**Exploring The Effect of Influencer Ambassadorship on Consumer Purchasing Behaviour: Influencer's Expertise, Authenticity, And Credibility in The Skincare Industry**

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**Abstract**

*This research study was carried out to explore the effects of influencer ambassadorship on consumer purchasing behaviour. Various factors influence influencer ambassadorship; this study focuses on the influencer's expertise, authenticity, and credibility, examining how these aspects impact consumer purchasing behavior in the skincare industry. This research focuses on the perspectives of young adults from the age of 18 to the age of 26. This age group is also known as young adults. This study also focuses on young adults who are active social media users and have in-depth knowledge of the influencer's ambassadorship. The methodology of this study is qualitative, utilizing semi-structured interviews to gather data from respondents. According to the research findings, respondents expressed that an influencer's expertise is essential and effectively affects their purchasing behaviour. As for the influencer's authenticity, respondents stated that it is also important in shaping their purchasing decisions in the skincare industry. Lastly, respondents pointed out that the influencer's credibility is considered a reference when they make their purchasing decisions.*

**Keywords:** Influencer ambassadorship; Purchasing behaviour; Influencer's expertise; Influencer's authenticity; Influencer's credibility

## 1.0 INTRODCUTION

### 1.1 Research Problem

In recent years, influencer marketing strategies have been widely applied by various industries. Based on the findings, the influencer marketing strategy is the main factor leading many fast-growing brands to succeed in the current industry (Colliander, Rundin, & Jonas, 2021). Some research findings show that influencers with a high number of followers on their social media accounts can become successful product ambassadors due to the significant exposure they can achieve through their channels (Loes,

Alexander, & C., 2022). Even though influencer ambassadorship strategies are widely implemented across industries, there is a lack of research exploring the effects of influencer ambassadorship from the perspectives of influencers' expertise, authenticity, and credibility.

According to current research findings, the success of brands via influencer marketing is highly related to the audience's trust in influencers as they represent particular products on social media platforms (Kumar & Pradhan, 2015). To gain the trust of their audience, influencers must establish a connection of authenticity and credibility with them. According to a study conducted by Chronis and Hampton (2008), consumers have high expectations for the authenticity of the products or brands.  Hence, this underscores the importance of authentic recognition from the audience. Previous studies have highlighted the impacts of celebrity endorsement authenticity, showing that it positively influences audiences (Um, 2022). With the rise of influencer ambassadorship, research findings focusing on the impact of authenticity on audiences and the brand itself remain limited.

## 1.2 Research Gap

Based on the research conducted by Chekima, Zohra, and Adis (2020), it was highlighted that most studies have primarily focused on celebrity ambassadorships. However, the relationship between influencer ambassadorship and consumer purchasing decisions has not been sufficiently explored. Thus, there is a notable gap in the research regarding how influencer ambassadorships affect consumer purchasing behaviour. Further investigation into influencer ambassadorships is encouraged due to the inconsistent findings related to celebrity ambassadorships (Chekima, Zohra, & Adis, 2020).

## 1.3 Research Objectives

RO1: To investigate the influencer's expertise of influencer ambassadorship on affecting consumer purchasing behaviour in the skincare industry.

RO2: To find out the influencer's authenticity of influencer ambassadorship on affecting consumer purchasing behaviour in the skincare industry.

RO3: To analyse the influencer's credibility of influencer ambassadorship on affecting consumer purchasing behaviour in the skincare industry.

## 2.0 LITERATURE REVIEW

### 2.1 Influencer's Expertise

With technological improvements, organisations keep updating the strategy to be implemented in their branding strategies. Previously, celebrities and sports athletes were famous endorsers of the brands, but the latest strategy is establishing ambassadorships with social media influencers. With technological advancements, organisations continue to update their branding strategies. In the past, celebrities and sports athletes were commonly used as brand endorsers, but the latest strategy involves establishing ambassadorships with social media influencers. Many influencers focus on different fields and categorise content on social media platforms. As they gain popularity on their social media channels, it becomes easier for organisations to identify them among the fierce competition of influencers. While some organisations select well-known influencers as brand ambassadors, others choose brand representatives through a filtration process based on the influencer's expertise.

Based on the findings of Homer and Kahle (1990), comments from expert sources help establish a certain level of credibility for promoted products and services among audiences. Homer and Kahle (1990) also found that statements from non-expert sources are less likely to be trusted by audiences, particularly those who have previously received brand messages from expert sources. Furthermore, individuals with varying levels of dogmatism are influenced by statements from experts. According to a study conducted by DeBono and Klein (1993), both highly dogmatic and less dogmatic individuals are positively influenced by statements made by expert sources or individuals.

### 2.2 Influencer's Authenticity

As influencer ambassadorships are becoming more impactful nowadays, influencers use different tactics to create and promote content to reach audiences from different segments. Organisations primarily sponsor influencers with monetary or other items, including providing free products or services to the influencers (Campbell & Farrell, 2020). Influencers receiving sponsorships will create creative content that matches the brand and promote it in their posts. However, some of the content created by the influencers might not be applicable from the perspective of ethical frameworks.

According to Wellman, Stoldt, Tully, and Ekdale (2020), evaluating the ethics of influencer ambassadorships is challenging due to the absence a leading professional association among social media influencers' ethnicism. However, some regulations are related to the ethical frameworks for advertising professionals (Wellman M. L., Stoldt, Tully, & Ekdale, 2020). Furthermore, research conducted by Balaban and Szambolics (2022) states that since distinctiveness is vital in defining authenticity, personal branding techniques improve influencers' perception of authenticity. However, it also mentioned that the audiences can question the authenticity of the influencers. Thus, it concluded that influencers have the freedom to choose the brand they desire to endorse, but the choices have to be made with deep consideration as they will be tied together with the brand once the ambassadorships are established. It will be a mutual- relationship between the brand and the influencers.

**2.3 Influencer's Credibility**

The influencer's credibility refers to the trustworthiness gained from audiences. The research findings show that influencer ambassadorships can gain more credibility than traditional media advertisements (Mabkhot, Isa, & Mabkhot, 2022). In addition, research conducted by Belanche, Casalo, Flavian, and Ibanez-Sanchez (2021) concluded that sponsored content is essential in building a positive impression of the influencers from their audiences. This phenomenon occurs due to the public opinion position that influencers are being seen as and is closely related to the credibility of influencers (Mishra, Roy, & Bailey, 2015).

From the perspective of the audiences, influencers who promote products and services that match their daily lifestyle or content posted are being found credible (Kim & Hye-Young Kim, 2021). Moreover, Eastin (2001) discovered that when a piece of unfamiliar information is presented to people, they tend to evaluate the message's reliability based on their perception of the source's knowledge and experience. Apart from that, research conducted by Xiao, Wang, and Chan-Olmsted (2018) concluded that trustworthiness is the most crucial factor in building an influencer's credibility compared to other factors, such as an influencer's expertise, favouritism, and homophily.

## 2.4 The "Two-Step Flow of Communication" Model

The "Two-Step Flow of Communication" Model was introduced by three researchers, Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet, in 1944 (Lazarsfeld, Berelson, & Gaudet, 1948). This model was published in the book *"The People's Choice: How the Voter Makes Up His Mind in a Presidential Campaign"* (New York: Columbia University Press). As the channels and the ways used to approach the audiences have continuously evolved since the first publication of the "Two-Step Flow of Communication" Model, the model has undergone several necessary changes due to the evolution of the mass media (Mucundorfeanu M. , 2014). The sharing of information between the mass media and the public, the conflicts between the public and private media influences, and the evolution of public opinion were all covered in the model (Mucundorfeanu M. , 2014).

After the publication of the model, researchers categorised the communication theory into two detailed categories: mass communication and interpersonal communication (Mucundorfeanu M. , 2014). The "Two-Step Flow of Communication" Model was first verbally explained as an informal communication flow in the social system (Troldahl V. C., 1966). Subsequent studies examining this model's hypothesis concluded that it is applicable in mass communication. Furthermore, another element mentioned in the concept of the "Two-Step Flow of Communication" Model is the role of opinion leaders (OPLs).

Opinion leaders (OPLs) play an essential role in this model as it is identified as the people who influence public opinion informally through various channels (Huang, Wang, & Shao, 2018). Opinion leaders are often social media influencers (Enke & Borchers, 2021). The common trending channels highly used in society are social media or online channels, which allow users to interact quickly and directly with other users on the same platforms. Furthermore, different platforms can share information quickly, and people can share links through online communication platforms. It will direct users to the suitable platforms accordingly.

## 3.0 Research Methodology

As this study explores the impacts of influencer ambassadors on consumers' purchase behaviour, the target audience comprises active social media users and young adults. Since collecting data from every active social media user and young adult would require significant time and resources, selecting a group

of individuals from the population is a practical approach for conducting the population and sampling procedure. The population refers to the entire target group under observation. While collecting data from the entire population would yield specific insights, it would also be challenging and time-consuming.

**3.1 Choice of Sampling**

Purposive sampling was carried out for this study, which falls under nonprobability sampling. Non-probability sampling is a sampling technique in which researchers can select the individuals they prefer to be involved in the study as the individuals show characteristics that match the criteria of the research topic. Purposive sampling is also known as judgmental sampling. It refers to the researchers' judgement in identifying and choosing suitable individuals to participate in the study. This sampling method is commonly used for qualitative research as it is beneficial for researchers to gain rich information from the respondents. Given the study's objective of exploring the impacts of influencer ambassadors on consumers' purchase behaviour, purposive sampling was deemed the most appropriate method.

Table 1: The Sampling Criteria

| Sampling Criteria | |
|---|---|
| **Population** | Active social media users. |
| | People who know well about ambassadorship. |
| | Young adults from the age of 18 to 26. |
| **Sampling Method** | Purposive Sampling. |
| **Sample Size** | 5 Respondents. |
| **Data Collection Method** | Semi-structured interview. |
| **Respondents Criteria** | Respondents have in-depth knowledge of influencer ambassadorships. |
| | Respondents have to be social media users. |
| | Respondents are between 18 and 26 years old. |

**3.2 Method of Data Collection**

The methods that can be used for collecting data under qualitative research include semi-structured interviews, focus group interviews, observations, surveys, and secondary research. Focus group interviews gather a group of respondents and ask them questions regarding the research questions. Although respondents' views might be affected by others as they all might have different perspectives on particular objectives, this method allows respondents to share different perspectives on the same research question spontaneously. Apart from that, this method also benefits the researcher in choosing the respondents that suit the criteria for the study. Hence, focus group interviews will be chosen as the data collection method for this study.

However, while surveys are less time-consuming compared to semi-structured interviews, respondents may lack patience when completing surveys, leading to less detailed feedback. Similarly, observations are a passive data collection method, limiting the insights researchers can gather as they rely only on what is seen and heard. From the perspective of secondary research, it is unsuitable for this study because it uses data collected by other researchers. This method does not guarantee that the data is up-to-date or relevant to the objectives of this study.

Semi-structured interviews are time-consuming as researchers have to arrange and schedule time for the respondents to get the desired data. However, the data collected will be more detailed and in-depth perspectives as the interview is conducted only between the researcher and the interviewee. Since the interview will not have more than the researcher and the interviewee participating in it, the perspective of the interviewee will not be affected by others. The data collected from each interviewee will be based on their genuine opinions. Thus, semi-structured interviews were implemented in this research study to gather in-depth information from the target audiences on the research topic.

Five respondents participated in the semi-structured interviews, during which research questions were asked. Each respondent answered and shared their perspectives during their interview slots. The researcher took notes on the respondents' feedback and asked relevant, open-ended questions aligned with the research objectives. Open-ended questions ensured that respondents could express their

opinions freely without constraints. The interviews focused on respondents' perspectives regarding influencers' expertise, authenticity, and credibility, as well as how these aspects of influencer ambassadorship impacted their purchase behaviour. The feedback collected was subsequently analysed by the researchers.

## 4.0 RESULTS AND DISCUSSION

### 4.1 Influencer's Expertise

#### 4.1.1 The Significance of Influencer's Expertise

The respondents' perspectives on the importance of an influencer's expertise have specific effects on purchasing decisions. It is considered one of the factors influencing an individual when encountering skincare endorsement content promoted by influencers. Based on the respondents' feedback, most believe that an influencer's expertise is critical in affecting their purchasing behaviours. While Respondents A, D, and E shared similar perspectives, Respondents B and C categorised influencer expertise as of moderate importance. Respondent C provided a real-life example to elaborate on his viewpoint.

*"Like the YouTuber I shared with you just now, he is not a professional dermatologist in the skincare industry. But I would still watch the skincare videos he posts on his channels, and I will also consider trying out some skincare products and services recommended by him. Because he is still able to convince me to trust him based on other factors as well. He also clarified that he is not a dermatologist in the skincare industry in his channel description box. But I will still support him and the contents he made as long as it is reliable to me, or he did not do anything unethical to me."*

*(Respondent C)*

#### 4.1.2 The Disclosure of Sponsorship Content Affecting Influencer's Expertise

An influencer's expertise could be one of the factors affecting consumer's purchasing behaviour. However, an in-depth analysis of the factors impacting the consumer's perspective on an influencer's expertise is crucial. Several factors based on an individual's independent opinions can affect the

perceptions of an influencer's expertise. Based on the feedback from the respondents, Respondent A claimed that the disclosure of sponsorship contents would affect her trust.

*"The disclosure will reduce my confidence level in trusting the true effects after applying to the skin. I would think that influencers are the main goal for the influencers is to promote the products to me, only because of commission or benefit, not like he or she wants. Maybe they truly love the products, from their heart, they want to promote, they want to recommend these products. They like the products so much that they truly wanted to maybe tell their viewers like, hey, this one is good, things like that."*

*(Respondent A)*

Respondents D and E held differing views from Respondent A. They claimed to prefer the disclosure of sponsorship content, as they believed it enhances honesty and credibility.

*"Yes, I would prefer influencers who are willing to disclose any sponsorship that they get when they are endorsing skincare products on their social media. I think because it creates a sense of honesty. Like they are saying that, yes, I am promoting because of partnership. But while they are doing it by being honest, it creates more credibility for them."*

*(Respondent D)*

*"Yes, I would prefer the influencers to disclose the sponsorship contents when they are endorsing the products or services of a skincare brand. It is really easy to tell whether the influencers got sponsorships from the skincare brands or not."*

*(Respondent E)*

**4.2 Influencer's Authenticity**

**4.2.1 The Significance of Influencer's Authenticity**

According to the respondents' responses, they see the influencer's authenticity as highly important in affecting their purchasing behaviours.

*"I would say it is of high importance. Influencer's authenticity has high importance in affecting skincare advertisement."*

*(Respondent A)*

*"From the perspective of influence's authenticity, I see it as highly important because the influencer is the medium or I would like to say it's a channel that connects me with the skincare products. Since I got to know the skincare products through recommendations from the influencers, so if anything is happening on the product or I have any questions regarding the product, I am not able to talk to the product itself. Instead, contacting the influencers that recommend the skincare product might be the most effective way for me to settle my questions or issues that I faced. That is why I see the authenticity of the influencer as highly important especially involving products that can directly contact with my skin."*

*(Respondent B)*

*"If putting it on a scale, I would say the authenticity of the influencers is of the highest importance to me. It's very important because I would trust authentic and high-quality influencers. I think that influencers being recognised as authentic can produce high-quality content for me. I believe that they are very careful and spend a lot of time preparing the things related to the endorsement content related to the skincare topic. Because the things and knowledge related to skincare are difficult to learn and it needs the influencers to learn many things. This will highly affect my purchasing behaviour when it comes to skincare-related topics."*

*(Respondent C)*

*"If I were to arrange the level of importance to me when it comes to describing how important are the influencers' identity when they are endorsing skincare and ambassadorship content, I would say I would place influencers' authenticity at the highest level of importance because it is one of the reasons that I would place influencers is because it affects consumers and also persuades them in purchasing the skincare product endorsed by the influencers. So for me, I would highly consider purchasing the skincare products advertised by the influencers that will be truly authentic on social media. Authenticity is one of the main reasons that can affect my purchasing behaviours personally, especially when it comes to skincare products, the influencers will need to get my 100% trust in them to persuade me to buy the skincare products that they endorse me."*

*(Respondent D)*

*"To me, it is very important. I would place it at the highest level of importance. Because it will directly affect whether consumers are willing to believe and buy this skincare product. As an influencer's authenticity has to rely on the subjective perspective of the followers of the influencers, if the influencer*

*is not able to build up that unique bond with the audience, it will not be persuasive for the viewers. So, I would see the authenticity of the influencers as highly important when it comes to convincing me to consider buying the skincare products endorsed to me on social media. I will buy products from the influencers that already gained my trust, but not from the influencers that I don't know."*

*(Respondent E)*

4.2.2 Online Comments Affecting Influencer's Authenticity

The influencer's authenticity can be affected by different factors. According to the statements by some of the respondents, online comments are claimed to be one of the factors that affect the respondents' perceptions of an influencer's authenticity.

*"The negative comments will affect my perspective towards their authenticity. This is because comments are one of the ways for us consumers to recognize the influencer."*

*(Respondent A)*

*"I would say that I have a different perspective towards the authenticity of an influencer based on their reputation on the internet and what people are saying about that influencer or that product. The influencers that I saw on my social media accounts are not like someone that I can communicate with in my daily life, so I would not have much true information and also the personality of the influencer from my social media. So it makes it me to be more difficult to identify whether or not the influencer is telling the truth about the skincare product that they recommend to me."*

*(Respondent B)*

4.2.3 Filtered Effects and Photographs in Affecting Influencer's Authenticity

Some respondents stated that filtered effects and photographs would affect their perception of the influencer's authenticity in the skincare endorsement content.

*"The use of realistic imaginaries and filtered photographs will also affect my perception towards the influencers' authenticity, particularly when they are endorsing skincare sponsorship content to me. It is really important for me and use realistic imaginaries also a filtered photograph to portray the influencers' skin condition rather than an overly polished or airbrushed look. So from my perspective, I see realistic imaginaries and photographs as evidence of the effectiveness of the endorsed skincare product recommended by the influencers. To me, the realistic effects on our skin after using the skincare product indicate the honesty of the influencers in showing the actual outcome after using the products*

*and I see honesty as the important indicator in helping me identify whether or not the influencers are authentic."*

*(Respondent D)*

## 4.3 Influencer's Credibility

### 4.3.1 The Significance of Influencer's Credibility

Based on the feedback from the respondents, some of the respondents stated that the influencer's credibility is a significant factor to them:

*"From my perspective, I would like to say the credibility of the influencer when they are endorsing for skincare product is highly important for me. Because I will never purchase any product that is endorsed by influencers who will make fake statements about the product they endorsed. When the influencers endorse the skincare product, I have high expectations that the effect of the product will come out the same as they recommend it to me. So if the influencer is not credible enough to me it will not convince me to buy that skincare product."*

*(Respondent B)*

According to Respondent C, the truthfulness of influencers and their ability to share accurate information significantly impacts their credibility and persuasiveness in the skincare industry.

*"I think influencers who tell the truth of the product and service they recommend to the audiences, can gain their credibility from the audiences. As for the influencers who share things that are not yet to be proven, it will be difficult for them to gain credibility from the audiences. Relating this concept to the skincare industry, the credibility of the influencers is much more important. If they cannot gain any trust from the audiences, the audiences will not be persuaded by the influencer to buy the product and service they recommend. And also, the credibility of the influencer is not easy to gain and maintain, so it will be one of the most important factors in affecting customers purchasing decisions."*

*(Respondent C)*

**4.3.2 The Transparency of Skincare Sponsorship Content in Affecting Influencer's Credibility**

Some of the influencers will choose to disclose their sponsorship content when they are endorsing skincare. Some audiences will see it as a behaviour representing the influencers. However, each individual will perceive it differently based on their own perceptions. Thus, in-depth perceptions from the respondents are required. Based on the feedback from the respondents, all of them emphasized that transparency represents an act of honesty, which they consider crucial.

Respondent A expressed that, from her perspective, transparency and honesty are intrinsically linked:

*"Yes, I think transparency of sponsored content and the honesty of the influencers come together. An influencer with an honest personality will disclose every information about the sponsored skincare products and make sure consumers are well-educated with the way of using it to maximize the effect."*

*(Respondent A)*

Based on Respondent B's feedback, she stated that transparency about sponsorship content represents honesty, but she also stated other considerations.

*"For me, I think having transparency about sponsored skincare content is a behaviour that represents the honesty of the influencer. But at the same time, I will also consider whether or not transparency is an advertising strategy for gaining my attention. From my perspective, I see the transparency in disclosing sponsorship content as a certain level of honesty because it is telling audiences that the influencers are being paid to endorse the skincare product."*

*(Respondent B)*

*"It's quite important because they are being, you know, this is who I am, this is what I'm doing. They are not like, this is who I am, but I'm not doing this. They are just being transparent. So I think it's quite important because it respects my decision-making. After all, I know that all of them are paid partnerships with the brand, yet they're being truthful. So disclosing sponsorship shows respect for my choice."*

*(Respondent D)*

Referring to the feedback from Respondent D, she also mentioned that transparency regarding sponsorship content enables her to make informed decisions and justifications.

*"And it seems that I can make informed decisions also when they are aware, like when they are aware of the commission nature of the content, then I'm aware that it is a paid partnership. I think maybe not many people will see the headlines in TikTok and everything. Like some of the things that they do, they will put the disclaimer that it is a paid partnership. So this kind of thing is actually what brings the importance, and the transparency of influence is very much important."*

*(Respondent D)*

## 5.0 CONCLUSION AND IMPLICATIONS

### 5.1 Summary of the Research Findings

The research findings were qualitative, and the data collected was analysed using the thematic analysis approach. Based on the analysis of the data collected from the semi-structured interviews, it was evident that influencers' expertise, authenticity, and credibility have varying levels of impact on consumers' purchasing behaviour in the skincare industry. According to the data collected on respondents' demographics and experiences with influencers' ambassadorship in the skincare industry, all respondents were aged between 21 and 23 years and had at least a moderate understanding of the concept of influencer ambassadorship.

Further analysis revealed that respondents highlighted their experiences with repeated exposure to skincare endorsement content from influencers on social media. It exposed the copying issues existing among the content creations of the influencers. Respondents also highlighted the content creation traits involved in the skincare endorsement content, in which influencers always emphasise the ingredient and product demonstration in the content. Based on the respondents' analysis, most see it as a crucial persuasive element when encountering recommendations on skincare brands. Besides, the implementation of ASMR techniques and the engagement of the influencers were also some of the factors highlighted by the respondents, which they found to be impactful in persuading their experiences with the endorsement content and purchasing decisions.

The next section of data analysis focused on the perspective of the influencer's expertise and how it will affect consumers' purchasing behaviour in the skincare industry. According to the analysis, most respondents stated that an influencer's expertise is beneficial in boosting product sales and awareness. In addition, the influencer's expertise was also seen as one of the requirements that influencers should be equipped with. The analysis also shows that most respondents perceive influencer expertise as highly important in their purchasing decisions in the skincare industry. Some respondents also emphasised the disclosure of sponsorship contents, stating that the other factor would positively impact their purchasing behaviours.

For the data analysis of the influencer's authenticity, all of the respondents stated it is essential for the influencers to hold authenticity when persuading skincare brands. As the authenticity of the influencers is subjective to an individual's perceptions, other factors were highlighted by the respondents that will affect their perceptions in determining the authenticity of the influencers they encounter. According to the analysis, online comments about the influencers, the filtered effects, and photographs will contribute significantly to the authenticity of the influencers.

As for the analysis of the influencer's credibility, most respondents claimed that it is one of the factors that will have a particular impact on their purchasing behaviour in the skincare industry. However, its impact could have been more effective as most of the influencers emphasised that the credibility of the influencers is one of the factors and is a reference when determining their purchasing decisions. The analysis revealed that several factors, including the transparency of sponsorship content, the influencer's reputation, past experiences, and the brands they endorse, significantly contribute to enhancing credibility. Based on the analysis, these factors have contributed to shaping positive effects on respondents' purchasing behaviours.

**5.2 Conclusion of The Research**

This research explored the effects of influencer ambassadorship on consumer purchasing behaviour, focusing on the perspectives of influencers' expertise, authenticity, and credibility within the skincare industry. Three primary objectives guided the investigation: to evaluate the role of influencers' expertise, authenticity, and credibility in influencing consumer purchasing behaviour. The research adopted a qualitative methodology, using semi-structured interviews to gather data from five respondents familiar with influencer ambassadorship in the skincare industry.

Thematic analysis was employed to analyse the feedback collected. The findings conclude that influencer ambassadorship has become a vital strategy for skincare businesses to build consumer relationships and influence purchasing behaviour in the digital age. By understanding the factors influencing consumer perceptions and purchasing decisions, skincare marketers can leverage influencer ambassadorship to create authentic and effective brand experiences.

**5.3 Practical Implications**

Implementing online influencers as ambassadors has become a popular strategy in the skincare industry. Based on the research investigations and findings, several suggestions are provided for the skincare industry. Findings related to influencers' expertise indicate that skincare brands can enhance their authority and credibility by partnering with influencers who possess genuine expertise or skills in skincare. Furthermore, skincare brands can benefit financially by collaborating with experienced influencers who can effectively communicate the benefits and proper usage of their products. Ultimately, such partnerships contribute to positively influencing consumer purchasing decisions.

Based on the research investigation and findings, the perspective of influencer authenticity significantly impacts the skincare industry. Skincare brands ought to seek influencers representing their brand values and whose personal skincare experiences are relevant to their target audience. Furthermore, establishing authentic partnerships can result in more sincere endorsements and recommendations, which boosts consumer trust and loyalty. Apart from that, the findings can also be impactful from the perspective of the influencer's credibility. Skincare firms should evaluate potential influencers' authenticity by considering their reputation, history of honest evaluations, and involvement with their audience. Partnering with trustworthy influencers can boost brand reputation and improve customer purchase habits.

Considering the overall implications of this research study and findings, skincare brands can establish ambassadorship with influencers by creating content emphasising the product's benefits and consumer concerns and sharing some skincare tips and recommendations. This approach can build the image of the skincare brand as trustable in the market. In addition, creating a network of skincare followers and influencers can increase engagement and loyalty. Brands can stimulate discussions, exchange user-

generated material, and gather comments and reviews, increasing consumer confidence and brand loyalty. By taking into account these practical implications, skincare brands may effectively use influencer marketing to promote consumer purchase habits and increase their market position.

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