

The Impact of Advertising Appeal, Influencer Credibility, and Brand Trust on Consumer Behavior

Original Article

Grasia Wieke Tanyasari^{1*}, Yuyun Hadi Suparto², Tyas Riris Nurdiansyah³,
Astrid Napita Sitorus⁴

^{1,2,3,4}Universitas 17 Agustus 1945 Samarinda, Indonesia

Email: ^{1*)}wiekekhe@gmail.com, ²⁾yuyunhadisuparto@gmail.com, ³⁾tririsnurdiansyah@gmail.com,

⁴⁾napitaastrid@gmail.com

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Abstract

This study examines the impact of advertising appeal, influencer credibility, and brand trust on consumer behavior in the contemporary digital marketing environment. A quantitative explanatory research design was employed, with data collected from 250 consumers through a structured questionnaire using a five-point Likert scale. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the measurement and structural models. The results demonstrate that advertising appeal has a positive and significant effect on consumer behavior ($\beta = 0.287$; $t = 4.892$; $p < 0.001$). Influencer credibility also has a positive and significant effect on consumer behavior ($\beta = 0.301$; $t = 5.217$; $p < 0.001$). Furthermore, brand trust produces the strongest positive and significant effect on consumer behavior ($\beta = 0.356$; $t = 6.184$; $p < 0.001$). The coefficient of determination indicates that advertising appeal, influencer credibility, and brand trust jointly explain 68.2% of the variance in consumer behavior. These findings highlight the importance of integrating persuasive advertising, credible influencer communication, and strong brand trust in developing effective marketing strategies. The study provides practical implications for businesses seeking to strengthen consumer responses and build sustainable relationships with their target markets.

Keywords: Advertising Appeal, Influencer Credibility, Brand Trust, Consumer Behavior, Digital Marketing.

1. Introduction

The rapid development of digital media and the increasing intensity of competition among brands have significantly changed the way consumers interact with advertising and make purchasing decisions. Consumers are now exposed to advertising messages through various channels, including social media, video-sharing platforms, e-commerce platforms, and other digital environments. This situation has encouraged companies to develop more persuasive and engaging communication strategies to attract consumer attention and influence their responses toward products or brands. Advertising is therefore no longer limited to delivering information about product features but has increasingly become a strategic instrument for shaping consumer perceptions, emotions, preferences, and behavioral intentions. Within this context, understanding the factors that determine how consumers respond to marketing stimuli has become increasingly important for businesses seeking to build sustainable competitive advantages (Chen et al., 2012; Sharpe et al., 2025).



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One factor that can influence consumer responses is advertising appeal, which refers to the communication approach used to attract consumers' attention and generate favorable responses toward an advertised product or brand. Advertising appeals may emphasize rational benefits, emotional experiences, social values, lifestyle aspirations, or other aspects that are considered relevant to consumers (Ahmed, 2008; Hing et al., 2016). An effective advertising appeal can make a marketing message more memorable, persuasive, and personally meaningful, thereby increasing the likelihood that consumers will develop favorable attitudes toward the advertised brand (Arif & Windarsari, 2026; Riu et al., 2026). However, the effectiveness of an advertising appeal may depend on how well the message corresponds with consumers' needs, values, and expectations (Huskamp et al., 2008; Kim & Kim, 2024). Consequently, examining the role of advertising appeal is important for understanding how marketing communication can translate into consumer behavior (Liaqat & Sukresna, 2024; Riu, 2026).

In addition to advertising appeal, influencer credibility has emerged as an important factor in contemporary digital marketing. Influencers can affect consumer perceptions because they are often perceived as knowledgeable, experienced, relatable, or trustworthy sources of product information (Nur et al., 2023; Wijayanthi et al., 2026). Their recommendations can reduce uncertainty and provide consumers with social cues when evaluating products, particularly in digital environments where consumers encounter large amounts of competing information. Influencer credibility is generally associated with characteristics such as expertise, trustworthiness, and attractiveness, which may determine the extent to which consumers accept and respond to promotional messages (Asad, 2024; Tammubua et al., 2026). Therefore, the credibility of influencers may play a significant role in shaping consumers' perceptions, attitudes, preferences, and subsequent behavioral responses toward promoted brands (Castellá, 2024; Gracelia & Indriani, 2023).

Another important determinant is brand trust, which reflects consumers' confidence that a brand is reliable, honest, and capable of fulfilling its promises. In an increasingly competitive marketplace, trust is particularly important because consumers often face uncertainty regarding product quality, brand claims, transaction security, and the consistency of brand performance. Strong brand trust can encourage consumers to feel more confident when evaluating products and making purchasing-related decisions (Dipoatmodjo et al., 2026); Salehzadeh et al., 2023; Yang et al., 2019). Conversely, limited trust may reduce the effectiveness of advertising and influencer recommendations, even when the promotional message itself is attractive. This suggests that advertising appeal and influencer credibility may be more effective in influencing consumer behavior when they are supported by a strong level of trust in the brand (Ole et al., 2025; Shian et al., 2025).

Based on this context, investigating the impact of advertising appeal, influencer credibility, and brand trust on consumer behavior is relevant both theoretically and practically. These three factors represent complementary dimensions of contemporary marketing communication: advertising appeal captures the persuasive characteristics of the message, influencer credibility reflects the perceived quality of the communication source, and brand trust represents consumers' confidence in the brand itself. Examining their influence simultaneously can provide a more comprehensive understanding of how consumers respond to modern marketing strategies. The findings are expected to contribute to the development of

marketing literature by providing empirical insights into the determinants of consumer behavior, while also offering practical implications for companies in designing persuasive advertising, selecting credible influencers, and strengthening brand trust to encourage favorable consumer responses.

2. Method

This study employed a quantitative research approach using an explanatory research design to examine the impact of advertising appeal, influencer credibility, and brand trust on consumer behavior. The population consisted of consumers who had been exposed to advertisements and influencer-related promotional content for products or brands through digital media platforms. Respondents were selected using a purposive sampling technique based on the criteria that they had encountered brand advertisements and influencer promotions and had sufficient experience to evaluate the variables examined in the study. Primary data were collected through a structured questionnaire using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The questionnaire items were developed based on established conceptual dimensions of advertising appeal, influencer credibility, brand trust, and consumer behavior and were adapted to the context of the study.

The research instrument measured advertising appeal through indicators reflecting the attractiveness, relevance, persuasiveness, and emotional or rational appeal of advertising messages. Influencer credibility was assessed through dimensions related to the influencer's expertise, trustworthiness, and attractiveness, while brand trust was measured based on consumers' perceptions of brand reliability, honesty, consistency, and confidence in the brand's ability to fulfill its promises. Consumer behavior was assessed through indicators reflecting consumers' responses toward the brand, including purchase-related intentions, preferences, evaluation, and behavioral responses. Before conducting the main analysis, the questionnaire was evaluated to ensure the adequacy of the measurement instrument. Validity and reliability were assessed using factor loadings, Cronbach's alpha, composite reliability, and average variance extracted (AVE), with appropriate threshold values used to determine whether the constructs demonstrated adequate convergent validity and internal consistency.

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The analysis was conducted in two stages. First, the measurement model was evaluated by examining indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Discriminant validity was assessed using the Fornell–Larcker criterion and the heterotrait–monotrait (HTMT) ratio. Second, the structural model was evaluated to determine the relationships between advertising appeal, influencer credibility, brand trust, and consumer behavior. The analysis included the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and standardized root mean square residual (SRMR). Hypotheses were tested using bootstrapping procedures to obtain path coefficients, t-statistics, and p-values. A relationship was considered statistically significant when the p-value was below 0.05, thereby providing evidence regarding the proposed effects of advertising appeal, influencer credibility, and brand trust on consumer behavior.

3. Results and Discussion

The study involved 250 respondents who met the predetermined criteria. The respondent profile indicates that the sample represented consumers with experience interacting with digital advertising and influencer-generated promotional content. Most respondents were in the productive age group and were familiar with purchasing products through digital platforms. This profile was considered appropriate because the study examined advertising appeal, influencer credibility, brand trust, and consumer behavior in the contemporary digital marketing environment.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	108	43.2
	Female	142	56.8
Age	18–25 years	96	38.4
	26–35 years	87	34.8
	36–45 years	46	18.4
	>45 years	21	8.4
Education	High school	71	28.4
	Diploma	38	15.2
	Bachelor's degree	113	45.2
	Postgraduate	28	11.2
Frequency of online purchases	1–2 times/month	91	36.4
	3–5 times/month	103	41.2
	>5 times/month	56	22.4
Total		250	100.0

The measurement model was evaluated through indicator loadings, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). As presented in Table 2, all indicator loadings exceeded the recommended value of 0.700, ranging from 0.742 to 0.901. Cronbach's alpha values ranged from 0.861 to 0.914, while composite reliability values ranged from 0.899 to 0.938. All AVE values were above 0.500, indicating satisfactory convergent validity. Therefore, all constructs demonstrated adequate reliability and validity for subsequent structural model analysis.

Table 2. Measurement Model

Construct	Indicator	Loading	Cronbach's Alpha	CR	AVE
Advertising Appeal (AA)	AA1	0.814	0.889	0.923	0.750
	AA2	0.872			
	AA3	0.901			
	AA4	0.874			

Influencer Credibility (IC)	IC1	0.842	0.914	0.939	0.795
	IC2	0.901			
	IC3	0.908			
Brand Trust (BT)	BT1	0.813	0.861	0.899	0.690
	BT2	0.847			
	BT3	0.821			
	BT4	0.839			
Consumer Behavior (CB)	CB1	0.742	0.876	0.916	0.734
	CB2	0.883			
	CB3	0.891			
	CB4	0.904			

The discriminant validity assessment further demonstrated that each construct was empirically distinct from the other constructs. The HTMT ratios were below the commonly accepted threshold of 0.900, indicating satisfactory discriminant validity. The highest HTMT value was 0.784 between influencer credibility and brand trust, which remained below the recommended threshold.

Table 3. HTMT Ratio

Construct	AA	IC	BT	CB
Advertising Appeal (AA)	—	0.742	0.681	0.756
Influencer Credibility (IC)	0.742	—	0.784	0.773
Brand Trust (BT)	0.681	0.784	—	0.819
Consumer Behavior (CB)	0.756	0.773	0.819	—

After confirming the adequacy of the measurement model, the structural model was examined to determine the explanatory power and predictive relevance of the proposed model. The results showed an R^2 value of 0.682 for consumer behavior, indicating that advertising appeal, influencer credibility, and brand trust jointly explained 68.2% of the variance in consumer behavior. The remaining 31.8% was explained by factors outside the proposed model. The Q^2 value of 0.503 indicated adequate predictive relevance, while the SRMR value of 0.061 suggested an acceptable model fit.

Table 4. Structural Model

Endogenous Construct	R^2	R^2 Adjusted	Q^2
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Consumer Behavior	0.682	0.678	0.503
Model Fit Indicator	Value	Assessment	
SRMR	0.061	Acceptable	
NFI	0.902	Acceptable	
Q ²	0.503	Predictive relevance	

The effect size analysis indicated that advertising appeal had a moderate effect on consumer behavior ($f^2 = 0.174$), influencer credibility had a moderate effect ($f^2 = 0.193$), and brand trust had a relatively strong effect ($f^2 = 0.247$). These findings suggest that brand trust contributed the largest individual effect among the three independent variables.

Table 5. F^2

Relationship	f^2	Effect Size
Advertising Appeal → Consumer Behavior	0.174	Moderate
Influencer Credibility → Consumer Behavior	0.193	Moderate
Brand Trust → Consumer Behavior	0.247	Moderate–Strong

The hypotheses were tested using the bootstrapping procedure with 5,000 resamples. The results presented in Table 6 indicate that all three proposed relationships were positive and statistically significant. Advertising appeal had a significant positive effect on consumer behavior ($\beta = 0.287$, $t = 4.892$, $p < 0.001$), supporting H1. Influencer credibility also demonstrated a positive and significant effect on consumer behavior ($\beta = 0.301$, $t = 5.217$, $p < 0.001$), supporting H2. Furthermore, brand trust had the strongest positive effect on consumer behavior ($\beta = 0.356$, $t = 6.184$, $p < 0.001$), supporting H3.

Table 4. Hypothesis

Hypothesis	Structural Path	β	Standard Deviation	t-Statistics	p-Value	Decision
H1	AA → CB	0.287	0.059	4.892	0.000	Supported
H2	IC → CB	0.301	0.058	5.217	0.000	Supported
H3	BT → CB	0.356	0.058	6.184	0.000	

The results demonstrate that advertising appeal, influencer credibility, and brand trust are significant determinants of consumer behavior. Among the three predictors, brand trust produced the largest path coefficient ($\beta = 0.356$), followed by influencer credibility ($\beta = 0.301$) and advertising appeal ($\beta = 0.287$). These findings indicate that although persuasive advertising and credible influencers are important in shaping consumer responses, consumers' confidence in the reliability and integrity of a brand plays the most substantial role in explaining consumer behavior within the proposed model.

3.1. Discussion

The findings demonstrate that advertising appeal has a positive and significant effect on consumer behavior ($\beta = 0.287$, $t = 4.892$, $p < 0.001$), supporting H1. This result indicates that consumers are more likely to develop favorable behavioral responses when advertising messages are attractive, relevant, persuasive, and capable of generating emotional or rational engagement. An effective advertising appeal can capture consumer attention while simultaneously helping consumers understand the benefits and value offered by a product or brand. The finding suggests that advertising remains an important mechanism for influencing consumer responses despite the increasing dominance of social media and influencer marketing. From a managerial perspective, companies should therefore design advertising content that is not only visually attractive but also relevant to consumers' needs and capable of communicating clear and convincing value propositions. The effectiveness of advertising is likely to increase when its appeal is consistent with the characteristics, expectations, and preferences of the intended target market.

The results also reveal that influencer credibility significantly and positively affects consumer behavior ($\beta = 0.301$, $t = 5.217$, $p < 0.001$), providing support for H2. This finding indicates that consumers are more receptive to promotional messages when influencers are perceived as knowledgeable, trustworthy, and credible sources of information. Influencers can reduce consumers' uncertainty by presenting product-related information through experiences, recommendations, demonstrations, and personal opinions that may appear more relatable than conventional advertising. The relatively strong coefficient also demonstrates that influencer-based communication has become an important component of contemporary consumer decision-making. However, the effectiveness of influencer marketing depends not merely on the size of an influencer's audience but also on the perceived authenticity and credibility of the individual. Therefore, companies should prioritize influencers whose expertise, values, communication style, and audience characteristics are compatible with the promoted brand rather than selecting influencers solely on the basis of follower numbers.

Furthermore, brand trust has a positive and significant effect on consumer behavior ($\beta = 0.356$, $t = 6.184$, $p < 0.001$), supporting H3 and representing the strongest relationship among the three predictors. This finding emphasizes that consumers' confidence in a brand's reliability, honesty, consistency, and ability to fulfill its promises is a fundamental determinant of their behavioral responses. Advertising and influencer recommendations may successfully attract attention, but consumers may remain reluctant to act when they lack confidence in the underlying brand. Brand trust therefore functions as an important foundation that transforms positive perceptions generated through marketing communication into stronger consumer responses. The finding also highlights the importance of maintaining consistency between promotional claims and actual customer experiences. Companies should consequently strengthen brand trust through reliable product quality, transparent communication, consistent service delivery, responsive customer support, and responsible business practices.

Taken together, the findings indicate that advertising appeal, influencer credibility, and brand trust collectively provide substantial explanatory power for consumer behavior, with an R^2 of 0.682. This means that the three variables jointly explain 68.2% of the variance in consumer behavior, demonstrating the importance of integrating communication-based and relationship-based marketing strategies. The results further show that brand trust has the largest

contribution, followed by influencer credibility and advertising appeal. This pattern suggests that attracting consumers' attention through appealing advertising is important, but converting that attention into favorable behavior requires credible communication and, most importantly, confidence in the brand. From a strategic perspective, businesses should therefore avoid treating advertising, influencer marketing, and brand-building activities as separate initiatives. Instead, these elements should be integrated into a consistent marketing strategy in which persuasive advertising attracts attention, credible influencers strengthen message acceptance, and trustworthy brand performance reinforces consumers' willingness to engage with the brand. Such an integrated approach can provide a stronger foundation for developing favorable and sustainable consumer behavior.

4. Conclusion

This study concludes that advertising appeal, influencer credibility, and brand trust significantly and positively influence consumer behavior. The findings demonstrate that attractive and persuasive advertising can encourage favorable consumer responses, while credible influencers strengthen consumers' acceptance of promotional information and recommendations. Among the three factors, brand trust has the strongest influence, indicating that consumers' confidence in a brand's reliability, honesty, and ability to fulfill its promises is particularly important in shaping their behavior. The model also explains 68.2% of the variance in consumer behavior, confirming the substantial contribution of the three predictors. Therefore, companies should adopt an integrated marketing strategy that combines compelling advertising appeals, credible and relevant influencer partnerships, and consistent efforts to build and maintain brand trust. By strengthening these three dimensions simultaneously, organizations can create more positive consumer responses and improve the effectiveness of their marketing activities.

5. References

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