

Makale Geliş Tarihi / Received : 05.08.2024
Makale Kabul Tarihi / Accepted : 22.10.2024
Makale Yayın Tarihi / Publisher : 31.12.2024

Makale Türü: Araştırma
Article Type: Research

Atf/Citation: Ouchen, O, & Yurdabak, M. K. (2024). The Effect of Influencer Marketing on Purchase Intention: Online Buying Behavior in Morocco. *Turkish Journal of Marketing Research*, 3(2), 81-94.

The Effect of Influencer Marketing on Purchase Intention: Online Buying Behavior in Morocco*

Ouissal OUCHEN¹, Merve Kadriye YURDABAK²

ABSTRACT

This article explores the impact of influencer marketing on the online buying behavior of Moroccan consumers, through four key hypotheses related to online buying behavior and its drivers. This study claims that the credibility, similarity, familiarity, and authenticity of influencers jointly impact the online buying behavior of Moroccan customers. A questionnaire involving 300 Moroccan participants was conducted. After that, a thorough interpretation was conducted on the obtained answers. The findings show strong evidence of the influence that influencer factors such as familiarity, similarity, authenticity, and credibility have on Moroccan online buying behavior, validating all the assumptions. In summary, this study underscores the critical function of influencer marketing in shaping Moroccan consumers' online buying behavior. The findings hold practical relevance for marketers seeking to influence Moroccan consumer online buying behavior and can help them improve their influencer marketing strategies in the Moroccan market.

Keywords: Influencer Marketing, Online Buying Behavior, Customer Behavior, Digital Marketing

JEL Classification Codes: M30, M31

Influencer Pazarlamanın Satın Alma Yönelimine Etkisi: Fas'ta Çevrimiçi Satın Alma Davranışı


ÖZ


Bu makale, çevrimiçi satın alma davranışı ve itici güçleriyle ilgili dört temel hipotez aracılığıyla, etkileyici pazarlamanın Faslı tüketicilerin çevrimiçi satın alma davranışı üzerindeki etkisini araştırmaktadır. Bu çalışma, etkileyicilerin güvenilirliği, benzerliği, aşinalığı ve özgünlüğünün, Faslı müşterilerin çevrimiçi satın alma davranışını birlikte etkilediğini iddia etmektedir. 300 Faslı katılımcının yer aldığı bir anket yürütülmüştür. Bundan sonra, elde edilen yanıtlar üzerinde kapsamlı bir yorumlama yapılmıştır. Bulgular, aşinalık, benzerlik, özgünlük ve güvenilirlik gibi etkileyici faktörlerin Faslı çevrimiçi satın alma davranışı üzerindeki etkisine dair güçlü kanıtlar göstermektedir ve tüm varsayımları doğrulamaktadır. Özetle, bu çalışma, Faslı tüketicilerin çevrimiçi satın alma davranışlarını şekillendirmede etkileyici pazarlamanın kritik işlevini vurgulamaktadır. Bulgular, Faslı tüketicilerin çevrimiçi satın alma davranışlarını etkilemek isteyen pazarlamacılar için pratik öneme sahiptir ve Fas pazarında etkileyici pazarlama stratejilerini iyileştirmelerine yardımcı olabilir.

Anahtar Kelimeler: Influencer Pazarlama, Online Satın Alma Davranışı, Müşteri Davranışı, Dijital Pazarlama

JEL Sınıflandırma Kodları: M30, M31

* This study is derived from the master's thesis prepared by Ouissal OUCHEN under the supervision of Asst. Prof. Dr. Merve YURDABAK.

¹  Master Student/, İstanbul Ticaret University / Institute of Graduate Studies / Global Marketing and Brand Management Program, ouchenouissal@gmail.com

²  Asst. Prof. Dr./ İstinye University/ Faculty of Economics, Administrative and Social Sciences / Department of Management Information Systems, merve.yurdabak@istinye.edu.tr

GENİŞLETİLMİŞ ÖZET

Amaç ve Kapsam:

Bu araştırmanın temel amacı, influencer pazarlamanın Faslı tüketicilerin satın alma niyetleri üzerindeki etkisini incelemektir. Konu özelinde spesifik olarak, influencer pazarlamada güvene katkıda bulunan dört temel faktör bulunmaktadır: özgünlük, benzerlik, aşinalık ve güvenilirlik. Bu unsurların tüketici davranışını nasıl etkilediği incelenmektedir. Fas'taki hedef kitleleriyle etkili bir şekilde etkileşim kurmak isteyen markalar için kritik önem taşımaktadır. Bu çalışma, neticede tüketicilerin satın alma kararlarını belirleyen influencerlar ve tüketiciler arasında olumlu bir ilişkiyi teşvik etmede bu faktörlerin önemini vurgulamaktadır.

Yöntem:

Bu çalışmada, hedeflerine ulaşmak için nicel bir yaklaşım kullanarak açıklayıcı bir araştırma yöntemi kullanılmaktadır. Faslı 300 katılımcıdan oluşan bir kitleye, influencer pazarlama algılarını ve bunun satın alma kararları üzerindeki etkilerine odaklanan yapılandırılmış bir anket çalışması düzenlenmiştir. Ankette demografik özellikler, internet ve sosyal medya kullanımı, influencer pazarlama faktörleri ve satın alma davranışı gibi çeşitli bölümler yer almaktadır. Nicel analiz seçimi, değişkenler arasındaki ilişkilerin kapsamlı bir incelemesini kolaylaştırma yeteneğine dayanmaktadır. Bu yöntem, araştırmacıların, influencer pazarlamanın tüketici tutum ve davranışları üzerindeki etkisi hakkında genellenebilir sonuçlar çıkarmak için çok önemli olan büyük miktarda veri toplamasına olanak tanımaktadır. Nicel bir yaklaşım ile, influencerlar'ın tüketicilerin dijital pazardaki algılarını ve niyetlerini nasıl etkilediğine ışık tutmayı amaçlanmaktadır.

Bulgular:

Toplanan verilerin analizi, incelenen değişkenler arasındaki ilişkiler hakkında önemli bilgiler edinmeyi mümkün kılan SPSS yazılımı kullanılarak gerçekleştirilmiştir. Faktör analizi: Faktör analizi, tüm faktör yüklemelerinin 0,70'in üzerinde olduğunu doğrulayarak, çalışmada kullanılan yapıların hem geçerli hem de güvenilir olduğunu göstermektedir. Korelasyon Analizi: Çalışma birkaç dikkate değer korelasyon ortaya koymaktadır:

- Benzerlik ve satın alma niyeti arasında güçlü bir doğrusal ilişki (Pearson korelasyonu 0.501) gözlemlenmiştir.
- Aşinalık ve satın alma niyeti arasında olumlu bir ilişki (0.403) gözlemlenmiştir.
- Güvenilirlik ve satın alma niyeti arasında olumlu bir korelasyon (0.478) gözlemlenmiştir.
- Özgünlük ve satın alma niyeti arasında önemli bir ilişki (0.450) gözlemlenmiştir.
- Doğrusal Regresyon Analizi: Bu analiz, her bağımsız değişkenin satın alma niyeti üzerindeki etkisini değerlendirmektedir:
- Benzerlik: 0,309'luk bir R-kare değeri, benzerlikteki% 1'lik bir değişikliğin, satın alma niyetindeki% 30,9'luk bir değişikliğe karşılık geldiğini göstermektedir.
- Aşinalık: 0,277'lik bir R-kare değeri, aşinalıktaki% 1'lik bir değişikliğin satın alma niyetinde% 27,7'lik bir değişiklikle sonuçlandığını göstermektedir.
- Güvenilirlik: 0,286'lık bir R-kare değeri, güvenilirlikteki% 1'lik bir değişikliğin satın alma niyetinde% 28,6'lık bir değişiklikle sonuçlandığını göstermektedir.
- Orijinallik: 0,383'ün R karesi değeri, orijinallikteki% 1'lik bir değişikliğin, satın alma niyetindeki% 38,3'lük bir değişikliğe karşılık geldiğini göstermektedir.
- Bu sonuçlar, her bir faktörün tüketici davranışını etkilemede oynadığı önemli rolü vurgularken, özgünlük en etkili değişken olarak tespit edilmiştir.

Sonuç ve Tartışma:

Bu çalışma, influencer pazarlamanın markalar için hem fırsatlar hem de zorluklar sunduğu sonucuna varmaktadır. Marka değerleriyle uyumlu ve hedef kitleye yönelik influencer'lar seçmenin çok önemli önemini vurgulamaktadır. Bulgular, tüketicilerin ücretli promosyonlardan haberdar olsalar dahi, influencer'lardan giderek daha fazla özgün içerik bekladıklarını göstermektedir. Bu durum influencer'ların özgünlüğünün, tüketici satın alma niyetlerini önemli ölçüde olumlu etkileyeceğini göstermektedir. Ek olarak, bu çalışma, markaların farklı sektörlerde birden fazla markayı tanıtan influencer ile ortaklık kurarken dikkatli olmaları gerektiğini, bu durumun güvenilirliği azaltabileceğini göstermektedir. Markalar, pazara hakim güvenilir influencerlar ile çalışmaya odaklanmalıdır. Bu çalışma, markaların benzerlik, aşinalık, güvenilirlik ve özgünlük faktörleriyle ölçülen güven ve özgünlüğü somutlaştıran influencerlar'dan yararlanma ihtiyacını vurgulamaktadır.

Bu araştırmanın sonuçları Fas pazarında faaliyet gösteren pazarlamacılar için oldukça önem teşkil etmektedir. Bu bulgular, influencer pazarlamanın tüketici katılımını iyileştirmek ve satışları artırmak için stratejik olarak nasıl kullanılabileceğine dair pratik bilgiler sağlamaktadır.

1. INTRODUCTION

In today's digital age, the widespread adoption of social media platforms made the interaction between businesses and their target audiences more developed as influencer marketing started appearing. To improve meaningful engagements with the consumer who now has the power and tools to create their brand-related content, brand managers must adjust their brand strategies in response to the growing popularity of social networks. Influencer marketing can bypass ad-blocking software, which is actively used by regular internet users, to reach customers (Djafarova and Rushworth, 2017). Influencer promotions may be thought to be of high quality, according to Djafarova and Rushworth's findings from 2017; otherwise, the influencers' endorsement and affiliation with the brand would not be justified.

According to Bernoff and Li (2011), social media platforms allow for customer interaction, suggesting that businesses are no longer the primary means of brand communication. Additionally, consumers increasingly turn away from traditional media outlets like radio, television, and magazines in favor of social networking sites to find information (Mangold & Faulds, 2009). This phenomenon has reduced marketers' control over brand management (Berthon et al., 2007). It is crucial to understand that consumers' perceptions of brands are no longer solely influenced by the messages that businesses convey but also by what other consumers say about the brand.

Social media marketing requires additional consideration and strategy development to build brand equity. Similar to social media marketing, relationship marketing requires companies to stop "trying to sell" and instead concentrate on developing a "relationship" with their clients (Gordhamer, 2009). Businesses should steer clear of "huge campaigns" in favor of "little acts," as modest campaigns can quickly reach a large audience and accomplish their goals as quickly as possible (Coon, 2010). Social media marketing is a term that describes the state of the market in the modern, technologically advanced world. Numerous studies examined how consumers perceived their intentions to make purchases online. Furthermore, social media marketing is distinct from conventional forms of communication in that it aims to exhibit the brand's image rather than manage it, giving customers more authentic communication.

According to Miller, Fabian, and Lin (2009), the value of social media is found in the interaction between users and communities and the ability to facilitate instant, interesting communication at a reasonable price. Internet communities, blogs, and social networks have improved most people's lives, leading to social media's expansion into alternative communication tools that complement existing connections with entertainment and improve the user experience.

As influencer marketing is being used more in recent years and is still new to the digital marketing world, research and articles about it are just starting to emerge, with few only going through the impact of the use of influencer marketing as a marketing tool to strengthen brand equity and affect how consumers perceive the brand. This study will examine how influencer marketing can impact the purchase behavior of customers.

2. LITERATURE REVIEW

2.1. Digital marketing overview

The use of internet-related technologies to promote and sell goods and services through various digital channels, such as websites, email marketing and social media, is known as digital marketing. This approach is an essential tool for companies to dialogue with their customers, assess their needs and create lasting relationships. Digital marketing is considered beneficial due to its cost-effectiveness and global reach, which facilitates a bilateral connection between companies and consumers. (Kotler and Keller, 2012)

In addition, digital marketing encompasses a wide range of strategies, including search engine optimization (SEO), content marketing and social media engagement, allowing companies to tailor their messages to specific audiences. By leveraging analytics and data-driven insights, companies can refine their marketing efforts, ensuring that they resonate with potential customers. (Kotler, 2012)

However, challenges remain, such as some customers' preference for face-to-face interactions and their reluctance to trust online purchases. This skepticism can be detrimental to the effectiveness of digital marketing strategies, as companies must strive to build trust and credibility in the digital space. In addition, the saturation of digital advertising presents another obstacle, which makes it increasingly difficult for brands to stand out in a crowded market. Thus, if digital marketing offers many advantages, it also requires careful navigation of these challenges to obtain optimal results. (Santos, 2020)

2.2. Social Media Marketing

Social media platforms provide valuable data that can inform business decisions, such as customer preferences, market trends, and competitor strategies. However, effective social media marketing requires a strategic approach. Companies need to create engaging content, respond quickly to customer requests and feedback, and continuously monitor and adapt their strategies based on performance metrics. By investing in social media marketing, companies can reach a wider audience, build stronger relationships with customers, and, ultimately, drive business growth in today's digital landscape. (Wind and Rangaswamy, 2001)

2.3. Influencer Marketing

Influencers are appreciated for their recommendations because they are considered opinion leaders capable of establishing real links with consumers. Their ability to create relatable and authentic content promotes trust, which makes their recommendations more impactful than traditional advertising methods. (Cobain, 2020)

However, for brands to remain relevant and credible, the choice of the appropriate influencers is essential. The selection process must take into account not only the number of followers of the influencer, but also his engagement rates and his alignment with the values of the brand and the target audience. Collaborating with influencers who truly fit the brand's mission can improve authenticity and generate better results. (Lou and Yuan, 2018)

2.4. Consumer Interaction and Trust

The literature highlights how social media has changed the dynamics of how customers interact with brands. Nowadays, customers expect companies to use social media platforms to quickly respond to their requests and address their concerns. This change has led to a more individualized approach to marketing, with companies leveraging social media to better understand customer preferences and adjust their products and services accordingly (Shamsudeen and Ganeshbabu, 2018; Venciute, 2018).

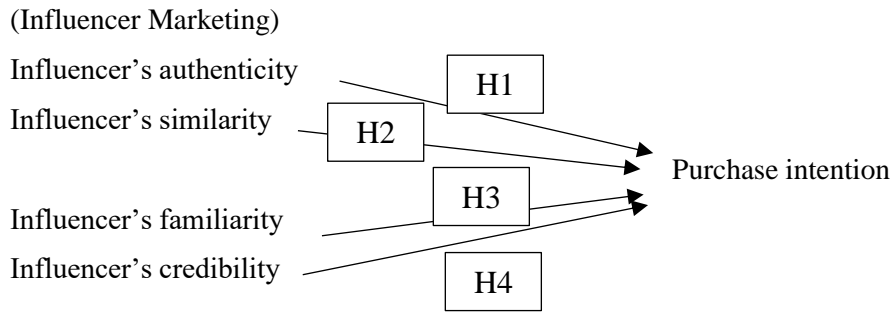
Despite this, a noticeable disconnect has been observed on social media platforms between customer expectations and actual brand responses. Many consumers express frustration when brands fail to engage in real-time or provide personalized interactions. This gap can lead to a decrease in customer satisfaction and loyalty, as consumers may feel undervalued or ignored. (Bernoff and Li, 2011)

In addition, brands that do not actively participate in conversations on social networks risk falling behind their competitors who are more attentive to customer needs. The importance of timely and relevant communication cannot be overestimated, as it significantly influences brand perception and customer trust. (Gordhamer, 2009)

3. METHODOLOGY

3.1. Research Model

Since the objective of this study is to investigate the relationship between variables, influencer marketing, and purchase intention, the research will be explanatory. The study will focus on understanding how influencer marketing affects the consumer's purchase intention and establishing a causal relationship between the two.



Similarity:

Similarity, as defined by Martensen et al. (2018), improves interpersonal attraction, trust, and understanding between individuals perceived as similar, particularly in offline contexts where senders are more convincing to recipients who are reflected in the sender. Martensen et al. (2018) say that influencers who share personal content and downplay their status create a sense of accessibility and relatability, leading followers to feel a shared identity and a greater likelihood of adopting the influencer's views and behaviors.

Consequently, the following hypothesis was formulated:

H1: *There is a relationship between similarity with influencers and purchase intention.*

Familiarity:

Familiarity with an influencer, shaped by prior exposure and associations, enhances the influencer's perceived credibility, making followers more likely to trust their advice on product selection and use (Martensen et al., 2018). This feeling of intimacy is fostered by personal sharing, leading to a stronger correlation between an influencer's familiarity and followers' purchasing intentions, as comfortable followers are more likely to trust and act according to the influencer's recommendations.

Consequently, the following hypothesis was formulated:

H2: *There is a relationship between familiarity with influencers and purchase intention.*

Credibility:

Although celebrities use their notoriety to promote their brands, social media influencers gain credibility through authenticity and build a special bond with their followers who see them as more approachable and reliable than traditional celebrities (Khamis, Ang, and Welling 2017). Highly credible influencers also improve consumers' attitudes toward brands and intentions to buy because their followers are more likely to think that a reliable influencer is recommending a product because they genuinely care about it or want to help others (Jiang & Anderson, 2018).

Consequently, the following hypothesis was formulated:

H3: *There is a relationship between the credibility of influencers and purchase intention.*

Authenticity:

The success of celebrity endorsements on social media depends on authenticity, which encompasses authenticity, trustworthiness, and quality, as these characteristics significantly improve the effectiveness of social media influencers (SMIs) in their marketing efforts (Beverland and Farrelly, 2010). Companies are increasingly integrating SMI into their strategies because consumers perceive influencer marketing as a true form of communication that promotes strong consumer-brand interactions and positively influences purchasing intentions, perceived quality, and receptivity messages (Napoli et al., 2016).

Consequently, the following hypothesis was formulated:

H4: *There is a relationship between the authenticity of influencers and purchase intention.*

3.2. Research Objectives

Our study aims to achieve the following objectives:

- To examine the relationship between influencer marketing and purchase intention.
- To assess the impact of influencer credibility, trust, authenticity, and similarity on purchase intention.

3.3. Research Method

A research method that deals with the quantification and interpretation of data is known as the quantitative analysis approach. To help solve research problems, analytical methods are used to explain, simplify, and make sense of the data acquired between variables (Saunders et al., 2011). For this study, the reasoning behind the use of quantitative analysis is that it facilitates a more in-depth examination of the topics studied and helps to shed light on how influencers affect consumer and Internet user attitudes. Therefore, a significant number of people capable of meeting these needs through quantitative analysis are needed for this type of survey.

Quantitative research methods are particularly well suited to examine the relationship between influencer marketing and purchase intent, as they can establish causal correlations and generalize the results to a wider population. Data from a representative sample of consumers will be collected through surveys. Malhotra and Dash (2016) affirm that quantitative research is useful for analyzing how marketing techniques affect customer behavior since it can give statistically sound, valid and generalizable results to larger populations. Using quantitative analysis, researchers can discover patterns, trends, and relationships that may not be immediately apparent only by qualitative methods. This approach allows a more objective and systematic examination of the impact of influencer marketing on consumer behavior, providing valuable information to marketers and researchers.

A research method that deals with the quantification and interpretation of data is known as a quantitative analysis approach. To help address research problems, analytical methods are employed to explain, simplify, and make sense of the data acquired between variables (Saunders et al., 2011).

For this study, the reasoning behind the use of quantitative analysis is that it facilitates a deeper examination of the subjects being studied and aids in illuminating how influencers affect the attitudes of consumers and Internet users. Therefore, a significant number of people who can respond to these needs through quantitative analysis are required for this kind of investigation.

Because quantitative research methods can establish causal correlations and generalize findings to a larger population, they are the method of choice for examining the relationship between influencer marketing and purchase intention. Data from a representative sample of consumers will be gathered through the use of surveys. Malhotra and Dash (2016) claim that quantitative research is useful for analyzing how marketing techniques affect customer behavior since it can yield results that are statistically sound, valid, and generalizable to broader populations.

3.4. Survey Approach and Sampling

All the data was obtained using an online survey. The study's sampling unit is made up of 300 Moroccan customers who use social media and follow influencers on those platforms. A Likert scale was used in the questionnaire to ask questions about the factors covered in this study. The degree of agreement that responders have with the statement is determined using a Likert scale. The seven-point Likert scale on the questionnaire is regarded as reliable, per Bryman and Bell's (2011) analysis. Consequently, "Completely disagree" to "completely agree" was the range of answers.

The questionnaire consists of a first section involving questions about age, gender, internet usage frequency, and online shopping frequency. In the second section, questions about influencer marketing, authenticity, familiarity, credibility, and similarity were asked and at the end respondents were asked about their purchase intention regarding influencers promoted products.

Data for the study and testing of the suggested hypotheses were gathered using an English-language online survey conducted using Google Forms. The researcher shared the questionnaire on their Facebook and Instagram pages. Because they align with the study's objectives, both the sample and the social media sites employed in it were purposefully chosen.

3.5. Data Analysis and Results

Table 1. Exploratory factor analysis results

Dimension	Items	Mean	SD	Factor Loading	Factor Explanatory
Similarity	I have a lot in common with the influencer I follow.	4,75	1,54	0,875	3,021
	Me and the influencer use the same product (we have the same taste in products).	4,70	1,60	0,885	
	Me and the influencer have the same hobby/ies.	4,90	1,53	0,866	
	Me and the influencer have the same style.	4,72	1,41	0,850	
Familiarity	I have followed the influencer for a long time.	5,30	1,49	0,767	1,98
	The influencers that I follow are personal on social media.	4,81	1,60	0,792	
	I relate to the influencer on a personal level.	4,73	1,77	0,896	
	I know what kind of person the influencer is.	4,67	1,68	0,772	
Credibility	I perceive an honest influencer as credible.	5,37	1,39	0,845	2,17
	I perceive the influencer credible when their message in their post (on social media) is clear.	5,29	1,49	0,898	
	I perceive the influencer as credible when they work with only one brand.	5,28	1,54	0,808	
Authenticity	I perceive an influencer as authentic if they appear genuine in their content.	5,49	1,38	0,866	2,94
	I perceive an influencer authentic when their posts seem to reflect their true personality.	5,52	1,31	0,851	
	I perceive the influencer as authentic if they're sincere in their recommendations.	5,69	1,29	0,861	
	I perceive an influencer as authentic when their messaging is consistent across their posts.	5,42	1,46	0,856	
Purchase intention	I am likely to buy a product after seeing it promoted by an influencer I follow.	5,32	1,62	0,906	3,36
	I plan to consider the products endorsed by this influencer when making a purchase.	5,37	1,60	0,912	
	I would encourage people close to me to buy the products promoted by the influencers I follow	5,29	1,74	0,930	
	The influencer's recommendation increases my intention to buy the product.	5,55	1,56	0,921	

Following the factor analysis, no expressions were excluded because all factor loadings are above 0.70.

- *Linear regression between purchase intention and similarity:*

Table 2. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,556 ^a	0,309	0,307	1,3045
a. Predictors: (Constant), Similarity				

Table 3. ANOVA

Model		Sum of Squares	ddl	Mean Square	D	Sig
1	Regression	226,933	1	226,933	133,357	,000 ^b
	Residual	507,104	298	1,702		
	Total	734,037	299			

a. Dependent variable: Purchase Intention

b. Predictors: Similarity

Table 4. Coefficients

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
	A		Beta		
(Constant)	2,660	0,262		10,156	,000
Similarity	0,614	0,053	0,556	11,548	,000

a. Dependent variable: Purchase intention

The tables above indicate that there is a linear regression relationship between these two variables. The R-squared value is 0.309, with a significance level of zero, which is less than 0.5. This means that a 1% change in the independent variable is associated with a 30.9% change in the dependent variable. In other words, purchase intention is affected by the independent variable at an R-squared level of 30.9%.

- *Linear regression between purchase intention and familiarity:*

Table 5. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,526 ^a	0,277	0,274	1,3347
a. Predictors: (Constant), Familiarity				

Table 6. ANOVA

Model		Sum of Squares	ddl	Mean Square	D	Sig
1	Regression	203,180	1	203,180	114,057	,000 ^b
	Residual	530,856	298	1,781		
	Total	734,037	299			

a. Dependent Variable: Purchase Intention

b. Predictors: Familiarity

Table 7. Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	A	Std. Error	Beta		
(Constant)	2,639	0,284		9,299	,000
Familiarity	0,550	0,052	0,526	10,680	,000

a. Dependent Variable : Purchase Intention

The tables above indicate that there is a linear regression relationship between these two variables. The R-squared value is 0.277, with a significance level of zero, which is less than 0.5. This means that a 1% change in the independent variable is associated with a 27.7% change in the dependent variable. In other words, purchase intention is affected by the independent variable at an R-squared level of 27.7%.

- *Linear regression between purchase intention and credibility:*

Table 8. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,535 ^a	0,286	0,284	1,3257

a. Predictors: (Constant), Credibility

Table 9. ANOVA

Model		Sum of Squares	ddl	Mean Square	D	Sig
1	Regression	210,280	1	210,280	119,642	,000 ^b
	Residual	523,757	298	1,758		
	Total	734,037	299			

a. Dependent variable: Purchase intention

b. Predictors: Credibility

Table 10. Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	A	Std. Error	Beta		
(Constant)	2,323	0,305		7,607	,000
Credibility	0,602	0,055	0,535	10,938	,000

a. Dependent variable: Purchase intention

The tables above indicate that there is a linear regression relationship between these two variables. The R-squared value is 0.286, with a significance level of zero, which is less than 0.5. This means that a 1% change in the independent variable is associated with a 28.6% change in the dependent variable. In other words, purchase intention is affected by the independent variable at an R-squared level of 28.6%.

- *Linear Regression Between Purchase Intention and Authenticity:*

Table 11. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,619 ^a	0,383	0,381	1,2326

a. Predictors: (Constant), Authenticity

Table 12. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	281,281	1	281,281	185,137	,000 ^b
	Residual	452,756	298	1,519		
	Total	734,037	299			

a. Dependent Variable: Purchase Intention

b. Predictors: Authenticity

Table 13. Coefficients

Model	Unstandardized Coefficients A	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1,963	0,274		7,176	,000
Authenticity	0,662	0,049	0,619	13,606	,000

a. Dependent variable: Purchase intention

The tables above indicate that there is a linear regression relationship between these two variables. The R-squared value is 0.383, with a significance level of zero, which is less than 0.5. This means that a 1% change in the independent variable is associated with a 38.3% change in the dependent variable. In other words, purchase intention is affected by the independent variable at an R-squared level of 38.3%.

4. DISCUSSION

This research examines the relationship between various variables and purchase intention. The study focuses on the impact of similarity, familiarity, credibility, and authenticity on consumers' purchase decisions. The reliability test confirms the consistency and dependability of the collected data. Correlation analysis reveals a strong linear relationship between purchase intention and similarity, with a Pearson correlation of 0.501, indicating a significant connection. The relationship between purchase intention and familiarity is moderate, with a Pearson correlation of 0.403, while the correlation between purchase intention and credibility is also moderate, at 0.478. Additionally, the relationship between purchase intention and authenticity is strong, with a Pearson correlation of 0.450.

To assess the effectiveness of each variable, linear regression analysis was conducted for each independent variable with purchase intention as the dependent variable. The regression analysis showed that the R-squared value for the relationship between purchase intention and similarity is 0.309, meaning that a 1% change in similarity is associated with a 30.9% change in purchase intention. Similarly, the R-squared value for familiarity is 0.277, indicating a 27.7% change in purchase intention for a 1% change in familiarity. The relationship between purchase intention and credibility has an R-squared value of 0.286, reflecting a 28.6% change in purchase intention for a 1% change in credibility. Lastly, the R-squared value for authenticity is 0.383, meaning that a 1% change in authenticity leads to a 38.3% change in purchase intention.

In summary, both empirically and statistically, the relationships between these variables have been validated. Therefore, all four hypotheses in this research are positively supported and accepted, as the correlation tests confirm the relationships and the linear regression analyses demonstrate the impact of each variable on purchase intention.

5. IMPLICATIONS AND RECOMMENDATIONS

Influencer marketing presents a variety of opportunities and challenges for brands to consider. This study highlights the importance of selecting an influencer who aligns with the brand's values and resonates with the target market. In addition, influencer marketing is contradictory because consumers want authentic content even if they are aware that it is paid for by the influencer. This highlights the difficult nature of influencer marketing and the need to produce authentic influencer content to encourage customers to buy from a brand.

As observed in this study, it is often frowned upon when an influencer promotes too many brands from different fields, which leads to public skepticism. Therefore, brands need to target authentic and credible influencers who understand the brand and the industry in which it operates to communicate a more coherent message and attract customers effectively.

In addition, the effectiveness of influencer marketing depends on the relationship between the influencer and his audience. When influencers maintain the transparency of their partnerships and authentically interact with their followers, they can foster a sense of trust that translates into consumer action.

In conclusion, brands must use influencers who demonstrate trust through factors studied here, such as similarity, familiarity, authenticity and credibility, if they are to succeed in using influencer marketing to create the desired buying behavior. In addition, brands must take into account the changing social media landscape and consumer behavior, adapting their strategies to remain relevant and effective in their marketing efforts. By carefully selecting influencers and fostering genuine connections, brands can harness the power of influencer marketing to improve their visibility and boost sales. Ultimately, the success of influencer marketing lies in its ability to create meaningful interactions that resonate with consumers, encouraging them to engage with the brand and make informed purchasing decisions.

Influencer marketing presents a variety of opportunities and challenges for brands to take into account. This study highlights how important it is to select an influencer who is compatible with the brand to appeal to the target market. Furthermore, influencer marketing is contradictory because consumers want genuine content even though they are aware that it was paid for by the influencer. This highlights the challenging nature of influencer marketing and the need to produce genuine influencer content to incite customers to purchase from a brand.

As seen in this study, it is not well perceived when an influencer keeps promoting too many brands from different fields. So, brands should target authentic and credible influencers who understand the brand and the field it operates in, to communicate a better message and attract customers. In conclusion, brands must use influencers who exhibit trust through factors studied here such as similarity, familiarity, authenticity, and credibility if they want to be successful in using influencer marketing to create the desired purchase behavior.

6. CONCLUSION

A questionnaire was conducted to study the impact of influencer marketing on purchase intent, focusing specifically on the perspectives of Moroccan consumers regarding this marketing strategy. The study revealed that trust is a crucial element in understanding the relationship between influencer marketing and consumer purchase intent. To study this variable in depth, the questionnaire was designed around several factors that affect trust, including familiarity, authenticity, similarity, and credibility.

The research has demonstrated a positive relationship between these four indirect variables and purchase intention, as evidenced by the results of the questionnaire. One of the most important conclusions of the study is that when customers feel a sense of familiarity and similarity with the influencer, and when

influencers seem credible and authentic in their content, consumers are more receptive to their messaging, which in turn influences their purchase intentions.

This research is a valuable lesson for brands looking to leverage influencer marketing as a strategy to influence customer behavior. This underlines the importance of selecting credible and authentic influencers who align with the values and purpose of the brand. In addition, brands must recognize that the influencer's ability to connect with their audience is paramount.

By ensuring that influencers not only promote the products but also embody the brand ethos, companies can foster deeper connections with consumers. The results highlight the need for brands to engage in a careful selection of influencers and prioritize building relationships that resonate with their target audience. Ultimately, the study emphasizes that effective influencer marketing is based on trust and authenticity, which are essential to arouse consumer engagement and encourage purchasing behavior in today's competitive market.

7. LIMITATIONS AND SUGGESTIONS FOR FUTURE STUDIES

The subjective nature of influencer impact, which can vary greatly depending on each person's unique experience, is one of the study's many limitations. As a result, the findings may not be applicable to all situations. Furthermore, because influencer marketing is a dynamic field, research done at different times may produce different results. Future research should take these subjective and temporal aspects into account, bringing in a wider range of cultural contexts, followers, and influences. Future research should take these subjective and temporal aspects into account and investigate the ways in which diverse influencer types affect different audience segments. More insights into how these dynamics change and affect consumer behavior could be gained from longitudinal studies that monitor influencer marketing patterns over time.

Experiments concentrating on the relationship of influencer attributes like trustworthiness and authenticity, as well as various cultural contexts, may potentially yield more thorough results applicable to international markets.

DECLARATION OF THE AUTHORS

Declaration of Contribution Rate: Ouissal OUCHEN, 50%; Merve YURDABAK, 50%

Declaration of Support and Thanksgiving: No support is taken from any institution or organization

Declaration of Conflict: There is no potential conflict of interest in the study

REFERENCES

- Bell, E., Bryman, A., & Harley, B. (2018). *Business Research Methods*. Oxford, England: Oxford University Press.
- Bernoff, J., & Li, C. (2011). *Groundswell: Winning in a world transformed by social technologies* (Expanded and revised edition). Harvard Business Review Press.
- Berthon, P. R., Pitt, L. F., & Campbell, C. (2007). Ad lib: When consumers create the ad. *California Management Review*, 50(1), 6-30.
- Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research*, 36(5), 838-856.
- Cobain, D. (2020). How influencer marketing affects consumer buying behaviour. Retrieved from <https://blog.miappi.com/how-influencer-marketing-affects-purchasing-behaviour>.
- Coon, M. (2010). Social media marketing: Successful case studies of businesses using Facebook and YouTube with an in-depth look at the business use of Twitter (Master's thesis).
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7.
- Gordhamer, S. (2009). 4 ways social media is changing business. Mashable. Retrieved from <http://mashable.com/2009/09/22/social-media-business>.
- Jiang, J., & Anderson, M. (2018). Teens, social media & technology 2018. Pew Research Center. Retrieved from <https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018>.
- Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, "micro-celebrity" and the rise of social media influencers. *Celebrity Studies*, 8(2), 191-208.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Pearson Education.
- Lou, C., & Yuan, S. (2018). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 18(1), 58-73.
- Malhotra, N. K., & Dash, S. (2016). *Marketing Research: An Applied Orientation* (7th ed.). Pearson Education.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.
- Martensen, A., Brockenhuus-Schack, S., & Zahid, A. L. (2018). How citizen influencers persuade their followers. *Journal of Fashion Marketing and Management: An International Journal*, 22(3), 335-353.
- Miller, K. D., Fabian, F., & Lin, S. (2009). Strategies for online communities. *Strategic Management Journal*, 30(3), 305-322.
- Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, 67(6), 1090-1098.
- Santos, A. (2020). In the Philippines, distance learning reveals the digital divide. Boell Foundation. Retrieved from <https://eu.boell.org/en/2020/10/06/philippines-distance-learning-reveals-digital-divide>.
- Saunders, M., Lewis, P., & Thornhill, A. (2011). *Research Methods for Business Students* (5th ed.). Pearson Education.

- Shamsudeen, S.A., Ganeshbabu, P., (2018) A Study on the Impact of Social Media Marketing Trends on Digital Marketing. *Shanlax International Journal of Management*, 6 (1), 120–125.
- Wind, J., & Rangaswamy, A. (2001). Customization: The next revolution in mass customization. *Journal of Interactive Marketing*, 15, 13-32.