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**THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND BRAND  
AMBASSADORS ON CONSUMER PURCHASE INTEREST MEDIATED BY  
ATTITUDE**

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**Abstract**

This study investigates the influence of online customer reviews and brand ambassadors on consumer purchase interest, with attitude examined as a mediating variable. Using a causal quantitative approach, data were gathered through structured questionnaires from 200 purposively selected respondents aged 18 and above who were familiar with Erigo's online reviews and brand ambassadors and had used the product. Data were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The results indicate that online reviews and brand ambassadors significantly affect consumer attitudes and purchase interest. While positive reviews enhance perceptions and credible ambassadors strengthen brand image, attitude was found to have no significant effect on purchase interest. It did not mediate the relationship between the independent variables and purchase interest. This finding suggests that other factors—such as price sensitivity, urgency of need, or situational influences—may play a stronger role in shaping consumer decisions than previously assumed by attitude-based models. Although this study offers relevant insights for digital marketing strategies, the use of purposive sampling and limited demographic scope restricts the generalizability of its findings and highlights the need for further research with more diverse populations and expanded theoretical frameworks.

**Keywords:** Attitude, Brand Ambassador, Consumer Behavior, Online Customer Reviews, Purchase Interest



## INTRODUCTION

The rapid advancement of digital technology has fundamentally changed how consumers seek information and make purchase decisions. Among these shifts, purchase intention, the likelihood that a consumer will buy a product, has gained strategic importance in marketing research, as it serves as a key predictor of actual buying behavior (Kotler & Keller, 2016; Schlosser, 2020). Numerous studies have highlighted that purchase intention is influenced by perceived value, trust, brand image, and increasingly, online reviews and endorsements from brand ambassadors (Zhu et al., 2021; Huang & Korfiatis, 2021).

Online reviews serve as a form of electronic word-of-mouth (e-WoM) that can reduce uncertainty and shape consumer attitudes (Fatima & Billah, 2022). Similarly, brand ambassadors—such as influencers or celebrities can affect consumer perceptions through credibility, attractiveness, and expertise (Shuardiyah & Sugiarto, 2020). However, prior findings remain inconclusive. While some studies find a strong positive influence of online reviews and brand ambassadors on purchase intention, others report insignificant or inconsistent effects (Nasution, 2021; Mardiana, 2020). This inconsistency suggests the presence of mediating variables, particularly consumer attitude, which comprises cognitive, affective, and behavioral dimensions and acts as a psychological filter in the decision-making process (Schiffman & Wisenblit, 2019).

Despite the increasing use of integrated marketing strategies that combine online reviews and brand endorsements, few studies have explored how consumer attitudes mediate the influence of these factors on purchase intention. Moreover, most existing research has focused on global brands, with limited attention to the local brand context. This is a critical gap, as local consumer



behavior may differ due to cultural familiarity, trust in domestic influencers, and the use of region-specific digital platforms.

Therefore, this study investigates the combined effect of online reviews and brand ambassadors on purchase intention, with consumer attitude as a mediating variable, specifically within the context of local brands. By addressing gaps in prior research and situating the study in a culturally relevant setting, this research offers practical insights for businesses aiming to develop adaptive and targeted digital marketing strategies aligned with evolving consumer behavior.

## LITERATURE REVIEW

### **Theoretical Framework: Online Review, Brand Ambassador, Attitude, and Purchase Intention**

This study draws upon the Theory of Planned Behavior (TPB) (Ajzen, 2015) as the overarching theoretical framework. TPB posits that an individual's attitude toward a behavior, along with subjective norms and perceived behavioral control, significantly influences their behavioral intention. Within this framework, attitude acts as a central mediator, translating external stimuli such as online reviews and brand ambassador influence into intention and potentially behavior.

Online customer reviews, a form of electronic Word of Mouth (eWOM), are voluntary, authentic evaluations that provide relevant insights into product quality and user experience (Xie et al., 2016; Hariyanto & Trisunarno, 2020). Their credibility and consumer-driven nature make them a powerful influence on perception and decision-making particularly in digital purchase environments where physical inspection is absent.



In parallel, brand ambassadors, especially credible, relatable figures, serve as strategic communication tools that shape brand image, instill trust, and align brand values with consumer identity (Ohanian, 1990; Spry et al., 2011). When consumers perceive a strong fit between themselves, the ambassador, and the brand, it enhances their attitudinal evaluation.

While each stimulus (online review, ambassador) can influence purchase intention directly, the mediating role of attitude provides a richer, theory-grounded explanation for how these stimuli work psychologically. However, the strength and direction of these effects may vary across contexts, such as local vs. global brands, or across types of ambassadors (celebrity vs. micro-influencer), which prior studies often overlook or inconsistently address.

### **The Influence of Online Customer Reviews on Attitude**

Online customer reviews significantly impact consumer attitudes toward a brand. According to Cheung & Thadani (2012), such reviews play a crucial role in shaping consumer perceptions and behaviors, as they are often viewed as credible and relevant information sources. Lee et al. (2008) also found that positive reviews enhance consumers' perceptions of brand quality and value, leading to more favorable attitudes. Thus, the more positive reviews a local brand receives, the more likely consumers are to develop a positive attitude toward it.

**H1: Online customer reviews influence consumer attitude.**

### **The Influence of Brand Ambassadors on Attitude**

Brand ambassadors play a vital role in shaping consumer attitudes toward a brand. Ohanian (1990) emphasized that the perceived credibility of a brand ambassador significantly affects consumers' attitudes toward both the advertisement and the endorsed brand. Similarly, Spry et al. (2011) noted that



when a brand ambassador is seen as credible, it fosters more favorable brand attitudes. Therefore, a credible brand ambassador can positively shape consumer perceptions and trust in a local brand.

### **H2: Brand ambassador influences consumer attitude.**

#### **The Influence of Attitude on Purchase Intention**

Consumer attitude toward a brand significantly affects their purchase intention. Cheung et al. (2021) revealed that a positive attitude boosts the likelihood of buying behavior. Yadav and Rahman (2018) affirmed that favorable brand attitudes lead to stronger purchase intentions, while Dhaoui (2020) supported that positive consumer attitudes directly and positively influence their buying decisions. Hence, a favorable attitude increases the likelihood of consumers purchasing products from a local brand.

### **H3: Attitude influences purchase intention.**

#### **The Influence of Online Customer Reviews on Purchase Intention**

Online customer reviews serve as a platform for consumers to share experiences and recommendations, significantly influencing others' buying behavior. Nuada et al. (2021) found a strong link between online customer reviews and purchase intention, while Nasution (2021) reported no significant effect. These conflicting findings highlight the complexity of the review-intention relationship, although many studies confirm a positive influence.

### **H4: Online customer reviews influence purchase intention.**

#### **The Influence of Brand Ambassador on Purchase Intention**

Brand ambassadors are strategic figures employed by companies to enhance brand visibility and stimulate consumer interest in purchasing. Their presence plays a pivotal role in marketing by introducing the brand to broader



audiences and influencing consumer behavior. A persuasive and relatable brand ambassador can effectively increase purchase intention by building trust and an emotional connection with the target market. This aligns with studies by Fatila (2022) and Nuada et al. (2021), which confirm a significant influence of brand ambassadors on purchase intention. However, Mardiana (2020) presents a contrasting view, finding no significant effect, suggesting that the ambassador's effectiveness may depend on context, credibility, or audience fit.

**H5: Brand ambassador significantly influences purchase intention.**

#### **The Mediating Role of Attitude in the Relationship Between Online Customer Reviews and Purchase Intention**

Online customer reviews provide firsthand insights into consumer experiences and perceptions of products. While such reviews can directly shape purchase intention, their impact is often mediated by the consumer's attitude toward the content of the reviews. Zhao et al. (2019) demonstrated that positive attitudes formed through favorable reviews can significantly increase the likelihood of purchase. Similarly, Chang and Wu (2021) emphasized that attitude serves as a significant mediator, suggesting that the persuasiveness of online reviews lies in their ability to shape consumer mindset positively before influencing buying decisions.

**H6: Online customer reviews influence purchase intention through the mediating role of attitude.**

#### **The Mediating Role of Attitude in the Relationship Between Brand Ambassador and Purchase Intention**

Brand ambassadors, particularly celebrities or influential figures, can shape consumer attitudes toward a brand through their appeal, trustworthiness,



and expertise. This positive attitude, in turn, plays a crucial role in driving consumers toward purchase decisions. Djafarova and Rushworth (2017) argue that brand ambassadors contribute to favorable consumer attitudes, which subsequently elevate purchase intention. Similarly, Dwivedi et al. (2020) found that the effectiveness of brand ambassadors is amplified when they successfully shape positive consumer attitudes, underscoring the mediating role of attitude in this relationship.

**H7: Brand ambassador influences purchase intention through the mediating role of attitude.**

## RESEARCH METHOD

This study adopts a causal quantitative approach to explore cause-and-effect relationships among variables using primary data obtained through structured questionnaires. The target population comprises Indonesian consumers of local brands, particularly users of product E. While the exact number of users is unknown due to the absence of centralized consumer data, the population is treated as effectively infinite for analytical purposes. Nonetheless, secondary sources such as online product engagement metrics and brand penetration data suggest a widespread and diverse user base.

Purposive sampling was employed to ensure the inclusion of respondents meeting specific and relevant criteria: individuals aged 18 or above, who have encountered online customer reviews and brand ambassadors of product E, and who have actual experience using the product. This non-probability sampling technique was deemed appropriate because it allows targeted recruitment of participants most capable of providing informed responses based on direct



exposure to the study variables. Although probabilistic methods offer broader generalizability, purposive sampling is justified here due to the focus on theoretically relevant consumer profiles rather than statistical representativeness.

A total of 200 respondents were included in the study. This number was guided by the rule of thumb in SEM-PLS, which recommends a minimum of 10 respondents per indicator variable (Hair et al., 2019), as well as practical considerations regarding model complexity. Although formal power analysis was not conducted, the sample size is considered adequate for detecting medium to large effects and for ensuring model stability and convergence.

Data collection utilized a five-point Likert scale to measure attitudes and perceptions. The study examines online customer reviews and brand ambassadors as independent variables influencing purchase intention, with consumer attitude as a mediating variable. Data analysis was conducted using Structural Equation Modeling with Partial Least Squares (SEM-PLS), which is suitable for models with multiple constructs and mediating pathways. The analysis involved evaluating the measurement model's validity and reliability, followed by hypothesis testing using bootstrapping with a 5% significance threshold.

## RESULTS AND DISCUSSION

### Respondent Description

**Table 1.**  
**Respondent Characteristics Based on Gender, Age, Occupation, and Purchase History of Erigo Products**

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	129	64.5
	Female	71	35.5



Age	18–25 years	152	76.0
	26–40 years	37	18.5
	>40 years	11	5.5
Occupation	Student	136	68.0
	Civil Servant (PNS)	31	15.5
	Private Employee	18	9.0
	Housewife (IRT)	11	5.5
	State-Owned Employee	4	2.0
Purchase History of Erigo	Yes	189	94.5

Source: Processed primary data, 2025

The data indicate that the majority of respondents are male (64.5%) and predominantly young adults aged 18–25 years (76.0%). Most respondents are students (68.0%), followed by civil servants and private employees. Additionally, an overwhelming majority (94.5%) have previously purchased Erigo products, highlighting a strong familiarity and engagement with the brand among the sample. This profile suggests that the study’s findings primarily reflect the perspectives of young, student consumers who are active users of the product.

PLS Program Scheme

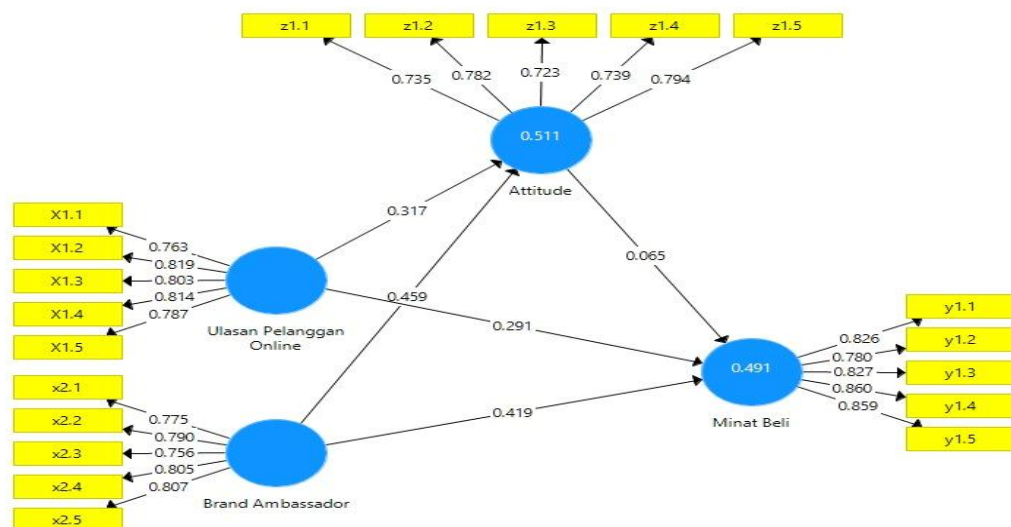


Figure 1. Outer Model



The outer model test is conducted to assess the relationship between latent variables and their indicators, including validity, reliability, and multicollinearity.

**Outer Model Analysis**

**Convergen Validity**

**Table 2.**  
**Outer Loading Values**

Variable	Indicator	Outer Loading
Online Customer Reviews(X1)	X1.1	0.763
	X1.2	0.819
	X1.3	0.803
	X1.4	0.814
	X1.5	0.787
Brand Ambassador (X2)	X2.1	0.775
	X2.2	0.790
	X2.3	0.756
	X2.4	0.805
	X2.5	0.807
Purchase Interest(Y)	Y.1	0.826
	Y.2	0.780
	Y.3	0.827
	Y.4	0.860
	Y.5	0.859
Attitude (Z)	Z.1	0.735
	Z.2	0.782
	Z.3	0.723
	Z.4	0.739
	Z.5	0.794

Source: Processed primary data, 2025



Based on the table, all indicators have outer loading values above 0.7, and none fall below 0.5, which meets the criteria for convergent validity. According to Chin (1998), loading values between 0.5 and 0.6 are considered acceptable. Additionally, convergent validity is supported by the Average Variance Extracted (AVE) values, where each variable’s AVE exceeds the 0.5 threshold, confirming the indicators are valid and suitable for further analysis:

**Table 3.**  
**Average Variance Extracted Value**

Variable	AVE (Average Variance Extractedd)	Information
Online Customer Reviews(X1)	0.636	Valid
Brand Ambassador (X2)	0.619	Valid
Purchase Interest(Y)	0.691	Valid
Attitude (Z)	0.571	Valid

**Source: Processed primary data, 2025**

Based on the table, all variables in this study have an AVE value greater than 0.5, indicating good discriminant validity. Specifically, Online Customer Reviews (X1) has an AVE of 0.636, Brand Ambassador (X2) 0.619, Purchase Intention (Y) 0.691, and Attitude (Z) 0.571, confirming the validity of each variable.

**Discriminant Validity**

**Table 4.**  
**Cross Loading**

	Online Customer Reviews (X1)	Brand Ambassador (X2)	Purchase Interest(Y)	Attitude (Z)
X1.1	0.763	0.535	0.450	0.482
X1.2	0.819	0.565	0.514	0.531
X1.3	0.803	0.523	0.481	0.502
X1.4	0.814	0.578	0.518	0.496
X1.5	0.787	0.523	0.498	0.504



x2.1	0.433	0.775	0.485	0.511
x2.2	0.556	0.790	0.524	0.537
x2.3	0.555	0.756	0.498	0.527
x2.4	0.592	0.805	0.548	0.523
x2.5	0.547	0.807	0.544	0.561
y1.1	0.536	0.613	0.826	0.522
y1.2	0.461	0.536	0.780	0.360
y1.3	0.494	0.491	0.827	0.394
y1.4	0.522	0.515	0.860	0.425
y1.5	0.547	0.579	0.859	0.488
z1.1	0.512	0.471	0.458	0.735
z1.2	0.486	0.525	0.467	0.782
z1.3	0.459	0.530	0.318	0.723
z1.4	0.466	0.463	0.338	0.739
z1.5	0.460	0.561	0.408	0.794

Source: Processed primary data, 2025

Based on the table, each indicator shows the highest cross-loading on its own variable compared to others, indicating that all indicators have good discriminant validity in representing their respective variables.

**Reliability Test**

**Table 5.  
Composite Reliability**

Variable	Composite Reliability
Online Customer Reviews(X1)	0.897
Brand Ambassador (X2)	0.890
Purchase Interest(Y)	0.918
Attitude (Z)	0.869

Source: Processed primary data, 2025

The table shows that all research variables have composite reliability values above 0.7, with Online Customer Reviews at 0.897, Brand Ambassador at



0.890, Purchase Intention at 0.918, and Attitude at 0.869. This indicates that all variables meet the reliability criteria and demonstrate a high level of reliability.

**Cronbachs Alpha**

**Table 6.**  
**Cronbachs Alpha**

Variable	Cronbachs Alpha
Online Customer Reviews(X1)	0.857
Brand Ambassador (X2)	0.846
Purchase Interest(Y)	0.888
Attitude (Z)	0.812

Source: Processed primary data, 2025

Based on the table above, all variables in this study have Cronbach's alpha values above 0.60, indicating good reliability. Specifically, Online Customer Reviews scored 0.857, Brand Ambassador 0.846, Purchase Intention 0.888, and Attitude 0.812, confirming that all constructs are reliable.

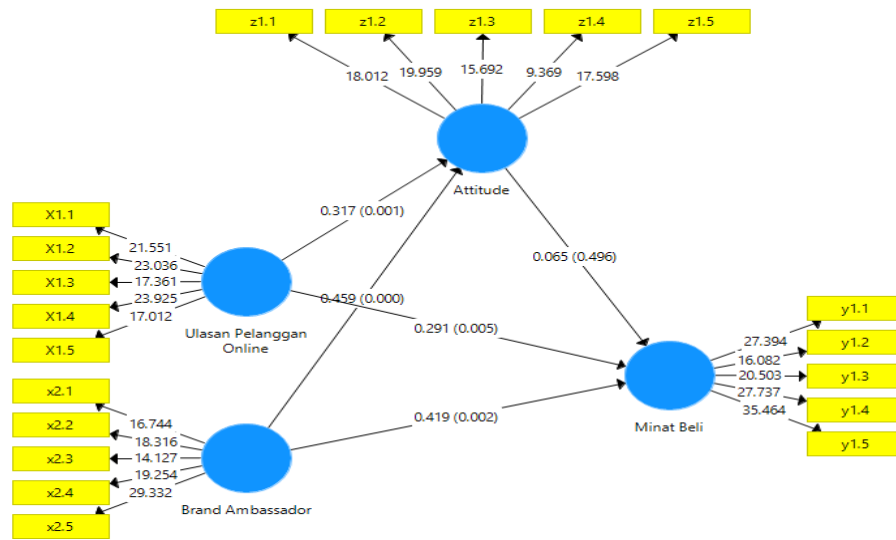
**Multicollinearity Test**

**Table 7.**  
**Collinearity Statistic (VIF)**

	Purchase Interest	Attitude
Online customer reviews(X1)	2.083	1.877
Brand Ambassador (X2)	2.308	1.877
Attitude (Z)	2.044	
Purchase Interest(Y)		

Source: Processed primary data, 2025

Based on the table above, the collinearity statistics (VIF) for each variable fall within the acceptable range, with values greater than 0.1 and less than 5, indicating no violation of multicollinearity assumptions.



**Figure 2.**  
**Inner Model**

The inner model represents the causal relationships and strength of connections between latent variables based on theoretical foundations. It functions as a structural model to predict these causal links, with evaluation conducted through measures such as R<sup>2</sup> (R-square), Goodness of Fit (GoF), and path coefficients.

**Inner Model Analysis**

**Goodness of Fit Test**

**Table 8.**  
**R-Square Value**

	R- Square	R Square Adjusted
Attitude (Z)	0.511	0.506
Purchase Interest(Y)	0.491	0.483

**Source: Processed primary data, 2025**

Based on the table above, the R-square value shows that Online Customer Reviews (X1) and Brand Ambassador (X2) explain 51.1% of the variance in Attitude (Z), indicating a moderate relationship. Meanwhile, their influence on Purchase Interest (Y) is 49.1%, which suggests a relatively weak relationship. The

**The Influence of Online Customer Reviews...**



Q-Square test, which measures predictive relevance, indicates that a Q<sup>2</sup> value greater than 0 reflects a model with good predictive power, while a value below 0 suggests poor predictive relevance.

**Table 9.**  
**Q-Square Values**

	Q- Square
Attitude (Z)	0.276
Purchase Interest(Y)	0.328

**Source: Processed primary data, 2025**

Based on the table above, it is known that the value of the Variable Attitude (Z) is 0.276 and the Q<sup>2</sup> value for the Variable Purchase Interest (Y) is 0.328. So it can be concluded that the Q<sup>2</sup> value > 0, so that this research model is stated to have quite good predictive relevance.

**Hypothesis Testing**

**Path Coefficient Test**

**Table 10.**  
**Path Coefficient (Direct Effect)**

	Hipotesis	Original Sample	t- statistic	P Values	Information
Online Customer Reviews(X1) -> Attitude (Z)	H1	0.317	3.232	0.001	Significant Positive
Brand Ambassador (X2) -> Attitude (Z)	H2	0.459	0.900	0.000	Significant Positive
Attitude (Z) -> Purchase Interest(Y)	H3	0.065	0.681	0.496	Not Significant
Online Customer Reviews(X1) -> Purchase Interest(Y)	H4	0.291	2.840	0.005	Significant Positive



Brand Ambassador (X2) -> Purchase Interest(Y)	H5	0.419	3.171	0.002	Significant Positive
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Source: Processed primary data, 2025

Based on the table, the results show that Online Customer Reviews have a positive and significant effect on Attitude ( $t = 3.232, p = 0.001$ ), and Brand Ambassador also significantly influences Attitude ( $t = 4.900, p = 0.000$ ), supporting both H1 and H2. However, Attitude does not significantly affect Purchase Interest ( $t = 0.681, p = 0.496$ ), thus, H3 is rejected. Meanwhile, Online Customer Reviews ( $t = 2.840, p = 0.005$ ) and Brand Ambassador ( $t = 3.171, p = 0.002$ ) both show significant positive effects on Purchase Interest, confirming H4 and H5.

**Indirect Effect Test**

**Table 11.**  
**Specific Indirect Effect**

Indirect Effect	Original Sample	t-Statistic	P Values	Information
Online Customer Reviews(X1) -> Attitude (Z) -> Purchase Interest(Y)	0.020	0.609	0.543	Not Significant
Brand Ambassador (X2) -> Attitude (Z) -> Purchase Interest(Y)	0.030	0.682	0.495	Not Significant

Source: Processed primary data, 2025

Based on the table, the sixth hypothesis, which tests whether attitude mediates the relationship between online customer reviews and purchase interest, shows a t-statistic of 0.609 ( $<1.96$ ) and a p-value of 0.543 ( $>0.05$ ), indicating no mediation effect. Similarly, the seventh hypothesis reveals a t-statistic of 3.682 but a p-value of 0.495 ( $>0.05$ ), suggesting that attitude also does not mediate the relationship between brand ambassador and purchase interest.



### **Effect of Online Customer Reviews on Attitude**

Statistical analysis shows that online customer reviews have a significant positive effect on consumer attitudes toward the Erigo brand. Positive reviews enhance consumers' perception of product value, influencing a more favorable attitude. Buyers of Erigo often rely on online reviews to assess brand quality and credibility. As supported by Cheung & Thadani (2012) and Lee et al. (2008), favorable reviews can shape consumer behavior and reinforce brand image by increasing perceived product quality. Therefore, maintaining positive reviews from previous buyers is a crucial strategy in fostering supportive consumer attitudes toward local brands like Erigo.

### **Effect of Brand Ambassador on Attitude**

The analysis reveals that brand ambassadors significantly and positively influence consumer attitudes toward Erigo. Trust in the ambassador strengthens consumers' perception of the brand, especially when the ambassador is seen as attractive, credible, and competent. Consumers perceive brand ambassadors as representations of brand values, fostering emotional connections that lead to favorable attitudes. This finding aligns with Ohanian (1990) and Spry et al. (2011), who emphasized the role of ambassador credibility in shaping brand perception. Thus, selecting a credible ambassador aligned with the brand's image is essential in building consumer trust and loyalty toward local brands like Erigo.

### **The Influence of Attitude on Purchase Interest**

The statistical analysis indicates that attitude does not significantly affect purchase interest. This suggests that even if consumers hold a positive attitude toward Erigo products, it does not necessarily lead to a strong buying intention. Unlike studies by Cheung et al. (2021), Yadav and Rahman (2018), and Dhaoui



(2020), which found that brand attitude significantly influences purchase intention, this research suggests otherwise. The difference may stem from external factors such as price sensitivity, purchasing power, consumer needs, or other preferences that outweigh attitude alone in shaping purchase interest.

### **The Influence of Online Customer Reviews on Purchase Interest**

The analysis reveals that online customer reviews have a significantly positive effect on purchase interest. Positive reviews about Erigo products enhance consumer interest by building trust and offering insights from real user experiences. Reviews that highlight satisfaction and recommendations serve as key references in the decision-making process. This finding aligns with Nuada et al. (2021), who emphasized the strong influence of online reviews on purchase interest. Therefore, online customer reviews are a crucial determinant in shaping consumer interest, especially for local brands like Erigo.

### **The Influence of Brand Ambassador on Purchase Interest**

The statistical results show a significantly positive impact of brand ambassadors on purchase interest. The more credible and influential the brand ambassador representing Erigo, the greater the consumer interest in the product. A well-known ambassador can enhance brand appeal, strengthen brand perception, and increase market reach. This supports the findings of Fatila (2022) and Nuada et al. (2021), who concluded that brand ambassadors significantly affect purchase intention. Thus, brand ambassadors play a strategic role in Erigo's marketing by attracting and influencing potential buyers through their personal image and credibility.



### **The Influence of Online Customer Reviews on Purchase Interest Mediated by Attitude**

Statistical analysis indicates that attitude does not mediate the relationship between online customer reviews and purchase interest. Although online reviews have a direct influence on purchase interest, consumers' attitudes toward those reviews do not significantly mediate this effect. This finding contrasts with previous studies by Zhao et al. (2019) and Chang & Wu (2021), which found that consumer attitudes could serve as a mediator. The inconsistency may stem from other dominant factors influencing purchase decisions, such as personal experience with the product, peer recommendations, or external influences. Therefore, while online reviews do affect purchase interest, consumer attitude toward the reviews lacks sufficient strength to mediate the relationship.

### **The Influence of Brand Ambassador on Purchase Interest Mediated by Attitude**

The results show that attitude does not mediate the effect of brand ambassadors on purchase interest. While brand ambassadors influence purchase interest directly, consumer attitudes toward them do not significantly mediate this relationship. This differs from findings by Djafarova & Rushworth (2017) and Dwivedi et al. (2020), which suggest that brand ambassadors can shape positive attitudes that enhance purchase interest. The variation may be attributed to other stronger factors, such as ambassador credibility, product appeal, or external drivers that more directly impact purchasing decisions. Hence, although brand ambassadors play a role in influencing purchase interest, consumer attitudes toward them are not strong enough to function as a mediator in this context.



## CONCLUSION

This study concludes that online customer reviews and brand ambassadors exert significant direct influences on both consumer attitudes and purchase interest toward Erigo products. Positive and trustworthy reviews shape consumer perceptions favorably, while credible brand ambassadors enhance brand credibility and attractiveness. Notably, however, consumer attitude does not significantly impact purchase interest, an unexpected finding that challenges prevailing consumer behavior theories such as the Theory of Planned Behavior and the Hierarchy of Effects model, which traditionally position attitude as a central predictor of behavioral intention. This suggests that in the case of Erigo, other factors—such as pricing, peer influence, or product relevance may override attitudinal considerations in shaping purchase intentions.

The non-significant mediating role of attitude also implies that the persuasive impact of reviews and brand endorsements may operate more through emotional or heuristic pathways than through deliberate attitude formation. This finding opens space for further theoretical exploration of how consumer decisions, especially in fast-fashion contexts, may deviate from rational-attitudinal models toward more impulsive or externally driven patterns.

The study has several limitations that may have influenced its results. The use of a narrow sample limits generalizability, and reliance on self-reported questionnaires introduces potential biases, particularly social desirability and self-selection bias. These biases could have inflated positive responses toward Erigo and masked more nuanced or critical attitudes. Additionally, external variables such as exposure to advertising, peer influence, and macroeconomic conditions were not controlled, potentially confounding the relationships



examined. Future research should consider longitudinal or experimental designs, incorporate objective behavioral data (e.g., clickstream or purchase logs), and apply more robust sampling strategies to mitigate these limitations.

For practitioners, managing online customer feedback and aligning brand ambassadors with the target audience remain vital strategies. However, efforts should also be made to understand and address the broader decision-making contexts of consumers, including price sensitivity and social trends. For academics, these findings encourage the reassessment of attitude-intention links in digital marketing contexts, urging exploration of alternative behavioral models. Consumers are also reminded to seek balanced information and share authentic reviews to support more informed and transparent marketplace interactions.

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