

# **Endorser Strategies in Efforts to Increase Audience Purchase Interest in Social Commerce: A Systematic Literature Review**

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## **Abstract**

Social media has evolved into an advertising platform due to the active engagement of audiences, brands, and endorsers, giving rise to the new term 'social commerce,' which refers to trade activities involving social interaction. This research aims to compile studies on endorsers in social commerce and analyze the strategies employed to enhance the purchasing interest of the audience. The study utilizes the Systematic Literature Review method and identifies 15 documents meeting the criteria following a limitation process. The gathered strategies to support endorser and brand activities include enhancing parasocial relationships, possessing distinct characteristics, increasing interactions, utilizing attributes, garnering high numbers of 'likes' and 'comments,' avoiding hashtag usage, and informing about preannouncement discounts. This systematic literature review can be revisited to ascertain if there have been changes or additions to endorser strategies in social commerce, given the rapid evolution of algorithms and trends, necessitating adjustments from endorsers, brands, and relevant stakeholders.

**Keywords:** endorser; influencer; social commerce; brand, marketing strategy

## **Introduction**

The swift progress of technology not only benefits humans by providing information and entertainment but also leads to numerous innovations, particularly in media communication (Pembayun, 2022, 106). Recently, social networks have been used to narrow the channels of information dissemination between individuals and delve into social influence behaviors, which refer to the perception, attitude, or behavior of an individual that is changed by others (Jin et al., 2012; Zhu et al., 2014; Lee et al., 2011, in Li et al., 2017, 119). Although they do not meet, influence on other users can still be provided because it is generated based on information about others (Garry et al., 2001; in Li et al., 2017, 4). Social media and mobile devices have become two essential

things in reaching potential customers, influencing the behavior of others, and providing location-based services (Li et al., 2017, 117).

Marketing communication has evolved in tandem with a world that has undergone dramatic changes in recent years (Andrews & Shimp, 2017, 6; Ang, 2021, 149). In the past, marketing communication activities involved advertising, sales promotions, and personal selling. However, at present, brands are incorporating digital, mobile, social media, and alternative communication methods into their marketing communication programs (Clow et al., 2021, 25). In the online context, consumer attitudes serve as a significant mediator in the relationship between perceived usefulness, perceived ease of use, and source credibility toward online purchase intention (Koththagoda and Herath, 2018; in Mathur et al., 2021, 730). Then, the ease of delivering messages or voices using the internet or social media makes people "speak out" or review the products they use, whether good or bad. This makes word of mouth important for brands in marketing their products and providing services. Furthermore, searching for online information about products before purchasing has become an everyday activity or even a "must" nowadays, because information from word of mouth helps potential buyers make more effective and logical purchase decisions (Dinulescu & Prybutok, 2021, 2887). The presence of social media also brings many data related to user preferences, interactions, and interesting information. Therefore, the power of word-of-mouth can be used by marketers by combining existing data to target potential customers, because generally, others, especially close friends or someone who influences buyers or users, can have an impact on someone's opinions, emotions, and behavior (Ryu & Park, 2020, in Lin et al., 2022, 519-520). Consumer trust in a brand or store can also increase due to similar peers' support of satisfied customers (Ryu & Park, 2020, in Lin et al., 2022, 520).

Social media's increasing use and influence in people's lives have made it a fundamental medium in consumer purchasing decisions. Therefore, social commerce - a combination of social media and e-commerce - has the potential to become a significant marketing avenue where sellers can connect with their audience via online social networks (Baethge, Klier, & Klier, 2016; Liang et al., 2011, in Zhu et al., 2020, 1; Stephen & Toubia, 2009, in Li et al., 2014, 2). This is also due to a user's close relationships with other users, especially experts and celebrities (Xiang et al., 2016, in Zhu et al., 2020, 2).

The belief that information provided by someone considered close is more valuable can influence online shopping activities and play a role in social commerce. According to surveys, 83% of online buyers are willing to share their shopping experiences with their friends, and 67% of online buyers tend to shop more based on information obtained from their community (Trusov et al., 2009; Marsden, 2009; in Liang et al., 2014, 70). In addition, social commerce also encourages and facilitates user contributions and information exchange that can be seen by the public (Hu et al., 2019, 297). Therefore, it is not surprising that audiences are increasingly using social commerce as a source of information on products, and they are actively engaged in commercial activities facilitated by social media, such as customer reviews, sharing, recommendations, and discussions (Lin et al., 2019, 329). On the marketers' side, the primary factor in influencing users' purchase of promoted products is knowing someone who has influence over the audience. This can concretely increase the acceptance and effectiveness of promotions (Ryu & Park, 2020, in Lin et al., 2022, 519). Someone who is present and influences an individual or group is known as an Endorser (McCracken, 1989, in Lin et al., 2022, 520).

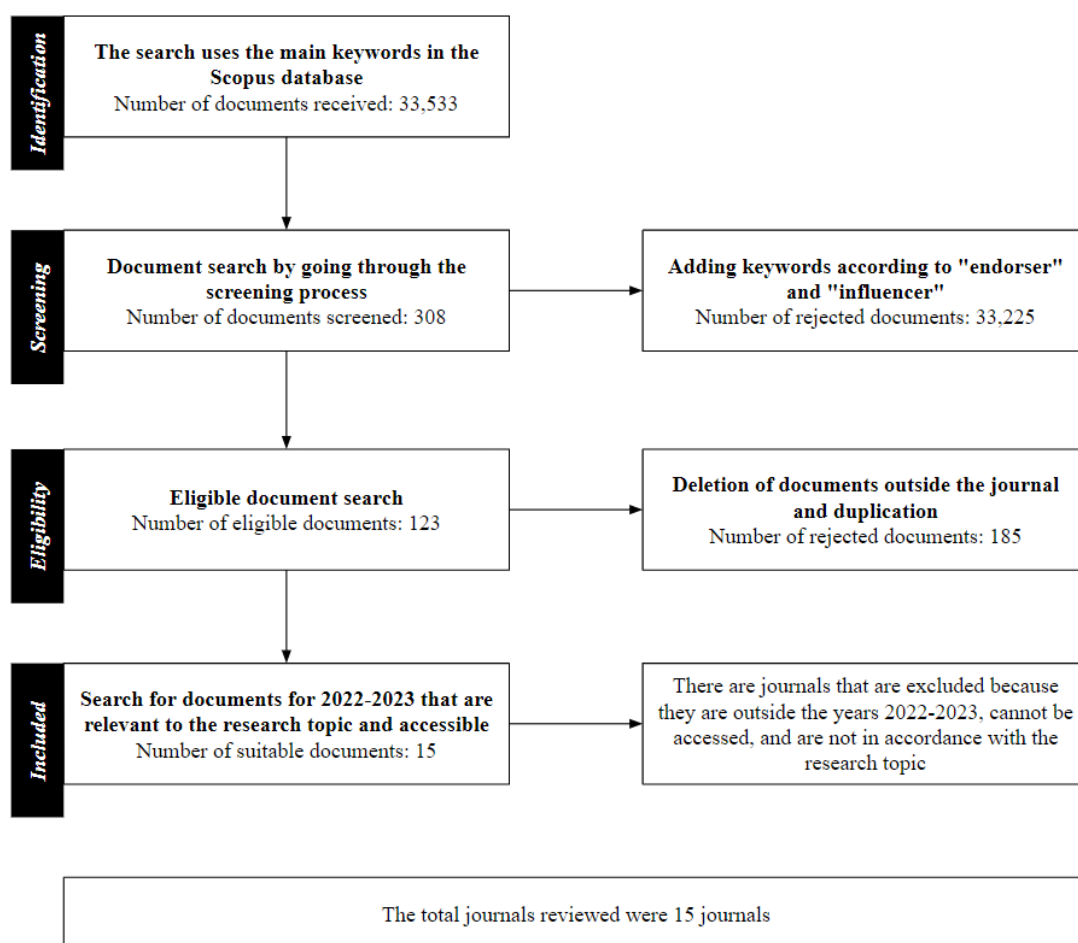
If an endorser is perceived to have the same interests, values, or characteristics as a netizen, they are more likely to follow the endorser's beliefs, attitudes, and actions (Cialdini, 1993; Kelman, 2006, in Schouten et al., 2019, 261). When a trustworthy endorser is associated with a product, it tends to be more preferred by the audience (Westover & Randle, 2009, 60). The effectiveness of promotions can be influenced by the characteristics of the endorser, including attractiveness, expertise, and authenticity. These endorser characteristics will likely mediate the correlation between the endorser type and ad effectiveness. Endorser characteristics can be understood through source models, such as the source credibility and attractiveness models. (Zhu et al., 2021, 951). In summary, the marketing procedure employs specific communication strategies that aid businesses in connecting with potential purchasers from the followers/audiences (Dianthea et al., 2023, 150). Thus, the influence of endorsers can certainly increase product sales and customer loyalty through social commerce. Therefore, this study aims to gather strategies for using endorsers in social commerce by using the Scopus database. This can be useful for marketers and social commerce practitioners to understand the role of endorsers better and develop effective strategies to increase their influence on consumer behavior. By choosing endorsers perceived as attractive,

credible, and similar to the target audience, a brand can build trust, credibility, and loyalty with its consumers, which ultimately leads to increased sales and brand performance).

## **Method**

This research utilizes the method of Systematic Literature Review (SLR), which involves examining and analyzing all available research related to a specific research question, topic area, or interesting phenomenon (Kitchenham et al., 2007, 3). This method aims to collect all relevant publications and documents that meet the pre-defined inclusion criteria to answer a specific research question. Systematic literature review adopts clear and systematic procedures to minimize bias during the search, identification, evaluation, synthesis, analysis, and summary of studies. When carried out accurately and with minimal errors, research can produce reliable results and conclusions that can guide decision-makers and scientific practitioners (Mengist et al., 2019, 2). Therefore, literature reviews can be a meaningful source that offers significant knowledge about a specific scientific subject. The literature review approach can also vary depending on the type of analysis required in a particular study and may include argumentative, integrative, historical, methodological, systematic, or theoretical methods (Jahan et al., 2016, 1).

To ensure that systematic reviews can provide good benefits to users, authors must prepare clear, comprehensive, and accurate reports about the reasons for conducting the review, the methods used (including how studies were identified and selected), and the findings (including characteristics of study contributions and meta-analysis results). The latest reporting guidelines help authors achieve this (Moher, 2018; in Page et al., 2021, 1). Therefore, this research involves the Preferred Reporting Items for Systematic Review and Meta-Analyses (PRISMA) as a reporting guideline created to address poor reporting of systematic reviews (Moher et al., 2007; in Page et al., 2021, 1). In writing this journal, several strategies were employed to extract the content analysis results. First, the main topic or issue was identified from various sources and used as a keyword for data search. Then, the data sources found were filtered by determining criteria such as year of publication, discipline, and assessment of relevant research quality. After that, data that meets these criteria was selected and curated for analysis to develop the research findings.



Source: Author's Research Document

Figure 1. PRISMA

This systematic literature review focuses solely on analyzing documents that meet the following criteria: the document's research focus is on endorser or influencer strategies in social commerce; the document contains the keywords "endorse" and/or "influencer" as well as "social commerce" in the title, abstract, and journal keywords search; Scopus publish the document with a time frame limitation of 2022-2023; Scopus publish the document without limitations on author, discipline, or other information; the document is in the form of a journal article; and the document is written in English. In addition, this systematic literature review does not include studies that meet the following criteria: not related to endorser or influencer strategies in social commerce; published by Scopus before the year 2022; the document is an article, part of a book, or the result of a conference; and written in a language other than English.

The process of transforming data into a format that can be understood, read, and interpreted is part of the data analysis stage. The data analyzed in this stage are research

results from journals taken from available data sources. In the analysis stage, the collected data is analyzed using the Scopus website to understand what strategies endorsers/influencers use in social commerce. Based on this research, 15 journals were analyzed.

## Discussion

Table 1. Search Results

No	Author	Title	Quotation
1	Cheung M.L., Leung W.K.S., Aw E.C.-X., Koay K.Y.	“I follow what you post!”: The role of social media influencers’ content characteristics in consumers’ online brand-related activities (COBRAs)	The study's findings indicate that creativity, design quality, and technology influence consumers' psychological connections with social media influencers (SMIs), fostering parasocial relationships and wishful identification. Integrating these factors drives consumers' engagement with endorsed brands, termed COBRAs. Parasocial relationships and wishful identification are critical in forming COBRAs. Consumers' intention to engage with endorsed brands is influenced by creativity, design quality, and technology, but not by information quality. Information quality remains essential for establishing parasocial relationships and wishful identification despite its lesser impact. The study underscores the importance of content characteristics for COBRAs. It suggests that SMIs should foster parasocial relationships and wishful identification through curated, creative, and well-designed content that aligns with brand values. This includes storytelling, improving design quality, and leveraging social media platform features for increased interactivity and engagement.
2	Yan M., Kwok A.P.K., Chan A.H.S., Zhuang Y.S., Wen K., Zhang K.C.	An empirical investigation of the impact of influencer live-streaming ads in e-commerce platforms on consumers’ buying impulse	The study establishes the significant impact of the celebrity effect on attitudes toward influencer ads. While direct influencer credibility had no direct effect on attitude, it influenced attitudes indirectly through the celebrity effect as a mediator, contributing 45.37% to the total effect. This underscores the role of influencer attributes such as expertise, trustworthiness, and attractiveness in influencing attitudes and purchasing intent. The perceived entertainment level of ads also significantly influenced attitudes, highlighting the need for appealing content. The perceived usefulness of influencer live-streaming ads positively impacted attitudes, emphasizing the importance of valuable advertising content. Trust's direct influence on perceived usefulness supported prior research. The study employed measures to mitigate response biases, enhancing reliability. As brands embrace hyperactive social media influencers, insights for marketing practitioners emerge, including considering the intrinsic attributes of influencers, avoiding scandal-related collaborations, and understanding the cultural context. Providing objective and informative ad content aligned with trust and perceived usefulness is recommended.
3	Ki C.-W., Chow T.C., Li C.	Bridging the Trust Gap in	The influencer marketing landscape has seen a shift in consumer trust, with growing ambivalence towards influencer content. While trust in

		Influencer Marketing: Ways to Sustain Consumers' Trust and Assuage Their Distrust in the Social Media Influencer Landscape	social media influencers (SMIs) initially propelled influencer marketing, recent trends indicate rising consumer distrust in what SMIs convey. Despite this change, little academic exploration exists on consumers' simultaneous attitudinal mix of trust and distrust in the SMI realm. This study addresses this gap and aims to comprehend how trust and distrust interact and concurrently impact consumer behavior. The research contributes by distinguishing trust and distrust as distinct entities and revealing the emergence of consumer ambivalence towards SMIs. It identifies factors influencing trust (similarity and informativeness) and distrust (perceived ad clutter) in the SMI landscape. Moreover, the study demonstrates how trust and distrust jointly influence behavioral intentions, showing that increasing trust can alleviate the negative impact of distrust on consumers' imitation intentions in influencer marketing. Thus, fostering consumer trust in SMIs through aligning interests and offering informative content can mitigate the detrimental effects of distrust and enhance the effectiveness of influencer marketing.
4	Shamim K., Islam T.	Digital influencer marketing: How message credibility and media credibility affect trust and impulsive buying	This study underscores the importance of informational value in establishing trust with social network service (SNS) users and influencing their purchasing behavior through influencer marketing. The research contributes to social media marketing literature by investigating the impact of informational value on followers' Ultimate Trust Belief (UTB), which positively influences purchasing decisions. Vicarious expressions in influencer content are also significant in building trust and affecting product affection. However, they negatively impact the desire to buy, potentially due to consumers' persuasion knowledge. The trust serves as a mediator between vicarious expressions and UTB. Perceived interactivity on SNSs does not directly influence trust but positively affects UTB. Perceived transparency fosters trust in influencers' posts but does not directly impact UTB. Trust significantly affects UTB and impulsive buying behavior, which is particularly relevant for simple purchase decisions. S-commerce experience does not moderate the relationship between UTB and impulsive buying. Implications for influencers, brands, and marketers include emphasizing trust-building, generating informative content, enhancing storytelling, and understanding the role of trust in impulsive buying.
5	Li G., Li X., Zheng H.	Discount preannouncements in the digital supply chain era	Influencers employ strategies like discount preannouncements to attract consumers before live streams. Factors like time sensitivity influence consumers' willingness to engage. The study's findings indicate that discount preannouncements deter consumers when marketing expansion effects are minimal, and commission rates are low. Manufacturers adjust discount strategies based on regular price, market expansion, and commission rates. High regular prices and significant market expansion lead to more discount preannouncements, while higher commission rates inhibit such announcements. The equilibrium regular price depends on commission rates and market expansion. The discount preannouncement strategy affects manufacturers' decisions and influences consumers' behavior, particularly with influential influencers and higher original prices, necessitating negotiation.

6	Cabeza-Ramírez L.J., Sánchez-Cañizares S.M., Santos-Roldán L.M., Fuentes-García F.J.	Impact of the perceived risk in influencers' product recommendation s on their followers' purchase attitudes and intention	This study employs an audience-focused approach using the ETPB and OL theories to explore influencer endorsements in academia and business. The research introduces a model to examine the impact of recommendations on purchase intention. The findings reveal that discount preannouncement by influencers affects perceived message authenticity and mitigates general risk perception. The study underscores the significance of perceived authenticity in shaping attitudes and purchase intentions, while perceived risk negatively influences both. The study also highlights product involvement's influence on attitude and perceived authenticity's role in mediating the relationship between involvement and attitude. Lastly, the research offers insights for marketers, emphasizing the importance of message authenticity, appropriate influencer selection, and targeting specific audience segments based on product involvement.
7	Masuda H., Han S.H., Lee J.	Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations	This study focuses on the influence of perceived social relationship (PSR) in influencer marketing, particularly on YouTube. The research model examines how influencer attributes and perceived characteristics impact consumer behavioral intentions after viewing video marketing. The results reveal that PSR significantly affects purchase intentions induced by influencer video advertising, with trustworthiness and perceived expertise also playing a role. Social attractiveness strongly influences PSR, along with attitude homophily and physical attractiveness. The study highlights the relevance of PSR in various influencer types and contexts. The practical contributions include using PSR to enhance marketing effectiveness, formulating PSRs based on influencer attributes, and considering PSR as a marketing key performance indicator (KPI) in the context of emerging technologies like AI-based interactions and virtual avatars.
8	Bawack R.E., Bonhoure E.	Influencer is the New Recommender: Insights for Theorising Social Recommender Systems	This research offers practitioners insights into behavioral factors influencing consumers' purchase intentions in social media influencer (SMI) contexts. It emphasizes the significance of behavioral factors and preferences within specific social networks for predicting the effectiveness of recommendations. The study guides designing Social Recommendation Systems (SRSs) by highlighting the importance of credibility and suggesting the integration of identified factors into algorithms. Parasocial relationships and advertising recognition are found to be less crucial. SRS developers can utilize these findings to enhance algorithms using available social data and reinforce credibility for more accurate and credible recommendations. At the same time, users might need to share more personal data to improve system recommendations and brand attitudes.
9	Kim H.J., Chan-Olmsted S.	Influencer Marketing and Social Commerce: Exploring the Role of	This study offers a fresh perspective on social commerce through the lens of social media influencers, community engagement, and commitment. Interactivity, emotional support, and identification influence social commerce usage intent. Commitment mediates the relationship between community factors, interactivity, emotional support, identification, and social commerce intent. Trust propensity and satisfaction mediate the



		Influencer Communities in Predicting Usage Intent	impact on eWOM-related outcomes. Influencer satisfaction contributes to social commerce outcomes even without relational commitment. Usefulness and enjoyment drive social commerce, serving utilitarian and hedonic motives. Homophily does not moderate the relationship between satisfaction, connectedness, and influencer commitment. This study underscores the significance of relationship marketing and the broad influence of influencers on attitudes and intentions, extending beyond purchase intent.
10	Zatwarnicka-Madura B., Nowacki R., Wojciechowska I.	Influencer Marketing as a Tool in Modern Communication —Possibilities of Use in Green Energy Promotion amongst Poland’s Generation Z	This study examines the influence of influencers on Generation Z consumers' purchase intentions in the context of green energy consumption. The impact of influencers on purchase intentions is a key focus. Purchase intention encompasses cognitive, affective, and behavioral aspects towards adopting and using products or services. Influencer credibility, specifically perceived expertise and attractiveness, significantly affects purchase intentions. Trustworthiness is vital in shaping consumer perceptions and purchase intentions. Trust in influencers is essential for building credibility and positively influencing attitudes. While social media plays a significant role in shaping Generation Z's attitudes, the research highlights a need for critical evaluation of influencers' credibility. The study underscores the importance of selecting credible influencers with expertise in specific fields, especially for influencing important decisions like energy consumption.
11	Atiq M., Abid G., Anwar A., Ijaz M.F.	Influencer Marketing on Instagram: A Sequential Mediation Model of Storytelling Content and Audience Engagement via Relatability and Trust	In the digital era, millennials heavily rely on social media platforms like Instagram for information, especially from digital influencers. This study focuses on the impact of storytelling content on audience engagement, mediated by relatability and trust. The findings reveal the positive effects of storytelling content on engagement and relatability. Relatability mediates the relationship between storytelling content and engagement, while trust mediates the relationship between relatability and engagement. Trust also directly influences engagement. The study suggests storytelling content can enhance engagement by creating relatability and trust, especially on platforms like Instagram. This has implications for advertisers, influencers, and brands seeking effective marketing strategies on social media.
12	Alam F., Tao M., Lahuerta-Otero E., Feifei Z.	Let's Buy With Social Commerce Platforms Through Social Media Influencers: An Indian Consumer Perspective	The study confirms that the features of social media influencers (SMIs) influence users' behavior, increasing community trust and s-commerce intentions. Trust in the community and SMIs positively correlates with s-commerce and online purchasing intentions, favoring s-commerce sites over e-commerce platforms. Trust in the online community and s-commerce intentions mediate the relationship between SMI features and online purchase intentions. This has implications for businesses seeking to leverage SMIs for marketing success and build consumer trust. The study suggests that employing Indian SMIs could be a useful strategy to convey information, increase exposure to products, strengthen trust, and boost sales, especially on s-commerce platforms. Trust and s-commerce intention can positively impact consumers' willingness to purchase

goods, making SMIs a valuable tool for economic benefits on s-commerce platforms. Young innovators in India should consider leveraging social media sites for marketing to achieve business growth and contribute to national goals.

13	Doshi R., Ramesh A., Rao S.	Modeling Influencer Marketing Campaigns in Social Networks	The study reveals that employing numerous small influencers tends to attract more customers due to their active engagement, as captured by the engagement rate parameter. However, this approach can be costlier. The trade-off between set size and hiring cost must be managed based on campaign goals and circumstances. For non-luxury products with medium or low initial customer interest, hiring nano-influencers is suggested. For luxury products with medium initial interest, hiring celebrities is recommended, while for high initial interest, nano-influencers are better due to the significant spread of the campaign. The study emphasizes that customer acquisition cost and conversion ratio sometimes correlate. Influencer performance varies based on product nature and customer interest, with practical insights for influencer marketing.
14	Leite F.P., Pontes N., Baptista P.D.P.	Oops, I have overshared! When social media influencers' self- disclosure damage perceptions of source credibility	The study investigates the impact of high-intimate self-disclosure (ISD) by social media influencers (SMIs) on credibility perceptions. Results indicate that high-intimate content fulfills the relatedness needs of participants when perceived as appropriate, enhancing credibility. The appropriateness of self-disclosure mediates the relationship between SMIs' ISD and credibility via followers' relatedness need fulfillment. The findings underscore the importance of aligning SMIs' self-disclosure with the audience perspective to manage cognitive and relational outcomes. SMIs' credibility is crucial for effective influencer marketing, making intimate self-disclosure vital to minimize adverse effects on credibility and marketing outcomes for influencers and brands. The study highlights the delicate balance between personal disclosure and audience reception.
15	Myers S., Syrdal H.A., Mahto R.V., Sen S.S.	Social religion: A cross-platform examination of the impact of religious influencer message cues on engagement – The Christian context	Social media presents unprecedented opportunities for impression generation, with billions of daily likes on platforms like Facebook and Instagram. Influencers and brands can benefit from understanding message characteristics that enhance engagement. Incorporating religion, particularly invoking the name of God, can effectively connect with Christian audiences. This insight applies to various religions and markets. Consumers recognize persuasive content in influencer marketing, possibly impacting engagement. However, content's effectiveness varies among niche markets, necessitating strategies aligned with consumer needs. The evolving nature of social media challenges the utility of hashtags, as posts without hashtags often yield higher engagement across platforms. Influencers should carefully consider hashtag use's benefits and drawbacks in their content strategy.

Source: Search Results from Scopus

After analyzing and delving into 15 journals from 2022-2023 related to the strategies of endorsers/influencers in social commerce, several things were found that

need to be known by endorsers to improve their quality, or by brands to choose the right endorser or execute suitable activation. Thus, the following are the strategies found:

*A. Improving parasocial relationships*

Parasocial relationships play a vital role in influencing followers' desire to purchase products endorsed on social media. Factors such as attitude similarity, physical and social attraction, and admiration for endorsers contribute to forming these relationships. Improving content quality, design, technology, and creativity is crucial for developing parasocial relationships, with content's implicit meaning being transferable. Endorser content must maintain four essential characteristics, including information quality, and should focus on desire identification for enhanced online brand-related activities. Effective psychological relationships with endorsers involve creating informative, creative, and high-quality content with good design and technological features. Interactive social media posts can strengthen the bond between endorsers and consumers. Cultural background considerations and storytelling techniques in content presentation are important, as unique and engaging stories build trust and trigger consumers' desire to purchase. Content relevance is crucial for Generation Z, while storytelling content enhances relatability for millennials. Creativity and design quality influence consumers' intentions on social media, impacting consumption, contribution, and creation of brand-related content. Technology quality positively affects parasocial relationships but not desire identification. Social media technology can be utilized for interactive activities, enhancing engagement through giveaways, contests, and Q&A sessions. Information quality is not significant for psychological relationships or recommendation followings but is crucial for building parasocial relationships and identifying desires with consumers. Endorsers should offer good informational value to be perceived as opinion leaders on social media.

*B. Having characteristics to attract attention*

Endorsers' influence on consumers is shaped by personal attributes such as expertise, trust, and attractiveness. Perceived entertainment in advertisements significantly impacts consumers' attitudes. To build trust, endorsers should offer objective and honest information, focusing on informative content and similarity with consumers' tastes and preferences. Excessive and annoying advertisements can lead to consumer skepticism. Trust plays a crucial role in increasing purchase intentions, and the

expression in content affects feelings toward the product. Pronouns negatively impact purchase intentions, influenced by followers' persuasion knowledge. Credibility theory highlights expertise, trustworthiness, and attractiveness as determinants of source credibility, positively impacting purchase intentions. Social learning theory emphasizes how consumer interaction and dependence on endorsers increase credibility perception and purchase intention. Physically attractive endorsers influence purchase intentions through the parasocial relationship theory and the meaning transfer model. Collaborating brands should consider endorsers' intrinsic nature and expertise-product fit and avoid scandals or excessive support. Perceived information value in endorsers' social media posts shapes followers' purchasing behavior, emphasizing the importance of thoughtful collaborations.

#### C. Increasing interaction

The importance of interaction, social support, and identification in positive social commerce intentions. Social commerce occurs in a social environment, so relationships with community members can influence an individual's attitude towards social commerce. As commitment is crucial in relationships, it is not surprising that commitment acts as a mediator between community factors, interaction, social support, identification, and the intention to engage in social shopping and buying. The endorser community can facilitate the intention to use social commerce through endorser commitment. How close participants feel to endorsers in ISD (Integrated Social Dialogue) content can fulfill their need for connection. Conversely, participants who do not feel close to endorsers in low intimacy scenarios do not have significant changes in their perception of fulfilling their need for connection.

#### D. Using attributes

Integrating religious identity can be a useful strategy in managing Christian endorser brands. One effective way to connect with Christian audiences is to mention the name of God. This finding provides insights for influencers, churches, and Christian brands that if religion is introduced into a brand, consumers may expect the brand's social media messages to reflect those religious values. It is recommended that any endorser targeting a specific market consider how their followers display their identity online when creating content, whether as self-promotion or as part of a brand partnership. Researchers and marketers should develop the best strategies to deliver

effective promotional content in various markets by considering consumers' needs and motivations. This is especially true for Christian church leaders, writers, Christian musicians, and other famous Christian figures who use their faith to build their brands.

*E. Obtaining a high number of "likes" and "comments"*

The results of one study show that the number of "likes" and "comments" on an endorser's content is a reliable predictor of the authenticity of the message received by followers. This finding is consistent with previous research showing that sources perceived as experts in a particular field, with high numbers of "likes," are considered more credible and increase favorable cognitive evaluations of the authenticity of online messages. However, content shared by followers may only sometimes be clearly identifiable due to their various motivations for sharing messages. Additionally, the second finding indicates that the use of endorsers to promote products only sometimes reduces consumers' perceived risks. This may be due to endorsers' practices of paying bots to increase the numbers of "likes" and "comments" on their content, thus making audiences more aware of the endorsers' financial orientation.

*F. Avoiding the use of hashtags*

The use of hashtags and mentions in social media indicates that social media is constantly evolving. The use of hashtags not only fails to increase engagement with content from specific religious endorsers, but content without hashtags actually receives higher engagement on platforms such as Facebook, Twitter, and Instagram. Although hashtags are still part of social language, their use adds noise rather than minimizes it. Therefore, it is important for influencers to carefully consider the potential benefits and drawbacks of using hashtags in their social media strategies, such as facilitating content search and impacting user engagement in published content.

*G. Informing the preannouncement discount*

In the case of live streaming, although endorsers promote orders during the live streaming, they also make prior efforts, such as announcing discounted prices beforehand, known as preannouncement discounts. This is done to attract consumer attention to the upcoming live streaming. Some evidence suggests that endorsers only announce discounts for specific products, not all products they promote. From

the endorsers' perspective, the preannouncement discount strategy can help manufacturers determine the discounts to be given, ultimately affecting consumers' decisions to watch and purchase products. Additionally, when the influencer's influence is significant, manufacturers with higher original prices should consider negotiating with the endorser to arrange the discount.

## Conclusion

After conducting an in-depth analysis and review of 15 journals from 2022-2023 related to endorser/influencer strategies in social commerce, this research found that endorsers need to enhance parasocial relationships between themselves and their followers, have characteristics to attention, increase interactions with followers, use or wear attributes related to the brand, obtain the high number of engagement, and inform the preannouncement discount before having live streaming commerce.

This systematic literature review focuses on fundamental research issues related to endorser strategies in social commerce. It has limitations regarding search terms, databases, research focus, document forms, and publication years, necessitating periodic updates for additional information. Despite these limitations, the review provides a comprehensive overview of endorser strategies in social commerce based on analyzed journals. The evolving landscape of social commerce requires endorsers, brands, and practitioners to adapt to technological changes for effective product promotion. The review suggests the need for continual adaptation and periodic revisits to assess changes or additions to endorser strategies in the dynamic social commerce environment. Future studies can further explore social commerce and endorsers from different perspectives.

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