

Impact of influencers on consumer purchase intention in Korean and Kyrgyz markets

Saryeva, Adinai* · Jung, Sung Gwang** · Cho, Jae Hyung***

〈Contents〉

I. Introduction	2.5 Purchase Intention
II. Theoretical Background	III. Research Model and Hypothesis
2.1 The Status of Social Networks in South Korea and Kyrgyzstan	IV. Research Methodology
2.2 Influencer	V. Result of Analysis
2.3 Micro and Macro Influencers	VI. Conclusions
2.4 Product Origin (domestic and foreign) in South Korea and Kyrgyzstan	References
	<Abstract>

I. Introduction

In today's global landscape, where borders between nations are diminishing thanks to the Internet, the role of influencers in marketing communications has become increasingly important. Influencers, who have large followings on social media platforms, have a significant impact on how brands and products are perceived, as well as on the consumer

behaviors of their audiences. These influencers, ranging from micro to macro levels, greatly influence consumer actions. Furthermore, this phenomenon has empowered society to create and share content independently, moving away from the traditional one-way communication model of traditional media. This shift has led to the development of various services and platforms, particularly social networking sites (SNS), that support the formation of online

* Busan University of Foreign Studies, Dept. Global Business Administration, Master's Degree Student, adinai.saryeva.98@gmail.com (First author)

** Donga University, Institutional Research Center, Assistance Professor, jsg4617@dau.ac.kr

*** Busan University of Foreign Studies, Professor of Management Department, chojh@bufs.ac.kr (Corresponding author)

communities(Park So Jin, Oh Chang Gyu, 2021; Galmyeong et al., 2021). This evolving trend is discussed in the work by Evans et al.(2017), which emphasizes the importance of establishing a digital presence for brand success in this environment. Influencers play an increasingly influential role in the realm of social media, making influencer marketing a vital component of contemporary marketing strategies. Utilizing their online presence and perceived authenticity, influencers captivate and engage large audiences, extending their influence beyond their direct followers and potentially reaching wider audiences through shared content. This dynamic has led to the categorization of individuals as "influencer agents" (Evans et al., 2017). The concept of an influencer agent is explained in various scholarly works. One definition describes influencer marketing as electronic word-of-mouth advertising, where sponsored posts seamlessly blend with an influencer's regular social media updates. This blending creates more genuine and subtle promotions, thus enhancing the effectiveness of the advertisements (Hudson et al., 2006). The proliferation of digital media has enabled influencers to reach audiences well beyond the scope of traditional advertising methods, making them crucial to modern marketing strategies. However, the effectiveness of these influencers might vary depending on the origin of the product being promoted. Therefore, this

study employed a quantitative research method to investigate the impact of influencer marketing on the purchasing decisions of consumers. The connection between influencers and purchase intent is undoubtedly becoming increasingly important. Moreover, research by Jin et al.(2019) underscores the influence of "instafamous" individuals—those who have gained notoriety through their social media presence—in shaping brand perceptions and purchase intentions among their followers. The effectiveness of influencers is markedly increased when subscribers perceive them as relatable or sharing common interests. Research consistently shows that consumers are more likely to trust recommendations from people they follow and admire than conventional advertising.

The purpose of this research is to examine how influencer marketing influences purchase intentions based on the origin of the product among South Korean and Kyrgyz consumers. The study focused on both micro- and macro-influencers and their influence on consumer purchasing behavior, taking into consideration the product origin (domestic or foreign). The survey was designed as a scenario and consisted of 8 groups, each differing in terms of market type (Korea/Kyrgyzstan), influencer type (micro/macro), and product origin (domestic/foreign). Through the use of quantitative methods, the study aimed to gain a deeper understanding of the complex

relationship between influencer marketing and the purchasing decisions of Korean and Kyrgyz consumers, specifically considering the origin of the product. The findings of this study have the potential to assist marketers and brands in selecting effective strategies and approaches to capture the attention of Korean and Kyrgyz consumers and ultimately encourage them to make purchases.

19.25 million monthly users spending about 6 hours per month. TikTok, with 5.66 million users aged 18 and older, shows high user retention with 19 hours and 54 minutes spent monthly. Facebook's popularity is declining, preferred by only 4.9% of users, with a potential ad reach of 9.60 million. LinkedIn remains relatively unpopular, with about 3.50 million users, while Twitter has 9.8 million users, 68.6% of whom are female.

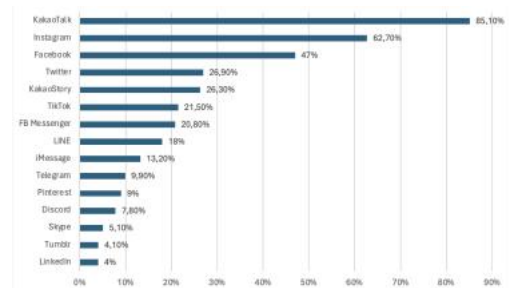
II. Theoretical Background

2.1 The Status of Social Networks in South Korea and Kyrgyzstan

1) South Korea

Social Networking Services (SNS) are vital in South Korea, a leading tech hub with high digital engagement, as reported by Wordbank (2022). With the highest global average internet speed and a 98% internet adoption rate, South Korea demonstrates significant digital awareness. Over 85% of the population owns smartphones, especially in urban areas like Seoul, enhancing digital consumption and the influence of social media on purchasing decisions.

<Figure 1> shows that KakaoTalk, with 47.64 million monthly active users, is the most prominent native platform, used mainly for communication and news. Instagram is rapidly gaining popularity among the youth, with



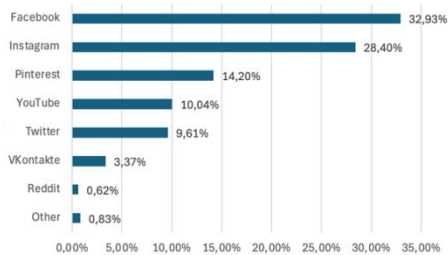
<Figure 1> Most used social media platforms in South Korea in 2023 based on Inread (2024)

2) Kyrgyzstan

According to Datareportal(2023), as of early 2023, social media usage in Kyrgyzstan shows a strong online presence, with 2.75 million social media users, accounting for 41.1% of the population.

<Figure 2> shows the most popular social media platforms in Kyrgyzstan(2023) are Facebook and Instagram, with approximately 35% and 25% of users respectively. Pinterest also holds a significant share with 15% of users, while YouTube is used by about 10% of the population. Twitter is popular with 7% of

users, whereas VKontakte has around 3% of the audience. Platforms like Reddit and others have the smallest user base, each with about 1%.



<Figure 2> Social media stats Kyrgyzstan based on Statcounter GlobalStats (2024)

2.2 Influencer

The background of influencer marketing is closely tied to the evolution of social media and digital marketing strategies. Influencer marketing utilizes the social credibility and reach of individuals who have a large following on online platforms to promote products, brands, or services. This marketing approach has gained popularity as brands look for more authentic and engaging ways to connect with their target audiences(Sujung Choi, Kim Tae-Kyung, 2023).

People who have significant online support from various individuals are known as agents of influence, and because they communicate through social media, they are commonly referred to as social media influencers or SMIs. Additionally, the introduction of the internet has transformed our methods of communication,

making it more convenient, faster, and more effective. “Influencer marketing as part of the advertising industry has experienced significant growth in recent years, becoming one of the most popular and effective forms of online advertising” (Michaelsen et al., 2022).

2.3 Micro and Macro Influencers

Macro-influencers are a group of celebrities with a broad range of followers. Mostly, macro-influencers have more than 10,000 followers and are mainly called “celebrities”. Micro- influencers are a group of bloggers or groups of people who have fewer followers than the macro-influencer group, mostly between 1,000 and 10,000(Mediakix, 2016). One of the biggest advantages of macro-influencers is their large and broad range of followers(Tashakova, 2016).

1) Micro-influencers

Direct interaction of micro influencer tend to more authentic and interactive with their fan compare to traditional social media celebrity (Marwick, 2015). They specialize in niche topics and are often seen as relatable peers or experts within a specific community or industry. Their authenticity and relatability foster trust and authenticity, as they maintain a closer and more personal relationship with their followers. This genuine connection makes it easier to establish an emotional bond with

their audience (Influencity, 2023). When a consumer encounters promotional content for a product or service from both micro- and macro-influencers, they tend to place more trust in the endorsement made by a micro-influencer over a macro-influencer. Consumers perceive macro-influencers' efforts as leveraging their fame and popularity to influence (Kay et al., 2020).

2) Macro-influencers

Traditional celebrities, macro-influencers are distinguished by how they have cultivated their followers and personal brand on social media platforms (De Veirman, 2017). Although macro-influencers have a substantial audience, they often specialize in a specific niche and have established themselves as opinion leaders within their follower base. However, their connection with followers is not as deep or reliable as that of micro-influencers. Additionally, like mega- and celebrity-influencers, macro-influencers face challenges in maintaining authenticity (Jin et al., 2014).

2.4 Product origin (domestic and foreign) in South Korea and Kyrgyzstan

2.4.1 Domestic Products in South Korea and Kyrgyzstan

In the context of consumer behavior, domestic products can refer to various

concepts. Factors such as domestic product quality, consumer ethnocentrism, patriotism, and cosmopolitanism influence preferences for local products (Anshori et al., 2022). A model involving consumer ethnocentrism, world-mindedness, patriotism, and domestic product quality syndrome has been developed and tested to understand consumer behavior (Bakti et al., 2020).

1) Domestic Products in South Korea

South Korea takes great pride in its domestic products, particularly in technology, culture, and food. Companies like Samsung and LG are symbols of national pride due to their innovation and quality. The cosmetics industry, known as K-beauty, is popular both locally and internationally for its innovative and natural formulations.

2) Domestic Products in Kyrgyzstan

Kyrgyzstan's preference for domestic products is rooted in national pride and local production, especially in agriculture, handicrafts, and food. The country's strong agricultural base ensures that locally produced food is fresher and healthier, aligning with traditional culinary practices and family values.

2.4.2 Foreign Products in South Korea and Kyrgyzstan

Foreign products refer to goods originating from another country and often influence

consumer behavior based on attributes like perceived quality, country of origin, and brand image(Lohan et al., 2020). Foreign ownership can have a positive impact on the core product competence of firms, leading to productivity gains, especially when faced with foreign competition within the industry(Mei, 2023).

1) Foreign Products in South Korea

South Koreans have a positive attitude towards foreign goods, favoring brands from the US, Europe, and Japan for their quality and prestige. Popular foreign brands include Louis Vuitton, Chanel, Apple, as well as German and Japanese cars. However, local products are preferred for food and household items due to their freshness and origin.

2) Foreign Products in Kyrgyzstan

Kyrgyzstan consumers view foreign products from China, Russia, Japan, and Korea as high quality and good value. Popular items include electronics from Huawei and Xiaomi, as well as Japanese and Korean cars. While foreign clothing is valued for quality, it is less accessible due to price.

2.5 Purchase Intention

Purchase intention is a consumer's personal desire to establish a connection with a brand and purchase the services or products it provides(Wang et al., 2017). According to Xu (2021), the products or brands consumers

choose to purchase can provide insights into their desired purchases.

By understanding consumers' purchase intentions and considering to their preferences, companies can stimulate consumption. Influencers have been the focus of extensive research in the areas of marketing and consumer behavior, particularly in terms of their impact on the intention to purchase recommended products.

III. Research Model and Hypothesis

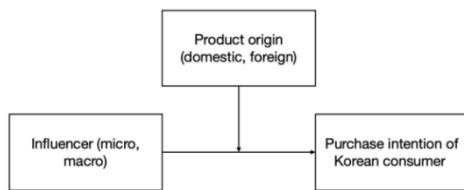
3.1 Research Model

This study aims to study the impact of micro and macro-influencers on purchase intention, depending on the product origin (domestic or foreign). This study focused on micro-influencers and macro-influencers. As mentioned above, micro-influencers have high engagement with their audience and a significant number of followers on social media platforms, which allows them to precisely target the right audience. Macro-influencers, on the other hand, are able to generate large-scale impact.

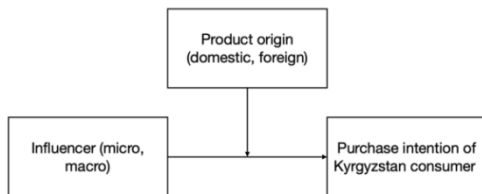
This dual approach of using both macro and micro-influencers is justified by their collective ability to effectively reach and engage audiences with customized marketing strategies

that fit the specific needs of the brand and its target consumer demographic.

The target group focuses on the markets of South Korea and Kyrgyzstan. The research models for both markets are presented in <Figure 3> and <Figure 4>.



<Figure 3> Research model of the Korean market



<Figure 4> Research Model of the Kyrgyzstan market

3.2 Research Hypothesis

3.2.1 Relationship between influencers and purchase intention

This study aims to study the purchase intention of Korean and Kyrgyzstan consumers towards influencers. In this study, influencers are categorized into micro influencers and macro influencers based on previous studies. Additionally, this research examines the

difference in purchase intention between macro and micro influencers among Korean consumers. Furthermore, this study intends to explore the difference in Kyrgyzstan consumers' purchase intention towards macro influencers and micro influencers.

Academic studies in this area typically explore how various elements of influencer marketing, such as the credibility of the influencer, the congruence between the influencer and the brand, audience engagement, and the quality of content, impact purchase intentions. For example, Lou and Yuan(2019) found that both the value of the message and the credibility of the influencer significantly enhance consumers' trust in advertised content on social media, subsequently elevating purchase intentions. Therefore, this paper formulates the following hypotheses 1 and 2.

H1: There is a difference between micro and macro influencers in the Korean marketplace.

H2: There is a difference between micro and macro influencers in the Kyrgyzstan marketplace.

3.2.2 Relationship between influencer, product origin, and purchase intention

This study aims to find out how the relationship between influencers and purchase intention depends on the product origin (domestic or foreign). The product origin is

categorized into domestic type and foreign type based on previous studies. Therefore, this study examines the interaction effect of influencer (micro, macro) and product origin (domestic, foreign).

Moreover, the interaction effect of influencer (micro, macro) and product origin (domestic, foreign) is expected to be different depending on the country (Korea, Kyrgyzstan). The interactivity of influencers can also have a positive impact on consumers' purchase intent. The extent to which an influencer actively and engagingly presents a product, brand or service and communicates their experiences and opinions to others can change a consumer's attitude or perception of the product, service or brand. If an influencer actively shares information with consumers and engages with them through active communication, it can positively affect consumer attitudes and perceptions(Lee Myung Jin, Lee Sang Won, 2021). Firstly, in the case of Korean consumers, it is predicted that there is no difference between micro and macro influencers for domestic products. However, for foreign products, there is expected to be a difference between micro and macro influencers. For Kyrgyzstan consumers, it is expected that there is a difference between micro and macro influencers for foreign products. However, it is predicted that there is no difference between micro and macro influencers for domestic products. Therefore,

this study proposes the following hypotheses 3 and 4.

H3: There is no difference between micro and macro influencers when promoting domestic products in Korea. However, there is a difference when promoting foreign products.

H4: There is a difference between micro and macro influencers when promoting foreign products in Kyrgyzstan. However, there is no difference when promoting domestic products.

IV. Research Methodology

4.1 Research Design

This study aims to evaluate the hypotheses using a factorial design method among social media users in South Korea and Kyrgyzstan. It specifically examines three experimental variables: (1) micro and macro influencers, (2) product origin (domestic/foreign), and (3) purchase intention. The experiments consist of scenarios involving eight distinct groups. The analytical research methodology used in this study is analysis of variance (ANOVA).

4.2 Product Line Selection

Since this study focuses on residents of two countries (South Korea Kyrgyzstan), and the

products had to be familiar to the participants. Also, the products needed to be practical and affordable to purchase. Additionally, the products needed to be enjoyable enough for participants to want to buy them. The product chosen for the study was “chips” for snacking, as this product is well-known in both countries and is popular. Chips are a popular food product in many countries, including Korea and Kyrgyzstan. The Korean chips market is part of the larger Asian snacks market, which is seeing growth due to changing lifestyles and increased consumer spending. In Kyrgyzstan, with the increasing urbanization and changing lifestyles, the demand for convenient snacks, including chips, is on the rise. Young people who are open to new flavors and international food trends are driving the growing demand for chips. Social media and global culture also play a role in popularizing Western snack products, including chips.

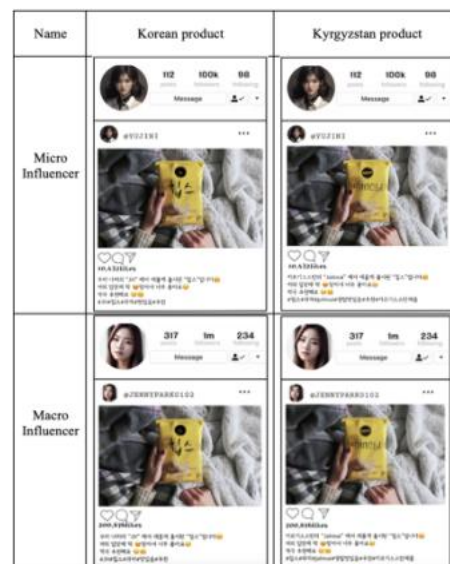
4.3 Scenario

In this study, influencers were used as virtual influencers. This is because consumers' pre-cognition of actual influencers will affect the research results. The experimental design includes eight hypothetical scenarios, divided into two groups: the “Korean Market” and the “Kyrgyzstan Market.” Each group consists of four scenarios. In these scenarios, social media users observe posts by either a “micro-

influencer” or a “macro-influencer” endorsing a product classified as domestic or foreign based on the market context (South Korea or Kyrgyzstan). Each scenario is presented as an article on the Instagram page of the influencer. To avoid issues related to using photographs of individual faces, all characters depicted in these scenarios have been generated using artificial intelligence.

1) The Korean market scenario

The first two images show the social media page of Korean micro-influencer “@YUJINI” and the next two images show the social media page of Korean macro-influencer “@JENNY PARK0102”. These agents of influence advertise a Korean snack product called “칩스” produced by “JH” and a Kyrgyz product called “Chips” produced by “Jahinai”. These activities are shown in <Figure 5>.

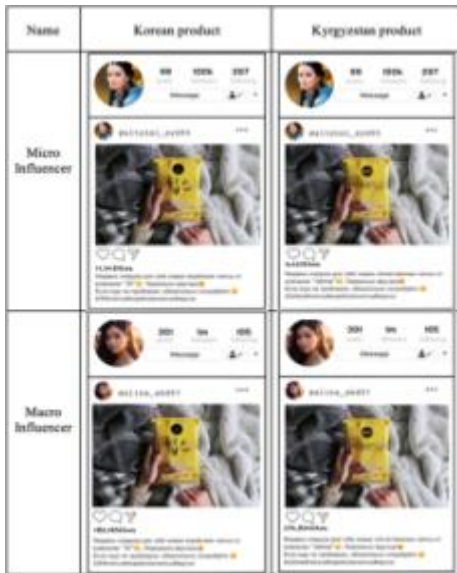


<Figure 5> Korean market scenario

2) The Kyrgyzstan market scenario

The first two images show the social media page of a micro-influencer from Kyrgyzstan “@altynai_syd95” and the next two images show the social media page of a macro-influencer from Kyrgyzstan “@alina_abd97”. These agents of influence advertise a Korean snack product called “칩스” produced by “JH” and a Kyrgyz product called “Chips” produced by “Jahinai”.

These activities are shown in <Figure 6>.



<Figure 6> Kyrgyzstan market scenario

V. Result of Analysis

5.1 Demographic Analysis

This part explains the demographic analysis of population samples that the researcher had conducted the data.

5.2 Descriptive Statistics

This part is of significant importance as it provides a concise summary of the data collection conducted for this research.

<Table 1> Result of Descriptive Statistics

influ- encer product	Korea		Kyrgyzstan	
	Micro	Macro	Micro	Macro
Korea	N=53	N=53	N=52	N=54
Kyrgyzstan	N=52	N=52	N=55	N=50

5.3 ANOVA Analysis

<Table 3> explains the result of ANOVA analysis, whether there is a statistically significant difference between group means. If the significant value is below 0.10, there is a statistically significant difference in the mean of each factor to create an intention to purchase products between each different group.

<Table 2> General characteristics of survey respondents

General characteristics		Classification	n	%	General characteristics		Classification	n	%
Gen der	Korea	Male	113	53,8	In- come	Korea	Less than \$1,000	71	33,8
		Female	97	46,1			\$1,000 ~ \$2,000	56	26,6
	Kyrgyzstan	Male	181	85,7			\$2,000 ~ \$3,000	46	21,9
		Female	30	14,2			\$3,000 ~ \$4,000	20	9,5

Age	Country	Age Group	Count	Percentage	Income	Count	Percentage	
	Korea	16-29	12	5,9	\$4,000 ~ \$5,000	8	3,8	
		30-39	6	3	More than \$5,000	9	4,2	
		42-49	3	1	Kyrgyzstan	Less than \$1,000	148	70,1
		50-52	1	0,5		\$1,000 ~ \$2,000	38	18
		66	3	1,4		\$2,000 ~ \$3,000	14	6,6
	Kyrgyzstan	14-19	6	3		\$3,000 ~ \$4,000	3	1,4
		20-29	14	7		\$4,000 ~ \$5,000	1	0,4
		30-34	4	2	More than \$5,000	6	2,8	
		42-49	1	0,5	Social spent media time	Less than 1 hour	24	11,4
56	7	3,3	1~2 hours	64		30,4		
Education	Korea	Bachelor's graduate	6	2,8		2~3 hours	7	3,3
		Technical school graduate	103	49		3~4 hours	43	20,4
		Secondary education	30	14,2		4~5 hours	15	7,1
		Attending a technical school	50	23,8	More than 5 hours	20	9,5	
		Attending a bachelor's program	2	0,9	Kyrgyzstan	Less than 1 hour	17	8
	Attending / graduated from a master's program	19	9	1~2 hours		26	12,3	
	Kyrgyzstan	Bachelor's graduate	54	25,5		2~3 hours	55	26,6
		Technical school graduate	12	5,6		3~4 hours	46	21,8
		Secondary education	52	24,6		4~5 hours	27	12,7
		Attending a technical school	4	1,8	More than 5 hours	40	18,9	
Attending a bachelor's program		52	24,6					
Attending / graduated from a master's program	37	17,5						

<Table 3> Result of two-way Anova

	Korea/Kyrgyzstan	Type III sum of square	df	Mean square	F	p
Korea	Corrected model	14.285a	3	4,762	6,867	0,000
	Intercept	2535,929	1	2535,929	3657,092	0,000
	A. Korean/ Kyrgyzstan Product	2,315	1	2,315	3,338	0,069
	B. Micro/ Macro-influencer	7,540	1	7,540	10,874	0,001
	A * B	4,540	1	4,540	6,547	0,011
	Estimates	142,846	206	0,693		
	Total	2694,750	210			
	Modified total	157,131	209			
Kyrgyzstan	Modified model	16.092b	3	5,364	4,442	0,005
	Intercept	2264,261	1	2264,261	1875,127	0,000
	A. Korean/ Kyrgyzstan Product	4,580	1	4,580	3,793	0,053
	B. Micro/ Macro-influencer	4,347	1	4,347	3,600	0,059
	A * B	7,680	1	7,680	6,360	0,012
	Estimates	249,958	07	1,208		
	Total	2520,813	211			
	Modified total	266,049	210			

5.4 Reliability Analysis

Cronbach's alpha analysis for purchase intention. Generally, a Cronbach's alpha value

<Table 4> displays the outcomes of the of 0.6 or higher is deemed acceptable in social

science research, as noted by Nunnally (1978). The table indicates that the Reliability Coefficient (Cronbach's alpha) is 0.912, demonstrating high internal consistency among the components of the variable.

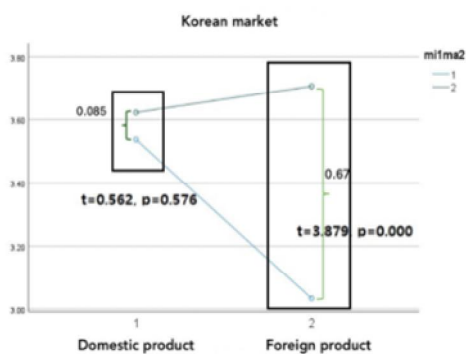
<Table 4> Result of Reliability

Variable	Dependent Variable
	PurchaseIntention
Questions	4
Cronbach's a	0.912

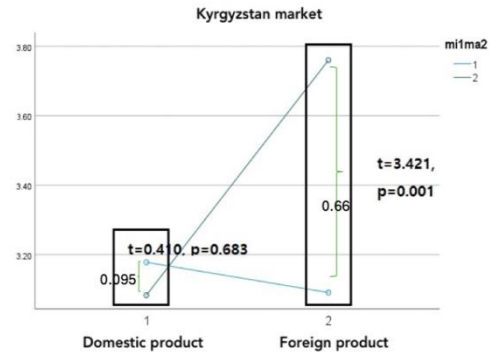
5.5 Independent Sample Test

<Table 5> Result of Independent Sample Test

Market	product	m	t	p
Korea	Domestic	3.5377	-0.562	0.576
		3.6226		
	Foreign	3.0337	-3.879	0.000
		3.7067		
Kyrgyzstan	Domestic	3.1779	0.410	0.683
		3.0833		
	Foreign	3.0909	-3.421	0.001
		3.7600		



<Figure 7> The Graph of Korean Market



<Figure 8> The Graph of Kyrgyzstan Market

5.6 Result of Analysis

This investigation utilized an analysis of variance (ANOVA) to examine the impact of Korean and Kyrgyzstan micro- and macro-influencers on purchase intentions, moderated by product origin (domestic/foreign). The findings revealed a significant interaction effect among the variables. Detailed results of this analysis are presented in <Table 5>. Firstly, Hypothesis 1 proposed a distinction between micro and macro influencers in the Korean market. Statistical analysis confirmed this difference with significant results ($F=10.874$, $p<0.001$), supporting Hypothesis 1's claim that micro and macro influencers have distinct impacts on Korean consumers' purchasing decisions.

As a result of the analysis of Hypothesis 2, a significant difference was confirmed at the 90% level between micro and macro influencers in the Kyrgyz market ($F=3.600$,

p=0.059). This result showed indicating that the purchasing intentions of consumers in Kyrgyzstan are indeed differently influenced by micro and macro influencers.

Hypothesis 3 proposed that there is no disparity between micro and macro influencers when promoting domestic products in Korea; however, a significant difference was observed when endorsing foreign products. The results demonstrated statistical significance ($F=6.547$, $p = 0.011$), supporting the hypothesis that while micro and macro influencers similarly influence the promotion of domestic products, their impact differs when promoting foreign products in the Korean market.

Lastly, Hypothesis 4 explored the differential effects of micro and macro influencers on the promotion of foreign versus domestic products in Kyrgyzstan. The study yielded statistically significant results ($F=6.360$, $p=0.012$), confirming the hypothesis. It indicated that while the influence on purchasing decisions varies with foreign products, there is no notable difference when promoting domestic products in Kyrgyzstan.

VI. Conclusion

6.1 Discussion

In the social media era, traditional advertising has shifted towards influencer

marketing, leading to increased budgets for influencer collaborations. However, the most effective type of influencer for different markets remains under-researched. This study aimed to determine the impact of micro and macro influencers on consumer purchase intentions for domestic and foreign products in South Korea and Kyrgyzstan, considering the unique cultural and economic contexts of these countries.

The results confirmed that micro and macro influencers have different effects on consumer behavior, supporting hypotheses H1 and H2, and aligning with previous research. Including the product origin factor provided more precise insights. In South Korea, macro influencers are more effective for promoting foreign products due to their reach and authority, while both influencer types are effective for local products, confirming H3. In Kyrgyzstan, macro influencers have a greater impact on promoting foreign products, while both types are similarly effective for local products, suggesting that micro influencers can be cost-effective for local promotions, confirming H4.

6.2 Implications

This research highlights the necessity of customizing influencer marketing strategies based on the product origin (domestic or foreign) and the cultural and economic context of the target market. The study, the first to

analyze the impact of micro and macro influencers on both domestic and foreign products in South Korea and Kyrgyzstan, suggests that macro-influencers are more effective for promoting foreign products due to their broad reach and ability to overcome cultural barriers. Conversely, micro-influencers can be more cost-effective for promoting local products, especially in developing markets like Kyrgyzstan. Marketers should avoid a one-size-fits-all approach and instead tailor strategies based on these factors to optimize marketing budgets and campaign effectiveness.

6.3 Limitations and Future Research

In conclusion, the study provides valuable insights that can inform both current practices and future research in marketing. However, there are a couple of limitations in this study that should be considered in future research. Firstly, the research categorized influencers into micro and macro categories. However, this misses out on other factors that can influence effectiveness, such as the influencer's niche, engagement rate, content quality, and personal brand. Moreover, influencer marketing is a rapidly evolving field, and consumer attitudes towards influencers can change quickly due to external factors like market trends, economic conditions, or public scandals involving influencers.

Additionally, when collecting questionnaires

in the Kyrgyz market, we found that the sample was significantly skewed towards men, with 85.7% of respondents being men and only 14.2% being women. This gender imbalance raises concerns about the validity of the results in terms of representing both genders. It needs to be recognized that the use of fictional influencers in research has its limitations. Recognizing these limitations is crucial for accurately interpreting the study's findings and guiding future research to address these gaps. Future studies could cover include a wider range of influencer types and use mixed methods to gain a deeper understanding of the complexities of influencer marketing.

This study may serve as a pathway for further exploration of how cultural compatibility between the influencer, product, and target audience affects consumer engagement and purchase decisions. The research support for the use of data-driven strategies to determine which type of influencers are most likely to succeed in specific market. This study used virtual influencers. However, future research needs to generalize the study using actual influencers.

References

- Anshori, M. Y., Karya, D. F., Elfita, R. A., Sahrin, L. A., and Gita, M. N., "Domestic consumption: relative

- product quality ethnocentrism, and domestic product belief”, In Proceedings of the 19th International Symposium on Management (INSYMA 2022), 223, *Springer Nature*, 2023, pp. 349.
- Bakti, I. G. M. Y., Sumaedi, S., Rakhmawati, T., Damayanti, S., and Yarmen, M., “The model of domestic product quality syndrome”, *SAGE Open*, 2020, pp. 10.
- De Veirman, M. Cauberghe, V. and Hudders, L., “Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude,” *International journal of advertising*, 2017, Vol. 36, No. 5, pp. 798-828.
- Datareportal, Digital 2023: Kyrgyzstan, Retrieved April 26, 2024, Available: <https://datareportal.com/digital-in-kyrgyzstan>.
- Evans, N. J., Phua, J., Lim, J., and Jun, H., “Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent,” *Journal of Interactive Advertising*, Vol. 17, No. 2, 2017, pp. 138 - 149.
- Galmyeong and Hwa-Haeng, “A Study on the Factors Affecting Satisfaction and Intention to Use Tik Tok,” *Region and Communication*, Vol. 25, No. 1, 2021, pp. 5-30.
- Hudson, S. and Hudson, D., “Branded entertainment: a new advertising technique or product placement in disguise?,” *Journal of Marketing Management*, Vol. 22, No 5-6, 2006, pp. 489-504.
- Ismail, K., “Types of Social media influencers: Mega, macro, micro or nano,” *CMS Wire*, 2018, pp. 10.
- Influencity, “Micro vs. Macro Influencers: Which One Is a Better Fit For Your Brand?,” 2023, Retrieved April 15, 2024, Available: <https://influencity.com/blog/en/micro-vs.-macro-influencers-which-one-is-a-better-fit-for-your-brand>.
- Jin, S. A. A., and Phua, J., “Following celebrities’ tweets about brands: The impact of twitter-based electronic word-of-mouth on consumers’ source credibility perception, buying intention, and social identification with celebrities,” *Journal of advertising*, 2014, Vol. 43, No. 2, pp. 81-195.
- Kay, S. Mulcahy, R. and Parkinson, J., “When less is more: the impact of macro and micro social media influencers’ disclosure,” *Journal of marketing management*, 2020, Vol. 36, No. 3-4, pp. 48-278.
- Lohan, A., Ganguly, A., and Kumar, C., “What’s foreign is better”: A fuzzy AHP analysis to evaluate factors that influence foreign product choice among

- Indian consumers,” *International Journal of the Analytic Hierarchy Process*, Vol. 12, No. 3, 2020, pp. 12.
- Lou, C., and Yuan, S., “Influencer marketing: How message value and credibility affect consumer trust of branded content on social media,” *Journal of interactive advertising*, Vol. 19, No. 1, 2019, pp. 8-73.
- Lee Myung Jin, and Lee Sang Won, “The Effect of Influencer’s Characteristics and Contents Quality on Brand Attitude and Purchase Intention: Trust and Self-congruity as a mediator,” *Asia-Pacific Journal of Business Venturing and Entrepreneurship*, Vol. 16, No. 5, 2021, pp. 159-175.
- Marwick, A.E., “Instafame: Luxury selfies in the attention economy,” *Public culture*, Vol. 27, No.1-75, 2015, pp. 137-160.
- Mei, J. C., “Core product competence and productivity gains: the role of foreign ownership,” *International Review of Applied Economics*, Vol. 37, No. 3, 2023, pp. 389-425.
- Mediakix Press Release, “What are Micro-Influencers: Definitions, trends & advantages,” 2016.
- Michaelsen, F. Collini, L. Jacob, C. Goanta, C. Kettner, S. E. Bishop, S. and Yesiloglu, S., “The impact of influencers on advertising and consumer protection in the Single Market,” Policy Commons, Retrieved May 19, 2024, Available: <https://policycommons.net/artifacts/2256735/the-impact-of-influencers-on-advertising-and-consumer-protection-in-the-single-market/3015424/>.
- Park So Jin, and Oh Chang Gyu, “The Impact of Influencers’ Characteristics on YouTube Information Adoption and Purchase Intention,” *The Journal of Informational Systems*, Vol. 30, No. 1, 2021, pp. 179-204.
- Stambekova T.T., “Kyrgyzstan and Korea on the Edge of Cultures,” *The International Network for Korean language and Culture (INK)*, 2019, pp. 189-191.
- Statcounter GlobalStats, Social Media Stats in Kyrgyzstan 2024, Retrieved April 25, 2024, Available: <https://gs.statcounter.com/social-media-stats/all/kyrgyzstan>.
- Sujung Choi, and Kim Tae-Kyung, “A Study on the Effect and Determinants of Virtual Presence in Live Commerce: Focusing on the Characteristics of Live Shopping Media and Influencers,” *The Journal of Informational Systems*, Vol. 32, No. 1, 2023, pp. 23-51.
- Tashakova, O., Why micro -influencers matter most, Khaleej Times, 2016.
- Wang, S. W., Kao, G. H. Y., and Ngamsiriudom, W., “Consumers’ attitude of endorser credibility, brand and intention with respect to celebrity

endorsement of the airline sector,”
Journal of Air Transport Management,
Vol. 60, 2017, pp. 10-17.

Wordbank, Digital marketing South Korean
Social media essential 2022, Retrieved
April 25, 2024, Available: [https://www.
wordbank.com/blog/digital-marketing/s
outh-korean-social-media-essentials/](https://www.wordbank.com/blog/digital-marketing/south-korean-social-media-essentials/).

Xu, J. H., “The Effect of Controlling Degree of
Involvement Regarding Chinese Wine
Consumer’s Generational Ostentatious
Consumption on the Intention of
Purchasing,” Doctoral dissertation, Hotel
Management, Honan University. 2021,
pp. 20.

사르에바 아디나이 (Saryeva, Adinai)



키르기스스탄에서 Keiin
International Institute 경영 학
사를 취득하였다. 현재 부산외
국어대학교 글로벌경영학과
에서 석사 학위 과정 중이며,
주요 관심분야는 경영, SNS
마케팅, 인플루언서 마케팅 등
이다.

정 성 광 (Jung, Sung Gwang)



동아대학교에서 박사학위
를 취득하였으며, 현재는 동아
대학교 IR센터 조교수로 재직
하고 있다. 주요 관심분야는
마케팅조사, 소비자행동, ESG
경영, 창업, 광고 등이다.

조 재 형 (Cho, Jae Hyung)



동아대학교 경영정보학과
에서 경영학사, 석사와 박사학
위를 취득하였다. 현재 부산외
국어대학교 경영학과 교수로
재직하고 있으며, 주요 관심분
야는 에이전트 및 정보시스템
설계, 최적화 등이다.

<Abstract>

Impact of influencers on consumer purchase intention in Korean and Kyrgyz markets

Saryeva, Adinai · Jung, Sung Gwang · Cho, Jae Hyung

Purpose

The purpose of this study is to investigate the effect of micro and macro-influencers on consumer purchase intentions, specifically focusing on the role of the product's origin (domestic or foreign). The study will specifically analyze the markets of South Korea and Kyrgyzstan to understand how various types of influencers impact consumer behavior within these unique cultural and economic settings.

Design/methodology/approach

This study evaluates hypotheses using the factorial design method among social media users in South Korea and Kyrgyzstan. The experiments involve scenarios with eight different groups. The analytical research methodology used is analysis of variance (ANOVA).

Findings

The study findings confirmed that micro- and macro-influencers have varying effects on consumer behavior, which supports previous research. The inclusion of the product origin factor resulted in more accurate data. In both the South Korean and Kyrgyzstan markets, the findings indicated that micro- and macro-influencers have limited success in promoting local products. However, when it comes to promoting foreign products, there are notable differences in effectiveness between micro- and macro-influencers, with macro-influencers being more effective.

Keyword: Influencer Marketing, Purchase Intentions, Social Media Impact.

* 이 논문은 2024년 5월 28일 접수, 2024년 6월 18일 1차 심사, 2024년 6월 25일 게재 확정되었습니다.