

The Influence Of Product Support On Herd Behavior And Brand Attitude: Direct Impact On Purchase Intention Of Scarlett Whitening

Fiekha Arjunie^{1*}, Asma'I Ishak²

^{1,2}Universitas Islam Indonesia

^{1*}Corresponding Author: arjuniefiekha02@gmail.com

Abstract

This study aims to determine the role of herd behavior and brand attitudes on the influence of product support on purchase intentions on Scarlett Whitening products. The population in this study were Indonesian citizens who had known or used Scarlett Whitening products. The results of an online survey using an online questionnaire with a google form obtained a sample of 380 respondents. In this study, AMOS 29 software was used to analyze all data. The variables used in this study were Electronic Word of Mouth, Celebrity Credibility, Source Congruence, Herd Behavior, Brand Attitude, and Purchase Intention. The results obtained from this study indicate that Celebrity Credibility influences Herd Behavior and Brand Attitude influences Purchase Intention.

Keywords: *Electronic Word of Mouth, Celebrity Credibility, Source Congruence, Herd Behavior, Brand Attitude, Purchase Intention.*

INTRODUCTION

At present, very rapid developments are occurring in the beauty industry in Indonesia. The development of digital technology is certainly indirectly involved in the changes and developments that occur in the beauty industry. The exchange of information that is currently occurring is so fast that people can easily absorb information from various media. Various information media also help people in increasing the use and awareness of skin and facial care products.



The beauty industry in Indonesia has shown significant growth every year, with more and more brands committed to providing products that are suitable for various skin types. The latest trends encourage many beauty manufacturers to produce products that not only meet the needs of the community but also increase awareness of skin care. According to data from the POM Agency, in the last five years there has been a 64.91% increase in the beauty industry, from 565 industries in 2019 to 1,067 industries by the end of 2023 (POM Agency, 2023). Skin care products such as Scarlett Whitening, which is in second place in best-selling sales, have succeeded in attracting consumers' attention through online marketing and the use of Celebrity.

Scarlett Whitening, which was founded in 2017, focuses on skin care products that help brighten and maintain healthy skin. Although the company has tried to market its products through various promotional strategies, challenges still arise. More and more consumers are providing reviews about their experiences, both positive and negative, which then become comparisons with other products. The success of a brand is not only driven by quality or price, but also by factors such as product support and brand attitude. Although product support has been given maximally by the company, including promotion and innovation, not all consumers follow it up with high purchase intention.

One aspect that plays an important role in marketing beauty products is Electronic Word of Mouth (e-WOM), where consumers share their experiences through social media. Research shows that not only the quantity, but also the quality of sentiment in e-WOM affects brand perception and purchasing decisions (Zhang et al., 2021). In addition, the use of Celebrity in promotions, especially from South Korean celebrities, is an effective trend in Indonesia. Scarlett Whitening, for example, has utilized this strategy to strengthen its brand and influence consumer purchase intention (Schouten et al., 2021). However, choosing the right Celebrity is very important, because credibility and relevance to the target market are the keys to the success of the promotion.

In the context of increasingly fierce competition in the beauty industry, consumer trust is a determining factor in the success of a brand. Previous studies have shown that herd behavior and brand attitudes play an important role in shaping purchase intention. Product support may not always directly increase purchase intention, but it can strengthen herd behavior and brand attitudes first. Based on this, the study will analyze the mediating role of herd behavior and brand attitudes in influencing the relationship between Product Support and purchase intention of Scarlett Whitening products.



LITERATURE REVIEW

Electronic Word of Mouth

In the context of digital platforms, e-WOM has evolved rapidly, especially through video sharing applications and review sites. This development provides new opportunities for e-WOM to operate more personally and dynamically. Factors such as the relevance and credibility of information are key elements in determining how much influence e-WOM has on consumer decisions. Liu et al. (2024) identified five main indicators that influence purchase intentions through e-WOM, including digital platforms, information credibility, social engagement, social effects such as bandwagon, and content quality. More active interaction with e-WOM content, for example through likes, comments, or shares, tends to strengthen consumers' emotional involvement. In addition, the creativity and visual quality of e-WOM content, such as interesting videos, can maximize its potential impact on consumer decisions. Research by Su et al. (2023) supports the view that e-WOM is closely related to herd behavior, where information conveyed through consumer reviews can be considered more credible and trustworthy compared to traditional marketing strategies.

H1: Electronic Word of Mouth Influences Herd Behavior

Celebrity Credibility

Breves et al. (2019) identified three main indicators in measuring the credibility of celebrity, namely expertise, trustworthiness, and attractiveness. Expertise includes the extent to which Celebrity have relevant knowledge about the advertised product. Meanwhile, the level of trustworthiness of Celebrity is determined by honesty and consistency in providing recommendations that are not misleading. Attractiveness, including in terms of personality, physical appearance, and the ability to connect with the audience, also plays an important role in attracting consumer attention and forming a positive emotional connection with the brand. Research from Su et al. (2023) highlights that the credibility of Celebrity is correlated with herd behavior, where recommendations that are considered credible will influence consumer purchase intentions. Burnasheva & Suh (2022) explain that effective use of celebrity credibility can maximize marketing impact, especially because celebrities are able to influence audiences persuasively.

H2: Celebrity Credibility Influences Herd Behavior

The credibility of Celebrity has a significant influence on brand attitudes and acts as a mediator in the relationship with purchase intentions, where credible Celebrity can



shape consumers' positive attitudes towards brands and increase their desire to purchase promoted products (Su et al., 2023; Suhud et al., 2023). According to Commer et al. (2021), Celebrity who are considered credible become symbols of quality and status, which strengthen consumers' positive perceptions of luxury brands. Research by Suhud et al. (2023) also found that the credibility of Celebrity is very effective in shaping brand attitudes if the Celebrity have expertise, attractiveness, and are trustworthy. However, according to Windya Giri & Alfaruqi (2023), the credibility of Celebrity does not always have an effect when consumers' experiences with the product or service are negative, so the credibility of Celebrity cannot automatically improve consumers' negative attitudes towards the brand.

H3: Celebrity Credibility Influences Brand Attitude

Source Congruence

According to Yılmazdoğan et al. (2021), there are several indicators in source fit, including value fit, audience fit, image fit, and product fit. Source fit is correlated with brand attitudes, where the characteristics of the Celebrity must match the brand content conveyed (Ecker & Antonio, 2020). Muda & Hamzah (2021) added that source fit involves the extent to which the content created by the celebrity, such as messages and styles, is in line with the brand identity. Research by Halder et al. (2021) highlights the importance of fit between the Celebrity and the brand in shaping positive consumer attitudes. However, Park & Lin (2020) show that source fit does not always have an effect on brand attitudes, especially in contexts where the Celebrity promotes products that are not in line with the lifestyle displayed, which can reduce the positive impact of the fit.

H4: Source Congruence Influences Brand Attitude

Herd Behavior

Herd behavior is defined as a phenomenon in which individuals make decisions based on the majority in their group, often without independent analysis. The desire to conform or avoid the risk of being left behind by trends is often the driving force behind this behavior (Choi et al., 2021). Individuals feel safer by following collective behavior, assuming that information from the majority is better as a basis for decision making. Therefore, the decisions taken are not always based on rational judgment, but rather on the tendency to imitate the actions of the majority, especially in situations of uncertainty (Vedadi & Warkentin, 2020; Ah Mand et al., 2023).



H5: Herd Behavior Influences Increasing Purchase Intention

Brand Attitude

Brand attitude is the assessment given by consumers to a particular brand, which is formed from their experiences and perceptions of the brand. Direct experience is very influential in forming brand attitudes, where positive experiences can produce better attitudes and contribute to consumer purchase intentions (Hwang et al., 2021). In addition, brand attitudes play an important role in shaping consumer behavior, including the decision to recommend and the intention to purchase and use the same brand. The relationship between good experiences and positive attitudes towards a brand is very close (Foroudi et al., 2021). A positive brand attitude not only increases consumer purchase intentions but also serves as a link between consumer knowledge of the brand and their desire to purchase the product (K. N. Liu et al., 2020). Indicators of brand attitude include perceived quality, brand image, emotional involvement, content relevance, trust, and brand appeal. Perceptual quality reflects consumers' beliefs about the high or low quality of a product, while brand image conveys content and messages that shape consumer perceptions. Emotional engagement relates to the extent to which social media evokes a positive response to a brand, relevance includes the suitability of content to consumer needs, and trust is formed from brand transparency and consistency, while appeal indicates a brand's ability to attract consumer attention and interest through engaging content.

H6: Brand Attitude Influences Increasing Purchase Intention

Purchase Intention

Purchase intention refers to the extent to which consumers plan to purchase a product from a particular brand (Zhuang et al., 2021), and reflects the decisions or plans that influence their purchasing actions (Rausch & Kopplin, 2021). This purchase intention also involves the likelihood of consumers to purchase a product after considering various factors, such as personal preferences, perceived value, and product relevance (Akkaya, 2021). The influence of Electronic Word of Mouth (eWOM), such as positive recommendations or reviews, can increase consumer trust and directly affect purchase intention (Romadhoni et al., 2023). Positive perceptions of a brand, which are based on experience, perceived quality, value, and brand image, also play an important role in increasing purchase intention (Machi et al., 2022). Some indicators of purchase intention



include environmental concern, where environmentally conscious consumers tend to choose environmentally friendly products; good product knowledge; price that is comparable to benefits; high product quality; trust in the brand; and social influence from recommendations and pressure from people around them. Overall, purchase intention reflects a consumer's desire to make a purchase in the near future and is influenced by promotions, information, or experiences related to the product (Junejo et al., 2022).

RESEARCH FRAMEWORK

Based on the description and explanation of theoretical investigations and hypotheses, a research model can be created which is used in this research. This research model is shown in the following figure:

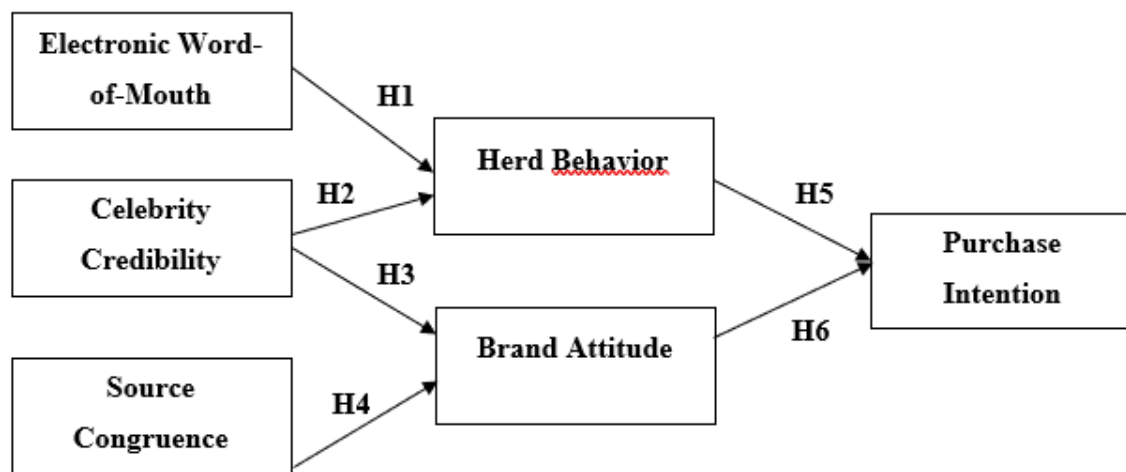


Figure 1. Research Framework

RESEARCH METHODS

This research was conducted in Indonesia with a focus on consumers of Scarlett Whitening products, which were chosen because of the rapid growth of the beauty industry and the popularity of this brand among the public. Data were collected through a questionnaire distributed online using Google Form, with respondents consisting of individuals who had known or used the product. The researcher shared the questionnaire link through various popular social media platforms in Indonesia, such as Instagram, TikTok, and Facebook, as well as through messaging applications such as WhatsApp

and Email. The data collected was primary data derived from the results of the questionnaire, with respondents who had an understanding of the Scarlett Whitening product.

In terms of population and sample, this study targeted Indonesian citizens who already knew or used the product. The sample was taken using a non-probability technique with the Convenience Sampling method, where respondents were selected based on ease of access and relevance to the research criteria. After data collection, the researcher managed to get 380 respondents, which was in accordance with the maximum sample size specified. Data collection was conducted through a questionnaire in the form of a rating scale and closed questions, which were divided into six sections to explore various variables related to consumer purchase intention. Before data collection was conducted, the questionnaire was also tested for validity and reliability.

RESULTS

From a number of respondents, data analysis was then carried out using model evaluation. The evaluation of the measurement model was tested using several indicators, including:

Statistics Analysis Measurement Model

Table 1. Goodness of Fit Variable

Variable	<i>Chi-Square</i>	<i>Normed Chi-Square</i>	RMSEA	GFI	NFI	CFI
Electronic Word of Mouth	20.453	10.227	0.156	0.976	0.958	0.961
Celebrity Credibility	108.427	5.421	0.108	0.929	0.916	0.930
Source Congruence	24.733	4.947	0.102	0.974	0.957	0.965
Herd Behavior	8.467	4.233	0.092	0.988	0.982	0.986
Brand Attitude	114.904	5.745	0.112	0.928	0.917	0.930
Purchase Intention	0.000	-	0.428	1.000	1.000	1.000



Goodness of Fit analysis shows that the Electronic Word of Mouth variable has a Chi-square value of 20.453 (Marginal Fit) and RMSEA 0.156 (Good Fit), while the Credibility of Celebrity records a Chi-square of 108.427 (Marginal Fit) and RMSEA 0.108 (Good Fit). The Source Congruence variable shows a Chi-square of 24.733 (Marginal Fit) and RMSEA 0.102 (Good Fit), while Herd Behavior has a Chi-square of 8.467 (Marginal Fit) and RMSEA 0.092 (Good Fit). For the Brand Attitude variable, the Chi-square value is 114.904 (Marginal Fit) and RMSEA 0.112 (Good Fit), while Purchase Intention records a Chi-square of 0.000 (Good Fit) with RMSEA 0.428 (Good Fit). Overall, the Goodness of Fit results show a model that is less fit, because the Chi-square and Normed Chi-square values have not met the specified significance, so the model needs to be modified for further analysis.

The Validity Test aims to determine how a construct is explained by each indicator. In this study, as a measure of variables, the indicators used must be declared valid with a loading factor value of >0.5 . The Standardized Loading Factor value will be eliminated if the value is <0.5 , this is because the indicator is considered invalid in measuring the construct (Ghozali, 2018).

Table 2. Validity Testing Results

Variable	Item	Loading Factor	Cut Off	Deskripsi
Electronic Word of Mouth (EWM)	EWM1	0.713	0,5	Valid
	EWM2	0.710	0,5	Valid
	EWM3	0.720	0,5	Valid
	EWM4	0.711	0,5	Valid
Celebrity Credibility	CC1	0.636	0,5	Valid
	CC2	0.635	0,5	Valid
	CC3	0.623	0,5	Valid
	CC4	0.726	0,5	Valid
	CC5	0.761	0,5	Valid
	CC6	0.696	0,5	Valid
	CC7	0.633	0,5	Valid
	CC8	0.722	0,5	Valid



Source Congruence	SC1	0.752	0,5	Valid
	SC2	0.685	0,5	Valid
	SC3	0.691	0,5	Valid
	SC4	0.604	0,5	Valid
	SC5	0.652	0,5	Valid
Herd Behavior	HB1	0.741	0,5	Valid
	HB2	0.723	0,5	Valid
	HB3	0.775	0,5	Valid
	HB4	0.608	0,5	Valid
Brand Attitude	BA1	0.697	0,5	Valid
	BA2	0.690	0,5	Valid
	BA3	0.699	0,5	Valid
	BA4	0.747	0,5	Valid
	BA5	0.740	0,5	Valid
	BA6	0.728	0,5	Valid
	BA7	0.690	0,5	Valid
	BA8	0.656	0,5	Valid
Purchase Intention	PI1	0.660	0,5	Valid
	PI2	0.688	0,5	Valid
	PI3	0.660	0,5	Valid

The reliability test refers to the stability of the measuring instrument and its consistency over time. Thus, Reliability is the ability of a measuring instrument to obtain the same results when used at different times. When a variable is said to be reliable if the Composite Reliability (CR) value is > 0.70 . A variable can be declared reliable if the Variance Extracted (AVE) > 0.50 . The following is a table of the results of the Confirmatory Test:

Table 3. Reliability Testing Results

Variable	Construct Reliability	Variance Extracted	Description
Electronic Word of Mouth	0.805	0,509	Reliable
Celebrity Credibility	0.873	0.463	Not Reliable



Source Congruence	0.809	0.460	Not Reliable
Herd Behavior	0.805	0.511	Reliable
Brand Attitude	0.888	0.499	Not Reliable
Purchase Intention	0.709	0.488	Not Reliable

Based on the validity test results above, it shows that all indicators obtained a value of >0.5 , thus the indicators were declared valid. Meanwhile, the Reliability Test shows the results where the variables are Electronic Word of Mouth and Herd Behavior has a CR value of >0.7 , and an AVE value of >0.5 . Other variables such as Celebrity Credibility, Source Congruence, Brand Attitude, and Purchase Intention have the same CR value as the previous variable, namely >0.7 , but an AVE value <0.5 can be considered unreliable. In response to these problems, this means that the model requires modification to increase the AVE value.

Structural Model

Table 4. Goodness of Fit Results

Criteria	Cut Off	Results	Description
Chi-Square	Expected Low	1445.071	Poor Fit
Normed Chi-Square	< 3	3.17	Marginal Fit
RMSEA	< 0.08	0.076	Good Fit
GFI	> 0.90	0.815	Marginal Fit
NFI	> 0.90	0.791	Poor Fit
CFI	> 0.90	0.846	Marginal Fit
ECVI	$< \text{ECVI Saturated}$	4.198	Poor Fit
CMIN/DF	< 2	3.176	Marginal Fit

The model results show a Chi-square value of 1445.071 and a Normed Chi-Square of 3.17, which exceeds the standard number of 3. This is due to the sensitivity of Chi-square to the large number of samples, so it does not meet the recommended standards. Therefore, it is necessary to pay attention to other criteria of Goodness of Fit such as RMSEA, GFI, NFI, CFI, ECVI, and CMIN/DF. This model has an RMSEA value of 0.076, which is considered a Good Fit. However, the GFI value of 0.815, although close to 0.90, is only considered a Marginal Fit. The NFI in this model is 0.791, which is lower than 0.90



and is considered a Poor Fit. The CFI in this model is 0.846, which is also considered a Marginal Fit because it has not reached 0.90. The ECVI value of the model is 4.198, higher than the Saturated ECVI of 2.786, so it is considered a Poor Fit. The CMIN/DF fit index, which is the result of dividing Chi-square by Degrees of Freedom, shows a figure of 3.176 which is considered Marginal Fit.

Based on the results above, it shows that the model must be modified to obtain good Goodness of Fit for each variable and the overall model, as well as improving the AVE value for several variables that do not meet the recommended criteria of >0.5.

Model Modification

Hair et al., (2006) in research using SEM (Structural Equation Modeling) recommends modifying in the form of deleting indicators based on the lowest loading factor value or lowest AVE value to overcome AVE values <0.5 and models that are not fit or do not meet the Goodness of fit criteria.

Table 5. Variance Extracted Results (AVE)

Variable	Item	Variance Extracted (AVE)	Description
Electronic Word of Mouth	EWM1	0.508	
	EWM2	0.504	
	EWM3	0.518	
	EWM4	0.506	
Celebrity Credibility	CC1	0.404	Deleted
	CC2	0.403	Deleted
	CC3	0.388	Deleted
	CC4	0.527	
	CC5	0.579	
	CC6	0.484	
	CC7	0.401	Deleted
	CC8	0.521	
Source Congruence	SC1	0.566	



	SC2	0.469	Deleted
	SC3	0.477	
	SC4	0.365	Deleted
	SC5	0.425	Deleted
Herd Behavior	HB1	0.549	
	HB2	0.523	
	HB3	0.601	
	HB4	0.370	Deleted
Brand Attitude	BA1	0.486	Deleted
	BA2	0.476	Deleted
	BA3	0.489	Deleted
	BA4	0.558	
	BA5	0.548	
	BA6	0.530	
	BA7	0.476	Deleted
	BA8	0.430	Deleted
Purchase Intention	PI1	0.436	
	PI2	0.473	
	PI3	0.436	

Based on the table above shows the AVE value of each indicator, the value shows the number of indicators below 0.5, where if the AVE value of an indicator is below 0.5 then it is recommended to delete the indicator. However, indicators with an AVE value below 0.5 will not be deleted entirely, aiming to prevent the loss of important information and prevent the impact on the overall validity that can be detrimental to the model if all indicators are deleted.

Measurement Model Results After Modification

Table 6. Goodness of Fit Variable After Modification

Variable	Chi-Square	Normed Chi-Square	RMSEA	GFI	NFI	CFI
Electronic Word-of-Mouth	12.150	12.150	0.172	0.984	0.975	0.977



Celebrity Credibility	4.075	2.037	0.052	0.995	0.992	0.996
Source Congruence	0.000	-	0.535	1.000	1.000	1.000
Herd Behavior	0.000	-	0.552	1.000	1.000	1.000
Brand Attitude	0.000	-	0.539	1.000	1.000	1.000
Purchase Intention	0.000	-	0.428	1.000	1.000	1.000

After modification, the Goodness of Fit analysis on the Electronic Word of Mouth variable showed an increase with a Chi-square value of 12.150 and a Normed Chi-square of 12.150 (both Marginal Fit), as well as RMSEA of 0.171, GFI of 0.984, NFI of 0.975, and CFI of 0.977 which are all considered Good Fit. On the Advertisement Star Credibility variable, the Chi-square value decreased to 4.075 and the Normed Chi-square to 2.037 (Marginal Fit), with RMSEA of 0.052, GFI of 0.995, NFI of 0.992, and CFI of 0.996 which also showed Good Fit. Meanwhile, the variables Source Fit, Group Behavior, Brand Attitude, and Purchase Intention all obtained Chi-square values of 0.000 and RMSEA above 0.428, with GFI, NFI, and CFI each reaching 1.000, indicating that all of these variables have Good Fit. Overall, the Goodness of Fit results after modification showed a significant increase compared to before modification. Although the Chi-square and Normed Chi-square values still did not meet the expected significance, the significant decrease from the previous values indicated that this modification successfully improved the overall model fit.

Table 7. Validity Testing Results After Modification

Variable	Item	Loading Factor	Cut Off	Description
Electronic Word of Mouth	EWM1	0.758	0,5	Valid
	EWM2	0.681	0,5	Valid
	EWM3	0.723	0,5	Valid
	EWM4	0.717	0,5	Valid
Celebrity Credibility	CC4	0.682	0,5	Valid
	CC5	0.744	0,5	Valid
	CC6	0.696	0,5	Valid



	CC8	0.722	0,5	Valid
Source Congruence	SC1	0.754	0,5	Valid
	SC3	0.723	0,5	Valid
Herd Behavior	HB1	0.740	0,5	Valid
	HB2	0.753	0,5	Valid
	HB3	0.769	0,5	Valid
Brand Attitude	BA4	0.746	0,5	Valid
	BA5	0.758	0,5	Valid
	BA6	0.716	0,5	Valid
Purchase Intention	PI1	0.723	0,5	Valid
	PI2	0.711	0,5	Valid
	PI3	0.688	0,5	Valid

Based on the validity test results above, it shows that all indicators still get a value of >0.5 and are declared valid, thus modifying the model by deleting several indicators does not hamper their validity value.

Table 8. Reliability Testing Results After Modification

Variable	Construct Reliability	Variance Extracted	Description
<i>Electronic Word of Mouth</i>	<i>0.811</i>	<i>0,518</i>	<i>Reliabel</i>
<i>Celebrity Credibility</i>	<i>0.802</i>	<i>0.503</i>	<i>Reliabel</i>
<i>Source Congruence</i>	<i>0.705</i>	<i>0.545</i>	<i>Reliabel</i>
<i>Herd Behavior</i>	<i>0.798</i>	<i>0.511</i>	<i>Reliabel</i>
<i>Brand Attitude</i>	<i>0.888</i>	<i>0.568</i>	<i>Reliabel</i>
<i>Purchase Intention</i>	<i>0.750</i>	<i>0.500</i>	<i>Reliabel</i>

The Reliability Test after modification showed that all variables were declared reliable, where all variables obtained a CR value of >0.7 and an AVE value of >0.5 . The model modification was declared successful in increasing the AVE value so that all variables were considered reliable.



Structural Model Results After Modification**Table 9. Goodness of Fit Results After Modification**

Criteria	Cut Off	Result	Description
Chi-Square	Expected Low	307.566	Marginal Fit
Normed Chi-Square	< 3	2.23	Good Fit
RMSEA	< 0.08	0.057	Good Fit
GFI	> 0.90	0.928	Good Fit
NFI	> 0.90	0.911	Good Fit
CFI	> 0.90	0.948	Good Fit
ECVI	< ECVI Saturated	1.086	Good Fit
CMIN/DF	< 2	2.229	Marginal Fit

After modification shows the value Chi-square 307.566 and Normed Chi-Square less than 3 is said to be good Fit , the modified results obtain an RMSEA value of 0.057 which is considered Good Fit, the modification results obtained an assumed GFI value of 0.928 Good Fit, the modification results get an NFI value of 0.911 which is considered Good Fit, the modification results get a CFI value of 0.948 which is considered Good Fit, the modification results get an ECVI above the Saturated ECVI, namely $1.086 > 1.093$ which is considered Good Fit, and the modification results get a CMIN/DF result 2,229 which is considered Marginal Fit. The results of the modification show that the model fit can be improved significantly. These changes ensure the model fits the data better, The significant decrease from the previous values indicated that this modification successfully improved the overall model fit.

Hypothesis Testing Results

Research Hypotesis	Estimate	S.E	C.R	P	Description
<i>H1: Electronic Word of Mouth Influences Herd Behavior</i>	-,263	,184	-1,429	,153	<i>Rejected</i>
<i>H2: Celebrity Credibility Influences Herd Behavior</i>	,951	,172	5,526	***	<i>Accepted</i>



H3: Celebrity Credibility Influences Brand Attitude	-1,058	1,578	-,671	,502	Rejected
H4: Source Congruence Influences Brand Attitude	2,314	1,928	1,201	,230	Rejected
H5: Herd Behavior Influences Increasing Purchase Intention	,046	,087	,529	,597	Rejected
H6: Brand Attitude Influences Increasing Purchase Intention	,645	,100	6,440	***	Accepted

The first hypothesis was tested to see whether Electronic Word of Mouth (eWOM) has an effect on herd behavior. The results of the analysis showed a value of -0.263 with a p-value of 0.153, which is greater than 0.05, indicating that eWOM does not have a significant effect on herd behavior. Thus, the first hypothesis was rejected, meaning that an increase in eWOM is not directly related to an increase in herd behavior.

In the second hypothesis, it was tested whether the Credibility of Celebrity affects herd behavior. The results showed a value of 0.951 with a p-value of 0.00, which is smaller than 0.01, so that the credibility of Celebrity is proven to have a significant effect on herd behavior. Therefore, the second hypothesis was accepted. Conversely, the third hypothesis tested the effect of Credibility of Celebrity on Brand Attitude. The result, a value of -1.058 with a p-value of 0.502 indicated no significant effect, so the third hypothesis was rejected.

The fourth hypothesis aims to test whether Source Congruence affects Brand Attitude, but the results show a value of 2.314 with a p-value of 0.230, which is greater than 0.05, so this hypothesis is rejected. The fifth hypothesis tests the relationship between Herd Behavior and Purchase Intention, with a result of 0.046 and a p-value of 0.597, which also shows no significant effect, so the fifth hypothesis is rejected.

On the other hand, the sixth hypothesis that tests the effect of Brand Attitude on Purchase Intention shows a value of 0.645 with a p-value of 0.00, so this hypothesis is

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accepted because Brand Attitude is proven to have a significant effect on Purchase Intention.

DISCUSSION

The results of the first hypothesis test (H1) show that Electronic Word of Mouth (eWOM) does not have a significant effect on herd behavior, with a p-value of 0.153 which is greater than the 5% significance limit. This finding is in line with previous studies which revealed that herd behavior is more influenced by social norms and pressure, not by eWOM, especially when eWOM does not conform to prevailing norms (Shaheed et al., 2021). This is also supported by Mattke et al. (2020), which states that individuals tend to be more influenced by strong social networks around them than information from weaker social relationships. Meanwhile, the second hypothesis (H2) reveals that Celebrity Credibility has a significant effect on herd behavior, with a p-value of 0.00 which is smaller than the 1% significance limit. Research by Su et al. (2023) states that consumers are more likely to believe in information from credible Celebrity, which encourages them to follow herd behavior, such as purchasing decisions.

The third hypothesis (H3) shows that the Credibility of the Celebrity has no significant effect on Brand Attitude, with a p-value of 0.502 which is greater than the 5% significance limit. According to Vidyanata et al. (2018), attitudes towards a brand are more influenced by consumer experience and product quality than who promotes the product, especially if the brand already has a strong reputation. Research by Chusnaini et al. (2021) also confirms that brand attitudes are often influenced by other factors such as brand reputation and product quality. The fourth hypothesis (H4) states that Source Congruence has no significant effect on Brand Attitude, with a p-value of 0.230 which is greater than 5%. Research by Folkvord et al. (2020) supports this result, stating that incongruence between Celebrity and brand values can cause consumers to feel less connected, which has the potential to negatively affect brand attitudes.

The fifth hypothesis (H5) herd behavior does not have a significant effect on purchase intention. This is shown by the probability value which is relatively more than the significance value of 5%, namely 0.597. Herd behavior tends to lead to impulsive decisions. Where individuals only follow what their group does without considering whether the product suits their needs, then this decision causes dissatisfaction which can reduce purchasing intentions (Zhu, 2022). Meanwhile, in the sixth hypothesis (H6) reveals that brand attitude has a significant effect on purchase intention. Lee et al., (2020)

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positive attitudes can increase consumer trust in brands. This trust acts as the main driver for making purchases.

CONCLUSION

The study on "The Mediating Role of Herd Behavior and Brand Attitude on the Influence of Product Support on Purchase Intention of Scarlett Whitening Products" has produced several important conclusions. First, Electronic Word of Mouth has no effect on herd behavior, which means that less influential eWOM sources will also not affect herd behavior. Second, the Credibility of Celebrity has an effect on herd behavior, where the more credible the celebrity, the easier the herd behavior is influenced. However, the credibility of Celebrity did not affect brand attitudes, indicating that consumers may not be affected by promotions if the Celebrity are considered less credible. In addition, source congruence did not affect brand attitudes, indicating that inconsistency between the product or brand and the source can reduce consumer impressions. Herd behavior also had no effect on purchase intentions, indicating that less credible group members tend to reduce purchase intentions. Finally, attitude toward the brand was shown to have a positive effect on purchase intentions, meaning that the more positive the consumer's impression of the brand or product, the greater their intention to buy.

RECOMMENDATION

After analyzing the existing limitations, the researcher provides several suggestions: First, further research is suggested to use several products as samples so that the research results are more valid and cover a wider population. Second, it is suggested that the questionnaire be distributed only to consumers who are interested in purchasing Scarlett Whitening products at locations that provide the products, so that the data obtained is more relevant.

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