

## **Persuasive Effect of Type and Credibility of Endorser on The Formation of Consumer Attitudes and Purchasing Intention\***

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### **Abstract**

This study examines the influence of endorser type (celebrity and non-celebrity) and endorser credibility (high and low) on purchase intentions. It also explores the mediating effect of attitude towards the advertisement and attitude towards the brand. Experimental research was used for this study. This research data indicate that the celebrity endorser status featured in an ad shows consumers' higher purchase intentions. Also, the endorser's credibility had a significant influence on purchase intention. This finding proves that the endorser's attractiveness and the endorser's credibility substantially affect the purchase intention. In addition, attitudes toward brands did not mediate the relationship of attitudes toward advertisement to purchase intentions. Although the results show that celebrity endorsers are preferred, marketers should consider the right decision to choose an endorser to assess the endorser's credibility.

**Keywords:** Endorser, Celebrity endorser, Credibility endorser, Experiment