

CHAPTER II

LITERATURE REVIEW

2.1. Literature Review

2.1.1. Source Credibility Theory

In this study, the theoretical foundation is grounded in the Source Credibility Theory (Hovland & Weiss, 1951; Ohanian, 1990), which serves as the primary grand theory supporting the proposed research framework. According to Source Credibility Theory, the persuasive power of a communicator is based on three core dimensions of credibility: expertise, trustworthiness, and attractiveness. In social media marketing, influencers are persuasive communicators, and their credibility affects audience perceptions. Credibility is the knowledge, honesty, and attractiveness of the influencer, leading consumers to accept their messages. Greater influence results from an influencer's credibility as consumers form a positive impression of a brand through the influencer, increasing brand trust. Source Credibility Theory and influencer credibility help explain the impact on purchase intention through brand trust, making it applicable to the study.

2.1.2. Influencer Credibility

Influencer credibility refers to the extent to which social media influencers are perceived by their followers as trustworthy, knowledgeable, and appealing. Building on the Source Credibility Theory, this concept emphasizes how perceived expertise, trustworthiness, and attractiveness shape the persuasiveness of influencers in digital environments. In today's social media landscape, credibility is no longer tied merely to popularity or follower count, but rather to the perceived authenticity and engagement strategies of influencers. Celestin & Singaram (2024)

stated that credibility significantly enhances consumer engagement and strengthens brand-related perceptions in digital marketing.

Research shows that influencer content and interaction with followers significantly shape how credible they are perceived to be. For instance, Belanche et al. (2021) stated that influencers who maintain authenticity and consistent engagement strategies foster stronger trust and credibility among their followers. Similarly, Ki et al. (2020) stated that influencer-generated content that highlights expertise and relatability enhances followers' trust and reduces skepticism toward promotional messages. More recently, Sokolova & Kefi (2020) confirmed that influencer credibility strongly drives consumer attitudes and purchase-related behaviors in social commerce settings.

The three dimensions of credibility continue to serve as the foundation for understanding influencer effectiveness. Expertise reflects an influencer's knowledge and ability to provide accurate product-related information, which enhances consumer perceptions of brand reliability (Belanche et al., 2021). Trustworthiness refers to honesty and integrity, which strengthen consumer confidence and willingness to act on recommendations (Liu & Zheng, 2024). Attractiveness, though often considered more emotional, still plays an important role, as studies have shown it increases message acceptance and persuasiveness, particularly in lifestyle and beauty industries (Garg & Bakshi, 2024). Collectively, these dimensions create a perception of overall credibility that is transferred from the influencer to the endorsed brand.

In the case of Cellosxz, a health-focused influencer, his credibility derives from a consistent persona, expertise in healthy living, and authenticity in content delivery. These attributes allow followers to perceive him as a reliable source of product recommendations. This credibility is expected to be transferred to Hotto, a functional beverage brand, which strengthens brand trust and increases consumers' purchase intention. Araujo et al. (2025) stated that health-related influencers who consistently demonstrate expertise and authenticity are more effective in building consumer trust. Thus, influencer credibility functions not only as a driver of consumer attention but also as a strategic factor that influences trust and purchasing behavior, especially in competitive markets where brand equity is still developing.

2.1.3. Brand Trust

Brand trust refers to the willingness of consumers to rely on a brand in situations of risk and uncertainty, based on the belief that the brand will consistently fulfill its promises. It is considered a cornerstone of consumer brand relationships, particularly in online and digital environments where consumers have limited opportunities to physically evaluate products. Chaudhuri & Holbrook (2001) emphasized that brand trust influences brand loyalty, which subsequently drives improved brand performance and long-term advocacy. Expanding on this, Ballester et al. (2003) developed and validated a brand trust scale, highlighting its multidimensional nature that encompasses reliability, integrity, and honesty dimensions that can be empirically tested in marketing research.

In recent years, scholars have reinforced the critical role of brand trust in the digital economy. Ling et al. (2023) confirmed that brand trust and brand attitude

are significant predictors of purchase intention in e-commerce, underlining the importance of trust in shaping consumer decisions when product verification is limited. Similarly, Nogueira et al. (2023) demonstrated that customer-centric sustainability practices strengthen brand trust, which subsequently enhances consumer attitudes and engagement. In digital service industries, Ly (2025) found that trustworthiness, service quality, and convenience are decisive factors for customer satisfaction and loyalty, showing that trust operates as a bridge between customer experience and long-term behavioral outcomes.

In addition to these perspectives, research has also explored the key factors that influence the development of brand trust across industries. Batsukh & Chen (2024) empirically confirmed that quality, reputation, communication transparency, service, and corporate social responsibility are significant drivers of brand trust in the luxury goods industry. Their findings highlight that trust is shaped by both tangible factors, such as product quality and service, and intangible factors, such as corporate values and transparency.

In the context of functional beverages, brand trust becomes particularly critical because consumers are often cautious about health-related claims and product safety. Trust not only reduces skepticism and increases confidence in product safety and effectiveness, but also acts as both a direct antecedent of purchase intention and a mediating mechanism that channels the influence of marketing factors into consumer behavior. Iglesias et al. (2020) mentioned that trust is fundamental to developing relationships between consumers and brands. This is particularly true for sectors that value intangible attributes such as authentic brand

communication and transparent brand behaviors. In addition to this, Firoozzare et al. (2024) explained that for consumers, the trust for healthy food products is high. This is an indication that trust is built with more than just the perceived safety of the products and that consumers' information level contributes to higher trust. In line with this, Gonzales et al. (2021) found that when brands are perceived as credible and socially responsible, trust increases substantially, particularly in the food and beverage sector. Thus, maintaining brand trust through consistent communication, transparency, and authenticity is essential to build consumer loyalty and ensure sustainable long-term success.

2.1.4. Purchase Intention

Purchase intention refers to the likelihood or willingness of a consumer to buy a particular product or service in the future. Fahlevi et al. (2024) stated that purchase intention is shaped by several key determinants such as attitude, perceived value, and brand trust, which collectively explain consumers' willingness to engage in future purchasing behavior. This theoretical foundation highlights why purchase intention is one of the most widely used constructs in consumer behavior research, as it bridges the gap between consumers' perceptions and their actual purchasing outcomes.

In marketing research, purchase intention is often considered a proxy for actual buying behavior, shaped by determinants such as perceived value, product quality, brand trust, and attitudes toward the brand. When consumers perceive that a product offers high credibility and usefulness, their likelihood to purchase increases accordingly. Wu & Huang (2023) stated that perceived value and

consumer trust significantly determine continuous purchase intention in live-streaming e-commerce. Similarly, Liu (2022) found that influencer marketing initiatives not only shape purchase intention but also encourage sustainable consumer behavior. Malik et al. (2023) emphasized that affective and cognitive attitudes mediate the impact of social commerce constructs on purchase intention, highlighting the complexity of online decision-making. More recently, Mohamed et al. (2025) confirmed that influencer attributes such as trustworthiness and expertise strengthen the credibility of product information, thereby enhancing purchase intention.

The role of brand trust has also been emphasized as a key driver of purchase intention. Nogueira et al. (2023) stated that consumers who believe in a brand's reliability are more likely to make purchase decisions with confidence. Likewise, Batsukh & Chen (2024) found that brand trust reduces uncertainty and increases willingness to purchase. In the context of health-related products such as Hotto, this is especially important, considering that consumers are more skeptical about food and beverages with functional claims or health benefits. Coutinho et al. (2023) endorsed the idea that social media influencer credibility alters consumers' post-purchase behaviors toward acceptance of the brand by suggesting that influencer credibility fosters trust. Endorsements by Cellosxz, whom many see as authentic and health-conscious, may considerably enhance Hotto's marketing by increasing purchase intention.

In addition to predicting actual sales, purchase intention also serves as an indicator of marketing accomplishment and potential. Short-term sales predictions

demonstrate that purchase intention contributes to brand equity, customer satisfaction, and ongoing engagement. Istijanto et al. (2023) reiterated this by stating that satisfaction with the attributes of the product influences consumers' purchase intentions, thereby linking actual behaviors to internal assessments.



2.2 Prior Research

Table 2. 1. Prior Research

No	Title/Author/ Year	Variable	Research methods	Results
1.	The Relationships among Influencer Credibility, Brand Trust, and Purchase Intention: The Case of Instagram Umut Kemeç & Hale Fulya Yuksel (2021)	Dependent Variable: Influencer Credibility Independent Variable: Purchase Intention Mediation Variable: Brand Trust H1: Influencer credibility positively affects purchase intention H2: Influencer credibility positively affects brand trust. H3: Brand trust positively affects purchase intention. H4: Brand trust has a mediation effect on the relationship between influencer credibility and purchase intention.	Quantitative, sampling and respondents as stated in journal, SEM/PLS.	Influencer credibility significantly affects brand trust and purchase intention. Brand trust mediates the relationship. Purchase intention varies by product category.
2.	The Influence of Social Media Marketing on Purchase Decision	Dependent Variable: Purchase Decision Independent Variables:	Quantitative, 416 respondents, SEM	Social media marketing positively influences purchase decision directly and indirectly via brand trust;

	Through Brand Trust as an Intervening Variable Fernidella Intania Salman & Adhi Prasetyo (2025)	Social Media Marketing (Informativeness, Interactivity, Perceived Relevance) Mediation Variable: Brand Trust H1: Informativeness positively affects Brand Trust. H2: Interactivity positively affects Brand Trust. H3: Perceived Relevance positively affects Brand Trust. H4: Brand Trust positively affects Purchase Decision. H5: Brand Trust mediates the relationship between Social Media Marketing factors and Purchase Decision.		informativeness and interactivity stronger than perceived relevance.
3.	Influencer Captions and Credibility on Instagram: Investigating Their Impact on Brand Trust, Brand Awareness and Purchase Intention	Dependent Variable: Purchase Intention Independent Variables: Influencer Captions, Influencer Credibility Mediation Variable:	Quantitative research, Survey method with structured questionnaire, 384 valid respondents (Instagram users, Jordan), Purposive sampling, SEM-	Influencer captions and credibility significantly impact brand trust, brand awareness, and purchase intention.

	Sakher Faisal Alfraihat, Khaled M. Aboalghanam, Mahmoud Alghizzawi, Mohammed Habes, Orouba Almuhaissen (2025)	Brand Trust H1: Influencer Captions positively affect Brand Trust. H2: Influencer Credibility positively affects Brand Trust. H3: Brand Trust positively affects Purchase Intention. H4: Brand Trust mediates the relationship between Influencer Captions/Influencer Credibility and Purchase Intention. H5: Brand Trust mediates the relationship between Influencer Credibility and Purchase Intention. H6: Influencer Captions positively affect Brand Awareness. H7: Influencer Credibility positively affects Brand Awareness.	AMOS for data analysis	
4.	<i>Pengaruh Social Media Influencer Credibility dan E-WOM Terhadap Purchase Intention Skincare Produk Lokal di Jabodetabek Melalui Brand Trust.</i>	Dependent Variable: Purchase Intention Independent Variables: Social Media Influencer Credibility, E-WOM Mediation Variable:	Quantitative, 300 respondents, SEM-AMOS	SMI credibility and E-WOM significantly influence purchase intention, with brand trust mediating; SMI credibility has no direct effect on purchase intention.

	Siti Khairul Aini, Setyo Ferry Wibowo, Nofriska Krissanya (2025)	Brand Trust		
5.	<i>Pengaruh Parasocial Relationship terhadap Influencer Credibility: Peran Moderasi Audience Comments, Mediasi Influencer Credibility, dan Dampaknya pada Brand Trust dan Purchase Intention</i> Vinsensia Tri Arisa (2025)	Dependent Variable: Purchase Intention Independent Variable: Parasocial Relationship Mediation Variables: Influencer Credibility, Brand Trust H1: Parasocial Relationship positively affects Influencer Credibility. H2: Influencer Credibility positively affects Brand Trust. H3: Brand Trust positively affects Purchase Intention. H4: Influencer Credibility and Brand Trust sequentially mediate the relationship between Parasocial Relationship and Purchase Intention	Quantitative, 174 TikTok users, SEM	Parasocial relationship positively influences influencer credibility, which enhances brand trust and purchase intention; audience comments weaken this effect.
6.	Impact of Social Media Influencers Credibility on Destination Brand	Dependent Variable: Destination Purchase Intention	Quantitative, 356 tourists in Kashmir, SEM	SMI credibility positively affects DBT and DPI, with DBT mediating the relationship.

	Trust and Destination Purchase Intention: Extending Meaning Transfer Model Ashaq Hussain Najar, Iram Sadia Wani, Ab Hamid Rather (2024)	Independent Variable: Social Media Influencer Credibility Mediation Variable: Destination Brand Trust H1: Social Media Influencer Credibility positively affects Destination Purchase Intention. H2: Social Media Influencer Credibility positively affects Destination Brand Trust. H3: Destination Brand Trust positively affects Destination Purchase Intention. H4: Destination Brand Trust mediates the relationship between Social Media Influencer Credibility and Destination Purchase Intention.		
7.	Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention	Dependent Variable: Purchase Intention Independent Variables: Credible Attributes (Trustworthiness, Expertise, Attractiveness), Parasocial Interaction	Quantitative, 357 respondents in India, SEM (SmartPLS)	Credibility traits influence purchase intention, trust partially mediates, parasocial interactions positively affect purchase intention.

	Mukta Garg & Apurva Bakshi (2024)	Mediation Variable: Trust H1: Credible Attributes positively affect Trust. H2: Trust positively affects Purchase Intention. H3: Parasocial Interaction positively affects Purchase Intention. H4: Trust mediates the relationship between Credible Attributes and Purchase Intention.		
8.	The Influence of Brand Image and Influencer's Credibility on Buying Decisions with Brand Trust as an Intervening Variable Nizar Alam Hamdani, Alam Maulana, Hedi Cupiadi, Sinta Dewi (2024)	Dependent Variable: Buying Decision Independent Variables: Brand Image, Influencer Credibility Mediation Variable: Brand Trust H1: Brand Image positively affects Brand Trust. H2: Influencer Credibility positively affects Brand Trust. H3: Brand Trust positively affects Buying Decision.	Quantitative, 100 respondents, PLS-SEM	Brand image and influencer credibility positively affect brand trust and buying decisions; brand trust mediates brand image but not influencer credibility on buying decisions.

		H4: Brand Trust mediates the relationship between Brand Image and Buying Decision.		
9.	Decoding Digital Persuasion: A Multi-Dimensional Analysis of Social Media Influencers' Impact on Consumer Purchase Intentions in the Beauty Industry Vu Hiep Hoang & Le Thuy Anh Hua (2024)	Dependent Variable: Purchase Intention Independent Variables: Influencer Credibility, Content Quality, Parasocial Interaction, Perceived Authenticity Mediating Variables: Brand Trust, Attitude Towards the Product Moderating Variable: Product–Influencer Fit H1: Influencer Credibility positively affects Brand Trust. H2: Content Quality positively affects Brand Trust. H3: Brand Trust positively affects Purchase Intention. H4: Parasocial Interaction positively affects Purchase Intention. H5: Perceived Authenticity positively	Mixed methods: SEM (SmartPLS4) + fsQCA 412 consumers (beauty industry context) Online survey (Likert scale)	Influencer credibility, content quality, parasocial interaction, and authenticity positively affect purchase intention both directly and indirectly; Brand trust and attitude towards the product mediate the relationships; Product–influencer fit strengthens the effect of influencer credibility on purchase intention; fsQCA shows multiple configurations leading to high purchase intention (equifinality).

		affects Purchase Intention. H6: Brand Trust and Attitude Towards the Product mediate the relationships. H7: Product–Influencer Fit moderates the relationship between Influencer Credibility and Purchase Intention.		
10.	<i>Pengaruh Kredibilitas Influencer terhadap Intensi Pembelian Produk Fashion melalui Kepercayaan Merek</i> Felly Octaviani & Frangky Selamat (2023)	Dependent Variable: Influencer Credibility Independent Variable: Purchase Intention Mediation Variable: Brand Trust H1: The credibility of the influencer has a positive and significant influence on brand trust. H2: The credibility of the influencer has a positive and significant influence on purchase intention. H3: Brand trust has a positive and significant influence on purchase intention. H4: Brand trust mediates the relationship between influencer	Quantitative, purposive sampling, 130 respondents (18–35 years old, Instagram users in Jakarta), online questionnaire (Likert 1–5), SmartPLS 4.0	Influencer credibility significantly affects brand trust and purchase intention. Brand trust mediates the relationship.

		credibility and purchase intention.		
11.	Influencer's Role In Applying the Environmental Lifestyle to Brand Trust And Purchase Intention Agustina Fitrianingrum & Sinya Rita (2021)	Dependent Variable: Purchase Intention (Eco-friendly Products) Independent Variables: Parasocial Relationship, Perceived Behaviour Mediation Variables: Influencer Credibility, Brand Trust H1: Parasocial Relationship positively affects Influencer Credibility. H2: Perceived Behaviour positively affects Influencer Credibility. H3: Influencer Credibility positively affects Brand Trust. H4: Brand Trust positively affects Purchase Intention. H5: Influencer Credibility and Brand Trust sequentially mediate the relationship between Parasocial Relationship/Perceived Behaviour and Purchase Intention.	Quantitative, 250 respondents, Purposive Sampling, SPSS & SmartPLS	Parasocial relationship, influencer credibility, perceived behaviour, brand trust positively affect purchase intention for eco-friendly products.

2.3 Conceptual Model and Hypothesis Development

2.3.1 Influencer Credibility Influences Brand Trust

The association between influencer credibility and consumer perception, particularly towards brands, is noteworthy. Influencers who are perceived to be credible have their positive characteristics aligned with the endorsed brand increasing the positive brand association and trust towards the brand. This is particularly valuable in the context of e-commerce, in which consumers cannot examine the product firsthand. Belanche et al. (2021), suggest that the more a social media influencer speaks and the more consistent their speech is, the more real, (less fake) or authentic he/she is perceived to be, subsequently increasing the credibility of the brand s/he is advertising. This phenomenon of duplicity is mirrored or is comparable in the study conducted by Liu & Zheng (2024) which suggested that trust in an influencer advertising a brand results in trust towards the advertised brand.

The empirical evidence is consistent and growing across different sectors. As indicated by Garg & Bakshi (2024), the influencer characteristics (expertise and attractiveness) as credibility factors have enhanced trust towards the advertised social media cosmetic brands. Also, based on a positive brand image, the reputation of the brand, and consumer confidence, the presence of a credible communicator or influencer enhanced trust towards luxury brands. As indicated by Coutinho et al. (2023) in the digital business context, the reduced perceived uncertainty or risk in the endorsed product is enhanced by the influencer credibility.

This study shows that influencer credibility works as a strategic anchor of brand trust for consumers. By fostering product information trustworthiness and lessening risk concerns, credibility lays the groundwork for lasting consumer-brand partnerships. Therefore, influencer credibility evokes trust toward the promoted brands.

H1: Influencer credibility has a significant effect on brand trust.

2.3.2 Influencer Credibility Influences Purchase Intention

Influencer trust also shapes customer intent on purchases. Knowledgeable influencers gain trust. Trusting influencers give more confidence to customers to consider purchase. Content by credible influencers raise trust on marketing and elevates purchase intent, according to Ki et al. (2020). In addition, Mohamed et al. (2025) indicates that honesty influences trust on product information and motivates customers to buy.

Garg & Bakshi (2024) supports this relationship by noting that the credibility of influencers in the beauty industry enhances the persuasive adoption of consumer recommendations. Similarly, Wu & Huang (2023) noted that in the case of live-streaming e-commerce, there is a credible influence in the context of consumer confidence by the streamers on the completion of the transaction. This now establishes perceived credibility as a means of fostering confidence, enhancing the persuasion of the message, and increasing the intent to purchase.

The findings indicate that the relatability of an influencer generates positive perception from consumer however, clarifies the direct link to purchase-related

behavior. Consumers trust influencer recommendations, leading to an increase of purchase intention.

H2: Influencer credibility has a significant effect on purchase intention.

2.3.3 Brand Trust Influences Purchase Intention

As long as scholars engage with the literature of marketing (faith) in brands has been believed to be the most important factor related to the (positive) intention to purchase. If consumers think (believe) the brand is trustworthy and can deliver on its promises, they would likely (positive) convert their perception into (behavioural) action. According to Nogueira et al. (2023), a brand's faith acts as a mechanism to reduce (def) skepticism and assist consumer purchase (decision). Brand (faith) also, in Batsukh & Chen (2024) cuts down (def) skepticism and increases consumer purchase (willingness), thus, most importantly, lowering (perceived) risk (in) the decision.

There are a number of studies that support this argument. Wu & Huang (2023) verified that even in digital markets where consumers cannot verify products, trust still plays a key role in driving and sustaining purchase confirmed that consumers are more likely to buy, when such trust is earned through true and credible communication and messaging about the brand. Also, Iglesias et al. (2020) said that without trust, strong consumer–brand relationships are impossible, and that it is this trust that leads to increased purchasing and loyalty.

When people trust a brand, they are more likely to follow through on their plans to buy something. People will hold on to their brand trust, as long as they feel less hesitant, more confident, and have brand promises that they believe are reliable.

Brand trust helps turn positive feelings about a brand into plans to buy something from that brand.

H3: Brand trust has a significant effect on purchase intention.

2.3.4 Brand Trust Mediates the Relationship between Influencer Credibility and Purchase Intention

Even though the credibility of an influencer helps to develop purchase intention, many studies show that this is not a direct effect, as a lot of the time it is mediated by trust in the brand. Consumers are likely to be positively biased toward the brand the influencer is endorsing by virtue of the trust in the influencer, which makes trust in the brand an important mechanism that links credibility to some behavioral aspect of purchasing. Liu & Zheng (2024) noted that influencer authenticity, credibility, and the resulting parasocial relationships with followers, enhance trust in the brand being endorsed.

There is empirical evidence supporting this mediating role. For instance, Wu & Huang (2023) argues that because of its dominant position, trust serves as a mediator in determining purchase intention in digital commerce. In the same way, Kemec & Yuksel (2021) reports that on social media, brand trust as a mediator is necessary in the relation of purchase intention to the credibility of an influencer. Comparable findings were also reported by Octaviani & Selamat (2023) in the fashion industry and by Aini et al. (2025) in the skincare sector, both showing that credibility operates through brand trust to influence consumer purchasing behavior.

Theoretically, these findings indicate that while influencers may possess credibility, this does not mean that they will lead to purchase intentions. They rather

operate on the trust continuum, with brand trust becoming the most critical factor in deciphering the impact of influencer credibility on consumer purchase decisions.

H4: Brand trust mediates the relationship between influencer credibility and purchase intention.

2.4. Research Framework

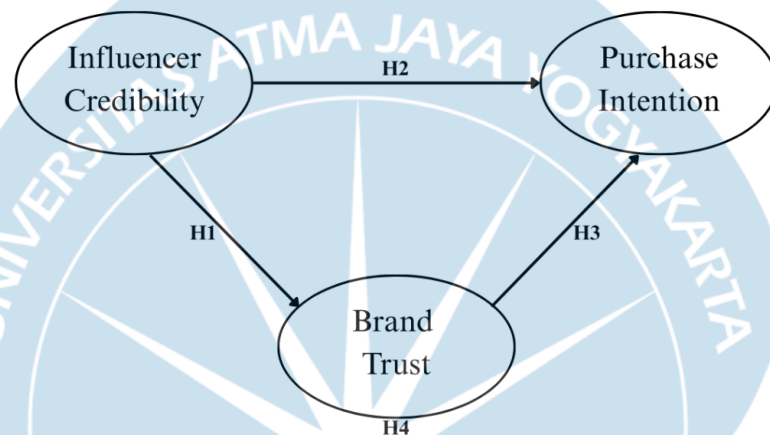


Figure 2. 1. Research Framework

Source: Adapted from Kemec & Yuksel (2021)