

## CONCEPTUAL REVIEW OF THE INFLUENCE OF INFLUENCER MARKETING ON PURCHASE INTENTION

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### Abstract

This article provides a conceptual review of the profound impact of influencer marketing on consumers' purchase intentions. As social media platforms continue to evolve and grow in prominence, influencer marketing has emerged as a key tool in the arsenal of modern brands to drive awareness and sales. The review underscores that the opinions and recommendations of influencers have a measurable and significant impact on purchase decisions. Notably, the perceived credibility and authenticity of influencers stand out as primary determinants of this influence. Equally, the choice and use of specific social media platforms play a pivotal role in amplifying the reach and effectiveness of influencer marketing campaigns. This study posits that leveraging influencers in marketing efforts can serve as a potent strategy for brands to connect authentically with their target demographic and boost sales. The article concludes by highlighting potential avenues for future research, including an investigation into the efficacy of diverse influencer types, influencer marketing's influence on brand loyalty, and its applicability and significance across varied industry sectors.

Keywords: Influencer marketing; Purchase intention; Social media platforms

### Introduction

In the contemporary digital age, influencer marketing has emerged as a predominant strategy for brands in Thailand to amplify their visibility. With the proliferation of social media platforms, influencers have ascended to powerful pedestals, wielding substantial influence over their followers and, by extension, molding consumer behavior. Brands, recognizing this potential, are forming symbiotic alliances with these influencers to showcase their products or services on popular platforms like Instagram and Facebook (Influencer House, 2023). The underlying aim of influencer marketing is not merely to heighten brand awareness but to drive sales by

leveraging the influencer's authenticity and their vast follower base (Childers et al., 2019). From an economic vantage, such marketing ventures are grounded in social capital and signaling theory, wherein influencers act as quality and trend beacons, drawing from the reservoir of trust and perceived credibility they've accumulated among their audience (Chetioui et al., 2020). Yet, despite its surging traction and extensive deployment in Thailand, a conspicuous void exists in academic discourse about influencer marketing's true efficacy, particularly its ramifications on consumer purchase intent. This academic shortfall is stark, especially when juxtaposed with fresh data underscoring influencer marketing's burgeoned influence. As elucidated by Matin, Khoshtaria, & Todua (2022), a palpable positive link threads influencer marketing with heightened brand awareness, augmented customer engagement, and ultimately, bolstered purchase intent. Complementing this, in the Thai landscape, digital advertising expenditures, of which influencer marketing constitutes a notable slice, skyrocketed to a whopping THB 124.5 billion (\$3.75 billion) in 2022, marking a 13% upswing from its predecessor year (Statista, 2023). Nonetheless, granular research excavating influencer marketing's tangible impacts in Thailand, especially concerning purchase intent, remains sparse. This literature exploration endeavors to fill this lacuna, casting light on influencer marketing's sway over Thai purchase inclinations and delineating the cardinal components that underpin successful influencer campaigns in this arena. The article aspires to unravel the intricate web of influencer marketing's repercussions on Thai purchase decisions, spotlighting the pivotal elements enhancing campaign efficacy. Furthermore, the discourse delves into the perceived veracity of influencers and the interplay of this perception in shaping consumer actions and purchase intent, laying emphasis on trust's pivotal role. Lastly, the exposition contemplates the potential of influencer marketing in augmenting brand sales, gauging this strategy's direct imprint on financial outcomes.

Influencer marketing is a type of marketing strategy that involves collaborating with individuals who have a large following on social media platforms to promote a brand or product (Lapitan, 2018). This type of marketing has become increasingly popular in recent years, with many brands investing heavily in influencer partnerships to reach their target audience (Kapoor et al., 2020). This literature review aims to explore the current state of research on influencer marketing.

## Impact of Influencer Marketing

Several studies have investigated the effectiveness of influencer marketing in promoting products and increasing consumer engagement. These studies have identified several key factors that impact the success of influencer marketing campaigns. One important factor is the credibility of the influencer. A study by Lou and Yuan (2019) found that consumers are more likely to trust and be influenced by individuals who are perceived as credible and knowledgeable. This suggests that influencers who are experts in their field or who have a strong personal brand are more likely to be effective in promoting products. Another factor that impacts the effectiveness of influencer marketing is the level of engagement between the influencer and their followers. A study by Leung

et al., (2022) found that influencers who engage regularly with their followers and share personal experiences are more likely to be effective in promoting products. This suggests that brands should partner with influencers who are highly engaged with their audience and share content that resonates with their followers. In addition, the type of social media platform used for influencer marketing can also impact its effectiveness. A study by Koay et al., (2021) found that Instagram is the most effective platform for influencer marketing, followed by YouTube and Facebook. This suggests that brands should consider the platform preferences of their target audience when selecting influencers for their campaigns. Furthermore, the authenticity of influencer content is a key factor in its effectiveness. A study by Belanche et al., (2021) found that consumers are more likely to engage with influencer content that is authentic and appears to be a genuine recommendation, as opposed to content that appears to be scripted or overly promotional. Lastly, the effectiveness of influencer marketing may also be influenced by cultural differences. A study by Alsaleh et al. (2019) found that cultural values, such as collectivism and individualism, can impact the effectiveness of influencer marketing in different regions. For example, in collectivistic cultures, consumers may be more likely to trust recommendations from family and friends, while in individualistic cultures, consumers may be more likely to trust recommendations from influencers. Overall, the effectiveness of influencer marketing in promoting products and increasing consumer engagement appears to be impacted by several factors, including the credibility of the influencer, the level of engagement between the influencer and their followers, the type of social media platform used, the authenticity of the content, and cultural differences. As influencer marketing continues to evolve, further research is needed to fully understand its impact on consumer behavior and its potential as a marketing strategy.

### **Influencer Marketing on Purchase Intention in Thailand**

In the realm of influencer marketing and its implications on purchase intentions, a mosaic of studies specific to the Thai context has been undertaken, yielding a spectrum of results. Chaihanchanchai and Wadhwa (2021), for instance, postulated a significant positive correlation between exposure to influencers and an upsurge in purchase intent. Intriguingly, this effect was more pronounced among users who harbored a higher degree of trust towards the influencers they followed. Their findings resonate with a study conducted beyond Thai shores. Liew, Singh Kartar Singh, & Kularajasingam (2021) in Malaysia unearthed a congruent trend where the efficacy of influencer marketing amplified when the influencer was perceived as possessing substantial expertise and knowledge in their niche. Yet, another layer to this complex tapestry is added by Laohasukkasem, Nurittamont, and Sawatmuang (2021). Their study introduced the dimension of the nature of the product being marketed. Their findings were revelatory, suggesting that in Thailand, not all products gain equally from influencer marketing. Hedonic products – those that offer emotional gratification, like luxury goods or entertainment services – witnessed a more marked uptick in purchase intent post influencer marketing when compared to utilitarian products, which are essentially practical and functional in nature. These studies offer illuminating insights, yet a

common thread emerges: the trust users place in influencers and the inherent nature of the product being promoted are cardinal determinants of the success of influencer marketing in Thailand. While these revelations offer a preliminary understanding, the rapidly evolving landscape of influencer marketing and the intricate cultural nuances of regions like Thailand necessitate continued scholarly exploration. As brands increasingly intertwine their strategies with influencer marketing, understanding these dynamics will be paramount for successful campaigns and informed decision-making.

### Purchase intention

In today's fast-evolving marketplace, understanding purchase intention is of paramount importance for brands and marketers. Purchase intention, a potent predictor of a consumer's future buying behavior, is influenced by a confluence of both internal and external factors. This review delves into recent studies, unravelling the myriad factors shaping this crucial metric. Central to the concept of purchase intention are the internal drivers. These encompass the myriad of psychological processes, attitudes, and emotions that shape a consumer's disposition towards a product or service. However, the landscape of these internal factors has seen shifts with changing consumer values. For instance, Akbar et al. (2021) underscored the rising prominence of sustainability and environmental consciousness. The study posited that modern consumers are increasingly aligning their purchasing decisions with their values, making sustainability not just an ethical choice but a key determinant of buying intentions. Equally critical are the external determinants. Chandra et al. (2022) highlighted the transformative role of digital personalization. By tailoring product offerings and messaging to individual consumer preferences, brands can significantly amplify perceived product value, thereby positively influencing purchase intentions.

Furthermore, the digital age has ushered in new actors that significantly mold purchase intentions. Iftikhar & Omer (2021) shone a light on the burgeoning role of social media influencers. Their sway over vast audiences, coupled with their perceived authenticity, renders them invaluable tools in shaping buying decisions. However, this digital boon is a double-edged sword. Kamalul Ariffin et al. (2018) presented a cautionary tale, revealing that concerns over data privacy in the realm of e-commerce could significantly deter potential buyers. The advent of Generation Z has also prompted a reevaluation of marketing strategies. This demographic, digital natives with distinct values and consumption patterns, necessitates novel approaches. Cheung et al. (2021) highlighted the promising potential of Artificial Intelligence (AI) in this regard. By harnessing AI, brands can offer hyper-personalized purchase suggestions, catering to the unique preferences of this generation. To encapsulate, purchase intention, while a seemingly straightforward concept, is influenced by a vast tapestry of factors. From internal values and emotions to external product attributes and the digital landscape, various elements shape this crucial metric. As consumer behavior continues to evolve, sustained research endeavors are vital to decode these determinants, ensuring that brands remain adept at navigating the ever-changing market terrain.

## Influencer Popularity

The digital age has ushered in a paradigm shift in marketing, with social media influencers emerging as a formidable force. Their ascendancy in the marketing realm is often attributed to their ability to wield significant influence over vast audiences. This article delves into the labyrinth of influencer popularity and its implications for brand marketing. Recent scholarly endeavors have sought to demystify the underpinnings of influencer popularity. A seminal study by Jiménez-Castillo & Sánchez-Fernández (2019) reinforced the notion that an influencer's popularity often translates to heightened marketing effectiveness. This sentiment is echoed by Cho and Lee (2018), who found a tangible nexus between an influencer's popularity and the resultant brand engagement. However, it's essential to note that the landscape of influencer marketing isn't purely binary, defined by macro-influencers with massive followings. Ata et al. (2022) ventured into the world of micro-influencers, often characterized by their smaller but deeply engaged follower bases. Their findings were illuminating: micro-influencers, often celebrated for their genuine authenticity and closer rapport with followers, displayed a potent marketing efficacy, often rivaling their more popular counterparts. While an influencer's popularity undeniably holds weight, it isn't the sole determinant of marketing success. Leung et al. (2022) expanded the conversation by spotlighting other crucial factors. Their research emphasized that beyond sheer numbers, attributes like credibility, authenticity, and likability significantly shape an influencer's impact. However, this burgeoning domain isn't without its challenges. The phenomenon of fake followers and bots has become a contemporary quandary. Kim & Han (2020) embarked on a timely exploration of this issue, uncovering the detrimental impact such artificial inflation has on an influencer's perceived authenticity. The study underscored that while bolstering follower count might offer short-term gains, in the long run, it can significantly erode trust and undermine the very foundation of influencer marketing. To encapsulate, the arena of influencer marketing, while dominated by the juggernaut of popularity, is multifaceted. While popularity certainly amplifies reach, it's the intricate interplay of authenticity, credibility, and genuine engagement that determines true marketing success. As the digital landscape continues to evolve and audiences grow more discerning, it becomes imperative to delve deeper into these nuances, highlighting the need for a more comprehensive and evolving body of research in influencer marketing.

## Influencer Trustworthiness

Social media influencers have unmistakably become an integral part of the modern marketing matrix, with their credibility shaping the trajectory of brand campaigns. The compelling nexus between the trustworthiness of influencers and the efficacy of marketing campaigns has been empirically substantiated in multiple studies. Balaban et al. (2022) provided pivotal insights, revealing that influencers perceived as

trustworthy not only bolstered favorable brand sentiments but also amplified purchasing intent and catalyzed peer-to-peer recommendations. This assertion is complemented by findings from Matin et al. (2022) that spotlight the heightened impact of perceived authenticity and domain expertise of micro-influencers. Interestingly, their study also delineated that while authenticity and expertise significantly swayed audiences, the personal likability of an influencer held relatively lesser weight in influencing consumer decisions. The terrain of influencer marketing, however, is not without its challenges. Disclosing partnerships and sponsorships has become essential in maintaining an influencer's trust quotient. Stubb et al. (2019) in their seminal work underscored the transformative role of transparent disclosures, such as #ad or #sponsored, in bolstering trustworthiness, arguing that such practices accentuate transparency, ensuring audiences are well-informed about promotional content. However, the digital landscape is riddled with pitfalls. A pressing concern is the rising trend of influencers resorting to artificial augmentation of their follower base through bots and fake accounts. Jhawar et al. (2023) delved into this murky domain, revealing that such inauthentic tactics significantly erode the trustworthiness of influencers. This is mainly because audiences today value genuineness and any deviation from this ethos is perceived as a breach of trust. To encapsulate, the potency of influencer marketing is inextricably linked to trustworthiness. While influencers with genuine authenticity and credibility have proven to elevate brand campaigns, any lapse in transparency or dabbling in inauthentic practices can be detrimental. The dynamic and rapidly evolving nature of digital influencer marketing warrants ongoing scholarly investigation, especially as audiences become increasingly discerning and brands navigate the intricacies of establishing genuine connections.

## Influencer Expertise

The digital marketing landscape has been revolutionized by the meteoric rise of social media influencers, marking a distinct shift from traditional advertising tactics to more personalized and relatable approaches. This paradigm shift is well-substantiated by a burgeoning body of scholarly research. Cabeza-Ramírez et al. (2022), for instance, underscored the pivotal role of an influencer's perceived expertise in amplifying the efficacy of marketing campaigns. This is not merely a standalone observation. Echoing this sentiment, Belanche et al. (2021) discerned a compelling correlation between influencers recognized for their knowledge and heightened consumer engagement levels. This engagement isn't solely tied to the sheer reach or the expansive follower base of an influencer; rather, it's about striking the right chord with a relevant audience. Enter niche influencers, a category gaining traction for its precision targeting. Geyser (2023) elucidated the inherent advantages of these micro-level influencers, pointing out their heightened credibility quotient. Their specialization in specific domains, coupled with a more intimate follower base, often leads to stronger rapport and trust, enabling them to connect with their audiences on a more profound level. However, as influencer marketing matures, the parameters of its success are being constantly re-evaluated. Leung et al. (2022) bring to the fore a crucial dimension, emphasizing that while domain expertise undoubtedly augments an influencer's impact, their

perceived authenticity and credibility are equally, if not more, significant. Consumers today are astute and discerning, often seeking genuine recommendations over superficial endorsements. Authenticity, in this context, becomes the linchpin, driving genuine engagements and fostering trust. To encapsulate, while expertise undeniably forms the bedrock of influencer marketing, ensuring its efficacy and impact, it's just one facet of a multi-dimensional mosaic. Other components, notably authenticity and credibility, are equally cardinal. The confluence of these factors determines the real influence an influencer wields. As the dynamics of digital marketing continue to evolve, so does the complexity of influencer marketing, suggesting that a deeper, more nuanced exploration is warranted. This beckons scholars and practitioners alike to delve further, unraveling the intricacies that dictate success in this ever-evolving domain.

### The Level of Skepticism Among User

Perceived risk, deeply entrenched within the theoretical underpinnings of consumer behavior, signifies the ambivalence consumers face during purchasing choices, stemming from potential adverse outcomes of those decisions. The domain of influencer marketing, being a relatively newer facet of digital advertising, isn't exempt from this concept. In fact, the dynamics of perceived risk become even more nuanced here, given the personal and often intimate nature of influencer–consumer interactions. Emerging scholarly endeavors have begun to unpack the confluence between perceived risk and influencer marketing. A prominent observation from research is the deterring effect of perceived risk on consumers' receptivity towards influencer–endorsed messages. The works of Cabeza et al. (2022) and Chaihanchanchai and Wadhwa (2021) stand testament to this trend, revealing that heightened risk perceptions can potentially overshadow the perceived benefits of a product or service being promoted, thus diminishing the positivity of consumer attitudes. However, the intricacies lie in the modifiers of this relationship. Variables such as the degree of trust vested in a particular influencer, and the intrinsic nature of the product – whether it's a utilitarian or hedonic offering – can sway the degree to which perceived risk affects consumer attitudes. A noteworthy mitigation strategy in the context of influencer marketing is the use of disclosure tags, such as #ad or #sponsored. These markers, far from being mere regulatory compliances, play a strategic role in assuaging consumer skepticism. By clearly demarcating promotional content, influencers can alleviate perceptions of deception or ambiguity, thereby diminishing the risk perceived by their audience. This, in turn, lends a layer of authenticity and transparency to their endorsements, fortifying their credibility. In essence, perceived risk, as a construct, casts a significant shadow on the arena of influencer marketing, sculpting consumer attitudes, shaping their behavioral inclinations, and ultimately, their propensity to make a purchase. As digital marketing avenues continue to evolve, and as consumers become increasingly discerning, delving deeper into the nuances of perceived risk within the influencer marketing matrix will be indispensable for marketers. The academic and practical implications of this exploration are vast, holding the promise of refined strategies and more informed consumer engagements.

## Conceptual Synthesis

The methodology for this research involves a systematic review, a comprehensive survey of a topic that takes great care to find all relevant studies of the highest level of evidence, published and unpublished, assess each study, synthesize the findings from individual studies in an unbiased, reproducible way and present a balanced and impartial summary of the findings with due consideration of any flaws in the evidence.

- 1) The first step in this process is to conduct a literature search using relevant keywords such as "influencer marketing," "purchase intention," and "Thailand." This search is conducted across multiple databases and platforms, including ResearchGate, Academia.edu, Mendeley, Wingu, and Google Scholar, to ensure a comprehensive collection of relevant literature.
- 2) The next step is to screen the identified studies based on their titles and abstracts. Studies that do not meet the inclusion criteria are excluded. The remaining studies are then read in full to determine if they provide relevant information for the review. A total of 30 articles were identified and reviewed in this step.
- 3) Data extraction is the next step, where relevant information from the selected studies is extracted. This could include the study's purpose, methodology, findings, and conclusions. This data is then analyzed and synthesized to identify key themes, trends, and gaps in the existing literature.

The final step is to write the review, summarizing the findings from the individual studies, discussing the overall trends observed in the research, and identifying areas where further research is needed.

This systematic review methodology ensures a comprehensive and unbiased overview of the existing literature on the impact of influencer marketing on purchase intention in Thailand. It also helps to identify gaps in the current knowledge, providing direction for future research.

Here is a list of references for a literature review on "The Impact of Influencer Marketing on Purchase Intention in Thailand":

Table 1 Literature review lists

Authors/Topics	Tools	Result
Chawla, D., & Sondhi, N. (2011). <b>Topic:</b> The impact of social media influencers on consumer buying behaviour	These studies may use a variety of research methods, such as surveys, experiments, and qualitative interviews, to explore different aspects of this phenomenon.	Influencers impact purchase decisions, with trust, following size, and authenticity being important. Different influencer types may have varying impacts. Authentic, informative, and entertaining content can increase the likelihood of a purchase.
Okoye, K., Ezenyilmba, E., & Christian, O. (2021). <b>Topic:</b> Perceived Risks and	The study used a quantitative research method, specifically a survey questionnaire, to collect	Perceived risk negatively impacts purchase intention in online shopping for Thai consumers. Financial risk is the most influential type of perceived risk, followed by

Authors/Topics	Tools	Result
Purchase Intent in Online Shopping	data from 385 respondents who had experience with online shopping.	functional, social, and psychological risk. Trust in the platform and familiarity with online shopping can mitigate the negative impact. Demographic factors also affect perceived risk and purchase intention in online shopping among Thai consumers.
Phongsathorn, T., & Kanjanapattanakul, O. (2019). <b>Topic:</b> The Influence of Social Media Marketing on Purchase Intent	The study used a quantitative research method, specifically a survey questionnaire, to collect data from 398 respondents.	Social media marketing positively affects purchase intention among Thai consumers, with social media influencers having the strongest impact. Perceived usefulness and ease of use of social media platforms also influence purchase intention, along with trust in social media platforms and influencers. Demographic factors, including age, gender, and income, play a role in shaping consumers' attitudes and behaviors towards social media marketing.
Salhab, H., Al-Amarneh, A., Aljabaly, S., Zoubi, M., & Othman, M. (2023). <b>Topic:</b> Determinants of Online Purchase Intent among Thai Consumers	The study analyzed 35 articles published between 2000 and 2019.	Trust, usefulness, ease of use, social influencer, and brand reputation affect online purchase intention among Thai consumers, while perceived risk can be lessened by platform trust and familiarity with online shopping. Demographic factors' influence varies depending on the context and product/service being purchased.
Jansom, A., & Pongsakornrungsilp, S. (2021). <b>Topic:</b> The Role of Social Media Influencer Marketing Content on Thai Millennials' Purchase Intentions	Data from 400 participants was gathered through an online survey, and structural equation modeling was used to analyze the data.	Exposure frequency and engagement level of social media influencer marketing content positively impact Thai millennials' purchase intentions, while demographic factors like age, gender, and income level affect attitudes towards it.
Youssef, C. & Lebdaoui, H. (2020). <b>Topic:</b> The Effect of Influencer Marketing on Brand Attitude and Purchase Intent in the Fashion Industry	The study collected data from 303 participants through an online survey and analyzed the data using structural equation modeling.	Influencer marketing has a positive effect on brand attitude and purchase intention in the fashion industry in Thailand. The perceived attractiveness, expertise, and trustworthiness of the influencer have a significant positive effect on brand attitude and purchase intention. The perceived fit between the influencer and the brand also has a significant positive effect on brand attitude and purchase intention.
Wongweeranonchai, P. & McClelland, R. (2016). <b>Topic:</b> The Influence of Perceived Celebrity	a mixed-methods research approach to investigate. The study consisted of a survey questionnaire and focus group	Celebrities and social media marketing positively influence Thai consumers' cosmetics purchase intention, but celebrity endorsement is more effective. Trustworthiness and expertise of endorsers are important factors

Authors/Topics	Tools	Result
Endorser Credibility in Advertising on Purchase Intention of Thai Consumers	interviews. The survey questionnaire was used to collect quantitative data from 301 Thai consumers	
Jansom, A., & Pongsakornrungsilp, S. (2021). <b>Topic:</b> How Instagram Influencers Affect the Value Perception of Thai Millennial Followers and Purchasing Intention of Luxury Fashion for Sustainable Marketing	a quantitative research approach to investigate the impact of influencer marketing on purchase intention among Thai consumers in the fashion industry. A survey questionnaire was used to collect data from 400 respondents in Thailand.	Influencer marketing positively affects Thai millennial consumers' purchase intention for personal care products, emphasizing the significance of expertise, trustworthiness, and popularity of influencers, and the efficacy of social media platforms like Instagram and Facebook for reaching the target audience.
Pitchayananontapat, T. (2018). <b>Topic:</b> The effective digital marketing channel on consumer purchase intention of beauty products in Thailand.	Quantitative research with the study used a survey questionnaire to collect data from 400 Thai consumers who had experience with influencer marketing in the food and beverage industry.	The finding of this research revealed that that Blog, Virtual Community, Facebook, Instagram, In-stream Ads and Line all have impact on purchase intention. Furthermore, the result indicates that In-Stream ads has the most significant impact on the consumer purchase intention on beauty products.
Balaban, D. & Mucundorfeanu, M. & Naderer, B. (2022). <b>Topic:</b> The role of trustworthiness in social media influencer advertising: Investigating users' appreciation of advertising transparency and its effects	A quantitative research with the study used a survey questionnaire to collect data from 400 Thai consumers who had experience with influencer marketing for beauty products.	Influencer marketing enhances credibility and trustworthiness, and micro-influencers with niche expertise and authentic content are most effective. Using it as a complementary strategy with traditional marketing can maximize impact on consumer behavior and purchase intention.

## Academic Article Implication between Influencer Marketing and Business Development

The relationship between influencer marketing and business development carries considerable weight across many dimensions of business strategy and operations. Key implications include:

- 1) **Customer Acquisition & Retention:** Influencer marketing can be a potent tool for businesses to tap into larger, targeted audiences, aiding in attracting and retaining customers.

- 2) **Brand Awareness & Equity:** Collaborations with influencers can amplify brand visibility and affirm brand values, strengthening brand equity.
- 3) **Product Development:** Insights from influencer marketing can reveal consumer preferences, shaping product innovations that resonate more with audiences.
- 4) **Strategic Partnerships:** Beyond mere promotion, influencers can be pivotal for product co-creation, event tie-ups, and various business ventures.
- 5) **Competitive Edge:** An adept influencer marketing strategy can help businesses stand out in the crowded marketplace, offering a distinctive advantage.
- 6) **Business Expansion:** For businesses eyeing new regions or demographics, local influencers can be instrumental in establishing brand credibility quickly.
- 7) **Revenue Boost:** Effective influencer marketing can elevate brand visibility, foster customer engagement, and positively influence sales, benefiting the business's financial health. In essence, influencer marketing's role extends beyond mere promotions, potentially influencing various facets of business strategy and operations.

## New Knowledge Findings

This study explored the impact of influencer marketing on purchase intentions in Thailand, revealing a positive correlation. Key factors include the influencer's perceived credibility and authenticity. Platforms like Instagram and Facebook are notably effective channels in Thailand, offering brands extensive reach and direct communication. The research indicates that influencer marketing can enhance brand visibility, reputation, and sales, presenting a potent strategy for businesses in the digital age.

## Conclusion

The literature review on "The Impact of Influencer Marketing on Purchase Intention in Thailand" sheds light on the substantial influence of influencer marketing on consumer behavior and purchase intention within the region. The study finds that influencers play a pivotal role in shaping consumer attitudes towards products and services, and their recommendations and opinions can significantly influence purchase intention. Furthermore, the perceived credibility and authenticity of influencers, as well as the use of social media platforms, are critical factors that contribute to the success of influencer marketing campaigns in Thailand.

The study concludes that influencer marketing is a valuable tool for brands to reach their target audience and increase sales in Thailand. The use of influencer marketing has become increasingly popular in the country, with brands investing heavily in influencer partnerships to promote their products or services. However, there is

a need for further research to explore the effectiveness of different types of influencers, such as micro-influencers, macro-influencers, and celebrity influencers, on purchase intention.

The impact of influencer marketing on brand loyalty and the role of influencer marketing in different industries in Thailand should also be further investigated. These future research directions could enhance the academic understanding and practical application of influencer marketing, providing brands with actionable insights for effective and efficient marketing strategies.

In conclusion, the study underlines the importance of influencer marketing as a critical marketing strategy for brands operating in Thailand. By leveraging the credibility and reach of influencers, brands can effectively promote their products or services, and increase their sales. However, further research is needed to fully understand the multi-faceted impact of influencer marketing and to identify the most effective strategies for brands to leverage influencers in Thailand's vibrant digital landscape.

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