

Brand Ambassadors and Online Influencers on The Consumer's Purchase Intentions in The Social Media Landscape

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ABSTRACT

In recent years, the emergence of social media has altered the way consumers interact with digital marketing on a global scale. It also deals with the effect of social media marketing and management on product and service reputation. The use of endorser marketing by online influencers and brand ambassadors in digital marketing has skyrocketed. The current study takes a preliminary approach to determine marketing endorsers on the TikTok site that influence consumer's intentions. It provides an integrated credibility VisCAP Model that takes into account accessing advertising functions valued among endorsers that can influence consumers' purchase intentions, such as attractiveness, trustworthiness and expertise. Consequently, those are the three criteria to determine the validity of this research. As a consequence of this present research, a theoretical framework can anticipate the relationship between online influencers and brand ambassadors in social media scenarios. The proposed framework is supplemented with a basic guideline for other corporations, advertising agencies and industries for future understanding of endorsement marketing.

Keywords: online influencers, brand ambassadors, purchase intentions, social media, influencer marketing



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1 INTRODUCTION

As opposed to conventional media consisting of television or newspapers, social media has transformed into a varied, fragmented, and specialized platform that in the eyes of today's millennials, might serve the needs among consumers extremely better (Wiedmann and von Mettenheim, 2020). According to Hughes, (2019), more than 75% of marketers are already utilizing social media to boost their products or service offerings. Marketers utilize social media for three (3) foremost reasons: to broaden their market, attract loyal customers and create leads (Qibtiyah, 2022). Since consumers choose from a variety of advertising formats daily, which advertising strategy should be considered when purchasing a product? For advertising commerce, this is an extremely important problem (Taillon, 2020). According to Unggul, (2021), one of the most important tactics for capturing the interest of consumers is the employment of advertising endorsers. Typically, well-known celebrities or professionals who exhibit expertise, grace and awareness become advertising endorsers. In addition to this kind of imagery, they may quickly convey the product message to the consumers' eye and perhaps increase their incentive to purchase. Consequently, to according Lutfie and Marcelino, (2020), this endorsement in advertising is a crucial advertising approach in the marketing plan.

Furthermore, social media has become a new marketing tool that leverages online influencers to foster consumer-brand relationships and provide valuable business objectives. According to Zak and Hasprova, (2020), this advertising strategy has proven to be effective in capturing the attention of enterprises and brands. Previously scholars, Saima and Khan, (2020), quoted online influencers are crucial in creating businesses that are deemed attractive enough to entice marketers and companies to investigate them thoroughly. Conversely, there is a benefit in which a company may select the ideal influencer, who is less expensive than paying a hefty fee to sign one or more well-known celebrities. The best qualities of this person are also their propensity for producing intelligent material, their ability to communicate effectively, strong reputations, their sizable social media followings, and their capacity to regularly connect their accounts to consumers.

Nevertheless, one of the other successful techniques in this digital era is the emergence of social media marketing and the employment of brand ambassadors to raise sales while setting up an excellent first impression of the company (Umar, 2022). Brand ambassadors are people or celebrities with positive relationships and who have been employed to enhance advertising for a specific brand. A brand ambassador is a globally recognizable individual or role model in a business, organization, firm, or institution who undertakes a favorable image by conveying and encouraging consumer intents to buy or evaluate the products (Korompis and Tumewu, 2022). As a result, it is also being utilized by businesses to create connections among consumers to facilitate sales (Digdowiseiso, 2022). According to Taillons (2020), prior study, social media platforms, including Instagram, Snapchat, Facebook, YouTube, Twitter and TikTok are the main channels through which all of these endorsers are able to be contacted. It is on these platforms that they utilize their vast networks to expose brands through images, knowledge, concepts, and often sponsored products.

2 LITERATURE REVIEW

2.1 The Impact of social media in Marketing

The explosion of social media networks has significantly affected daily social connections (Lim, 2019). As stated by Nur, (2022), there are 30.25 million active social media users globally, according to the statistics acquired in Malaysia. Therefore, 91.7 percent of Malaysians were using social media as of the beginning in 2022. The figure increased by 2.3 million or roughly 8.0 percent, between 2021 and 2022. In accordance with earlier studies, the number of adults between the ages of 21 and 45 who heavily rely on social media to acquire their news has increased over the last five years (Of. M., 2021).

In the marketing world, purchase intent has emerged as an important concern. Consumer purchasing choices are influenced by a variety of socioeconomic factors. In recent years, the effect of celebrities on social media has been shown to drastically influence the consumers' purchase intentions, resulting in more income in the purchasing world (Study, 2022). According to Adlila and Alias, (2022), a multitude of Malaysian merchants are very active on social media, but they are oblivious to the impact on their businesses. Furthermore, Malaysian businesses lack a clear execution or initiative plan that can track the performance of their return on investment (ROI) in social media, necessitating a strong strategy to properly directly quantify the benefits of their social media operations. In addition, because of these opportunities, many luxury brands have upgraded their social media interactions in order to strengthen their relationships with consumers. Social media and mobile devices have increased the popularity of mobile app sites such as TikTok, Instagram and Twitter. Throughout the COVID-19 outbreak, the significance of digital marketing was highlighted, as consumers were involved in stakeholder groups and events were promoted. Consumers can interact with one another by pondering and exchanging information on numerous social media platforms (Kempainen Saara Peggy Vilhelmiina, 2023).

Influencers are individuals who use social media and have a large following of people who follow them on an ongoing basis because their content is fascinating and trustworthy. In other words, the influencer may be emphasized as a social media influencer (SMI) who commonly works on paid partnerships with various companies in exchange for monetary compensation (Gupta and Singh, 2020). Furthermore, according to Kemppainen Saara Peggy Vilhelmiina (2023), growing businesses use social media influencers, such as online celebrities to disseminate information in the same manner that traditional celebrities would. This content could be about getaways, entertainment, family, beauty or living a healthy lifestyle.

2.2 Overview of Online Marketing on TikTok

Ever since the internet's tremendous growth throughout the recent years, business and marketing have been forced to radically innovate and adapt to digital commerce while leveraging the network effect to provide value and meet consumer demands. TikTok is a well-known community app for video clips among today's youth. In China, it is also known as Douyin, it was purchased by ByteDance in 2012. TikTok is one of the social media platforms that has generated profit by convincing users to access the information that they are looking for, while also being used for commercial purposes. As a result, 9.7% of TikTok users are from that country, making it the third most popular country to download the application behind the United States (8.2%) and India (30.3%) (Halim and Sugandi, 2022). In a further theoretical contribution, renowned scholars investigate the impact of TikTok's lead on social media as an emotive peripheral cue for persuasion between 2020 and 2021. The data were collected through a survey of TikTok-downloaded applications among users (Barta, Belanche, Fern, et al., 2023).

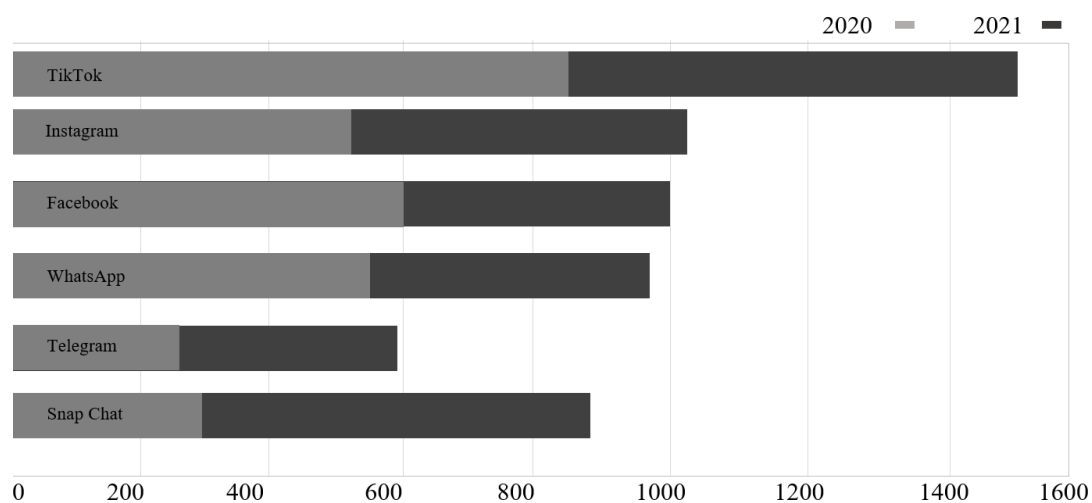


Figure 2.1 The highest downloaded application by users between 2020 and 2022.

According to TikTok, 67% of its users are motivated to purchase when they aren't inclined to, 74% of its audience are inspired to discover more about a company or product and 66% of its audience uses it to assist them in making decisions concerning what they should purchase (Business, 2021). Consequentially, Liew, (2023), found that TikTok alongside consumer preferences for ads, is a major influence in igniting discussions about fresh product discoveries and driving sales, particularly when combined with Malaysia's massive sales seasons. Mega offers are available in Malaysia during popular holidays, including Christmas, Hari Raya, Deepavali, Chinese New Year, 9.9, 10.10, 11.11 and 12.12 which may encourage consumers to buy the items displayed on the application. Over 4 million Malaysians used TikTok in 2019 and by early 2022, there were users older than 18.

2.3 Influencer Marketing in social media

Social media is bringing today's consumers closer to themselves to obtain the most recent information, which serves as a basis for their judgments. As a result, there are a variety of social media influencers that people look up to and respect (Barta, Belanche, Fern, et al., 2023). These spheres are now encompassed by the phrase "influencer marketing," which has grown. The definition given by Vaidya, (2023), is "the practice of compensating individuals for promoting a link to a product or service on social media."

Influencers have a huge fan base, partly because of the perception that they possess specialized expertise and abilities. By sharing their own stories via images, videos and targeted actions, influencers can establish their own brands (Sokolova and Ke, 2022). Influencer marketing was projected to be worth 16.4 billion by 2022. This renders the cooperation between brands and influencers more valuable than it was in the past. According to Statista Research, (2022), Figure 2.2 shows the expected growth of the influencer marketing business in billions between 2016 and 2022 (Kempainen Saara Peggy Vilhelmiina, 2023).

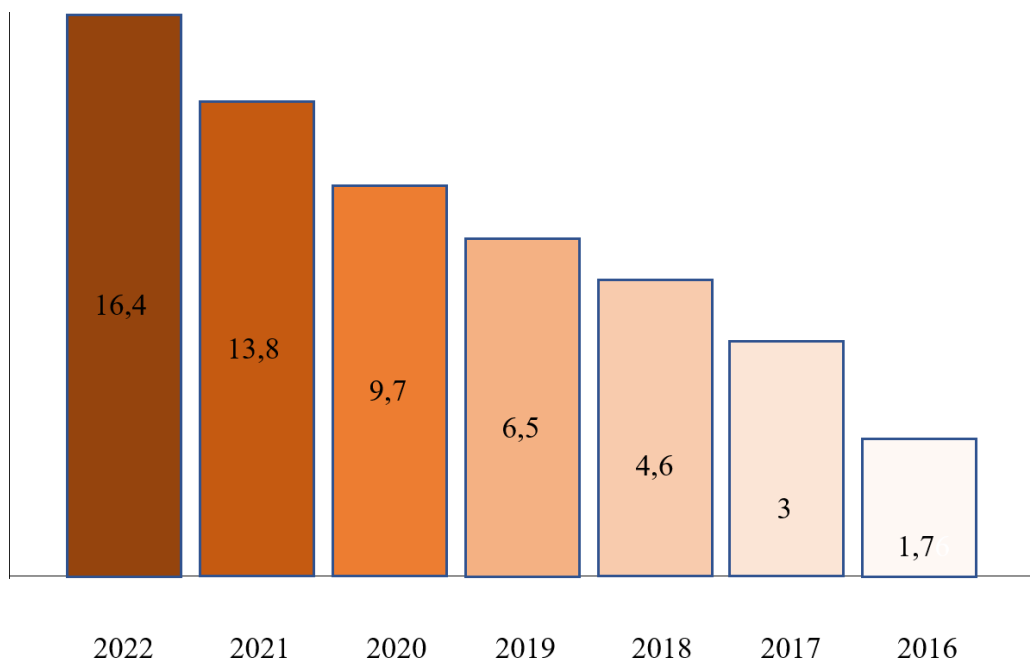


Figure 2.2 The size of influencer global marketing between 2016 and 2022.

Moreover, enthusiastic followers actively participate in influencer identity, verification, and confirmation. Precisely a point of fact, they respond to their influencers particularly well, defending and upholding them (Tafesse and Wood, 2021). According to earlier research by Jacob and Schätzle, (2020), influencer qualities can be viewed by consumers and businesses as indicators that can be used to assess and inform purchasing decisions.

2.4 The Categories of Influencer Marketing

Influencers tend to be classified into multiple categories within various groups that originate from various sources. Some people utilize social media networks and platforms like Facebook, Instagram, TikTok, YouTube and Instagram to connect with their following. Keeping up with current trends, remaining relevant and motivating consumers, they have started to evoke the products and services (Al-adwan et al., 2023). According to Syed and Zaidi, (2023), influencers are categorized as "the newest type of endorser, who constitute a third party in molding the audience's attitude through the channels that are accessible via social media." Several studies have been conducted to classify these group of influencers as they are formed and identified with the goal of specializing in various fields and influencer types across micro, macro and mega influencers (Sharma and Khanchandani, 2021). Figure 2.3 presents the influencer marketing levels.

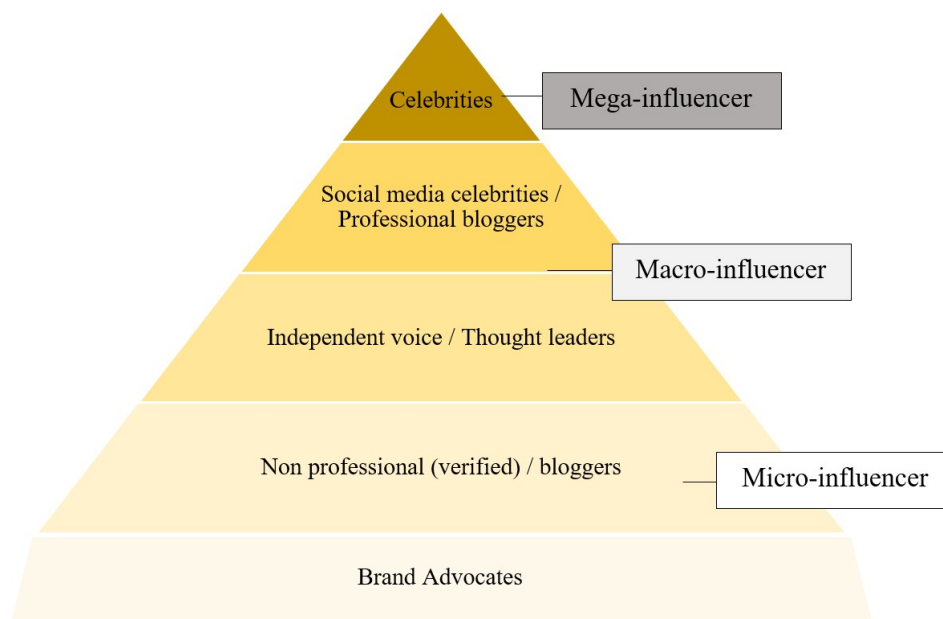


Figure 2.3 The influencer marketing pyramid tier.

Consequently, not all influencers have the same intentions; some utilize it for their continued existence, while others use it to seek recognition. The pyramid depicts the influencers' positions hierarchy. Influencers on social media have traits that can build intimacy in numerous manners and connect with diverse sorts of people. Furthermore, leads to the formation of consumers' intent (Dwidienawati et al., 2020). To increase a brand's reach on social media, marketing leverages influencers who can take multiple forms. Their interactions with their followers are based on the value of trust (Pradhan et al., 2023). The concept and traits of influencers interacting with followers are illustrated in Figure 2.4 (Conde and Casais, 2023).

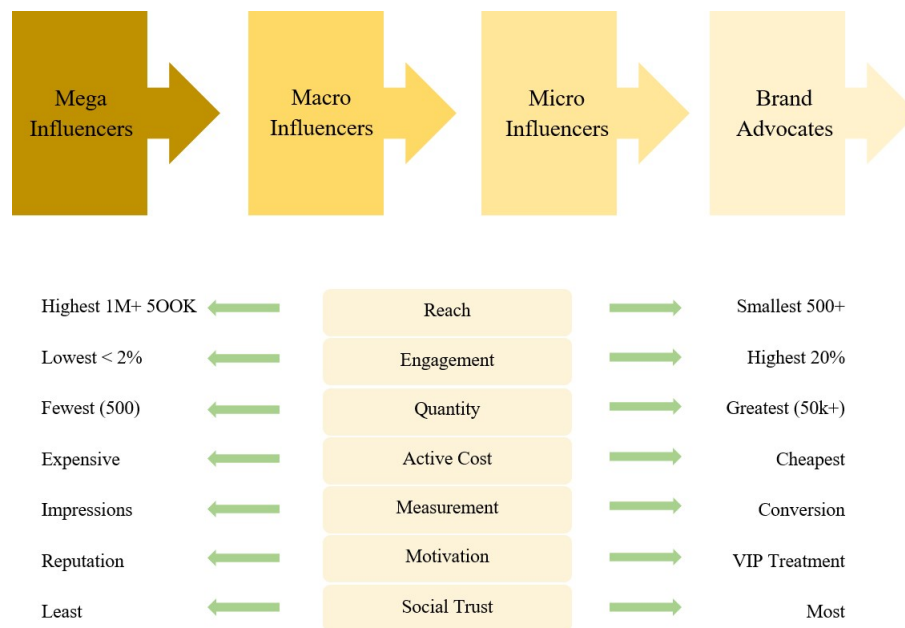


Figure 2.4 Characteristics of influencers interacting with followers.

According to academic and industry publications, influencers are deemed to have a total number of followers, although this might vary depending on various situations and sources (Trivedi and Sama, 2019). The notion encompasses the viewpoint of reciprocal relationships among users that engage interactions between influencers and their followers (Lou and Lou, 2021). High fees could attract mega- influencers, that have over a million followers, and they are also considered to be more popular and easier to trust. On the other hand, it was discovered that the preference for an influencer would decline if a smaller percentage of their followers were active. Based on the information they produce, this type of influencer can also be regarded as specialized; they favor accepting offers of goods or services (Rourke, 2023).

With the disclosure of information technology advancements over the past 20 years, relationships in consumers engagement have significantly improved. Users have shifted from a passive to an active role by using Internet Web 2.0 tools to create and access information; as a result, there have been a lot of content creators on social media sites. Because influencers can provide consumers with confidence and encourage follow-up actions, marketing through them is therefore a very effective tool. Additionally, marketed products can be more genuine, readily accessible and encourage greater revenue engagement (Berne-Manero and Marzo-Navarro, 2020).

Table 2.1 The attributes of major influencers (Conde and Casais, 2023)

	Mega Influencer	Macro Influencer	Micro Influencer
Followers	1,000 000 >	100,000 > 1,000 000	10,000 > 100, 000
Advantages	Able to cultivate targets and reach massive audience, highly visibility and be recognized by the field. They are able to create global trends. Professionalism is easier to measure with ROI.	Able to obtain higher audience in certain market and a better ROI compared to micro influencers. Easier to interact with than mega influencers.	Get a loyal audience, a higher level of trust and an excellent engagement rate. Their recommendation are in line with the word-of-mouth (WoM) trend.
Characteristics	More famous on social media sites or anywhere globally, recognizing their status as similar.	Has a large number of loyal followers. Higher audience comparison than macro followers.	They have a strong voice in a community and the audience is very loyal because of the close relation between them.
Disadvantages	Charging high premium rates. Audience may easily get bored of their commercials and lack engagement.	Engagement rate smaller smaller than micro5> 25%. However, they charge more than micro influencers.	Low range visibility, large scale in activation time, less control over output. Difficult
ROI.			

2.4.1 Mega Influencers

The previously examined mega-influencer with more than 1 million celebrity followers, previously studied by Zwicker et al., (2023), is also included in this group for which are also well-known outside of social media networks. This influencer is closely tied to the macro influencer and while each of these influencers are different in dimensions. There are many parallels in their buying intent and collaboration with a business. In terms of branding, this category has the advantage of having a low chance of collecting phony followers. This nevertheless possess substantial experience in their industry and hence do not require time management or brand direction. The cost for each service, however are significantly greater than those of other influencers (Rachmawati et al., 2023). From the perspective of followers, their social media engagement rate ranges from 1.5% to 2.5% but macro influencers retain a high degree of interaction with their followers. Mega-influencers are anticipated to have a similar level of involvement. In fact, if they have many followers, it is because they are incredibly popular. Many of their broadcast channels inspire consumers to be interested in working for them (Zwicker et al., 2023).

2.4.2 Macro Influencers

Macro influencers are prominent individuals who have 500,000 to 1 million followers. Macro influence is the consequence of a creator generating a stimulus for followers through their utilization of a celebrity or a popular figure (Kay et al., 2020). Furthermore, popular celebrities can be classified as macro or mega influencers; these individuals frequently have accounts that have been 'certified' by the social media site itself, such as Instagram to demonstrate that Instagram has validated that the

account is real. As a result, if a social media user already has a broad understanding of persuasion from the advertising they have established, they might additionally realize that the person with the verified account is a professional influencer or celebrity with a large following and is thus likely be able to make earnings through their account (Boerman, 2020).

2.4.3 Micro Influencers

Micro-influencers are individuals on social media who have between 10,000 and 100,000 followers; they typically don't have a badge that has been verified on their accounts. On the other hand, a micro-influencer has an authority in their field in their industry. Compared to other influencers, they have greater sway over their followers since they engage with them more frequently and can adopt more intimate style (Heuvell, 2022). These people have also assimilated the fundamental beliefs and ideals of the target audience that follows them on social media. Micro-influencers have an average engagement rate of 25% to 50% for a campaign and their followers are generally homogeneous. As a result, followers may feel highly motivated to research their claims and have more faith in the influencer's knowledge (Verbeet, 2022). In addition, over the past 20 years, relationships in consumers engagement have significantly improved. Users have shifted from a passive to an active role because influencers can provide consumers with confidence and encourage follow-up actions, marketing through them is therefore a very effective tool (Berne-Manero and Marzo-Navarro, 2020).

2.5 The Influencer Marketing Vs Brand Ambassadors

Previous literature Although Ratnasari et al. (2023) interpret a clear difference between brand ambassador support and online influencer support, they tend to agree that the latter group can also be considered a celebrity in different types of situations. Previous studies have referred to online influencers as "micro influencers". As a vital subtask of internet influencer marketing, micro-influencer recommendation has reached a golden period. Traditional celebrities may not have the same impact on buying patterns as online influencers because their connections are more tightly held, consumers are more inclined to research and trust online influencers than brand ambassadors. In other words, they can communicate with influencers more readily than traditional celebrities, i.e., ambassadors (Fauzee and Dada, 2021). An influencer is a regular individual who has a significant number of followers on his social media account due to the numerous engaging materials relevant to their lifestyle and products (Michaelsen and Collini, 2022).

An individual or group that is enthusiastic about demonstrating products from certain companies and sharing tales about the organization are known as brand ambassadors. Furthermore, their brand advocates frequently participate in diverse social media endeavors to influence the brand's perception among customers. By facilitating organizational interactions, they additionally serve as brand ambassadors and marketers. Furthermore, a business uses brand ambassadors as a more strategic means of partnership for a variety of reasons (Halim and Sugandi, 2022). Therefore, brand ambassadors significantly impact the desire of consumers to make purchases. There are several qualities that can persuade consumers to purchase a product, including the ambassador's popularity, credibility, strength, and appearance. Accordingly, Effect et al., (2023), pointed out that while selecting brand ambassadors, product businesses need to focus more on attributes that have the power to convince consumers. According to the company's successful verification, brand ambassadors serve the following roles and have the following traits: They accomplish the following goals: (1) Take on the role of a corporate representative. (2) Offer support and validation (endorsement). (3) Playing roles and acting in advertisements for products they own. (4) Provide customers with testimonials.

2.6 The Gist of Consumers Purchase Intentions

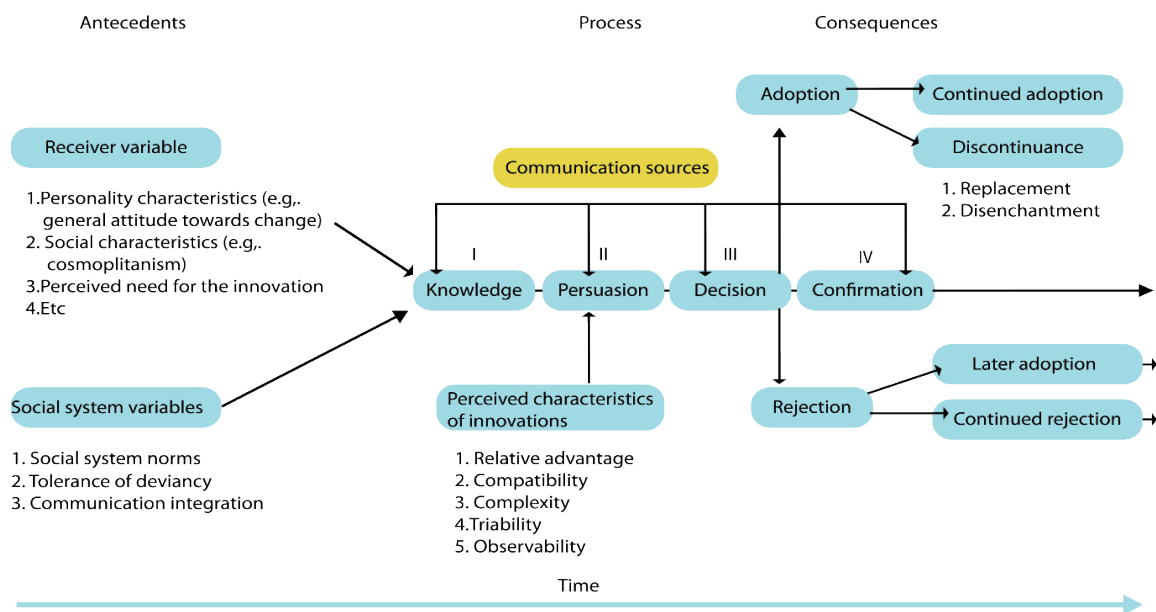


Figure 2.5 Model of communication sources adapted for this research

Communication refers to the process at which individuals communicate information with one another to reach a common understanding. The conditions and effects of a source communicating or not transmitting an idea to a receiver are determined by the type of the two parties' information-exchange connection. Communication delivery is likely to have a greater influence on knowledge acquisition, attitude modification and overt intention change. In its most basic form, the process requires a product, a human, or another unit of adoption who is educated about or has prior experience (Holland, 2017).

Purchase intention is a subjective role in which a consumer displays a desire to buy items or services but has not yet entered the purchasing stage. Purchase intention is an important component of marketing since it reflects the chance of making a purchase (Amarullah et al., 2022). According to Herianto and Hasbi, (2023), several factors in the purchasing process can motivate consumers. Each of the five stages of the purchase decision are as described below:

1. Searching Information

This level denotes a more responsive search for information by customers, such as searching to learn more reference materials, questioning friends, and visiting businesses.

2. Recognizing a Problem

When a consumer becomes aware of a problem or necessity because of a visual or digital stimulus, the purchase process begins. When the buyer's stimulus reaches a certain maximum level, it will act as a motivator in their thoughts.

3. Alternative Appraisal

The completion of the information search concludes with the final evaluation. Buyers are more likely to generate an assessment after careful consideration.

4. Purchasing Choice

Consumers develop an interest in the goods that best suit their demands.

5. Behavior of Post-purchase

Consumers will either be happy or unhappy. Consumers will also participate in post-purchase.

2.7 VisCAP Model

The VisCAP Model Selection, developed by Rossiter and Percy, (1985), included four important qualities useful to an advertising scenario. The VisCAP Model is based on Herbert C. Kelman's, (1959), earlier theories about source effects in personal communication. The VisCAP Model on the other hand, was adapted to an advertising scenario, with the presenter's visibility attributes joining of credibility, attractiveness, and power. Consequently, VisCAP is an abbreviation that stands for visibility (Vis) and credibility, attractiveness, and power (CAP), two influencing traits.

Furthermore, the attributes of the endorser provided in the VisCAP model are assessed according to their trustworthiness, expertise, and attractiveness. However, an instructional component has been included. When an endorser speaks about the brand, especially throughout the model, it conveys a favorable attitude that can persuade consumers of the advantages and understanding of the product and service that they represent (Pada and Delblack, 2023). Past studies Minat, (2023), (P): essentially means "power" (trustworthiness), which refers to the endorser's high level of strengths, knowledge and experience which allows them to speak on the subject at hand. While (A) refers to "attractiveness," which has two features, one of which is that the endorser has a prominent figure and the other is that the products are identical to them, it has an appealing physical personality (charm) that is beneficial to the company's success. Moreover, "expertise" is a factor in (C) credibility, which encourages with regard for the endorser's achievement. The endorser can affect target consumers' behavior and the perception of the brand attributable to their reputation. Previous academic, Onu, (2019), asserts that the concept of influence originates with beneficial social psychology through influencers who possess the ability to affect the intentions of consumers. According to previous studies by Marwan, (2022), it includes a variety of cognitive processes that begin functioning in advance of the consumer initiating a purchase, such as the consumer's opinion in a particular brand or the impression of an individual initiator towards a brand.

Table 2.2 Characteristic of VisCAP Model adopted from (Rossiter and Percy, 1985)

Characteristics of Influencer	Description of Characteristic
- Visibility	How well-known the host is
- Credibility 1. Expertise 2. Objectively	Knowledge of the product sector and reputation. For honesty and sincerity
- Attractiveness 1. Similarity 2. Likability	In line to the target user Beautiful physical appearance and personality
- Power	Occupation or personality that is authoritative (trustworthiness)

Previous scholar, Sharma and Khanchandani, (2021), used a previous model that included four major factors: visibility (recognized personality, public exposure); credibility (expertise/perceived knowledge and objectivity/reliability in communication); attractiveness (likeability and similarity with the intended audience); and power (perceived ability to instill consent in the message delivered) (trust). Influencer presence is crucial for brand awareness, while trustworthiness and attractiveness foster brand attitude and power to encourage brand purchase intention. Companies may use the VisCAP model criteria listed above to analyze the compatibility of the influencer with the consumer's purpose for the influencer marketing to have the desired impact.

In accordance with prior research, by Chopra et al., (2021), influencers have a significant impact on consumer behavior including improving brand awareness, expanding knowledge about products and services proposing influencing purchase choices for products and services.

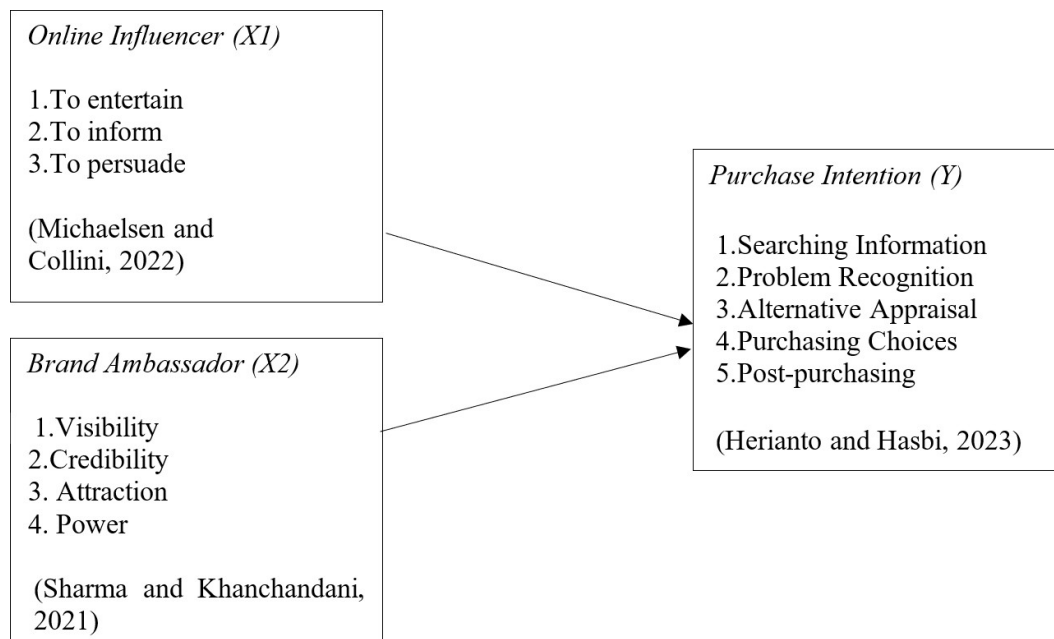


Figure 2.6 Influencer communication framework for influencing purchase intention

A previous study has shown that a hypothesis is a short-term solution statement to the formulation of a research subject, but it still has to be verified because the idea is founded on literary theory rather than research results, it is declared to be temporary. The previously given thinking framework serves as the foundation for the preceding study's hypothesis.

- a. Hypothesis 1: Brand ambassadors have some influence over consumers' intentions through purchases.
- b. Hypothesis 2: Consumers' purchasing intention may be influenced by online influencers.
- c. Hypothesis 3: Brand ambassadors and online influencers have the potential to simultaneously influence consumers' purchasing intentions.

2.7.1 Consumers' Purchase Intentions Through Attractiveness

Consumers may recognize a range of distinct attributes that render someone attractive, including intelligence, personality, nature, and manner of life, in addition to physical attractiveness (Febriana and Purwanto, 2023). According to some literature, Ke, (2020), similarity, familiarity, closeness, physical attraction, and talent are what attract individuals. The allure of physical influencers' appearance or message information are a combination of preference, proximity, and resemblance. Additionally, overall appearance is associated with attractiveness; markers of this include the following:

(a) personality traits of the influencer; (b) physical attributes of the influencer; and (c) audience similarities of the influencer. According to research by Masruroh and Sudarwanto, (2020), the attractiveness may influence consumers' purchasing decisions because a consumer draws attention to an influencer who recommends a product, it can be assumed that the appearance factor influences the purchase decision. As a result, consumers will find it quicker to accept the information provided, which may influence their purchase decision.

2.7.2 Consumers' Purchase Intentions Through Trustworthiness

According to Febriana and Purwanto, (2023), the consumer's reaction to perceived insufficiency or expectations in its utilization is referred to as consumer trust. The source of trust is determined by whether the audience believes the source is motivated by their personal decision. A less compelling source than others might potentially influence a decision. As a result, the audience will believe sources or influences who are truthful in delivering facts, act morally and offer comments. Indicators in the trust variable include: (a) the influencer's dependability; (b) the influencer's honesty; (c) the influencer's consistency; and (d) the influencer's sincerity. One specific issue assumed to be influenced by trustworthiness is the credibility of people who can persuade others to make a purchasing decision. The decision to purchase a product is influenced by elements such as trust in the influencer's effectiveness (Vindy R. Mansyur et al., 2023).

2.7.3 Consumers' Purchase Intentions Through Expertise

Source expertise, which is related to power and competence, is defined as "the extent to which an influencer is perceived to be a source of valid assertions," which may result from a high level of knowledge, talents, and skills. According to this definition, expertise is defined as the content provider's possession of expertise, or abilities earned through formal instruction in a certain sector. Expertise has regularly been shown to have a major influence on people's judgments of intention. When assessing people's subsequent decision-making, source expertise as an indicator of power influence must be considered (Li et al., 2023).

2.8 The Proposed Theoretical Framework

Table 2.3 is intended to investigate stimulation from different perspectives that have previously been explored by academics that described an influencer capable of captivating customers' attention from the standpoint of their purchase intention:

Table 2.3 A literature examination on theoretical frameworks of influencers
 (Adopted from Barta, Belanche, Fern, et al., 2023)

Social Media	Main Findings	Theory Proposed	Literature Scholar
Instagram and You Tube	Influencer follower engagement and homophily are positively, correlated; physical attractiveness is not. Purchase intention is increased by influencer reputation.	Like hood Model	(Sokolova and Ke, 2022)
Instagram	The Instagram requires accurate perceptions of influencers' creativity. The impact of creativity on followers' inclinations to interact with others is partially mediated by favorable emotions and affective commitment.	Organism-Stimulation Response Theory	(Belanche, 2019)
Twitter	Influencers who have greater clout tweet shorter, direct messages with more hashtags and mentions than those with less influence. They use the network to influence people, positively and negatively and they follow an extensive number of people.	Social of Influence and Graph Theory	(Al-Hashedi, 2022)
TikTok	Follower's hedonic observation and opinions of influencer opinion leadership is influenced by originality and humor, which in turn influence their tendency to follow the influencer's account and advice, respectively. TikTok values content quantity less than other social media. TikTok relies heavily on humor and the peripheral route of persuasion.	Theory of Stimulus Response and Like Hood	(Barta, et al., 2023)
TikTok	-	VisCAP Model	Present Study

Described as a proposed theoretical framework, it provides an explanation of the influences and the connections or links between them to provide a test for this study. The structure that follows has been adapted from the literature review and comprises the variables: brand ambassadors, online influencers, VisCAP model includes attractiveness, expertise, trustworthiness, and purchase intention. Furthermore, VisCAP model has also been supplied. When an endorser speaks about the brand, especially throughout the model, it portrays a favorable attitude that can persuade consumers of the product's benefits and "encompasses the immediate social perception and social relationships." In other words, it incorporates various consumer-influenced components, such as relationships and psychological considerations as previously pointed out. The objective of the framework is to determine the effectiveness of the two types of influencer marketing on the three variables in the context of consumer purchase intention. Figure 2.7 depicts the present structure employed in this research.

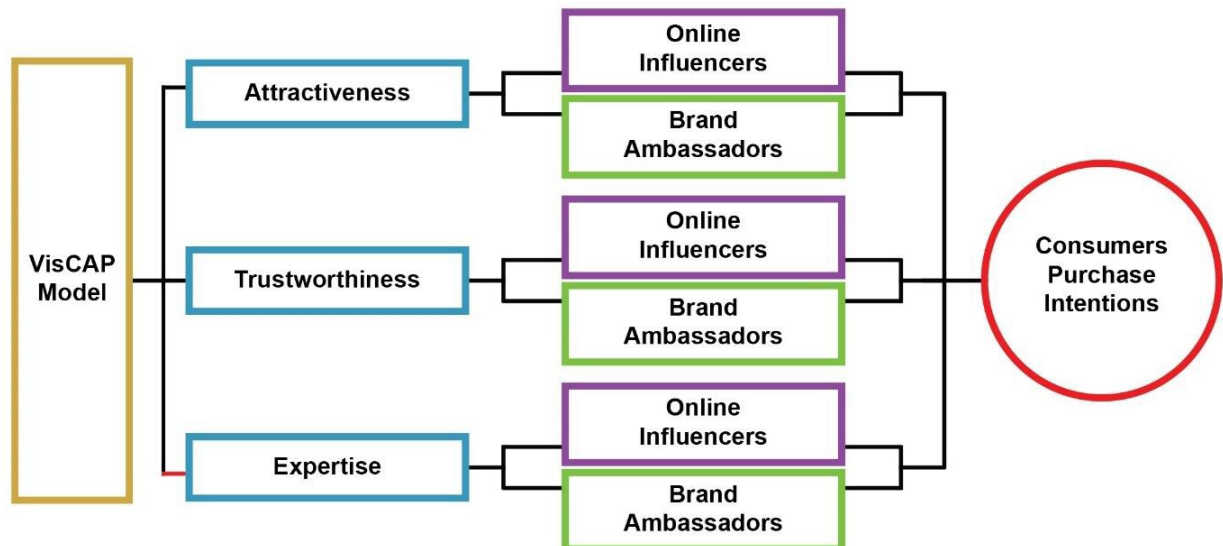


Figure 2.7 Suggested theoretical model for the study

2.9.1 Development of Hypothesis

The following theories have been outlined considering study findings:

- H1: There is an attractive attribute of online influencers that may drive consumers' purchase intentions in social media settings.
- H2: There is an attractiveness attribute of brand ambassadors that may drive consumers' purchase intentions in social media settings.
- H3: There is a trustworthiness attribute of online influencers that may drive consumers' purchase intentions in social media settings.
- H4: There is a trustworthiness attribute of brand ambassadors that may drive consumers' purchase intentions in social media settings.
- H5: There is an expertise attribute of online influencers that may drive consumers' purchase intentions in social media settings.
- H6: There is an expertise attribute of brand ambassadors that may drive consumers' purchase intentions in social media settings.

3 FURTHER ANALYSIS OF THE STUDY

The adaptation of influencer marketing attributes reinforces and underpins the implementation of consumer purchase intention. The VisCAP model that influences consumers, such as attractiveness, trustworthiness and expertise have a bearing on the current knowledge formed by previous scholars, that model requires effort to determine by putting existing attributes to use. As stated in the scope of this study, the evaluations used the model based on the previous studies that assessed the influencers' credibility towards trustworthiness, attractiveness, and expertise impact on online marketing. Marketing influencers may easily build a favorable figure among consumers by infusing trust, expertise and attractiveness with a firm causing consumers to make purchase decisions. When curiosity is piqued and consumers are interested in the items, influencers marketing may be judged effective. Further research may determine the effectiveness in leading consumers' purchase intentions between brand ambassadors and online influencers by assessing the credibility model adopted from

4 CONCLUSION

According to an exhaustive examination of the present literature, most studies appear to be focused on celebrities and influencers and their impact on consumer behavior. Consequently, this study contributes to the existing body of knowledge about the role of social media marketing in motivating consumers to purchase. The purpose of this study is to determine the efficacy of credibility sources that trigger purchase intentions among consumers on social media that are affected by online influencers and brand ambassadors. This study tends to provide a Malaysian viewpoint on the function of social media endorsement on influencing consumers purchase intentions. According to the current literature study, this issue has not been investigated in Malaysia in this manner to evaluate the mediating credibility effect on consumer's intention to buy. In addition, the researchers hope that the findings of these studies will assist managers and marketing directors in formulating rules for social media marketing and moderate best practices toward consumers' purchase intentions influenced using brand ambassadors and online influencers. The three characteristics of an influencer's credibility expertise, trustworthiness, and attractiveness that this study uncovered will help practitioners in choosing the most effective marketing influencers.

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All authors contributed equally to this research paper.

CONFLICT OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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