

The Influence of K-Pop Idols on Purchase Intention of Ultra Milk Products

Alfin Mintaro Makruf^{1*}, Raden Roro Ratna Roostika²

Universitas Islam Indonesia, Yogyakarta, Indonesia^{1,2}

alfinmintaromakruf@gmail.com^{1*}, 113110409@uii.ac.id²



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Abstract

Purpose: This study aims to analyze the influence of K-Pop idols as brand ambassadors for Ultra Milk on consumer purchase intention by examining the roles of advertising content value, influencer credibility, video attitude, brand attitude, and social shopping.

Research Methodology: A quantitative research approach was employed through an online questionnaire distributed to 232 Ultra Milk consumers in Indonesia who were aware of the brand's collaborations with K-Pop idols ITZY and Stray Kids. Data were analyzed using SmartPLS software with the PLS-SEM method to test the structural relationships among the studied variables.

Results: The results indicate that advertising content value and influencer credibility positively affect video and brand attitudes, both of which further enhance social shopping behavior and purchase intention. Moreover, video and brand attitudes mediate the relationships between advertising content value, influencer credibility, and social shopping.

Conclusion: The study concludes that using K-Pop idols as brand ambassadors effectively enhances brand perception and consumer engagement, thereby increasing purchase intention in digital marketing contexts.

Limitations: The study's findings are limited to Indonesian consumers familiar with Ultra Milk's collaboration with K-Pop idols, which may restrict broader generalization to other populations or product categories.

Contribution: This research enriches consumer behavior and digital marketing literature by providing evidence of how global influencer collaborations strengthen local brand equity and drive purchase intentions, offering strategic insights for marketers operating in emerging markets.

Keywords: *Brand Ambassador, K-Pop, Purchase Intention, Social Shopping, Ultra Milk*

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1. Introduction

The retail industry plays a vital role in supporting the global economy, including in Indonesia. In 2023, Indonesia's retail sector experienced growth of 4.2% compared to the previous year (Bening et al., 2023; Cicilia, 2023), driven by increased purchasing power and a shift in consumption patterns toward more practical products, such as packaged food and beverages. Retail not only facilitates product distribution but also enables direct interaction between consumers and products (Hsu et al., 2024). One important retail product that contributes to fulfilling community nutritional needs is milk. In Indonesia, challenges related to malnutrition and stunting remain serious issues, affecting approximately 21.6% of children nationwide (Rokom, 2023). Cow's milk is widely recognized as an essential source of nutrition

rich in protein, vitamins, and minerals that can help meet daily dietary needs and reduce the risk of malnutrition (Nursiti & Fameira, 2019).

PT Ultrajaya Milk Industry Tbk, through its flagship product Ultra Milk, is one of the leading providers of high-quality milk in Indonesia. The company applies Ultra-High Temperature (UHT) technology to preserve the freshness and nutritional content of milk while ensuring food safety through aseptic packaging. This packaging consists of six layers that not only protect the milk from bacterial contamination but are also environmentally friendly, as they are produced under Forest Stewardship Council (FSC) supervision, ensuring that raw materials originate from sustainably managed forests (Kompas.com, 2022).

Ultra Milk's marketing strategy is also highly aligned with current consumption trends. A survey conducted by Prindonesia.co (2023), revealed that more than 87% of Indonesian consumers tend to choose products influenced by celebrities or influencers, particularly among younger generations. To strengthen its market position, Ultra Milk has adopted a brand ambassador strategy. One of the approaches taken is collaborating with K-pop idols who are extremely popular among Indonesian youth. ITZY and Stray Kids, two K-pop idol groups under JYP Entertainment, were selected as brand ambassadors for Ultra Milk due to their strong influence among K-pop fans in Indonesia. The growing popularity of K-pop in Indonesia has positioned these idols as effective communicators of the company's promotional message (Hariyanto & Kusuma, 2024).

This approach represents a novel marketing strategy for dairy products in Indonesia, where the use of brand ambassadors has traditionally focused on athletes or local celebrities (Aini & Zagladi, 2025; Angelia & Widjaja, 2024). This study offers a new perspective by exploring the influence of global culture, particularly K-pop, on consumer preferences in the domestic market. The urgency of this research lies in the increasingly intense competition within the food and beverage industry, especially in the liquid milk segment, which requires companies to continuously innovate their marketing strategies. As younger generations constitute one of the largest consumer segments in Indonesia, understanding how to reach them through popular culture such as K-pop is becoming increasingly important for maintaining and expanding market share.

Ultra Milk's first collaboration with ITZY was launched in July 2022 through the #DontStopYourMove campaign. This campaign aimed to inspire Indonesian youth to become part of a confident generation that dares to express themselves without fear of judgment. The campaign aligns with one of ITZY's popular songs, "*Wannabe*," which conveys a message of self-acceptance and authenticity. Following the success of this collaboration, Ultra Milk continued with a new partnership featuring Stray Kids in October 2023 through the #iamUltraoddinary campaign, encouraging young people to confidently express their unique identities (Nursiti & Fameira, 2019).

Brand ambassadors play a crucial role in influencing consumer decision-making. Influencer credibility is particularly important in marketing, as consumers tend to trust recommendations from public figures they perceive as reliable (Sujudi & Roostika, 2025). This credibility encompasses expertise, communication skills, and a positive public image, which can ultimately influence consumer attitudes and behaviors toward a product (Manik et al., 2023). In the digital era, video advertising and online campaigns also play a significant role in reaching broader audiences (Aini & Zagladi, 2025; Irrawati & Isa, 2025).

Previous studies have found that advertising content value positively influences audience attitudes toward both videos and brands, while influencer credibility shapes favorable consumer perceptions. Furthermore, attitudes toward videos and brands have been shown to affect social shopping activities, where consumers share experiences and product recommendations through digital platform (Luong & Ho, 2023). These findings highlight the importance of engaging and credible advertising content in building strong relationships between brands and consumers. Based on this background, the present study aims to examine the influence of K-pop idols as brand ambassadors for Ultra Milk on consumers' purchase intentions. Specifically, this research analyzes how advertising content value, influencer

credibility, video attitude, brand attitude, and social shopping interact and influence consumer purchasing decisions for Ultra Milk products. This study is expected to provide new insights for companies in formulating effective marketin

2. Literature Review and Hypothesis Development

Advertising content value refers to the subjective evaluation of how valuable and useful an advertisement is to consumers, as well as how the advertisement satisfies consumers' needs and desires toward a particular commodity (Ducoffe, 1996). Meanwhile, video attitude refers to consumers' attitudes toward advertising videos, reflecting their evaluations of perceived product attributes and consequences (Audrea & Jaolis, 2021). The entertainment value of advertising has the ability to generate positive emotions through aesthetic and emotional enjoyment experienced by the audience (Yang et al., 2017). Key elements of advertising content value include informativeness, irritation, and entertainment (Ducoffe, 1996), which collectively influence audience perceptions of advertising and enhance positive responses to video content.

H1: Advertising content value has a positive effect on video attitude.

Advertising content value refers to consumers' subjective evaluation of how valuable and useful an advertisement is, influencing their perceptions of usefulness and satisfaction with the product (Ducoffe, 1996). Brand attitude, on the other hand, refers to consumers' positive or negative attitudes toward a brand, encompassing personal opinions and emotional aspects related to a product or company (Wu & Wang, 2011). Previous studies indicate that advertising content value influences brand attitude, as information conveyed through advertising content helps shape consumers' positive attitudes toward brands (Irene, 2019). Such positive attitudes are essential for encouraging purchase intentions and enhancing customer loyalty (Kharisma et al., 2022; Sigit, 2018). Therefore, high-quality advertising content value contributes to the creation of a positive brand image.

H2: Advertising content value has a positive effect on brand attitude.

Influencer credibility, according to Sharma et al. (2022) emerges from influencers' active lifestyles, such as vlogging and sharing daily activities with followers, which fosters strong connections and appreciation. However, such relationships only occur when audiences hold positive perceptions of the influencer. Video attitude, meanwhile, refers to attitudes toward advertising videos that involve evaluations of product attributes and their consequences (Yang et al., 2017). Influencer credibility is shaped by trustworthiness, expertise, and perceived similarity with consumers, all of which influence purchasing decisions (Iqbal et al., 2023). Reinikainen et al. (2021) also found that perceived influencer credibility positively affects consumers' attitudes toward products and their purchase intentions. Thus, the influence of influencer credibility on video attitude can be observed through audience trust, where promotional videos delivered by credible influencers are more likely to shape positive attitudes toward the video content.

H3: Influencer credibility has a positive effect on video attitude.

Influencer credibility, as described by Sharma et al. (2022) is developed through influencers' active lifestyles and the sharing of daily activities with followers, creating a special connection when followers hold positive perceptions of them. Brand attitude refers to consumers' positive or negative attitudes toward a brand, including personal opinions and emotional aspects related to the brand or product (Sharma et al., 2022). Fuadi & Padmantyo (2024) revealed that consumers tend to trust influencers with high credibility, which can shape consumers' perceptions and attitudes toward brands. Brands endorsed by credible influencers are more likely to be perceived positively and purchased by consumers (Prasetyo & Indriani, 2023). Therefore, consumers are more likely to develop positive attitudes toward brands promoted by influencers who possess high credibility and effective promotional capabilities.

H4: Influencer credibility has a positive effect on brand attitude.

Video attitude, according to Yang et al. (2017), refers to attitudes toward advertising videos that reflect aggregated evaluations of the attributes and consequences of the featured products. Social shopping, on the other hand, refers to a growing trend in e-commerce that integrates social networking with shopping activities, allowing consumers to search for information before purchasing and share experiences online

afterward (Hsiao et al., 2010). Research by Yang et al. (2017) indicates that intensive interaction with informative and credible advertising videos can influence consumers' purchasing attitudes. Research by Fu et al. (2020), found that consumers' purchase intentions are directly influenced by online video advertisements, although other behaviors such as relaxation and social interaction were not significantly related. Thus, the influence of video attitude on social shopping can be understood as the formation of positive attitudes after viewing advertising videos, which subsequently affects consumers' intentions to engage in social shopping.

H5: Video attitude has a positive effect on social shopping.

Brand attitude refers to consumers' positive or negative attitudes toward a brand, encompassing personal opinions and emotional aspects related to the brand or product (Sharma et al., 2022). Social shopping, meanwhile, is an e-commerce trend that combines social networking with shopping, enabling consumers to search for information before making purchases and share experiences afterward (K. Hsiao et al., 2010). Arachchi & Samarasinghe (2023) demonstrated that brand attitude plays a significant role in influencing consumer decision-making and has a positive impact on purchase intention and future consumer behavior. Aprilliani & Aquinia (2024), also found that purchase intention declines when consumers' attitudes toward a product deteriorate. Therefore, a favorable brand attitude strengthens purchase intentions by increasing trust, encouraging recommendations from peers, and enhancing engagement through social media. Brands that cultivate positive attitudes are more likely to stimulate social shopping through direct interaction or social recommendations.

H6: Brand attitude has a positive effect on social shopping.

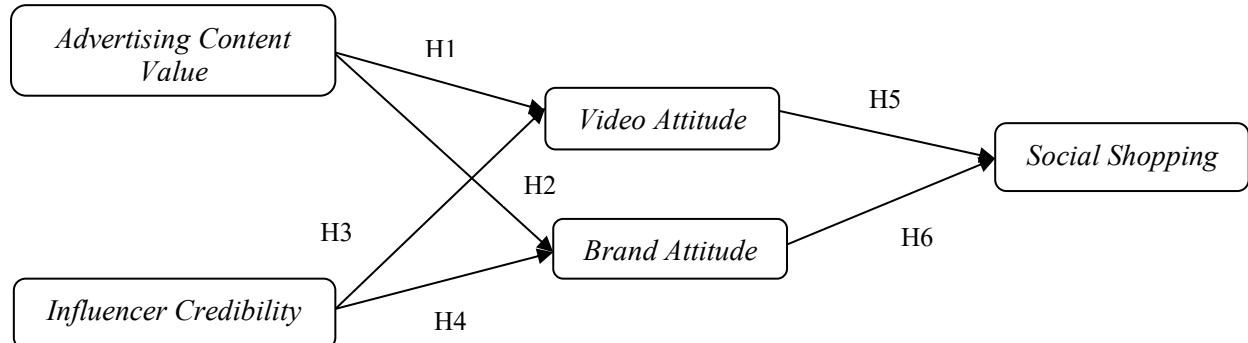


Figure 1. Conceptual Framework
Source: Adapted from Luong & Ho (2023)

3. Methodology

The population of this study consists of Indonesian consumers of Ultra Milk products that have collaborated with K-pop idols ITZY and Stray Kids. The research sample was drawn from a subset of the population and determined based on the number of indicators and latent variables. With 38 indicators and five latent variables, the minimum required sample size was 215 respondents and the maximum was 430 respondents (Hair et al., 2019). Data were collected using a quantitative approach with primary data obtained through a closed-ended questionnaire. A seven-point Likert scale was employed to measure respondents' opinions and perceptions (Sugiyono, 2019). Hypothesis testing was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3 software (Diarti & Hesniati, 2024).

Table 1. Karakteristik Responden

Characteristic	Category	Frequency	Percentage(%)
Gender	Male	42	18,1
	Female	190	81,9
	Total	232	100
Usia	Under 20 years	50	21,6
	20 - 29 years	177	76,3

	30 - 39 years	4	1,7
	Over 40 years	1	0,4
	Total	232	100
Average Monthly Expenditure	Less than IDR 2,000,000	141	60,8
	Rp. 2.000.000 - Rp. 5.000.000	80	34,5
	Rp. 5.000.000 - Rp. 10.000.000	7	3,0
	More than IDR	4	1,7
	Total	232	100
Pekerjaan	Civil Servant / Military / Police	0	0
	Entrepreneur	18	7,8
	Student	173	74,6
	Private Employee	28	12,1
	Unemployed / Homemaker	13	5,6
	Total	232	100

Source: Processed Data (2024)

Table 1 presents the characteristics of consumers based on gender, age, average monthly expenditure, and occupation from a total of 232 respondents. The majority of respondents were female (81.9%) and aged between 20 and 29 years (76.3%), indicating that younger age groups dominated the survey. In terms of expenditure, most respondents (60.8%) reported an average monthly spending of less than IDR 2,000,000. Regarding occupation, the largest proportion of respondents were students (74.6%), reflecting that the survey predominantly involved individuals who are currently pursuing education. These findings provide a clear overview of the demographic profile of consumers involved in this study.

3.1. Variable Measurement

This variable reflects the extent to which advertising content is perceived as useful by consumers. Advertising content value was measured through consumers' subjective responses to content associated with the idols they follow, particularly in terms of effectiveness, usefulness, entertainment, and attractiveness. The indicators included perceptions of how effective, beneficial, practical, entertaining, and appealing the advertising content was perceived to be (Ducoffe, 1996; Luong & Ho, 2023).

Influencer credibility measures consumers' perceptions of the credibility or trustworthiness of an influencer. This credibility plays an important role in creating emotional connections between influencers and their followers. The indicators included perceptions of the influencer's competence, expertise, experience, and personal qualities such as honesty, trustworthiness, attractiveness, appearance, and perceived personality similarity with followers (Luong & Ho, 2023; Sharma et al., 2022).

Video attitude refers to consumers' positive or negative perceptions of advertising videos used to promote a product. The indicators included consumers' impressions of the visual and aesthetic aspects of the video, such as whether the video was enjoyable, attractive, simple, and easy to watch, which in turn influence consumers' evaluations of the brand represented in the video (Luong & Ho, 2023; Yang et al., 2017).

Brand attitude measures consumers' perceptions or impressions of a brand after viewing the product video. The indicators included consumers' responses regarding whether the brand was perceived as attractive, good, pleasant, likable, and lovable. Positive or negative brand attitudes can influence consumers' purchase decisions (Luong & Ho, 2023; Wu & Wang, 2011).

Social shopping reflects consumers' behavior in seeking and sharing product-related information through social platforms. This variable was measured by assessing the extent to which consumers were motivated to share product experiences obtained from influencers, seek advice before trying products, and their willingness to purchase products recommended by influencers. These indicators reflect the influence of social networking on consumers' purchasing decisions (K. Hsiao et al., 2010).

4. Results and Discussion

4.1. Results

4.1.1. Convergent Validity Results

Table 2. Outer Loading Test

Variable	Indicator	Loading Factor	AVE
Advertising Content Value	ACV1	0,732	0,545
	ACV2	0,774	
	ACV3	0,821	
	ACV4	0,755	
	ACV5	0,766	
	ACV6	0,603	
	ACV7	0,742	
	ACV8	0,686	
	ACV9	0,744	
Influencer Credibility	IC1	0,799	0,496
	IC2	0,812	
	IC3	0,769	
	IC4	0,761	
	IC5	0,762	
	IC6	0,745	
	IC7	0,817	
	IC8	0,651	
	IC9	0,564	
	IC10	0,516	
	IC11	0,595	
	IC12	0,565	
Video Attitude	VA1	0,891	0,681
	VA2	0,875	
	VA3	0,867	
	VA4	0,630	
	VA5	0,835	
Brand Attitude	BA1	0,861	0,762
	BA2	0,877	
	BA3	0,894	
	BA4	0,862	
	BA5	0,871	
Social Shopping	SS1	0,819	0,649
	SS2	0,739	
	SS3	0,854	

Source: Processed Data (2024)

The convergent validity test in this study indicates that most of the indicators used to measure the constructs have loading factor values above 0.70. The Average Variance Extracted (AVE) values for the variables were 0.545 for Advertising Content Value, 0.681 for Video Attitude, 0.762 for Brand Attitude, and 0.649 for Social Shopping, all of which meet the criteria for good convergent validity (Table 2). Overall, these results demonstrate that the measured constructs are valid.

4.1.2. Discriminant Validity Results

Discriminant validity in this study was assessed using the Fornell–Larcker criterion to ensure that the constructs in the research model are distinct from one another. The discriminant validity results show that the square root of the Average Variance Extracted (AVE) for Advertising Content Value (0.738),

Brand Attitude (0.873), Social Shopping Intention (0.806), and Video Attitude (0.825) is greater than the correlations with other constructs, thus satisfying the discriminant validity criteria.

However, for the Influencer Credibility construct, the square root of the AVE (0.704) is slightly lower than its correlation with Social Shopping Intention (0.710). Although discriminant validity is not technically fulfilled between these two constructs, the very small difference (0.704 vs. 0.710) suggests that Influencer Credibility can still be retained for further analysis, provided that it is supported by relevant theoretical justification. Overall, the results indicate that discriminant validity is achieved for most constructs, although caution and strong theoretical support are required when interpreting the relationship between Influencer Credibility and Social Shopping Intention.

4.1.3. Reliability Test Results

Tabel 3. Cronbach's Alpha dan Composite Reliability

	Cronbach's Alpha	Composite Reliability
Advertising Content Value	0,895	0,915
Brand Attitude	0,922	0,941
Influencer Credibility	0,904	0,920
Social Shopping	0,735	0,847
Video Attitude	0,878	0,913

Source: Processed Data (2024)

The reliability test in this study was conducted to ensure the consistency and dependability of the constructs used, employing two measures: Cronbach's Alpha and Composite Reliability. According to (Noor, 2016), a variable is considered reliable if the values of Cronbach's Alpha and Composite Reliability are each greater than 0.40. Based on Table 3, all variables in the study demonstrate values that meet these criteria. Overall, the results of the reliability test indicate that all constructs in this study are reliable and suitable for further analysis.

4.1.4. Uji Koefisien Jalur Determinasi (R-Square)

Tabel 4. Result R-Square

	R Square	R Square Adjusted
Brand Attitude	0,511	0,507
Social Shopping	0,429	0,424
Video Attitude	0,511	0,507

Sumber: Data Diolah, (2024)

The coefficient of determination (R-square) test indicates the extent to which exogenous variables explain endogenous variables in the study. Based on Table 4, Brand Attitude and Video Attitude each have an R² value of 0.511, meaning that 51.1% of the variance in these constructs is explained by their antecedent variables, while the remaining 49.3% is influenced by other factors. Meanwhile, Social Shopping has an R² value of 0.429, indicating that 42.9% of its variance is explained by the variables included in the model, with the remaining 57.1% attributed to other unexamined variables. These results demonstrate a substantial contribution of the model variables in explaining the three constructs, although the influence of other factors not included in the study remains evident.

4.1.5. Relevansi Prediktif (Q-Square)

Tabel 5. Result Q-square

	SSO	SSE	Q ² (=1-SSE/SSO)
Advertising Content Value	2079,000	2079,000	
Brand Attitude	1155,000	712,295	0,383
Influencer Credibility	2772,000	2772,000	

Social Shopping	693,000	513,312	0,259
Video Attitude	1155,000	760,590	0,341

Sumber: Data Diolah, (2024)

Predictive relevance (Q-square) is an indicator that reflects the ability of the structural model to predict the values of endogenous latent variables, where a Q^2 value must be greater than zero ($Q^2 > 0$) to demonstrate predictive relevance. Based on Table 5, the Brand Attitude variable has a Q^2 value of 0.383, indicating that the model explains 38.3% of the variance in this construct. Social Shopping shows a Q^2 value of 0.259, meaning that the model explains 25.9% of the variance, while Video Attitude has a Q^2 value of 0.341, indicating that 34.1% of the variance is explained by the model. The Q^2 values for Advertising Content Value and Influencer Credibility are 0, which is expected since these variables function as independent variables. Overall, these results indicate that the structural model demonstrates good predictive relevance for the examined endogenous constructs.

4.1.6. Hypothesis Testing Results

Table 6. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
Advertising Content Value → Video Attitude	0,197	0,199	0,081	2,429	0,016	H1 Supported
Advertising Content Value → Brand Attitude	0,257	0,260	0,077	3,329	0,001	H2 Supported
Influencer Credibility → Video Attitude	0,566	0,566	0,071	7,969	0,000	H3 Supported
Influencer Credibility → Brand Attitude	0,515	0,515	0,074	6,993	0,000	H4 Supported
Video Attitude → Social Shopping	0,386	0,395	0,095	4,075	0,000	H5 Supported
Brand Attitude → Social Shopping	0,302	0,295	0,098	3,070	0,002	H6 Supported

Sumber: Data Diolah (2024)

4.2. Discussion

4.2.1. The Effect of Advertising Content Value on Video Attitude

The results of this study indicate that advertising content value has a positive effect on video attitude; therefore, Hypothesis 1 is accepted. This finding is consistent with previous research by Yang et al. (2017), which explains that this effect is reflected in audiences' positive reactions to the messages conveyed in advertisements. Hsiao also identified three key elements of advertising content value, namely informativeness, irritation, and entertainment. Advertisements that are informative and entertaining tend to be more appealing and generate positive responses from audiences, thereby enhancing favorable attitudes toward advertising videos (W.-H. Hsiao & Chang, 2014). In this study, ITZY and Stray Kids, as brand ambassadors for Ultra Milk, successfully presented advertisements that were engaging and entertaining, resulting in positive consumer responses. This finding is supported by Thavorn et al. (2022), who demonstrated that advertising value is positively associated with attitudes toward advertisements and word-of-mouth sharing intentions. Conversely, perceptions of intrusive advertising tend to have a negative impact on attitudes toward advertisements. Therefore, entertainment and informativeness elements in advertisements involving brand ambassadors play a crucial role in shaping positive attitudes toward video content. On the other hand, creative advertising helps reduce

perceptions of intrusiveness that may arise among consumers. This indicates that well-designed advertisements can deliver enjoyable and appealing experiences for audiences.

4.2.2. The Effect of Advertising Content Value on Brand Attitude

This study demonstrates that advertising content value has a positive effect on brand attitude, supporting Hypothesis 2, which states that higher advertising content value leads to more positive consumer attitudes toward the brand. This finding is consistent with the theory proposed by Ducoffe (1996), which defines advertising content value as consumers' subjective evaluations of the usefulness and value of the information provided in advertisements. When advertisements are perceived as relevant and beneficial, consumers are more likely to develop positive attitudes toward the advertised brand. In this context, the advertising content value of Ultra Milk delivered through campaigns featuring ITZY and Stray Kids as brand ambassadors is perceived as effective in shaping positive brand attitudes.

Irene (2019) study, also supports these findings by demonstrating that the information conveyed through advertising content can shape consumers' positive attitudes toward a brand, which in turn encourages product purchases. This study further confirms that high advertising content value helps consumers feel more satisfied and develop a stronger sense of closeness to the products offered. These findings are consistent with the research Hatzithomas et al. (2024), who define brand attitude as consumers' attitudes toward a brand encompassing both cognitive and affective aspects, which are formed through the influence of information presented in advertisements.

Furthermore, studies by Sigit (2018) and Kharisma et al. (2022) emphasize the importance of brand attitude in increasing consumer loyalty. Positive attitudes formed through informative advertising provide greater benefits for companies, as consumers tend to be more loyal to brands they perceive as having higher value. Therefore, advertisements that emphasize informational value play a crucial role in creating a positive brand image, as seen in Ultra Milk, which utilizes well-known celebrities such as ITZY and Stray Kids. Their presence as brand ambassadors not only enhances the attractiveness of the advertisements but also increases the credibility of the information conveyed, thereby contributing to consumers' positive perceptions of the brand.

4.2.3. The Effect of Influencer Credibility on Video Attitude

The results of this study indicate that influencer credibility has a positive effect on video attitude, supporting Hypothesis 3, which states that the more credible the influencer, the more positive consumers' attitudes toward the promoted video. This finding aligns with the theory proposed by Sharma et al., (2022), who argue that influencer credibility on social media is formed through active lifestyles, such as vlogging and sharing daily activities, which create strong emotional connections with audiences. However, this relationship occurs only when audiences hold positive perceptions of the influencer. In the context of Ultra Milk, ITZY and Stray Kids, as brand ambassadors, have successfully built strong connections with their fans, thereby reinforcing positive perceptions of the brand they promote.

Previous studies define video attitude as consumers' attitudes toward advertising videos, encompassing evaluations of product attributes and the perceived impact of the advertisements (Ramadhani et al., 2020). The findings of this study are consistent with this concept, as the influence of influencer credibility on video attitude is reflected in how consumers evaluate promotional videos. Videos promoted by credible influencers such as ITZY and Stray Kids tend to be more positively received, as consumers place greater trust in the messages delivered. Further research emphasizes that influencer credibility—comprising trustworthiness, expertise, and perceived similarity with the audience—has a direct impact on consumers' purchase decisions (Iqbal et al., 2023). In this case, ITZY and Stray Kids successfully fulfill all three elements, thereby strengthening consumers' positive attitudes toward the promotional videos they present. Reinikainen et al. (2021) also note that perceived influencer credibility significantly affects consumers' attitudes toward products and purchase intentions, which is consistent with the findings of this study showing that consumers who trust influencers tend to hold more positive attitudes toward promotional videos. In this context, the credibility of ITZY and Stray Kids as Ultra

Milk brand ambassadors has proven effective in building trust and enhancing consumers' video attitudes toward the brand.

4.2.4. The Effect of Influencer Credibility on Brand Attitude

The results of this study indicate that influencer credibility has a positive effect on brand attitude, supporting Hypothesis 4, which states that the more credible the influencer, the more positive consumers' attitudes toward the promoted brand. This finding is consistent with the research of Sharma et al. (2022), who suggest that influencer credibility is formed through active lifestyles, such as vlogging and sharing daily activities with followers. Such strong relationships occur only when followers hold positive perceptions of the influencer. In the context of Ultra Milk, ITZY and Stray Kids, as brand ambassadors, have created strong connections with their fans, thereby reinforcing positive perceptions of the promoted brand.

Moreover, brand attitude, as explained by Sharma et al. (2022), refers to consumers' positive or negative attitudes toward a brand, influenced by emotional and cognitive aspects related to the product. The results of this study reflect that highly credible influencers can shape positive consumer attitudes toward the brands they promote, as consumers tend to trust information provided by influencers they perceive as credible. These findings are also supported by Fuadi and Padmantyo (2024), who show that consumers are more likely to trust influencers with high credibility, which in turn influences their perceptions and attitudes toward the represented brands.

Prasetyo & Indriani (2023), further confirm that products endorsed by credible influencers are more likely to be evaluated positively and have a higher likelihood of being purchased. In this case, ITZY and Stray Kids exert a significant influence in creating positive attitudes toward Ultra Milk, as their credibility as brand ambassadors strengthens the brand's image in consumers' minds. Thus, the credibility of ITZY and Stray Kids as brand ambassadors has proven effective in building consumer trust and creating a positive brand image for Ultra Milk.

4.2.5. The Effect of Video Attitude on Social Shopping

The results of this study indicate that video attitude has a positive effect on social shopping, supporting Hypothesis 5, which states that the more positive consumers' attitudes toward advertising videos, the greater their likelihood of engaging in social shopping activities. This finding is consistent with the theory proposed by (Yang et al., 2017), who define video attitude as consumers' attitudes toward advertising videos, including evaluations of displayed product attributes and their consequences. Intensive interaction with credible and informative advertising videos can shape positive attitudes that influence consumers' purchasing decisions, particularly in the context of social shopping. In this study, advertising videos featuring ITZY and Stray Kids as Ultra Milk brand ambassadors create more intensive interactions due to their high credibility among K-pop fans.

Furthermore, other studies show that online video advertisements can influence consumers' purchase intentions, although behaviors such as relaxation and social interaction may not have significant relationships. Nevertheless, these findings do not diminish the importance of video attitude in encouraging social shopping, as positive attitudes toward informative and credible advertising videos can motivate consumers to actively share experiences and information about products on social platforms, which is an integral part of social shopping trends (Fu et al., 2020). The concept *social shopping* described by Barbosa & Santos (2023), integrates social networking with shopping activities, where consumers seek information and share experiences before and after purchase. In this context, video attitude plays a crucial role in shaping consumers' intentions to engage in social shopping. Positive attitudes toward advertising videos driven by credible influencers such as ITZY and Stray Kids increase the likelihood that consumers will interact with advertising content, share product information, and recommend brands to others. Additionally, previous findings indicate that online advertisements can influence purchase intentions, which are further strengthened by social interactions following exposure to advertising videos (Lopes et al., 2023). Thus, the results of this study confirm that positive video attitudes can strengthen social shopping by increasing consumer interaction on social media and expanding brand reach.

4.2.6. The Effect of Brand Attitude on Social Shopping

The results of this study indicate that brand attitude has a positive effect on social shopping, supporting Hypothesis 6, which states that the more positive consumers' attitudes toward a brand, the greater their likelihood of engaging in social shopping activities. This finding is consistent with the theory proposed by Sharma et al. (2022), which explains that brand attitude encompasses consumers' positive or negative attitudes toward a brand, influenced by personal opinions and emotional aspects related to the product. Positive brand attitudes encourage consumers to become more involved in activities related to the product, including social shopping, which involves information seeking and experience sharing on social media.

Arachchi & Samarasinghe (2023), emphasize that brand attitude plays an important role in influencing consumers' purchase decisions and can positively affect their future behavior. This is consistent with the findings of this study, where positive attitudes toward Ultra Milk formed through ITZY and Stray Kids as brand ambassadors increase consumers' purchase intentions. Additionally, other studies indicate that purchase intentions decline when consumers' attitudes toward a product weaken. Therefore, positive brand attitudes strengthen purchase intentions and consumer engagement, which are essential elements of social shopping (Aprilliani & Aquinia, 2024).

This study finds that positive brand attitudes encourage consumers to share product recommendations on social platforms, thereby expanding brand reach. This is consistent with the theory proposed by Barbosa & Santos (2023), which states that social shopping involves sharing experiences and recommendations through social networks. In this context, ITZY and Stray Kids, as highly credible influencers, successfully motivate their fans not only to recommend Ultra Milk to others but also to interact with the brand on social media, thereby strengthening brand exposure and creating broader interactions. By fostering positive brand attitudes, Ultra Milk, supported by credible influencers, can enhance consumer engagement, expand marketing reach, and encourage more active social interactions on digital platforms.

5. Conclusions

5.1. Conclusion

This study examined the influence of K-pop idols as brand ambassadors for Ultra Milk on purchase intention through advertising content value, influencer credibility, video attitude, brand attitude, and social shopping, using data from 232 respondents. The results indicate that advertising content value has a positive effect on both video attitude and brand attitude, demonstrating that well-designed advertising content can enhance consumers' positive responses as well as the brand image. Influencer credibility also shows a positive effect on video attitude and brand attitude, suggesting that promotions delivered by credible influencers improve audience attitudes toward advertising videos and strengthen product reputation. Furthermore, both video attitude and brand attitude have a positive influence on social shopping, indicating that strong advertising and a favorable brand image can encourage social interaction and consumers' purchase intentions.

Nevertheless, this study has several limitations. First, the sample used may not be sufficiently representative, as most respondents were consumers who were already familiar with K-pop idols and the Ultra Milk brand. Second, this study focuses only on variables related to advertising and influencers, without considering other factors such as price, brand trust, or customer loyalty. Therefore, future research is encouraged to expand the range of variables examined, employ more demographically diverse samples, and apply longitudinal methods to capture changes in consumer perceptions over time.

5.2. Limitations and Future Research

This study has several limitations that should be considered in the development of future research. The use of questionnaires as a data collection method may allow for less accurate responses from participants, which could be influenced by differences in perception, levels of understanding, or response bias. The relatively limited number of respondents (232 participants) may also be insufficient to fully represent the population, suggesting that increasing the sample size in future studies could

enhance the validity and generalizability of the findings. In addition, constraints related to time, resources, and researchers' capacity may have affected the scope and depth of the analysis.

Based on these limitations, several recommendations can be proposed for future studies. Future research is encouraged to incorporate additional relevant variables to broaden the analytical perspective and provide a deeper understanding of consumer behavior. A larger number of respondents would also help better represent population characteristics. Furthermore, researchers may examine different brands to gain a more comprehensive and applicable understanding of the influence of brand ambassadors across various product categories.

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