

The Influence of Source Credibility, Endorser Credibility and Message Appeal on Consumers' Purchase Intention: An Empirical Analysis

S Sudheer, M Siva Koti Reddy, A Sai Manideep

Abstract--- This paper explores the effect of confined constructs source credibility, endorser credibility and message appeal on grocery items purchase intention. The study was performed on the sample of respondents residing in Guntur, Andhra Pradesh, India. The sample was determined by a non-probabilistic method (Snowball method). A survey questionnaire was prepared based on previous literature and its Statistical validated was verified using exploratory factor analysis method and multiple linear regressions was used to find the proportional variance explained by this model. The demographic factor used as a control variable (educational qualification). Finally, it is found that both endorser credibility and message appeal have shown an significant relation formation of purchase intention for grocery items and purchase decision was influenced by educational qualification of the respondents.

Keywords: Constructs source credibility, Endorser credibility, Message appeal, Grocery items purchase intention.

I. INTRODUCTION

It can be frosted from the literature that celebrity endorsers positive significantly influence the attributes such as attitudes toward the advertisement, products or services from the brand, and purchase intention were, celebrity endorsement have benefits and cultural influences(Ferle & Choi, 2001). Authors argued that emotions could be positive or negative and replaced the CBF Grid's thinking and feeling labels with informational and transformational motivations(Sharif & Ahmad, 2016). The literature proposed the six-segment message strategy wheel, which divides advertising strategies into two communication views of in transmission and ritual(Kolej & Sunway, 2004; Sharif & Ahmad, 2016; Wu & Wang, 2011). If the message from the source contains reality it is determined by the consumer that such a source is credible. A due attention is to be given to determine source credibility for the process to persuasive

the consumer(Ahmed & Sallam, 2012). The attributes of the model are influence purchase intention.

Objectives of the Study: The focus of this study is to know

1. To determine the influence of attributes of the persuasive factor: Source credibility, Endorser Credibility and Message Appeal on purchase intention.
2. To determine whether educational qualification of the consumers would make any influence on purchase intention with respect to attributes of the persuasive factors.

II. LITERATURE REVIEW

III. ENDORSER CREDIBILITY

Consumers habitually envy celebrities and the message generated by them is considered is most reliable were, this why the reason the celebrities who endorse the brands are paid a lot as remuneration by the advertisers(Ferle & Choi, 2001). It can be frosted from the literature that celebrity endorsers positive significantly influence the attributes such as attitudes toward the advertisement, products or services from the brand, and purchase intention were, celebrity endorsement have benefits and cultural influences(Ferle & Choi, 2001). Advertisers use these celebrity endorsers in their ads and credibility of these endorsers is crucial to make consumers to purchase these brands(Goldsmith et al., 2019).

IV. MESSAGE APPEAL

Many studies have shown that messaging strategies can be classified as informational or transformational. The first refers to advertising that uses the consumer's knowledge or logic, while the second refers to advertising that uses emotions or senses(Wu & Wang, 2011). Foote, Cone & Belding Communications Inc. have explored and developed the so-called FCB network. This grid ranks products in terms of high / low participation and thought / feeling motivations: creating four types of products / services, each with a different effect hierarchy and a different advertising goal(Kolej & Sunway, 2004). Authors argued that emotions could be positive or negative and replaced the CBF Grid's thinking and feeling labels with informational and transformational motivations(Sharif & Ahmad, 2016). The literature proposed the six-segment message strategy wheel, which divides advertising strategies into two communication

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views of in transmission and ritual(Kolej & Sunway, 2004; Sharif & Ahmad, 2016; Wu & Wang, 2011).

V. SOURCE CREDIBILITY

The true understanding for Message source credibility can be depicted from the literature, that it is how much the receiver could believe the message sender and the effect of belief of the message depends by the effect of the source that it claims(Wu & Wang, 2011). It is to be noted that the effect of persuasiveness depends on the credibility of the source were, it is an important factor to be considered(Gotlieb & Sarel, 1991). If the message from the source contains reality it is determined by the consumer that such a source is credible. A due attention is to be given to determine source credibility for the process to persuade the consumer(Ahmed & Sallam, 2012).

The credibility of the source that which generates a message is termed as message source credibility which is a higher order construct and it contains three sub-dimensions: trustworthiness- the degree of confidence on source to the receiver, expertness- it is the knowledge possessed by the sender toward message and attractiveness- that who sender convinced the receiver to consume services or products(Ahmed & Sallam, 2012; Gotlieb & Sarel, 1991; Sharif & Ahmad, 2016; Goldsmith et al., 2019).

VI. PURCHASE INTENTION

With the support of the previous studies it can be determined that the attributes of the persuasive factor is been influenced by Source credibility (Gotlieb & Sarel, 1991; Jimmy, Miao, Kuo, & Lee, 2011; Kolej & Sunway, 2004; Neal & Lapitsky, 1991; Wu & Wang, 2011), Endorser Credibility(Ahmed & Sallam, 2012; Ferle & Choi, 2001; Kolej & Sunway, 2004; Lafferty & Goldsmith, 1999) and Message Appeal(Busen, Mustaffa, & Bahtiar, 2016; Sharif & Ahmad, 2016; Wu & Wang, 2011).

VII. HYPOTHESIS FORMULATION

- H1:** There is a positive significant effect of Endorser Credibility on Purchase Intention.
- H2:** There is a positive significant effect of Message Appeal on Purchase Intention.
- H3:** There is a positive significant effect of Source Credibility on Purchase Intention.

VIII. METHODOLOGY

The method adopted for data collection is a non-probabilistic sampling method- snowball sampling such that, referrals from consumers as a chain process responses are collected and about 150 responses are collected in that after eliminating the inappropriate and semi-filled responses are

removed in the final process of data analysis and only a few about 4 responses cases are replaced with mean values and that task is achieved by SPSS. Finally, 139 samples are considered for analyzing the results. The effect of demographic factor 'Educational Qualification' is observed in the study.

Theoretical Model:

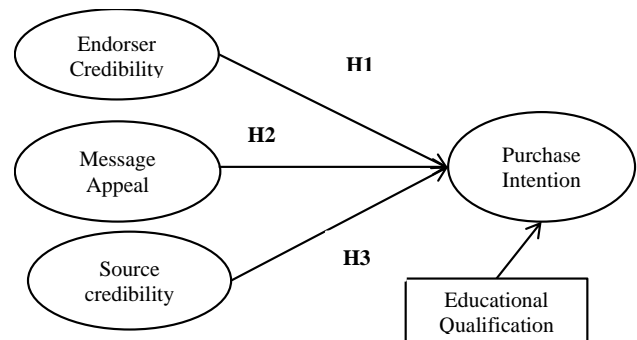


Figure 1: Proposed Model

IX. SCALE DESIGN:

The questionnaire consists of nine questions and all the questions were made in relevance to likert scale which is very famous in capturing intention and behavioral studies. The items in the scale are validated using explorative factor analysis. The scale under the construct source credibility is as follows: 'the message in the ads was trustworthy', the message in the ads was attractive' and the third question 'the message in the ads contains expertness'. The scale items under Message Appeal are: 'The message in the ad was communicative' and 'The message in the ad was logical'. The items under the construct Endorser credibility: 'The message delivered by the endorser is reliable' and 'I envy the endorser' and finally, Purchase Intention was measured with the items: 'I intend to purchase the product/service' and 'I recommend this product/service to others'. The measurement on the scale is 7 point likert scale (1= Very strongly agree to 7=very strongly disagree).

Form tables 1, from the total sample population male population are about 61.9 percent and the rest about 38.1 percent are female respondents. When come to the age category, 13.70 percent are below 20 years of age, 27.30 percent are under 20-25 years of age and majority about 42.40 percent are under 25-30 years of age and respondents with above 30 years of are about 16.50 percent of the total sample. With respect to marital status, about 65.50 percent are married and the rest about 34.50 percent are unmarried.

Demographics	Category	Frequency	valid Percent	Cumulative Percent	Mean	Std. Deviation
Gender	Male	86	61.9	61.9	1.38	0.48
	Female	53	38.1	100		
	Total	139				
Age	<20 Years	19	13.70	13.70	2.61	0.91
	20-25 Years	38	27.30	41.00		
	25-30 Years	59	42.40	83.50		
	> 30 Years	23	16.50	100		
	Total	139				
Marital Status	Married	91	65.50	65.50	1.34	0.47
	Un Married	48	34.50	100		
	Total					
Level of Job	Operational Level	131	94.20	94.20	1.11	0.46
	Tactical Level	0	0.00	94.20		
	Strategically Level	8	5.80	100.00		
	Total					
Educational Qualification	SSC/Diploma	3	2.20	2.20	2.28	0.57
	Degree/B.Tech	100	71.90	74.10		
	Post Graduate	30	21.60	95.70		
	Others	6	4.30	100.00		
	Total					
Monthly Income	Low Income	70	50.40	50.40	1.92	1.08
	Average Income	26	18.70	69.10		
	Above Average Income	26	18.70	87.80		
	High Income	17	12.20	100.00		
	Total					

Table 1: Demographic Characteristics

To be vanished, about 94.20 percent are under operational level category and no one from tactical level and only few about 5.80 percent are from strategically level. The most considered demographic of this study that, about 71.90 percent of the respondents possess graduation and 21.60 percent possessing post-graduation and only very few about 2.20 percent are with SSC/Diploma. When come to the Monthly income levels of the respondents about 50.40 percent are under low income group, 18.70 percent are from average income and above average income group and a few about 17 percent are from high income group.

X. ANALYSIS

The Kaiser-Meyer-Olkin (KMO) test is performed to know either the sample considered for the study is adequate or not. As per the literature the value of KMO value must be more than 0.6(Manideep, 2019). From the table 2, the value is 0.612 which is >0.6 of the standard vale. It can be determined that sample considered for the study is adequate. The other test, Bartlett's Test of Sphericity is used to measure the homogeneity of the data and this should be significant to evaluate that sample date is homogenous. From table 2, the sample data is homogenous.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.612
Bartlett's Test of Sphericity	Approx. Chi-Square
	226.610
	df
	36
	Sig.
	.000

Table 2: Sample Adequacy and Homogeneity. Source: SPSS Output

The constructs and the items are drawn from the literature, but the validity and to examine the variance explained by these constructs to the proposed model a dimension reduction technique is used in the present study. All the items and its responses are loaded in SPSS and Exploratory factor analysis is performed and it is found that four constructs evolved and the variance explained by these constructs is about 71.36 percent. As per the literature, a

model explaining 60 percent of variance is considered valid (Manideep, 2019) and .the factors are decided based on the eigenvalue, if the eigenvalue is >1 it is considered as a factor. The SPSS out below table 3 displays the result along with Rotation Sums of Squared Loadings.



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Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.231	24.787	24.787	2.231	24.787	24.787	1.987	22.076	22.076
2	1.764	19.600	44.387	1.764	19.600	44.387	1.543	17.148	39.224
3	1.399	15.546	59.933	1.399	15.546	59.933	1.505	16.722	55.946
4	1.029	11.435	71.368	1.029	11.435	71.368	1.388	15.422	71.368
5	.638	7.094	78.462						
6	.628	6.975	85.437						
7	.496	5.516	90.954						
8	.451	5.009	95.963						
9	.363	4.037	100.000						

Table 3: Variance Extracted from the Model Constructs

Extraction Method: Principal Component Analysis. Source: SPSS Output

The rotation technique in this model is varimax rotation, which is a non-orthogonal method that, from table 4, it can be determined that out of 15 items about 6 items are removed due to cross loadings and item loadings under that factor is less than 0.6 and this is done as per the literature. It can be observed from table 4, that all the items are >0.6 (Correlated with that factor) and 3 items are under

Source Credibility, and 2 items are under endorser credibility, message appealing and at last 2 items under purchase intention construct. The factor analysis does not define any causal relation between the factors but the validity of convergent and divergent validity is evaluated by this.

	Component			
	1	2	3	4
Source Credibility1	.871			
Source Credibility 2	.831			
Source Credibility 3	.719			
Message Appeal1		.856		
Message Appeal 2		.848		
Purchase Intention1			.861	
Purchase Intention 2			.857	
Endorser credibility1				.821
Endorser credibility 2				.820

Table 4: Item Loadings

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. Source: SPSS Output

XI. RESULTS AND DISCUSSIONS

The extracted constructs from the exploratory factor analysis are named as the with respect to item grouping which is displayed in table 4. A serial multiple regression method is used to observe the impact of the independent variables Source credibility, endorser credibility and message appeal on purchase intention before, to that

reliability of the items are verified using cronbac's alpha (α), it is found that all the values are ≥ 0.6 which is presented in table 5 along with mean and Std. Deviation. The correlation is also evaluated that all the independent constructs are positively correlated with dependent construct purchase intention and the degree of relation is positive.

Study Construct	MP	PI	SC	EC	Reliability	Mean	Std. Deviation	N
MP	1	.194*	.001	-.002	0.68	3.54	1.46	139
PI	.194*	1	.133	.258**	0.66	3.94	2.33	139
SC	.001	.133	1	.066	0.74	4.89	1.14	139
EC	-.002	.258**	.066	1	0.54	5.44	2.14	139

Table 5: Mean, Std deviation, Reliability and Correlation Matrix

*Correlation is significant at the 0.05 level the 0.01 level (2-tailed). Source: SPSS Output



A serial multiple hierarchal regression method is used to observe the impact of the independent variables Source credibility, endorser credibility and message appeal on purchase intention from table 6 it can be determined that message appeal is positively and significantly effects ($\beta = 0.18, P < 0.05$) the consumers purchase intention, source credibility do not significantly effects ($\beta = 0.094, P > 0.05$) the consumers purchase intention and endorser credibility positively and significantly effects ($\beta = 0.26, P < 0.05$) the consumers purchase intention and the awaited objective of

the study that educational qualification of the consumer has a significant impact ($\beta = -0.15, P < 0.10$) on the consumers purchase intention.

Two models are evaluated using hierarchal multiple regression method. Model 1: the effect of independent constructs predicted an 11 percent of proportional variation in the dependent variable purchase intention, which is observed from table 7, the coefficient of determinant R^2 is 0.11.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.726E-16	.081		.000	1.000
	Message Appeal	.195	.081	.195	2.411	.017
	Source Credibility	.117	.081	.117	1.440	.152
	Endorser Credibility	.251	.081	.251	3.094	.002
2	(Constant)	.629	.331		1.899	.060
	Message Appeal	.182	.080	.182	2.267	.025
	Source Credibility	.094	.081	.094	1.164	.247
	Endorser Credibility	.267	.081	.267	3.307	.001
	Educational Qualification	-.276	.141	-.159	-1.957	.052

a. Dependent Variable: Purchase Intention

Table 6: Standardized Coefficients of the Model. Source: SPSS Output

From the second model: message attributes along with educational qualification of the respondents have predicted a 14 percent of proportional variation (coefficient of determinant R^2 is 0.14). It is observed that the proportion of variation has increased by 3 percent ($R^2 = 0.11$, change in $R^2 = 0.03$) about 3 percent of the variance is explained by qualification of respondents and it is a key element in forming purchase intention.

Hence, it is proved that both the hypothesis, H1 and H2 are positive significantly associated with purchase intention means, both can contribute to formation of purchase intention and H3, the source credibility was not significant that means consumers do not consider this as a considerable factor in purchase decision. The control variable qualification of respondents also a major decision contributing factor.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Study Constructs	.344 ^a	.118	.098	.94
Study Constructs with Educational Qualification	.378 ^b	.143	.117	.93

Table 7: Model Summary. Source: SPSS Output

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