken this endorsement phenomenon as an opportunity to promote the product and commonly it utilizes the endorser as an advertising tool in order to gain high brand awareness, recognition, and also preference (Udo & Nwulu, 2015).

Endorser is someone who is appointed to be the star of the advertisement that could attract more attention and able to convey appropriate ad message to the audience (Harly & Octavia, 2014). There are two types of endorsers which are celebrity endorsers and a typical-person endorser (non-celebrity). Celebrity means an individual (actor/actress, athlete, and entertainer) which known by the public for their ability in a certain field that could support the advertised product. Celebrity endorser tends to have a

stopping power that could attract attention to an advertising message in the midst of an increasing number of advertisements. Besides celebrity, businesses often use ordinary people or non-famous models delivering the advertisement, which is called as *typical-person* endorsers. Sometimes, the *typical-person* endorsers could attain more consumer trust since they are perceived as more familiar to the consumers in terms of self-concept, values, personality, lifestyle, demographic, and characteristics (Gunawan & Dharmayanti, 2014).

2.1.2. Source of Attractiveness

Endorsement is considered effective as long as the endorser is famous, attractive, and has a lot of fans. Attractiveness can be the physical attractive of a person that is chosen as the endorser and has the potential to raise consumer attention. Attraction and a good self-image from a person/celebrity can help businesses to boost the company's positive image. Gunawan & Dharmayanti (2014), stated that the endorser's attractiveness consists of two main characteristics; (1) Likability and (2) Similarity. Likability focuses more on the endorser's physical appearance and personality. According to Kornelia & Nuryanto (2019) the attractiveness consists of the physical appearance of the endorser. An endorser with a physical attractive is more likely to raise more impressions towards the ads (Gunawan & Dharmayanti, 2014). Likability can be the most relevant factors in order to affect consumer attitude toward the brand, since when an endorser possess high likability it can help the consumer to form a positive motivation toward the brand. The second characteristic is similarity, which related with the appropriateness between the endorser and consumer's lifestyle, emotional, and personality. It will be easier to influence

consumer purchase intention when the consumer like the endorser. Endorser must deliver the advertising message and image that matches with the target audience. Furthermore, the advertisement must represent a person who have a similar style and values with the target audience. When an endorser possess high likability and similarity with the consumer, endorser becomes more persuasive and able to shape positive feeling in the mind of consumers, which will lead to the willingness to purchase the product (Gunawan & Dharmayanti, 2014).

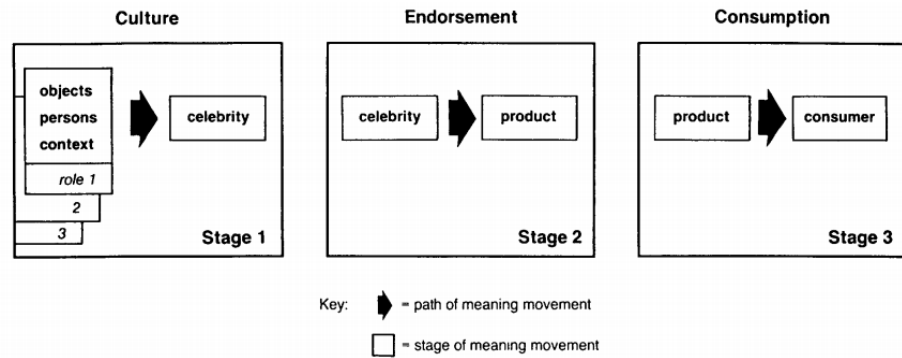
2.1.3. Source of Credibility

Credibility is a crucial endorsement dimensions since the endorser perceived as a credible source of information. Basically, the source of credibility is a situation where the message assuredness is depending on the sender credibility in the minds and perception of the receivers (Umeogu, 2012). Van der Waldt *et al.*, (2009) elaborates the source of credibility model, including trustworthiness and expertise as a scale to measure celebrity endorsement effectiveness. Trustworthiness refers to the endorser's honesty, integrity, and the believability. The study argues that the endorser would be more perceived as likeable since the endorser's familiarity with the target audience. Trustworthiness refers on the question of whether an individual is trustworthy; whether the endorser expresses his/her honest opinions towards a product or a brand without get an influence of a third parties (Wiedmann & von Mettenheim, 2020). Meanwhile, expertise refers to the level of knowledge, skills, and experiences in a certain field that an endorser's may obtain in order to promote the product (Van der Waldt *et al.*,

2009). A knowledgeable endorser will be more likely to provide confidence to the consumers. An endorser must at least possess knowledge required for a product or a brand, which will make the endorser able to support the product, for example a product of sports shoes will utilize an athlete to advertise the product. In the world of foodstagram endorsement, source of credibility plays an important role. Foodstagram account allows consumers to immediately judge whether the account is credible or not. When an endorser is credible and trusted, then consumers will consider the endorser as their main references. According to Sertoglu *et al.*, (2014), source credibility is believed to be a strong endorsement element that can positively influence the consumer's positive attitude and intention of purchase towards a brand. Source credibility is generally used to attain consumer attention to the endorser's positive characteristics that potentially affect the way consumers accept the message.

2.1.4. Product Congruency

According to Nhung *et al.*, (2011), an endorser is persuasive enough when he or she has a certain 'fit' with the product that they represents in terms of image and better known as a "match-up hypothesis" or "product-congruency". This is also supported by a theory of meaning transfer model developed by McCracken (1989). In this model, McCracken (1989) stated that the figure properties of endorsers should be able to be transferred to a certain product or brand they advertised and then from a product to consumer.



Source: McCracken (1989), accessed on April 20, 2021

Picture 1.6

Meaning Transfer Process

Stage 1 is the process of endorsers in delivering the product's meaning into a more depth and clever way to strengthen the product by acting in the advertisement. Endorser can powerfully arouse the product's meanings with their vividness personality and dramatically using their roles in movie, athletic, or others to define a powerful product's meanings. Each roles played by endorser will take endorsers into a new object, persons, and contexts.

Stage 2 is the stage where marketers found the perfectly matched endorser who is suitable and could represents the appropriate properties of the product or brand. This stage required the marketer to identify the advertising campaign in order to deliver the right meanings to the product. Endorser must transfer all his/her salient expertise to the product advertised. This stage aims to focus on celebrity and product congruency so the consumer sees the similarity between the endorser and the product advertised. Marketer must make sure that the main meanings of the product is obtained from the endorser and received by consumer, and to avoid unwanted meanings as well. The advertisement developed needs to have resemblance and congruency between

the endorser and the products. The advertisement design must indicate the significant similarity between the endorser and the product, so that it will enable the consumer to take part in the last stage of the meaning transfer process.

Lastly, stage 3 is about transferring the meanings from product to consumers. According to McCracken (1989) the endorser served a significant role in this process since the endorser has shaped the perception towards the product in the first stage. In this stage, consumers are assumed to have possessed the product meaning and the brand identity created through endorsement. Endorser has supplies a certain meanings to the consumer by demonstrate vividly a clear, coherent, and powerful selves that the consumer seeks. Stage 3 mainly focused on how endorser operates as the key players in moving the product meanings into the consumers. When an endorser owns an exact product-image match, they will be potentially enhances the consumer attention which also could lead to a greater brand recall.

2.1.5. Consumer Attitude

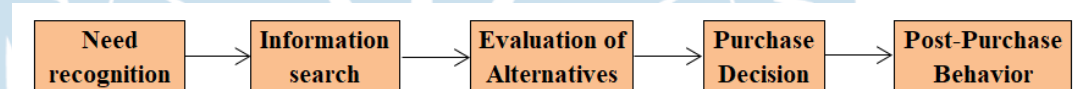
According to Kutthakaphan & Chokesamritpol (2013), attitude comes as a response or reaction of a human towards a certain condition. There are two models of attitudes, the tri-component attitude and multi attribute attitude model. The tri-component attitude model was first developed by Hovland & Rosenberg (1960) which suggests that attitude is a form resulted from an interaction between the three components; (1) cognitive, (2) affective, and (3) conative(Sandhe, 2019). Furthermore, the combination of those three components will influence each other so that the entire attitude can potentially

change if there is a change in one component (Kusumawardani *et al.*, 2018). Cognitive is essentially about learning, thinking, remembering, and the likeliness (Kutthakaphan & Chokesamritpol, 2013). According to Ariffin *et al.*, (2020) cognitive mainly refers to the information and perceptions which are found through a combination of experiences; including knowledge, facts, assumptions, or beliefs towards an object. Cognitive also understood as beliefs, since beliefs represent a subjective judgment about a relationship between two or more things (Makanyeza, 2014). Affective consists of feelings in representing sensation, emotion, and impressions. Makanyeza, (2014) also stated affective component is the overall human evaluation towards a certain product or brand which is crucial to form consumer buying intention. The last component is conative, which refers to the intention to buy, often known as behavioral intention. Conative component is mainly related to the consumer's tendency to act towards a particular product (Ariffin, *et al.*, 2020). It essentially consists of action, activities, and habits. The three components combined, it will help business player to understand the consumer's attitude and be able to develop the best method to make the product more preferential in consumer's perspective by influencing their attitude. The characteristics of endorsers can enhance consumer's attitude towards the product.

2.1.6. Purchase Intention

Intention is basically something personal and correlated with behavior. A person who has an intention towards an object will have power or courage to act such behavior in order to get the object. The purchase intention continuously forms a motivation inside a person's mind which finally leads to

a strong desire to actualize his/her needs. Purchase intention is mostly triggered by a lot of stimulation whether from the marketing or environment effect (Soebagyo & Subagio, 2014). The stimulation later is processed by individual in accordance with their own characteristic before finally made a purchase intention (Kotler *et al.*, 2005) examined the five stages of buying decision process used by the consumer before, during, and after the purchase of a product, including; (1) need recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase behavior. These stages are to evaluate the factors of what, when, and why consumer buys the product.



Source: Kotler *et al.*, (2005), accessed on April 20, 2021

Picture 1.7

Five Stages of Buying Decision Process

1. Need Recognition

The first stage is need recognition, where the consumer starts to recognize a problem or a need. The need can arise from both internal stimuli and external stimuli. Internal stimuli are when someone's normal needs (hunger, thirst, and physiological need) raise to a level that high enough to become a drive. Meanwhile, external stimuli come from the environment. For example, someone's smell a freshly fried chicken which

stimulated his/her hunger. This is the stage where marketers should investigate the consumer and identify what factors that could trigger consumer desire; what they need, what problems that usually arise in the society, that could lead the consumer into a certain product.

2. Information Search

At this stage, the consumer revives to do research about a certain product in order to obtain more information. Information search can come from various sources; internal and external (Utkarsh & Medhavi, 2015). Internal sources stored in consumer's memory, consists of previous experience and all knowledge that they can recall when facing a purchase situation in the future, while external sources come from the advertising which mostly controlled by the marketer, family, or friends. The consumer's willingness to search information is depends upon the consumer's motivation and the ease of obtaining more information. Consumer can have the information to help them consider about a certain products. This encourage marketer to design an effective marketing appeals to make prospective consumers aware and knowledgeable about their products. It is also important for marketer to identify which other brands that consumer will consider, so that they know their competitor.

3. Evaluation of Alternatives

Evaluation of alternatives is the stage where consumer processes the information obtained to finally decide a brand choices. The consumer's evaluation alternatives depends on several concepts; (1) *product attributes*, where consumer see some benefits that can be acquired from a product / services and can satisfy their need, (2) *degrees of importance* to each attributes and product characteristics, (3) *brand beliefs* or usually known as brand image, (4) *utility function* for each attributes, which is a concept to measures the satisfaction that consumers will receive for choosing or consuming a product or a service, and (5) *evaluation procedure* which refers to the attitudes towards different brands depending on the buying decision. Consumer's evaluation of alternatives basically depends on the individual and buying situation. Some consumers use logical evaluations and calculations before purchasing goods, turn to their friends or family to ask some advice, and other consumer may do little or no evaluations at all; consumers go on impulsive buying and rely on intuition. Marketers must investigate how consumers actually evaluate brand alternatives in order to take appropriate steps to influence consumer buying decision.

4. Purchase Decision

This is the stage where consumer actually buys the product. Purchase intention is mostly influenced by unexpected

situational factors. Consumer may already develop a purchase intention based on such expectation (income, price, and benefits from the product), but when they're about to act, unexpected situational factors may arise and change the purchase intention. The unexpected situational factors may lead to another urgent purchase and the intention to purchase a desired product is reduced. Consumer's decision may change and postponed also because perceived risk. Consumers often experience fear and anxiety when they couldn't be certain enough about a product. Marketers must identify the factors that could provoke consumer's feeling of risk and providing clear information to reduce the perceived risk.

5. Post-purchase Behavior

The last stage of buyer decision is post-purchase behavior, where consumers take a further action on their satisfaction and dissatisfaction experience with the purchase of a product. The post-purchase behavior relies on the relationship between consumer's expectations and product's perceived performance. If the product's performance didn't meet expectation, consumer is disappointed. If the product's performance exceeds the expectation, consumer is satisfied. Usually, consumer bases their expectations on the testimonial from their family, friends, or even sellers. Marketer should be wise enough to measure consumer satisfaction and encourage consumer to communicate their complaints when they're

dissatisfied in order to improve company's performance. Consumer satisfaction is crucial since company's sales come from new customers and repeat customers. Attracting new customer often costs more than keeping current customer. The best way to retain current customer is to make them happy; a happy consumer will talk favorably to others about the product, pay less attention to other competing brand's advertising, and they will potentially buy the product again. Marketers should take an effective step to reduce consumer's post-purchase dissatisfaction and make consumers feel good about their purchased product.

2.1.7. Social Media

The phenomenon of social media has evolving over the recent years. Social media is basically refers to any websites or application which allows people to quickly create and share content to public in real-time, without being limited by distance, space, and time. Social media is a platform that commonly used to disseminate or share information to a wider audience. Social media platforms facilitate society to communicate and sharing to others (Zaru, 2016). According to Seymour *et al.*, (2011) social media is not a new concept; it has been evolving since the dawn of human interaction. Social media didn't start with a computer, but it started with a telephone instead. In 1950, people utilize homemade electronic device that allows access to a telephone system to make free calls. In 1960, e-mail was first introduced to the public. It was used by people to exchange information from one computer to another, but required

both computers to be online. Social media was then further developed in 1970s, with MUD (Multi-User Dungeon, Multi-User Dimension, or Multi-User Domain) as a real-time virtual world such as online chat and role-playing games. Many social media started to appear to facilitate communications and to ease people to share common interest in music, movies, educations, and so on. Some of social media platforms launched in 2000s are Wikipedia, LunarStorm, MySpace, LinkedIn, Facebook, YouTube, Yahoo!, etc. Nowadays, social media has evolved into digital media (Seymour *et al.*, 2011). Sites like Facebook, Instagram, Whatsapp, and Twitter are influencing the way people grow, nurture, and strengthen a social relationship, from close relationship to casual acquaintances. The development of mobile devices technologies from time to time creates the opportunity for people to socialize, interact, and connect to a virtual community. People can easily send instant messages and obtain information everywhere at any time, in a really quick period of time.

Even now, social media becomes a major player in most people's businesses life in the recent years. Many businesses engage in social media to conduct selling and buying activity. Initially, they started to utilize social media to market products and services because of its minimal cost when they're running out of money. Social media marketing is the most inexpensive method of advertising, but company also needs to be reliable when offering its brand. Company must maintain its credibility and reliability in order to keep consumer's loyalty towards a brand. Social media allows company to have unlimited access to consumer around the world, helps company improve brand awareness and build brand reputation (Seymour *et al.*, 2011). Social media is

powerful as it can connect company directly to an unlimited consumer all over the world and promotes a two-way open communication which enables consumer to have an effective interaction with the company. Therefore, social media is not only a place to market products or services; it is a space for company to interact with consumer.

2.1.8. Instagram

Founded in 2010, Instagram is a mobile application which can be freely downloaded in the Application Store (App Store) and Google Play. Instagram commonly famous for its ability to turn photo or video from mobile phone into a more visually appealing image using available features which then being shared to the public. Instagram also enables users to shares picture/videos into another network including Facebook, Twitter, Tumblr, and Flickr. The popularity of Instagram was driven by the adoption of mobile phone/smartphone with high-performance cameras. Mostly used by teens and young millennial, Instagram continuously growing and becomes one of the most popular social media platform nowadays. Instagram is now reaching 1,074 billion active users worldwide in 2021 and it hits 73,5 million more than its number of users in 2020 (www.oberlo.com, accessed on April 13, 2021). In Indonesia, the number of active Instagram users, are approximately reaching 82,12 million in early 2021, between the ages 18 and 24 years old, consists of 52,6% female and 47,4% male (www.statista.com, accessed on April 14, 2021). Businesses are now started to shift their businesses to Instagram. It provides some features such as direct messages, comment sections, *like* button, and Instagram Stories (IG Stories) which enables consumers to interact and

respond directly to company. Instagram does give marketer a great opportunity to level up their businesses since there is a huge market and prospective audience that can be reached without spending a lot of money. Businesses can utilize Instagram to help increase consumer engagement since it can generate 4x more over interactions compared to Facebook. In summary, Instagram is now excelled as a powerful marketing platform for company who are looking forward to expand the visibility (Ting *et al.*, 2015).

2.1.9. Foodstagram

Foodstagram is a process of taking food and beverages pictures and publishing them on Instagram (King & Paramita, 2016). This phenomenon of foodstagram could turn culinary pictures becomes more attractive and *instagramable* so that it could persuade the audience and cultivate the audience's desire towards the food. Foodstagram is a term used to glamorize the food or beverages pictures, including those glittery high fat and calorie content (Mazwahid, 2016). Foodstagram becomes one of the best ways to maintain the positive growth of food and beverages industry sector. This foodstagram trend becomes popular since the food has evolving from time to time; from its original function as a source of nutrition, into a source to represent the culture and a sign of existence. Not only to make you full, culinary is also a tourism alternative which quite popular among the young people in this era.

In recent times, people rely on foodstagram accounts to obtain the newest information about culinary. Many restaurants are empowering this foodstagram to promote their menus since it allows restaurants to reach boarder

audience. The trend of foodstagram quickly becomes a popular culture in Indonesia as this country related closely with Asian culture which typically loves culinary topics (Mazwahid, 2016). People can get much information about culinary in a more convenient way. People can just browse through their Instagram and explore any foodstagram accounts to be updated about the latest culinary attraction. Through the foodstagram account, consumers can see the appearance of food and beverages, the look of the restaurants, and they can also find more detailed information related with the menu, price, and the location of the restaurant in just one click away. Foodstagram has been one of the reasons the food industry is growing significantly these days.

2.2. Previous Studies

Table 2.1

Previous Studies

Research	Variables	Analysis Tools	Results
Nugraha, R., Kusumawardani, Kunthi A., & Octavianie, V. (2018) <i>“The Influence of Celebrity Endorsement in Instagram towards Consumer Behavior and Purchase Intention in Healthy Food Diet Business”</i>	<ol style="list-style-type: none"> 1. Attractiveness 2. Credibility 3. Product Congruency 4. Consumer Attitude towards the Brand 5. Purchase Intention 	Structural Equation Modeling	The results show that celebrity endorsement (attractiveness, credibility, and product/brand congruency) has a low influence on purchase intention even though attitudes toward brands affect consumers significantly. In this case, the attitude towards the brand has a direct influence on purchase intentions.
Zafar, Q., & Rafique, M. (2012) <i>“Impact of Celebrity Advertisement on Consumer’s Brand Perception and Purchase Intention”</i>	<ol style="list-style-type: none"> 1. Physical Attractiveness 2. Source of Credibility 3. Celebrity/Brand Congruency 4. Consumer Attitude 5. Purchase Intention 	Regression Analysis	The result revealed that celebrity endorsement which involves physical attractiveness, source of credibility, and celebrity/brand congruency positively affects consumer’s brand perception and purchase intention.
Muda, M., Musa, R., Mohamed, R. N., &	<ol style="list-style-type: none"> 1. Celebrity Credibility 	Structural Equation	The findings showed that both variables of celebrity credibility

Borhan, H. (2014)(Adyatami, 2015) <i>“Celebrity Entrepreneur Endorsement and Advertising Effectiveness”</i>	<ol style="list-style-type: none"> 2. Advertisement Credibility 3. Attitude towards the Ad 4. Attitude toward the Brand 5. Purchase Intention 	Modeling	and advertisement credibility significantly influence the attitude towards the advertisement and attitude towards the brand. The consumer’s perceived credibility on purchase intention was also mediated by their attitudes.
Adyatami, Stella C., (2015) <i>“The Effects of Celebrity Endorsement on Consumer’s Attitude towards the Brand and Purchasing Intention”</i>	<ol style="list-style-type: none"> 1. Trustworthiness 2. Expertise 3. Attractiveness 4. Celebrity Brand-Congruency 5. Attitude towards the Brand 6. Purchase Intention 	Regression Analysis	The result showed that the source credibility of celebrity endorsement has no influence on consumer’s attitude towards the brand. Meanwhile, other variables showed to have a significant effect towards brand attitude. Consumer’s attitude towards the brand also has a positive effect towards purchase intention.
Sheeraz, M., Khattak, Aamir Khan, Mahmood S., Iqbal Nadeem, (2016) <i>“Mediation of Attitude toward Brand in the Relationship between Service Brand Credibility and Purchase Intentions”</i>	<ol style="list-style-type: none"> 1. Brand Credibility 2. Attitude toward the Brand 3. Purchase Intention 	Multiple Linear Regression & Sobel Test.	The result of this research indicated that both brand credibility and consumer attitude towards the brand positively influence purchase intentions. This research also showed that the relationship between brand credibility and consumer purchase intention partially mediated by attitude toward the brand.
Minh, N., & Hung, N. (2017) <i>“The Effects of Celebrity Endorsement on Consumer’s Attitude toward Brand and Purchase Intention”</i>	<ol style="list-style-type: none"> 1. Celebrity Trustworthiness 2. Celebrity Expertise 3. Celebrity Attractiveness 4. Celebrity Similarity 5. Celebrity Liking 6. Celebrity Familiarity 7. Celebrity Match-Up Congruence with the Brand/Product 8. Attitude towards the brand 9. Purchase Intention 	Multi-variable Regression	The result indicated that celebrity match-up congruence, celebrity trustworthiness, and celebrity expertise positively influence consumer attitude towards brand. Attitude toward the brand was also significantly affect consumer purchase intention.
Priyankara, R., Weerasiri, S., Dissanayaka R., & Jinadasa, M. (2017) <i>“Celebrity Endorsement and Consumer Buying</i>	<ol style="list-style-type: none"> 1. Likability 2. Credibility 3. Personality 4. Attractiveness 5. Expertise 	Correlation Analysis	The results showed that the five hypotheses were accepted, meaning that there was a positive relationship between celebrity endorsement and consumer

<i>Intention with Relation to the Television Advertisement”</i>	6. Buying Intention		purchase intention.
Khan, Marium M., Memon, Z., & Kumar, S. (2019) “ <i>Celebrity Endorsement and Purchase Intentions: The Role of Perceived Quality and Brand Loyalty</i> ”	1. Attractiveness 2. Credibility 3. Product Match-up 4. Perceived Quality 5. Brand Loyalty 6. Purchase Intention	Structural Equation Modeling	The results revealed that celebrity endorsement (attractiveness, credibility, and product match-up) positively influence consumer purchase intention, as well as brand loyalty and perceived quality.

2.3. Hypotheses Development

2.3.1. The Influence of Source of Attractiveness towards Consumer Attitude

A study of Kusumawardani *et al.*, (2018) showed that attractiveness has a direct influence towards consumer attitude toward the brand, the attractive of endorser’s appearance will helps consumer to form a positive feeling towards the product / brand which could lead to the willingness to purchase. Muda *et al.*, (2013) showed a significant correlation between attractiveness and consumer attitude towards the brand. Attractiveness can be an important element in developing more favorable attitude, since the consumer will be attracted by the appearance of the endorser. By that, when an endorser is attractive they will be persuasive enough and create more effective advertisement, which led to a positive feeling in the mind of consumer (Mello *et al.*, 2020).Therefore, the researcher develops the hypothesis as written below:

H1: Source of attractiveness influences consumer attitude.

2.3.2. The Influence of Source of Attractiveness towards Consumer Purchase Intention

Study of Priyankara *et al.*, (2017) stated that attractiveness is not only about the physical look, but also about high intellectual skills and personality properties. Thus, when an endorser possesses the two source of attractiveness, it can positively lead to purchase intention. The study of Malik & Qureshi (2016) showed that attractiveness of an endorser positively impact the consumer buying intentions. This also strengthen by Khan *et al.*, (2019) which stated that attractiveness promotes purchase intention, because an attractive advertisement can attract consumer attention, making it easily for consumer to recall the advertisement. In this study, the attractiveness will refer to the way the foodstagram accounts take and upload the photos that are aesthetically pleasing that can trigger consumer's purchase intention. Therefore, the researcher develops the hypothesis as written below:

H2: Source of attractiveness influences consumer purchase intention.

2.3.3. The Influence of Source of Credibility towards Consumer Attitude

Credibility is an important variable in endorsement. Credibility is a judgment of the audience that refers to how believable the communicator (endorser) is. According to the study of Kusumawardani *et al.*, (2018) revealed that endorser's credibility significantly affect consumer attitude towards the brand, since consumers are more easily convinced by a well-informed and experienced endorser, or when the profession of the endorser is related to the brand / product. The study conducted by Minh & Hung (2017) stated that source of credibility with all the trustworthiness and expertise significantly

influences the consumer attitude. Muda *et al* (2013) also suggests that when an endorser perceived as a more credible source, consumer tends to have a bigger degree of message acceptance which leads to a positive attitude towards the brand advertised by the endorser. Therefore, the researcher develops the hypothesis as written below:

H3: Source of credibility influences consumer attitude.

2.3.4. The Influence of Source of Credibility towards Consumer Purchase Intention

The result study of Sheeraz *et al.*, (2016) stated that when an endorser can represents the consistency of marketing mix strategies for a product, consumer will be more likely to form higher degree of beliefs towards the product. According to Khan *et al.*, (2019) endorser with high credibility will help stimulates consumer's emotional attachment, resulting in a sustainable consumer-brand relationship. This also strengthens by the findings of Malik & Qureshi (2016) that there was a positive correlation between celebrity endorsement credibility and consumer buying intention. Therefore, the researcher develops the hypothesis as written below:

H4: Source of credibility influences consumer purchase intention.

2.3.5. The Influence of Product-Congruency towards Consumer Attitude

An endorser's image is required to be in line with the product that being advertised. A study of Minh & Hung (2017) revealed that when a product or brand is being advertised by an endorser with a suitable image and relevant profession, consumer will gain higher level of confidence on the product than

when it is advertised by an endorser that is less suitable and less relevant. The study of Adyatami (2015) suggests that in order to raise the consumer believability and build an effective advertisement for the consumer, the congruency or “match-up” between the endorser and the product must exist. The experiment of Zafar & Rafique (2012) also proved that a match-up effect of an endorser do have impact in increasing the brand attitude. Therefore, the researcher develops the hypothesis as written below:

H5: Product-congruency influences consumer attitude.

2.3.6. The Influence of Product-Congruency towards Consumer Purchase Intention

Salvation (2018) revealed that product match-up or product congruency was positively influences consumer purchase intention. The study mentioned that consumer will be more likely to be affected by an advertisement that communicated by an endorser that have a similar interest and with the target audience. Study of Khan *et al.*, (2019) suggested that three aspects of celebrity endorsement, including product-match up, could positively promote consumer purchase intention. The study of Gaied & Rached (2017) also stated that when an endorser have high congruency with the endorsed product, the endorser will be perceived more credible and thus increase the consumer buying intentions. Therefore, the researcher develops the hypothesis as written below:

H6: Product-congruency influences consumer purchase intention.

2.3.7. The Influence of Consumer Attitude towards Consumer Purchase Intention

The study of Kusumawardani *et al.*, (2018) found that the consumer attitude towards a brand positively affect the consumer purchase intention. Minh & Hung (2017) revealed that if consumers possess higher positive attitude towards the brand, they will be more likely to make a purchase which it helps to gain product sales. According to Adyatami (2015) the consumer's expectation and consideration before buying a product is the measure used to predict purchase intention. In conclusion, when the consumer managed to gain higher level of confidence and have a positive feeling of satisfaction towards the brand, it is more likely for them to purchase the product. Therefore, the researcher develops the hypothesis as written below:

H7: Consumer attitude towards the brand influences consumer purchase intention.

2.3.8. The Influence of Source Attractiveness towards Consumer Purchase Intention with Consumer Attitude as the Mediating Variable

The study of Sheeraz *et al.*, (2016) showed that consumer attitude mediates the relationships between source of attractiveness and consumer purchase intention. Vidyanata & Hadiwidjojo (2018) study showed that celebrity endorsement consists of attractiveness could potentially enhance brand credibility and consumer purchase intention through consumer attitude. Prior study of Lim *et al.*, (2017) also indicates that consumer attitude mediates the relationship between source of attractiveness and consumer purchase intention. Therefore, the researcher develops the hypothesis as written below:

H8: Source of attractiveness influences consumer purchase intention with consumer attitude as the mediating variable.

2.3.9. The Influence of Source of Credibility towards Consumer Purchase Intention with Consumer Attitude as the Mediating Variable

Sheeraz *et al.*, (2016) in the study revealed that there is a positive influence between brand credibility towards consumer purchase intention, mediated by consumer attitude. Study conducted by Abu Bakar *et al.*, (2016) also found that consumer attitude partially mediates brand credibility towards consumer purchase intention. Study of Kusumawardani *et al.*, (2018) also revealed that source of credibility strongly affect consumer purchase intention with indirect effect of consumer attitude. Therefore, researcher develops the hypothesis as written below:

H9: Source of credibility influences consumer purchase intention with consumer attitude as the mediating variable.

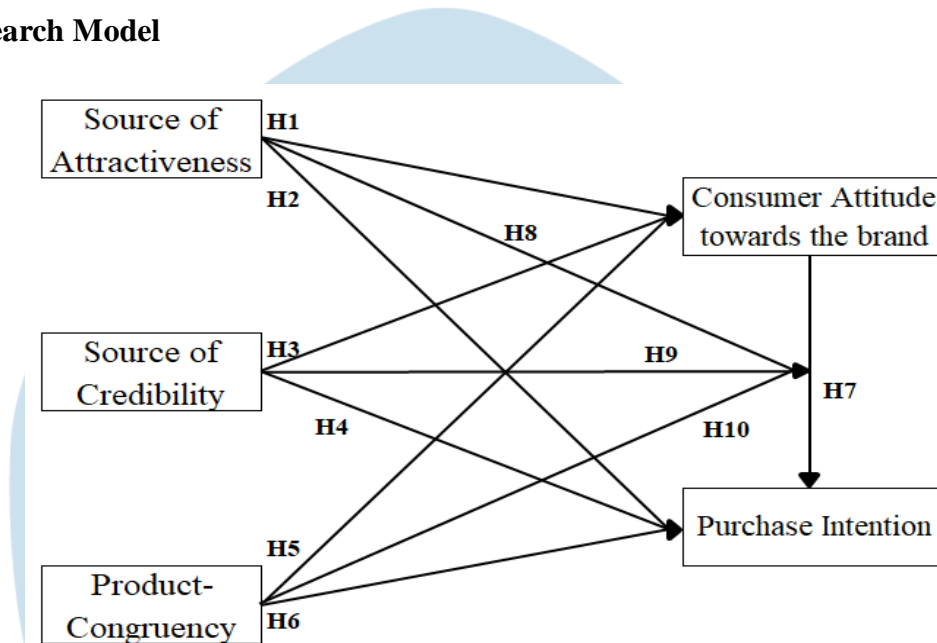
2.3.10. The Influence of Product-congruency towards Consumer Purchase Intention with Consumer Attitude as the Mediating Variable

The result of the study conducted by Lim *et al.*, (2017) showed that product-congruency significantly influences consumer purchase intention mediated by consumer attitude. Prior study from Wulandari & Riptiono (2020) revealed that brand attitude mediates the endorser image congruency and purchase intention, because when the endorser is congruence with the product and consumer find a preference similarity with the endorser, they will be more likely to purchase the product. A study of Pradhan *et al.*, (2016) also confirms that the match-up hypotheses (product personality and celebrity personality congruence) positively correlated with consumer attitude which will enhance

the consumer purchase intention. Therefore, researcher develops the hypothesis as written below:

H10: Product-congruency influences consumer purchase intention with consumer attitude as the mediating variable.

2.4. Research Model



Source: Kusumawardani *et al.*, (2018)

Picture 1.8

Theoretical Framework