

# The Roles of Peer Pressure and Expertise as Mediators on the Relationship between Ethnicity and Purchase Intention

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## ABSTRACT

**Objective** – The objective of this study is to investigate the roles of peer pressure and expertise as mediating variables on the relationship between ethnicity and intention to purchase.

**Methodology** – To develop a quantitative strategy, the author employed Smart-PLS to check the hypotheses based on the data from 350 Instagram users of college students aged 18-25 in Jakarta.

**Findings** – The results showed that both mediation effects were significant as well as the direct influence of ethnicity towards purchase intention. However, the direct effect of ethnicity towards purchase intention was the most powerful determinant among the relationships.

**Novelty** – This study considers a particular ethnicity as influencers and their impact to college students' perspective in purchase intention.

**Keywords:** *ethnicity; peer pressure; expertise; purchase intention*

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## I. INTRODUCTION

Seven out of 10 Generation Z individuals believe it is necessary to protect identity-related causes, making them more concerned in race and ethnicity issues than previous generations (Shatto & Erwin, 2016). Despite the generation's tolerant of differences, heterogeneous market's sensitivity toward ethnic and religious issues is still relatively high in Indonesia (Rasyid, 2019). Developments had not proven so favourable for the Chinese-descent Indonesians (Chen, 2021).

Consumer-cultural differences in the market determine which type of communication and marketing strategy are going to be more effective. At present, influencer marketing is popular in business strategies (Žák & Hasprová, 2020). Online consumers are increasingly turning to products or services recommended or sponsored by celebrities, influencers, or significant people in a certain industry (Huang & Copeland, 2020). Consumers respond to influencers that help them define personal choices (Žák & Hasprová, 2020). There is a void in the academic literature with respect to how generation Z actually feels about messages catered to them by influencers with a certain ethnic background.

Social media influencers have a big impact on customer decisions as a result of marketing organizations' use of the notion of peer influence and social media platforms as an advertisement method (Wielki, 2020). Because people associate trust with personal experiences, using social media influencers who share their own tales has proven to be a successful marketing technique (Appel et al., 2019).

According to Hudders et al. (2020), influencers frequently develop expertise in a specific domain by narrowing their profile to a single specialty or product category (e.g., food, fashion, luxury, or fitness). The fact that certain influencers are more popular and successful than others could be due to their high level of expertise (Wellman et al., 2020). Influencers' experience can raise the functional value of a product by providing product specifics (Campbell & Farrell, 2020). In the area of his or her knowledge, the influencer is almost certain to be an opinion leader, which may be an important determining characteristic in the selection of an appropriate influencer, but not necessarily in other fields (Casaló et al., 2020). The

contribution of this study is that it uses these frameworks to investigate three essential purchase intention dimensions in one comprehensive real-life study on online influencer's impact on generation Z's purchase intention. Moreover, this study was conducted in Indonesia where ethnic identity research is lagging.

### **Statement of the Problem**

This study intended to determine whether a relationship exists between an influencers' ethnic identity and purchase intention. If so, how peer pressure and expertise can be used to understand and gain insights into the influence on generation Z in Indonesia. By studying generation Z's purchase behavior, a deeper understanding can be gained about what relationship exists between them. Such information would benefit marketing managers and the influencers, which are part of its emerging markets. The main objective of this study is to evaluate the effect of peer pressure and expertise as mediators between the relationship of ethnic identity and intention to purchase.

## **II. LITERATURE REVIEW**

### **Influencer Marketing**

Promotion of a certain brand or company plays a vital role. This is due to the great impact that the company will get after trying to add to its development of consumer-based brand popularity (Verma & Sinha, 2018). Influencer marketing is a type of marketing practice based on influence theory. This theory states that there are a certain number of individuals who have the potential in influencing or persuading the opinions of other people (Nath & Murthy, 2004). Instead of marketing to a lot of customers, influencer marketing involves the help of influencers to spread and drive the brand's recognition to connect with the consumers; this is to influence and affect potential customers' buying decisions (Lou & Yuan, 2018). In earlier times, influencer marketing involved people like journalists, reporters, and analysts; they were 'offline' leaders who could push the spread of information to gain positive coverage (Brown & Hayes, 2008). A select few journalists would be chosen by brands or companies to represent them; this is aimed at creating vital relationships and facilitating a positive spread of influence. Now that businesses have become digital, influencer marketing involves using 'online' leaders rather than 'offline' leaders. Being online, influencers have a greater reach of influence through social networks compared to the traditional, 'offline' opinion leaders (Lyons & Henderson, 2005). Digital influencers generally have a large, online follower base. Blogging sites, commercial websites, social networks like Instagram, Facebook, Twitter, or Snapchat are platforms where influencer marketing usually takes place.

With the increasing number of influencer marketing and the professionalization of influencer marketing, some companies have started to predesign promotional posts for their collaboration with influencers. This is to make sure the company can control messages and help marketing departments to provide detailed instructions for their influencer's partners about hashtags to use and the timing of the post. This includes the wording for the promotional post (Abidin & Ots, 2015). There have been some cases where influencers copied whole texts with embedded instructions without giving second thoughts or considerations. The influencers might have not even tested the product, despite promoting it; in other words, the influencers have betrayed and abused the trust of their followers. After these practices were exposed, companies and influencers had to be more transparent about their activities. It is sometimes legally required to identify these promotional posts with hashtags like "#ad" or "#sponsored" (Boerman & Müller, 2021).

### **How Influencers are Perceived**

Influencer marketing is defined as the process of identifying, engaging, and supporting specific individuals who work as promoters of a certain brand to create conversations with a brand's customers (Yesiloglu, 2020). This marketing technique is now a trend in public marketing. Influencers now have such an important role in the marketing area where companies and brands will use their services to promote their products. Influencers serve as the ultimate way to connect between a brand and a target consumer.

Every type of earned endorsement will benefit the customer since it helps them to internalize the messages of the brand and provides the endorsed product or service with strength. Influencers have countless direct online friends and followers, but the real significance of the engagement lies in the number of users and relevance of how they expanded their indirect followers. However, Petty & Andrews (2008) discuss that consumers perceive that influencer who receives free samples of a product or coupon as compensation will be more credible than those who take cash payments. One defining characteristic people

rely on is the number of followers of the influencer, and in this research, other variables will be brought that might affect the engagement rate of the influencer. The purchase intention will be used as the standard of the customer to see whether the variables (expertise, peer pressure, and ethnicity) could affect the intention of the customer or have no significant impact. In the previous studies from Jin and Phua (2014), Utz (2010), and Graham (2014), people tend to rely more on the number of followers to rate influencers' popularity. Influencers with great popularity are perceived to be more attractive for a brand since they are categorized as extroverts, trustworthy, approachable, and possessing socially desirable characteristics. This research will talk about how the expertise, ethnicity, and peer pressure of influencers could give a positive impact on their popularity engagement.

### **Influencer's Expertise**

Influencers are known as "microcelebrities" in social media. Mostly, they call themselves "Selebgram." Influencer terms are now bigger since they can be categorized as expert, journalist, blogger. In marketing products, high blogger expertise promotion is more effective than increasing trial products to raise attention from customers. Expertise in this research refers to the level of credibility of the influencer (Hasanah, 2019).

Behavioral intention can be influenced by expertise; this will gear behavioral intention towards products in the context of influencer marketing (Uribe et al., 2016). Regardless of whether the endorser has the expertise, it is only deemed important if the customers believe so. For an endorsement to be successful, expertise is one of the most vital components to have. It is possible that, compared to spokespeople, influencers could be seen as having more expertise (Apaolaza et al., 2014). Simply put, influencers' expertise is how believable and valid they are in their assertions; their expertise is only considered if the users see them as capable and knowledgeable.

### **Ethnic Identity**

Cultural identification or ethnicity is a complicated psychological process of thoughts and feelings that a person has about him/herself and other people based on perception, cognition, attachment, and knowledge of one's own culture (Phinney & Ong, 2007; Mansori et al., 2015). In terms of ethnic self-identification, there are four main components: 1) self-awareness or ethnic consciousness; 2) interpretation of the significance an individual attaches to being a member of an ethnic group; 3) emotional reactions or the intimate connection a person has with an ethnicity; and, finally, 4) behavior or participation (García Valdez & Toledo López, 2018).

An individual's ethnicity has a significant impact on their expectations. Burton (2002), Hamlett et al. (2008), and Jamal (2003) have shown that ethnicity is a powerful predictor of human motivation and plays an important role in buying behavior. Ethnic or religious practices form the basis of most belief systems. In behavioral psychology, fundamentalist value systems have long been regarded as important (Noland, 2005). Although belief systems differ in the details of their ideals and ethics, their followers' behavioral patterns and the correlation between moral intensity and values are remarkably the same. Conservative believers tend to be more concerned with avoiding uncertainty and change, and less concerned with expressing hedonistic desires or confidence in their decisions and actions (Roccas, 2005).

Influencers can be said to be attractive to specific brands because of the lifestyles that they portray and how they perceive their ability to affect the customer purchasing decisions after seeing their promotion (Kay et al., 2020). Influencers are essentially paid for being themselves. The brand also focuses on identifiable 'faces' to localize its advertising strategies for certain countries by using the services of local celebrities (Rodrigues & Costa, 2020). The goal of this strategy is to help their target audience to identify these influencers with a specific ethnicity as representatives of the promotion of collaboration products or brands. This strategy has been used and adapted as the standard to include the cultural appeals that reflect the target market area (Chattaraman et al., 2010)

There are many instances in which consumers reject innovative products/services, believing that the products/services conflict with traditional cultural differences and ethnicity. If the product's concept does not conform to customs, values, and behavioral tendencies dependent on the physical or structural attributes of products/services, then consumers will not accept it (Alexanderson, 2019).

Following this, the influencer's ethnicity in advertising can have the power to influence consumers' perceptions about the brand and the quality of the product solely from the ethnic origin of the influencer; this does not concern where the product or brand originated from (Wong et al., 2008). Indonesia is a very diverse country, and that includes the Chinese ethnicity. There has been racism against Chinese descent,

also called Tionghoa, by the indigenous in Indonesia. The question here asks whether the Chinese and the perceptions of Chinese in Indonesia could affect the purchase intention of the followers of influencers whose ethnicity is of Chinese origin.

### **Peer Pressure**

Peer pressure generally affects the influencer's ability to influence his or her peers, followers, and audience (Croes & Bartels, 2021). Peer pressure here includes the social status of their friends, circle in society, and social life. Commercially, there are two ways that peer influence could affect purchase intention which is directly through conformity to the product and reinforcing the product involvement indirectly (Wang et al., 2012).

Consumers or users can see influencers through their peers and their approval of them; the users may be unaware, but they do this consistently. Modern consumers have a certain threshold of tolerance towards advertisements, and what makes network-based marketing success depends on the peers influencing each other. This also includes how peer influence changes in parallel to product life cycles (Aral & Walker, 2011). In most cases, the appeal of influencers is introduced to the viewers and customers in such a way that they are connected and engaged with their followers and future customers by giving the idea of having a personal and exclusive relation or bond. In social media, some influencers tend to show their lifestyle as a focal subject which makes them classified as "lifestyle" influencers. However, other influencers set boundaries of their private life by posting content associated with different classifications, such as "beauty", "fashion", "food" or "parenting" which helps them differentiate between their work as an influencer and their private lives (Senft, 2008).

Social media networks also improve peer influence by giving relevant information, engagement, market target, and content for the users' experience. The information, engagement, and the target will help to boost the peer influence of a certain influencer a customer without them realizing. Based on the users' peers and their association with particular brands on products, relevant and matching ads are presented to the consumers in line with studies by Bakshy et al. (2012), and Aral and Walker (2010). Religious and ethnic attributes may change over time due to social factors (e.g., resettlement, acculturation, peer pressure, social circle). There is also a wide range of results from studies in this field; they can be generally positive, or even show a significant relationship between ethnicity and peer pressure (e.g., Im et al., 2003; Jordaan & Simpson, 2010).

Peer pressure of the influencer circle can also affect their popularity since they support each other's career and the relationship will be beneficial for both influencer's fame (Matera et al., 2013). Some influencers tend to find more famous peers to support their fame and image in public. These networks also adjust and improve the influencers' contest; this effectively boosts indirect advertising and marketing. In a way, social media influencers can be compared to the moderators of network communications. Their opinions on topics are of great importance, and they tend to influence the opinion-making of peers. Essentially, this is the reason that marketing using influencers' services is so efficient and brings good value to the company.

### **Purchase Intention**

Ajzen's (1991) Theory of Planned Behavior (TPB) highlights the consumer's attitude as a fundamental variable to explain their behavior. However, this model does not take into account how consumers' ethnic identity influences their purchasing intentions when it comes to artisanal products, even though recent studies have shown a positive correlation between attitude and purchase intentions (Pangaribuan et al., 2020a; Pangaribuan et al., 2020b). Researchers have found that ethnic identification is a predictor of attitude and purchase intention because it is linked to the emotions and attitudes of consumers who are proud of their ethnic origins (Ha-Brookshire & Norum, 2011). To better understand middle-class customer views and purchasing intentions, the results of this study will help the crafts industry refocus its efforts on a market group that is rising and looking for innovative items. More than that, they might raise their sales, adjust their product's price and add value to their products.

### **Hypothesis Development**

Despite limited research on purchase intentions based on ethnicity, some studies suggest that ethnic identity should be taken into account when attempting to explain purchasing intentions. It has been noted that people who identify strongly with a particular ethnic group are more likely to look for ethnic features

in products they purchase (Moore et al., 2010). Similar findings were made by other researchers who found that ethnicity significantly predicts the intention to consume and pay more for products or material properties (Ellis et al., 2012). Ethnic characterization also positively predicted purchase intention and willingness to spend more just for relevant traffic-produced products (Shen & Dickson., 2001; Ellis et al., 2012). A consumer's ability to recognize the cultural and emotional symbolic value of a product's ethnic origin also has a direct impact on their intention to purchase products (Chattaraman et al., 2010). Therefore, based on the discussion, we can hypothesize:

*H1: Influencer's ethnicity positively impacts purchase intention*

Around the platforms of social media, peer pressure is a great factor to be considered in the influencer's ability to influence his or her peers and followers. In addition, peer influence is decently extended through social media where the platform matches content and information to the consumers' experiences and interests; matching content and information are given based on what a consumer or user is interested in, which can be brands or products, and also their circle of peers as evidenced by the studies of Bakshy et al. (2012), Lu and Tucker (2012), and Aral and Walker (2010). With this system in place, it can improve the influencer's peer pressure towards customers without them realizing it. Therefore, the second hypothesis of this study is:

*H2: Influencer's ethnicity positively impacts peer pressure*

According to Meca et al. (2017) and Smith and Silva (2011), ethnic identity can be associated with (social) competence. Riyanto and Panggabean (2019) asserted that a competency is a particular skill, knowledge, or characteristic necessary to perform a role effectively which leadership qualifications and relation effectiveness are built from to future challenges. Meanwhile, information from a high level of expertise is assumed to be more credible given the knowledge and competence of the person (Lis, 2013). Thus, the third hypothesis is:

*H3: Influencer's ethnicity positively impacts the influencer's expertise*

A recent study on communication effectiveness has failed to examine communication effectiveness as a mediating factor between the relationship of expertise and purchase intention (Pangaribuan et al., 2019). Consumers' preferences for celebrities (or, in this case, influencers) may have a lot of brand experience, but they do not believe that he or she is an expert in the sector that he or she represents (Ha & Lam, 2017). The higher a reviewer's degree of knowledge, the more likely their recommendation will be considered in a consumer's purchasing decision (Lis, 2013). Therefore, the fourth hypothesis will be:

*H4: Influencer's expertise positively impacts purchase intention*

Customers are more likely to follow their friends and buy certain things if there is a lot of peer pressure (Gulati, 2017). Adolescents are sensitive to social cues, which makes them susceptible to peer pressure on impulse buying (Foulkes & Blakemore, 2016). The presence of individuals of the same age and peers increases customers' purchase (Thürmer et al., 2020). Thus, the fifth hypothesis can be formulated as follows:

*H5: Peer pressure positively impacts purchase intention*

### III. METHODOLOGY

This research used the quantitative approach for the data collection. The questionnaire consisted of 26 survey items that are divided into 9 demographic questions, 17 main questions, and the result will be analyzed through t-test and data regression under a descriptive explanation correlated with research design.

This research is divided into four parts, which are the exploratory stage, literature study, collecting and processing data, then analysis and results. This research was conducted during the COVID-19 situation and the data collection used is the quantitative approach based on the questionnaire. This study used quantitative research methods to test the significant factors which may influence the consumer's intention to buy the promoted product. It also tested the significance of influencers' expertise in influencing the Instagram posts they made and its direct effect on the consumer's purchase intention. The sample used in this research were from 18 to 25 years old. The purpose of this method is to collect data numerically and statistically to display

the relationship between the theory and variables to be tested. This method will show how strong and significant the variables are in testing this problem.

The largest online segment is between 18 and 25 years old, with most undergraduate students comprising this sample. The reason for choosing undergraduate students is that undergraduate students are good candidates for the investigation of purchase intention due to their social media interaction and social life. Therefore, this research only uses samples from not only Sampoerna University but also from the general public, so the questionnaire was administered to about 350 inside and outside Sampoerna University students who are representing customers from different backgrounds of study to make it fair for analyzing the data. Respondents are matched, in part, by the admissions procedure based on age, education, reliable aspiration, group of friends and, indirectly, social life, the general idea of the interest of influencer, knowledge of influencer, general monthly income, and general monthly spending levels. This general background information could lead to precise results on the test of the variables that may influence purchase intentions.

The population of this research are millennials such as students and workers not only specific to Jakarta. This population is selected because millennials are more aware of the influencer marketing system compared to other generations. Moreover, millennials' behavior also easily changes based on the external influence they get from social media or peers. This notion is also supported by the fact that the millennial or young generation has a dynamic attitude in which they struggle to influence the influencer by choosing a promotion system or strategy that meets their desires (Hund, 2019). Selecting millennials as the population for this research is a proper decision as millennials have to examine the variables to the purchase intention.

The sample was based on teenagers and young adults, where this range is chosen since the most frequent users of social media are from 18 to 25 years old. At this point of age, people tend to be more influential in terms of decision making and they are open to new things.

The research objective was to find the relation between the ethnicity's relation, with the main focus being Chinese, to the purchase intention. The respondents of this research should not be Chinese to make it more objective. This is to see how the idea and the stereotype of ethnicity play an important role in non-Chinese purchase intentions.

**Data Collection**

This research used a questionnaire as the data collection tool for each variable used. Each variable will have 4 survey items, with the exception of ethnicity which has 5 survey items, and there will be 9 survey items about the demographic or personal data of the respondents. In total, the questionnaire will have 29 survey items. The questionnaire was distributed online to make it more accessible for the respondents. This research chose to use the questionnaire since it gives more accurate and efficient data collection compared to the other data collection methods.

To make the data more accurate, two major things should be considered in advance which are the validity and reliability of the survey result. To test the validity and reliability of the questionnaire, there was a pre-test stage where the questionnaire was being tested before it was distributed widely to the real sample. The pre-test was conducted for 50 respondents (14.28% of the total sample) and the respondent was selected randomly.

**IV. RESULTS AND DISCUSSION**

The age range is divided into three categories: under 18, 18-25, and over 25. The majority of the respondents are between the ages of 18 and 25, accounting for 89.71 % of the 350 respondents (314 individuals). The second-largest group of responders was those under the age of 18, accounting for 5.71 % of 350 respondents (20 individuals). The remaining respondents are over the age of 25, accounting for only 4.57 % of respondents.

**Table 1. Collinearity**

VIF	
ET	2.309
PP	2.238
EXP	1.110

Out of a total of 350 respondents, 198 are women, accounting for 56.57% of the total respondents, and 144 are males, accounting for 41.14% of the total respondents, with the remaining 8 respondents (2.29% of the total respondents) preferring not to identify their gender. As a result, they represent the vast majority of survey participants, indicating that women are more likely than males to follow influencer marketing content.

Multicollinearity test is a technique that checks whether two independent variables are highly correlated. When it exists, the coefficients' standard error generally increases which implies that the coefficients in the predictor variables may be statistically different from 0. Multicollinearity may find some variables insignificant, when they should be significant, due to the overinflation of the standard errors. The multicollinearity should be neglected if the VIF value is more than 10.

It can be seen that the regression model's VIF values are all less than 10 (Ethnicity 2.309; Peer Pressure 2.238; Expertise 1.11), indicating that there is no indication of multicollinearity between the exogenous variables, as shown in Table 1.

**Table 2. Outer Loadings of the Items**

Construct	Items	Loadings	Alpha	CR	AVE
Ethnicity	ET1	0.851	0.897	0.925	0.843
	ET2	0.842			
	ET3	0.734			
	ET4	0.889			
	ET5	0.891			
Peer Pressure	PP1	0.871	0.895	0.927	0.868
	PP2	0.908			
	PP3	0.834			
	PP4	0.874			
Expertise	EXP1	0.884	0.891	0.925	0.907
	EXP2	0.874			
	EXP3	0.865			
	EXP4	0.849			
Purchase Intention	PI1	0.871	0.891	0.949	0.872
	PI2	0.913			
	PI3	0.904			
	PI4	0.938			

According to the needed lowest value for the loading factors of each item, the findings show that all of the variables meet the criterion, indicating that the indicator variables utilized can describe the concept to that level. As a result, it can be stated that all of the observed variables can be investigated deeper (see Table 2).

**Table 3. Regression Test**

	R <sup>2</sup>	Adjusted R <sup>2</sup>
PP	0.552	0.551
EXP	0.097	0.094
PI	0.628	0.625

According to Table 3, the first determination coefficient analysis on the regression model yielded an adjusted R-squared value of 0,551, or 55.1% percent. The adjusted R-squared values suggest that ethnicity and peer pressure of 55.1%, while the remaining 44.9% is impacted by variables other than the observed variables used in this study. Followed by the determination, coefficient analysis on the regression model yielded an adjusted R-squared value of 0,094, or 9.4% percent. The adjusted R-squared values suggest that ethnicity and expertise of 9.4%, while the remaining 90.6% is impacted by other variables not observed in this study. Lastly, the determination, coefficient analysis on the regression model yielded an adjusted R-squared value of 0,625, or 62.5% percent. The adjusted R-squared values suggest that ethnicity and purchase intention of 37.5%, while the remaining 90.6% are impacted by variables other than the observed variables used in this study.

**Table 4. Path Estimates**

Hypothesis	Path Estimates	t statistics	p values
H1: ET →PI	0.219	21.242	0.000
H2: ET →PP	0.743	29.518	0.000
H3: ET → EXP	0.311	6.930	0.000
H4: EXP → PI	0.147	3.926	0.000
H5: PP →PI	0.560	9.701	0.000

From Table 4, it can be seen that the first path that weighs 0.219 shows that Variable X (Ethnicity) does have a positive impact on Variable Y (Purchase Intentions). The second path that weighs 0.743 shows that Variable X (Ethnicity) does have a positive impact on Variable X2 (Peer Pressure). The third path that weighs 0.311 shows that Variable X (Ethnicity) does have a positive impact on Variable X3 (Expertise). The fourth path that weighs 0.560 shows that Variable X2 (Peer Pressure) does have a positive impact on Variable Y (Purchase Intentions). Lastly, the path that weighs 0.147 shows that Variable X3 (Expertise) does have a positive relationship to Variable Y (Purchase Intentions). From the table, it can be concluded that hypothesis 1 (Ethnicity towards Purchase Intention) does have the weakest relation since the weight is 0.219 which is the closest to zero. The strongest relationship is coming from hypothesis 2 (Ethnicity towards Peer Pressure) which weighs 0.743.

## V. CONCLUSION

The study’s primary finding is that when compared to other indigenous influencers, preconceived perceptions about Chinese ethnicity have an effect on influencer engagement and popularity. Influencers use this enormous platform to promote their products and endorsements. This enables marketers to develop unique methods of reaching a broader audience. This will aid them in establishing their influence and brand recognition. Additionally, this study will analyze whether influencer services alter or have an effect on purchase decisions. To gain a better understanding of how the Chinese stereotype affects influencers’ image, this research will assist the firm and agency in determining which influencers best complement the product and company image. It is critical to protect the promoter or influencer in order to secure and sustain the brand’s image.

### Theoretical Implications

This research employs the Consumer Socialization Model to substantiate the notion of peer pressure’s effect on a customer’s purchasing intentions. This theory presents two theoretical views for comprehending and forecasting influencer-to-consumer information transmission: the cognitive development model and the social learning theory. Rather than that, the latter reveals external elements, in this case, peer pressure, that might influence client attitudes, motives, and actions toward advertised products. This model demonstrates the promotion’s engagement rate and the influencer’s contribution to advertising with the goal of improving brand image and customer behavior. According to the data, it can be concluded that the Customer Socialization Model Theory is effective in corroborating the established theory that peer pressure has a favorable effect and is important on buy intention behavior.

Because the goal of this research is to establish a link between ethnicity, peer pressure, and competence, and client purchase intentions. The researcher employs the Theory of Planned Behavior (TPB) to explain the consumer’s behavior, which has been extensively examined. This theory helps the researcher in demonstrating the unique characteristics of the items being advertised, consumer perceptions, country perceptions, and perceptions of the product’s country of origin; all of these elements can influence a customer’s purchase intention. However, this model does not account for how customers’ ethnic identities affect their purchasing intentions when it comes to handcrafted items, despite recent research indicating a favorable association between purchase attitude and purchase intentions. This research grant will help close the gap by demonstrating that ethnicity does have a significant beneficial effect on customer purchase intentions.

Influencer marketing and expertise are the subjects of this research. Influencer marketing and expertise is a type of marketing activity that is founded on influence theory, which asserts that a small number of people have the ability to influence or persuade the opinions of others. The use of influencer marketing, according to this hypothesis, is a successful strategy of attracting media attention and enhancing brand



recognition. Recruiting the assistance of influencers to help spread and develop brand recognition in order to establish a connection with consumers is the purpose of influencer marketing; the goal is to influence and affect potential customers' purchasing decisions.

### **Managerial implications**

The consumers' purchase intentions after witnessing an influencer are becoming increasingly important as marketing systems evolve and individuals gain the capacity to persuade others to purchase a certain product or brand. As influencers play an increasingly important role in marketing, businesses and brands will take advantage of their services in order to promote their products. It is the most successful approach of creating a connection between a brand and its target client to use influencers. Individuals, on the other hand, are more concerned with numbers these days than they are with belonging to a certain group of people.

Based on the conclusions of the research, influencer engagement is influenced by a variety of characteristics, including ethnicity, peer pressure, and competency, in addition to numbers. Purchase intentions tend to be the most predictive of influencer competence, according to the regression model; however, ethnicity appears to be the most predictive of customer purchase intents. Additionally, the current study provides some useful recommendations for marketers and brands who are interested in influencer marketing. In studying the ideas and attitudes of customers, we can assist influencers in designing different methods and tailored approaches in order to reach a larger audience more effectively.

As an alternative to relying solely on data pertaining to influencers' follower counts and engagement metrics, this information could assist businesses in designing potentially more effective influencer marketing campaigns. Firms looking to raise brand awareness among a large target audience may also turn to influencers on social media who have an appealing presentation and specific expertise in areas relevant to the brands' business offerings. This will assist them in expanding their reach and strengthening their brand. This research will also reveal whether or not influencer services have an impact on or influence the purchasing decisions for a particular brand. Because of the information provided in this study, the agency company will be better able to determine which influencers best match the brand image of the product and company, as well as demonstrate how the Chinese stereotype affects influencers' images in the future. Consequently, it is vital to preserve and assist in protecting the firm brand image, as the promoter or influencer's actions will have an impact on the brand's overall image in the long run.

### **Limitations and Future Studies**

Among the research's limitations is the fact that it only included a small number of respondents because the information was only obtained from specified age groups: teenagers and young adults between the ages of 18 and 25, which is the age range with the highest proportion of social media users. Furthermore, because the research is primarily concerned with Chinese culture, there are just a few publications that specifically explore and support this area of inquiry. Results of the study are based on the information provided by respondents, and the findings may not apply to certain specific groups as a result of that information. Future research may try to reach different market segmentation and use additional journals and data to have a bigger range of study.

This survey, which was conducted afterward, inquired about social media influencers and trust in Instagrammer marketed content in general. Social media users may have different beliefs/attitudes about influencers or influencer-generated branded posts on different social media platforms as a result of differences in message modality or differences in the content of influencers across different platforms, depending on their location. Future research could look into influencer marketing on specific social media platforms. In the future, it might be worthwhile to investigate the impact of cultural variables in the development of social media followings. In addition to the message and source aspects explored in this study, future research may also look into additional factors that are related to the media channel, because each social media platform has a unique approach and customer behavior, as demonstrated in this study. Finally, future research can employ different methodologies, such as experimental designs, to investigate the causal linkages that exist between various variables of interest.

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