Indonesian Mom-Influencers: The New Representative Faces of Corporations through Instagram Studying the Effect of Endorsers and Corporate Credibility on Consumer Attitude and Purchase Intention

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Abstract. *Mom-influencers are a new medium used by businesses to reach a market segment of young mothers. This phenomenon has developed as young mothers increasingly turn to social media for up-to-date information on how to parent and what products they need. This study explores the effect of the credibility of mom-influencers as endorsers and corporate credibility on consumers' attitudes towards advertisements, attitudes towards the brand, and purchase intention. This study targeted Indonesian participants who followed an Instagram-verified mom-influencer page on their Instagram account. The data were collected with an online questionnaire and processed using partial least squares structural equation modelling (PLS-SEM). The results show that corporate credibility determines Indonesian consumers' attitudes towards advertisements and brands, as well as purchase intention. Meanwhile, source credibility boosts corporate awareness by gaining consumer attention through promotions.*

Keywords: *Attitude, Credibility, Mom-Influencers, Purchase Intention*

Abstrak. *Mom-influencer adalah media baru yang digunakan oleh bisnis untuk menjangkau segmen pasar ibu-ibu muda. Fenomena ini telah berkembang ketika ibu-ibu muda semakin banyak beralih ke media sosial untuk mendapatkan informasi terkini tentang cara menjadi orang tua dan produk apa yang mereka butuhkan. Studi ini mengeksplorasi efek kredibilitas mom-influencer sebagai endorser dan kredibilitas perusahaan pada sikap konsumen terhadap iklan, sikap terhadap merek, dan niat beli. Penelitian ini menyasar peserta Indonesia yang mengikuti akun mom-influencer yang terverifikasi Instagram di akun Instagram mereka. Pengumpulan data dilakukan melalui kuesioner online dan diproses menggunakan partial least squares structural equation modelling (PLS-SEM). Hasil yang didapat menunjukkan bahwa kredibilitas perusahaan menentukan sikap konsumen Indonesia terhadap iklan dan merek, serta niat pembelian. Sementara itu, kredibilitas dari sumber meningkatkan kesadaran perusahaan dengan mendapatkan perhatian konsumen melalui promosi.*

Kata kunci: *Sikap, Kredibilitas, Mom-Influencers, Niat Beli*

Introduction

Each iteration of the industrial revolution has its advantages and challenges. In the fourth industrial revolution, the development of digital technology has changed the concept of marketing, which now focuses on the utilisation of social media and websites to market products (Wardhana, 2015) instead of conventional direct selling through television, radio, letter, advertisements, and printed promotional materials (Santoso, 2018).

Filo et al. (2015) defined social media as new media technology that facilitates interactivity and co-creation between organisations and individuals to make it possible to develop and share user-generated content. One of the fastest-growing social media sites is Instagram. The platform allows users to upload photographs, edit them with filters, share them with other Instagram users, and give feedback on the photos by giving 'likes' or leaving comments (Lee et al., 2015). As brands and users associate images with Instagram, this social media channel is optimally qualified as a branding stage and provides an emotional space for staged communication through aesthetic images (Geiser, 2017). Colliander and Marder (2018) found that a brand gained more likes using a snapshot aesthetic because usersassociated it with increased credibility and attitudes towards the brand.

According to CNBC Indonesia (2019), Indonesia is Instagram's most significant market share in Asia-Pacific with 62 million active users, dominated by millennials aged 18–24 (Mudassir, 2019); this is what makes Instagram useful as a channel for corporations to introduce and promote their products. Instead of only pushing their advertisements to a certain target audience (Veirman et al., 2017), brands use influencers who are authentic, confident, and interactive in their content (Glucksman, 2017) to get their products and message to the consumer.

Arindita (2019) showed that Instagram is the most widely used social media platform by young mothers aged 20–40 years old. It is reported that 63.97% of millennial women in Indonesia were married in 2019. Arindita's survey results showed that 43% of millennial mothers use social media to interact, and 98.5% of young mothers have an Instagram account (Sarosa and Pratiwi, 2018; BPS National, 2018). Young mothers have limited experience in parenting, and they tend to look for media to fulfil their needs (Afrilia, 2017).

Young mothers are more likely to look for parenting information on social media, and this, in turn, is creating 'mom-influencer' figures on Instagram—influencer figures who have close interaction with their followers, which makes everything they do and use become pertinent to follow (Arindita, 2019). However, the audiences of these mom-influencers do not only consist of young mothers. Young adults who are not yet married are similarly showing interest in a life that cultivates a relationship of positive affections, such as family life (Batra, 2013), and this is what the mom-influencer figures on Instagram are known for—sharing their family life online to their audiences. Other than young mothers (single, teenager, etc.), most users will follow an influencer if they are interested in the influencers' behaviour and lifestyle story, which will create exclusivity for them to follow in their lifestyle (Putri and Patria, 2018; Nasih et al., 2020).

Archer (2019) stated that mom-influencers use their families (notably their young children) as characters in their posts and use them in money-making opportunities such as sponsorships. This phenomenon has become an opportunity for corporations to advertise their products using influencer marketing (Indika and Jovita, 2017).

In the context of marketing, one of the most important things for influencers to do is solidify their presence among their followers. Earlier studies by Lafferty and Goldsmith (1999) and Goldsmith et al. (2000) showed that endorser credibility constituted a strong influence that affected consumer attitudes and purchase intention. Endorser credibility induces a positive effect in their followers based on trustworthiness, attractiveness, and expertise (Ohanian, 1990; Lou and Yuan, 2018; Grafstrom et al., 2018; Rebelo, 2018).

The products advertised by mom-influencers are products that belong to a corporate brand. Considering the number of similar products circulating in the market (i.e., Coca-Cola and Pepsi, Apple and Samsung, etc.), consumers have various considerations when choosing a product. One factor of the consumer's consideration is corporate credibility, whereby information about the company affects the consumer's evaluation of the company (Fatt et al., 2000; Jeng, 2011). Nguyen and Leblanc (2001) and Burke et al. (2018) found that the circulation of information regarding several corporate scandals led to decreasing consumer trust and a decrease in corporate reputation, which eventually impacted the studied business.

Surprisingly, relatively few studies (MacKenzie et al., 1986; Lafferty and Goldsmith, 1999; Goldsmith et al., 2000; Lafferty et al., 2002; Lafferty, 2007) studied both endorser credibility and corporate credibility in a single study. As mom-influencers are a recent phenomenon, there is scarce research studying this subject in this particular area (Arindita, 2019; Archer, 2019). Thus, the purpose of this research is to explore the effect of endorser credibility and corporate credibility on consumer attitudes towards advertisements, attitudes towards the product, and purchase intention, specifically in the field of mom-influencers. This research applies The Dual Credibility model (Lafferty et al., 2002) to explore the phenomenon.

Literature Study

Source Credibility
Wu and Wang (2011) stated that credibility is defined by how "reality indicated" a company's messages are considered to be by consumers. Ohanian (1990) suggested three dimensions to measure the credibility of a representative: expertise, trustworthiness, and attractiveness. Expertise is a form of competence or qualification and knowledge or skills on a particular topic or subject (McCroskey, 1966). Trustworthiness is a form of perceived honesty, integrity, and believability in an endorser (Erdogan, 1999). Attractiveness is defined as physical attractiveness that results in likeability (McGuire, 1985) and is a necessary predictor of one individual's judgment as perceived by another person (Kahle and Homer, 1985). Consequently, Ohanian (1990) stated that the dimensions of endorser credibility are a potential predictor of purchase intention and attitude towards a specific product.

Corporate Credibility
Corporate credibility is one of the corporate reputation dimensions that form the public and stakeholders' impression of a corporation based on trustworthiness and expertise (Lafferty, 2007; Nguyen and Leblanc, 2001; Lafferty et al., 2002). Since corporations serve multiple customer segments, their reputation is diversified in terms of 'how they see us' (Chun, 2005; Jin and Yeo, 2011). Newell and Goldsmith (2001) state that trustworthiness and expertise form the information receiver's perception of the corporation. Therefore, to maintain good corporate credibility, corporations must maintain a consistent flow of sufficient information that can generate positive responses from the market (Fatt et al., 2000).

Attitude
According to Sallam and Abdelfattah (2017), attitude is the continuous and comprehensive evaluation of an object, problem, person, or action. The concept of attitude is vital in marketing because consumer attitudes reflect

the relationship between a business and its customers. It also relates to the feelings, beliefs, and behavioural intentions of the customers towards the product or services (Nordin et al., 2019). Specific dimensions of attitude have been studied in previous research, such as attitude towards advertiser, attitude towards advertisement, and attitude towards the brand (Goldsmith et al., 2000). This study will focus on attitude towards advertisement and attitude towards the brand.

Attitude towards advertisement is defined as a predisposition to respond to an advertising stimulus favourably or unfavourably during an exposure situation (Sallam and Wahid, 2012). A consumer's attitude towards advertisement in responding to an object can affect the consumers' attitude towards the brand portrayed in the advertising (Sallam and Abdelfattah, 2017).

One's attitude towards the brand is defined as a predisposition to respond favourably or unfavourably to a brand after exposure to an advertising stimulus. Thus, attitude towards advertisement plays a vital role in affecting the consumer's attitude towards the brand, and both can affect the consumer's purchase intention in direct or indirect ways (Sallam and Wahid, 2012).

Purchase Intention
Purchase intention is the tendency of consumers to buy Purchase intention is the tendency of consumers to buy a brand's product or service, as measured by the likelihood of consumers making a purchase (Andarini and Kurnia, 2014). According to Semuel and Wijaya (2008), three stages explain the growth of one's buying interest1) Stimulation encourages or causes someone to act; 2) Consciousness, influenced by the product or service, enters one's mind; 3) The consumer searches for information from an internal or external source. The search for information includes product selection, selecting the place of purchase, and making the purchase.

Hypothesis Development
Sallam and Abdelfattah (2017) stated that the dimensions of endorser credibility –attractiveness, expertise, and trustworthiness – have an immense impact on attitude towards advertisements. Wu and Wang (2011) state that there is a direct and positive relationship between source credibility, attitude towards the brand, and purchase intention, which indicates the importance of source credibility for affecting brand attitude. Therefore, this study tests the following hypotheses:
H1a: Endorser credibility has a positive effect on attitude towards the advertisement.
H1b: Endorser credibility has a positive effect on attitude towards the brand.
H1c: Endorser credibility has a positive effect on purchase intentions.

Several studies showed that corporate credibility has a positive effect on attitude towards advertisements, attitude towards the brand, and purchase intention (Goldsmith et al., 2000; Lafferty et al., 2002; Lafferty, 2007). The public (consumers) will attain information (awareness and knowledge) about a brand or a product from an advertisement and will develop positive or negative feelings based on the information (Li et al., 2011). The more a corporation's interaction brings value for the consumer and the more credible the brand, the more likely consumer purchase intention will be high (Wang and Yang, 2010). Therefore, this study tests the following hypotheses:
H2a: Corporate credibility has a positive effect on attitudes towards the advertisement.
H2b: Corporate credibility has a positive effect on attitudes towards the brand.
H2c: Corporate credibility has a positive effect on purchase intention.

Many studies considered attitude towards advertisement as the primary input of attitude towards the brand. Both attitudes towards advertisement and attitude towards the brand are hypothesised to affect consumers' purchase intentions. An advertisement seeks to provide good visualisation of images, sounds, and information and aims to have a significant impact on consumers that can motivate them

to look closer, know deeper, and experience certain feelings, to connect consumers with products that are more authentic, credible, and real. Because the content congruence of the delivered advertisements can affect the relationship between attitude towards advertisement and attitude towards the brand, it will then increase consumer knowledge of the product or service used. This becomes the evaluation basis of their attitude towards the brand (Sallam and Abdelfattah, 2017). Therefore, this study tests the following hypothesis:

H3: Attitude towards the advertisement has a positive effect on attitude towards the brand.

Based on research conducted by Goldsmith et al. (2000), advertising significantly influences consumers, and a positive attitude towards advertisements directly influences consumers' purchase intention. However, there can also be an indirect relationship between attitude towards advertisement and purchase intention through attitude towards the brand. This appears when a consumer develops a positive attitude towards an advertisement, which leads them to form an attitude towards the brand before beginning to build a positive purchase intention (Sallam and Abdelfattah, 2017). Therefore, this study tests the following hypothesis:

H4: Attitude towards the brand has a positive effect on purchase intention.

Cox and Locander (1987) discover that on a novel product, attitude towards advertisement has a substantial effect on purchase intention. However, there is not much research regarding this topic as it is not a common path reported in the literature (Sallam and Abdelfattah, 2017). Perhaps, there prevails a direct relationship between attitude towards advertisement and purchase intention. Therefore, this study tests the following hypothesis:

H5: Attitude towards the advertisement has a positive effect on purchase intention.

Based on the hypotheses above, the framework is adopted as follows:

Methodology Research

This paper examines how the credibility of mom-influencers as endorsers and the corporate credibility of brands affect consumers' attitude towards advertisement, attitude towards the brand, and purchase intention. This descriptive study observes how Indonesians portray the mom-influencers they follow on Instagram by asking who their top-of-mind mom-influencers are and what brand or type of goods or services link to her. There were no profile restrictions on who could complete the survey and what kind of products they could mention, as this research explores the question from a marketing point of view and not parenting.

Measurement
To ensure the validity of the scales' content, items selected for the constructs were mainly adapted from prior studies. Endorser credibility was measured with the second-order construct, divided into the three dimensions of attractiveness, trustworthiness, and expertise. Five items adapted from Ohanian (1990) measured each dimension. Corporate credibility was measured using the scale developed by Newell and Goldsmith (2001). There were eight items in two of the significant dimensions of corporate credibility (Lafferty et al., 2002); four items measured attitude towards the advertisement, three items measured attitude towards the brand, and five items measured purchase intention (Kaushal and Kumar, 2016). Likert scales (1–5), with anchors ranging from 'strongly disagree' to 'strongly agree', were used for all questions. The appendix lists the items used in this study.

Subjects
The data of this study were acquired by a survey. The targeted participants of this study were Indonesians who followed an Instagram-verified mom-influencer page on their Instagram account. The method for acquiring participants was convenience sampling by sending users questionnaire links and using the online questionnaires as data collection tools.
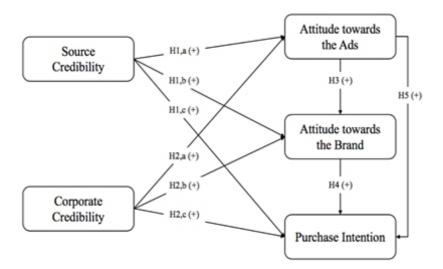
Figure 1.
The Research Model

There was a filter segment at the beginning of the data collection to ensure that the designated respondent already followed a verified mom-influencer on their Instagram account. The screened and qualified respondents self-administered a 36-item questionnaire. The first part required respondents to provide one name of a verified mom-influencer and her associated product/service to ensure the subject results acquired were as homogenous as possible, while the second part of the questionnaire focused on demographic data. The third part of the questionnaires regarded each variable for the object of mom-influencers and respondents scored which statement best described their level of agreement.

Analysis
Researchers examined the proposed model using partial least squares structural equation modelling (PLS-SEM). PLS-SEM was selected to test the hypotheses since it is intended for causal-predictive analysis explaining complex relationships with collinear factors, thus supporting an exploratory research objective or an extension of the existing structural theory (Hair et al., 2011). The aim of PLS-SEM, first proposed by Wold (1985), is to maximise the explained variance for the indicators and latent variables by ordinary least squares (OLS).

Following a series of OLS analyses, PLS-SEM optimally weights the indicators so that the researcher can obtain a latent variable estimate. Accordingly, PLS-SEM avoids the indeterminacy problem and provides an exact definition of component scores.

In this study, researchers used PLS-SEM software programs, such as SmartPLS, which explained the pattern of relationships and not only confirmed the theory but also predicted the model formed. The SmartPLS approach is consideredinfluential because it is not based on various assumptions. SmartPLS can test formative and reflective models with different indicator measurement scales in one model. The analysis requires a relatively small number of samples, and SmartPLS can analyse the data without having a normal distribution (Hair et al., 2011).

Results And Discussion

Results

Table 1.
Demographic Characteristics of Respondents

Characteristic	Items	Number	Percent
Gender	Female	131	87.33%
	Male	19	12.67%
Age	16–18 yrs	11	7.33%
	19–24 yrs	116	77.33%
	25–44 yrs	23	15.33%
Occupation	Student	102	68.00%
	Private employee/Civil servant	25	16.67%
	Entrepreneur	2	1.33%
	Housewife/Stay-at-home Dad	14	9.33%
	Freelancer	4	2.67%
	Experts	1	0.67%
	Others	2	1.33%
Marital Status	Single	132	88.00%
	Married	18	12.00%
Child Possession Status	Not yet have	134	89.33%
	Already have kids	16	10.67%

Through the distribution of questionnaires, the demographic data of respondents were obtained and are shown in Table 1. Women dominate the gender category (87.33%), while respondents aged 19 to 24 years old (77.33%) represent the majority of the age category. Most respondents were students (68%), 88% of our respondents were not married, and 89.33% of them had no children. It is likely the dominance of millennials (20–30 years old), who were primarily female students, experience a psychosocial development at the 'intimacy vs isolation' stage; a stage of desire formation and the need for balancing intimacy and a professional career (Batra, 2013).

At this stage, people are eager to prepare themselves for a family and a career in the future. They follow mom-influencers' social media accounts to learn more about their daily lives as mothers, based initially on their interest and curiosity towards the life of a family. Another possibility for this case is that our respondents followed the mom-influencer's account before the influencer became a mother because they were interested in the influencer's previous lifestyle.

Table 2.
Convergent Validity and Reliability

Research construct and research items	Mean	Factor loading >0.7	Average variable extracted >0.5	Composite reliability >0.7	Cronbach's Alpha >0.7
Source Credibility					
Attractiveness			0.711	0.908	0.865
SC_ATT1	4.407	0.810			
SC_ATT2	4.427	0.871			
SC_ATT3	4.467	0.851			
SC_ATT4	4.300	0.841			
Trustworthiness			0.708	0.924	0.896
SC_TW1	4.147	0.777			
SC_TW2	4.033	0.842			
SC_TW3	4.087	0.810			
SC_TW4	4.073	0.859			
SC_TW5	4.113	0.913			
Expertise			0.801	0.953	0.938
SC_EX1	4.220	0.898			
SC_EX2	4.287	0.886			
SC_EX3	4.307	0.924			
SC_EX4	4.153	0.860			
SC_EX5	4.307	0.907			
Corporate Credibility					
Trustworthiness			0.809	0.927	0.881
CC_TW1	3.847	0.868			
CC_TW2	3.920	0.912			
CC_TW3	3.920	0.917			
Expertise			0.871	0.953	0.926
CC_EX1	4.060	0.940			
CC_EX2	4.107	0.948			
CC_EX3	4.133	0.911			
Attitude towards Advertisement			0.821	0.932	0.891
AAD2	4.213	0.892			
AAD3	3.893	0.898			
AAD4	4.073	0.928			
Attitude towards Brand			0.788	0.918	0.865
AB1	4.147	0.886			
AB2	3.873	0.858			
AB3	3.993	0.918			
Purchase Intention			0.751	0.923	0.890
PI2	3.753	0.821			
PI3	3.933	0.926			
PI4	3.840	0.874			
PI5	3.900	0.843			

Author's note: Measurement codes are explained further in the questionnaire items in the appendix section

Table 3.
Discriminant Validity

	AAD	AB	CC_EX	CC_TW	PI	SC_ATT	SC_EX	SC_TW
AAD	0.906							
AB	0.818	0.888						
CC_EX	0.510	0.564	0.933					
CC_TW	0.551	0.612	0.618	0.899				
PI	0.571	0.692	0.430	0.572	0.867			
SC_ATT	0.457	0.336	0.237	0.265	0.202	0.843		
SC_EX	0.300	0.189	0.346	0.288	0.221	0.591	0.895	
SC_TW	0.396	0.309	0.224	0.394	0.279	0.554	0.599	0.841

Validity and reliability assess this measurement model. The validity in PLS-SEM has two types: convergent and discriminant. Table 2 shows the factor loading values were greater than 0.7 (Chin et al., 2003) and supported by the AVE values, which were greater than 0.5 (Hair et al., 1998), explaining the convergent validity. Discriminant validity is shown in Table 3,

where all the indicators used were not unidimensional. Reliability measurement uses Cronbach's Alpha value and composite reliability seen in Table 2, where all dimensions and variables' values were greater than 0.7 (Hair et al., 1998; Nunnally, 1978). Therefore, this research was valid and reliable.

Table 4.
Hypotheses Results

Hypothesis	Path	a	T Statistics	P Values	Conclusion
H1a	SC – AAD	2.725	2.725	0.006	Supported
H1b	SC – AB	1.959	1.959	0.050	Not Supported
H1c	SC – PI	0.414	0.414	0.679	Not Supported
H2a	CC - AAD	5.672	5.672	0.000	Supported
H2b	CC – AB	4.952	4.952	0.000	Supported
H2c	CC – PI	2.158	2.158	0.031	Supported
H3	AAD - AB	12.018	12.018	0.000	Supported
H4	AB - PI	5.779	5.779	0.000	Supported
H5	AAD - PI	0.282	0.282	0.778	Not Supported

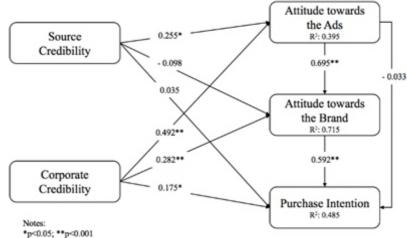*Figure 2.*
Hypothesis Testing Results

Looking at the attached Figure 2 shows that the results of the H1a, H2a, H2b, H2c, H3, and H4 research hypotheses were accepted as their p-value was smaller than the sig value (0.05), which was a positive beta value and a greater T-test value than 1.96 (Table 4) supports. On the other hand, hypotheses H1b, H1c, and H5 were rejected because they did not fulfil the specified conditions.

Discussion
Brands have been using social media influencers to get their products and messages to customers as influencers have become opinion leaders for their followers on social media. Most of our respondents portrayed their followed mom-influencers as attractive, which makes their attitude towards the advertisements posted by mom-influencers positive. Attractiveness influences attitude towards advertisements more strongly than trustworthiness and expertise, which were insignificant (Bhatt et al., 2016).

The more attractive the mom-influencers are to their followers, the more attractive the advertisements published through them. This makes it essential for brands to find attractive mom-influencers for their products because the source's credibility of the advertisements impacts brand credibility (Spry et al., 2011). However, our findings show that source credibility did not affect attitude towards the brand and purchase intentions positively, which could be the reason our respondents portrayed their followed mom-influencers as attractive but not experts. Attitude towards the brand was significantly explained by expertise and trustworthiness, and attractiveness was insignificant (Bhatt et al., 2016). Considering mom-influencers are usually only related to brands through short-term contracts, their followers believe that the nature of the relationship between brand and influencer is transient. Long-term relationships between influencers and brands are valuable for the attitude of followers towards how the brand is portrayed (Uzunoǧlu and Kip, 2014).

Being attracted to a particular lifestyle and relating to certain emotions could explain why our respondents followed certain mom-influencer accounts (Warayuanti and Suyanto, 2015). The respondents also tended to be interested in figures they felt they could relate to (Djafarova et al., 2017). However, 'relating to' does not necessarily mean 'attached'. Interaction between an influencer and their followers is more like an addiction than a friendly relationship (Sokolova and Kefi, 2019). The role of mom-influencers is primarily entertainment, rather than a representative of a brand, as they share their daily and personal lifestyle. Decision-making in Indonesia is still heavily reliant on close familial opinion-makers; even though influencers motivate their followers to do certain activities, the opinion and choices of their families highly influence consumers' decisions (Byrne et al., 2017). This could be a reason why influencers do not necessarily affect consumers' intention to purchase.

Our findings showed that consumers in Indonesia determine corporate credibility based on corporate expertise with the product or service offered. Consumers will consider corporate expertise in their field when the corporation can identify what the market wants and fulfil those desires and needs by becoming a favourite player in the market (David et al., 2005). One of the tools used by Indonesian consumers to determine the expertise of a corporation is customer reviews, where corporations with good reviews from many people are considered to be experts as they can serve their customers well. The credibility of a corporation can further affect how customers react to advertisements and brands (Newell and Goldsmith, 2001). Good reviews can be perceived as a form of user-generated promotion that influence consumer perceptions towards a brand. Thus, good reviews of a corporation's product/service will increase consumers' willingness to buy the product or services.

The results in this study indicate that there are positive and significant relationships between attitudes towards advertisements and attitudes towards the brand and between attitudes towards the brand and purchase intention, which is in line with previous research (Goldsmith, 2000; Lafferty, 2002; Sallam, 2012; Sallam, 2017). Attitudes towards the brand can serve as a mediating factor between attitudes toward advertisements and purchase intention. A positive and significant influence on attitudes towards advertisement, attitudes towards the brand, and purchase intention can explain and represent the behaviour of Indonesian consumers in purchasing products online. Consumer behaviour supports the development of marketing methods through influencers on social media.

Influencers are utilised by companies as sources of information to advertise and sell products by utilising Instagram posts on the main feed or posting Instagram 'stories'. 80% of influencers collaborate with a company to promote a brand (Azhar, 2018). This is a win-win situation where influencers get commissions from the content generated, and corporations receive benefits such as increased sales. Including a brand in an influencer's life is considered a promotion; it serves as product knowledge exposure to potential consumers and eventually affects the desire for a product purchase (Hansudoh, 2012; Rismawan and Purnami, 2017).

Not properly analysed and determined, influencers' choices may be a possible reason why attitude towards advertisement did not have any significant influence on purchase intention. A brand must have relevance with the influencer in terms of content, lifestyle, or specialisation (Agustina et al., 2016). Viewed from another perspective, the lifestyle and social status of mom-influencers may affect the brand portrayal. When the brand advertised does not fit with the mom-influencer's lifestyle, followers may think that the advertisement posted is merely contract-based and does not serve any authentic feelings of the mom-influencer themselves.

This form of distrust may be the reason why consumers did not have the intention to purchase and looked for other alternative brands on different information sources. Furthermore, some corporations and influencers may use content advertisement polishing strategies to form brand awareness, not necessarily to determine a purchasing decision.

Conclusions

Our findings show that corporate credibility plays a vital role in determining Indonesian consumer attitudes towards the advertisement and brand, as well as purchase intention. Meanwhile, source credibility only helps to boost corporate awareness by gaining consumer attention with the advertisement. Since most of the respondents mention high-involvement products, the consumer will see the expertise of the product/service corporation. Hence, corporations with high-involvement products/services can prove their expertise towards their customer for a favourable consumer attitude.

Implications And Suggestions For Future Studies

Implications

These findings provide imperative implications for two sectors: academics and businesses. The findings are significant for academics in that this study contributes to filling a gap of subject exploration (mom-influencers) from the marketing point of view, and offers results on how influencer-marketing works in terms of mom-influencers. This study confirms that credibility is one of the baselines in a customer's purchase intention. Its effects may be multiplied or depleted with the customer's attitude toward brand image and the portrayal of product advertisements. The Dual Credibility model (Lafferty et al., 2002) also indicates a similar result in the mom-influencers subject. This study discovers that source credibility (in this case, mom-influencers' credibility) particularly has positive effects on the advertisement attitudes and purchase intentions of consumers,

confirming that the endorser has a more significant impact on the attitude towards advertisement than towards the brand itself.

Business-wise, this study provides essential findings for both companies and the mom-influencers themselves. For the company, it is better to invest in product development than in the advertisers used in the Indonesian market. Since the products advertised on mom-influencers' channels are mainly child-related and high-involvement products, it is unlikely that parents will risk the quality of a product given to their child; thus, they are more likely to choose a product or brand that is trusted cross-generationally. Even though Indonesian consumers buy a product because of the brand, not the advertisers, a company can still use influencers to spread awareness of product knowledge as a supplemental tactic when releasing a product or brand. The company must find an influencer that is an acceptable fit for the product or brand to ensure the acceptance of the advertised product or brand by the audience.

For the mom-influencers, it is crucial to create an authentic expression in promoting a product or brand. The mom-influencers can also include their audience in the advertisement (i.e., through giveaways, meet and greets, product launches, workshops, etc.). Indonesian netizens want to feel involved in other people's lives, particularly the mom-influencer(s) they follow. This kind of relationship builds trust and affection that leads to a connected feeling between the mom-influencers and their followers, similar to a relational bond that presents between family. Getting to know the audience (followers) also lets the influencers know the characteristics of their audience and helps the influencers provide the audience with the content they want and need.

Suggestion for Future Studies
There were several limitations that we faced in this study. First, with this study only being based on 150 data samples conducted with convenience sampling, future studies should have a more significant number of respondents with specific demography. For example, future studies may focus on concentrating the samples towards parents with children as the main target of mom-influencers to ascertain whether that target generates a similar result to this research. Second, since our respondents mentioned child-related products and services, future studies could research this industry. Lastly, our study implicates products and services with high involvement; hence, future studies could explore further research on low-involvement products and service.

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