The Impact of Social Media Influencers on Consumer purchase intention in Conservative societies

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Information of Article	ABSTRACT
	This research examines the impact of social media influencers (SMIs) on consumer purchase intention in conservative societies amidst the backdrop of culture and technology. With the rapid entrenchment of social media in social networks, a new trend known as social commerce has emerged. Online social platforms such as Facebook, YouTube, and Instagram have become leading online destinations. SMIs play a crucial role in online advertising, sharing relevant and entertaining content about products or brands with their followers. In conservative societies like Brunei, Malaysia, and Indonesia, where social conservatism prevails, SMIs act as moral leaders and advocates for social change. This research explores how SMIs foster intimacy and interconnectedness, promote neoliberal individualism, and create personalized spaces free from regulatory oversight on social media platforms. The findings provide valuable insights into the role of SMIs in shaping consumer purchase intention in conservative societies.

1. Introduction

The COVID-19 pandemic accelerated the shift to online commerce, with traditional businesses rushing to establish an online presence to survive the extended lockdown periods in 2020. As a result, e-commerce transactions surged, offering consumers logistical ease, a wider variety of choices, and increased delivery convenience (Gu, Ślusarczyk, Hajizada, Kovalyova, & Sakhbieva, 2021).

Due to the COVID-19 pandemic, there have been accelerated shifts in consumer behaviour and the role of social media influencers. Recent research has found that consumers are increasingly reliant on digital platforms for shopping and product discovery. According to United Nations trade and development experts, the pandemic has increased the e-commerce sector's share of retail sales from 16% to 19% in 2020 (Gerlich, 2022). Furthermore, Influencer Marketing Hub (2022) reported that the influencer marketing industry is expected to grow to $16.4 billion by 2022, reflecting its growing importance in the digital economy (Geyser, 2024). These findings highlight the changing dynamics of consumer engagement and the growing role of SMIs in shaping purchasing decisions.

The rapid entrenchment of social media amongst social networks has grown beyond the basics of an alternative for individuals to convey and interface with one another, paying little mind to geological distance. It has recently given rise to a new trend known as social commerce. Online social networks such as Facebook, YouTube, Instagram, and others have become the most popular online destinations in recent years (Kian, Boon, Fong, & Ai, 2017). When more people become younger, wealthier, and more knowledgeable, the online population expands in terms of viewpoints and perspectives, and they have easier access to the internet (Kotler, Kartajaya, & Setiawan, 2021; Loganathan, Kumar, & Devi, 2017). A significant development in online advertising is the use of SMI, who engage with their followers by creating relevant and entertaining content about products or brands (Williams, 2017). Marketers increasingly rely on SMIs to promote products and drive viral conversations about their brands, as they instil confidence in both the product and the organization, ultimately influencing purchasing decisions (Jarrar, Awobamise, & Aderibigbe, 2020). According to the Influencer Orchestration Network, 51 percent of marketers believe that SMI marketing helps them attract better clientele, primarily because of the trust established between the influencer and their followers (Burgess, 2016; Kalu, 2019).

2. Literature Review

2.1 Social Media Influencers

Social media influencers (SMIs) are people who have amassed a sizable following on platforms such as Facebook, YouTube, and Instagram and who have proven their authority in a particular field. An SMI can draw sizable crowds and convince others of their morality (Geyser, 2022)

The social network makes it possible for data to be traded and contagious messages to be shared globally. Many people can view the information that is shared or transferred within the interpersonal organization. Because they trust the influencers more than the company promoting the brand, consumers turn to SMI for information about a product or brand. which gives the SMIs an advantage when it comes to customer purchasing decisions (Håkansson, Jansson, & Kapteijn, 2020).

A well-known SMI has the power to influence a group of people's purchasing intentions, actions, and mindfulness in ways that brands cannot. Their followers and admirers consider them to be a trustworthy source of knowledge and guidance. Customers might contend that these individuals are some of a brand's most beneficial relationships because they let brands benefit from a support network, build memorable experiences, and take advantage of a trust system (Zak & Hasprova, 2020).

Both the success of the brand within those audiences and the success of an SMI hinge on audience satisfaction. Through the SMI that consumers already follow and respect, advertisers have an unadulterated, pure opportunity to develop genuine, trustworthy relationships with consumers through this SMI inventory. Ultimately, the reason for this change is that customers are expressing their preferences for a better online experience and improved interactions with the companies they value through their wallets. It suggests that customers prefer to purchase their content from SMI over company names and are prepared to pay a premium for it (Zak & Hasprova, 2020).

2.2 Consumer Purchase Intention In The Digital Era

Thanks to technological developments, social media has become a significant component of the modern digital world. A lot of people can use the internet to share content and spread different kinds of information to both the public and their friends and family. Nowadays' consumers view the social media ecosystem differently, especially when it comes to business. Because of the company's growth and the advancement of online shopping, consumers have changed. According to Leggat (2010), users of social media websites see these platforms as service platforms where they can engage in real-time participation to stay up to date with social media content constantly (Kumar & Sharma, 2020).

Customers who use social media and other online communities where they can interact with specific groups and share relevant information can better prepare for a successful purchase (Hu & Zhu, 2022). From the perspective of the customer, the social media ecosystem makes searching for goods or services incredibly easy and convenient. Consequently, social media's role has changed the way that consumers and marketers communicate with each other, and it is now the most significant communication channel (Kumar & Sharma, 2020).

One of the most popular ways to shop for convenience is online. It's a typical method of making online purchases (Daroch, Nagrath, & Gupta, 2021). The development of e-commerce is constantly evolving, which leads to shifts in the buying habits of consumers. Future predictions indicate that e-commerce will grow like never before owing to all of the current technologies. Because online shopping platforms are safe and convenient during the pandemic, consumers are turning to them more and more (Severinus, Faisal, & Rumaizi, 2020).

2.3 SMIs in Conservative Societies

Compared to their non-Muslim neighbours, the majority of Muslim nations, including Brunei, Malaysia, and Indonesia, have more conservative social policies. However, because of how they interpret Islamic law, they depart from social conservatism as it is practiced in other nations. Numerous conservative groups uphold traditional values such as religion, community, friendship, and support from family (Lahaji, Pranata Wibawa, Rusli, Kau. Sofyan A. P., & Zaelani, 2022). Given that Indonesia and Malaysia have predominantly Muslim populations, Islamic regulation plays an important role in the overall public set of laws (Mohd Nasir, 2015). Despite being based on Pancasila, Indonesia has not fully implemented Islamic law, unlike Malaysia and Brunei Darussalam, which are partially based on Anglo-Saxon or common law (Lahaji et al., 2022).

Malaysia's advertising regulations are based on Islamic values, reflecting the country's Muslim majority. These regulations aim to ensure that advertisements adhere to Islamic principles and do not offend the population's religious sensibilities. The Malaysian government, through agencies such as the Malaysian Communications and Multimedia Commission (MCMC) and the Ministry of Domestic Trade, Co-operatives, and Consumerism, monitors and enforces these regulations to ensure that Islamic values are followed. The Advertising Standards Authority Malaysia (ASA) also helps to maintain ethical advertising standards that are consistent with these values (Advertising Standards Authority Malaysia, 2014). In Malaysia, influencers must exercise caution when promoting products that align with Islamic values. This includes using halal-certified products, dressing modestly, and not endorsing products containing alcohol or pork. Some influencers have successfully navigated cultural sensitivities by promoting halal beauty products and modest fashion lines that appeal to the local audience (Ahmad, Nurul Hanis Mohd Izmir, & Fauziah Md Taib, 2023).

Indonesia's advertising regulations incorporate Islamic values to some extent. These regulations aim to ensure that advertisements respect Islamic principles and do not offend the population's religious sensibilities. Broadcasting activities in Indonesia are governed by Broadcasting Law No. 32/2002, which includes provisions to ensure that content, including advertisements, is respectful of religious values and public morals. The Indonesian Broadcasting Commission (KPI), the Indonesian Advertising Council (DPI), and the Ministry of Communication and Information Technology all play important roles in regulating and monitoring advertising content to ensure adherence to national standards, including respect for Islamic values (Hidayat, Singarimbun, Karlinah, & Darwis, 2019). In Indonesia, influencers frequently include local customs and religious practices in their content. For example, during Ramadan, many Indonesian influencers focus on themes such as fasting, charity, and family gatherings. Influencers use this time to promote family-friendly products and services that adhere to Islamic teachings, thereby increasing credibility and connection with followers ("Embracing Ramadan in Indonesia: A Cultural and Marketing Perspective," 2024).

"Melayu Islam Beraja" (MIB), also known as the "Malay Islamic Monarchy," is the national ideology of Brunei, which is painstakingly preserved and administered. MIB is described as a synthesis of Islamic teachings and regulations, Malay customs, language, and culture, and the governing framework that all members of the community are expected to uphold and adhere to. The nation feels that the virtue of Islam, the chastity of the Malay race, and the establishment of the Monarchy should be preserved and protected as an inheritance for who and what is to come because of the genuine selection and methodology of the MIB reasoning (Nazirul Mubin & Mohammad Hilmy, 2021). Because Islamic characteristics and Malay customs are respected, and because Sharia (Islamic law) governs all commercial activities, including public relations and the media, Brunei has a conservative culture. The publicizing guideline's Section 3, which prohibits anyone from displaying any kind of notice without the new administrative body's prior written consent, has been acknowledged by the Bruneian government. Because of this, Brunei can be acknowledged as a distinct civilization that is set apart by its wealthy people, tight government regulations, and minimal use of advertising (Talha Salam, Nazlida, & Leong, 2018). In Brunei, where Islamic law is strictly enforced, influencers must follow even stricter guidelines. Advertising regulations are strictly enforced, and influencers must obtain approval for their promotional content. One example is the promotion of traditional Bruneian food products, in which influencers emphasize cultural heritage and religious compliance in their endorsements (Siti Mazidah, 2021).

Many in the industry are surprised by social media's rise to prominence as a potent marketing tool. With the evolution of the internet, there are now more avenues for client communication than there were with social media. Ninety-five percent of people in the region use social media, according to Kemp (2021). The term "micro-celebrities" refers to a new class of celebrities that have emerged in recent years. These celebrities are conceivable due to their successful self-branding efforts on social media platforms. (Abidin, 2016, 2017a; Marshall, 2006; Marwick, 2013; Senft, 2013, 2008; Khamis, Ang, & Welling, 2016) (Siti Mazidah, 2021).

The three allied countries have similar Islamic-based laws. However, their application is still limited, with the distinction that Indonesia is based on Pancasila while Malaysia is based on Islamic law. Brunei Darussalam is based entirely on Sharia law (Lahaji et al., 2022). Among the increasing number of Southeast Asian micro-celebrities in the region, the three Muslim-majority states of Brunei, Malaysia, and Indonesia were selected due to their comparable socio-cultural and religious backgrounds, which produced similar celebrity cultures despite showcasing their distinct contexts and patterns. For instance, Brunei's celebrity development is not as advanced as that of Malaysia and Indonesia. SMIs are regarded as moral leaders with the power to voice their opinions on significant matters. Because of this, the public expects Influencers to use their platform to promote social change in their local communities; as a result, SMIs function as functional entities because of the responsibilities that come with their prestigious position (Siti Mazidah, 2021). This demonstrates how cultural and religious contexts influence the approach and content of influencer marketing in conservative societies, requiring influencers to be mindful and respectful of local norms and regulations.

To increase the credibility of influencer marketing while protecting consumer interests, it is critical to cultivate a more ethical and trustworthy digital marketplace. Influencers should disclose their commercial relationships to maintain consumer trust. In the United States, the Federal Trade Commission (FTC) requires influencers to use hashtags such as #ad or #sponsored to indicate paid advertisements ("FTC Releases Advertising Disclosures Guidance for Online Influencers," 2019). However, in many Southeast Asian countries, such regulations may not be strictly enforced, which could lead to consumer deception (Jones, 2019). The possibility of consumer manipulation via exaggerated claims or undisclosed sponsorships raises ethical concerns. For example, an influencer who promotes a skincare product without disclosing that it is a paid advertisement may mislead consumers about the product's effectiveness. If followers discover a lack of transparency, trust may erode. Influencers should adhere to local advertising guidelines and regulations. They should use clear and visible labels like #ad, #sponsored, or #paidpartnership to disclose their commercial relationships.

3. Underpinning Theories

3.1 *Law Of Supply and Demand Theory*

The law of supply and demand theory offers a framework for comprehending the dynamic relationship between SMIs and consumers. It governs traditional market relationships between sellers and consumers, as well as the digital marketplace. Supply and demand characterize market relationships between vendors and buyers of goods and services. Customers are the ones who drive demand for goods and services, whereas SMI might force goods and services onto the market (Fernando, 2021).

To provide the most notable value at the lowest cost, demand chain management arranges to manage the upstream and downstream management interactions between suppliers and consumers. Companies are adopting technology at a rapid pace to reduce expenses and optimize sales processes. because of the rise in the usage of Internet technologies and the social web's more challenging sales environment. Businesses are now concentrating more on the demand side; high-tech firms are adding business functions to their existing platforms so that businesses can interact with customers directly through social media (Appel, Grewal, Hadi, & Stephen, 2020).

As it shields them from the risks associated with entering a new market, zero marginal costs and no capacity constraints provide SMI with a desirable business strategy. Social media platforms can attract an infinite quantity of users (Sasse, 2016). Because it helps online retailers and influencers comprehend and predict market conditions, the law of supply

and demand is essential (Fernando, 2021). Customers are sick and weary of businesses controlling the dialogue about their goods and services. Nowadays, customers are in charge of the discussions they wish to have, the inquiries they wish to have addressed, the products they wish to produce, the services they wish to receive, and the calibre they require. Markets that currently don't participate will likely be replaced by ones that do.

In the context of SMIs, this theory can be visualized by examining the influencer market. As influencer marketing becomes more popular, so does the demand for top influencers, potentially raising the cost of collaborating with them. In contrast, as more people become influencers, the supply of available influencers increases, which can have an impact on pricing dynamics and influencer availability for campaigns.

3.2   *Consumer Decision-Making Theory*

Consumer Decision-Making Theory entails comprehending the steps consumers take before, during, and after making a purchase. This process can be divided into five stages: Problem Recognition, in which the consumer identifies a need or problem; Information Search, in which the consumer seeks information on how to solve the need or problem; Alternative Evaluation, in which the consumer compares various solutions or products; Purchase Decision, in which the consumer chooses a product and makes the purchase; and Post-Purchase Behaviour, in which the consumer reflects on their purchase decision and satisfaction (Umit Kucuk & Krishnamurthy, 2007).

SMI can identify and track a consumer's decision-making process from start to finish by using the consumer decision-making theory. This is broken down into five different stages to help SMIs monitor their customers. Finding out what the needs of the customer are is the first step. The SMI may choose a great moment to present the product to the target audience when needs or preferences arise. Innovative purchasing strategies, like using online platforms, are gradually replacing more traditional methods of making purchases. All kinds of information are obtained through recommendations and past experiences, not just about things but also about people. To provide adequate product information, SMI is essential. Customers want sufficient information to help them make decisions and are beginning to think about risk management (Sumpton, 2022).

As they weigh their options, buyers question whether the chosen product is the best fit for them. After determining what would satisfy their needs or demands, consumers will start looking for the best deal. This could be predicated on cost, value, or other important factors to them. Customers can use SMI to compare prices and read multiple reviews before selecting the product that best fits the majority of their requirements. By now, a customer has either considered all available information or arrived at a reasoned conclusion and made a choice. Using the knowledge, they have gained, they then decide what to buy and where to buy it. For other customers and influencers, the review phase is essential. When a customer finds that a product lives up to or even surpasses their expectations and the promises made, they can become brand ambassadors, influencing other customers and raising the possibility that they will buy the product again. Likewise, unfavourable reviews could discourage a prospective buyer from showing interest in the products (Sumpton, 2022).

SMIs can have an impact at any stage. For example, during the Information Search stage, consumers may look to influencers for reviews and recommendations. Influencers' product comparisons during the evaluation of alternatives stage can assist consumers in making purchasing decisions. Influencers can also reinforce purchasing decisions by providing discount codes or demonstrating unboxing experiences.

4. Impact On The Consumer's Purchase Intention

4.1   *Mobilize Intimacies and Interconnectedness*

Within this framework, intimacy is characterized as a preferred relationship that unites two or more individuals in a mutually exclusive bond. An intimate relationship can be characterized by closeness, proximity, interconnectivity, and connection, among other concepts (Kaplan, 2021). Microcelebrity is defined as "a new kind of online performance

where users 'ramp up' their popularity via the Internet by using social networking sites, blogs, and video" (Senft 2008). One category of "microcelebrity" is influencers. Marwick & Boyd's (2011) study on Twitter influencers claims that the use of private information fosters a sense of closeness with followers. Research on SMI and audiences, according to Baym (2012), sees their followers as equals and gain real personal benefits from the secrets they divulge (Abidin, 2021; Khamis, Ang, & Welling, 2016).

Since "intimacy" is defined as a relationship and familiarity that allows followers to feel a connection to their favorite influencer, SMI, and followers share similar communicative intimacy. Therefore, commercial or other factors may promote intimacy between SMI and their followers as long as followers are familiar, intimate, and emotionally attached to influencers. The attraction of influencers stems from the way they engage with their followers, creating an atmosphere of intimacy and exclusivity. Since influencers are expected to live up to the personas they have created on blogs and social media, interactions in real space are a nice addition to those in virtual spaces. As a result, the relationships formed and negotiated on digital platforms are carried over into offline contexts, creating a feedback loop that intensifies followers' feelings of intimacy with SMIs (Hjorth, Horst, Galloway, & Bell, 2017). SMIs communicate with their fans promptly and divulge personal information. SMI would then "favorite," "like," "retweet," or respond with emojis to remarks from their followers as a token of appreciation (Abidin, 2021).

4.2 Neo-Liberal Individualism

Neoliberalism sees competition as the essential quality of interpersonal relationships. It recasts citizens as consumers, who can best express their democratic choices through the buying and selling of goods and services—a process that penalizes inefficiency and rewards merit (Monbiot, 2016). It says that there are benefits from "the market" that come from not planning. Amable (2011) claims that neoliberals have discovered that for their ideology to flourish, the populace of a state must accept the idea that people should only be compensated for their labor (Khamis et al., 2016; Kipp & Hawkins, 2018).

One of the most potent and widely used mass communication tools of the modern era is social media, which has successfully eliminated the traditional physical limitations of time and location from the ability to communicate rapidly and globally. Since most people live in extremely complex social and political collectives, communication becomes a fundamental aspect of what it means to be human. It provides a sense of order and belonging in the real world. Not only must fundamental objective needs, desires, or facts about the physical world be communicated to other individuals or groups, but the physical world must also be subjectively interpreted or projected to use cognitive influence and persuasion (Simons, 2021).

SMI with a large following can use their platform to influence their audience. In the context of global uncertainty and instability, self-branding on social media may be viewed as a strategy to maintain and develop personal agency and control. Therefore, it is grounded in a capitalist belief in inventive, resourceful, and self-directed work and aligns with neoliberal conceptions of individual efficacy and responsibility. In the highly competitive and media-focused twenty-first century, the emphasis on the atomized, distinct self is described as an affirmation of control and conviction. Therefore, the rise of self-branding, according to Bandinelli and Arvidsson (2012), is a form of neoliberal control because it empowers and encourages people to view themselves as entrepreneurial subjects who are ultimately responsible for their success or failure in the marketplace (Khamis et al., 2016).

Because they can access data on their smartphones and tablets to help them make more informed purchasing decisions, consumers gain from having company contacts. Customers want to interact with businesses "their way," using the devices of their choice, having access to services whenever they want, and receiving flawless service from the business through all channels. Last but not least, consumers want information that makes sense to them and is delivered in a way that suits them. Often, this comes from peers rather than marketing departments. In conservative countries, individualism under neoliberalism permits consumers and SMI to freely use technology resources and advertising platforms to showcase and market their products. SMI and end users grow closer and more intimate as a result. Even

though their reach and audience may not be as large as that of other global Influencers, those local microcelebrities are still important figures for their communities (Marshall, 2016) (Siti Mazidah, 2021).

4.3 *Personalized Create Free Zone Exempt from Regulatory Oversight*

A common definition of freedom of expression is the inherent right of every person to freely express themselves through any medium and without interference from the outside world, such as censorship, and fear of reprisals, such as threats or persecution. Social media platforms have long been seen as democratic assets that support freedom of speech, easy access to a vast array of information, and potential for public participation (Jørgensen & Zuleta, 2020).

Since social media and traditional media are essentially different, traditional regulatory attempts have largely failed. A certain amount of bandwidth is available on traditional cable because there are only so many media networks, primetime windows, and headline slots. Conversely, the media platforms offer essentially infinite bandwidth and millions of accounts, each of which may aim at significantly smaller audiences. Conversely, media websites act as distribution channels for information created by users that is much less regulated (Ghosh, 2021).

Generally speaking, consumers and viewers of traditional news media have to actively choose the content they are exposed to, whether it be a program they wish to watch or a column they would like to subscribe to. On the other hand, users of social media have very little control over the content they view. Rather, platforms use complex algorithms to present content in an attempt to keep users interested, often exposing them to more controversial material that they otherwise would not have found (Ghosh, 2021).

In recent years, social media has had a positive impact on people's ability to exercise a wide range of human rights beyond freedom of speech. It has revolutionized people's ability to organize, mobilize, learn, educate, and more across the globe (Jørgensen & Zuleta, 2020). Social media platforms enable SMIs to create a consumer-free zone in conservative nations. Purchase decisions are made easier by social media sites, which offer some relief from regulatory oversights due to governments enforcing media laws on advertisements.

5. Recommendations

Several avenues for future research in this area could be investigated to gain a better understanding of the interactions between SMIs, consumer behaviour, and market trends. This research provides more practical guidance for marketers; it is critical to provide actionable steps or strategies for effectively utilizing social media influencers (SMIs) in various cultural contexts. Marketers should tailor influencer content to meet the cultural preferences and values of their target audiences. This could entail incorporating local customs, traditions, and language into influencer campaigns. Marketers should familiarize themselves with local advertising regulations and ensure that influencer campaigns adhere to legal and cultural norms. For example, in conservative societies such as Brunei, Malaysia, and Indonesia, where Islamic law is prevalent, marketers should be cautious about endorsing products that reflect Islamic values.

Comparing the effectiveness of various types of SMIs (e.g., macro-influencers, micro-influencers, and celebrities) at promoting products and influencing consumer behaviour. Examine the impact of micro-influencers in niche markets within conservative societies. Investigate how micro-influencers can engage with highly targeted audiences and influence purchasing decisions in specific cultural and demographic groups. The fact that the research findings are restricted to local influencers may require future researchers to modify the precise data collection methodology. This suggests that if the study is carried out in a different nation or area, the results might vary. Longitudinal studies may shed light on the long-term viability of influencer marketing strategies. Conduct long-term studies to determine the impact of influencer marketing on brand perception, consumer loyalty, and purchasing habits in conservative societies. Investigate how influencer campaigns impact brand reputation and consumer trust over time.

Examine the ethical implications of SMI marketing, including concerns about transparency, authenticity, and consumer trust. Investigate best practices for the disclosure and regulation of influencer marketing activities. Investigate how emerging technologies such as virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) will shape the future of SMI marketing. Investigate how AI-powered influencer campaigns affect consumer trust in diverse cultural contexts. Specifically, investigates how consumers in conservative societies perceive influencer content generated by AI and whether it influences their purchasing behavior differently than content created by human influencers. Investigate novel applications for these technologies to improve the efficacy of influencer campaigns. Addressing these research gaps will help scholars gain a better understanding of SMI marketing and its impact on consumer behavior, brand management, and digital marketing strategies.

6. Conclusion

The proliferation of mobile and internet technologies has significantly altered consumer behavior and preferences (Zak & Hasprova, 2020). In conservative societies such as Brunei, Malaysia, and Indonesia, social media platforms and social media influencers (SMIs) profoundly impact consumer decisions. Social media's introduction has completely changed how people interact, communicate, and engage with one another. It has also made social media a significant platform for sharing news, images, videos, and personal information and fostering online user interactions that influence and are influenced by others' viewpoints (Kumar & Sharma, 2020).

As the digital landscape evolves, understanding the intricate dynamics between SMIs and consumers is necessary for developing effective marketing strategies. With advancements in internet technologies, consumers increasingly seek product or service information online, including company and brand reviews. To draw in the intended audience, online media must be used strategically. Notably, Asian nations rank fourth globally in web-based media usage (Kemp, 2017). Despite minimal media regulation, SMIs have created a free zone, especially for advertising purposes.

Each of Brunei, Malaysia, and Indonesia has its influencers and micro-celebrities, whose recognition, exposure, and socio-cultural impact vary significantly. Businesses often engage influencers to disseminate product information swiftly to target audiences. However, the concept of MIB in Brunei imposes constraints on how influencers present themselves publicly. Influencers tend to align with legal and cultural expectations, showcasing MIB values through their behaviour, language, and attire. Future research should explore the long-term impacts of influencer marketing and the ethical considerations to ensure a balanced approach that respects cultural contexts and promotes transparency (Siti Farzana Izzati et al., 2020). Religion remains a significant factor in shaping social and consumer behavior, both directly and indirectly, in an ever-evolving and worldwide market that is competitive.

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