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The Role Of Influencer Marketing On Consumers Purchase Intentions

1st Abdelmalek ARAQ
Sultan Moulay Slimane University
Abdelmalekaraq26@gmail.com

2nd Oumaima DADAOUA
Ibn Tofail University
Oumaima.dadaoua@uit.ac.ma

3rd Pr Kaoutar Elhaderi
Ibn Tofail University
Kaoutar.alhaderi@gmail.com

4th Youssef NAFIS
Sultan Moulay Slimane University
Nafisyou@gmail.com

Abstract—This study examines the impact of influencer marketing on consumers' purchase intentions in a digital environment increasingly shaped by social media platforms. The research focuses on three key variables: influencer credibility, content relevance, and purchase intention. With the rapid growth of online content creators acting as opinion leaders, particularly among younger generations, understanding the psychological mechanisms through which influencers shape consumer decision-making has become essential.

A quantitative methodology was adopted using a structured online questionnaire administered to 104 active social media users in Morocco. The collected data were analyzed using SPSS, employing statistical techniques such as Spearman correlation and linear regression to evaluate the relationships between the studied variables.

The results reveal that influencer credibility and content relevance significantly enhance the perceived effectiveness of influencer marketing, which in turn positively influences consumers' purchase intentions. The findings indicate that the more credible and relatable an influencer is perceived to be, and the more relevant the shared content is, the higher the likelihood that consumers will consider purchasing the promoted products or services.

This research provides both theoretical and managerial insights by highlighting the importance of trust, authenticity, and content alignment in digital communication strategies. It also offers practical recommendations for brands seeking to optimize their influencer marketing campaigns and improve return on investment in a competitive digital marketplace.

Index Terms—Influencer Marketing, Influencer Credibility, Purchase Intention, Content Relevance, Consumer Behavior, SPSS

I. INTRODUCTION

The emergence of social media has profoundly transformed the communication dynamics between brands and consumers. In this rapidly evolving digital ecosystem, influencers—such as bloggers and content creators on platforms like Instagram, YouTube, and TikTok—have become central actors in modern marketing strategies. These individuals, often followed by large online communities, possess the ability to recommend, promote, and evaluate products in ways that are perceived as more authentic and relatable than traditional advertising. Consequently, influencer marketing has emerged as a strategic tool that enables brands to shape consumer attitudes, perceptions, and ultimately purchasing decisions.

The growing importance of influencer marketing is closely linked to changes in consumer behavior, particularly among younger generations who increasingly rely on online recommendations and peer opinions. In a context where consumers are more informed and often skeptical of traditional advertising, companies are seeking to establish more personalized and trust-based relationships with their audiences. Influencer marketing thus appears as a powerful lever to enhance engagement, build trust, and stimulate purchase intention.

However, despite its rapid expansion and widespread adoption by firms, the actual effectiveness of influencer marketing remains insufficiently quantified and theoretically explored. Questions persist regarding the psychological and social mechanisms through which influencers affect consumer decision-making, as well as the key factors that determine the success of influencer campaigns. In particular, elements such as perceived influencer credibility, authenticity of communication, and relevance of shared content may play a decisive role in shaping consumer responses.

In this context, the present study aims to better understand how influencer marketing influences consumers' purchase intentions and to identify the main determinants of its effectiveness. More specifically, this research seeks to analyze the impact of influencer credibility and content relevance on the perception of influencer marketing and, subsequently, on consumers' purchase intentions. By adopting a quantitative approach based on survey data collected from active social media users in Morocco, this

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study contributes to a deeper understanding of digital influence mechanisms and provides empirical evidence on the effectiveness of influencer marketing as a contemporary communication strategy.

II. MOTIVATION & METHODOLOGY

A. Key Concepts

Influencer Marketing: According to Kapitan and Silvera (2016), influencer marketing is based on the power of an individual to shape the perceptions, attitudes, and intentions of an audience through digital media, particularly social media platforms. This approach relies on mechanisms of social persuasion, where influencers play a central role due to their perceived authenticity and proximity to their followers. This definition highlights the emotional and behavioral bond between the opinion leader and their community. Influence is therefore not solely based on notoriety, but also on trust, frequency of interaction, and the perceived value of the information delivered. In this context, the influencer becomes a key reference figure and a "model of consumption" for promoted products or services.

According to Uzunoğlu and Kip (2014), influencer marketing can be conceptualized as a process in which an individual's network, reputation, and digital authority are leveraged by brands to relay commercial messages and enhance brand image. This socio-technical perspective suggests that influence emerges from the structural characteristics of digital platforms, such as algorithms, visibility, and content virality. Consequently, the performance of an influencer campaign depends not only on the influencer or the message itself, but also on the topology of their network and the design of the social media environment.

Purchase Intention: For Kotler and Keller (2016), purchase intention refers to a consumer's conscious predisposition to buy a product or service in the near future. This concept emphasizes that intention is not a spontaneous action but the result of a rational and psychological decision-making process involving the evaluation of expected benefits, comparison of available alternatives, and preparation for action. Thus, purchase intention represents a crucial stage between a favorable attitude toward a product and the actual purchase decision.

Fishbein and Ajzen (1975) define purchase intention as the willingness or disposition to perform a specific behavior, in this case the act of purchasing. It is considered one of the best predictors of actual behavior, as it reflects the individual's motivation and mental commitment to act. Their theoretical framework underlines the role of beliefs and attitudes, where beliefs about product attributes shape attitudes, which in turn influence purchase

intention. Therefore, intention is a strong psychological construct that largely determines whether purchasing behavior will occur.

Ajzen (1991), through the Theory of Planned Behavior, provides a more comprehensive perspective by integrating several determinants of intention. According to this theory, purchase intention results from the interaction of three main factors:

- *Attitude toward behavior:* the positive or negative evaluation made by the consumer regarding the purchase.
- *Subjective norms:* the perceived social pressure from relatives or society to perform or not perform the purchase.
- *Perceived behavioral control:* the perceived ease or difficulty of performing the purchase, including both external factors (availability, budget) and internal factors (trust, competence).

Purchase intention can thus be viewed as an integrated measure of motivation to act, taking into account personal preferences, social context, and perceived control over the behavior.

Consumer Behavior: Schiffman and Kanuk (2010) describe consumer behavior as the processes through which consumers search for, purchase, use, evaluate, and dispose of products and services that satisfy their needs. From a broader perspective, Doyle (2016) defines consumer behavior as a decision-making process carried out by identifiable groups of consumers when selecting products or services. This process is influenced by consumer attitudes as well as contextual factors such as time, place, and price.

Furthermore, Solomon (2018) states that consumer behavior encompasses all the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences in order to satisfy their needs and expectations. Understanding consumer behavior is therefore essential for developing effective marketing strategies, as it enables firms to adapt their products, messages, and communication channels to customer expectations and evolving market demands.
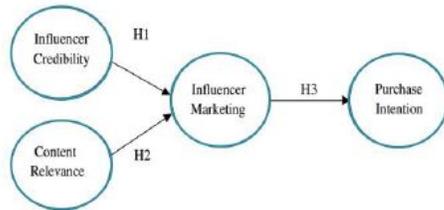
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B. Conceptual Model

Fig. 1. Presentation of the conceptual model

C. Conceptual Model and Theoretical Framework

The conceptual model adopted in this study is based on three main hypotheses establishing relationships between independent variables, a mediating variable, and a dependent variable. These variables are defined as follows.

Independent Variables:

Influencer Credibility: Influencer credibility refers to the extent to which the audience perceives the influencer as trustworthy, expert, and attractive. A credible source exerts a stronger influence on consumer attitudes and behaviors (Ohanian, 1990). This credibility dimension plays a fundamental role in strengthening persuasion in marketing communications, particularly in digital environments where consumers rely heavily on perceived authenticity and trust.

Content Relevance: Content relevance refers to the degree of alignment between the message delivered by the influencer and the expectations, needs, and interests of the target audience. Relevant and engaging content enhances consumer attention and encourages a more favorable perception of the brand (De Veirman et al., 2017). Therefore, content relevance can be considered a key factor that conditions consumer engagement and positive behavioral responses.

Mediating Variable:

Influencer Marketing: Acting as an intermediary variable, influencer marketing represents the process through which influencers transmit promotional messages that shape consumer perceptions (Lou & Yuan, 2019). It functions as a relational mechanism that transforms the impact of independent variables, namely credibility and content relevance, into consumer attitudes and behavioral intentions. In this sense, it serves as a mediator between message exposure and purchase intention.

Dependent Variable:

Purchase Intention: Purchase intention corresponds to the consumer's expressed willingness to acquire a specific product or service (Dodds, Monroe & Grewal, 1991). In marketing research, it is considered a crucial

predictive variable, as it helps anticipate future purchasing behavior. While the actual purchase is an observable action, intention is a psychological construct that strongly predicts behavioral outcomes.

1) Theoretical Justification of the Model: To explain how influencers affect purchase intentions, the proposed model relies on several well-established theoretical foundations. First, the Theory of Planned Behavior (Ajzen, 1991) suggests that behavioral intention is one of the strongest predictors of actual behavior. In this context, when a consumer develops an intention to purchase, it is often the result of prior psychological and social influences, including exposure to persuasive communication such as influencer marketing.

Furthermore, classical studies by Hovland and Weiss (1951) demonstrate that source credibility significantly enhances the persuasive effectiveness of a message. When an influencer is perceived as competent, honest, and attractive, their recommendations are more likely to generate trust and stimulate purchase intention. This justifies the integration of influencer credibility as a key independent variable in the conceptual model.

In addition, the quality and relevance of the content shared by influencers play a central role in shaping consumer perceptions. According to Kapferer (2008), messages that are perceived as relevant and engaging foster stronger identification with the brand and positively influence consumer behavior. In this framework, influencer marketing acts as a linking mechanism between message characteristics and the final purchasing decision, reinforcing its role as a mediating variable.

Moreover, recent research, particularly that of Lou and Yuan (2019), highlights that the combined effect of influencer credibility and content relevance contributes to building consumer trust and enhancing purchase intention. This interaction justifies the structural relationships proposed in the conceptual model.

2) Formulation of Research Hypotheses: To empirically test the relationships between the variables of the conceptual model, three main hypotheses were formulated based on the literature in marketing, persuasive communication, and consumer behavior:

- **H1:** Influencer credibility positively impacts the perception of influencer marketing. Influencer credibility enhances consumer trust in promotional messages. When influencers are perceived as authentic, reliable, and expert, their content is more likely to be accepted, thereby strengthening the effectiveness of influencer marketing strategies.
- **H2:** Content relevance positively influences influencer marketing. This hypothesis is grounded in studies on message relevance and consumer engage-

ment (Kapferer, 2008; De Veirman et al., 2017). Content that is useful, informative, and aligned with consumer expectations improves message reception and increases the perceived value and effectiveness of influencer marketing.

- **H3:** Influencer marketing positively impacts purchase intention. Based on the Theory of Planned Behavior (Ajzen, 1991), the perception of an effective persuasive lever, such as influencer marketing, directly influences the intention to act, namely the purchase decision. Consequently, consumers who perceive influencer campaigns as convincing are more likely to consider purchasing the promoted products or services.

III. METHODOLOGY

A. Type of Research and Methodological Strategy

1) Research Type: This study adopts a quantitative research approach, as it enables an accurate measurement of consumer perceptions and behaviors toward influencer marketing. The primary objective is to collect numerical data in order to statistically analyze the relationships between the variables of the conceptual model, namely influencer credibility, content relevance, and purchase intention.

By using a quantitative methodology, the research aims to empirically validate the theoretical relationships proposed in the conceptual framework while providing concrete and actionable results for both academic research and digital marketing practitioners. This approach goes beyond subjective impressions by offering a structured, objective, and reliable interpretation of consumer behavior in the context of influencer marketing.

2) Epistemological Posture: The epistemological posture adopted in this study is positivist, which is based on the principle that knowledge should rely on objective, measurable, and verifiable facts. From this perspective, social phenomena—such as the impact of influencer marketing on purchase intention—can be understood through observable and measurable causal relationships.

Through the use of quantitative methods and statistical testing, the study seeks to collect factual data and analyze the relationships between variables in a scientific and objective manner. The positivist paradigm thus ensures the reliability, rigor, and generalizability of the findings derived from empirical evidence.

3) Research Strategy Adopted: To achieve the research objectives, a survey-based strategy was employed using a structured online questionnaire. This strategy follows a hypothetico-deductive approach, which is fully aligned with the quantitative nature of the study. It allows for the collection of a significant volume of structured data, facilitating hypothesis testing and statistical validation of the conceptual model.

B. Data Collection

1) Data Collection Tool: For this study, Google Forms was selected as the primary data collection instrument. This online platform offers several advantages that align with the requirements of quantitative research. It enables the rapid design, distribution, and management of questionnaires in an accessible and efficient manner for both researchers and respondents.

The questionnaire was structured according to the conceptual model and included various types of questions such as Likert-scale items, multiple-choice questions, and closed-ended responses. Google Forms also allows real-time response tracking and easy export of data to statistical software, which is essential for rigorous quantitative analysis. Furthermore, the platform is free, widely accessible via a simple link, and compatible with multiple digital devices (smartphones, tablets, and computers), thereby maximizing the response rate.

2) Sampling:

a) Definition of the Target Population: The target population of this study consists of active social media users in Morocco. According to the Digital 2025 Morocco report (DataReportal), approximately 21.3 million Moroccans use social media, representing about 55.5% of the total population. This highlights the growing importance of social media as a key channel for communication, information, and commerce in the Moroccan context.

Users of these platforms are particularly exposed to influencer marketing strategies, especially young adults who represent a large proportion of social media users. Platforms such as Facebook, Instagram, TikTok, and YouTube serve as primary channels of interaction between influencers and consumers, significantly shaping purchasing behaviors. Therefore, this population is highly relevant for analyzing the impact of influencer marketing on purchase intentions.

By focusing on active social media users, the study aims to better understand how individuals perceive influencers, how they react to promotional content, and to what extent these interactions influence their purchasing intentions. This population is relevant both academically, for understanding evolving consumer behavior, and managerially, for guiding digital marketing strategies.

b) Sampling Method: A probability sampling technique, specifically simple random sampling, was employed in this study. This method ensures that each member of the target population has an equal probability of being selected to participate in the survey, thereby

reducing selection bias and enhancing the representativeness of the sample. The use of simple random sampling is justified by the objective of the study, which is to objectively and reliably assess the impact of influencer marketing on consumer purchase intention. The questionnaire was distributed online through social media platforms such as WhatsApp, Instagram, and Facebook, allowing for rapid and efficient data collection from diverse respondents.

c) Sample Size: The final sample consisted of 104 valid responses, collected with an estimated margin of error of 10% and a confidence level of 90%. This sample size is considered adequate to obtain representative and usable results in line with the research objectives.

Applying the sample size estimation formula to the population of social media users in Morocco, and assuming a 10% margin of error with a 90% confidence level, an approximate minimum sample size of 69 respondents was deemed sufficient. The obtained sample size of 104 responses therefore exceeds the minimum requirement, ensuring a reliable estimation of consumer purchase intentions while maintaining a balance between feasibility and statistical accuracy.

3) Data Analysis Method: For data analysis, the Statistical Package for the Social Sciences (SPSS) software was utilized. SPSS is widely recognized for its reliability and robustness in processing quantitative survey data. It enables the execution of various statistical analyses, including descriptive statistics, correlation analysis, regression analysis, and reliability testing.

The selection of SPSS was motivated by its capacity to organize, process, and interpret data rigorously through an accessible and scientifically validated interface. This methodological choice ensures a thorough and systematic analysis that meets the scientific standards required for empirical research.

4) Descriptive Analysis: **Influencer Credibility.** Influencer credibility, measured through questions related to honesty and trust in influencers' opinions, is perceived as moderate by respondents. For Question 6 ("Do you think the influencers you follow are honest in their recommendations?"), the mean score is 2.53 with a standard deviation of 1.061, indicating a relatively mixed perception regarding influencer honesty. Similarly, Question 7 ("Do you trust the opinions shared by the influencers you follow?") shows a mean of 2.48 and a standard deviation of 1.149, suggesting that while some respondents express trust in influencers, a considerable proportion remains hesitant or skeptical. These results indicate that influencer credibility is present but not strongly established, highlighting the need for greater transparency, authenticity, and consistency in influencer communication to enhance perceived credibility.

Content Relevance. The content published by influencers is generally perceived as informative and relevant. Question 8 ("Do you find the content published by the influencers you follow informative?") has a mean of 3.06 and a standard deviation of 1.122, indicating that respondents tend to consider influencer content useful for understanding products. Regarding Question 9 ("Do influencer posts catch your attention?"), the mean score is 2.99 with a standard deviation of 1.145, reflecting a moderate level of attention attracted by influencer posts. Furthermore, Question 10 ("Does the content proposed by influencers help you better understand the products?") records the highest mean (3.21) with a standard deviation of 1.196, suggesting that influencer content plays a significant informational role in the consumer decision-making process. Overall, these findings emphasize that relevant and informative content contributes positively to consumer engagement and enhances the perceived effectiveness of influencer communication.

Influencer Marketing Impact. The results highlight the tangible influence of influencer marketing on consumer behavior. Question 11 ("Do influencer posts affect your opinion about certain brands?") presents a mean of 3.01 and a standard deviation of 1.145, indicating that influencer communication moderately shapes brand perceptions. Additionally, Question 12 ("Do you remember products you have seen promoted by influencers?") shows a mean of 2.86 and a standard deviation of 1.018, suggesting that influencer-promoted products remain relatively memorable among respondents. These findings confirm that influencer marketing contributes to brand awareness and cognitive engagement, reinforcing its strategic importance in digital marketing.

Purchase Intention. Purchase intention appears to be influenced by influencer recommendations, although it remains moderate overall. Question 13 ("Have you ever bought a product after seeing it recommended by influencers?") has a mean of 1.44 (coded as Yes = 1 and No = 2), indicating that the majority of respondents have already made a purchase following an influencer's recommendation. This result demonstrates the concrete impact of influencer marketing on actual consumer behavior. However, Question 14 ("Are you willing to buy a product recommended by one or more influencers?") records a mean of 2.83 with a standard deviation of 1.153, suggesting that purchase intention is present but not particularly strong. This implies that while consumers are receptive to influencer-promoted products, this interest does not always translate into immediate purchasing actions. Therefore, additional marketing strategies such as promotional incentives, discounts, or trust-building

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TABLE I
DESCRIPTIVE STATISTICS OF SURVEY ITEMS

Item	N	Min	Max	Mean	Std. Dev.
6. Do you think the influencers you follow are honest in their recommendations?	104	1	5	2.53	1.061
7. Do you trust the reviews shared by the influencers you follow?	104	1	5	2.48	1.149
8. Do you find the content published by the influencers you follow to be informative?	104	1	5	3.06	1.122
9. Do influencer posts catch your attention?	104	1	5	2.99	1.145
10. Does the content proposed by influencers help you better understand the products?	104	1	5	3.21	1.196
11. Do influencer posts affect your opinion about certain brands?	104	1	5	3.01	1.145
12. Do you ever remember products you have seen promoted by influencers?	104	1	5	2.86	1.018
13. Have you ever bought a product after seeing it recommended by influencers?	104	1	2	1.44	0.499
14. Are you willing to buy a product recommended by one or more influencers?	104	1	5	2.83	1.153
Valid N (listwise)			104		

mechanisms may be necessary to convert intention into actual purchase behavior.

TABLE II
RELIABILITY OF MEASUREMENT SCALES (CRONBACH'S ALPHA)

Variable	Cronbach's Alpha (α)	Reliability Level
Influencer Credibility	0.858	Very Good
Content Relevance	0.781	Good
Influencer Marketing	0.872	Excellent

5) Reliability Analysis: Source: Authors' elaboration based on SPSS outputs.

The reliability of the measurement scales was assessed using Cronbach's Alpha coefficient. As shown in Table II, all alpha values exceed the recommended threshold of 0.7, indicating satisfactory internal consistency of the scales.

More specifically, the Influencer Credibility scale presents a Cronbach's Alpha of 0.858, reflecting very good reliability, while the Content Relevance scale records an alpha of 0.781, indicating good reliability. The Influencer Marketing scale shows the highest coefficient (0.872), demonstrating excellent internal consistency among its items.

Overall, the Cronbach's Alpha values ranging between 0.781 and 0.872 confirm that the items within each construct are coherent and reliably measure their respective dimensions. These results validate the internal reliability of the measurement instruments and support the robustness and consistency of the data for subsequent statistical analyses.

6) Interpretation of Reliability Results: **Influencer Credibility.** The Cronbach's Alpha value of 0.858 for the influencer credibility scale indicates excellent internal consistency. This result suggests that the two items used to measure influencer credibility, namely the honesty of recommendations and the trust in shared opinions, are strongly correlated and consistently capture the same underlying construct of perceived credibility. A high alpha coefficient reflects the robustness of the scale and confirms that respondents provided highly consistent answers across these items. Consequently, the scale can be considered reliable for assessing individuals' perceptions of the trustworthiness and authenticity of influencer recommendations.

Content Relevance. For the content relevance scale, the Cronbach's Alpha coefficient is 0.781, which indicates good reliability. This value shows that the three items related to informativeness, attention attraction, and the ability of influencer content to help consumers better understand products are reasonably well correlated. Although the alpha is slightly lower than that of the credibility scale, it remains above the recommended threshold of 0.7, confirming the adequacy of the scale. The slight variation may reflect differences in how respondents perceive various aspects of content relevance; however, the overall consistency remains satisfactory. These findings indicate that participants generally share similar perceptions regarding the usefulness and relevance of influencer-generated content.

Influencer Marketing. The influencer marketing scale records a Cronbach's Alpha of 0.872, indicating excellent internal reliability. This high coefficient demonstrates that the items measuring the impact of influencer posts on brand opinion and product recall are highly consistent in capturing the effectiveness of influencer marketing.

7) Correlation Analysis: To examine the relationships between the variables included in the conceptual model, a Spearman rank correlation test was employed. This non-parametric method is particularly suitable for ordinal data and for situations where the assumptions of normality are not fully satisfied. The choice of Spearman's correlation is justified by the nature of the collected data, which were measured using 5-point Likert scales and are therefore considered ordinal.

Moreover, preliminary descriptive analyses revealed slightly asymmetric distributions, further supporting the use of a non-parametric approach rather than Pearson's correlation, which requires stronger assumptions regarding normality and linearity. In contrast, the Spearman test is more robust to deviations from normality and is appropriate for assessing monotonic relationships between variables.

The Spearman correlation coefficient allows the measurement of both the strength and the direction of the association between two constructs. In this study, it was used to analyze the relationships between influencer credibility, content relevance, influencer marketing, and purchase intention.

The results indicate the presence of significant positive correlations among all the main variables of the model. In particular, influencer credibility and content relevance are positively associated with influencer marketing, which in turn shows a positive relationship with purchase intention. These findings confirm the structural coherence of the conceptual model and provide empirical support for the research hypotheses formulated in this study.

TABLE III
SPEARMAN CORRELATION BETWEEN CONTENT RELEVANCE AND INFLUENCER MARKETING

Spearman's Rho	Content Relevance	Influ Marketing
Content Relevance	1.000	0.694**
Sig. (2-tailed)	–	0.000
N	104	104
Influ Marketing	0.694**	1.000
Sig. (2-tailed)	0.000	–
N	104	104

** Correlation is significant at the 0.01 level (2-tailed).
Source: Spearman analysis performed using SPSS.

8) Interpretation of Spearman Correlation Results:
The Spearman correlation coefficient between influencer credibility and the perception of influencer marketing is $\rho = 0.694$. This value indicates a strong and positive correlation between the two variables. In other words, the higher the perceived credibility of the influencer, the more favorable the perception of influencer marketing among respondents.

Furthermore, the associated p-value is equal to 0.000 ($p < 0.01$), which confirms that the correlation is statistically significant at the 1% significance level. This result implies that the probability of observing such a relationship by chance is extremely low, thereby supporting the robustness of the statistical findings.

From a theoretical perspective, these results highlight the central role of influencer credibility in shaping consumers' perceptions of influencer marketing. When an influencer is perceived as trustworthy, authentic, and competent, consumers are more likely to positively evaluate the marketing messages they convey. Consequently, credibility appears to be a key determinant in enhancing the effectiveness of influencer marketing strategies and reinforcing consumer receptiveness to promotional content.

TABLE IV
SPEARMAN CORRELATION: CONTENT RELEVANCE AND INFLUENCER MARKETING

Spearman's Rho	Content Relevance	Influencer Marketing
Content Relevance	1.000	0.570**
Sig. (2-tailed)	–	0.000
N	104	104
Influencer Marketing	0.570**	1.000
Sig. (2-tailed)	0.000	–
N	104	104

** Correlation is significant at the 0.01 level (2-tailed).
Source: Spearman analysis performed using SPSS.

H2 : Content relevance positively impacts the perception of influencer marketing Spearman correlation coefficient : 0.570 A coefficient of 0.570 indicates a moderate to strong correlation between content relevance and perception of influencer marketing.This suggests that relevant content has a direct and significant effect on how consumers perceive influencer marketing campaigns. p-value : 0.000 The p-value is also less than 0.01 (p ¡ 0.01), indicating that this correlation is statistically significant. Interpretation : Content relevance is a key factor in consumers' positive perceptions of influencer marketing. When content is deemed relevant, it promotes better reception of influencer marketing campaigns.

TABLE V
SPEARMAN CORRELATION: INFLUENCER MARKETING AND
PURCHASE INTENTION

Spearman's Rho	Influ Marketing	Purchase Intention
Influ Marketing	1.000	0.765**
Sig. (2-tailed)	–	0.000
N	104	104
Purchase Intention	0.765**	1.000
Sig. (2-tailed)	0.000	–
N	104	104

** Correlation is significant at the 0.01 level (2-tailed).
Source: Spearman analysis performed using SPSS.

H3: A positive perception of influencer marketing positively impacts purchase intention.

The Spearman correlation coefficient between influencer marketing and purchase intention is $\rho = 0.765$. This value indicates a very strong positive correlation between the two variables. In other words, the more positively consumers perceive influencer marketing, the higher their intention to purchase the promoted products.

Furthermore, the associated p-value is equal to 0.000 ($p < 0.01$), which confirms that the relationship is statistically significant at the 1% significance level. This demonstrates that the observed association is not due to chance and reflects a robust statistical relationship between the constructs.

From a theoretical and managerial perspective, these findings suggest that influencer marketing constitutes a powerful driver of consumer purchase intention. When influencer campaigns are perceived as credible, engaging, and persuasive, they significantly enhance consumers' willingness to consider and purchase recommended products. Therefore, strengthening the effectiveness and authenticity of influencer marketing strategies can directly contribute to increasing purchase intention among consumers.

9) Linear Regression Analysis: Variables Introduced in the Regression Model :

TABLE VI
VARIABLES ENTERED IN THE REGRESSION ANALYSIS

Model	Variables Entered	Variables Removed	Method
1	Influencer Marketing	None	Enter

Dependent Variable: Purchase Intention.
All requested variables were entered.
Source: Authors' elaboration based on SPSS output.

The results presented in Table VI confirm that the independent variable, namely influencer marketing, was successfully introduced into the regression model using the enter method. The dependent variable considered in

this analysis is purchase intention. This modeling choice is consistent with the conceptual framework, where influencer marketing is assumed to directly influence consumers' purchase intention.

TABLE VII
SUMMARY OF REGRESSION MODEL

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.774	0.599	0.596	0.37821

Predictors: (Constant), Influencer Marketing.
Source: Authors' elaboration based on SPSS output.

The model summary indicates a strong relationship between influencer marketing and purchase intention. The correlation coefficient ($R = 0.774$) reflects a strong positive association between the predictor and the dependent variable.

Moreover, the coefficient of determination ($R^2 = 0.599$) shows that approximately 59.9% of the variance in purchase intention is explained by influencer marketing. The adjusted R^2 value (0.596) confirms the robustness and stability of the model, indicating that the explanatory power remains high even after adjustment.

Additionally, the standard error of the estimate (0.37821) suggests a relatively low dispersion of the observed values around the regression line, which reflects a good predictive accuracy of the model. Overall, these results demonstrate that influencer marketing is a significant predictor of purchase intention, thereby empirically supporting hypothesis H3.

TABLE VIII
OVERALL TEST OF SIGNIFICANCE OF THE REGRESSION MODEL
(ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	21.785	1	21.785	152.294	0.000^b
Residual	14.590	102	0.143	–	–
Total	36.375	103	–	–	–

^{a} Dependent Variable: Purchase Intention.
^{b} Predictors: (Constant), Influencer Marketing.
Source: Authors' elaboration based on SPSS output.

The ANOVA results presented in Table VIII confirm the overall statistical significance of the regression model. The F-statistic value ($F = 152.294$) is highly significant with a p-value equal to 0.000 ($p < 0.01$), indicating that the model provides a significantly better fit than a model with no predictors.

This result demonstrates that influencer marketing has a statistically significant effect on purchase intention. In other words, the independent variable included in

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the model contributes meaningfully to explaining the variability in the dependent variable.

Furthermore, the relatively high regression sum of squares (21.785) compared to the residual sum of squares (14.590) suggests that a substantial proportion of the variance in purchase intention is explained by influencer marketing. Overall, the ANOVA test validates the robustness and explanatory power of the regression model, thereby confirming the relevance of the hypothesized relationship between influencer marketing and purchase intention.

TABLE IX
REGRESSION COEFFICIENTS FOR THE MODEL

Model	B	Std. Error	Beta	t
(Constant)	0.426	0.162	–	2.623
Influencer Marketing	0.800	0.065	0.774	12.3410

Dependent Variable: Purchase Intention.
Source: Authors' elaboration based on SPSS output.

10) Interpretation of Regression Coefficients: The regression results indicate that influencer marketing has a significant and positive impact on purchase intention. The unstandardized coefficient ($B = 0.800$) shows that a one-unit increase in the perception of influencer marketing leads to a corresponding increase of 0.800 units in purchase intention.

Furthermore, the standardized coefficient ($\beta = 0.774$) confirms the strong explanatory power of this variable, highlighting its substantial influence on consumers' behavioral intentions. The high t-value ($t = 12.341$) combined with a p-value of 0.000 ($p < 0.01$) demonstrates that the effect is highly statistically significant. These findings confirm that influencer marketing is a key determinant of consumers' purchase intention and plays a central role in shaping purchasing behavior in digital environments.

11) Summary of Results: The empirical analysis allowed the validation of all the research hypotheses formulated in the conceptual model:

- **H1: Validated** – Influencer credibility positively impacts the perception of influencer marketing.
- **H2: Validated** – Content relevance positively impacts the perception of influencer marketing.
- **H3: Validated** – A positive perception of influencer marketing positively influences purchase intention.

Overall, the results reveal positive and statistically significant relationships between all the variables included in the proposed model. These findings suggest that the effectiveness of influencer marketing campaigns largely depends on the credibility of the influencer and the relevance of the content shared. Enhancing these

two dimensions leads to a more favorable perception of influencer marketing, which in turn increases consumers' purchase intentions.

12) Managerial and Theoretical Implications: From a managerial perspective, the findings provide practical insights for digital marketing professionals and companies seeking to collaborate with influencers. The results highlight that both influencer credibility and content relevance play a decisive role in the consumer decision-making process. Therefore, marketing managers should carefully select influencers based on their authenticity, perceived expertise, and the level of trust they generate among their audience. In addition, particular attention should be paid to the quality, coherence, and relevance of the disseminated content in order to maximize the effectiveness of influencer marketing campaigns (Jin & Phua, 2014). Integrating these elements into the overall communication strategy can significantly enhance campaign performance and stimulate purchase intention.

From a theoretical perspective, this study contributes to the existing literature on influencer marketing by empirically supporting key assumptions derived from the Elaboration Likelihood Model (ELM), particularly regarding central and peripheral routes of information processing (Petty & Cacioppo, 1986). The results suggest that when influencer content is perceived as relevant and the source as credible, consumers are more likely to engage in deeper cognitive processing, thereby strengthening persuasive outcomes in digital contexts.

Furthermore, this research underscores the importance of psychological and perceptual variables in shaping message reception and consumer behavior. It opens new avenues for future research, especially by examining additional moderating variables, cross-cultural differences, or sector-specific consumer responses to influencer marketing strategies (Lou & Yuan, 2019).
saoudi

IV. CONCLUSION

This research was conducted in a context where digital marketing, and more specifically influencer marketing, occupies a central role in contemporary brand strategies. The study examined the impact of influencer marketing on consumer purchasing behavior by focusing on three key variables: influencer credibility, content relevance, and purchase intention.

By adopting a quantitative methodology and using a structured questionnaire distributed via Google Forms, data were collected from a sample of 110 respondents. The collected data were analyzed using SPSS software,

which enabled the identification of significant correlations and causal relationships between the studied variables. The findings reveal that higher perceived influencer credibility and greater content relevance significantly enhance consumers' purchase intention. This dynamic underlines the strategic importance of influencers in the modern consumer decision-making process.

The main objective of this research was to better understand how influencer marketing, as a digital communication strategy, influences consumer purchasing decisions. The empirical results provided clear and measurable answers to the research problem. On the one hand, the study confirmed the critical role of perceived influencer credibility. Respondents who perceive influencers as honest, competent, and trustworthy are more likely to consider their recommendations when making purchasing decisions. On the other hand, content relevance emerged as a key determinant in this process, as useful, informative, and well-targeted content positively shapes consumer attitudes and strengthens purchase intention.

Thus, the research successfully achieved its objectives by clarifying the relationships between the variables of the proposed conceptual model and by providing a solid empirical foundation for future applications in digital marketing research.

From a theoretical perspective, this study contributes to the existing literature on influencer marketing by confirming the central role of influencer credibility and content quality in stimulating purchase intention. It also offers a conceptual framework that can be applied in future studies and encourages further reflection on the psychological mechanisms involved in online interactions between influencers and their audiences.

From a managerial perspective, the results provide valuable insights for companies aiming to optimize their digital communication strategies. A better understanding of consumer perceptions and expectations allows marketers to improve influencer selection, refine promotional messages, and design more effective and authentic marketing campaigns. Moreover, the collected data facilitate improved audience segmentation and the development of personalized marketing actions based on identified behavioral patterns.

Based on the findings, several practical recommendations can be proposed. First, companies should adopt a rigorous selection process when choosing influencers, prioritizing those who demonstrate strong credibility, authenticity, and alignment with brand values rather than merely focusing on popularity. Second, the creation of relevant and engaging content should be emphasized, ensuring that messages are informative, personalized, and consistent with consumer expectations. Third, it is essential to implement performance monitoring systems using specific indicators such as engagement rates, conversion metrics, and brand perception measures to evaluate and optimize influencer campaigns. Finally, marketing teams should be trained in emerging digital influence practices, including legal, ethical, and technological considerations.

Despite its contributions, this study presents certain limitations that open avenues for future research. Future studies could incorporate additional variables such as frequency of exposure to influencer content, level of interaction between influencers and followers, and consumers' emotional engagement. A comparative analysis across different demographic segments (e.g., age, gender, or cultural background) would also provide deeper insights into behavioral differences toward influencer marketing.

Furthermore, qualitative approaches could complement quantitative findings by offering a more nuanced understanding of consumer motivations and resistance to influencer recommendations. It would also be relevant to explore the growing phenomenon of virtual influencers (avatars and AI-based influencers), which raises new ethical, technological, and strategic challenges in digital marketing.

In addition, the evolution of innovative formats such as short-form videos, live shopping, augmented reality, and immersive experiences is progressively redefining the consumer journey and the role of influencers within the conversion funnel. In this context, influencer marketing is no longer merely a promotional tool but has become a strategic lever for co-creating value between brands, influencers, and consumers.

Overall, this research provides a foundational contribution to understanding the role of influencer marketing in shaping consumer purchasing behavior. It highlights the importance of credibility, content relevance, and strategic communication in enhancing purchase intention, while also paving the way for future research aimed at exploring emerging digital marketing practices in an increasingly data-driven and technologically evolving environment.

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