

Investigating the Factors That Affect Trust in The Branded Posts and Urge to buy Impulsively

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Abstract

The purpose of current thesis was to investigate the relationship between authenticity, influencer's credibility, media credibility, message credibility and impulsive buying in the mediating effect of trust and persuasion knowledge. In Pakistan, data from online social media users was gathered via an established survey consisting of 420 respondents. The survey was conducted online. 460 questionnaires were distributed for data collection to target the online social media users who must be the follower of social media influencer. Out of the 440 returned questionnaires, only 420 have been carefully filled out and completed. The correct number of respondents is 420, and this includes missing data or an inaccurate response, depending on the study criteria and the remaining data.

The results depict a positive impact of Credibility (all 3) on trust in the branded posts. SMART PLS 3.2.0 and the highly recognized SPSS statistical software were used to assist with the statistical analysis. The current version of the statistical package, SPSS 23.0, is the most reliable and credible tool that social scientists have used over the years.

The statistical finding support the above stated findings and all the measures were found well within the given standards. The certain results were found in accordance to the previous literature and there are results which a new and unique, enhance the theoretical and practical contribution of this thesis. The theoretical and practical contribution will improve the reader interest. The thesis will act as a path way for the business managers to improve the business environment.

Keywords: Post authenticity, Influencer credibility, Message credibility, Media credibility, Trust in the branded posts, Persuasion Knowledge, urge to buy impulsively.

Introduction

The development of social media has drastically changed how people share, consume and market knowledge. The digital revolution has changed a lot of aspects of our lives. Individuals no longer have a physical appearance; they use their cellphones to access social media and news, shop for groceries online, and even call a cab. In a world when consumers expect anything to be at fingertips, any interruption in notifications, reminders or advertisement was seeing annoying (Kowalczyk & Pounders, 2016). While many businesses have their Instagram and Facebook accounts, social media influencers-individuals with significant followings across a range of platforms-are increasingly crucial to marketing campaigns because they foster a sense of connection between customers and businesses. In order to interact with their customers and potential consumers on social media, brands are increasingly turning to ordinary people with a substantial following (Youyou et al., 2017).

Influencer marketing has come to be as an essential strategy for increasing engagement and sales as a result of the development of social media platforms in recent years (De Veirman et al., 2017). Influencer-endorsed branded posts are very important in influencing the attitudes and actions of consumers. Since people are more willing to interact with and act upon content from sources, they believe to be reliable, trust in particular has been found to be an essential factor in determining the effectiveness of these posts (Lou & Yuan, 2019). However, there is still more research to be done on the relationship between impulsive purchasing behavior and trust in sponsored posts, particularly when it comes to influencer marketing. Studying this relationship is important for academic research as well as practical uses, since it can offer marketers useful information about how to improve their strategies and build customer trust (Nawaz et al., 2019).

Conversely, according to Nawaz et al., (2018) there are more than 4.70 billion social media influencers globally. Given the growing number of social media influencers in Pakistan and a lack of academic research on this topic, the writers made the decision to examine the social media influencer marketing, with the particular focus on the perspectives of youth in the developing nation. Social media is now an integral part of consumers' daily lives, providing them with unlimited access to a vast amount of information globally (Nawaz et al., 2019). The growing numbers of users on social media had an impact on marketing strategies and trends, and marketers began to view social media platforms as essential channels for communicating and connecting with the customers (Belanche et al., 2021).

This study differentiates itself apart from earlier studies by focused on the relationship, which hasn't been thoroughly studied in the context of influencer marketing, between the urge to make impulsive purchases and trust in sponsored posts. While previous research has mostly concentrated on the role of trust in traditional (Belanche et al., 2021). The overall efficacy of influencer marketing (Miritello et al., 2013), this study explores the psychological mechanisms that cause impulsive buying behavior in response to trusted content.

With the growing reliance on influencers to market products, it's critical to understand how impulsive buying is affected by confidence in their branded posts. By investigating the psychological processes underlying impulsive buying in response to reliable branded content, this study seeks to fill the gap. In doing so, it contributes to the body of knowledge in academics and provides marketers with useful guidance on how to fully utilize the potential of influencer marketing (Limayem et al., 2007).

Literature Review

Digital Celebrity Post Authenticity and Trust in Branded Posts

Influencer marketing is the field in which consumer behavior and brand perceptions are greatly influenced by digital celebrities. Authenticity, which has become an essential factor in determining consumer trust and engagement with branded content. According to Kaplan & Haenlein, (2010), authenticity in digital celebrity posts refer to their genuine, relatable and open nature. This resonates with audience that are looking for real connection in an increasingly controlled world of social media. According to Hancock et al., (2023) consumers respond to influencers who show authenticity though genuine opinions, unfiltered interactions, as they manage the flood of branded information available on social media platforms.

The authenticity of digital celebrity posts has a significant effect on the trust of the customers in promotional content. According to research by (Abrar et al., 2024) consumers associate more sincerity and integrity to influencers who effectively integrate branded messages into their content because they perceive endorsement from real digital celebrities as more reliable and trustworthy. Additionally, buyers are more likely to develop trust and loyalty towards digital celebrities who maintain transparency in their business partnerships and show authenticity in their interactions with followers (Pang et al., 2025).

In the previous research was proved that digital celebrity post authenticity has a positive and significant effect on trust in the branded posts. Therefore, this research proposed that digital celebrity

post authenticity has a positive impact on trust in the branded posts. Digital celebrity post authenticity has a positive impact on trust in the branded posts (Ghufran et al., 2022). The authenticity of posts by digital celebrities affects the trust that people have in influencers' branded content. If the influencers' posts are valid, the brand's trust is maintained. Consequently, it has been suggested that the authenticity of digital celebrity posts influences users' trust in the sponsored content.

H₁: Celebrities' post authenticity has positive influence on trust in branded posts of Influencers.

Influencer's Credibility and Trust in Branded Posts of FIs

In recent studies, Kim & Park, (2023) and Zhu et al., (2022), influencer credibility provides an essential part in influencing the attitudes and behavior of consumers towards promoted content on social media platforms. The extent to which followers perceive influencers to be credible has an influence on their trust in the sponsored posts, which ultimately impacts their perceptions of the brand and their urge to buy (Zhu et al., 2022). The mechanisms behind the relationship between influencer credibility and trust in branded communications are further explained by theoretical ideas like source credibility theory and social cognitive theory developed by (Won et al., 2017; Zhu et al., 2022).

Influencer credibility is determined by several factors, including expertise, authenticity and relatability with knowledge (Zhu et al., 2022). These factors are essential in determining how consumers perceive influencer credibility. Their findings show that consumers' trust in influencer-sponsored content is positively influenced by perceived knowledge, and influencers' overall credibility is enhanced by relatability and genuineness. Furthermore, factors including audience preferences and influencer endorsement aligned with transparency in influencer-brand collaboration enhance trust in branded posts of influencers (H. Kim & Park, 2023).

When it comes to building trust in influencers' branded posts, reliability is essential. In addition to being reliable, the endorser's experience is also a significant consideration. Perceiving an influencer as informed, skilled and experienced is known as expertise. When influencers are thought to be knowledgeable about the products, people are more likely to believe their recommendations (Djafarova & Rushworth, 2017). Accordingly further studies found that confidence is not much more influenced by followers' competence (Yuan & Lou, 2020). On the other hand, studies discovered that confidence is strongly impacted by SMIs' expertise (Shamim & Islam, 2022). The present study examines expertise as an aspect of influencer credibility, taking into consideration multiple results related to expertise.

H₂: Influencers' credibility has a positive significance influence on trust in branded posts of FIs.

Message Credibility and Trust in the Branded Posts

Message credibility, as defined by (Metzger et al., 2003), is the message's perceived reliability, which takes into consideration factors like accuracy, currency, and informative quality. Trustworthy information is necessary to establish a connection between the sender and the recipient (Chen & Lin, 2022). A doubtful advertisement may lead to a negative assessment of the message it conveys (Ducoffe, 1996). Thus, in addition to the influencer's reputation, the message they promote must be believable (Shamim & Islam, 2022). In 2021, Kim & Kim found that advertising, particularly sustainable marketing, relies significantly on the reliability of the message. This study uses informative value and vicarious expressions to determine the validity of messages. Posts by influencers typically include details about a brand that they say they use frequently. Social Media followers' opinions of the promoted brand are influenced by this information (Yuan & Lou, 2020). Vicarious phrases also suggest that the reader may become completely involved in stories that are enthusiastically conveyed. Intimate, vivid, and complete interaction tends to gain the recipient's trust (Chen & Lin, 2022).

Furthermore, the significance of message credibility in influencing consumers' perceptions has been highlighted by recent advancements in social media algorithms. (M. S. Kim & Kim, 2018) investigate into how message credibility and trust in branded posts on social media sites like Facebook, twitter was affected by algorithm-generated recommendations. According to their findings, users are more likely to believe their posts that, based on platform's recommendations algorithm, meet their interests

and preferences (Santos et al., 2022). This highlights how important it is for the brands to maximize their content for authenticity and relevance in order to build trust with their target audience and increase the credibility of their message. Recent research shows that message credibility has a major influence on consumers' trust in branded posts on social media sites. Brands that put authenticity, transparency, and relevance first in their communication strategy have the potential to build audience trust on the branded posts.

H₃: Message credibility have a positive significance influence in branded posts of FIs.

Media Credibility and Trust in the Branded Posts

The credibility of the media platform that transfers branded content is an essential component in determining consumer trust in the digital age, as there is a lot of information available and people are doubtful of it. There exists a relationship between media credibility and how consumers perceive branded content and behave accordingly. This relationship has been explored in the recent past studies.

The study looked at media trust and credibility in branded posts. The relationship between media credibility and trust in the branded posts proved to be significant, according to their results (Chen & Lin, 2022). As reputable media were perceived as more real and trustworthy sources of information, consumers were more likely to trust posts shared by them. It suggests that one important factor influencing people's trust in branded posts is their perception of the media platform's credibility.

Furthermore, perceptions of credibility and trust can be strongly impacted by the context in which branded content is delivered. Considering social media platforms to traditional news websites, a research by (Mason et al., 2023) studied consumer trust in the branded posts. Credibility and trust perceives can also be strengthened by media platform's reputation and values aligning with those of the brand (Mason et al., 2023). According to this study, consumers were more likely to trust the brand and the content of the branded posts that were published through media sites that have a solid reputation for honesty and integrity. Therefore, this research proposed that media credibility has an impact on trust in the branded posts. Credibility influences the trust in the branded posts.

H₄: Media credibility have a positive significance influence on trust in branded posts of FIs.

Trust

Trust, in the view of (Kumar et al., 2023) makes it possible for influencers and followers to interact. Because followers prefer to align their interests with the influencer's recommendations, this psychological connection helps the influencer in influencing consumers' propensity towards impulse purchases (Koay et al., 2023). Trust has a role in influencer marketing as a means of social validation. Customers who trust influencers perceive their branded posts as social proof, according to (Karlsen & Aalberg, 2023) demonstrating that the causes they support are worthy of their consideration and ultimate purchase. According to Singh & Trivedi, (2025), marketers might use the trust that influencer marketing creates to boost sales by understanding whatever drives consumers to make impulsive purchases while building trust. Trust influences how firms behave and perform (Tonkin et al., 2018). Tonkin et al., (2018) discovered that the relationship between consumers' UBI and recommenders' perceived similarity is mediated by affective trust in influencers. Similarly, Yachana et al., (2018) discovered that a customer's buy intention and brand awareness are mediated by their level of trust in influencers' sponsored postings. The signaling theory is used in this study to evaluate the credibility of messages, media, and influencers. These elements act as cues or signs that may have an indirect impact on UBI by influencing customers' trust in branded content. Since consumers follow SMIs mainly for hedonic reasons, this study suggests the post authenticity, influencer, message, and media credibility influence customers' UBI through trust. As a result, we propose the following hypotheses:

H₅: Trust in branded posts of FIs have positive significance influence on the UBI.

H_{5a}: Trust in branded posts of FIs mediates the relationship between celebrity's post authenticity and UBI.

H_{5b}: Trust in branded posts of FIs mediates the relationship between influencer credibility and UBI.

H5c: Trust in branded posts of FIs mediates the relationship between message credibility and UBI.

H5d: Trust in branded posts of FIs mediates the relationship between media credibility and UBI.

Persuasion Knowledge

Customers' awareness of techniques used by marketers to persuade them is known as "persuasion knowledge," and it affects their ability to be persuaded (Bilgihan et al., 2016). Previous research highlights the influence of persuasion knowledge on consumers' perceptions and responses to marketing interactions, which justifies its inclusion in the model. Carayannis et al., (2018), for instance, argue that having a high degree of persuasion expertise may cause one to evaluate marketing communications more critically, which may reduce their ability to persuade consumers. In the same direction (Zhao et al., 2018). The study suggest that customers who are knowledgeable about persuasive strategies would be less vulnerable to deceptive behavior, which could impact their trust and lead to impulsive purchasing behavior. Further, the relationship between trust and impulsive buying may be moderated by consumers' ability to identify persuasive methods (Selem & Shoukat, 2024). This implies that those with greater persuasion awareness may be less influenced by trust in sponsored posts.

H6: Persuasion Knowledge will moderate the association between trust in branded posts and UBI.

2.7. Conceptual Model

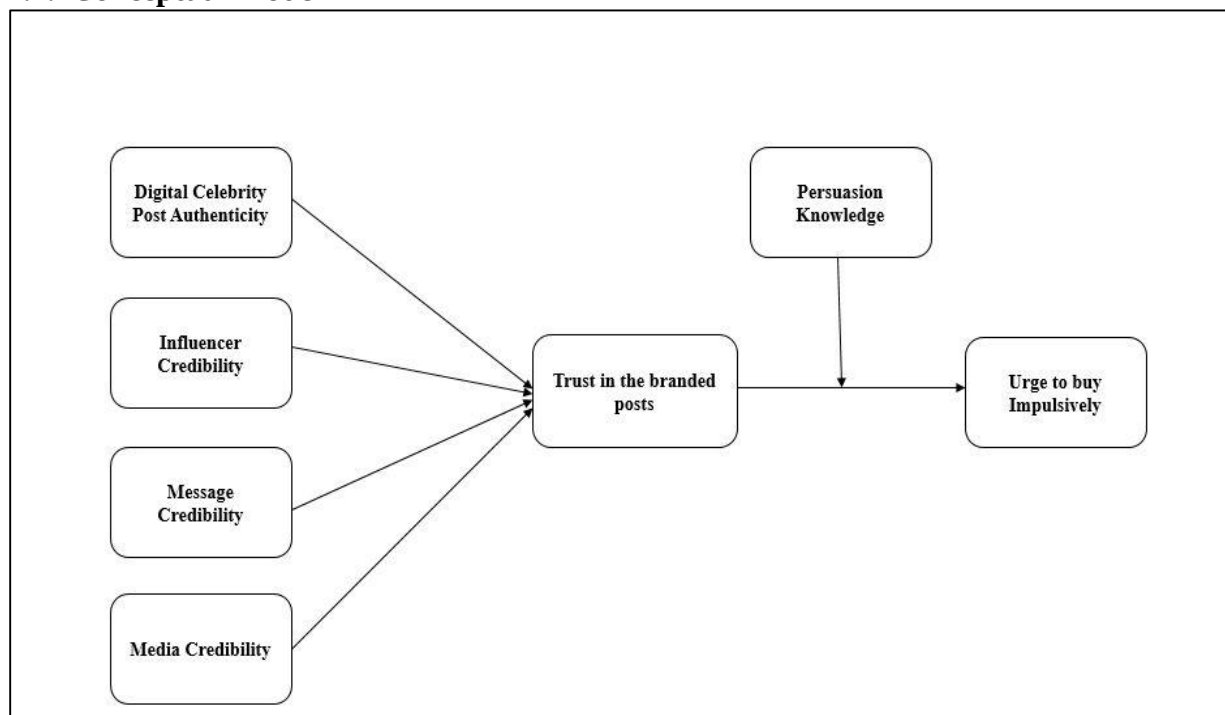


Figure 2.1: Conceptual Model

Methodology

The research approach analyses the effects of digital celebrity post authenticity, credibility of influencer, credibility of message and media on trust in the posts of influencers. And trust influences impulsive buying of the customers. Multiple statistical tools were used to examine the relationships between these variables.

This study makes use of basic data from an accessible, simple procedural questionnaire. Those who used social media networks were given the questionnaire. The compulsory requirement that was used to collect data that the respondent must follow any influencer on the social media. By using the convenience sample technique, data was collected from participants who match the current research target demographic. Regression analysis and correlation analysis using quantitative methods are used

in this task. The relationship between all variables was examined using correlation analysis. Regression analysis is used to calculate the intensity of variables between them.

Most of the information was gathered from the district of Faisalabad and was gathered online from social media users in the Punjab state. Pakistan's Manchester, Faisalabad, provides a reason for focusing on the local population. Because of the industry, a lot of businessmen have settled in this area. Hair, (2006) used an instrument (structured questionnaire) to gather data from 420 respondents. A sample size of 420 respondents was enough to assess each of the 42 items that required to be measured. A perfect sample size of 1:10 should be used for each item scale that is the subject of a factor analysis.

In order to collect information from social media users, a specific online survey with 420 respondents was employed as a technique. The respondent's response, which has a value of "1," is measured using the Likert scale. Strongly disagree and strongly agree in order to denote both "5" and consent. A survey consisting of 42 questions characterized social media celebrities on the social media and their influence on impulsive purchases. Item to response ratio is the term used by (J. F. Hair, 2016) to characterize the sampling strategy used to conduct this test.

In order to determine the link between the variables, this study used the data analytic tools SPSS and SMART PLS to conduct a correlation analysis. To test the model, a two-stage structural modelling process is employed. Validity and reliability are assessed using the verification factor analysis. Calculate the structural model in order to verify the hypotheses.

Results

Descriptive Analysis

After the questionnaire is added, 420 respondents are shown in the SPSS frequency tables. Out of the total 420 respondents, 224 were men and 196 were women; alternatively, we might say that 53% of the participants were men and the percentage of women was 47%.

The 129 responders who were under 20 made up 31% of the total sample. There were 283 people in the age range of 20 to 29, or 67.4% of the total population. The next age range, which adds 1.4% to the questioner's cumulative answer, is 30 to 39. People who were between the ages of 40 and 49 might say that 0.2% of the total results represented the population. The age groups 30 to 39 years old and above 40 years old had lower response rates, at 0.2% and 1.4%, respectively.

Table 1. Demographic Variables

Demographic Variable	Frequency	Percentage
Gender		
Male	224	53.3
Female	196	46.7
Age		
Less than 20 years	129	30.7
20 to 29	283	67.4
30 to 39	6	1.4
40 to 49	1	.2
Education		
Matric	1	0.2
Intermediate	72	17.1

Graduation	325	77.4
Above	22	5.2
Frequency of visiting social media		
Hourly	133	31.7
Daily	259	61.7
Once in a week	20	4.8
Once in a month	8	1.9

Section 2: Inferential Analysis

Analysis Technique

Structural Equation Modelling (SEM) has been used for inferential analysis due to its extensive use. Compared to multiple regression, it performs relationship cause and effect evaluation accurately. This study used multiple regressions to apply the partial least squares technique in SEM (J. F. Hair, 2020). There have been two models checked in this technique. For results analysis and model fitness, a measurement model and a structural model are required (Bush & Hair, 2018). Based on several of important factors relevant to this investigation, PLS-SEM (Partial Least Squares Structural Equation Modelling) was chosen over CB-SEM (Covariance-Based Structural Equation Modelling). When testing theoretical models with relatively small sample sizes is the focus of the study and maximizing accuracy in predictions is the goal instead of confirmatory testing, this strategy can be helpful (J. F. Hair et al., 2013).

Measurement Model

In this study, the reliability and validity of the construct for the accuracy of the data were examined, along with the outer loadings of the construct items and the re-specification of the model through the removal of low loading items. Examine the observed variable's and its items' significance at this point in the measurement model. Every item's outer loading has been examined for high loading; those with lower loading, that is, fewer than 0.50 loadings, have been deleted (Hair et al., 2010). The post-authenticity was evaluated using three items, and each item had a loading time greater than 0.50, indicating that no item had been removed. The table below provides further information about each item loading.

Table 2. Measurement model measures

Items	Loading	Cronbach Alpha	Composite Reliability	AVE
PA1	0.798	0.781	0.871	0.693
PA2	0.810			
PA3	0.827			
IC1	0.784	0.741	0.931	0.597
IC2	0.809			
IC3	0.840			
IC4	0.768			
IC5	0.769			
IC6	0.759			
IC7	0.790			
IC8	0.698			
IC9	0.691			
IC10	0.664			
MC1	0.755	0.885	0.909	0.554

MC2	0.748			
MC3	0.717			
MC4	0.750			
MC5	0.724			
MC6	0.742			
MC7	0.755			
MC8	0.766			
MDC1	0.648	0.815	0.864	0.477
MDC2	0.665			
MDC3	0.719			
MDC4	0.688			
MDC5	0.695			
MDC6	0.744			
MDC7	0.671			
T1	0.809	0.927	0.853	0.659
T2	0.852			
T3	0.831			
T4	0.858			
T5	0.845			
T6	0.807			
T7	0.829			
PK1	0.792	0.833	0.941	0.668
PK2	0.834			
PK3	0.857			
PK4	0.783			
IB1	0.799	0.778	0.889	0.694
IB2	0.856			
IB3	0.841			

Cronbach Alpha and Comosite Reliability (CR)

It is the most used test for verifying internal consistency of data retests. This test uses variable correlation to estimate internal consistency. Since an alpha value greater than 0.7 is required to verify reliability (Hair et al., 2013), every variable in this investigation meets the standard threshold value. In order to assess the composite reliability, outer loadings of all variables were used, which is the most common test for internal consistency in composite reliability. Hair et al. (2013) recommend a threshold value of > 0.70 for composite security. The results, which are all based on data that goes internal consistency standards, are shown in the following table.

Convergent Validity

Convergent validity can be used to examine the correlation between all observed variables of the same variable. It is suggested that the convergent validity threshold value be more than 0.50 in order to verify the convergent validity using Average Extracted Variance (AVE) (Sarstedt et al. 2014). Therefore, every AVE variable that is more than 0.5 is mentioned in the table that follows.

Discriminant Validity

Discriminant validity was examined in the final section of the confirmatory factor analysis. The discriminant is checked using the Fornell-Larcker method of determining discriminant validity. The Fornell-Larcker method compares the square root of the average extracted variance of the variables under testing.

Table 3. Discriminant Validity Fornell-Larcker Criterion

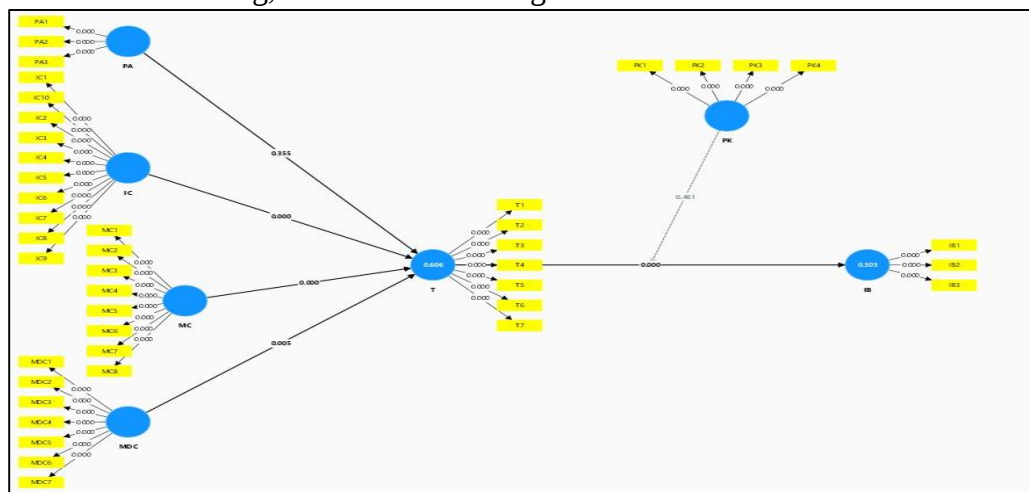
Variables	PA	IC	MC	MDC	PK	T	IB
PA	0.832						
IC	0.389	0.759					
MC	0.475	0.670	0.475				
MDC	0.478	0.516	0.591	0.691			
PK	0.344	0.538	0.462	0.389	0.812		
T	0.474	0.304	0.445	0.466	0.188	0.817	
IB	0.460	0.671	0.729	0.562	0.451	0.445	0.833

Utilizing the relevant variables' correlation findings. The above table displays the test's results. Each of these outcomes meets the required standards and has no issues with discriminant validity.

Structural Model

The second stage is to analyze the structural model for hypothesis testing after completing the measurement model.

The H_{5d}: Trust on the branded posts of FIs have mediates the relationship between media credibility and UBI. The Path analysis results: $\beta = 0.137$ and P-value = 0.011 Confirmed that the positive and significant association between media credibility and UBI is mediated by trust on branded posts. **The H₆:** Persuasion knowledge moderate the association between trust in the branded posts and UBI. The Path analysis results: $\beta = 0.022$ and P-value = 0.461 Reject the idea that the relationship between UBI and trust in branded posts is moderated by persuasive information. An additional summary table for better understanding, the PLS model image is shown below.

**Figure 2:** Model Structure**Table 4:** Hypothesis Testing

Structural Path	Estimate	P-value	Results
IC→T→IB	0.898	0.003	Accepted
IC→T	0.282	0.000	Accepted
MC→T→IB	0.137	0.011	Accepted
MC→T	0.436	0.000	Accepted
MC→T→IB	0.045	0.011	Accepted

MDC→T	0.142	0.005	Accepted
PA→T→IB	0.013	0.045	Accepted
PA→T	0.043	0.355	Rejected
T→IB	0.315	0.000	Accepted
PK*T→IB	0.022	0.461	Rejected

Analysis of Coefficient Determination R²:

Coefficient of determination or person's coefficient R². It evaluates the variance dependent variable (endogenous variable) by the dependent variable (exogenous variable) in a structural model. Recommended values of social sciences by (Cohen & Cohen, 2019). R²= 26% having a small effect, R²= 13 have a medium effect and R²= 26% have a large impact. According to recommended R² value, most of the R² values of the model have medium to large effect. Further values given in the table below:

Discussion and Conclusion

This study develops an extensive conceptual model to investigate how influencer-related communication factors contribute to influencer marketing success. All of the study's presented hypothesis are supported by the research findings except two. This study marks the significant advancements in the field of marketing as it investigates the impact of the communication factors namely credibility as well as the authenticity of the posts on customers' UBI. Previous research has primarily focused on these all factors (Adonopoulous, 2024; S. (Sam) Kim et al., 2021; Venciute et al., 2023). The results of the research highlight how crucial FIs' credibility—as well as the credibility of the messages and the media—are to building trust in FIs' sponsored posts. This increased trust consequently has a major impact on Urge to Buy Impulsively (UBI). This study extends the area by revealing the moderating effect of persuasion knowledge (Ashraf et al., 2020). However, the finding of the research reject this hypothesis and show that there is no effect of persuasive knowledge. A possible reason is that the study's persuasion knowledge rating might not have adequately reflected the complex nature of consumers' understanding of marketing strategies (Ali et al., 2019). Alternatively, persuasion knowledge may have context-specific impacts that vary depending on the kind of sponsored content or customer demographic (Rashid et al., 2019). Furthermore, other moderating variables not included in the model may have an impact on the link between trust and impulsive buying behavior, thereby dominating the role of persuasive knowledge (Isaac & Grayson, 2017).

It also emphasizes how trust acts as a mediator in branded posts, providing new perspectives into the complex relationships between influencer marketing and impulsive buying behaviors. These findings are significant from a practical as well as a theoretical perspective, providing scholars and practitioners with insightful information.

First, the study's findings demonstrate the trust in fashion influencer's posts is greatly influenced by their credibility signals, which include knowledge, reliability and similarity (H2). Second the research shows that trust in the sponsored posts is strongly influenced by the signals fashion influencers provides about the veracity of message (H3). Third, the study reveals that trust in FIs is positively impacted by signals regarding media credibility (H4). Furthermore, the relationship between influencers' credibility, message credibility, media credibility and UBI is mediated by trust in branded posts (H5a, H5b, H5c, H5d). Lastly, this study shows that consumers' UBI is considerably positively impacted by their trust in posts (H4). This result emphasizes how important trust is to FIs' branded content, which translate into UBI, an essential element of organization trust. All hypothesis results are significant except of post authenticity and persuasion knowledge.

This research highlights the significance of influencer authenticity and credibility in building

consumer trust and impulsive buying behavior, providing marketers and businesses in the fashion industry with useful data. Marketing professionals should place an emphasis on working with influencers who show high levels of credibility, authenticity, and believability in order to maximize the success of influencer marketing campaigns. This involves selecting influencers who use media platforms known for willingness and high levels of engagement, as well as ones whose content speaks to their audience and reflects the brand's values. By concentrating on these elements, brands can make sure that their influencer relationships increase the likelihood that customers will develop impulsive buying tendencies and foster trust.

This study highlights the importance of legal standards that encourage transparency in influencer marketing for lawmakers. Ensuring that influencer recommendations are clearly reported and that influencer material meets strong authenticity standards can serve to protect consumers from deceptive business practices and improve shareholder value in general. Policymakers may help create a more ethical and transparent marketing climate that benefits businesses and consumers alike by implementing these recommendations. The results of this study can help shape regulations that support ethical marketing, which will strengthen the ecosystem of influencer marketing and make it more reliable and successful.

Currently, there are certain limitations on this research. This analysis is not without limits, as are many research projects. Though they won't have an impact on the research, these existing circumstances might make future research challenging. Readers and researchers can better understand future researchers by using these limitations as a guide. The first drawback is that the data for this research were obtained using convenient sampling, which carries the risk of redundancy and could affect the statistical relationship between variables. To reduce these risks, future research can be conducted with longitudinal and transversal data approaches. The authors also collected data from respondents one-on-one using a print survey method based on questionnaires. Furthermore, these data are specific to a single nation or region, and future researchers can leverage cross-sectional methods to enhance their data research that focuses on country and culture.

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