

THE MEDIATING ROLE OF CUSTOMER TRUST ON THE RELATIONSHIPS OF CELEBRITY ENDORSEMENT AND E- WOM TO INSTAGRAM PURCHASE INTENTION

**Ahmad Firman^{1*}, Gunawan Bata Ilyas², Heru Kreshna Reza³, Setyani Dwi
Lestari⁴, Aditya Halim Perdana Kusuma Putra⁵**

¹ Department of Management, STIE Nobel Indonesia

² Department of Management, STIE AMKOP, Indonesia

³ Department of Management, Universitas Esa Unggul, Indonesia

⁴ Magister Program, Universitas Budi Luhur, Indonesia

⁵ Department of Management, Universitas Muslim Indonesia

ABSTRACT: This study aims to reanalyze and reconfirm the relationships of celebrity endorsements and E-WOM on consumer purchasing intentions and examine the indirect influence of celebrity endorsements and e-WOM and trust as the mediation of purchase intentions. This study is the first in Indonesia to analyze the above mediating relationships. The data are from 100 Instagram users responding to online questionnaires and analyzed with PLS-SEM. The results showed that celebrity endorsement and e-WOM positively influence consumer confidence and purchasing intentions by mediating trust variables. This research highlights the role of influence in creating positive buzzes to the promoted sales.

Keywords: Celebrity Endorsement; e-WOM; Trust; Purchase Intention.

Submitted: 12 April 2021; Revised: 26 April 2021; Accepted: 3 June 2021

*Corresponding Author : firmannobel53@gmail.com

DOI: 10.24252/minds.v8i1.20594

ISSN-E: 2597-6990

ISSN-P: 2442-4951

<http://journal.uin-alauddin.ac.id/index.php/minds>

Publisher: Program Studi Manajemen, Universitas Islam Negeri Alauddin Makassar

INTRODUCTION

Currently, celebrities are used as a promotional tool for companies (Kusumasondjaja & Tjiptono, 2019). For example, celebrity endorsement is one of the most popular advertising strategies, representing about 15 percent of ads (Gul et al., 2020). By linking celebrities, companies can attract new potential customers quickly (Liang & Lin, 2018), certainly with the hope of developing equity-advantaged consumer-based brands (Dwivedi, Johnson, & McDonald's, 2015). However, previous research investigated the impact of celebrity endorsements on brand development (Gul et al., 2020), namely brand attitudes supported by purchasing intentions (Freire, Quevedo-Silva, Senise, & Scrivano, 2018). However, scientific research on the effects of celebrity support on consumer confidence is still limited (Roy & Pansari, 2014). Given the high costs incurred by companies in hiring celebrities, it becomes vital for marketing and advertising managers to create a link between endorser quality and consumer confidence (Jiménez & Martín, 2014). Therefore, our first goal is to empirically assess the impact of celebrity endorsements on purchasing intentions mediated by consumer confidence. (Spry, Pappu, & Cornwell, 2011a) Celebrities are also an essential factor in marketing strategies, as celebrities have many followers (Morimoto, 2018). One assessment of a celebrity endorser on Instagram from its popularity can be determined from how many followers or fans of celebrity endorsers (Freire et al., 2018). Therefore marketers choose artists or celebrity endorsers who are popular and have a lot of followers or followers. The more followers of a celebrity endorser, the more people pay attention (Ding, Molchanov, & Stork, 2011). This is a consideration for marketers following one of the purposes of celebrity endorsement: to make their products a concern, of course, with the result that many of the followers of these celebrities buy products offered by celebrities.

Celebrity support also improved brand image and consumer confidence that helped the company (Gul et al., 2020). This practice is also widespread, especially in Japan, with as much as 55% of T.V. commercials in Japan show celebrities in more significant numbers compared to Korea (47%), China (33%), and the United States (9%) (Morimoto, 2018). Japanese consumers tend to find ads with celebrity endorsers preferred, popular, and memorable by consumers (Morimoto, 2018). Indeed it is considered a powerful promotional tool by marketers around the world. The surviving literature shows that about one in four ads is used by celebrity supporters in Western countries (Spry, Pappu, & Cornwell, 2011b). On the other hand, the percentage of celebrity support used in television advertising can reach 60% in Asian countries such as Korea, Japan, and India (Amaral et al., 2013). Marketers spend most of their budget (about 10%) to compensate celebrities. For example, Nike spent \$1.44 billion on celebrity endorsements in 2003 (Ding et al., 2011).

A recent study has also shown that celebrity endorsements lead to favorable attitudes towards supported brands (Ahmad et al., 2020). Of course, the use of celebrity endorsements involves a considerable cost (Liang & Lin,

2018) and does not guarantee success in marketing promotions. Therefore, there is a need to learn how celebrity endorsements influence consumer behavior, in which case we assess that consumer confidence is also an essential factor in their buying intentions (Madeeha, Shakil, & Farooq, 2020). Although consumers have an excellent response to celebrity support, research examining the impact of celebrity support on consumer purchasing intentions in Indonesia is still limited (Liang & Lin, 2018). With the help of celebrities who sell products from companies through their social media accounts (Kusumasondjaja & Tjiptono, 2019), businesses are also utilizing their social media creatively and innovatively as consumers are more likely to use social media to find information related to the products they aspire (Kusumasondjaja & Tjiptono, 2019).

Since the advent of Instagram in 2010, Instagram has attracted many of its users to do business. In Indonesia, the use of Instagram for influencer marketing is increasingly relevant, with 97% of influencers surveyed using Instagram as a thrower (Kusumasondjaja & Tjiptono, 2019). While many as 67% of influencers use Twitter, 33% use YouTube channels, 30% use Facebook, and 10% others. They use marketing communications to attract consumers' attention (M.K., K.O., & Neil, 2008). The marketing communication strategy currently widely used by marketers in Indonesia is the electronic word of mouth.

There is a difference between WOM (word-of-mouth) and E-WOM (electronic word-of-mouth), where it can be distinguished based on the media used; traditional WOM usage is usually face-to-face. At the same time, the use of e-WOM is usually online through cyberspace. As technology advances, the physical place where word of mouth occurs has changed from face-to-face to cyber-space. In this study, the authors used e-WOM because word of mouth electronic is currently an essential part of Instagram users digging for information about a product to be purchased. However, e-WOM among customers plays an indispensable role in everyday business situations. We recognize little difference in terms of importance between online and offline consumers (M.K. et al., 2008). Although online customers do not come face-to-face with vendors, word of mouth is more important to online consumers than offline consumers (Tan & Chang, 2015). e-WOM has focused on the requested communication between individuals with strong and weak ties, friends, or individuals outside one's respective social circles (Shahab, Tara, & J.L., 2020). e-WOM can also take various forms, including online reviews, private messages, or blog posts (Wang, Anderson, Joo, & Huscroft, 2019). Thus, at least one party is interested and actively seeking product-related information. However, unfortunately, this study does not consider unsolicited e-WOM and can be found on Instagram by individuals who may not even be interested in the brand in question (Ahmad et al., 2020). but are related to the brand's communication exchange that is 'connected' with members of the brand community. As a result, e-WOM research does not adequately address the diffusion of existing information associated with very weak or non-existent social ties in this context.

Community members can engage in e-WOM both inside and outside the community (López, Sicilia, & Hidalgo-Alcázar, 2016). Still, little is known about whether their e-WOM behavior is related to their engagement behavior with the community of a product (Andreassen & Streukens, 2009).

This community certainly positively influences the machetes of its members; e-WOM conducted by community members can also generate trust for members in their purchase intentions related to a product. The literature shows that trust is a significant mediator that influences purchasing intentions (Linlin, He, Feng-Kwei, Wu, & Zejin, 2020) and has a vital role in the influence of consumer purchasing (Nick, 2019). For example, (Li, Pieńkowski, van Moorsel, & Smith, 2012) showed that consumer confidence in stores weakened the adverse effects on evaluation products and reduced the negative impact on consumer buying intention. Jiménez & Martín (2014) proposed that early trust had a mediator role in the influence on purchasing preferences, but their study offered no empirical evidence. Therefore, it is interesting for us to discuss the effect of trust mediation on consumer purchase intentions. Despite growing interest in understanding how consumer behavior relates to a particular context, some research has shown how effective and cognitive health impacts different countries with different levels (e.g., Morais, Solange, Galindo, & Miadaira, 2020: Tong & Su, 2018). In Indonesia, trust can create disruptions in trade relations, and friction in the market (Hofstede, 2011) stated; Trust and culture are intertwined with consumer purchasing intentions. Indeed consumer confidence sees the products advertised by celebrities, and the information they get from social media makes them interested in buying the product. Therefore, the research focuses on re-affirming and re-establishing a new concept of empirical research about the relationship of celebrity endorsements and e-WOM with the mediation of trust in the purchasing intentions of consumers at Instagram.

THEORETICAL REVIEW

Celebrity Endorsement on Purchase Intention

Traditionally, the concept of celebrity can be understood as a person known by the public and considered a role model for society (McCracken, 1989) because of his competence or professional beauty (Kahle, L. R., & Valette-Florence, 2012). Celebrities can inspire consumer desires, hopes, and dreams (Rockwell & Giles, 2009). Furthermore, celebrities can serve as brand personification, create bonds, and facilitate connections with consumers (Thomson, 2006). Regardless of the positive aspects of support, the use of celebrities in campaigns may or may not be effective (Madhu, 1995). Celebrities are used to positively influencing consumer behavior towards a product (Nunes & Cespedes, 2003), and advertising campaigns create links between products and celebrities, leading to the transfer of meaning that can be positive or negative to the product (Escalas & Bettman, 2017). To choose the appropriate celebrity,

advertisers or marketers should consider, among other factors, the longevity of the campaign, celebrity acceptance and their relevance, the opinion of the target consumer about the use of celebrities for communication, and acceptance of target consumers when associating celebrities with products or brands. Several factors are considered when choosing celebrity supporters or brand sponsors when trying to build a campaign for brand fame (1) widespread recognition by consumers or by specific groups. (2) a combination or match between brand attributes and celebrity attributes regarding consumer perception (3) financial features fees and returns from the use of celebrities as supporters. Finally, (4) various ways to use celebrities in marketing communications (Veer, Becirovic, & Martin, 2010).

The efficacy of celebrity support is also supported by credibility, expertise, and attractiveness (Ohanian, 1991). Credibility, in this case, refers to the beliefs that celebrities convey to the public or their followers, such as; Expertise related to the knowledge and experience possessed by a supporter of a particular subject; and attractiveness is associated with the physical appearance, beauty, and sympathetic nature that exist in celebrity. When consumers believe that endorsers reflect their ideal self-concept and self-image, advertising evaluation can be positive, which can undoubtedly increase purchasing consumer products (Choi, 2019). In addition to these positive ratings, celebrity endorsements can also make these consumers more likely to show loyalty to a brand or product. The study also showed that the use of celebrities in campaigns is associated with a variety of strategies. (Rockwell & Giles, 2009) People are willing to pay up to 20 percent more for a product, depending on who supports it, generating more significant revenue for the company. Ads featuring celebrities tend to increase the value of companies on exchange exchanges, as they also influence investors' perceptions of the company's authorized ones (Agrawal & Kamakura, 1995). The effect of celebrity support on product evaluation, showing it affects celebrities' fans, has also been studied (Agrawal & Kamakura, 1995). The researchers found that much of this effect resulted from consumer associations between stars and supported objects (Choi, 2019). Based on this explanation, the hypothesis is as follows:

H1: Celebrity endorsements have a positive and significant effect on purchase intention.

e-WOM and Purchase Intention

In the context of trading on social media, purchase intention refers to the consumer's choice to engage in online purchases from electronic vendors on social trading sites. The intention has proven to be a valid predictor of actual behavior (Venkatesh, 2000). Since actual conduct is usually difficult to measure, it is pervasive to measure behavioral intent in place of some actual behavior (Gul et al., 2020). Based on this point, the purchase intention can be considered a

reflection of consumer behavior results. It can be said that consumers get information from other consumers about a product. The purchase can be regarded as the final decision in most transactions. At the same time, many previous studies on electronic word of mouth in consumer buying intentions. (Liu, Bao, & Zheng, 2019) considers that the purchase intention in response to the e-WOM model is because they think it can reflect the results and consumer choice (Gul et al., 2020). Therefore, in this case, the buying intention in social trading will still be treated in response to the e-WOM effect. The consumer's final decision is based on the trust of buying a product. Based on this explanation, the hypothesis is as follows:

H2: e-WOM has a positive and significant effect of attracting the consumer purchase intention on the Instagram platform.

Celebrity Endorsement through Trust on Purchase Intention

Celebrity support is an efficient strategy used by marketers. It answers the needs of consumers from a psychological point of view. As a result, it affects the behavior and decision-making of the promoted product or brand (Rollins & Bhutada, 2014). Marketers consider celebrity features in advertising that attracts consumers to brands through luxury. Therefore, it holds a sizable portion of the marketing budget. Stars are famous people distinguished from others by their unique qualities, namely attractiveness, and credibility (Gefen & Straub, 2004). Celebrities achieve their fame in different fields, e.g., sports, acting, singing, and politics (Friedman, H. H., & Friedman, 1979). Marketers use celebrity fame to promote goods. Celebrity appearances are sought after to entrust brands to consumers.

The interaction between the attractiveness and credibility of celebrity supporters, on the one hand, can be dealing the withdrawal with advertising and consumer buying intentions on the other will be introduced to the underlying theories. Roy & Pansari (2014) state the credibility is a matter of perception so that credibility can change depending on the perpetrator of perception (communicator). The use of celebrities or famous figures makes the product more attention from consumers. Still, if the credibility of the celebrity or figure is considered unfit, then the purpose of the message is not achieved. According to (Shimp 2003), celebrity credibility is trustworthy. The superiority of celebrities in delivering a product with the power of its attractiveness is the main reason to choose celebrities as advertising supporters. This credibility has two characteristics (i.e., expertise is the impression formed by consumers about the capabilities and knowledge of celebrities or models in their relationship with the product). So that, if the consumer considers that a celebrity or model has good intelligence, knowledge, and understanding, they tend to accept it. In addition to the charisma factor also plays a role in assessing an expert or not. Trustworthiness is the consumer's impression of the presenter or model related to his character. Trustworthiness concerns how much this presenter or model is

perceived to be trusted by consumers. In general, attractiveness tends to like people they like, beautiful or handsome, and have a lot in common. According to (Shimp 2003), physically attractive supporters will result in a more pleasant evaluation of ads and products than ads that use less attractive communicators. However, empirical evidence suggests that engaging supporters are more effective if the supporting image matches the nature of the supported product (Delgado-Ballester, 2004). Based on this explanation, the hypothesis can states as follows:

H3: Celebrity endorsement has a positive and significant effect of attracting consumers purchase intention if mediating by trust

Mediating trust on e-WOM towards Purchase Intention

Trust relates to the intention to accept vulnerabilities based on positive expectations, preferences, or behavior (Rousseau et al., 2012). Transactionally, in buyer and seller relationships, trust will increase when a trusted party shows behavior or other indicators following one's expectations (Gefen & Straub, 2004). In the new era, the rise of the internet and e-commerce in the late 1990s, trust expanded into new contexts. Word of mouth electronics allows consumers to assess whether a vendor can be trusted in a typical face-to-face interaction, resulting in uncertainty and heightening risk in online purchase decisions.

It is argued that in e-WOM, trust is an essential factor when some elements of uncertainty and risk may exist, as it can be used to reduce transaction costs when one cannot assess whether opportunism and uncertain situations will arise. Social trading is part of e-WOM that engages the community on such applications. Therefore, trust will still play an essential role in reducing the uncertainty that exists in online transactions. As mentioned above (Bilsen, Emrah, Erdoğan, & Oğuz, 2019), social commerce allows consumers to create content and allows everyone to share, recommend, and rate products or services. Therefore, the trust model cannot be quickly developed in this business based on just a few cues from the social trading website itself. Consumer interaction and information contributions are also essential to establish trust. That is why (Farivar, Turel, & Yuan, 2017) has shown that trust will be developed from two sources in trade. The first relates to the trust-building cues of products on social trading, such as their transaction records and commitments. The source of this trust can be seen as trust in the site. Then the second is based on the interaction and opinions of other social trading users. This type of trust captures an individual's willingness to be vulnerable to recommendations, comments, reviews, and feedback from a product. In this study, the trust developed from this trust in the product or obtained or seen from electronic word of mouth (e-WOM). Trust can help consumers ensure cognitively and emotionally that experienced consumers are undoubtedly reliable, and then some responses such

as buying intentions tend to be promoted. Based on this explanation, the hypothesis can states as follows:

H4: Trust can bridging the positive and significant effect between e-WOM on consumer purchase intention

Trust on Purchase Intention

Morgan & Hunt (1994) defines that trust as the reliability and integrity of exchange partners. Reliability and integrity are associated with consistency, competence, honesty, fairness, responsibility, willingness, and virtue. In the study Delgado-Ballester (2004), trust in a product is conceptualized as a confident expectation of brand reliability and intent in risky situations, and this definition of brand trust reflects two different components: brand reliability and purchasing intent. Brand reliability is based on how consumers believe that the brand is delivering on its promise. Besides, buying intentions are based on the size to which consumers believe that the brand will hold the consumer's interests from its interests when unexpected problems with buying products arise (Delgado-Ballester,2004). Consumer perception of a product represents a particular situation where the consumer faces several factors of uncertainty or ambiguity in his or her satisfaction with expectations. Consumer confidence is a feeling of security held by consumers that brands will meet consumer expectations. Consumer confidence represents recognizing that product value can be created and developed by managers to exceed consumer satisfaction with product attributes and functional performance.

The consumer connects the image of trust with a product/brand based on his/her experience with the brand. Therefore, as an attribute of experience, trust will be influenced by the consumer evaluation of any direct and indirect contact (celebrity endorser, word of mouth, brand reputation) with the product/brand (Delgado-Ballester,2004). Therefore, consumer confidence can be an essential contributor to consumer purchasing intentions (Park, H., & Kim, 2016). Trust has also been established as a critical predictor for positive marketing and branding activities such as loyalty, consumer retention, and buying intentions (Kang & Hustvedt, 2014). The study results by Kang & Hustvedt (2014) showed that trust that directly affects consumer purchasing intentions is also influenced by word of mouth. Furthermore, Ma, Y. J., Littrell, M. A., & Niehm (2012) suggest that consumer confidence in the concept of fair trade and product attributes plays an essential role in driving consumer buying intentions. Based on this explanation, the hypothesis can states as follows:

H5: Trust has a positive and significant effect on consumer purchase intention.

METHODOLOGY

This research covers all customers who buy products through Instagram social media. So far, the number of consumers on Instagram who have made transactions is inaccurate. As a result, the sampling method used in this study was a non-probability category, with 100 respondents. Criteria samples in this study are consumers who have purchased products from social media Instagram. Sampling techniques used are purposive sampling based on (Sarstedt, Henseler, & Ringle, 2011). This study employs a five-point Likert scale, data measurement asks respondents to indicate their response to products they purchase from Instagram or other apps. The scale ranges from (1), strongly disagree; (2), disagree; (3), moderate agree; (4), agree; and (5), Totally agree. The criteria in this sample are that they have twice purchased products recommended by celebrities and e-WOM. Considering that the transaction was done at least two times, respondents already have enough experience in their knowledge of celebrity endorsement and e-WOM, compared to respondents who bought only for the first time, making it easier for researchers to get more reliable study results. This study has four variables: Celebrity endorsement, e-WOM; Buying intentions, and trust as a mediation variable. Measurement of items from all variables can be seen in appendix 1.

The variable measurement stage goes through several stages, namely, testing the construct validity of items using SPSS. We also used SPSS to measure the normality of the variables with the Kolmogorov-Smirnov method. The normality test results show that the data is normally distributed (Asymp. sig > 0.12). The second stage of testing measures the outer model on SmartPLS, i.e., loading factor > 0.60 (Fornell & Larcker, 1981; Hair et al., 2014); inner-model testing (i.e., Cronbach alpha, composite reliability, and AVE provided that each test value is > 0.60) (Chin, 1998); measurement of goodness of fit model by evaluating data testing criteria, i.e., Standardized Root Mean Square Residual and Normed Fit Index (SRMR < 0.80, NFI > 0.90) (Henseler et al., 2016; Bentler & Bonett, 1980). d_{ULS} and d_G with the criteria original value (saturated model > estimated model). Then test the coefficient of determination and F-test (R-Square and F-test). The final research testing stage is hypothesis testing using the constant bootstrapping method with chi-square ($n = 200$).

RESULTS

This study evaluates the inner model quality by the convergent and discriminant validity. The convergence validity is observed through the loading factor. An instrument is said to meet the criteria if it has a loading factor above 0.7. Convergent validity test results are presented in Table 1.

Table 1. Validity of Convergent and Discriminants

	Ce	Pi	Trust	e-WOM
CE1	0.715			
CE2	0.718			
CE3	0.826			
CE4	0.697			
CE5	0.751			
PI1		0.723		
PI2		0.846		
PI3		0.703		
PI4		0.816		
PI5		0.759		
T1			0.856	
T2			0.731	
T3			0.849	
T4			0.845	
T5			0.809	
e-WOM1				0.781
e-WOM2				0.75
e-WOM3				0.655
e-WOM4				0.779
e-WOM5				0.839

Source; SEM-PLS Ouput (2020)

Based on table 1, all items that measure celebrity endorsement, e-WOM, trust, and consumer purchase intentions are worth more than 0.7. Thus the object is declared valid for further use to measure its variables. Based on the cross-loading measurement in table 1, it can be inferred that the overall item that measures celebrity endorsement, e-WOM, trust, and purchase intentions of consumers generates a more excellent loading value compared to the loading value on other variables. The reliability of constructs is identified by the discriminant reliability (AVE) above 0.5, Cronbach's alpha, and composite reliability to be larger than 0.7 as in table 2.

Table 2. Validity of Convergent and Discriminants

	Cronbach's Alpha	rho_A	Composite Reliability	(AVE)
Celebrity Endorsement	0.798	0.81	0.865	0.552
Purchase Intention	0.829	0.848	0.886	0.595
Trust	0.876	0.879	0.912	0.671
e-WOM	0.824	0.829	0.874	0.583

Source; SEM-PLS Ouput (2020)

Based on the table above, it can be known that the reliability discriminant value (AVE) in the Celebrity endorsement variable is 0.552, the e-WOM variable is 0.583, the trust variable is 0.671, and the consumer's purchase intention variable is 0.595. The result shows a value greater than 0.5. Thus, based on the discriminant reliability (AVE) calculation, all items are declared reliable in measuring latent variables. Then, the composite reliability value on the celebrity endorsement variable is 0.865, the e-WOM variable is 0.874, the trust variable is 0.912, and the consumer purchase intent variable is 0.886. The result shows a value greater than 0.7. Thus, it can be said that based on the calculation of composite reliability, all items are declared reliable in measuring latent variables. The Cronbach's Alpha of celebrity endorsement variable shows a figure of 0.798, the e-WOM variable of 0.824, the trust variable of 0.876, and the variable consumer purchase intention of 0.829. The results display a value greater than 0.6. Thus, based on Cronbach's Alpha calculations, all sub-variables are declared reliable in measuring their latent variables.

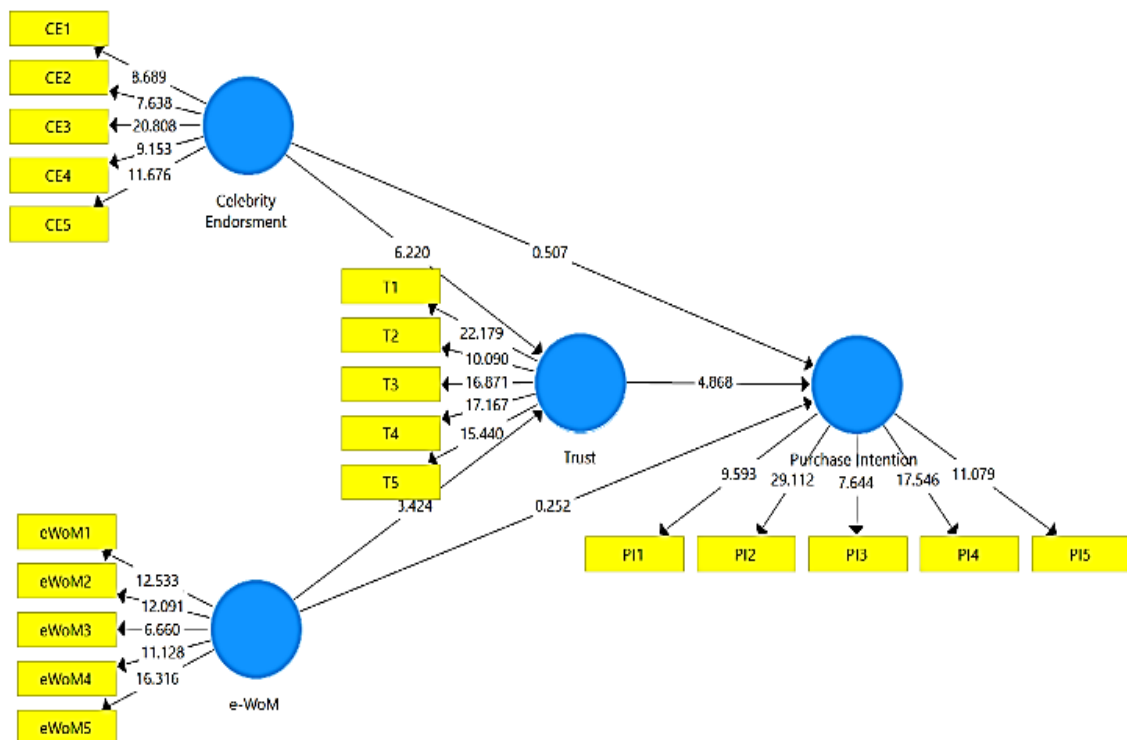


Figure 1. Significance Result of Bootstrap Analysis

The Goodness of fit Model is used to determine the magnitude of an endogenous variable's ability to describe the diversity of exogenous variables and determine the importance of the contribution of exogenous variables to endogenous variables. The goodness of fit Model in PLS analysis is conducted using the Q-Square predictive relevance (Q²).

Table 3. Model Specification

	R Square	R Square Adjusted
Trust	0.755	0.745
Purchase Intention	0.73	0.714

R-square variability is worth 0.755 or 75.5%. This result may indicate that the diversity of trust variables can be explained by the Celebrity endorsement and e-WOM variables by 75.5% or, in other words, the contribution of celebrity endorsement variable, e-WOM, to the trust variable of 75.5%. In comparison, the remaining 24.5% is another variable contribution not discussed in this study. Furthermore, the R-square inconsistent consumer purchasing intentions are worth 0.73 or 73%. This result indicates that the Celebrity endorsement variable can explain the variable diversity of consumer purchasing intentions, e-WOM, and trust by 73%, while the remaining 27% is another variable contribution not discussed in this study. In this study, hypothesis testing using Partial least square (PLS) analysis technique with SEM-PLS (Hair et al., 2016).

DISCUSSION

Celebrity Endorsement, Trust, and Purchase Intention

The results of previous research show that celebrity endorsement influences purchasing intentions through mediating trust variables. Meanwhile, celebrity endorsement has no direct effect on purchase intention. This finding is in line with research conducted by (Kusumasondjaja & Tjiptono, 2019), where the results showed that consumers are more interested in their trust in public figures with a realizable positive effect buying interest in Instagram users. This phenomenon is because consumers view celebrities as people who can inspire, have sufficient achievements and knowledge about the products they advertise, and succeed in their careers that can affect their purchasing intentions. Celebrities are also considered to represent an ideal lifestyle, where some people or at least fans want to follow their lifestyle. With the behavior of the market that wants to emulate the lifestyle of celebrities, companies are willing to spend a small amount of money to cooperate with celebrities in promoting their products or brands where the celebrity who becomes a pusher can give confidence about a product to prospective consumers. The study results also explain how celebrity characteristics affect the effectiveness of the buying intentions made by consumers because of trust; little attention is paid to the issue that concerns which consumers are more likely to be the target of the effect of a celebrity endorser. Indeed, little is known about what role consumer characteristics play in the extent to which product endorser support and suitability influence consumer purchasing intentions. The influence of individual differences on consumers has been extensively researched lately (Kassarjian, H. H., & Sheffet, 1991). The

research centered on assessing the relationship between various individual variables and persuasion processes and information handling (Havlena, W. J., & Holbrook, 1986). Although previous literature has identified multiple factors that can influence a consumer's buying intentions, such things are simply characteristic of messages, product-related elements, personal relevance, motives, and needs. The differences in consumer characteristics and product engagements have been understood as the main determinants.

e-WOM, Trust and Purchase Intention

The results showed that e-WOM influences were purchase intentions through mediating of trust variables. In comparison, electronic word of mouth has no direct influence on purchase intention. These findings have significant implications for e-WOM literature. First, they demonstrated the connection between moderators previously explored and purchase attribution (Shahab et al., 2020), which has not yet been seen. Second, The behavior of purchasing intentions supports previous literature, finding that trust allows consumers to buy from or recommend this to others (Ahmad et al., 2020). in particular, proven engagements generate greater attention and a better understanding of the message of a product (Celsi, R. L., & Olson, 1988); and consumers use more time devoted to finding information about a product (Bloch, Sherrell, & Ridgway, 1986); deeper information processing (Burnkrant, R. E., & Sawyer, 1983) and broader elaboration of the product. It also supports the idea of creating more community member identification among consumers. The stronger the influence of e-WOM, the more likely consumers are to recognize the similarities they share and feel like they are part of the brand/product itself (Jacobsen, 2018). If they identify consumers by reading reviews and experiencing negative purchase results, they're more likely to blame others. If a consumer offers a product from an assessment to another potential customer, they should limit who sees the review (M.K. et al., 2008), so it is only shown to first-time buyers or buyers who do not feel the effects of the product. This strategy will limit potentially harmful results even when consumers are unhappy with their purchases (Tan & Chang, 2015). This series of studies have only begun to scratch the surface of purchasing intentions in the context of online shopping mediated by trusts. Many more ways will be informed from future research. The study focused only specifically on Instagram and some e-commerce apps. There are many examples of products purchased from, for instance, Amazon, that turn out to be in no way similar to what consumers believed at the time they bought. This revelation most likely does not prevent people from shopping on Amazon; it just encourages them to

choose products more carefully, preferably from better known or more quality brands.

Trust and Purchase Intention

The results of our research show that trust significantly affects consumer purchasing intentions. Because trust is the determinant of the consumer in conducting a transaction relationship based on a belief that the person he trusts has all his obligations correctly and as expected, the trust gained by consumers from the company will be an advantage for the company. In the online shopping business, the level of consumer confidence is higher because consumers with the company are not directly involved or face-to-face, but between consumers and companies only conduct remote communication. In addition, the products offered by the company are only in the form of photos displayed through online shopping websites. The results of research conducted by (Tong & Su, 2018) stated that the tendency of consumers to buy a brand or take action related to purchases on products could be measured by the degree of possibility of consumers trusting advertisers and the information they get about the product. In addition, research also conducted by Lin & Ching Yuh (2010) suggests that information coming from reliable sources, the attitudes, values, opinions, and behaviors of consumers can be influenced through internalization. Internalization occurs when consumers allow authorities (celebrity endorsers with credibility and e-WOM) to control their attitudes and values in making purchase decisions.

FURTHER STUDY

This study is aware of certain limitations; First, our research provides only a few insights into modern marketing strategies in this regard: Celebrity endorsement and e-WOM in consumer purchasing intentions. Second, empirical studies in this study in design are static. The model that we developed and tested is limited to putting together a simple relationship related to celebrity endorsement and e-WOM as variables that can affect consumer purchasing intentions. However, in retirement, these relationships can change at certain stages and develop into more complex images where it allows some studies to build better modern marketing concepts. This research also does not allow us to capture the dynamic relationship developments proposed in this research model relating to celebrity endorsements and e-WOM in the context of consumers' purchasing intentions and their belief in using or buying products. This research is also not experimental research or longitudinal (long-term research) but explanatory research and in a short period. So this study is not able to describe the dynamics of objects studied compared to research in one period on the use of information technology. So that the possibility of systematic errors, both intentional and unintentional, caused by researchers (e.g., poor design of

questionnaires) and also at the time of data retrieval (such as directing respondents) because questionnaires are disseminated online as well as errors from respondents (such as not understanding questionnaires).

REFERENCES

- Agrawal, J., & Kamakura, W. (1995). 1995_Agrawal e Kamakura_Economic Worth of Celebrity Endorsers.pdf. *Journal of Marketing*, 59, 56-62.
- Ahmad, D., Ruaa, H., Tillal, E., Muhammad, R.-S. P., Dongmei, C., & Naphat, K. (2020, January 1). Factors affecting e-WOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand. *Journal of Enterprise Information Management*. <https://doi.org/10.1108/JEIM-04-2019-0118>
- Albright, Jeremy J.; Park, H.M. (2009). Albright, J. Indiana University. Retrieved from <http://hdl.handle.net/2022/19736>
- Amaral, G., Bushee, J., Cordani, U.G., KAWASHITA, K., Reynolds, J. H., ALMEIDA, F. F.M. D. E., ... Junho, M. do C.B. (2013). No齡者にお体る析Title. *Journal of Petrology*, 369(1), 1689-1699. <https://doi.org/10.1017/CBO9781107415324.004>
- Andreassen, T. W., & Streukens, S. (2009). Service innovation and electronic word of mouth: Is it worth listening to? *Managing Service Quality: An International Journal*, 19(3), 249-265. <https://doi.org/10.1108/09604520910955294>
- Bilgihan, A. (2016). Gen y customer loyalty in online shopping: An integrated trust, user experience, and branding model. *Computers in Human Behavior*, 61,103-113. <https://doi.org/10.1016/j.chb.2016.03.014>
- Bilsen, B., Emrah, Ö., Erdoğan, K., & Oğuz, A.M. (2019). An Investigation of Augmented Reality Applications from the Perspectives of Brand Trust and Purchase Intentions of Customers. In S. Grima, E. Özen, H. Boz, J. Spiteri, & E. Thalassinos (Eds.), *Contemporary Issues in Behavioral Finance* (pp. 53-64 <https://doi.org/10.1108/S1569-375920190000101005>).
- Bloch, P. H., Sherrell, D. L., & Ridgway, N.M. (1986). Consumer Search: An Extended Framework. *Journal of Consumer Research*, 13(1), 119. <https://doi.org/10.1086/209052>
- Burnkrant, R. E., & Sawyer, A. G. (1983). Effects of involvement and message content on information-processing intensity. *Information Processing Research in Advertising*, 12(2), 46-64.
- Celsi, R. L., & Olson, J.C. (1988). The role of involvement in attention and comprehension processes. *Journal of Consumer Research*, 15(2), 210-224.
- Choi, Y. K. (2019). Characters' persuasion effects in advergaming: Role of brand trust, product involvement, and trust propensity. *Internet Research*, 29(2), 367-380. <https://doi.org/10.1108/IntR-01-2018-0021>

- Delgado-Ballester, E. (2004). Applicability of a brand trust scales across product categories. *European Journal of Marketing*, 38(5/6), 573–592. <https://doi.org/10.1108/03090560410529222>
- Ding, H., Molchanov, A. E., & Stork, P. A. (2011). The value of celebrity endorsements: A stock market perspective. *Marketing Letters*, 22(2), 147–163. <https://doi.org/10.1007/s11002-010-9117-y>
- Dwivedi, A., Johnson, L. W., & McDonald, R. E. (2015). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product and Brand Management*, 24(5), 449–461. <https://doi.org/10.1108/JPBM-10-2014-0722>
- Escalas, J. E., & Bettman, J. R. (2017). Connecting With Celebrities: How Consumers Appropriate Celebrity Meanings for a Sense of Belonging. *Journal of Advertising*, 46(2), 297–308. <https://doi.org/10.1080/00913367.2016.1274925>
- Farivar, S., Turel, O., & Yuan, Y. (2017). A trust-risk perspective on social commerce use: an examination of the biasing role of habit. *Internet Research*, 27(3), 586–607. <https://doi.org/10.1108/IntR-06-2016-0175>
- Freire, O., Quevedo-Silva, F., Senise, D., & Scrivano, P. (2018). The effectiveness of celebrity endorsement in aspiring new celebrities: Examining the effects of brand, congruence, charisma and overexposure. *RAUSP Management Journal*, 53(3), 289–303. <https://doi.org/10.1108/RAUSP-04-2018-011>
- Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*. Retrieved from papers3://publication/uuid/7BC5FB80-1A95-4454-A5CE-B93B05E65C29
- Gefen, D., & Straub, D. W. (2004). Consumer trust in B2C e-Commerce and the importance of social presence: Experiments in e-Products and e-Services. *Omega*, 32(6), 407–424. <https://doi.org/10.1016/j.omega.2004.01.006>
- Gul, G. N., Gul, G. F., Jing, Z., Gul, G. R., Zhenxing, G., & Gul, G. W. (2020, January 1). The role of endorsers in bringing defunct brands back to life: theory and evidence. *Journal of Product & Brand Management*. <https://doi.org/10.1108/JPBM-03-2019-2315>
- Hair Jr., J. F., Hult, G. T.M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications Ltd.
- Havlena, W. J., & Holbrook, M.B. (1986). The varieties of consumption experience comparing two typologies of emotion in consumer behavior. *Journal of Consumer Research*, 3(13), 394–404.
- Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context. *Online Readings in Psychology and Culture*, 2(1), 1–26. <https://doi.org/10.9707/2307-0919.1014>
- Jacobsen, S. (2018). Why did I buy this?: The effect of WOM and online reviews on post purchase attribution for product outcomes. *Journal of Research in Interactive Marketing*, 12(3), 370–395. <https://doi.org/10.1108/JRIM-12-2017-0102>

- Jiménez, N., & Martín, S. S. (2014). The mediation of trust in country-of-origin effects across countries. *Cross Cultural Management*, 21(2), 150–171. <https://doi.org/10.1108/CCM-12-2012-0113>
- Jöreskog, K. (n.d.).
- Kahle, L. R., & Valette-Florence, P. (2012). *Marketplace lifestyles in an age of social media Theory and methods*. ME Sharpe.
- Kang, J., & Hustvedt, G. (2014). Building Trust Between Consumers and Corporations: The Role of Consumer Perceptions of Transparency and Social Responsibility. *Journal of Business Ethics*, 125(2), 253–265. <https://doi.org/10.1007/s10551-013-1916-7>
- Kassarjian, H. H., & Sheffet, M. J. (1991). Personality and consumer behavior An update. *Perspectives in Consumer Behavior*, 281–303.
- Kusumasondjaja, S., & Tjiptono, F. (2019). Endorsement and visual complexity in food advertising on Instagram. *Internet Research*, 29(4), 659–687. <https://doi.org/10.1108/IntR-11-2017-0459>
- Li, F., Pieńkowski, D., van Moorsel, A., & Smith, C. (2012). A holistic framework for trust in online transactions. *International Journal of Management Reviews*, 14(1), 85–103.
- Liang, H. L., & Lin, P. I. (2018). Influence of multiple endorser-product patterns on purchase intention: An interpretation of elaboration likelihood model. *International Journal of Sports Marketing and Sponsorship*, 19(4), 415–432. <https://doi.org/10.1108/IJSMS-03-2017-0022>
- Lin, L. Y., & Ching Yuh, C. Y. (2010). The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth. *Tourism Review*, 65(3), 16–34. <https://doi.org/10.1108/16605371011083503>
- Linlin, Z., He, L., Feng-Kwei, W., Wu, H., & Zejin, T. (2020, January 1). How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework. *Aslib Journal of Information Management*. <https://doi.org/10.1108/AJIM-11-2019-0308>
- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378–397. <https://doi.org/10.1108/APJML-05-2018-0170>
- López, M., Sicilia, M., & Hidalgo-Alcázar, C. (2016). WOM Marketing in Social Media. *Advertising in New Formats and Media*, 149–168. <https://doi.org/10.1108/978-1-78560-313-620151007>
- M.K., C.C., K.O., L.M., & Neil, R. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>
- Ma, Y. J., Littrell, M. A., & Niehm, L. (2012). Young female consumers' intentions towards fair trade consumption. *International Journal of Retail & Distribution Management*, 5(3).

- Madeeha, I., Shakil, A.M., & Farooq, M. O. (2020, January 1). Understanding consumers' trust in social media marketing environment. *International Journal of Retail & Distribution Management*. <https://doi.org/10.1108/IJRDM-07-2019-0225>
- Madhu, A. (1995). Review of a 40-year debate in international advertising: practitioner and academician perspectives to the standardization/adaptation issue. *International Marketing Review*, 12(1), 26–48. <https://doi.org/10.1108/02651339510080089>
- McCracken, G. (1989). Who is the celebrity endorser Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310–321.
- Morais, W. E. A. de, Solange, A., Galindo, C. I.C., & Miadaira, H. K. (2020). Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. *British Food Journal*, 122(4), 1070–1184. <https://doi.org/10.1108/BFJ-05-2019-0363>
- Morgan, R., & Hunt, S. (1994). *The_commitment-trust_theory_of_relations.pdf*. *Journal of Marketing*, Vol. 58, pp. 20–38.
- Morimoto, M. (2018). Congruence and celebrity endorser credibility in Japanese OTC drug advertising. *International Journal of Pharmaceutical and Healthcare Marketing*, 12(3), 234–250. <https://doi.org/10.1108/IJPHM-09-2017-0049>
- Nick, H. (2019). The impact of positive valence and negative valence on social commerce purchase intention. *Information Technology & People*, 33(2), 774–791. <https://doi.org/10.1108/ITP-02-2018-0099>
- Nunes, P. F., & Cespedes, F. V. (2003). The customer has escaped. *Harvard Business Review*, 81(11), 96–105.
- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*.
- Park, H., & Kim, Y. K. (2016). Proactive versus reactive apparel brands in sustainability Influences on brand loyalty. *Journal of Retailing and Consumer Services*, 29(4), 114–122.
- Rockwell, D., & Giles, D.C. (2009). Being a celebrity: A phenomenology of fame. *Journal of Phenomenological Psychology*, 40(2), 178–210. <https://doi.org/10.1163/004726609X12482630041889>
- Rollins, B., & Bhutada, N. (2014). Impact of celebrity endorsements in disease-specific direct-to-consumer (DTC) advertisements: An elaboration likelihood model approach. *International Journal of Pharmaceutical and Healthcare Marketing*, 8(2), 164–177. <https://doi.org/10.1108/IJPHM-05-2013-0024>
- Rousseau, D.M., Sitkin, S.B., Burt, R. S., Camerer, C., Rousseau, D.M., & Burt, R. S. (2012). To Special Topic Forum Not So Different After All : a Cross-Discipline View of Trust. 23(3), 393–404.
- Roy, S., & Pansari, A. (2014). Owner or endorser? Investigating the effectiveness of celebrity owners of sports teams as endorsers. *International Journal of Sports Marketing and Sponsorship*, 15(2), 12–29. <https://doi.org/10.1108/IJSMS-15-02-2014-B003>

- Sarstedt, M., Henseler, J., & Ringle, C.M. (2011). Multigroup analysis in partial least squares (PLS) path modeling: Alternative methods and empirical results. *Advances in International Marketing*, 22(June 2014), 195–218. [https://doi.org/10.1108/S1474-7979\(2011\)0000022012](https://doi.org/10.1108/S1474-7979(2011)0000022012)
- Shahab, P., Tara, D., & J.L., C. W. (2020, January 1). Electronic word of mouth in tourism and hospitality consumer behaviour: state of the art. *Tourism Review*. <https://doi.org/10.1108/TR-01-2019-0019>
- Shimp, T. (2003). *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications*. Thomson. Learning, USA.
- Spry, A., Pappu, R., & Cornwell, T.B. (2011a). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6), 882–909. <https://doi.org/10.1108/03090561111119958>
- Spry, A., Pappu, R., & Cornwell, T.B. (2011b). Celebrity endorsement, brand credibility and brand equity. In *European Journal of Marketing* (45). <https://doi.org/10.1108/03090561111119958>
- Tan, W. K., & Chang, Y. G. (2015). Electronic-word-of-mouth performance in different psychological distances and familiarity. *Online Information Review*, 39(4), 449–465. <https://doi.org/10.1108/OIR-10-2014-0255>
- Thomson, M. (2006). Human brands Investigating antecedents to consumers' strong attachments to celebrities. *Journal of Marketing*, 70(3), 104–119.
- Tong, X., & Su, J. (2018). Exploring young consumers' trust and purchase intention of organic cotton apparel. *Journal of Consumer Marketing*, 35(5), 522–532. <https://doi.org/10.1108/JCM-04-2017-2176>
- Veer, E., Becirovic, I., & Martin, B. A. S. (2010). If Kate voted Conservative, would you?: The role of celebrity endorsements in political party advertising. *European Journal of Marketing*, 44(3–4), 436–450. <https://doi.org/10.1108/03090561011020516>
- Venkatesh, V. (2000). Determinants of perceived ease of use: Integrating perceived behavioral control, computer anxiety and enjoyment into the technology acceptance model. *Information Systems Research*, 11(1), 3–11. Retrieved from vvenkate@rhsmith.umd.edu
- Wang, Y., Anderson, J., Joo, S. J., & Huscroft, J. R. (2019). The leniency of return policy and consumers' repurchase intention in online retailing. *Industrial Management and Data Systems*, 120(1). <https://doi.org/10.1108/IMDS-01-2019-0016>

Appendix 1. Measurement of Variable

No	Variable	Code and Item	References
1.	Celebrity Endorsements	CE1 = Endorser is good looking; CE2 = Endorser is trustworthy; CE3 = Endorser is reliable; CE4 = Endorser is an expert; CE5 = Endorser is qualified to endorse it;	Ohanian's (1990); (Stafford <i>et al.</i> , 2002); (Speck <i>et al.</i> , 1988)
2.	E-WOM	e-WOM 1 = ability to reach a large number of people; e-WOM 2 = communication can take place across different internet platforms (e.g., Twitter, Facebook, Instagram); e-WOM3 = written words remain online and are available on-demand; e-WOM4 = allows for positive or negative ratings of products; e-WOM5 = provides for the formation of specialized, non-geographically bound communities;	(Berger, 2014); King et al. (2014)
3.	Trust	T1 = Fulfillment of promises by firms; T2 = confidence that firms will act in the best interests of the consumer; T3 = opinion that firms are concerned about consumer satisfaction; T4 = belief that firms make honest transactions; T5 = Trust in the technical capacity of firms;	Ganesan (1994); Harris and Goode (2004); Doney and Cannon (1997);
4.	Purchase Intention	PI1 = To reject the possibility of buying; PI2 = A probability exists of buying; PI3 = To accept the idea of buying; PI4 = willingness to buy; PI5 = Will consider buying;	Ettenson and Klein (2005); Dodds et al. (1991); Javalgi et al. (2005); Grewal et al. (1998); Ettenson and Klein (2005); Sweeney et al. (1999)