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**The Impact of Influencers Marketing on Consumers'
Online Purchase Intentions**

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The Impact of Influencers Marketing on Consumers' Online Purchase Intentions

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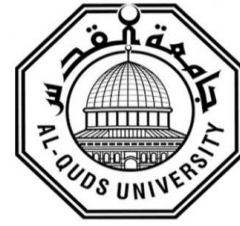
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Thesis Approval

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Declaration:

The work contained in this thesis has not been previously submitted for any academic degree or diploma at any higher education institution. To the best of my knowledge, this thesis contains no materials previously published or written by another person except where reference is made.

Signature:



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Date: 15/ 1/ 2023

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Finally, I would like to express my gratitude to all participants who filled out my survey and therefore, made a significant contribution to my master's thesis.

Abstract:

Today is the online world. so, social media with its networking platforms and online communities gained extreme popularity. Consequently, influencer marketing got extremely important for businesses as a new marketing communication tool.

The present study investigates the impact of influencers marketing on consumers' online purchase intentions. So, the study examines how influencer and their characteristics, namely expertise, trustworthiness, and physical attractiveness affect their influence on consumers' purchase intentions.

This study employed on the descriptive analytical approach. An online survey was conducted to collect data from 200 respondents from Palestinian consumers who have accounts on social media and live in the west bank. The statistical analysis of the questionnaire was performed by SPSS and PLS with structural equation modeling (SEM).

The results of this study indicated that expertise has a direct high positive significant effect on purchasing intentions, and trustworthiness and physical attractiveness have an indirect positive significant effect on purchase intentions, but the three independent variables of the influencer characteristics expertise, trustworthiness, and physical attractiveness have a high positive significant effect on the moderating variable brand image and the brand image has a high significant positive effect on online purchase intentions. Thus, hypotheses H1, H2, & H3 are accepted.

Also, we concluded that education level has a positive moderation impact on the relationship between influencer's trustworthiness and online purchase intention, and a negative moderation impact on the relationship between influencer's physical attractiveness and online purchase intention. In addition to that, we conclude that income has a positive moderation impact on the relationship between influencer's trustworthiness and online purchase intention. Thus, hypothesis H4 is partially accepted. Still, we encourage more research into the field of this research in influencer marketing to further examine these results.

تأثير التسويق المؤثر على نوايا شراء المستهلكين عبر الإنترنت

اعداد الباحثة: نسرین جهاد محمد طقاطقه

المشرف: د. محمد عبد الرحمن.

الملخص:

يعتبر وقتنا الحاضر عالم الإنترنت. لذلك، اكتسبت وسائل التواصل الاجتماعي من خلال منصات الشبكات والمجتمعات عبر الإنترنت شعبية كبيرة. وبالتالي، أصبح التسويق المؤثر مهمًا للغاية للشركات كأداة اتصال تسويقية جديدة.

تبحث هذه الدراسة في تأثير التسويق المؤثر على نوايا شراء المستهلكين عبر الإنترنت. لذلك، تدرس الدراسة كيف يؤثر المؤثرون وخصائصهم، أي الخبرة، والجدارة بالثقة، والجاذبية الجسدية على تأثيرهم في نوايا شراء المستهلكين.

استخدمت هذه الدراسة النهج التحليلي الوصفي. تم إجراء مسح عبر الإنترنت لجمع بيانات من 200 مستجيب من المستهلكين الفلسطينيين الذين لديهم حسابات على وسائل التواصل الاجتماعي ويعيشون في الضفة الغربية. أجرى التحليل الإحصائي للاستبيان كل من برنامج

.SPSS and Smart PLS

وأشارت نتائج هذه الدراسة إلى أن للخبرة أثراً إيجابياً كبيراً مباشراً على نوايا الشراء، والجدارة بالثقة والجاذبية الجسدية لها تأثير إيجابي غير مباشر على نوايا الشراء، ولكن المتغيرات الثلاثة المستقلة لخبرة خصائص المؤثرين، الجدارة بالثقة، والجاذبية الجسدية لها تأثير إيجابي كبير على صورة العلامة التجارية ولصورة العلامة التجارية تأثير إيجابي كبير على نوايا الشراء عبر الإنترنت. وبالتالي، يتم قبول الفرضيات الأولى والثانية والثالثة.

أيضاً، تبين أن مستوى التعليم له تأثير معتدل إيجابي على العلاقة بين جدارة المؤثر بالثقة ونية الشراء عبر الإنترنت، وتأثير معتدل سلبي على العلاقة بين الجاذبية الجسدية للمؤثر ونية الشراء عبر الإنترنت. بالإضافة إلى ذلك، نستنتج أن الدخل له تأثير معتدل إيجابي على العلاقة بين جدارة المؤثر بالثقة ونية الشراء عبر الإنترنت. وبالتالي، فإن الفرضية الرابعة مقبولة جزئياً.

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List of Abbreviations:

AVE	Average Variance Extracted
B2B	Business to Business
B2C	Business to Consumer
BI	Brand Image
CBSEM	Covariance-Based Structural Equation Modeling
EKB	Engel Kollat Blackwell
EWOM	Electronic Word of Mouth
EXP	Expertise
F ²	Effect Size
HTMT	Heterotrait-Monotrait ratio
INT	Purchase Intentions
M	Mean
PHATTRACT	Physical Attractiveness
PLS	Partial Least Squares
SD	Standard Deviation
SEM	Structural Equation Modeling
SPSS	Statistical Package for Social Science
SRMR	Standardized Root Means Square Residual
TRU	Trustworthiness
VIF	Variance Inflation Factor
WOM	Word of Mouth

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Chapter 1

Background

1.1 Introduction:

We are rapidly approaching the online world. People nowadays are often browsing through their smartphone, typing on their PCs, or exploring the social pages. For many people, social media has evolved into a fundamental requirement, and many do not go a day without checking their accounts. As a result, it's no wonder that social media networks have developed into a powerful marketing tool (Saima and Khan, 2021).

The traditional advertising approach has lost its power and must be updated. If 10 years ago a few exposures to an advertising were sufficient for a consumer to act and make a purchase, today the number has grown to an unfathomable amount (Baramidze, 2018). Several studies have indicated that everyone around the world is exposed to about 1300 commercial advertising stimuli, and advertisers struggle to get consumer attention. While the influence of traditional channels is declining, digital media is on the rise. We are exposed to influencer marketing every day, whether we realize it or not. Influencer marketing is an interesting phenomenon and a powerful tool in marketing (Abedalhamed, 2019).

Advertising is an important and influential tool in various business operations. The spread of social media has created a new marketing revolution, which is influencer marketing. It is considered one of the fastest growing advertising markets over the past five years, because this method of advertising is one of the most preferred methods for consumers, and one of the most influential on their purchasing behavior. (salamah, 2020)

Over the last several years, the area of marketing has grown at an accelerating rate. As social media has grown in popularity, businesses and organizations have begun to search for new ways to market their products and services and start adapting new commercial trends as influencer marketing where regular people who have acquired significant followings by displaying knowledge in various fields on social media networks are used to promote companies' brands on their pages. (salamah, 2020)

Influencer marketing isn't a new trend; it's been around for a long time. The difference between now and years ago is that when communication was more one-sided, public opinion was dominated by experts and professionals who targeted their audience through mass media

channels. The audience would agree or disagree with what they heard on the news, but they would only voice their views in small groups of family or friends. However, the increased usage of the internet and social media has aided in the diversity of public opinion by allowing everyone to express their thoughts and perhaps become widespread (Geiser, 2017; Sammis et al., 2015). Celebrities have been shown to have better purchase intentions and more favorable responses to advertising than non-celebrity endorsers. They're also thought to influence real purchasing behavior and have a beneficial effect on sales. They're also utilized to launch new brands, reposition old brand and boost brand awareness. Advertisers may also rely on celebrities with global reputation to assist them overcome cultural barriers such as time, space, gender, language, power, risk, and many others. Celebrity endorsements have been found to be effective in positively changing consumers' attitudes toward brands, influencing the believability and credibility of advertisements, impacting consumers' purchase intentions and increasing brand recall and recognition (Mittal, 2021).

Statistics indicate that most young people trust influencers more than celebrities, as 40% of consumers buy a product as soon as they see an influential marketing campaign on Instagram or YouTube. It is also estimated that medium-sized companies generate revenues of about \$6.50 per dollar invested in influencer marketing (Azzi, 2020) . Previous studies have also identified credibility as one of the elements that tests the influence of prominent personality in advertising. The effectiveness of the message also depends on the credibility of the source transmitted in the viewer's mind, which is determined by the source's confidence and experience in the supported case. According to the source credibility model, the greater the confidence in the source, the greater the impact of the message (Alrashedi, 2019). Messages advertised by social media influencers are often seen as more credible and convincing to consumers. **So, this study aims to investigate the impact of influencers marketing on consumers' online purchase intentions.**

1.2 Problem statement:

In a survey conducted by MAVRCK Agency, 64 CMOs of some global companies were included. The results showed that 68% of managers believed that marketing their brands through social media influencers increased customer awareness of the brand. 65% of managers believe that influencer marketing increases customer loyalty and brand engagement compared to traditional brand promotion (Alhariery, 2019). Few studies have focused on the impact of

influencer marketing on brand perception and purchasing intention. One of the most critical elements in behavioral intentions is the attitude toward behavior. Most consumer behavior research indicates that purchase intention is determined by an attitude toward a brand. Consumers are unwilling to change their attitudes since they have developed over time because of their experiences. Marketers use attractive celebrities or domain experts as important influencers to establish a consumer-brand relationship (Trivedi and Sama, 2020).

Today's influencers are more interactive and accessible to the public on social media, they can attract the attention of their followers by sharing their daily events and digital content every day. Influencers express themselves through interactive and real content, so business firms understand the importance of using influencers because they have a role to play in consumers' behavior toward the brand and online purchase intentions.

1.3 Research Objectives:

This study aims to investigate the impact of influencers marketing on consumers' online purchase intentions and understand the role of influencers in marketing on social media. Additionally, the study aims to achieve the sub- objectives

1. To find out the consumers' intentions and knowing how the brand image can affect them.
2. To study the impact of influencer marketing and its characteristics (expertise, trustworthiness, and physical attractiveness) on consumers' online purchase intentions by the mediating role of brand image.
3. To provide recommendations that help in developing influencer marketing and understanding how to influence consumers' purchase intentions.

1.4 Research questions

This study tries to answer the main research question:

What is the impact of influencer marketing on consumers' online purchase intentions?

Regarding the main question, the research can include the following sub-questions:

- 1- What extent does influencers' expertise influence consumer's purchase intentions?
- 2- What extent does influencers' trustworthiness influence consumer's purchase intentions?
- 3- What extent does influencers' physical attractiveness influence consumer's purchase intentions?

1.5 Research Importance:

This research is important from different perspectives as follow:

- 1. For the institution:** This research will be considered as an important reference in influencer marketing and understanding how to maximize brand loyalty. It will also provide a baseline for decision makers and help them in formulating policies and improving their strategies.
- 2. For society:** This research hopes to explore consumers' behavior and provide a better understanding for the factors that affect it. On the other hand, the research is trying to develop the attributes of influencers to do strong marketing by affecting consumers' behavior by purchasing more over the internet and preparing long relationships with brands. Thus, the research supposes consumers will be smarter about following the best influencers who bring them the best products and services that suit their needs with the required quality.
- 3. For other researchers and scientific research:** This research will help to enrich the scientific library. It is considered as an additional resource for researchers who can make use of it during their research. Furthermore, it will contribute to the literature in different ways because after reviewing the literature, it showed that there are few researches that investigate influencer marketing and its effect on consumers' online purchase intentions.
- 4. For the researcher:** The researcher hopes that this study will contribute to increasing her scientific and practical knowledge. Also, this research is a fundamental requirement for obtaining a master's degree in business administration. Therefore, the researcher will participate in local conferences and publish the research in an international journal.

1.6 Research Hypothesis:

The main hypotheses that will be tested through the research:

H1: Brand Image mediate the impact of the expertise of influencer on consumers' online purchase intentions.

H2: Brand Image mediate the impact of the trustworthiness of influencer on consumers' online purchase intentions.

H3: Brand Image mediate the impact of the physical attractiveness of influencer on consumers' online purchase intentions.

H4: There are significant differences at level $\alpha \leq 0.05$ among respondents towards (the impact of influencer marketing on consumers' online purchase intentions) due to personal characteristics (gender, education level, marital status, Residents, Income, hours per day spent on social media).

1.7 Research Variables:

The research seeks to reach its objectives through the following variables:

1. Independent Variable: Influencer Marketing that includes 3 characteristics (Mittal, 2021):

1.1. Expertise.

1.2. Trustworthiness.

1.3. Physical Attractiveness.

2. Dependent Variables: Consumers' Online Purchase Intentions.

3. Mediating Variable: Brand Image.

1.8 Research Model:

Based on the literature review, the research model can be developed to link influencer attributes to consumers' online purchase intentions. Figure 1 below shows the correlation between independent variables and dependent variables.

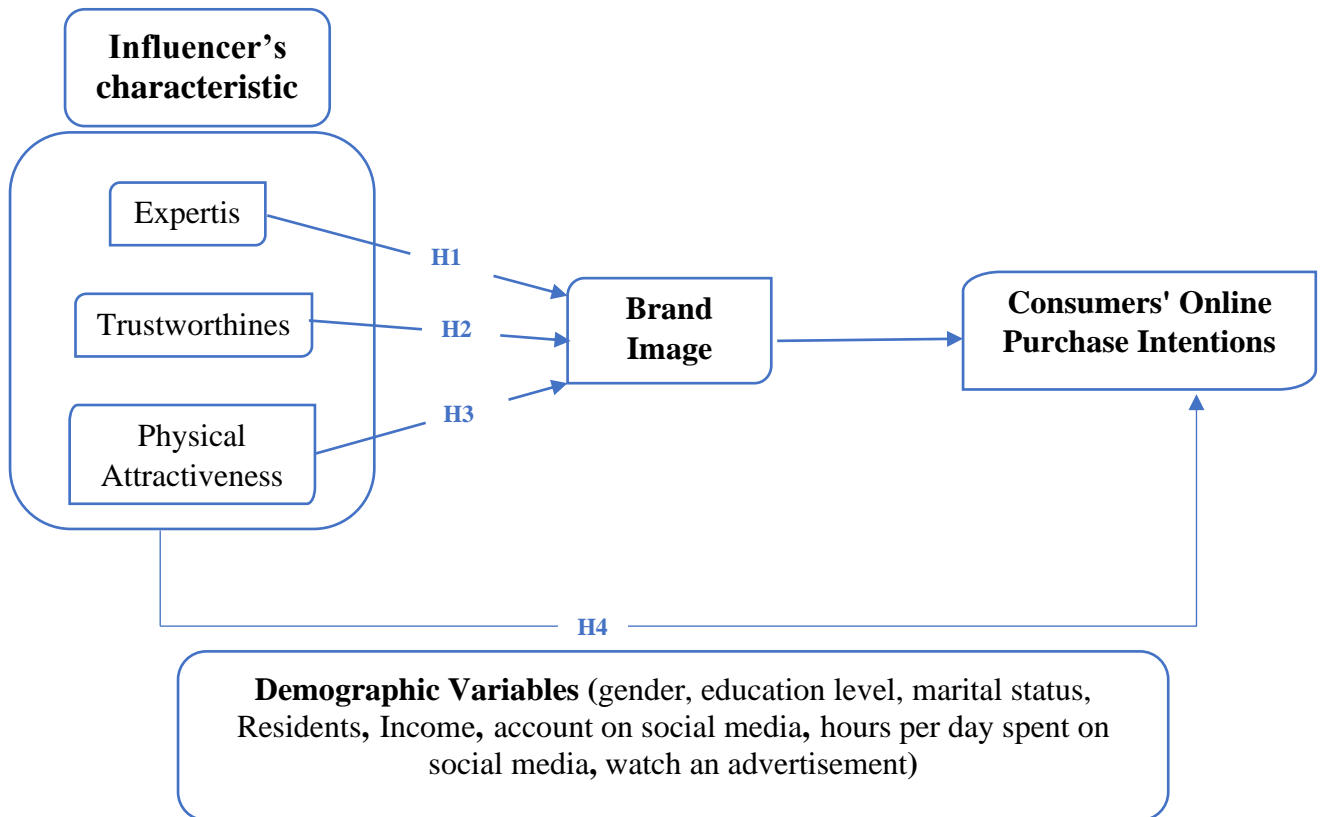


Figure 1: Study Model

Source: Developed by the Researcher depending on (Baramidze, 2018; Duh and Thabethe, 2021; Gräve, 2017; Lou and Yuan, 2019; Saima and Khan, 2021; Trivedi and Sama, 2020)

Chapter 2

Literature Review

2.1 Introduction

The platforms of social media have undoubtedly changed the way societies communicate and interact offering new challenges and opportunities in the field of marketing. These platforms became the primary hub of communication for marketing sellers, companies, customers, and advertisers (Sudha and Sheena, 2017; Evans et al., 2017). With these platforms, the marketing branches try to shape the brand admirations and perceptions of customers to influence their purchase decisions. This takes place nowadays, where customers are increasingly using digital platforms to seek information about different products and services. The international platforms of influencers' marketing were estimated at USD 150 million back in 2019 and are expected to increase during the following years. In fact, it is a promising field for the processes of digital marketing. which creates the modern horizon for businesses and brands to connect with customers (Radwan and Mousa, 2021).

Currently, brands strategically approach their audiences to build a firm's relationship, especially, with the increasing use of intelligent technologies. These platforms have a wide promising future as well in several other fields, including the marketing sector and with social media becoming a fundamental digital platform for marketers and advertisers who act to connect with customers throughout the years (Evans et al., 2017). Furthermore, the platforms' influencers are generally considered as an essential part of marketing communication strategies, since it offers a lot of alternatives for companies and brands to communicate with customers in a competitive market. These platforms functionalize the impact of opinion leaders and individuals to drive customers' purchasing decisions or awareness (Singh and Banerjee, 2018).

Influencer marketing is defined to endorse or promote products or brands on the platforms of social media by influencers. It is also a process that activates and identifies brands to consumers with considerable influence over target markets and customers to raise and promote sales (Veirman et al., 2017). This branch is a word-of-mouth (WOM) concept of marketing that focuses on building the relationship and the social context; as a trend that establishes partnerships and relationships with influential individuals to increase the visibility of a certain product or brand on social media. The online equivalent of WOM marketing

works on implementing main influencers that can drive a product or a brand's message to audiences and change their purchasing behaviors (Sudha and Sheena, 2017).

This trend has four primary steps that start from determining influencers and classifying them according to their significance, raising product or brand awareness of the social media followers of these influencers. Also, these steps include raising awareness and recognition of markets through these influencers as well as creating influencers that can be the customers of such a brand (Ranga and Sharma, 2014). Moreover, many scholars argue that influencer marketing includes three levels, starting from raising product or brand awareness among customers, raising the awareness among the influencers' followers, and making these influencers into primary advocates of this product or brand. These levels are implemented as being online has become a part of customers' daily lives. Having a digital presence is currently a significant factor of success as well as a competitive advantage for the majority of companies and businesses around the world. Nevertheless, going online can create certain challenges for these businesses and companies (Paset, 2020).

The model of influencer marketing is likely to be different from the conventional celebrity spokesperson or advertising model. This modern model needs a new communication style, in addition to an efficient process of selecting the influencers that will be connected to such a product or brand. The message which is dropped by the influencer must also be among several criteria to achieve the goal as persuasive communication. Companies should also cooperate with the most credible and likable influencers who can be classified as opinion leaders (Veirman et al., 2017). Therefore, the increased applications of influencers' marketing have increased studies in this domain; as it keeps raising certain questions among practitioners, researchers and scholars. These questions will be answered in this chapter as it aims to identify the impact of influencers' marketing on consumers' online purchase intentions, identify the expertise needed for influencers to influence the purchase intentions of consumers, and identify the methods influencers in building a relationship with customers to promote services and products.

2.2 Influencers' Marketing

The concept of influencers' marketing is one of the modern channels for services and brands to communicate with customers more socially and directly in their daily lives.

Influencers' marketing via social media has shown a high level of success in targeting and engaging new audiences, beyond their demographic, interest, or location (Tsimonis and Dimitriadis, 2014; Gallagher and Ransbotham, 2010). Such a transformation shows that the most powerful companies or brands consider the influencers of social media as their brand representatives and ambassadors. As consumers are usually looking for other customers to inform their lifestyle or purchasing choices. Businesses are using influencers as a third-party dynamic instrument in their marketing campaigns, especially, as influencers can directly communicate with the end consumers in a very short timely manner, and at a very low cost via social media platforms. Companies use the communities of social media, influencers' openness with customers' behaviors, credibility, and clout (Chae, 2018).

The idea of using the influencers' merits, such as interactivity, credibility, and trust, is a primary element of influencers' advertising. For example, the study of Glucksman (2017) indicated that influencers' success on social media does not solely depend on their followers but their ability to influence the users and the consumers through confidence, interactivity, and authenticity to establish a strong relationship between the brand and the followers. The study also showed that the influencers of social media are marketing the brand's emotions by their personal impression. Furthermore, other studies showed that trust and authenticity are the primary attributes of influencers that must be thoroughly analyzed. Influencers are powerful promotional instruments due to their ability, influence, and trend while marketing the brand (Dhanesh and Duthler, 2019).

The platforms of social media manage the selection, search, and relationships between influencers and brands. The study of Singh and Banerjee (2018) indicated that celebrity influences the attitudes and behaviors of customers towards the product and their purchase intentions due to their celebrity credibility. both advertisement attitude and brand attitude are significantly built on this credibility impact.

Many scholars have attempted to define the concept of influencers' marketing on social media as a vital and viral instrument of marketing that a digital personality shapes customers' attitudes through posts, tweets, comments, or any other form of communication (Xiao, et al., 2018). It has been also shown that in customer behavior and marketing literature, the information that customers collected from interpersonal sources or online WOM has a significant impact on their decision-making process than other conventional techniques of

marketing. Customers will also likely purchase something that was recommended by a friend of a peer; as they have always valued other opinions (Veirman et al., 2017).

The advent popularity of social media platforms has amplified the impact of peer suggestions and recommendations; as it allowed customers to share their experiences and opinions with others. Influencers' marketing emerges as an answer that maximizes the benefits of WOM and bypasses the insufficiencies of conventional techniques of advertising, such as resistance and avoidance. With influencers' marketing via social media, customers listen carefully to the messages that brands owners want to spread through the voice of someone that customers admire. The essential aspect to the diffusion of Electronic WOM (eWOM) is also identifying opinion leaders who present a significant impact on others; as this aspect has been determined many years ago (Liu et al., 2015).

Through their activities on social media, influencers can influence the decisions, behaviors, and attitudes of their followers and other audiences. They are creators of relevant content who accumulated a firm base of admirers. Through vlogging, blogging, or creating content on Facebook, Instagram, or Twitter, they offer an insight into their own daily lives, their own opinions, and wide experiences. By presenting their own daily activities and opinions to their followers, influencers can create an efficient connection with them. They are also believed to be accessible, believable, intimate, and thus make it easy to relate to as they share the personal, usually publically inaccessible aspects of their own life with their followers and interact with them in flesh (Li et al., 2017).

Influencers are also most likely to be believable, accessible, easy to relate to, and intimate; as they share the personal, often publicly unreachable aspects of their own daily activities with their followers on social media and interact with them directly. The type of sentimental bond established with influencers is considerably different from celebrities; as the influencer model is different from the celebrity spokesperson or conventional advertising model. By including influencers in the marketing process (offering to organize an event, test a brand, or just paying them to raise awareness), companies aim to encourage these influencers to endorse their own brands. Companies also establish their relationship with influencers with an enormous number of followers; thus, creating influencer marketing. Due to fierce competition in eWOM marketing with social media networks being the most fundamental marketing tool, choosing influencers is significant to increase the marketing efficiency (Li et al., 2017).

2.2.1 The Characteristics of Influencers Marketing

The digital age has changed the conventional methods of establishing customers' relationships and conducting business, the way customers and companies interact, and the transactions taking place between both. Online purchasing has gained remarkable popularity and is broadly becoming accepted as one of the purchasing instrument for services and products. With the development of e-commerce, the service of online purchasing was developed as a modern phenomenon; thus, becoming the future of business in the online world (Lisichkova and Othman, 2017). Nowadays, the platforms of social media have become an essential, global source for communicating advertising messages; making researchers, marketers, and organizations, be more interested in the marketing value and the potential to influence multiple social media platforms (Saxena and Khanna, 2013). Therefore, influencers' marketing is a hyped practice, that is defined as a form of advertising that involves practices aimed towards building a relationship with people who have the capability to influence others' purchase intentions (Willemsen et al., 2011).

The characteristics of influencers' marketing also include the extremely popular form of multimedia of famous individuals. These individuals are users who are subscribing to many platforms of social media such as Twitter, Instagram, YouTube, etc. These influencers include many commercial and professional bloggers, unlike other mainstream users (Abidin and Ots, 2016). Marwick (2016) characterizes micro-celebrities as ordinary individuals drawing on the culture of famous people to promote their popularity on the platforms of social media using online instruments. This process is conducted with careful curation of self-consciousness that constructs a certain person, who is empowered by strategical data and develop a specific relationship with social media users.

The relationship between users and influencers is para-social- offering the illusion of conducting an actual face-to-face relationship between influencers and their fans. This relationship characterizes the ability of the various platforms of social media in improving the para-social relationship. Furthermore, by keeping communication open and having immediate interaction with supporters and followers, influencers can maintain and increase their popularity. The study of Abidin (2015) indicated that the micro-celebrities operating in Singapore are presenting the impression of close interaction and intimacy with their lifestyle and fashion by using various techniques to post rawer images, adding that they can relate this to everyday issues, and asking users to comment to improve their platform content.

One of the characteristics of influencers' marketing is also targeting and identifying influential users by encouraging them to endorse a specific product or brand through their social media practices (Li et al., 2017). The core activity of influencers' marketing aims to identify the endorser or influencer to diffuse awareness and information. Nevertheless, just like in WOM strategies of marketing, the primary challenge is to select the convenient influencers or opinion leaders. In influencers' marketing, the selection process often leads to the development of a paradigm between the message's reach and the relationship developed with influencers. The increasing numbers of users and fans can also cause a larger reach and often leverage the significance of this particular type of WOM. Therefore, the number of fans and followers is used frequently to identify the selection process of influencers on the platforms of social media (Ma et al., 2018).

2.2.2 The Attributes of Influencers

The influencers of social media are usually celebrities or individuals who have a remarkable number of followers on their personal accounts on these platforms, as they post videos, content, and attractive images that highlight their preferences, merchandise preferences, and lifestyle (Argyris et al., 2020). The development of smartphone applications for image and content sharing has fueled the emergence of influencers and their influence among social media users by sharing their lifestyle in the fields in which they have certain expertise. This clarifies the role of social media in developing the modern form of celebrity, establishing a self-presentation, and achieving the creation of people used to gain the interest of influencers' massive number of users. Influencers also help in creating visually glamorous content in many branches, including beauty, health, fashion, fitness, and life coaching (Khamis et al., 2017).

Chetioui et al. (2020) showed that the attitudes of influencers can positively affect purchase intention and brand attitude. Perceived trust, credibility, congruence, and expertise also affect attitudes toward the influencers themselves. The study of Stubb et al. (2019) also found that influencers' credibility is significantly higher in influencing customers' behavior and offering evidence toward the new services or products that customers do not know; therefore, creating a well-known service or product familiar with customers and have previous experiences. Moreover, Cmeciu and Barbu (2019) discussed the importance of trust-

worthiness, sympathy, expertise, and similarity are the primary aspects of influencers' trustworthiness and credibility on the platforms of social media.

Wellman et al. (2020) highlighted the ethical standards that influencers follow; as they indicate the importance of determining the principles that guide brands and sponsored content, and the importance of being faithful and truthful with followers. Therefore, influencers exhibit their daily practices visually and textually to maintain and attract followers; they might also engage these followers in their tweets and posts that promote specific brands. In addition, the essence of influencers in WOM marketing can reach out to a wide range of potential users and attract the needed attention via interactions on social media (Chae, 2018).

Usually, when influencers are marketing these interactions, they are generally conducted by them to influence purchase decisions due to their knowledge, authority, relationship, or position. Moreover, the attributes of digital influencers include the influencers' ability to improve the company's investments in themselves and their status to begin promoting services and products through their platforms. This correlation between influencers and companies brought advantages for both parties; therefore, companies can divert their finance sources from conventional marketing methods and invest in influencers' status and position (Bladow and Laura, 2018).

A message's reach through an influencer is also among the important standards of success. Social media influencers understand this process as they transform to be credible, likable individuals who have high values and different perspectives. This made the marketing process follow be most suitable and efficient influencers, as well as keeping the product's type in consideration. consequently, the influencers' selection process attributes affect to spread of the message on the platforms of social media (Li et al., 2017).

2.2.3 Influencers' Role

Usually, customers are collecting information about a certain product or service before their purchasing, which can be based on some external variables and/or their personal experience, then after have finished this process, they begin the stage of evaluation and assessment process to take their purchasing decision, due their judgment and comparison, but nowadays, we can consider that one of the key element of this process is the social

influencers, consequently, the intention of purchasing is mainly used to examine the customer behavior in literature. The concept of purchasing intention is defined as, a subjective tendency that customers have towards a certain service or product and has been proven to be a primary variable to predict customers' attitudes and behavior. (Norlina et al., 2020)

In this regard, Kollat et al. (1984) developed the EKB (Engel Kollat Blackwell) model as a tool that can be implemented to assess the purchasing customers' decision-making process. The EKB's model stresses that customer attitude is a continuing aspect that includes information collected, specifying the problem, solutions' assessment, and then decision making. This structure is also influenced by both external and internal variables such as information process, information input, environment, general motives, and many others. Among these variables, environmental stimulation and information gathering make critical factors of influence in the final purchasing decision (Razy and Lajevardi, 2015). These variables include selecting a brand, product, retailer, quantity, and timing. This shows that customers' behavior for purchasing a product is generally influenced by their choice of brand and product, as well as the presence of a figure that can comfort their choice when purchasing (Razy and Lajevardi, 2015).

The fundamental factors that define customers' inclination of being influenced by a famous figure are depending on the accurate information, at the accurate place, on the accurate time, and from the expert individual. Influencers entertain a special aspect in the virtual world; as they spread knowledge via different channels of social media. These influencers are sharing also pictures and stories that are related to their experiences and help them express different opinions about many subjects, brands, products, and services. This process is in fact, an illustration of the significant phenomenon of influencing (Alsulaiman et al., 2015)

Unlike celebrities, influencers create advertorials on blogs and social media platforms; as they receive payment for promoting or writing services and/or products. These platforms have an audience that is interested in particular fields for discussions and the popularity of these platforms is currently recognized by marketers from around the world. These marketers used these platforms as endorsers to be perceived as more trustworthy than public figures or celebrities. This connection is created in the digital world, which means that brands and companies want to be perceived as credible. This desire aims to transform their marketing campaigns towards spreading information or affiliating products with influencers depending

on their ability to offer customers their desired services. This means that companies have to carefully choose specific influencers who have generated a real interest, or who have some differences from the conventional paid endorsements and celebrities (Alhidari et al., 2015).

2.2.4 The Social Platforms of Influencers' Marketing

With the emergence of internet technology, a pluralistic and complex networked community has been created in which information spread has been changed into the distributed style from the single centralized traditional style. As a matter of fact, the platforms of influencers' marketing have become an essential part of customers' daily activities. Twitter, LinkedIn, and Facebook are popular sites that can be accessed from any place in the world. Such sites have become indispensable platforms of social interaction in users' everyday practices (Ma et al., 2018).

The platforms of social media introduced many changes in people's behavior, attitude, lifestyles, and the methods in which information and awareness are spread (Ma et al., 2018). The increased adoption of social media by individuals turned the strategy and presence of its platforms essential for brands; as these platforms have become an integral aspect of social interaction. The platforms also present the challenge of continuous change and the consequent requirement for constant adaptation. The strategy challenges of social media vary for every organization. The particular objectives and challenges of marketing might rely on variables such as the organization's size and the industry itself (Business to Consumer B2C and Business to Business B2B) (Felix et al., 2017). In this reality, most organization struggle to conceive a marketing strategy on social media that fulfill both stakeholders' expectations and the organization's objectives as well as the consumers.

Felix et al. (2017) presented a strategic framework on social media where specific central aspects take a significant position, such as the social media marketing scope, culture, structure, and governance. This framework can create the needed promotion and give the freedom to influencers to promote the brand effectively.

Brands can be placed between two poles, one where the social platforms are central members of the organization and where these platforms are managed in a liberal and spontaneous approach. The other pole is where social platforms are an adjacent aspect of the organization in which the management process of social platforms is robustly guided. Therefore, organizations often choose a specific position somewhere between the poles on

each aspect. The collaborations of the four dimensions with influencer marketing are essential to navigating this dynamic field successfully. Social media platforms have also changed the methods by which knowledge is disseminated and the traditional lifestyles of societies. With social media being a natural aspect of customers' daily activities, the fact that they constantly online make it fundamental for brands to acknowledge a digital strategy as a critical element of the brand (Felix et al., 2017).

In the emerging sphere of influencers' marketing, much less is determined about the way to strategically utilize the medium to maximize the favorable effect of this modern instrument (Vanmeter et al., 2018). Although it is considered easy to target customers who are likely to follow a paid advertisement precisely on the platforms of social media (for example, through targeted ads. on Twitter or Facebook), quite little is known about the way to target customers strategically who are likely to interact with branded social media content with sharing or liking. Moreover, even less is known about the way to target customers who are willing to undertake certain coveted behaviors on social media marketing, such as advocating for and promoting their favorite products by mentioning them and sharing them to their network of connections on these platforms (Vanmeter et al., 2018).

Many studies argue with practitioners in the field of influencers' marketing are currently functioning blindly and often guessing at the aspects that are drive the behaviors of social media such as sharing and liking brand-related content. This made influencers to recognize the importance of these aspects as they translate into meaningful results on social platforms (Alsulaiman et al., 2015; Katsaros et al., 2011).

In practice, influencers' marketing is still quite complicated to be executed exclusively and managed by a single person or even an entire department. These studies (Alsulaiman et al., 2015; Katsaros et al., 2011) are also suggested that the outcome is that organizations and brands are neither able to identify some considerable measures of achievement nor able to determine efficient strategies for increasing meaningful behaviors via social media. Nevertheless, not all behaviors seen via these platforms are quite equal nor can be classified into meaningful and token behaviors. For example, linking to a restaurant's page via social media is a token behavior, while advocating the services offered by the restaurant on the personal page of the platform is considered a meaningful one (Chatzigeorgiou, 2017).

Having more likes and admiration on the brand's pages does not definitely mean more sales. It is critical for organizations to determine strategy objectives, social media marketing

presence, and influencers' role in this strategy as meaningful behaviors rather than token ones. By targeting and identifying customers who are more firmly attached to the platforms of social media, marketing campaigns and managers can identify consumers who are possible willing to engage and interact with their organization or brand through the presence on social media; thus, redirecting the customers' behavior and activities to meaningful ones (Chatzigeorgiou, 2017).

2.2.5 The Selection Process of Influencers:

The popularity and celebrity status of influencers guided companies to seek, identify, and select them; as the ideal use of social platforms generates much sales and higher profits. This creates a difficult process and a field of research and interest in the marketing domain. Rimé (2009) shows that sharing feelings helps with coping and improving the social and digital integration ties the online community. Generating social support comes from users sharing activities with others; as they need to be welcomed by society and seek social appreciation (Buechel and Berger, 2012). The concept of social appreciation is among the primary pillars of social media and an important indicator that shows a beneficial behavior and is easy to identify (Baer and Naslund, 2011).

Social acceptance is also shown by an actual number of comments, likes, retweets, or shares that a tweet generates. Many studies argue that the number of users for a social media account is an indicator of publicity; yet, not an indicator of desired performance. These studies argue that influence is the primary concept that matters not popularity (Akar and Topçu, 2011). For marketers to identify influential individuals on social media, they generally focus their efforts on identifying and choosing these influencers with a community that is constantly engaged in commenting and responding. This process shows that influence is generally measured by the users' level of involvement, numbers and value of purchases completed through a referral link, and the follow-up connections (Schaffer, 2013).

Also, influencers could also be identified through various factors by looking within the digital community; where the impact is asymmetric and some users are more affected than others. Compliant engagements also occur through hidden influence between users; manifesting the significance of the influencers constructed on the indirect impact they have on other users (Lisichkova and Othman, 2017).

2.3 Purchase Intention

Many research papers have examined the variables affecting customers' purchase intentions. For example, Erkan and Evans (2018) analyzed the various types of behavioral and cognitive variables, also presented the four variables that can influence the purchase intentions of consumers. These variables are information credibility, information quality, information adoption, and usefulness. The study of Gazley et al. (2015) argued that customization, message type, and permission as essential factors that lead consumers' intentions to enhance their willingness, probability, and the likelihood of purchase intentions. Other studies have discussed the role of celebrities, influencers, and eWOM in influencing the purchasing intentions of customers. Alnasor et al. (2016) concluded that the corporate content of promotional marketing in its social media platform directly influences customers in their purchasing intention. Also, Abdel (2015) and Khattab and Ragab (2014) showed that similarity, trust, and source expertise are positively influencing the online intention's purchasing for customers.

The study of Aldahrawi (2019) discussed the attitudes of youth towards marketing through the platforms of social media and concluded that a positive relationship exists between attitudes towards influencers and purchase intentions. The study indicated that interaction, attractiveness, credibility, and experience are affecting the purchase decisions of these youth. Paset's (2020) study also indicated the positive influence of brand awareness, e-WOM, and purchase intention. Therefore, the concept of purchase intention is defined by individuals' intent to purchase a product or service

Nevertheless, considering the type of services or products, customers' approach to conducting their process of purchasing decision and the way they go to stores has dramatically changed in the past few years. They are changing their own living behaviors associated with their personalities; thus, creating a significant impact on their purchasing practices (Jaffari and Hunjra, 2017).

With the current age of social media, customers can now share their experiences, shop online, and see different reviews from other customers. The modern reality presented many changes in various industries. With the increasing markets size and the customers' demand, companies try to find modern methods and connect with customers' needs to increase their satisfaction levels (Chahat and Sachin, 2020).

EWOM can be an important catalyst of the intention of purchase; as Hassan et al., (2018) indicated that eWOM affects the company's sales directly. Trust in the marketplace would eventually proliferate the eWOM and encourage individuals towards the commerce of social media. If the marketplace gains users' trust and loyalty, and of course, this will increase the social media uses in e-commerce. Loyalty and trust in the social marketplace can reduce the perceptions of risk and improve people's willingness to participate in digital shopping. There is an actual impact of loyalty and trust on the purchasing intention factor so that the evaluation of these aspects affects the people's behavior toward purchasing this service or product (Semuel and Chandra, 2014).

2.3.1 Online Purchasing Intent

Purchasing intention is a central notion examined in the literature of the marketing field. The general interest of marketing researchers in purchasing intent arises from the intent's affiliation with the customers' purchase behavior. Such behavior is deemed a powerful predictor of future results.

“The intention of online purchasing is defined as the customer's willingness to make a transaction online”; as the researcher has found that customers' intent to purchase has a significant impact on their actual decisions when purchasing a product. Businesses realize the significance of these intentions as it is connected to their need of increasing the products' sales to maximize the business's profits (Dolbec and Fischer, 2015).

The intentions of purchase are routinely used and measured by marketing professionals as input for market share or sales forecasts for both new and/or existing services and products. The knowledge about purchasing intentions can also help managers in developing promotional strategies and marketing segmentation. Furthermore, the purchasing intentions can be linked to both exploration-oriented and goal-oriented browsing behavior. Exploration-oriented customers are identified as individuals who act openly and freely; meaning that they do not plan before buying a product. Goal-oriented customers are generally prone to seek information related to the product before taking any decision towards purchasing such a product. These two distinctions are expected in both online and regular customers. This makes the intention of purchasing an outcome of the data collected and the alternative stages of evaluation, once a customer has satisfied with his evaluation process relating to the needed services (Ramlugun and Jugurnauth, 2014).

2.3.2 Factors Affecting Purchasing Intent

The factors, which are indicating the characteristics of influencers, and affecting on the intent of purchasing online. The main factors are including, customer loyalty, perceived quality, brand awareness, perceived value, and several others (Kotler and Armstrong, 2018). Brand equity is an essential factor affecting the purchasing intent. This factor is known as the commitment that linked the customer to a product, its symbol, or its name, and which decreases or enhances the provided value by a service or a product to the customers and company (Kotler and Armstrong, 2018). Therefore, it contributes to customers' intention upon purchasing store brands. Moreover, a positive significant relation is linked between brand equity dimensions and purchasing intention brand preference (Muhammad et al., 2019). Brand awareness is another factor that involves customers' ability to recall and organize a brand. Service with high brand awareness is usually attracting more retailers and customers because of its high market share and its quality attributions. This concept has also been found to have a significant and positive influence on purchasing intent (Porrall et al., 2015).

Literatures have defined customers' loyalty as the inclination to choose a specific product or brand over other brands. Thus, assuring the customers' brands constructive repurchasing in the future. Literatures are also indicating the considerable influence of perceived quality, brand awareness, and loyalty on the intention of the purchasing process, as many studies found a positive impact of store brand perceived quality and store brand loyalty on customers purchasing intent (Porrall et al., 2015).

Furthermore, websites quality is an essential factor in electronic business or e-commerce as the perceptions of customers of such a quality influence their intentions positively to purchase. For instance, a study conducted by Chang (2014) showed that perceived quality and trust are positively affected by perceived trust and website quality, all of which positively influence purchase intention. Moreover, the availability of pertinent and useful information online also influences the customers' intention of purchasing and subsequently leads to the purchasing decision. Also, Rozekhi et al. (2014) discussed the strong feature of websites that pose a positive impact on customers' intention of purchasing due to the helpful information presented there.

Perceived value is among the factors with the importance of influence; as it is perceived as the overall evaluation of customers of the service's utility based on their perceptions of the

information given and received. Customers are also buying services with perceived value, many studies are indicating that the higher perceived value, is the higher purchasing intention (Porral, 2015). and this is also evidence that the higher perceived value, is the higher purchasing intention.

Finally, the past online experience is among the predecessors of the online purchasing intention (Meskaran et al., 2013). For Ali et al. (2020), previous experience of purchasing predicts such purchasing intention and that social presence and trust act as partial significant mediator. Also, the experiences of customers' involvement of online blogs are increasing significantly the influence of experiences on buying intention (Ali et al., 2020). The consumer purchasing decision, is also affected by eWOM; as it influences these intentions either in a negative or positive approach. With corresponds of the fact that WOM and product's browsing are connected; thus, increasing the purchasing probability (Sa'ait et al., 2016).

2.3.3 The Purchasing Attitude and eWOM

Attitude can constantly change on the platforms of social media by direct interaction with others users, therefore allowing information to flow (Liu et al., 2017). Of course, this identifies the influence of influencers on the social media's users, as EWOM has become an effective tool of communication in influencing the consumer's process of decision making. EWOM refers to the actual and potential negative or positive opinions towards a brand online. EWOM is an easy and constant source of service information. It is considered as an efficient source of knowledge that influences purchasing intention by establishing the correct image of a service or product. EWOM is establishing source of communication between individuals; as a non-commercial approach of interaction between receiver and sender regarding a service or a product. The social media's users and the members of online groups who also rely on eWOM, as they and other customers present their relevant knowledge regarding their online store experiences (Lavin and Zhao, 2012).

This shows that the social media influencers are forming the online perception of services and products. Therefore, it is generally interest of the influencer and establishment to keep the conversations, taking place on social media positively and attempt to persuade users to try the services presented in a way that makes users feel as if the purchasing decision is coming from the users' needs (Chetioui et al., 2020).

On the other hand, WOM marketing's essence is to reach out to a wide range of potential audiences and attract their attention through social interactions. A person can share the information, then the cascade of information begins. Through WOM diffusion, the awareness can spread more easily and quickly among social media. The capacity of such diffusion to share the node's message and the capacity of the following nodes is essential to the reach of such a message. The nodes' characteristics and capacities are also essential to the efficiency of WOM strategies. With the emergence of social media, viral and WOM marketing is increasingly recognized as a fundamental strategy in marketing domains and social influence (Li et al., 2011).

Unlike mass and direct marketing, which recognize customers' intrinsic value, WOM marketing exploits the network influence of the audience by taking the network variables into consideration to measure the actual value of this audience (Li et al., 2011). The audience network is a significant resource for organizations; as WOM has a niche effect in marketing; where customers' share the awareness to their close friends and most likely to others who have an interest in the type of service, product, or information. Audiences are highly influenced by the awareness received from other customers (Roelens et al., 2016).

Also, upon the awareness is passed through a person close and familiar, the information will be considered valid, which is the reason WOM is significant. The trust in family and friends is obvious and can be much more than the trust in the communication messages of brands. In a social media platforms, marketing through WOM is quite powerful, as individuals are likely to be influenced by the decisions of their colleagues and friends. The distinctive point of WOM is that, when awareness is shared, it has more impact on the customer attitude and behavior. This shows that WOM is a customer's influential source of information. Empirical studies confirmed that customers heavily rely on the words of other friends in their circle when trying to buy a product and that positive WOM has a powerful impact on the outcomes of the business and its sales (Roelens et al., 2016).

WOM brings a noteworthy return to establishments. Suitable marketing strategies based on the social media platforms, could generate a considerable reduction in the promotion cost and increase in the sales amount (Li et al., 2011). Applying the principles of WOM and considering referral strategies in social media platforms can add significant value to the brand. The referral approach has become an essential strategy to stimulate WOM in a managed method for acquiring new audiences (Roelens et al., 2016). Using the principles of

WOM in a strategy presupposes that brands must know the influential nodes in the platforms of social media. In general, identifying these nodes from the social platforms is among the primary avenues of WOM marketing. Therefore, determining these nodes and identifying the influencers is a significant step for brands who intend to conduct an influencer marketing campaign (Wang et al., 2018).

2.4 Social- Media and its Role in Marketing

Social media platforms have become an essential part of society's daily life, especially with billions of active users around the world. To take advantage of such an intense usage of social media, the majority of brands are present on the networks frequently. Therefore, these networks emerged as a powerful instrument of marketing that allows the foundation of meaningful correlation between customers or brands and customers through interaction and communication (Voorveld, 2019).

A lot of social media applications and platforms are currently developed to give brands and individuals the possibility to interact, communicate and connect with others. This highlights the fact that social media has empowered both, organizations and customers the access to share more information and reach a significant number of users. First, these platforms facilitate electronic WOM communication between customers, since they can publicize to share their reviews, opinions, and evaluations of services and products, and those brands that offer them. Through web-based and mobile technologies, customers can get access to information about brands, their services, or products more easily and that helps to show information, even negative or positive; as it plays a fundamental role in the customer's purchasing intent (Chen et al., 2011).

Currently, internet-based WOM and social media communication became primary factors when it comes to the impact on customer behavior including their purchase behavior, opinions, attitudes, etc. This state extended conventional WOM communication since customers are now have the power to reach many other customers with their social media platforms (Cheung and Lee, 2012).

The emergence of these platforms also created new attractive chances for brands to share knowledge and create new strategies of communication between audiences and brands, since millions use the services of social media daily (Meredith, 2012). It can enhance the internal operations of a company and allow modern methods to interact and collaborate with its

suppliers, customers, and partners to gain market value. Companies can also create dialogues with their customers and interact with them to establish an opportunity of influence that can change their decisions and choices regarding purchasing of the brand (Stavros et al., 2014).

The power of social media eliminated the need for the traditional mass communication instruments such as radio or newspapers, to become the most dominant system regarding procurement and information provision for individuals (Hair et al., 2010). Since these platforms are more convenient, they have a far greater capacity to reach societies all over the world. This made organizations invest in these platforms for the implementation and support of social media marketing for relationship-building and brand communication. Furthermore, customers are using more networks as their information source for communication; thus, turning away from traditional channels of communication. For customers, these platforms offer a trustworthy medium to share their personal views and create user-generated content. Therefore, organizations are no longer the only source when it comes to brand or product information (Bruhn et al., 2012).

Many scholars analyzed various functionalities and characteristics of many platforms and show that each is offering a unique environment to users, which influences the marketing evaluation on each platform and the effectiveness of such process (Voorveld et al., 2018).

So far, the top three most known social media platforms with the highest number of active users are YouTube, Facebook, and Instagram (Tille, 2020). Facebook is mainly a profile-based, interactive platform that consists of customized correspondence of individuals, allowing the users to share news and get informed. YouTube is an entertainment site that allows users to share their interests and creativity with videos content and find inspiration from the surrounding videos and contributions. Similar to YouTube, Instagram is used mostly to share videos, photos, and follow other users to see their posted content (Voorveld et al., 2018).

2.5 Influencers on the Platforms of Social-Media

A modern form of marketing has emerged on social media that presented marketers with the chance to transform and implement their strategies to adapt to the modern trend. This made companies cooperate with the influencers of social media to promote their services and products. (Breves et al., 2019). These influencers are digital personalities with a large number of followers across one or more online networks such as YouTube, Instagram, Facebook, or

blogs that can shape the attitudes of the social media audience. For Yuan and Lou (2019), a social media influencer is a content-generator and an individual who has a status of knowledge in a particular field and was able to gain a considerable number of followers by regularly presenting valuable content via the platforms of social media. These followers are considered who are of marketing value to many organizations and brands. Also, these influencers have the power to influence, informing their followers' attitudes and behaviors (Dhanesh and Duthler, 2019). The power of persuading and influencing followers' behavior and attitudes transforms social media influencers to be trusted tastemakers in a certain field (Lou et al., 2019).

Unlike celebrities or public figures, social media influencers mostly start as unknown individuals who became famous by posting interesting content on social media sites; therefore, became new kinds of celebrities (Boyd and Marwick, 2011). Due to the close connection and large access to the audience, companies are mainly focusing on these influencers as a strategy of communication to promote their services or products and obtain brand awareness and recognition. Influencers are sharing their personal and daily activities, as online celebrities, to earn their followers' trust, promoting products and services with paid advertorials by presenting the trends and sharing their opinions. The direct link between followers and influencers allows brands to be close to customers. Therefore, the main aspect of success for the influencers is to obtain the broad reach that is the result of having a significant number of followers on the platforms of social media instead of possessing a certain talent or achieving in a particular field (Ledbetter and Redd, 2016).

Nevertheless, influencers often have expertise and knowledge in a certain topic such as food, travel, lifestyle beauty, or fitness. Accordingly, brands started using these figures as leaders' opinions for brand-related WOM communication to influence the behavior and attitudes of social media users by giving advice and directions. When compared to marketing strategies that involve conventional tools of media or endorsements of celebrities and public figures, influencer marketing is much easier to produce and cost-effective (Bruhn et al., 2012). Schouten, et al. (2019) compared the conventional celebrity vs influencer endorsement in marketing concerning product-endorser fit, credibility, and identification. They concluded that users feel more similar to an influencer on social media than to celebrities; as these influencers are considered trustworthy.

Also, social media influencers and traditional celebrities differ in the way of reaching their fame. Celebrities often establish value for themselves and gain fame by being musicians, TV personalities, or sports players, which helps them obtain followers through public media. On the other hand, social media influencers are becoming known through their engagements and posts on social media; thus, developing their individualistic brand. The general distinguishes between various types of influencers rely on their online reach with the number of likes and followers. This creates different classifications such as macro and micro-influencers (Kay et al., 2020).

2.5.1 Instagram for Influencers' Marketing

Companies continue to follow the modern trend and abandon the old techniques of marketing; as efforts are increasingly concentrated on social media influencers to endorse their services and products among their fan base. These endorsements are mainly perceived as highly reliable eWOM rather than paid ads as they are usually constructing the posts and contents of influencers on Instagram. A paid Instagram content or a WOM recommendation and advertisement can present a fine line; as Evans et al. (2017) showed that when customers understand that a post on Instagram is a paid ad, a remarkable negative effect can emerge on the intention and attitudes to spread eWOM. Including disclosures or labels that convey the message's nature effectively to ensure that customers are informed, particularly when the message's paid nature is obfuscated. Still, several questions can be presented regarding the way one can inform customers about the structure of influencers' marketing. This shows that choosing an influencer to convey a certain message or ad on Instagram, many look at the number of fans and followers as the key standard (Evans et al., 2017).

The study of Veirman et al., (2017) showed that having more fans positively influences the attitudes towards this figure. The study showed that mostly, this occurs through higher perceptions of fame and partly because these perceptions of fame lead followers to ascribe leaders' opinion to such a figure. This makes the increased number of fans a factor that leads to an increased perception of fame and subsequently increased likeability. The study's findings also showed the emergence of a negative correlation between likeability and followers when a famous influencer follows a few social media accounts.

Nevertheless, the number of fans is not a sufficient factor for an influencer to be an opinion leader. Casaló et al.(2018) found that perceived uniqueness and originality play a critical role on Instagram in developing opinion leadership which, in turn, influences

customer behavioral perspectives. This impact is much greater when the customer perceives that the posted content on the account matches their interests and personalities.

2.5.2 Influencers' Marketing on YouTube

YouTube remains the most famous platform for sharing videos since 2005. After its creation, the platform first introduced many marketing concepts to brands for using the platform as an efficient marketing instrument (Schwemmer and Ziewiecki, 2018). As known, companies and brands shift their advertising budget from old advertising instruments to online videos, the platform's influencers are being courted by advertisers who seek to benefit from the relationship developed between followers and influencers. The perceived likability and credibility of the posted video by influencers, which in fact is considered a possible driver that leads to the improvement of influencers' marketing (Xiao et al., 2018).

Choosing YouTube influencers for campaigns of influencers' marketing, resembling other social media platforms, is not a decision made following linear factors. Beyond the views and subscribers, credibility and likability are among the main features that an influencer must have on YouTube. Xiao et al. (2018) found that when it comes to the evaluations of credibility and likability, trust-worthiness is more essential than homophily and expertise. However, this might not be the case in every sector. The study also discussed celebrity endorsement and marketing of cosmetic products; showing that the cues of heuristic information, such as spokesperson's physical attractiveness, significantly affect customers' perceived credibility. For example, the homophily and likability of YouTube figures might be more influential in identifying the perceived information credibility when a customer is watching a makeup videos that mentions a lipstick (Xiao et al. 2018).

2.6 Influencers' and Their Primary Features

Many studies show that influencers' marketing is guarantees a highly return on investments, comparing with the conventional forms of online marketing. Customers who are frequently following influencers' marketing, are usually purchasing more products or services, than other customers who are following other traditional digital marketing, companies identify the reasons for increased sales starting with the true engagement of influencer marketing. Customers actively seek the platforms of social media compared to regular digital advertisements. Influencers' marketing also creates a deep influence that they carry over to the brand's company (product or service). Influencers can significantly improve

the purchase conversations by including service recommendations every week (Johansen and Guldvik, 2017).

In general, influencers are being viewed and specified as more believable, credible, knowledgeable, and better explainer for the product functions and benefits. An additional benefit with this form of marketing is the influence when using the influencers' content once more, which can fuel a product's whole pipeline on social media. Not only is the product being distributed to the influencers' followers, but it is also less expensive than using campaigns or internal marketing teams, in addition to the process is concluded, customers will still have the chance to view the service, which gives the campaigns of influencers' marketing an ongoing effect (Jin and Phua, 2014). The majority of customers are highly likely to follow influencers' advice. Compared to public figures that might help to increase the awareness of the brand, influencers will drive the engagement of such a brand even further to help enhance brand loyalty and increase its sales (Dempsey and Mitchell, 2010).

Influencers are quite focused on a particular niche to help improve the engagement rates around the brand. Companies, when partnering with a social media influencer, it is possible that the influencers are personally focused on the product compared to a public figure or celebrity. In addition, it is easier to identify influencers' followers on their accounts much better than celebrities. This makes the process of seeking suitable influencers much easier (Shah et al., 2012).

Influencers, through their content, can show their genuine positive emotions for their recommendations of a product or service (Hosein, 2012). Due to their similar social status with their followers than other celebrities, customers perceive them as more credible and trustworthy. Influencers remain famous enough in their small environment to be respected and looked to for advice and recommendations. Among the known features of influencers are:

2.6.1 Expertise

Expertise is known as having experience or knowledge with a certain product or domain. Thus, it can be said that source expertise is the knowledge that the communicator possesses to support information in an advertisement. according to (Hussain et al., 2020) an experienced influencer implies that he or she is capable of delivering what is promised to the consumers in the advertisement. Therefore, if consumers are convinced that the communicator is highly

skilled, they more are likely to consider the message in a positive light and which has a positive impact on the consumers' attitudes and behaviors (Kim et al., 2018).

2.6.2 Trust-worthiness

Individuals often perceive the concept of trust as the level of confidence that creates a motivated base to communicate credible assertions. This feature is considered the most relevant one because the influence can only be identified post-purchasing and customers have no actual advantage of witnessing prior payment (Willemsen et al., 2011). However, in an online setting, customers can neither sense, touch, nor interact with the seller and his/her product. Therefore, customers feel with uncertainly about the purchasing and only making trust the primary element to make a positive decision for purchasing (Beldad and Steehoud, 2010).

2.6.3 Attractiveness

Physical attraction is determined by individuals to mean height, weight, and facial beauty. This feature of attraction creates certain levels of customers' credibility by the influencers or the positive stereotype. Physically attractive influencers are; thus, more successful in changing customers' beliefs system compared to unattractive individuals. This means that physically attractive influencers can influence followers to choose one brand over another; therefore, marketers use the services of attractive influencers for their promotional campaigns (Agam, 2017).

2.7 Brand's Image

The concept of brand's image is defined as the impression or an image towards a particular brand in the customer's memory (Benhardy et al., 2020). This image can also be regarded as the brand's important segment that can be identified but not spoken, such as designs, letters, colors, symbols, or the customers' perception of product or service (Benhardy et al., 2020). This concept is a subjective one created by the customer's emotions. Many scholars and researchers have indicated the significant influence of customers' behavior on the brand's image, such as customers' loyalty and their satisfaction (Zhang, 2015). In many cases, the brand's image is also influencing the customers' trust of such brand positively, despite that, the brand's image does not always influence customers' trust, as it is differ in accordance with the product type and the industry. The dimensions of the brand's image can

also be measured in many and different ways, The first dimension is the brand's reputation; while the second one, is the brand's functional image (Plumeyer et al., 2019).

2.7.1 The Dimensions of the Brand's Image

Scholars have always investigated about the worth of any particular brand and also the way such brand represents even for a service or a product. Kotler (2018), a brand as a term, name, design, symbol, or all these items are mainly used to distinguish the brand's services and products from any other brands and competitors. For instance, Nike, the sports company, adopts a famous check mark called “swoosh”, as the primary image of its brand and which creates a favorable impact indicating general approval. According to Keller (1993), a brand's image is a perception or association that customers make based on their recollections of the service or product. Therefore, this concept does not exist for the features or the product/service itself; yet, it is an aspect presented by advertisements, users, or promotions. Customers, through this concept, can recognize services or products, evaluate the quality, lower the risks of purchase, and gain certain satisfaction and experience out of services' or products' differentiation.

A positive brand's image might support the interior image, when it comes to experiential evaluation, of the origin region and raise the product's potential to be well sold. Grewal et al. (1998) argued that the better brand's image, is the more customers' acknowledgment to its quality. Customers are often limited to the time and to the product's knowledge to make the informed decision for purchasing comparing to other products. As a result, brand's image is usually used as an extrinsic factor for customers' purchasing decision. Also, Korgaonkar and Akaah (1988) indicated that customers are more likely to buy famous brand services, which have its own positive image as a way to reduce and mitigate the purchasing's risks. Consequently a more favorable brand's image, have more customers' perception for risks, and also improving the positive feedback from them. This can be achieved through price perception, brand trust, and purchasing intention.

2.7.1.1 Price Perception

Price is determined as the amount of money that is paid to obtain a specific service or product or it is the amount required to be exchanged by an individual to obtain a specific service or product, and the dimensions of price presents an essential role in customers' final decision of purchasing, as the brand's owner and the customers are seen that the amount of money is completely different from each own point of view. The brand's owner considers the price as the product's total cost and possible revenue gained form his own brand, while on the other hand, customers are seen that the price, is just an amount that customers are prepared to pay to purchase the service or a product that will satisfy their needs and benefit them. The perception of price is the way, that buyers perceive a product / service's price as low, high, or just; therefore, affecting the willingness of purchasing (Suhaily and Darmoyo, 2017).

2.7.1.2 Brand's Trust

Trust can be defined as the element in the middle of doubt and uncertainty; as the intention to rely on an exchange partner worth relying on. Trust helps in reducing doubts which is surrounding customers' uncertainty. Trust is established due to customers' expectations towards the brand to act according to their requirements and needs. When customers trust any brand, they trust that they will not be disappointed since their expectations are met. Also, this dimension presents the customers' willingness to believe in a company when facing a particular risk of purchasing and to accomplish a positive result. This shows that the brand's well-being relies mainly on the customers' trust and this trust has been shown to mediate the correlation between the purchasing intention and brand's image (Fianto et al., 2014).

2.7.1.3 Purchasing Intention

As mentioned, and according to Kotler and Armstrong (2018), purchasing intention is the customers' possibility of purchasing a specific product or choosing another one. This dimension can be influenced by several factors; these factors are involved customers' emotions and their feelings. When customers are satisfied and happy as a result of buying a service or product, that reinforces their intention to purchase this specific service or product.

However, the disappointed to fulfill customers' expectations can cause them not to buy same product once more in the future. Product's quality, its price, the brand's name, packaging, and advertising are other important factors that are influencing the customers' purchasing intention (Kotler and Armstrong, 2018).

Section two:

Previous Studies

1- The study of Kemeç and Yüksel (2021):

Discussed the Instagram's platform, which includes several accounts of known influencers that can influence the purchasing decisions of followers. The researchers investigated the impact of influencers' trust-worthiness and credibility on purchasing intention and brand's trust as well as the important correlation between the brand's trust of purchasing intention and influencers' credibility. The researchers are also identified the differences in this intention, that are following the promoted category of the product by the influencers. A model of a structural equation was analyzed with (408) participants to investigate the positive and significant impact of influencers' trust-worthiness and credibility for purchasing intention and brand's trust, in addition to the important role of brand's trust which was very clear; as customers' intentions toward products are often changed in accordance with such categories.

2- The study of Dalangin, et al. (2021)

The study aimed to identify the perception of consumers regarding the efficacy of advertising conducted by social media influencers and its impact on their purchase intention. Dalangin, et al. implemented the social media influencer questionnaire that was presented to analyze and evaluate the influencers' effectiveness on social media and their connection to consumers and their purchase intention. The researchers selected (200) individuals, (129) female participants, and (71) male participants aged (18 to 24) years old. The assessment of this sample implied that influencers who present their content with more honesty can change the purchase intention and behavior of consumers. Relationships and attractiveness with the product are seen to be suitable as well. Moreover, the assessment of the study participants

showed that the agreeable and optimistic attitude towards the different marketing effectiveness of social media influencers is quite essential for influencing the intention of purchase. The study also showed a significant correlation between the consumers' purchase intention and marketing effectiveness. The researchers recommended more studies to analyze the concept of brands and customers' perceptions on social media as a fundamental platform for marketing.

3- The study of Aggad, et al. (2021).

Aggad, et al. aimed to determine the impact of influencers' content, characteristics, and trustworthiness on the purchase intention of consumers and the influencers' role of brand awareness in the Kingdom of Saudi Arabia. The researchers followed a cross-sectional research design to gather data from (260) customers, randomly selected from various shopping malls in the Kingdoms. The researchers also conducted the data analysis process by implementing structural equation modeling. The results of the study showed that influencers' content, their characteristics on social media, and brand awareness/attitude affected customers' purchase intention greatly. However, the results showed that influencers' trustworthiness did not show any effect on customers' intention of purchase. For brand awareness/attitude, the study showed that it mediates the correlation between influencers' content, trustworthiness, and purchase intention. The study recommended brands advertisers identify the personalities of social media influencers to promote their brand positively.

4- The study of Koay, et al. (2021)

The primary goal of this study was to analyze the effect of the marketing activities conducted on social media (only on Instagram) that target online impulse purchases through source credibility (expertise, trustworthiness, and attractiveness). The study examined this hypothesized relationship using cross-sectional materials gathered from (273) users active on Instagram. The results showed that the perceived marketing activities, conducted by the influencers of Instagram, had a significant powerful impact on the followers' perceptions regarding all aspects of source credibility (expertise, trustworthiness, and attractiveness). On the other hand, trustworthiness and attractiveness were shown to have a powerful impact on online impulse purchases. The study also showed that the perceived trustworthiness and attractiveness of influencers were both fundamental variables in the relationship between online impulse purchase and perceived marketing activities on social media. The researchers

recommended for new insights to be examined on the significance of Instagram influencers and the conducted marketing activities on social media.

5- Majeed, Owusu-Ansah, and Ashmond (2021):

Are aimed to analyze the relationship between purchasing intention and social media, as well as the important role of brand's equity within the fashion industry in Ghana. The researchers followed a quantitative design with a survey methodology that selected (500) fashion customers. The researchers pointed out that information sharing, remuneration, and surveillance had a positive and significant impacts on the brand's equity. Nevertheless, the results showed that the relationship between entertainment and social interaction had insignificant and negative impacts on the brand's equity. The significant and positive relationships occurred between the consumer's purchasing intention and brand's equity. The results can directly contribute to the scant empirical research on social media, purchasing intention, and brand's equity.

6- The study of Haque and Mazumder (2020).

This study aimed to analyze the effectiveness of influencers of social media while focusing on source attractiveness credibility, and relevant transfer. The study also aimed to highlight the role of social media in helping people to acquire items they constantly search for. The researchers followed a survey design and developed a questionnaire to gather the study's primary data. This questionnaire followed the study's objectives and its items of dependent and independent variables were determined based on the 5-point Likert Scale. The results showed that the study's participants with a favorable behavior towards the influencers of social media influencers were motive to buy influencers' endorsed brand. From a managerial point of view, the study showed that influencers had the ability to gain a competitive advantage while endorsing their brands and product. the industry. The researchers recommended marketers choose a suitable influencer on social media to increase customers' purchase intention.

7- The study of Benhardy, et al. (2020)

This study aimed to examine the variables that can influence employees' purchase intention in the competitive environment of online universities. The researchers identified two variables: Price Perception and Brand Image. The data was gathered from (400) participants in South Sumatera associated with Binus Online Learning, which is a known

establishment in the study's region. The researchers analyzed the gathered data with SEM; to show that a positive correlation was found between Price Perception and Brand Image towards customers' purchase intention. The study also showed that brand trust was another essential variable that had the ability to mediate the variables' relationship.

8- As for Saima and Khan, 2021.

The study is an attempt to identify the effect of various attributes of social media influencers on their credibility and eventually on purchase intention of consumers in Delhi NCR, India. An online questionnaire was used to collect data through Google Forms and the size of the sample was 76. A quota sampling technique was used, and structural equation modeling through Smart PLS 3 was used for data analysis. The findings reveal that trustworthiness, information quality and entertainment value have significant direct effects on the credibility of influencers as well as significant indirect effects on the purchase intention of consumers. Also, the purchase intention of consumers is directly affected by an influencer's trustworthiness and credibility. Influencers need to be careful while choosing a product to endorse or brand to collaborate with, and they should maintain the quality and credibility of the content they post. Influencers should remember that today's consumers are digitally smart and if they are provided with false information, the consumers will stop trusting them as ultimately the price and perceived value of the product are most important to them.

9- The study of Kazancoglu and Sati (2020):

Aimed to analyze the impact of perceived functionality of the recommendation for food's influencers on the intention to buy food services/products. The study examined the impact of perceived functionality of these recommendations on customers' attitudes as well as and the significant role of these attitudes, in addition to the correlation between the intention to buy food services/products and the perceived functionality of the recommendation coming from food's influencers. The researchers designed a questionnaire from previous studies that discussed customers' attitudes, perceived usefulness, and purchase intention. The sample included (394) participants who were responded to the questionnaire while discussing the Instagram's influencers. The study pointed out the important inferences to food businesses/brands in terms of collaborations with social media influencers. The results also

showed that the role of influencers' recommendations cannot be neglected; as it is considered the primary factor on purchasing any food's services/products.

10- Abdullah, et al. (2020):

Discussed the domain of social media as it had revamped the approach of society interacts, engages, and communicates with each other. The study sought to highlight the characteristics of the social media influencers that directly contribute the customers' intentions of the fashion industry purchasing. The study followed the Ohanian's model of credibility source to analyze the relationship between expertise, trust-worthiness, similarity, familiarity, and likability towards fashion industry purchasing followers' intention and its products. The researchers selected (148) of Malaysian Kelantan University's' students to respond to the designed questionnaire and the results indicate that trust-worthiness, familiarity, and likability were fundamental factors that affect the purchasing intention of Instagram's customers towards fashion's services/products.

Summary of previous studies:

Table 1: summary of previous studies:

Title	aims	Variables		Methodology	Results
		Dependent	Independent		
1-The Relationships among Influencer Credibility, Brand Trust, and Purchase Intention	The researchers investigated the impact of influencers' trust-worthiness and credibility on purchasing intention and brand's trust as well as the important correlation between the	Purchase Intentions.	influencers' credibility	An online questionnaire was applied to the participants who lived in Turkey via Google Forms, 408 valid questionnaires were obtained and used in the analyses.	influencer credibility had a significant and positive effect on purchase intention and brand trust;

	brand's trust of purchasing intention and influencers' credibility.				
2- The impact of social media influencers purchase intention in the Philippines.	The study aimed to identify the perception of consumers regarding the efficacy of advertising conducted by social media influencers and its impact on their purchase intention.	Purchase Intentions	social media influencers	The study implemented the social media influencer questionnaire that was presented to analyze and evaluate the influencers' effectiveness on social media and their connection to consumers and their purchase intention, the sample was 200 individuals	The study also showed a significant correlation between the consumers' purchase intention and marketing effectiveness.
3- Research Article Investigating the Impact of Influencers', Characteristics, Contents, and Trustworthiness on Consumers' Purchase Intention.	The study aimed to determine the impact of influencers' content, characteristics, and trustworthiness on the purchase intention of consumers and	purchase intention	1-influencers' content 2-influencers' characteristics 3-influencers' trustworthiness	The researchers followed a cross-sectional research design to gather data from (260) customers, randomly selected from various shopping malls in the Kingdoms.	The results of the study showed that influencers' content, their characteristics on social media, and brand awareness/attitude affected customers' purchase intention greatly.

	the influencers' role of brand awareness in the Kingdom of Saudi Arabia				
4- Instagram influencer marketing: Perceived social media marketing activities and online impulse buying.	The primary goal of this study was to analyze the effect of the marketing activities conducted on social media (only on Instagram)	online impulse buying.	expertise, trustworthiness, and attractiveness	This study used a survey questionnaire method as a means of data collection to verify the hypotheses	The results showed that the perceived marketing activities, conducted by the influencers of Instagram, had a significant powerful impact on the followers' perceptions regarding all aspects of source credibility (expertise, trustworthiness, and attractiveness).
5- The influence of social media on purchase intention: The mediating role of brand equity.	The study aimed to analyze the relationship between purchasing intention and social media, as well as the important role of brand's equity within the fashion industry in Ghana.	purchase intention	1- Surveillance 2- Social interaction 3. Remunerative 4- Information sharing 5- Entertainment	The researchers followed a quantitative design with a survey methodology that selected (500) fashion customers.	the results showed that the relationship between entertainment and social interaction had insignificant and negative impacts on the brand's equity.

<p>6- Effect of Social Media Influencers on Purchase Intention in shopping of Electronic Goods</p>	<p>The study aimed to analyze the effectiveness of influencers of social media while focusing on source attractiveness credibility, and relevant transfer</p>	<p>Purchase Intention</p>	<p>Customer Attitude, Social Media Influencers, Electronic Goods,</p>	<p>The researchers followed a survey design and developed a questionnaire to gather the study's primary data.</p>	<p>The results showed that the study's participants with a favorable behavior towards the influencers of social media influencers were motive to buy influencers' endorsed brand.</p>
<p>7- Brand image and price perceptions impact on purchase intentions: mediating brand trust.</p>	<p>The study aimed to examine the variables that can influence employees' purchase intention in the competitive environment of online universities.</p>	<p>purchase intentions</p>	<p>Price Perception and Brand Image</p>	<p>The data was gathered from (400) participants in South Sumatera associated with Binus Online Learning</p>	<p>The study show that a positive correlation was found between Price Perception and Brand Image towards customers' purchase intention.</p>
<p>8- Effect of social media influencer marketing on consumers' purchase intention and the mediating</p>	<p>The study is an attempt to identify the effect of various attributes of social media influencers on their credibility</p>	<p>purchase intention</p>	<p>trustworthiness , information quality and entertainment value</p>	<p>An online questionnaire was used to collect data through Google Forms and the size of the sample was 76.</p>	<p>The findings reveal that trustworthiness, information quality and entertainment value have significant direct effects on the credibility of influencers as well as significant indirect effects on the purchase</p>

role of credibility	and eventually on purchase intention of consumers in Delhi NCR, India.				intention of consumers.
9- The effect of food influencers on consumers' intention to purchase food products/services	The study aimed to analyze the impact of perceived functionality of the recommendation for food's influencers on the intention to buy food services/products	Perceived usefulness food influencers' recommendation	customers' attitudes, perceived usefulness, and purchase intention.	The researchers designed a questionnaire from previous studies. The sample included (394) participants who were responded to the questionnaire while discussing the Instagram's influencers.	The study pointed out the important inferences to food businesses/brands in terms of collaborations with social media influencers.
10 - Impact of social media influencer on Instagram user purchase intention towards the fashion products: the perspectives of students.	The study discussed the domain of social media as it had revamped the approach of society interacts, engages, and communicates with each other.	Instagram's users purchase intention	expertise, trustworthiness, similarity, familiarity, and likability	The researchers selected (148) of Malaysian Kelantan University's students to respond to the designed questionnaire	the results indicate that trustworthiness, familiarity, and likability were fundamental factors that affect the purchasing intention of Instagram's customers towards fashion's services/products.

Chapter 3

Research Methodology

3.1 Introduction:

The methodology employed in this research aims to obtain the necessary data to achieve the research objectives. The study utilizes quantitative procedures on the Palestinian consumer population residing in the west Bank. The research design outlines the process and techniques for quantitatively investigating the objectives and hypotheses. The data collection procedure covers consumers in the West Bank cities who use social media, with these consumers being the unit of analysis. This chapter outlines the methodology, procedure, and techniques utilized to collect, process, analyze, and test the hypotheses formulated. To gather data from the target population, online questionnaires were distributed voluntarily through social media platforms, and the responses were analyzed using appropriate methodology. The procedures used are explained in detail in the relevant sections. The data was processed using tools such as SPSS, Excel, and Smart PLS for structural equation modeling, and the results were evaluated.

3.2 Methodology:

This research depended on the descriptive analytical approach. The descriptive-analytical approach is suitable for the nature of this research because quantitative research is the process of gathering, evaluating, interpreting, and presenting the results of a study. Descriptive analytical approach based on describing the phenomenon, and determining patterns in the data to provide answers to the questions related to who, what, where, when, and to what extent. It is also considered fundamental for almost every research project as it offers what is recognized concerning capabilities, requirements, techniques, activities, regulations, people, and contexts in a form relevant to the research question (Loeb et al., 2017). The researcher depended on the poll and use the main program Smart PLS and SPSS.

3.3 Research Population:

The target population of this research is the Palestinian consumers who live in the West Bank. Consumers who have at least one account on social media platforms or use social media were the target population. According to the researcher searching there were no official

numbers about Palestinian who hold accounts on social media platforms. Therefore, the sampling frame of this study consists of all consumers who use social media platforms.

3.4 Research Sample:

The researcher manipulated a voluntary sample to select the sampling units required from the main population. Due to the nature of research which aims to study the impact of influencer marketing on consumers' online purchase intentions, and since the questionnaire's items use the 5 numerical rating scale between 1 and 5.

Consequently, the minimum sample size required comprises at least 200 respondents.

3.5 Source of Data:

In this research the researcher gathered the data depending on two main sources as following:

- 1. Secondary Data:** It's the data acquired from optional sources like magazines, books, documents, journals, reports, web, research papers and previous studies.
- 2. Primary Data:** It's the data particularly customized to the analysis's requirements. It's collected from the field throughout the designed questionnaire distributed to a sample of the research investigating the research's variables. The researcher realized that the questionnaire is the best tool to collect the data due to the sample size, the nature of the study and the required data.

3.6 Research's Instrument:

The research questionnaire involves the following:

- 1. Section 1:** includes personal information which are 9 demographic variables (gender, education level, marital status, Residents, Income, account on social media, hours per day spent on social media, watch an advertisement).
- 2. Section 2:** covers the research variables as follows:
 - 2.1 The Independent Variable:** influencer attributes (expertise, trustworthiness, physical attractiveness).

2.2 The Dependent Variables: consumers' online purchase intentions.

2.3 The Mediating Variable: brand image.

All dimensions were measures based on a likert scale of five points.

3.7 Scaling

Scaling approaches allow researchers to condense responses from many questions into a single indicator of how respondents really feel about a topic (Salant and Dillman, 1994). Respondents are asked to rate how much they agree or disagree with each of a series of statements using the likert scale. A five-point Likert scale, designed by Dr Rensis Likert for behavioral sciences research, was once the most prevalent scale (Kinnear and Taylor, 1996). It is well-liked since it provides a variety of options to meet the needs of most circumstances. There are many more scales available, such as the seven-point scale or even a ten-point scale.

The questions in this research's questionnaire were presented as statements on a five-point Likert scale, with respondents being asked to indicate the level of their agreement on a range of (1) 'Strongly disagree' to (5) 'Strongly agree'. The level of agreement will be determined each Item and each variable according to five levels based on the chosen Likert scale, the following table shows that:

Table 2: Level of agreement according to the mean value of the answers.

Level of Agreement	V. Low	Low	Medium	High	V. High
Mean	1 – 1.80	1.81 – 2.60	2.61 – 3.40	3.41 – 4.20	4.21 – 5

3.8 Data Collection:

The questionnaire was created in an online format and disseminated through several web channels. Due to difficulties of contact information of sampling units, the initial goal was to collect data from as many people as possible. The participants were approached in a variety of social media platforms. Therefore, the 200 sample units were voluntary sample through an online distribution to the research's questionnaire. The online questionnaire was available for 6 weeks to gather data.

3.9 Data Preparation

After the quantitative data collection, the data were examined for any response errors, missing values, and consistency issues. The general guidelines for coding each variable were laid forth in a coding manual that was created. The Statistical Package for Social Science (SPSS) was used for cleaning and filtering the data. To find any potential data problems, the coded values were visually reviewed. For the accuracy of inputs, descriptive statistics were computed for all variables as follows: the range of each variable was checked for out-of-range values; frequency counts were performed; the distribution of each variable was analyzed to detect irregular answers and cases with extreme values. After that, the data was saved in CSV file to be read by Smart PLS software that will be used for the structural equation modelling estimation and analysis.

3.10 Validity of the Research Instrument

The degree to which an instrument measures what it is supposed to measure is referred to as its validity (Polit et al., 2001). Validity has several different aspects and assessment approaches.

3.10.1 Content validity

Content validity refers to how well an instrument is relevant to and representative of the specific construct it is supposed to measure (Rusticus, 2014). Content validation is an important step in the development of any research instrument because it determines how well the instrument measures the desired construct (Anastasia, 1988). Given the purpose of the assessment, this enables the instrument to be used to make meaningful and acceptable inferences and/or decisions based on instrument scores (Messick, 1989; Moss, 1995).

In this study, the researcher went through a series of steps to determine the content validity of the research instrument. **First**, a review of previous literature that used similar instruments was conducted, and the content of the various instruments was matched with the current one. **Second**, the current instrument was created and then shared with a group of experts. (See Appendix A) Experts were asked to rate each question on relevance, clarity, simplicity, and ambiguity. Significant feedback was received, and the instrument was adjusted as a result. Other types of validity will be introduced later in the model quality.

3.11 Reliability of the Research Instrument

Reliability is an important concept that it has been defined in terms of its application to a wide range of activities and research. Measurement consistency and error lessness are two aspects of reliability. There are various categories of reliability indices. A measure's ability to be repeated is its internal reliability, which is quantified by Cronbach's alpha. A questionnaire with a set of items is considered reliable in psychometrics if its internal consistency coefficient is at least 0.70. This represents a roughly average correlation between each item's score and the sum of all other item scores. A fundamental premise of science, repeatability, is reflected in this in terms of methodology (Gidron, 2013). There are many different methods to calculate the internal consistency reliability, and while the Cronbach's Alpha coefficients is the most common the researcher decided to use it.

3.11.1 Internal Consistency (Cronbach's Alpha)

As mentioned before Cronbach's alpha a method to measure the internal consistency reliability. It is a statistic that assesses the internal consistency of a group of items that, in the opinion of the researcher, all measure the same construct, are thus correlated with one another, and are consequently capable of being organized into a scale (Lavrakas, 2008).

Table 3: Internal consistency reliability results using Cronbach's Alpha Method.

Construct		No. of Items	Cronbach's Alpha
Independent: Influencer characteristics		19	0.925
1	Expertise	5	0.839
2	Trustworthiness	10	0.881
3	Physical Attractiveness.	4	0.756
Dependent: Consumers' Purchase Intentions		5	0.849
Mediator: Brand Image		7	0.874

Table 3 shows that the lowest value of alpha coefficients was for the construct (Physical Attractiveness) with a value higher than 0.75, which indicates that there is a high internal consistency reliability in the research instrument.

3.12 Structural equation Modelling

One of the most important methods for empirical research is structural equation modeling. It is widely used in psychology, management, and marketing. Currently, there are two general

approaches to SEM: covariance-based structural equation modeling (CBSEM), and variance-based structural equation modeling (PLS) (PLS-SEM) (Abdalrahman, 2020).

In this research, the researcher chose to use variance-based structural equation modeling (PLS-SEM), because the sample size is not big enough to fit the other method, besides of the quasi-metric data (ordinal data) that does not follow the normal distribution the condition that is needed to use CBSEM method.

3.13 Partial Least Squares Structural Equation Modelling PLS-SEM.

PLS-SEM is formally defined by two sets of linear equations: the inner model and the outer model. The inner model describes relationships between latent variables, whereas the outer model describes relationships between a latent variable and its manifest variables (indicator variables) (F. Hair Jr et al., 2014). A complete partial least squares model is obtained by combining the inner and outer models (Abdalrahman, 2020).

SmartPLS software is a commonly used software that uses PLS-SEM algorithm to estimate structural equation models, where the software in its version 4 provides wide variety of results that indicates the quality of the model being estimated. The most common and relevant model assessment results will be reported in the next steps in this chapter, and the final estimated model with the relevant relationships that answer the research's questions and test its hypotheses will be reported in the next chapter.

3.13.1 Outer loading:

Also are referred to as indicator loading, they are the bivariate correlation between a construct and its indicators (items in the questionnaire). They determine an item's absolute contribution to its assigned construct (Hair et al., 2021).

Outer loading was the first results considered to decide about the outer structural of the SEM, where the model was initially estimated including all the items (indicators). Items that showed loading less the recommend threshold 0.70 (Hair et al., 2021) was eliminated from the model. The results suggested that excluding the following items BI6, BI7, INT5, PHATTRACT4, TRU1, TRU2, TRU8, TRU9, TRU10. Since there loadings are less than 0.7.

As table 4 below shows the outer loading for all items that showed loading higher than 0.70, after excluding the items with lower loading and re-estimating the model. The table confirm that remain items have loading higher than 0.70 and that loadings are highly significant at < 0.01 level.

Table 4: Outer loading of the model items of each construct.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI1 <- BI	0.776	0.775	0.039	19.803	0.000
BI2 <- BI	0.849	0.849	0.026	32.517	0.000
BI3 <- BI	0.841	0.839	0.028	30.028	0.000
BI4 <- BI	0.855	0.855	0.028	30.867	0.000
BI5 <- BI	0.829	0.829	0.027	30.782	0.000
EXP1 <- EXP	0.743	0.741	0.048	15.515	0.000
EXP2 <- EXP	0.744	0.742	0.039	19.285	0.000
EXP3 <- EXP	0.836	0.836	0.023	35.880	0.000
EXP4 <- EXP	0.826	0.826	0.028	29.994	0.000
EXP5 <- EXP	0.753	0.751	0.040	18.850	0.000
INT1 <- INT	0.864	0.864	0.022	39.406	0.000
INT2 <- INT	0.733	0.729	0.055	13.332	0.000
INT3 <- INT	0.895	0.895	0.021	42.279	0.000
INT4 <- INT	0.892	0.892	0.016	55.838	0.000
PHATRACT1 <- PHATRACT	0.905	0.906	0.014	66.022	0.000
PHATRACT2 <- PHATRACT	0.830	0.830	0.028	29.941	0.000
PHATRACT3 <- PHATRACT	0.705	0.698	0.060	11.815	0.000
TRU3 <- TRU	0.796	0.796	0.029	27.379	0.000
TRU4 <- TRU	0.824	0.824	0.026	31.751	0.000
TRU5 <- TRU	0.779	0.778	0.040	19.362	0.000
TRU6 <- TRU	0.759	0.759	0.038	20.108	0.000
TRU7 <- TRU	0.849	0.849	0.023	37.612	0.000

3.13.2 Construct reliability and validity:

The following table shows the results of internal consistency reliability measured by cronbach's alpha, and composite reliability of rho types a and c. As it is reported in the table 4 all figures of reliability have values higher than 0.70, which indicate that the construct measures

of BI, EXP, INT, PHATRACT, and TRU exhibit sufficient levels of internal consistency reliability.

Table 5: internal consistency reliability, and convergent validity of constructs.

Constructs	Internal consistency reliability			Convergent validity
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0.887	0.888	0.917	0.690
EXP	0.840	0.846	0.887	0.611
INT	0.869	0.882	0.911	0.720
PHATRACT	0.745	0.762	0.857	0.668
TRU	0.861	0.865	0.900	0.644

Table 5 shows the average variance extracted AVE for each construct. AVE is the metric used for evaluating a construct's convergent validity. Convergent validity is the extent to which the construct converges in order to explain the variance of its indicators (Hair et al., 2021).

As many studies suggested a sufficient convergent validity is achieved by reporting AVE higher than 0.50. As shown in table 4 the AVE values varied from 0.61 for EXP to 0.72 for INT. This discloses that all the variables in the measurement model can explain at least 50% of the variance of its indicators on average. Therefore, convergent validity is confirmed.

3.13.3 Discriminant validity:

Discriminant validity Is the extent to which a construct is empirically distinct from other constructs in the model (Hair et al., 2021). Three metrics of discriminant validity are provided by SmartPLS software, Fornell-Larcker, Heterotrait-Monotrait ratio (HTMT), and Cross loadings.

Fornell-Lacker

Fornell and Larcker (1981) proposed the traditional metric and suggested that each construct's AVE (squared variance within) should be compared to the squared inter-construct correlation (as a measure of shared variance between constructs) of that same construct and all other

reflectively measured constructs in the structural model – the shared variance between all model constructs should not be larger than their AVEs (Hair et al., 2021).

Table 6: Fornell-Lacker criterion for discriminant validity.

	BI	EXP	INT	PHATTRACT	TRU
BI	0.830				
EXP	0.690	0.782			
INT	0.796	0.697	0.849		
PHATTRACT	0.637	0.593	0.595	0.817	
TRU	0.786	0.675	0.699	0.577	0.802

Table 6 shows the results of the Fornell–Larcker criterion assessment with the square root of the constructs’ AVE on the diagonal and the correlations between the constructs in the off-diagonal position. Overall, the square roots of the AVEs for the constructs are all higher than the correlations of these constructs with other latent variables in the PLS model, which indicates a discriminant validity.

Heterotrait-Monotrait ratio (HTMT)

Heterotrait–monotrait ratio (HTMT) Is a measure of discriminant validity. The HTMT is the mean of all correlations of indicators across constructs measuring different constructs (i.e., the heterotrait–heteromethod correlations) relative to the (geometric) mean of the average correlations of indicators measuring the same construct (i.e., the monotrait–heteromethod correlations) (Hair et al., 2021).

Discriminant validity is present when HTMT values are lower than a threshold. Henseler et al. (2015) propose a threshold value of 0.90.

Table 7: Heterotrait–monotrait (HTMT) criterion for discriminant validity.

	BI	EXP	INT	PHATTRACT
EXP	0.795			

INT	0.900	0.814		
PHATRACT	0.783	0.745	0.738	
TRU	0.895	0.782	0.796	0.707

As can be seen from table 7, all HTMT values for the constructs are lower than the threshold value of 0.90, and that provide another evidence on discriminant validity of the measurement model.

Cross-loading

According to Henseler et al. (2015) cross loadings, a particular item should have higher loadings on its own parent construct in comparison to other constructs in the study. If an item loads well onto another construct in comparison to its own parent construct, then there are issues of discriminant validity.

Table 8: Indicators item cross-loadings for discriminant validity.

	BI	EXP	INT	PHATRACT	TRU
BI1	0.776	0.526	0.679	0.501	0.608
BI2	0.849	0.614	0.633	0.547	0.688
BI3	0.841	0.572	0.603	0.543	0.621
BI4	0.855	0.551	0.679	0.484	0.706
BI5	0.829	0.598	0.704	0.567	0.636
EXP1	0.500	0.743	0.549	0.38	0.449
EXP2	0.501	0.744	0.523	0.519	0.49
EXP3	0.598	0.836	0.59	0.542	0.601
EXP4	0.602	0.826	0.576	0.465	0.651
EXP5	0.481	0.753	0.477	0.403	0.42
INT1	0.71	0.553	0.864	0.539	0.688
INT2	0.531	0.531	0.733	0.426	0.408
INT3	0.712	0.635	0.895	0.498	0.646
INT4	0.727	0.643	0.892	0.549	0.600
PHATRACT1	0.581	0.57	0.539	0.905	0.566
PHATRACT2	0.496	0.445	0.481	0.83	0.551
PHATRACT3	0.478	0.428	0.433	0.705	0.275
TRU3	0.679	0.655	0.59	0.562	0.796

TRU4	0.644	0.528	0.611	0.455	0.824
TRU5	0.58	0.448	0.478	0.357	0.779
TRU6	0.559	0.504	0.536	0.446	0.759
TRU7	0.677	0.556	0.575	0.478	0.849

We can see from the results in table 8 that indicators (items) have higher loadings on their relevant latent variable than other constructs. As a result, the condition for cross loading is met, and it is concluded that the construct indicators are not interchangeable. This confirms the model's discriminant validity by ensuring that the indicators in each construct represent the assigned latent variable.

3.13.4 Collinearity Statistics (VIF):

Collinearity issue arises when two indicators are highly correlated. Variance inflation factor VIF Quantifies the severity of collinearity among indicators in a measurement model and a set of predictor constructs in the structural model. According to Hair et al. (2021) VIF values of 5 or above indicate collinearity problems.

In the current study, the VIF values of all indicators in the measurement and structural models are less than 3.5. As a result, neither the measurement model nor the structural model has any collinearity issues (Appendix B).

3.13.5 Model fit:

To assess the goodness of fit of the research model using structural equation modeling variance-based PLS-SEM. Standardized root means square residual (SRMR) was calculated for the saturated model, which is the model that assesses the correlation between all constructs, and for the estimated model, which is the model that is based on a total effect scheme and takes the model structure into account. The results show that both models have an SRMR of (0.07), which is less than 0.08, indicating a good fit.

From the previous assessment of the measurement model, it can be concluded that the model shows high reliability and validity, and the collected data fits the theoretical model. The assigned indicators represent their latent construct, and the measurement model showed acceptable statistical goodness of fit. Therefore, the measurement model was accepted, and the analysis of the structural model was performed. Hence, the effects between the model variables,

and the predictive ability of the model were estimated, reported, interpreted, and discussed in the following chapter.

Chapter 4

Findings and Data Analysis' Results

4.1 Introduction

The researcher presents the findings of the data analysis in this chapter, beginning with descriptive statistics of the demographic variables of the questionnaire participants, and then their social media-related variables using frequency tables with counts and percentages. Following that, the researcher reports the measurements' findings (Influencer characteristics, Brand image, and Consumers' Online Purchase Intentions) by calculating means, standard deviations, item rank, and degree of approval for each question within each construct. The results of testing the research hypotheses were then presented based on the structural equations modeling estimation which was conducted using the partial least square PLS algorithm, as the Smart PLS Version 4 software was used to estimate the research model, as well as the Statistical Package for Social Sciences (SPSS) was used to conduct descriptive statistics.

4.2 Descriptive statistics of the demographic characteristics of the research's participants:

Percentages and frequencies were used to describe the study's participants according to the personal data collected from them. The results of the descriptive analysis are as follows:

Table 9: descriptive statistics of the demographic characteristics of the research's participants

Demographic characteristics		Frequency	Percent
1- Gender	Male	44	22.0
	Female	156	78.0
2- Education	Secondary or less	30	15.0
	Diploma	12	6.0
	Bachelor's degree	126	63.0
	Postgraduate's degree	32	16.0
3- Marital Status	Single	110	55.0
	Married	85	42.5
	Divorced	5	2.5
4- Place of residence	City	98	49.0
	Village	91	45.5
	Camp	11	5.5

5- Income class	2000 NIS or less	77	38.5
	2001 – 4000 NIS	63	31.5
	4001 – 6000 NIS	24	12.0
	6001 – 8000 NIS	18	9.0
	8001 NIS or more	18	9.0
Total		200	100.0

Percent in the table reported as nearest number after dot.

Table 9 shows the distribution of the research's participants according to their gender, as we notice that the majority 78% of them are females, and the rest 22% are males. The number of females is more than males because the questionnaire was published on the researcher's social media sites, which have more females than males, and also indicates that females are more responsive to help in filling out the questionnaire.

And the table shows that the distribution of the research's participants according to their education. The numbers indicate that (N = 126, P = 63.0%) of the participants hold a bachelor's degree, while (N = 32, P = 16.0%) of the participants hold a postgraduate's degree. It can be noticed as well that (N = 30, P = 15%) of the participants have education in a secondary school or lower, and the rest 12 participants are diploma holders, and they present only 6% of the research's participants. The number of respondents with a bachelor's degree is higher than others, which may be due to the number of learners in Palestine increasing.

And also shows the distribution of the research's participants according to their marital status. The numbers indicate that more than half of the participants are singles (N = 110, P = 55.0%), while (N = 85, P = 42.5%) of the participants are married, and the rest 5 participants are divorced, and they present only 2.5% of the research's participants. The number of single respondents is higher than others may be due to that they are youth.

Then shows the distribution of the research's participants according to their place of residence. The numbers indicate that nearly half of the participants (N = 98, P = 49.0%) live in cities, while (N = 91, P = 45.5%) of the participants live in villages, and the rest 11 participants live in camps, and they present only 5.5% of the research's participants.

And shows the research participants' distribution according to their monthly income class. The table indicates that the majority (N = 77, P = 38.5%) of the participants get monthly income of 2000 NIS or less. Also, the table indicates that (N = 63, P = 31.5%) of the

participants get monthly income between (2001 – 4000 NIS). It can be noticed as well that (N = 24, P = 12.0%) of the participants get monthly income between (4001 – 6000 NIS). The rest 36 participants are equally divided on the two higher income class (6001 – 8000 NIS), and (8001 NIS or More), where each income class includes (N = 18, P = 9.0%) participants. The reason is that the number of those whose income is 2000 NIS or less is higher than others because the minimum wage in Palestine is 1880 NIS.

4.3 Descriptive Statistics of the Social-Media variables of the research’s participants:

The research questionnaire included three questions regarding the social media platforms, the daily spent time on those platforms, and watching ads through social media influencers. Percentages and frequencies were used to describe the participants according to their social media variables.

Table 10: Descriptive statistics of the social-media variables of the research’s participants:

Demographic characteristics		Frequency	Percent
1- Social media platforms.	Facebook	183	91.5
	Instagram	176	88.0
	Snapchat	151	75.5
	YouTube	110	55.0
	Twitter	47	23.5
2- Hours	2 hours or less	26	13.0
	2 hours – 4 hours or less	76	38.0
	4 hours – 6 hours or less	42	21.0
	6 hours or more	56	28.0
3- Ads	Yes	195	97.5
	No	5	2.5
Total		200	100.0

Table 10 shows the distribution of the research’s participants according to social media platforms that they have accounts on. The table indicates that most of the common social

media platform among the research's participants is Facebook, where (N = 183, P = 91.2%) of participants have accounts on Facebook. In the second place, Instagram is common among (N = 176, P = 88.0%) of participants. In the third place, Snapchat is common among (N = 151, P = 75.5%) of participants, then comes YouTube among (N = 110, P = 55.0%) of participants. Finally comes Twitter in the last place among the others platform with (N = 47, P = 23.0%) of the participants.

And the table shows the distribution of the research's participants according to the daily hours that they spend on social media. The numbers indicate that only (N = 26, P = 13.0%) of the participants spend two hours or less a day on social media, and (N = 76, P = 38.0%) of the participants spend between (2 – 4 hours). In contrast, there are (N = 42, P = 21%) of the participants spend between (4 – 6 hours) hours a day on social media, while the rest of participants (N = 56, P = 28%) spend 6 hours on more a day on social media.

And also shows the distribution of the research's participants according to their previous watched ads on social media by influencers. As we notice that the majority 97.5% of participants have seen an ad on social media by social media influencers, however, the rest of the participants who present only 2.5% of the total participants have not seen any influencers' ads on social media.

4.4 Descriptive Statistics of Influencer's characteristics.

4.4.1 Expertise

Table 11: Descriptive statistics of the influencers' expertise items.

Symbol	Item	Mean	Std. Deviation	Degree of approval	Rank
EXP1	The influencer's experience with the product convinced me to buy it.	3.66	1.05	High	1
EXP2	The influencer's modernity on social media affects my purchase decisions.	3.61	0.97	High	2
EXP3	The more followers and subscribers the influencer has, the more I am convinced to buy the advertised product.	3.37	1.16	Medium	4
EXP4	The more companies the influencer represents, the more I am convinced of the product.	3.44	1.09	High	3

Total	3.52	0.86	High	
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Percent in the table reported as nearest number after dot.

Table 11 presents the descriptive statistics of the items of the construct that measure the “Influencers’ expertise”. The numbers on average indicate that the participants’ attitude towards the influencers’ expertise positive (M=3.52, SD = 0.86). Also, the table16 indicates that the Item “EXP1” was rated the highest score among the other items (M=3.66, SD=1.05), which means that, on average the participants were convinced by the influencers experience to buy the product. In contrast, the table indicates that the item “EXP3” was rated the lowest score among the other items (M=3.37, SD=1.16), which means that the number of followers and subscribers, on average are the least factor to convince participants with the advertised product.

The table also illustrates that the ability of the influencer to persuade and modernize on social media, the number of followers, and the number of companies represented by the influencer are the most important factors that significantly affect the purchase intention of consumers online. Taking the influencer's experience into account, most consumers do not trust to buy online. However, research revealed that the influencer's ability to persuade and the number of companies represented by the influencer are the most stable factors.

4.4.2 Trustworthiness

Table 12: Descriptive Statistics of the influencers’ Trustworthiness items.

Symbol	item	Mean	Std. Deviation	Degree of approval	Rank
TRU3	The more followers and subscribers, the more credibility an influencer has.	3.17	1.16	Medium	1
TRU4	I have confidence in the credibility of the information provided by influencers.	2.94	1.08	Medium	4
TRU5	My trust in Arab influencers increases more than in foreigners.	2.97	1.02	Medium	3
TRU6	My trust in young influencers increases more than in older people.	3.16	1.03	Medium	2

TRU7	My trust increases in the influencers who have more channels.	2.92	1.05	Medium	5
Total		3.03	0.86	Medium	

Present in the table reported as nearest two number after dot.

Table 12 shows that factors such as the number of followers of the influencer, trust in the products promoted, trust in Arab influencers more than foreigners, trust in young influencers more than the elderly, and the number of channels the influencer has, are factors that have a moderate positive impact on the increased of purchase intention of consumers.

Table 12 presents the descriptive statistics of the items of the construct that measures the “Influencers’ Trustworthiness”. The results on average indicate that the participants’ attitude towards the influencers’ Trustworthiness neutral ($M=3.03$, $SD = 0.86$).

Also, the table indicates that the Item “TRU3” was rated the highest score among the other items ($M=3.17$, $SD=1.16$), which means that, on average the participants think that the more followers the influencer has the more credible they are. In contrast, the table indicates that the item “TRU7” was rated the lowest score among the other items ($M=2.92$, $SD=1.05$), which means that having many channels does not grant the participants’ trust in them.

4.4.3 Physical Attractiveness

Table 13: Descriptive Statistics of the influencers’ Physical Attractiveness items.

Symbol	item	Mean	Std. Deviation	Degree of approval	Rank
PH- ATTRACT1	The more elegant (his/her clothes) the influencer during his presentation of the advertised product makes me think more seriously about buying the products.	3.38	1.07	Medium	2
PH- ATTRACT2	If the influencer possesses physical qualities (athletic body) increases my follow-up and affects my purchasing decision.	3.02	1.07	Medium	3

PH- ATTRACT3	The more tactful the influencer (who speak professionally) about any product, affects my purchasing decision.	3.87	0.88	High	1
Total		3.42	0.83	High	

Table 13 indicates that factor, when the influencer is more professional in speaking has the greatest impact on purchasing intention.

However, when the influencer is more elegant while representing the products and has an athletic body, have less impact on the purchase intention of consumers.

Table 13 presents the descriptive statistics of the items of the construct that measures the “Influencers’ Physical Attractiveness”. The results on average indicate that the participants’ attitude towards the influencers’ Physical Attractiveness positive (M=3.42, SD = 0.83). Also, the table indicates that the Item “PH-ATTRACT3” was rated with the highest score among the other items (M=3.87, SD=0.88), which means that, on average the participants decision of buying a product more likely to be positively influenced by professional speaks of influencers. In contrast, the table indicates that the item “PH-ATTRACT2” was rated the lowest score among the other items (M=3.02, SD=1.07), which means that, on average the participants’ decisions are not influenced by the influencers who possess physical qualities.

Table 14: Descriptive Statistics of the Influencer’s characteristics constructs.

No.	Constructs	Mean	Std. Deviation	Degree of approval	Rank
1	Expertise.	3.52	0.86	High	1
2	Trustworthiness.	3.03	0.86	Medium	3
3	Physical Attractiveness.	3.42	0.83	High	2
Total		3.29	0.74	Medium	

Table 14 summarizes the table indicates that expertise and physical attractiveness impact purchasing intention most than trustworthiness. The results of the three influencer’s characteristics constructs. Where the influencers’ expertise scored the highest level of agreement (M=3.52, SD=0.86), while Trustworthiness scored the lowest level of agreement (M=3.03, SD=0.86). In general, the influencers’ characteristics scored a Neutral level to the right of agreement (M=3.29, SD=0.74).

4.5 Descriptive Statistics of Brand Image.

Table 15: Descriptive Statistics of the Brand Image items.

Symbol	item	Mean	Std. Deviation	Degree of approval	Rank
BI1	I have developed a positive image of the brand that influencers transmit through social media.	3.60	0.96	High	1
BI2	I trust the brand advertised by influencers.	3.18	1.01	Medium	4
BI3	Watching an ad for a global influencer increases my conviction in the brand.	3.51	0.97	High	2
BI4	Watching an ad for an Arab influencer increases my conviction in the brand.	3.27	1.00	Medium	3
BI5	Watching an ad for a local influencer increases my conviction in the brand.	3.27	0.92	Medium	3
Total		3.36	0.81	Medium	

Table 15 indicates that the factor of brand image and when a global influencer promotes a brand highly impact purchase intention. However, when an Arab and a local influencer promotes a brand impact moderately the purchase intentions of consumers.

Table 15 presents the descriptive statistics of the items of the construct that measures the “Brand Image” of the advertised products by the social media influencers. The results on average indicate that the participants’ attitude towards the Brand Image positive neutral ($M=3.36$, $SD = 0.81$).

Also, the table indicates that the Item “BI1” was rated with the highest score among the other items ($M=3.60$, $SD=0.96$), which means that, on average the participants developed positive image of the advertised brand by social media influencers. In contrast, table indicates that the item “BI2” was rated the lowest score among the other items ($M=3.18$, $SD=1.01$), which means that, on average the participants do have neutrally positive trust in the brand products that were advertised by social media influencers.

4.6 Descriptive Statistics of Consumers' Online Purchase Intentions.

Table 16: Descriptive Statistics of the Online Purchase Intentions items.

Symbol	item	Mean	Std. Deviation	Degree of approval	Rank
INT1	Convinced of the product's quality was promoted by influencers on social media.	3.24	0.99	Medium	4
INT2	The information provided by influencers helps me compare products (alternatives).	3.78	0.80	High	1
INT3	Buy products promoted by influencers on social media.	3.40	0.99	High	3
INT4	Positively influenced by influencer feedback about the products I want to buy.	3.56	0.96	High	2
Total		3.49	0.80	High	

Table 16 presents the descriptive statistics of the items of the construct that measures the “Consumers' Online Purchase Intentions” for the advertised products by the social media influencers. The results indicate that the participants on average are more likely to develop a positive intention about online purchase of the product that is advertised by the influencers on social media (M=3.49, SD = 0.80).

In addition, the table indicates that the Item “INT2” was rated the highest score among the other items (M=3.78, SD=0.80), which means that, on average the participants benefit from the information that influencers provide to compare between the alternative products. In contrast, the table indicates that the item “INT1” was rated the lowest score among the other items (M=3.24, SD=0.99), which means that, on average the participants are not strongly convinced with the products' quality that advertised by influencers on social media.

4.7 Structural equation modelling results.

Hypothesis testing

The structural equation modelling for the research model was estimated twice. First, the main model which includes only the independent, dependent, and the mediator variables. Second, the main model including the moderator variables such as gender, education, marital status, income, and spent hours on social media platforms. Where The bootstrapping procedure was used to yield t-values for the model parameters, to be compared to the critical values from the

standard normal distribution to decide whether the coefficients are significantly different from zero, assuming a significance level of 5%.

4.7.1 The main model results.

Table 17: Structural equation modelling of the main model results.

	Direct effects		Indirect effects		Total effects		F-square	
	Effect	P-value	Effect	P-value	Effect	P-value	Effect	P-value
BI -> INT	0.510	0.000			0.510	0.000	0.253	0.002
EXP -> BI	0.214	0.000			0.214	0.000	0.071	0.068
EXP -> INT	0.236	0.001	0.109	0.001	0.345	0.000	0.079	0.115
PHATTRACT -> BI	0.209	0.000			0.209	0.000	0.084	0.085
PHATTRACT -> INT	0.076	0.282	0.107	0.001	0.183	0.024	0.010	0.659
TRU -> BI	0.521	0.000			0.521	0.000	0.433	0.001
TRU -> INT	0.094	0.208	0.265	0.000	0.360	0.000	0.010	0.592

Note: R-square: (BI = 0.690, INT = 0.682).

Table 17 contains the estimated coefficients of the structural equation modelling along with P-value of t-statistic for the direct, indirect, and total effect of the variables on each other, and the effect size that was calculated using f-square (Full results See Annex B).

Also, it can be noticed that both PHATTRACT and TRU have no significant direct effect at 0.05 on INT, where the direct path coefficient of PHATTRACT ($B = 0.076$, $P\text{-value} = 0.282$), and the path coefficient of TRU ($B = 0.094$, $P\text{-value} = 0.208$). In contrast, EXP has high positive significant effect on INT with a path coefficient ($B = 0.236$, $P\text{-value} = 0.001$). on the other hand, the three independent variables of the influencer characteristics EXP, PHATTRACT, and TRU have high positive significant effect on the moderating variable BI, where the path coefficient ($B = 0.214$, $P\text{-value} < 0.001$), ($B = 0.209$, $P\text{-value} < 0.001$), and ($B = 0.521$, $P\text{-value} < 0.001$) respectively.

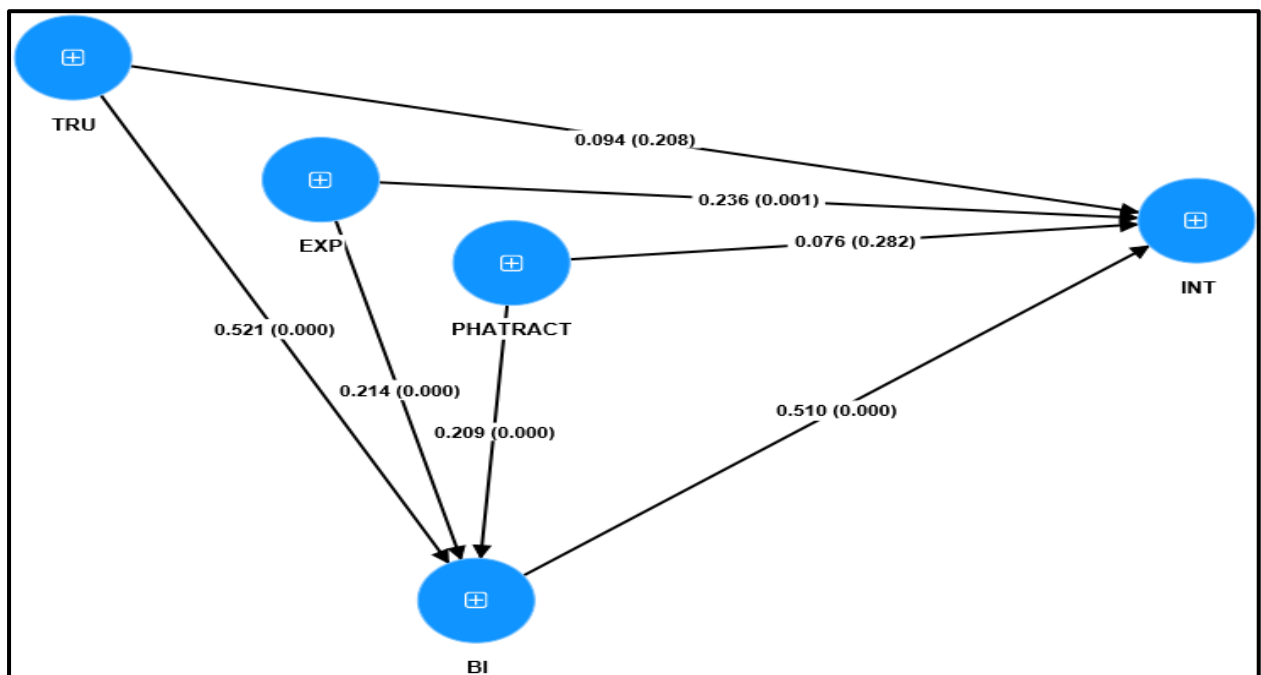
Moreover, the brand image BI has high significant positive effect on online purchase intentions INT with a path coefficient ($B = 0.510$, $P\text{-value} < 0.001$). The significant effect of the independent variables (EXP, PHATTRACT, and TRU) on the moderating variables (BI) along with the significant effect of the moderating variable (BI) on the dependent variable (INT) caused significant indirect effect by the independent variables on the dependent (INT)

through the moderating variable (BI). Where EXP has positive significant indirect effect on INT ($B = 0.109, P\text{-value} < 0.001$), PHATRACT has positive significant effect on INT ($B = 0.107, P\text{-value} < 0.001$), and TRU has positive significant effect on INT ($B = 0.265, P\text{-value} < 0.001$).

Furthermore, it can be noticed that the model explains 69% of BI variance ($r^2=.690$), and 68.2% of INT variance ($r^2=.682$) which considers strong explanation. The biggest contributor in explaining the variance in BI was TRU which has big effect size ($f^2=.433$), while the biggest contributor in explaining the variance in INT was BI which has big effect size ($f^2=.253$). the rest of the variables have a small insignificant contribution in explaining the variances in BI and INT.

According to the forementioned results, we conclude that the brand image of the product mediates the impact of the expertise, trustworthiness, and physical attractiveness of influencer on consumers' online purchase intentions. Thus, hypotheses H1, H2, and H3 are accepted.

Figure 2: The structural equation modelling of the research main model.



4.7.2 The moderating model results.

Table 18: Structural equation modelling of the moderating model results.

	Direct effects		Indirect effects		Total effects		F-square	
	Effect	P-value	Effect	P-value	Effect	P-value	Effect	P-value
Income -> INT	0.109	0.013			0.109	0.013	0.039	0.232
Income x PHATRACT -> INT	-0.056	0.388			-0.056	0.388	0.006	0.622
Income x EXP -> INT	-0.094	0.209			-0.094	0.209	0.012	0.549
Income x TRU -> INT	0.191	0.004			0.191	0.004	0.064	0.173
Education x PHATRACT -> INT	-0.194	0.002			-0.194	0.002	0.062	0.131
Maital_Status x PHATRACT -> INT	0.011	0.931			0.011	0.931	0	0.996
Gender x PHATRACT -> INT	-0.131	0.409			-0.131	0.409	0.004	0.709
Education x EXP -> INT	-0.051	0.420			-0.051	0.420	0.004	0.751
Maital_Status x EXP -> INT	-0.058	0.667			-0.058	0.667	0.001	0.9
Gender x EXP -> INT	0.084	0.547			0.084	0.547	0.002	0.829
Education x TRU -> INT	0.277	0.000			0.277	0.000	0.093	0.072
Maital_Status x TRU -> INT	-0.057	0.718			-0.057	0.718	0.001	0.923
Gender x TRU -> INT	-0.197	0.219			-0.197	0.219	0.009	0.574
Hours x TRU -> INT	0.012	0.879			0.012	0.879	0	0.986
Hours x EXP -> INT	-0.019	0.805			-0.019	0.805	0	0.965
Hours x PHATRACT -> INT	0.037	0.565			0.037	0.565	0.002	0.852

Note: R-square: (BI = 0.690, INT = 0.753).

Table 18 contains the estimated coefficients of the structural equation modelling that measure the moderation impact of the demographic variables on the relationship between influencer's characteristics and customer purchase intention. Besides that, the P-value of t-statistic to test the statistical significance of the coefficients was reported along with the effect size f-square of each variable (Full results See Appendix C).

Table 18 shows that including the demographic variables as moderators did not influence the mediation role of brand image BI between influencer characteristic and purchase intentions INT.

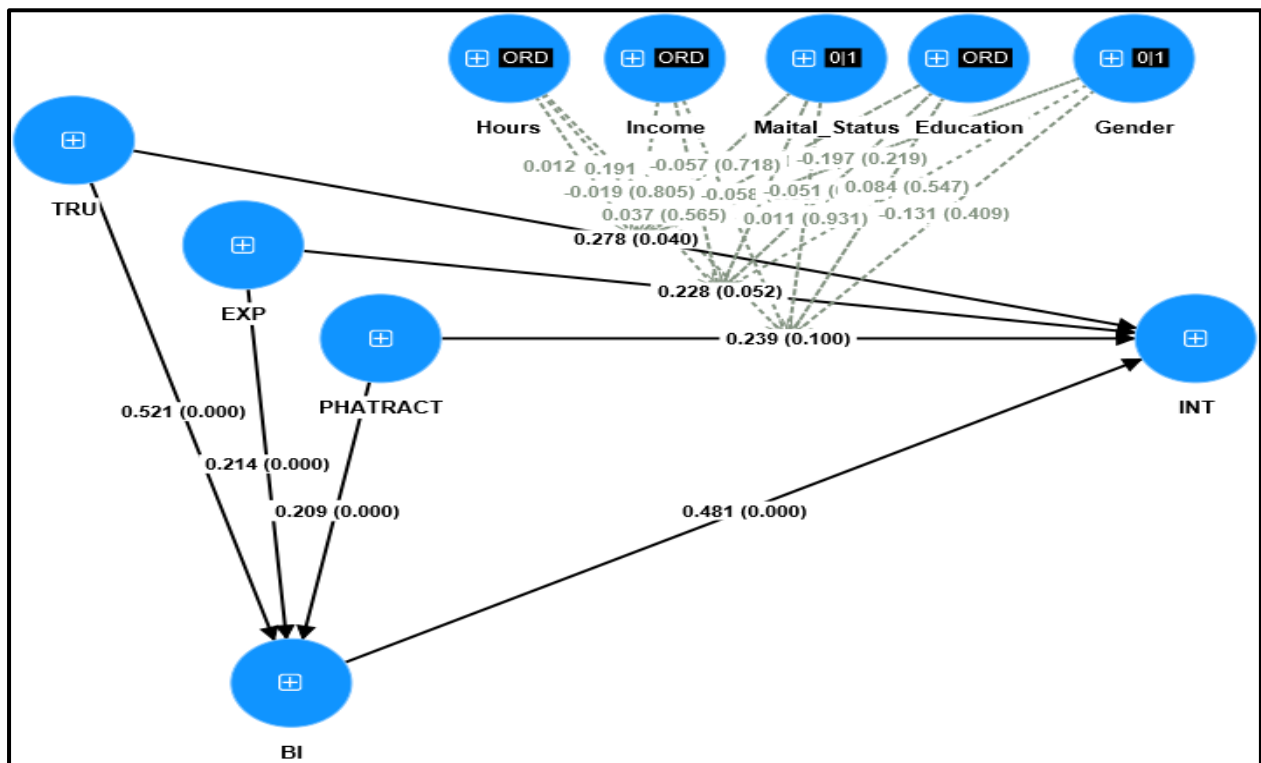
However, the results in the table 18 indicate that all included demographic variables have no effect on the dependent variable INT except the income which showed positive effect on purchase intention INT, and that means the higher the income the most likely the intention of purchase to happen ($B = 0.109$, $P\text{-value} = 0.013$).

Regarding the moderation effect, the results indicated that only income and education level have significant role on moderating the relationship between each of trustworthiness TRU, physical attractiveness PHATTRACT, and purchase intention INT. The interaction between income and TRU (Income*TRU) indicates a significant positive impact on INT ($B = 0.191$, $P\text{-value} = 0.004$), and that means that income positively affect the relationship between TRU and INT. Moreover, the interaction between education and TRU (Education*TRU) indicates a significant positive impact on INT ($B = 0.277$, $P\text{-value} < 0.001$), and that means that education positively affect the relationship between TRU and INT. Furthermore, the interaction between education and PHATTRACT (Education* PHATTRACT) indicates a significant negative impact on INT ($B = -0.194$, $P\text{-value} = 0.002$), and that means that education negatively affect the relationship between PHATTRACT and INT.

It can be noticed that the model explains 69% of BI variance ($r^2=.690$), and 75.2% of INT variance ($r^2=.753$) which considers strong explanation. The biggest contributor in explaining the variance in BI was TRU which has big effect size ($f^2=.433$), while the biggest contributor in explaining the variance in INT was BI which has big effect size ($f^2=.267$), the rest of the variables have a small insignificant contribution in explaining the variances in BI and INT.

According to the forementioned results, we conclude that education level has a positive moderation impact on the relationship between influencer's trustworthiness and online purchase intention, and a negative moderation impact on the relationship between influencer's physical attractiveness and online purchase intention. In addition to that, we conclude that income has a positive moderation impact on the relationship between influencer's trustworthiness and online purchase intention. Thus, hypotheses H4 is partially accepted.

Figure 3: The structural equation modelling of the research moderation model.



In summary, four research hypotheses were accepted as shown in table 19:

Table 19: Summary of hypotheses testing. Source: own research:

No.	Hypotheses	Accepted/ Rejected
H.1.	Brand Image mediate the impact of the expertise of influencer on consumers' online purchase intentions.	Accepted
H.2.	Brand Image mediate the impact of the trustworthiness of influencer on consumers' online purchase intentions.	Accepted
H.3.	Brand Image mediate the impact of the physical attractiveness of influencer on consumers' online purchase intentions.	Accepted
H.4.	There are significant differences at level $\alpha \leq 0.05$ among respondents towards (the impact of influencer marketing on consumers' online purchase intentions) due to personal characteristics (gender, education level, marital status, Residents, Income, hours per day spent on social media).	Partially Accepted

Chapter 5:

Results, Conclusion, and Recommendations:

5.1 Results:

In this part, we will present the empirical finding from the descriptive-analytic approach obtained from the questionnaires created and shared through social media. The section will further illustrate our findings from the various hypothesis implemented and control variables put forward. The study's main findings include answering the study's main question:

What is the impact of influencer marketing on consumers' online purchase intentions?

The analysis results show that all study variables affect consumers' purchase intentions, whether directly or indirectly, which means that there is an impact of influencer marketing on consumers' online purchase intentions. Using the data analysis, we discovered that a majority of the requirements had a consistency level high enough to be considered an essential condition. However, the examination of necessary conditions identified two sets of perception configurations in the context of influencer marketing, which led to consumers' desire to make a purchase. For this reason, influencer marketing strategy utilized by brands to increase purchase intent has a large effect on their followers. Brands choose this strategy because of its high awareness value, and customer experience. This strategy aids in the creation and maintenance of a positive brand image.

To present the impact influencer marketing has on consumers' purchase intentions and how that impact manifests itself. I created four hypotheses to try to solve this study topic.

Influencer marketing was expected to impact consumers' inclinations to buy in a favorable direct and indirect manner. As mentioned in the methodology, we thought that the brand Image mediates the impact of the expertise of influencers on consumers' online purchase intentions. We also thought that the brand image mediates the impact of the trustworthiness of influencers on consumers' online purchase intentions. Additionally, our brand image mediates the impact of the physical attractiveness of influencers on consumers' online purchase intentions.

Answer to the study's sub-questions:

1- What expertise is needed for influencers to influence consumer's purchase intentions?

From chapter five the hypothesis H1 on the expertise of the influencers comprised the various aspects including; the influencer's experience with the product, the influencer's modernity on social media, the number of followers and subscribers of the influencer, and lastly the number of companies the influencers represented. Summing up the total of the outlined factors used in the evaluation of our hypothesis we concluded that a positive influence on the consumer's purchase intentions. Our result implies that the influencer's expertise has a direct and an indirect positive impact on influencing consumers' purchase intentions. An influencer who has expertise regarding the promoted products or services is more likely to convince consumers to engage in a purchase from their brand. The overall standard deviation from our test statistics was 0.86 which indicated the data was well distributed and hence could not be biased or skewed. As a key hypothesis implemented in our test the factor seems to be very for consumers it is mandatory for brands to consider it to develop a successful influencer marketing campaign. Thus, it is appropriate for brands to ensure that their online brand ambassadors are generally informed and experienced and moreover, have knowledge about the products or services they are promoting.

2- How can influencers build trust with consumers to promote products and services?

This statistic indicates the H2 statistic was carried out on a broader scale to evaluate the key elements including; the number of followers and subscribers, confidence and credibility in the information provided by influencers, level of trust of Arab influencers over foreign influencers, the scope of a younger influencer as compared to older influencers and finally the level of trust on influencers who have more channels. Based on chapter five of our study we will fail to accept the test hypothesis H2. We will conclude that there isn't a direct impact of influencers' trust on consumers' purchase intentions, this could be due to those consumers are now more aware of hidden advertising and that influencers are mostly associated with paid promotions regardless of consumers' interest. For new brand products it is way harder to convince consumers of trustworthiness however when the brand is a well-known brand,

influencer trust affects consumer's purchase intentions, this could be due to that influencers are more interactive and accessible to their followers, they can attract the attention of their followers by sharing their daily events and digital content every day, and influencers express themselves through interactive and real content, limited ads for products, and being ambassadors for well-known products, this is how followers trust influencers. Additionally, most consumers tend to believe and trust consumers who have brand loyalty and may not have a tainted image in the public domain. According to our test statistic result, the standard deviation indicates a fair distribution and hence we concluded no event of biasness in the result. The failure to accept the statistic was overruled by some of the attributes in the test for instance the increase in the number of influencers channels which provided poor results hence there is no way it could affect the overall result.

3- What are the characteristics of physical attractiveness required by influencers so that they can influence consumer's purchase intentions?

In test hypothesis H3 on the influencer's physical attractiveness, the results indicated that there was an indirect impact of characteristics of physical attractiveness on consumers' purchase intentions. In this section, we evaluated a number of variables related to the scope namely; the elegance of his clothing designs, some of the physical qualities such as an athletic body, and the tactfulness in the speech of the influencer. Among all the variables the tactfulness of the influencer was one which we ended up accepting since the ability of an influencer to convince the consumer of purchasing intention through his content solely depended on communication. Thus, having good convincing power is a trait that is considered very important in the study. For the other variable, the results outlined a neutral result and thus offered more support to the hypothesis test. Therefore, brands should select influencers that present themselves in a good-looking way and have an attractive platform account, because this is an important determinant that reinforces their persuasiveness and influences consumers' intentions. Nonetheless, physical attractiveness is just in eyes of consumers, and therefore, the findings do not imply that brands should always engage with those beautiful influencers; rather, brands should check that the influencer matches with it from several viewpoints such as its positioning and values.

Findings:

Based on the analysis, it has been proven that there are four variables that influence purchase intentions of consumers; they are: influencer's expertise factors, influencer's trustworthiness factors, influencer's physical attractiveness and brand image.

brand image is one of the most important factors affecting the purchase intentions.

The results of the analysis proved that the Palestinian consumer cares greatly about brand image. Palestinian consumer prefers product with famous brands and it is one of the most important motives for increasing their intentions.

influencer's expertise influences the purchase intention. The Palestinian consumer believes that when the influencer has more expertise, the consumers will be convinced.

One of the most important factors affecting the purchase intention is influencer's trustworthiness. Even when the influencer gives the consumers a good product with a good price and quality, the consumer will be trust in him/ her. It is one of the motives that encourage consumers to buy.

The results prove that influencer's physical attractiveness and when influencers present themselves in a good-looking way and have an attractive platform account, because this is an important determinant that reinforces their persuasiveness and influences consumers' intentions.

5.2 Conclusion:

Influencers express themselves through interactive and real content, so business firms understand the importance of using influencers because they have a role to play in consumers' behavior toward the brand and online purchase intentions.

Some behavioral results were critical in comprehending how individuals utilize social media. According to the findings, most users use social media numerous times every day, for more than two hours per day. People's daily lives now include social media. The most popular platforms are Facebook, Instagram, and Snapchat. As a result, while advertising a company or product, these platforms should be taken into account. According to the study's findings, were that most people have already discovered a new product or brand via social media.

The main purpose of this research was to examine the impact of influencer marketing on consumers' online purchase intentions to understand consumer behavior regarding influencer marketing exposure.

The research depended on the descriptive analytical approach. this research was done, by creating a questionnaire, which was then shared through social media. A total of 200 Palestinian consumers, formed the sample for the study.

The questionnaire contained a brief introduction to the research's theme. The first questions aimed to characterize the sample's demographic. These were followed by questions structured through existing metrics for each of the variables (Influencer characteristics, Brand image, and Consumers' Online Purchase Intentions).

After the data had been gathered, the researcher used the IBM SPSS software to create the statistical database. Then, the IBM SPSS software was used to analyze (descriptive analysis), and then used the smart PLS software to analyze this data. these tests were conducted using this two software, all of which presented values considered good or very good.

Based on an extensive literature review and the related findings, we expected that influencer marketing would generate a positive impact on consumers' online purchase intentions.

The results of this research accepted all the hypotheses, we conclude that the brand image of the product mediates the impact of the expertise, trustworthiness, and physical attractiveness of influencers on consumers' online purchase intentions. Thus, hypotheses H1, H2, & H3 are accepted.

This was also supported by Koay, et al. (2021) who stated that the perceived marketing activities, conducted by the influencers of Instagram, had a significant powerful impact on the followers' perceptions regarding all aspects of source credibility (expertise, trustworthiness, and attractiveness). McGinnies and Ward (1980) found that endorsers whom both have expertise and trustworthiness are the most influential on the level of attitude change

According to the results, we conclude that education level has a positive moderation impact on the relationship between influencer's trustworthiness and online purchase intention, and a negative moderation impact on the relationship between influencer's physical attractiveness and online purchase intention, which means that the educated Palestinian consumers, don't care about the physical attractiveness of the influencer, but they care about trust in the

influencer and that affects purchase intentions. In addition to that, we conclude that income has a positive moderation impact on the relationship between influencers' trustworthiness and online purchase intention. Thus, hypothesis H4 is partially accepted.

5.3 Recommendations:

The digital world of social media is fast-changing and growing with more global users every day. The strategy of influencer marketing is in constant development. As we have shown, businesses, companies, and individuals are increasingly turning to this marketing strategy and academics are endeavoring to research the field. Although existing research has covered some of the complex picture and our thesis aimed at contributing to the field.

Recommendations for influencers:

- 1- Influencers should maintain being honest and trustworthy because consumers are more particular when it comes to credible influencers.
- 2- Influencers should create new innovative ways of promoting their products online or create new persuading videos that capture the interest of consumers because researchers notice that every influencer tends to come up with the trend.
- 3- It is highly effective if an influencer creates its own and original content. Influencers should consider the consumers' feedback because, with this, they can examine and observe what is lacking from them and fix it. They should always read the comments because most of the feedback is written there.
- 4- Influencers should use accurate and precise words in promoting a particular product in their video, for this will be the criteria of the viewers to know if it is effective.
- 5- Influencers should do their job as a part of their passion, love and willingness.

Recommendations for (brands) companies and individuals:

- 1- The various factors taken into account already contribute to positive brand positivity and generate significant sales. Thus, brands must select influencers based on experience, trustworthiness, and physical attractiveness.
- 2- Brands should create unique campaigns in collaboration with influencers to make more sales.

- 3- Individuals, when want to open their new business, should take into account influencers to promote the products or services.
- 4- companies can use social media influencers to assist in building the brand image of a product.

Recommendations for future research;

- 1- To all future researchers, this study will be used as a guide intended for their thesis or dissertation if their subject is somewhat related to our study. It will guide them to understand better how effective a social media influencer is in consumers' purchase intention.
- 2- The study will help businesses know the most effective way and strategy to use in producing a good and effective way of promoting their business through influencers. It will help their business grow and give an idea of the consumer's perspective on influencers and how it affects them. To consumers.
- 3- the study will help the consumers know the importance of influencers in today's generation and how businesses use these influencers as a way of promoting a particular brand.

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Appendixes:

Appendix A: Name of experts:

Dr. Salah Sawalmah

Dr. Nidal Darwish

Dr. Salwa Barghouthi

Dr. Ahmad Herzallah

Dr. Ibrahim Awad

Dr. Hasan Nusiebah

Dr. Mohammad Barghothi

Appendix B: outer, inner model:

1. Outer model

Item	VIF	Item	VIF
BI1	1.853	INT1	2.325
BI2	2.403	INT2	1.541
BI3	2.298	INT3	2.773
BI4	2.593	INT4	2.69
BI5	2.379	PHATRACT1	2.29
EXP1	1.577	PHATRACT2	1.982
EXP2	1.645	PHATRACT3	1.28
EXP3	2.156	TRU3	1.959
EXP4	2.068	TRU4	2.071
EXP5	1.703	TRU5	1.942
		TRU6	1.715
		TRU7	2.287

2. Inner model

	BI	EXP	INT	PHATRACT	TRU
BI			3.225		
EXP	2.075		2.223		
INT					
PHATRACT	1.692		1.833		
TRU	2.017		2.89		

Appendix C: Main model

Direct effect (Path coefficients)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI -> INT	0.510	0.508	0.068	7.520	0.000
EXP -> BI	0.214	0.216	0.053	4.043	0.000
EXP -> INT	0.236	0.236	0.072	3.275	0.001
PHATRACT -> BI	0.209	0.209	0.056	3.710	0.000
PHATRACT -> INT	0.076	0.080	0.070	1.089	0.276
TRU -> BI	0.521	0.519	0.054	9.577	0.000
TRU -> INT	0.094	0.094	0.075	1.260	0.208

Indirect effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
EXP -> INT	0.109	0.110	0.032	3.443	0.001
PHATRACT -> INT	0.107	0.107	0.033	3.205	0.001
TRU -> INT	0.265	0.263	0.044	6.000	0.000

Total effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI -> INT	0.510	0.508	0.068	7.520	0.000
EXP -> BI	0.214	0.216	0.053	4.043	0.000
EXP -> INT	0.345	0.346	0.077	4.508	0.000
PHATRACT -> BI	0.209	0.209	0.056	3.710	0.000
PHATRACT -> INT	0.183	0.186	0.081	2.261	0.024
TRU -> BI	0.521	0.519	0.054	9.577	0.000
TRU -> INT	0.360	0.357	0.083	4.353	0.000

Effect size (f-square)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI -> INT	0.253	0.261	0.083	3.044	0.002
EXP -> BI	0.071	0.078	0.039	1.825	0.068
EXP -> INT	0.079	0.087	0.050	1.579	0.115
PHATRACT -> BI	0.084	0.091	0.049	1.720	0.085
PHATRACT -> INT	0.010	0.019	0.022	0.441	0.659

TRU -> BI	0.433	0.449	0.130	3.328	0.001
TRU -> INT	0.010	0.016	0.018	0.536	0.592

R-square

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI	0.690	0.696	0.043	16.140	0.000
INT	0.682	0.691	0.044	15.605	0.000

Adjusted R-square

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI	0.685	0.691	0.043	15.788	0.000
INT	0.675	0.685	0.045	15.145	0.000

2 - Moderating model

Direct effect (Path coefficients)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI -> INT	0.481	0.472	0.066	7.346	0.000
EXP -> BI	0.214	0.216	0.054	3.990	0.000
EXP -> INT	0.228	0.216	0.117	1.944	0.052
Education -> INT	0.023	0.023	0.046	0.506	0.613
Hours -> INT	0.029	0.027	0.050	0.575	0.565
Income -> INT	0.109	0.111	0.044	2.485	0.013
Marital_Status -> INT	-0.053	-0.057	0.097	0.550	0.582
PHATRACT -> BI	0.209	0.210	0.055	3.791	0.000
PHATRACT -> INT	0.239	0.248	0.145	1.644	0.100
TRU -> BI	0.521	0.519	0.055	9.547	0.000
TRU -> INT	0.278	0.275	0.135	2.058	0.040
Gender -> INT	0.032	0.037	0.104	0.303	0.762
Income x PHATRACT -> INT	-0.056	-0.034	0.065	0.864	0.388
Education x PHATRACT -> INT	-0.194	-0.179	0.064	3.043	0.002
Gender x EXP -> INT	0.084	0.087	0.139	0.603	0.547
Hours x EXP -> INT	-0.019	-0.021	0.076	0.247	0.805
Income x EXP -> INT	-0.094	-0.103	0.075	1.257	0.209
Income x TRU -> INT	0.191	0.180	0.067	2.864	0.004

Hours x TRU -> INT	0.012	0.011	0.082	0.152	0.879
Maital_Status x PHATRACT -> INT	0.011	-0.015	0.121	0.087	0.931
Education x EXP -> INT	-0.051	-0.054	0.064	0.806	0.420
Gender x PHATRACT -> INT	-0.131	-0.126	0.158	0.826	0.409
Hours x PHATRACT -> INT	0.037	0.040	0.064	0.575	0.565
Maital_Status x EXP -> INT	-0.058	-0.042	0.134	0.431	0.667
Education x TRU -> INT	0.277	0.269	0.075	3.696	0.000
Maital_Status x TRU -> INT	-0.057	-0.050	0.157	0.362	0.718
Gender x TRU -> INT	-0.197	-0.194	0.160	1.228	0.219

Indirect effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
EXP -> INT	0.103	0.102	0.030	3.420	0.001
PHATRACT -> INT	0.101	0.099	0.031	3.217	0.001
TRU -> INT	0.251	0.245	0.041	6.057	0.000

Total effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI -> INT	0.481	0.472	0.066	7.346	0.000
EXP -> BI	0.214	0.216	0.054	3.990	0.000
EXP -> INT	0.331	0.318	0.117	2.831	0.005
Education -> INT	0.023	0.023	0.046	0.506	0.613
Hours -> INT	0.029	0.027	0.050	0.575	0.565
Income -> INT	0.109	0.111	0.044	2.485	0.013
Maital_Status -> INT	-0.053	-0.057	0.097	0.550	0.582
PHATRACT -> BI	0.209	0.210	0.055	3.791	0.000
PHATRACT -> INT	0.340	0.347	0.149	2.277	0.023
TRU -> BI	0.521	0.519	0.055	9.547	0.000
TRU -> INT	0.529	0.520	0.133	3.988	0.000
Gender -> INT	0.032	0.037	0.104	0.303	0.762
Income x PHATRACT -> INT	-0.056	-0.034	0.065	0.864	0.388
Education x PHATRACT -> INT	-0.194	-0.179	0.064	3.043	0.002
Gender x EXP -> INT	0.084	0.087	0.139	0.603	0.547
Hours x EXP -> INT	-0.019	-0.021	0.076	0.247	0.805
Income x EXP -> INT	-0.094	-0.103	0.075	1.257	0.209
Income x TRU -> INT	0.191	0.180	0.067	2.864	0.004
Hours x TRU -> INT	0.012	0.011	0.082	0.152	0.879
Maital_Status x PHATRACT -> INT	0.011	-0.015	0.121	0.087	0.931
Education x EXP -> INT	-0.051	-0.054	0.064	0.806	0.420
Gender x PHATRACT -> INT	-0.131	-0.126	0.158	0.826	0.409

Hours x PHATRACT -> INT	0.037	0.040	0.064	0.575	0.565
Maital_Status x EXP -> INT	-0.058	-0.042	0.134	0.431	0.667
Education x TRU -> INT	0.277	0.269	0.075	3.696	0.000
Maital_Status x TRU -> INT	-0.057	-0.050	0.157	0.362	0.718
Gender x TRU -> INT	-0.197	-0.194	0.160	1.228	0.219

Effect size (f-square)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI -> INT	0.267	0.270	0.086	3.104	0.002
EXP -> BI	0.071	0.078	0.039	1.825	0.068
EXP -> INT	0.019	0.021	0.018	1.058	0.290
Education -> INT	0.002	0.008	0.011	0.148	0.883
Hours -> INT	0.003	0.010	0.014	0.187	0.851
Income -> INT	0.039	0.046	0.033	1.197	0.232
Maital_Status -> INT	0.002	0.010	0.014	0.158	0.874
PHATRACT -> BI	0.084	0.091	0.049	1.720	0.085
PHATRACT -> INT	0.015	0.020	0.018	0.829	0.407
TRU -> BI	0.433	0.449	0.130	3.328	0.001
TRU -> INT	0.022	0.025	0.022	1.013	0.311
Gender -> INT	0.001	0.007	0.010	0.058	0.953
Income x PHATRACT -> INT	0.006	0.010	0.013	0.493	0.622
Education x PHATRACT -> INT	0.062	0.058	0.041	1.510	0.131
Gender x EXP -> INT	0.002	0.007	0.009	0.216	0.829
Hours x EXP -> INT	0.000	0.007	0.010	0.043	0.965
Income x EXP -> INT	0.012	0.019	0.021	0.599	0.549
Income x TRU -> INT	0.064	0.064	0.047	1.362	0.173
Hours x TRU -> INT	0.000	0.011	0.014	0.017	0.986
Maital_Status x PHATRACT -> INT	0.000	0.007	0.010	0.005	0.996
Education x EXP -> INT	0.004	0.009	0.012	0.318	0.751
Gender x PHATRACT -> INT	0.004	0.009	0.011	0.373	0.709
Hours x PHATRACT -> INT	0.002	0.008	0.011	0.186	0.852
Maital_Status x EXP -> INT	0.001	0.007	0.011	0.126	0.900
Education x TRU -> INT	0.093	0.091	0.052	1.799	0.072
Maital_Status x TRU -> INT	0.001	0.009	0.012	0.097	0.923
Gender x TRU -> INT	0.009	0.014	0.016	0.562	0.574

R-square

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI	0.690	0.696	0.043	16.140	0.000
INT	0.753	0.783	0.030	24.921	0.000

Adjusted R-square

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI	0.685	0.691	0.043	15.788	0.000
INT	0.720	0.754	0.034	20.932	0.000

Appendix D: Questionaries



جامعة القدس
عمادة الدراسات العليا
ماجستير إدارة الأعمال

استبانة الدراسة

تحية طيبة وبعد...

يطيب لي أن أضع بين يديكم هذا الاستبيان الذي أُعد بهدف الحصول على البيانات المتعلقة بدراسة عنونها: " تأثير المؤثرين على نوايا الشراء المستهلكين عبر الانترنت". وذلك استكمالاً لمتطلبات الحصول على درجة الماجستير من جامعة القدس في تخصص إدارة الأعمال. لذا أرجو من حضراتكم التكرم بتخصيص جزء من وقتكم الثمين لتعبئة الاستبانة المرفقة، مع مراعاة الدقة في الإجابة عن الأسئلة المطروحة، والذي سيكون له عظيم الأثر والفائدة في الوصول إلى نتائج أكثر دقة كونها ستستخدم لأغراض البحث العلمي فقط. سيتم التعامل مع إجاباتكم على البنود الواردة في هذا الاستبيان بالسرية التامة والمطلقة ولن يتم الكشف عنها لأي شخص.

الباحثة: نسرين طقاطقة.
إشراف: د. محمد سالم.

شاكرين لكم حسن تعاونكم.

يرجى التكرم باختيار البديل المناسب لكل عبارة من العبارات التالية وذلك بوضع إشارة (X).

القسم الأول: المعلومات الشخصية:

1. الجنس	
<input type="checkbox"/> ذكر	<input type="checkbox"/> انثى
2. المستوى التعليمي	
<input type="checkbox"/> ثانوي فأقل	<input type="checkbox"/> دبلوم
<input type="checkbox"/> بكالوريوس	<input type="checkbox"/> دراسات عليا
<input type="checkbox"/> غير ذلك	
3. الحالة الاجتماعية	
<input type="checkbox"/> أعزب	<input type="checkbox"/> متزوج
<input type="checkbox"/> مطلق	<input type="checkbox"/> أرمل
4. مكان السكن	
<input type="checkbox"/> مدينة	<input type="checkbox"/> قرية
<input type="checkbox"/> مخيم	
5. الدخل	
<input type="checkbox"/> 2000 شيكل فأقل	<input type="checkbox"/> 2001 – 4000 شيكل
<input type="checkbox"/> 4001 – 6000 شيكل	<input type="checkbox"/> 6001 – 8000 شيكل
<input type="checkbox"/> 8001 شيكل فأكثر	
6. هل لدي حساب على مواقع التواصل الاجتماعي التالية: (ممكن اختيار أكثر من موقع)	
<input type="checkbox"/> Facebook	<input type="checkbox"/> Instagram
<input type="checkbox"/> Snapchat	<input type="checkbox"/> YouTube
<input type="checkbox"/> Twitter	
7. عدد الساعات اليومية التي اقضيها على وسائل التواصل الاجتماعي	
<input type="checkbox"/> 2 ساعات فأقل	<input type="checkbox"/> 2 – أقل من 4 ساعات
<input type="checkbox"/> 4 – أقل من 6 ساعات	<input type="checkbox"/> 6 ساعات فأكثر
8. سبق وشاهدت اعلان لمنتج او خدمة قدمت من قبل مؤثرين خلال تصفحي لمواقع التواصل الاجتماعي	
<input type="checkbox"/> نعم	<input type="checkbox"/> لا

القسم الثاني: محاور الدراسة

المحور الأول: خصائص المؤثرين

البعد الأول: الخبرة					
م.	الأسئلة	موافق بشدة	موافق	محايد	غير موافق بشدة
1.	خبرة المؤثرين في مجال المنتج الذي يتم التسويق له تقنعني بالشراء.				
2.	تؤثر حداثة المؤثر على وسائل التواصل الاجتماعي على قراري الشرائي.				
3.	كلما زاد عدد المتابعين والمشاركين للمؤثر زادت قناعاتي بشراء المنتج المعلن له.				
4.	كلما زاد عدد الشركات التي يمثلها المؤثر كلما زادت قناعاتي بالمنتج الذي يسوق له.				
5.	تؤثر قدرة (أسلوب) المؤثر على توصيل فكرة المنتج على قناعاتي بشراء المنتج المعلن له.				

البعد الثاني: الثقة					
م.	الأسئلة	موافق بشدة	موافق	محايد	غير موافق بشدة
1.	كلما زاد حجم المحتوى الذي يتم مشاركته من قبل المؤثر كلما زادت مصداقيته بالنسبة لي.				
2.	كلما قلت جودة المحتوى الذي يتم مشاركته من قبل المؤثر قلت مصداقيته.				
3.	كلما زاد عدد المتابعين والمشاركين زادت مصداقية المؤثر لدي.				
4.	لدي ثقة بمصداقية المعلومات التي يقدمها المؤثرين.				
5.	تزداد ثقتي بالمؤثرين العرب أكثر مقارنة بالأجانب.				
6.	تزداد ثقتي بالمؤثرين الشباب أكثر من كبار السن.				
7.	تزداد ثقتي بالمؤثرين الذين يمتلكون عدد قنوات أكبر.				
8.	تزداد ثقتي بالمؤثرين الذين يمثلون شركات عالمية.				

					مشاهدة المؤثر وهو يستخدم المنتج المعلن عنه يزيد من ثقتي بمصداقيته.	9.
					تجربتي السابقة لمنتجات أخرى قدم لها نفس المؤثر تزيد من ثقتي بالمؤثر.	10.

البعد الثالث: قبول المظهر

م.	الأسئلة	موافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة
1.	كلما كان المظهر الخارجي (ملابسه) للمؤثر أنيق خلال عرضه للمنتج المعلن عنه يجعلني أفكر بجديده أكثر بالشراء.					
2.	إذا كان المؤثر يمتلك صفات جسمانية (جسم رياضي) يزيد من متابعتي له ويؤثر في قراري الشرائي.					
3.	كلما كان المؤثر لبق الحديث (يتكلم باحترافية) في تقديم الإعلان لأي منتج يؤثر في قراري الشرائي.					
4.	إذا كان المؤثر يراعي الآداب العامة يزيد من متابعتي له ويؤثر في قراري الشرائي.					

المحور الثاني: صورة العلامة التجارية

م.	الأسئلة	موافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة
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					تكونت لدي صورة ايجابية للعلامة التجارية التي يتناقلها المؤثرين عبر وسائل التواصل الاجتماعي.	.1
					أثق بالعلامة التجارية التي يعلن عنها المؤثرين.	.2
					مشاهدتي لإعلان لمؤثر عالمي يزيد من قناعاتي بالعلامة التجارية.	.3
					مشاهدتي لإعلان لمؤثر عربي يزيد من قناعاتي بالعلامة التجارية.	.4
					مشاهدتي لإعلان لمؤثر محلي يزيد من قناعاتي بالعلامة التجارية.	.5
					متابعتي للعلامات التجارية التي يسوق لها المؤثرين ترسخ العلامة التجارية في ذهني.	.6
					أتعرف على بعض العلامات التجارية الجديدة من خلال متابعة المؤثرين.	.7

المحور الثالث: نوايا الشراء

م.	الأسئلة	موافق بشدة	موافق	محايد	غير موافق	غير موافق بشدة
.1	اقتنع بجودة المنتجات التي يروج لها المؤثرين عبر وسائل التواصل الاجتماعي.					

					المعلومات التي يزودني بها المؤثرين تساعدني في المقارنة بين المنتجات (البدائل).	.2
					اشترى من المنتجات التي يروج لها المؤثرين عبر وسائل التواصل الاجتماعي.	.3
					أُتأثر إيجابياً بردود فعل المؤثرين حول المنتجات التي أرغب بشراءها.	.4
					أُتأثر عند الشراء برأي اصحابي واقاربي بالمؤثر.	.5

شاكرين لكم حسن تعاونكم.