



PALESTINE POLYTECHNIC UNIVERSITY

INSTITUTE OF GRADUATE STUDIES AND RESEARCH

BUSINESS ADMINISTRATION DEPARTMENT

**INFLUENCER MARKETING IN PALESTINE:
UNVEILING THE INFLUENCE OF SOCIAL MEDIA
INFLUENCERS ON PURCHASE INTENTION
(MBA THESIS)**

By:

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HEBRON - 2024

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**Influencer Marketing in Palestine: Unveiling the Influence
of Social Media Influencers on Purchase Intention**

A Thesis Submitted in Partial Fulfillment of the Requirements for the
Degree of Master of Administrative Science

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HEBRON - 2024

THESIS APPROVAL CERTIFICATE

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Abstract

In the marketing world, influencer marketing has become incredibly popular as a powerful strategy adopted by businesses worldwide. While this marketing approach has gained global appeal, its specific impact on online consumer's purchase intention in the Palestinian context remains understudied. The main aim of this study is to investigate the impact of social media influencers on the purchase intentions of online consumers in Palestine. The research framework analyzed various traits of social media influencers, including credibility, expertise, trustworthiness and argument quality, homophily, interactivity, and popularity to determine their effects on consumers' purchase intentions. The main contribution of this thesis lies in integrating the social media influencers model with variables such as price orientation, convenience orientation, and brand orientation to investigate their collective impact on purchase intention.

A convenience sampling method is employed, targeting Palestinians who use social media for making purchases. The questionnaire was designed and distributed in the Southern West Bank, Palestine. Based on data collection from 311 respondents, the results of the study reveal that social media influencers' credibility, expertise, homophily, trustworthiness-argument quality, interactivity, and popularity have positive impact on followers' online purchase intention. Furthermore, incorporating the social media influencers model with price orientation, convenience orientation and brand orientation enhances the purchase intention of online consumers in Palestine.

The present thesis sought to provide greater knowledge in the field of social media influencers, managers can make conscious decisions when determining which characteristics to look for when deciding to collaborate with social media influencers.

Keywords: Social Media Influencers; Influencer Marketing; Purchase Intention; Palestine.

الملخص التنفيذي:

في عالم التسويق، أصبح التسويق عبر المؤثرين شائعاً كاستراتيجية قوية تتبناها الشركات في جميع أنحاء العالم. بينما اكتسب هذا النهج التسويقي جاذبية عالمية، فإن تأثيره على نية الشراء عبر الانترنت لدى المستهلك الفلسطيني لا يزال غير مدروس بشكل كاف. الهدف الرئيسي من هذه الدراسة هو كشف تأثير المؤثرين عبر وسائل التواصل الاجتماعي على نوايا الشراء لدى المستهلكين في فلسطين. تبحث هذه الدراسة في السمات المختلفة للمؤثرين عبر وسائل التواصل الاجتماعي، بما في ذلك المصداقية، الخبرة، الجدارة بالثقة وجودة الحوار، التشابه، التفاعل والشعبية لتحديد آثارها جميعاً على نوايا الشراء لدى المستهلكين. تكمن المساهمة الرئيسية لهذه الدراسة في دمج نموذج المؤثرين على وسائل التواصل الاجتماعي مع متغيرات مثل توجه المستهلك نحو السعر، وكذلك توجه المستهلك نحو الراحة ونحو العلامة التجارية من أجل الكشف عن تأثير تدخلها الكلي على نية الشراء.

استخدمت هذه الدراسة العينات غير العشوائية (العينات الملائمة)، واستهدفت الفلسطينيين الذين يستخدمون وسائل التواصل الاجتماعي لإجراء عمليات الشراء. وقد صمم الاستبيان ووزع في جنوب الضفة الغربية بفلسطين. استناداً إلى جمع البيانات من 311 مشاركاً، كشفت نتائج الدراسة أن لمصداقية المؤثرين في وسائل التواصل الاجتماعي وخبرتهم، وتشابهم مع المؤثر، والثقة بهم وجودة الحوار معهم وشهرتهم أثراً إيجابياً على نية الشراء لدى

المستهلكين للشراء و علاوة على ذلك، فإن دمج نموذج المؤثرين على وسائل التواصل الاجتماعي مع العوامل الأخرى مثل توجه المستهلك نحو السعر و نحو الراحة و العلامة التجارية يعزز نية الشراء للمستهلكين عبر الإنترنت في فلسطين من خلال تحول تفاعل المؤثرين ليصبح ذو دالة احصائية .

وقد سعت الدراسة الحالية إلى توفير قدر أكبر من المعرفة في مجال التسويق عبر المؤثرين في وسائط التواصل الاجتماعي، حيث يمكن للمدراء اتخاذ قرارات واعية عند تحديد الخصائص التي ينبغي البحث عنها عندما يقررون التعاون مع الجهات المؤثرة في وسائط التواصل الاجتماعي.

الكلمات الرئيسية: المؤثرون عبر وسائل التواصل الاجتماعي؛ التسويق المؤثر؛ نية الشراء؛ فلسطين.

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List of abbreviations

SMI	Social Media Influencers
OPI	Online Purchase Intention
C	Credibility
E	Expertise
H	Homophily
TAQ	Trustworthiness and Argument Quality
P	Popularity
I	Interactivity
BO	Brand Orientation
PO	Price Orientation
CO	Convenience Orientation

Chapter 1

1.1 Introduction

Social media has undoubtedly changed the way we communicate and interact with each other. It has facilitated connections between individuals and enabled them to get closer than ever before. It is currently growing in popularity and is among the most widely used forms of communication. Social media enables us to communicate ideas, content, news, information, etc., faster. According to Kastenholz (2021), engaging with social media has become a habitual practice, occurring daily and frequently on an hourly basis. Kastenholz (2021) noted that we are now experiencing a new era of media consumption, where consumers have the power to select what they want to see and who they choose to trust, this has resulted in a shift towards a democratic media environment. This shift towards a democratic media environment has paved the way for the emergence of Social Media Influencers (SMIs), who play a vital role in shaping consumer behavior and purchasing decisions.

This dynamic transformation is particularly significant in the context of today's business world, where organizations struggle with operational challenges stemming from the growing impact of digitization (Masuda et al., 2022). The changing patterns in customer buying behavior, marked by increased consumer awareness and a reduced reliance on traditional sales methods, emphasize the significant implications of this shift in perspective. According to research findings by Irshaid (2020), more than 75% of buyers have limit interactions with sales people, along with a growing reliance on digital technologies, particularly social media, throughout the purchasing process. Moreover, a survey of buyers indicated that over 80% of respondents are convinced that content on social media platforms have an impact on their decisions when making purchases (Minsky and

Quesenberry, 2016). Consequently, marketers have adopted a new strategy of seeking and securing customer attention by producing engaging and entertaining content (Masuda et al., 2022).

Social media marketing plays a crucial role in modern consumer communication. Businesses regularly incorporate social media advertisements into their marketing strategies to expand their audience (Matin et al., 2022). Naturally, there exist diverse approaches to social media advertising that can be utilized depending on a company's communication goals and target audience. Hence, companies utilize the services of social media influencers to achieve their specific goals for particular target segments. These influencers are influential online personalities who possess a significant number of subscribers or followers, enabling them to have an impact on a specific portion of the market (Matin et al., 2022).

Platforms such as Facebook, Instagram, YouTube, TikTok, and X gave these influencers a large powerful digital platform to express their experiences, views, and recommendations. This has also enabled them to promote their products, services, and lifestyles, developing a direct and relatable relationship with their followers (Ma et al., 2018).

As stated by Dhanesh and Duthler (2019), influencers share their everyday activities and personal stories to attract followers. Once they accumulate a substantial number of followers, these influencers become opinion leaders who possess influence over customers' purchasing decisions. This marketing method can be used to increase brand intimacy, which eventually leads to the creation of brand affection (Giovanis and Athanasopoulou, 2018).

According to the latest findings of the Linqia report (Linqia, 2023), influencer marketing will continue to be strong and expand. In 2023, most influencer marketing survey participants reported an increase in their influencer marketing budgets, despite economic concerns. The majority of

respondents indicated that their budgets either grew or remained steady compared to the previous year. This result is in line with patterns seen in 2017, when a significant majority of marketers incorporated influencer marketing into their campaigns and an impressive percentage of them reported positive outcomes, highlighting the effectiveness of this approach. These consistent positive results across different years emphasize a sustained interest and investment in influencer marketing as a viable strategy for reaching and engaging target audiences, even in the face of economic uncertainty. The continuing and widespread use of influencer marketing indicates that it has developed into an important component of the total marketing mix, proving its long-term value rather than being a passing fad.

However, the adoption of influencer marketing presents numerous challenges because it is a unique and special tool that requires creative approaches to effectively share the express message. Influencer marketing model fundamentally differs from traditional advertising or celebrity spokesperson models. Consequently, adopting this innovative model necessitates a new perspective on communication strategies and a thorough selection process for influencers who align with the brand's values and objectives. Relying solely on the message's reach through an influencer should not be regarded as the singular criterion for achieving persuasive success in communication efforts (Xiao et al., 2018).

Influencer marketing is distinct from traditional marketing. Conick (2018), asserts that the goal of influencer marketing is to interact honestly and authentically with potential customers. Stated differently, the "natural fit" of an influencer campaign is the most important aspect. The challenge in influencer marketing lies in finding the proper influencer (Pophal, 2016). Despite the widely held idea that a large audience indicates influential influence, research reveals otherwise. The concept of a "natural fit" becomes more essential. Influencers with fewer than 1,000 followers, for

example, have an 8% like rate on Instagram, compared to those with more than 10 million followers, who have a just 1.6%. According to Conick (2018), while macro-influencers attract greater attention, marketers should examine whether these eyes are the appropriate target audience for their campaign. In the context of influencer marketing, the implication is that just pursuing influencers with a huge following, without evaluating the relevance of the audience to the brand or product, is an ineffective and out of date strategy.

The doubt surrounding the authenticity of followers, caused by the rise in software and applications facilitating the creation of fake followers and engagements like likes and comments, raises numerous concerns in the process of selecting influencers to collaborate with (Botelho, 2019). Therefore, marketers should concentrate on elements that go beyond quantitative measurements, providing a qualitative knowledge of the influencer characteristics that influence purchase intention, understanding these elements that influence purchase intention is critical for brands to establish successful collaborations.

According to De Veirman et al. (2017), choosing a highly likable and credible influencer is crucial to maximizing the impact of a marketing message because of their immense value as opinion leaders. This presents a difficult task for advertisers, as they have to carefully manage the selection process to find the most suitable and effective influencer while keeping the nature of the product they intend to promote in mind.

1.2 Research Problem

In the marketing world, influencer marketing has become incredibly popular as a powerful strategy embraced by businesses worldwide, including Palestine. Its effectiveness lies in connecting with target audiences and increasing online presence.

One of the most popular and successful types of internet marketing nowadays is influencer marketing. It is not surprising that marketers are using the most famous faces on social media for marketing, given the millions of people who use the internet every day to browse social media platforms for inspiration, amusement, and product recommendations. According to the Influencer Marketing Hub (2023), the value of the worldwide influencer marketing market has more than tripled from 2019 to 21.1 billion US dollars. As influencer endorsement continues to mature as an industry, the size and value of influencer marketing platforms also continue to expand every year, leading to increasingly profitable brand-creator collaborations (Statista, 2023). The Influencer Marketing Hub (2023) also revealed that 67% of marketing agencies, brands, and professionals who allocate a budget for influencer marketing plan to increase their spending in 2023. Notably, 23% of them intend to dedicate more than 40% of their entire marketing budget to influencer campaigns. This statistic demonstrates the increasing importance and effectiveness of influencer marketing in today's business world.

While this marketing approach has gained global appeal, its specific impact on online consumer's purchase intention in the Palestinian context remains understudied. As the Palestinian market possesses its own unique cultural, social, and economic characteristics, understanding the efficacy of influencer marketing in influencing consumer purchase intention in this region is crucial for businesses seeking to establish successful marketing strategies. Additionally, limited research focuses on the specific attributes of SMIs that influence purchase intention among Palestinian consumers, such as credibility, expertise, trust and homophily.

To fill this research gap, there is a need for comprehensive and context-specific studies that investigate the effectiveness of influencer marketing in driving online consumer purchase intention in Palestine. Understanding the factors that influence consumer purchase intention and the role of

SIMs in this context will provide valuable insights for businesses seeking to capitalize on influencer marketing strategies in the Palestinian market, reinforce online consumer purchase intention, and gain a competitive edge in the highly competitive digital marketplace. Furthermore, it will empower businesses with actionable insights and facilitate the development of more effective influencer marketing strategies.

To bridge this critical knowledge gap, it's essential to conduct thorough investigations into the dynamics of influencer marketing in Palestine and its impact on online consumer purchase intention.

1.3 Research objectives and questions

The primary purpose of this thesis is to shed light on the various factors associated with the effect of SIMs on online consumer's purchase intention in Palestine. Enabling companies to make more informed decisions when selecting influencers to collaborate with and develop strategies that align effectively with their target consumers.

Further exploration of these details, the objectives are outlined as follows:

- (1) To describe the influence of SIMs on online consumer's purchase intention in Palestine.
- (2) To determine the significant characteristics of SIMs that have effect on purchase intention.
- (3) To understand how consumers in the Palestinian market perceive influencer marketing, including their trust levels, preferences, and responses to different influencer characteristics.

Hence, we have the following research question:

- 1- How do SIMs impact online consumer's purchase intention in the Palestinian context?

- 2- Which specific characteristics of influencers have a higher influence on the purchase intention?
- 3- How do consumers in the Palestinian market perceive influencer marketing, considering aspects such as trust levels, preferences, and responses to various influencer characteristics?

1.4 Significance of the study

The significance of this study lies in its potential to provide valuable insights and contribute to the knowledge in the field of influencer marketing and online consumer behavior in general and in Palestine in particular. Here are some key points highlighting the significance of the research:

1-Filling the knowledge gap: The study addresses a significant gap in research by examining the impact of influencer marketing on online consumer purchase intention in the Palestinian market. This contributes to the limited body of literature on this topic and adds to the understanding of marketing dynamics in the region.

2-Informing business strategies: By identifying key factors influencing the effectiveness of using influencers in the Palestinian, businesses can make more informed influencer selection and enhance their marketing campaigns. This understanding can lead to more successful marketing tactics, which will help businesses reach their target audiences more successfully.

3-Enhancing understanding the online consumer behavior: Understanding how influencer marketing influence online consumer purchase intention can provide significant insights into consumer behavior in the digital environment. This insight is critical for organizations seeking to adjust their promotional activities and offers to better fit the requirements and preferences of consumers.

4- Improving the digital marketing environment: In a highly competitive digital marketplace, the findings of this study can provide organizations with a competitive advantage. Businesses may strengthen their online presence and compete more effectively in the digital world by maximizing the potential of influencer marketing and increasing online customer purchase intention.

5- Facilitating marketing decision-making: The study findings can serve as a guide for marketing decision-makers, assisting them in more successfully allocating resources, identifying high-impact influencers, and developing tactics that resonate with their target audience.

Overall, this study has the potential to offer valuable implications for businesses, consumers, and researchers alike, helping to improve marketing practices, consumer experiences, and overall marketing effectiveness in Palestine's digital marketplace.

1.5 Research structure

This thesis comprises of five chapters, each serving a distinct purpose. In chapter one, an overview is provided, setting the stage for the entire research. This chapter introduces the key concepts of social media marketing and influencer marketing, emphasizing significant trends. This chapter comprises of essential elements such as the problem statement that clearly identifies gaps in existing literature, objectives of the study outlining research goals, research questions for guiding the investigation, and the significance of the study for discussing potential contributions to the field.

The second chapter focuses on reviewing relevant literature and developing theoretical frameworks to aid in hypotheses formulation. It involves defining essential concepts like social media marketing, social media influencers, online consumer purchase intention, and other related terms. This chapter includes an in-depth evaluation of studies and findings on social media and influencer marketing. Hypotheses are then carefully developed, building on current knowledge to lay a solid framework for the subsequent research.

Chapter 3 discusses methodology, providing detailed information on the research strategy, data collection methods, and analysis approaches. It discusses the research population and sample, examines the selection and building of the research tool, evaluates reliability and validity, and explains the statistical methods used in data treatment.

Chapter four focuses on presenting the results of the research and outlining the key findings. The chapter begins with an examination of the data analysis process, employing hypothesis testing to systematically assess and draw conclusions from the collected data.

The final chapter, chapter 5, discusses the results of the study and summarizes the key findings and implications drawn from the thesis, highlighting the study's contribution and implications. Additionally, it discusses the opportunities for future research and emphasize the significance of ongoing examination in this in the fast-growing field of social media marketing.

Chapter 2

2. Literature review:

2.1 Influencer marketing

The digital age has led to a significant transformation in the field of marketing. Social media influencer marketing represents a form of electronic word-of-mouth (e-WOM), serving as a strategy that uses the influence of social media personalities to enhance brand image and raise brand awareness (De Veirman et al., 2017). Masuda et al., (2022) argue that the complexity of the customer environment has increased due to the emergence of digital technologies. Businesses need to assess not just current marketing strategies, using metrics like sales, profits, growth rate, customer satisfaction, and loyalty, but also explore novel marketing strategies and propositions related to customer value, encompassing aspects like value, brand, and relationship equity. Therefore, social media has transformed into a crucial platform for distributing marketing messages worldwide, capturing the attention of organizations, researchers, and marketers who acknowledge its significance in advertising and its capacity to wield influence across diverse platforms (Lisichkova and Othman, 2017).

In comparison to traditional marketing, influencer marketing is more effective as it enables marketers to precisely reach of their target audience (Masuda et al., 2022). This approach offers marketers valuable insights into the responses of social media influencers (De Veirman et al., 2017). Through the utilization of digital and social media marketing businesses can achieve their marketing goals at a minimal expense (Ajina, 2019).

According to a survey conducted by Mohsin in 2021, 70% of marketers consider social media platforms to be an effective channel for implementing their marketing campaigns. Moreover, the most recent findings by TapInfluence (2019), emphasized that influencer marketing has the potential to generate a return on investment that is 11 times greater than that of conventional advertising channels. In addition, research carried out by Hussain and Ali (2022) reveal that 40% prefer buying products promoted by social media influencers. They trust these influencers' recommendations more than suggestions from their own family or relatives. As mentioned by Mohsin (2021), 49% of consumers rely on recommendations from social media influencers when making purchases. Therefore, marketers are quickly incorporating influencer marketing on social media into their traditional marketing strategies.

2.2 Social Media Influencers (SMIs)

The widespread use of social media platforms has led to a significant rise in the global number of social media users. As reported by Datareportal report (2021), by October 2021, the count of social media users reached 4.55 billion, marking a 9.9% increase within a year, equivalent to an average addition of 13 new social media users per second.

The use of social media platforms goes beyond simply entertainment, as indicated by the fact that 40% of those who use social media also use it for professional purposes (Dean, 2021). Casaló et al., (2020) find that social media platforms are a great source for gathering information which will impact their decision-making in the process of making purchases. Koay et al., (2021) find in their research that the increasing usage of social media platforms has made it possible for many individuals to become famous by creating content and building substantial followings, leading to the emergence of a new term: "social media influencers". Social media influencers are independent

third-party individuals with substantial online followings, renowned for their expertise in specific area. Their influence lies in their capacity to effectively guide and motivate their followers to embrace their recommendations, thus playing a vital role in the decision-making process (Koay et al., 2021).

As defined by Zhou et al. (2020), SMIs include individuals such as bloggers, traditional celebrities, and online entrepreneurs who share information about products, health, and lifestyles on social media platforms. SMIs share brand updates and information, post engaging content, engage with consumers on platforms, and enhance consumer perceptions of brands (Jin and Ryu, 2020).

Freberg et al., (2011), introduced the concept of SMIs to the academic community. Their conceptualization of SMIs, influenced by endorsement theories, describes them as impartial, third-party endorsers and brand representatives who possess the ability to influence audience attitudes through the content they disseminate, such as blogs, tweets, and other forms of social media engagement (Cartwright, 2022).

Gräve (2017), argues that influencers go beyond being brand endorsers who solely impact sales and brand recognition; they also serve as opinion leaders, shaping viewpoints on social media. Opinion leaders are often defined as individuals who have a significant impact over the attitudes and actions of consumers (Cartwright et al., 2022). They often achieve this influence through verbal communication, typically via word-of-mouth recommendations. This influence is related to social recognition, personal charisma, or expert knowledge in specific domain (Vrontis et al., 2021).

The information disseminated by SMIs holds considerable importance for both global and local brands because these influencers are widely regarded as credible expert in their respective fields

(Jin et al., 2019). Moreover, the interactive content shared by SMIs plays a crucial role in enhancing consumers' comprehension of brands (Koay et al., 2021). This is due to the visually appealing posts and videos through which SMIs capture the essence of supported brands, thereby shaping positive brand perceptions among consumers (Torres et al., 2019). As a result, SMIs are recognized as one of the most influential sources influencing outcomes related to consumer-brand engagement, as evidenced by metrics like follower counts, likes, comments, and shares (Jin et al., 2019). This emphasizes the significance of scholarly exploration into the credibility of SMIs (Koay et al., 2021).

2.3 The concept of purchase intention

The concept of purchase intention plays a crucial role in marketing research. Marketing scholars are particularly interested in exploring purchasing intent due to its close association with customer buying behavior (Goyal, 2014). Intentions are viewed as reliable predictors of future actions (Vineyard, 2014). Lisichkova and Othman, (2017) defined Purchase intention as the probability that a consumer intends or is prepared to purchase a specific brand in the future. Furthermore, the concept of purchase intention can be identified as one of the components of consumer cognitive behavior on how an individual intends to buy a specific brand or product (Hosein, 2012). Online purchase intent is defined as a consumer's willingness to engage in online purchases. (Meskaran et al., 2013). Lisichkova and Othman, (2017) indicate that purchase intention demonstrates how customers use prior experiences, preferences, and external circumstances to gather information, evaluate options, and finally make a purchasing decision.

The process of purchasing begins when a consumer examines different products, and this investigation may ultimately lead to obtaining a specific item (Lisichkova and Othman, 2017).

Previous study in the field of influencer marketing reveals that customers' opinions regarding a particular brand have a direct influence on their intent to make a purchase (Pradhana et al., 2016). In the study conducted by Chetioui et al. (2020), researchers reveal that Electronic Word of Mouth (E-WOM) is more successful when recommended by well-known individuals and has a considerable influence on online shoppers' desire to make purchases. Greater trust in online reviews increases the chances of making a purchase. Based on this, marketers often see the intent to buy as a key factor in shaping purchasing decisions (Jiménez-Castillo and Sánchez-Fernández, 2019).

Hsu et al., (2013) find that before making purchases, consumers often seek advice from social media. Djafarova and Rushworth, (2017) argues that the use of social media influencers increased consumers' purchase intention more than celebrities, owing to the influencers' perceived trustworthiness and perceived similarity to consumers. Furthermore, due to social media influencers' potential to impact customer purchase intentions, it has been established that they favorably influence consumers' views and assessments of sponsored content (Jiménez-Castillo and Sánchez-Fernández, 2019).

2.4 Source credibility theory

Source credibility theory is a fundamental concept in communication research that explains how the credibility of a message source influences audience perceptions and behaviors. The implementation of source credibility theory, first introduced by Hovland and Weiss in 1951. The original formulation of source credibility theory comprised of two fundamental elements: trustworthiness and expertise, as initially proposed by Hovland et al. (1953).

1-Expertise: This dimension refers to the perceived expertise, knowledge, and experience of the communication source regarding the topic or issue under discussion. Individuals who are seen as highly knowledgeable and capable are more likely to be considered credible and influential. Expertise is established by possessing skills, qualifications, experience, and demonstrating expertise in the subject field.

2-Trustworthiness refers to the perceived credibility, honesty, integrity, and reliability of the source of a communication. Perceived credibility of sources positively correlates with audience belief and trust. Trustworthiness can be impacted by sincerity, constancy, openness, and previous behaviors.

Subsequently, Ohanian (1991) enhanced this idea by introducing attractiveness as a third element, which includes both physical appeal and likability. It posits that individuals evaluate message sources based on their perceived expertise, trustworthiness, and attractiveness, which shape the credibility of the source and influence message acceptance and persuasion outcomes.

According to Lou and Yuan (2019), credibility is comprised of four dimensions: trustworthiness, expertise, attractiveness, and similarity. Erdogan (1999) further expanded on the concept of trustworthiness and expertise, identifying them as factors that indicate customer trust in the ethical nature and truthfulness of the endorser. These elements, in addition to attractiveness, have a significant impact on how audiences perceive message sources. In the context of social media influencer marketing, the theory provides insights into the dynamics of influencer marketing. Influencers' perceived expertise, trustworthiness, and attractiveness enhance their credibility among followers seeking advice or recommendations.

Prior studies have shown that the credibility of the source is critical for garnering support from endorsers, as the effectiveness of the message relies on the source's trustworthiness (De Veirman

and Hudders, 2020; Weismueller et al., 2020). Weismueller et al. (2020) conducted a study to examine the connection between trustworthiness, expertise, attractiveness, and buying intent. Their findings indicate that people who perceive social media influencers (SMIs) as trustworthy and dependable are more likely to purchase the brands recommended by these influencers. This cognitive process involves evaluating the trustworthiness of social media influencers (SMIs) in terms of their ability to provide valuable messages and accurate information. It also involves assessing their level of brand knowledge and overall experience (Handayani et al., 2020). This hypothesis yields outcomes that are either completely or partially contradictory (Ohanian, 1991; Wang et al., 2019).

For instance, Ohanian (1991) and other scholars examined the correlation between the credibility of the source and the intention of individuals using conventional celebrities or media. Consequently, their findings display a lack of consistency. In the past, conventional marketers would enlist these celebrities and compensate them with a substantial amount of money for their promotional campaigns (Ki et al., 2020). The emergence of influencer marketing has likely influenced the consumption patterns of followers.

The study by Sokolova and Kefi (2020) examines the relationship between behaviors and the psychology of marketers. Consumers may no longer see trustworthiness as a decisive factor in their intentions (Li and Han, 2021). Companies recruit SMIs due to their greater influence over conventional celebrities (Ki et al., 2020). According to Ladhari et al. (2020), individuals who follow social media influencers (SMIs) tend to have a stronger emotional connection with them, and this emotional attachment can positively influence their intention to make a purchase.

Nevertheless, the perspective of current followers regarding the authenticity of SMIs remains uncertain. The influence of SMIs on individual attitudes and actions is clearly apparent (Ki et al., 2020). Research has shown that individuals often modify their psychological behavior in response to messages conveyed by social media influencers (Sokolova and Kefi, 2020). Furthermore, individuals modify their actions by responding to their expectations of how the message will impact others (Ladhari et al., 2020). Gunther and Storey's (2003) further reinforce this concept.

Nevertheless, research findings on the influence of source trustworthiness on purchase intention can differ among studies, resulting in inconclusive outcomes. While certain research corroborates the beneficial impact of source credibility and knowledge on intention, others yield conflicting results. Research conducted by Ohanian (1991) and other scholars investigating the correlation between source credibility and purpose with conventional celebrities or media sources has produced inconclusive findings, indicating the necessity for additional exploration and clarity in this field.

In this study source credibility theory proposed by Hovland and Weiss (1951) is used.

2.5 Social media influencer characteristics

2.5.1 Credibility

Credibility plays a crucial role in endorsements by well-known personalities, impacting the effectiveness of the marketing message and influencing subsequent consumer attitudes and behaviors (Schimmelpfennig and Hunt, 2020). In accordance with Ohanian, (1990), credibility is "the favorable qualities of a communicator that influence the recipient's willingness to accept a message". Scholars such as (Lisichkova and Othman, 2017) have highlighted the importance of

credibility in the persuasive process, particularly in an online context where customers lack the option to physically connect with the product, as noted by Everard and Galetta (2006). Furthermore, as highlighted by Chu and Kamal (2008), bloggers and micro-celebrities value credibility since it increases their effect and improves their own media reputation and self-brand. When an influencer is regarded to have more credibility, the target audience's purchase intentions increase (Silvera and Austad, 2004), as they are perceived to have greater expertise, trustworthiness, and appeal (Lisichkova and Othman, 2017). Based on the findings of earlier studies, we thus propose the following hypothesis.

H1. There is a positive impact of SMI's credibility on online consumer's purchase intention.

2.5.2 Expertise

Expertise is understood as the extent to which a follower perceives the SMI as experienced, knowledgeable, qualified and reliable (Ki et al., 2020). The perceived knowledge of SMIs has a positive relationship with the probability of consumers making a purchase and their actual purchasing behaviors (Koay et al., 2021). According to the research conducted by Weissmueller et al., (2020), consumers are more likely to buy products recommended by SMIs with specified degrees of expertise and knowledge related to the recommended products in the context of social media. Similarly, if consumers believe that online reviews come from credible and experienced reviewers, they are more likely to value these recommendations, potentially influencing consumers' decisions to purchase the reviewed products in a positive way (Weissmueller et al., 2020; Filieri et al., 2018). Consequently, the subsequent hypothesis is suggested.

H2. There is a positive impact of SMI's expertise on online consumer's purchase intention.

2.5.3 Homophily

Homophily is a concept related to similarity that operates on the idea that people who are alike tend to interact with each other more frequently than those who are different (Masuda et al., 2022). Rogers and Bhowmik (1970) propose that people with similar attitudes usually communicate with one another. In the same context, Sokolova and Kefi (2020) show that SMIs who are seen as similar to their followers may enhance their effectiveness due to the presence of attitude homophily. The research by Masuda et al., (2022) also demonstrate that the similarities between influencers and their followers enhances the social attractiveness of influencers. As noted by Masuda et al., (2022), similarity between influencers and their followers enhances the influencers' social appeal. Concerning purchase intention, Ma et al. (2015) reveal that individuals with close network connections tend to make comparable purchases, which can be explained by homophily. In their research, they also indicate that homophily plays a role in influencing both purchase intentions and product selections.

Accordingly, the following hypothesis is proposed.

H3: There is a positive impact of SMI's homophily on online consumer's purchase intention.

2.5.4 Trustworthiness and argument quality

In the context of SMIs, trustworthiness is defined as the degree to which a follower considers the SMI as dependable, characterized by qualities such as honesty, reliability, sincerity, and trustworthiness (Lou and Yuan, 2019). In the online environment, the significance of trustworthiness is widely acknowledged. Trust is perceived by consumers as "the degree of confidence in a source's intention to provide accurate information", (Lisichkova and Othman,

2017). This implies that, even though companies may possess expertise in its own industry, they may not automatically be considered trustworthy (Cheong and Morrison, 2008). Conversely, consumers often turn to blogs or reviews from confident influencers, perceiving them as more reliable. According to (Lisichkova and Othman, 2017) influencers are considered as providers of true and genuine product and service assessments. As a result, their followers build a deeper connection with them than with the manufacturers, resulting in a higher level of trust in the product information (Cheong and Morrison, 2008). People who trust a SMI believe the product information provided by the influencer. Furthermore, if the SMI consistently posts useful content, it strengthens the relationship with followers and encourages them to try the recommended products or companies. (Ki et al., 2020). Brands associated with endorsers perceived as trustworthy witness high levels of brand credibility and a favorable brand attitude, resulting in increased intentions to make purchases (Wang and Scheinbaum, 2018).

The way a message is presented influences how others perceive its content. Argument quality is one of the most extensively investigated factors in how information is processed (Xiao et al., 2018). The quality of statement made by social media influencers regarding a brand/product or when they share their personal experiences is seen as the quality of argument. (Shin et al., 2017). The strength of a message's quality is determined by its relevance, timeliness, accuracy, and comprehensiveness. A high-quality review clearly states the reviewer's opinion and the reasons behind it. Shin et al. (2017) also finds that positive reviews with high quality led to an increase in the purchase intention.

As a result, the following hypothesis is proposed:

H4: There is a positive impact of SMI's trustworthiness and argument quality on online consumer's purchase intention.

2.5.5 Popularity

In today's digital age, when companies choose to invest in influencer marketing, advertisers aim to collaborate with popular social media influencers, believing that a larger follower base often leads to greater sales (Zhou and Tong, 2022). For marketers, accurate and prompt predictions of popularity act as crucial income indicators, enabling the development of specialized ads for specific video content and audience groups (Xu et al., 2015). Meanwhile, Xu et al., (2015) argue that influencers and content creators strive to employ strategies to a larger significant follower base. Attracting a large number of views is critical for content creators and contributors in order to generate potential earnings via micro-payment methods. Lin et al., 2017 research delves into the relationship between social media popularity and how the public views it. They identify two key metrics for assessing this popularity: the number of likes and followers. The authors also indicate that developing popular and effective social media brand posts is a crucial factor for marketing managers because it is positively associated with consumers' purchase intentions, actual sales, and even stock prices. The popularity of a company's social media posts is influenced by the number of likes, shares, and fans. In addition, Lin et al., (2017) explore that popularity may increase the effectiveness of the postings in expressing the company's message in order to engage and influence consumers. The more popular someone is, the more probable it is that they will have an impact on consumers, resulting in a rise in product sales (Chevalier and Mayzlin, 2006). Moreover, popularity can influence consumers' purchasing intentions by enhancing their personal confidence in institutions (Huffaker, 2010; Edwards et al., 2013). Furthermore, the more popular the influencer, the more consumers believe that the products suggested by the influencer have perceived emotional value, leading to increased purchase intent (Chen et al., 2021). Based on the results of previous studies, the following hypothesis is proposed:

H5: There is a positive impact of SMI's popularity on online consumer purchase intention.

2.5.6 Interactivity

Interactivity acts as an informal indicator that influences how people evaluate the reliability of online information (Xiao *et al.*, 2018). Interactivity can be viewed as the level of engagement demonstrated by social media influencers in their communication with their audience (Botelho, 2019). Social media emerges as a prime platform for interaction, allowing users to easily share their views, thoughts, and also engage with others' content through comments.

Social media platforms make it easier for users to initiate and improve interactions with others (Jansom and Pongsakornrungrasit, 2021). A study in China conducted by Zheng *et al.* (2020) demonstrated a positive link between users' interaction on social media and their intention to engage in social commerce.

Olfat *et al.* (2023) find that SMIs have the power to impact customer behavior through interactions with their followers and encourage their response engagement. Aside from continuously publishing fresh information, SMIs must actively engage with their audience, answering to inquiries and establishing a feeling of community. This interactive method not only increases audience engagement but also has the ability to significantly impact consumer behavior and views (Olfat *et al.*, 2023). They also show that users' attitudes and behaviors are influenced by their active and interactive actions in social networks.

Depending on the above studies, the following hypothesis is proposed:

H6: There is a positive impact of SMI's interactivity on online consumer's purchase intention.

2.5.7 Consumer orientation toward brand

A brand is characterized as a distinctive name, symbol, trademark, and packaging design that sets apart the products or services of a business, distinguishing them from those offered by competitors (Aaker, 1991). In the online market, a company's brand identity serves as a mental reference and a recognition point where customers encounter a significant amount of ambiguity (Rajshekhar et al., 2005). In the online shopping environment, customers often rely on recognized corporate and brand names instead of detailed product information when planning to make a purchase (Ward and Lee, 2000). A strong brand name not only brings in new customers but also helps them feel confident about their purchases. Research conducted by Jayawardhena et al. (2007) suggests that a brand-orientation is correlated positively with customers' intentions to make online purchases. As a result, the following hypothesis is proposed:

H7. There is a positive impact of consumer orientation toward brand on online consumer's purchase intention.

2.5.8 Price orientation

Price is considered as one of the most important attributes for consumers when making decisions. Price refers to the "value of goods and services expressed in monetary terms (Saputra et al., 2012). Choudhuri (2018) states that the price serves as a tangible indicator that influences consumers' buying choices. It's worth noting that consumers anticipate reduced prices when they shop online. Furthermore, it has been observed that individuals with lower incomes tend to be more "price-conscious" in their shopping approach and firmly believe that online shopping offers cost savings, as stated by Choudhuri (2018). Therefore, pricing emerges as a crucial factor motivating customers

to buy online, enabling them to compare products, save time, and experience convenience simultaneously, as highlighted by Reibstein (2002). Additionally, it serves as a significant factor in consumers' evaluations of alternatives. Several prior studies have indicated that engaging in online shopping lowers the expenses associated with information searching and simplifies the process of discovering more affordable items (Choudhuri, 2018).

The findings of Levrini and dos Santos (2021) indicate that both convenience and pricing factors directly and indirectly affect purchase intentions. Similarly, the study by Khatibi et al., (2006) suggest that pricing is a determinant for online purchases and enhances consumers' purchase intentions. Consequently, the subsequent hypothesis is suggested.

H8. There is a positive impact of consumer orientation toward price on online consumer's purchase intention.

2.5.9 Consumer orientation toward convenience

Many studies have shown that ease and convenience are key reasons why customers choose to shop online and engage with digital sellers (Kwek at al., 2010). According to Bhatnagar et al., (2000), the probability of making online purchases rises with an increase in customers' perception of the convenience of online shopping. The concept of convenience goes beyond just offering fast checkouts or locations close to home; it encompasses psychological costs and various non-monetary factors such as time, effort, and stress (Bhatnagar et al., 2000). Many researches' findings indicated that convenience plays a significant role in driving online shopping (Meuter et al., 2000; Szymanski and Hise, 2000). Burke (1998) determined that convenience orientation

correlates positively with customers' intentions to buy online. Consequently, the subsequent hypothesis is suggested.

H9. There is a positive impact of consumer orientation toward convenience on online consumer's purchase intention.

2.6 Previous empirical studies

The studies on the impact of SMIs on online customers' purchasing intention have gained special importance in the journals that provide a forum for innovation and scholarly work in marketing since the last decade. This section reviews the most important previous empirical studies on this issue.

In a study conducted by Masuda et al. (2022), the investigation focused on the impacts of influencer attributes on purchase intentions in social media influencer marketing. The study examined three personal attributes (attitude homophily, physical attractiveness, and social attractiveness) and three characterizations (trustworthiness, perceived expertise, and parasocial relationship) as predictors of purchase intention. The study was conducted as a cross-sectional analysis, with data collected from South Korea via a survey. The variables in the research model were operationalized by using metrics from earlier social media studies. The survey included closed-ended questions scored on a 5-point Likert scale. Data collecting involves surveying people who have purchased products/services after viewing influencer-created YouTube advertising. The findings indicate that that trustworthiness, perceived expertise, and parasocial relationship had an impact on purchase intention generated by influencer video advertising, with parasocial relationship having the strongest influence. In addition, attitude homophily, physical

attractiveness, and social attractiveness all had an impact on parasocial relationship, with social attractiveness having the strongest influence.

Koay et al., (2021) investigate the influence of SMIs credibility, characterized by trustworthiness, attractiveness, and expertise, and to explore the moderating effects of materialism on followers' purchase intention. Results indicate that the source credibility model effectively explains followers' purchase intention. Both the trustworthiness and expertise of SMIs significantly contribute to followers' purchase intention, excluding attractiveness. The impact of attractiveness on purchase intention varies based on the followers' level of materialism, with a stronger influence observed among materialistic followers. The results demonstrate that the source credibility model is an ideal framework for explaining followers' purchasing intention. SMIs' trustworthiness and expertise are major determinants of followers' purchase intent. Furthermore, materialism was shown to slightly moderate the relationship between attractiveness and purchase intention. That is, the influence of attractiveness on purchase intention correlates to followers' materialism, with materialistic followers being more influenced.

Chetioui et al., (2020) explored the role of attitudes towards fashion influencers on brand attitudes and consumer purchase intentions. The study also aims to identify factors influencing consumers' attitudes towards fashion influencers (perceived credibility, trust, perceived behavioral control, subjective norms, perceived expertise, and perceived congruence), proposing a conceptual model combining the theory of planned behavior and insights from prior influencer marketing literature. Using data from 610 Moroccan respondents, the authors empirically test the model employing partial least squares estimation. The research employed a nonprobability sampling method, combining self-selecting and snowball sampling, utilizing Facebook as a platform for voluntary participation. The findings reveal a positive influence of attitudes towards fashion influencers on

both brand attitude and consumer purchase intention. Consumers' attitudes towards fashion influencers are positively influenced by perceived credibility, trust, perceived behavioral control, subjective norms, perceived expertise, and perceived congruence. Consumer attitudes towards influencers were most strongly influenced by perceived credibility, followed by expertise and trust. Subjective norms had the least impact on consumer attitudes toward fashion influencers.

In their investigation Azkiah and Hartono (2023) examine the impact of social media influencers on customer attitudes and purchasing intentions in Indonesia, mainly it examines the influence of the characteristics of influencers, such as attractiveness, credibility, product suitability, and the transfer of meaning to purchase intent in social media marketing. Their research aims to determine the extent to which social media influencers influence consumer attitudes and purchasing intentions in this region. A quantitative approach was used to collect data from 180 individuals who were actively engaged on social media and followed influencer accounts. Data gathering included the distribution of online questionnaires through platforms such as Instagram, WhatsApp, and Line. The results show that social media influencers have a significant and favorable impact on customer attitudes and purchase intentions.

A study conducted by Botelho (2019) aimed to assess the impact of social media influencers on consumers' purchase intention of cosmetic products, focusing on specific characteristics of SMIs such as expertise, trustworthiness and argument quality, likability, homophily, interactivity, popularity, and purchase intention. To do so, an online survey with 338 respondents is conducted and linear regression is applied. The findings reveal that influencer's homophily, argument quality, popularity, expertise and interactivity do positively influence the online consumers' purchase intention of a cosmetic product, while trustworthiness and likability do not influence the purchase

intention of a cosmetic. Homophily and argument quality had a greater influence on purchase intention than popularity, expertise, and interactivity.

The purpose of Baig and Shahzad (2022) study is to investigate the impact of social media influencers' credibility characteristics, such as trustworthiness, attractiveness, and expertise, on customer behavior, with a particular emphasis on purchasing intentions and brand perceptions. The study gathered data from Pakistani consumers who follow fashion influencers, with 149 participants and 135 valid responses. The findings show that social media influencers' credibility dimensions (trustworthiness, attractiveness, and expertise) positively influence the customer's attitude towards the brands as well as the purchase intentions of the customers.

A study by Hussain and Ali (2021) seeks to investigate the effects of social media influencers' credibility dimensions (attractiveness, trustworthiness, and expertise) on consumer behavior (purchase intention and attitude toward the brand), while taking followers' loyalty as the mediating variable in the fashion industry. A quantitative research design is applied, and data is collected via self-reported questionnaires. The study's population consists of social media users who follow social media influencers over several platforms. The study of 225 Pakistani respondents in the fashion and style category. The findings showed that all three credibility factors (attractiveness, trustworthiness, and expertise) had a strong and positive relation with followers' purchase intentions. However, the most significant and strong positive was found between the expertise of social media influencers and participants' purchase intention. In addition to the direct effects, followers' loyalty to the influencers mediated (1) the association between influencers' credibility and purchase intention, and (2) the relationship between influencers' credibility and followers' attitude toward the brand.

Lisichkova and Othman (2017) examined the key characteristics of influencers that influence customers' online purchasing intentions. The researchers used the qualitative research design. Primary data is acquired through interviews with two focus groups with five to seven participants. The participants in these groups were both male and female and came from a variety of nations, including Sweden, Denmark, France, Germany, the Netherlands, Mexico, Spain, Pakistan, and Jordan. Authenticity is a key factor in influencers' credibility with interviewees. The study's main findings show that the main traits of influencers that influence customers' online purchase intents are (1) authenticity, (2) trustworthiness, (3) credibility, (4) legitimacy, (5) expertise, and (6) honesty. Furthermore, the study's findings suggest that, in addition to influencer traits, the other two elements that influence customers' online purchase intents are price and recommendations.

Weismueller et al. (2020) assess the effect of social media influencer endorsements on purchase intention, specifically the function of advertising transparency and source credibility in this process. According to the proposed paradigm, advertisement disclosure has a significant impact on source credibility components such as attractiveness, trustworthiness, and expertise, all of which favorably influence consumer purchase intention. The results were collected using a web questionnaire given to university students aged 18 to 34 in Germany who were active Instagram users (at least weekly use). The study used convenience sampling to sample pupils from the entire population. Empirical results reveal that source attractiveness, source trustworthiness, and source expertise significantly increase consumer purchase intention, whereas advertising disclosure indirectly influences consumer purchase intention by influencing source attractiveness. Furthermore, the results show that the number of followers has a positive impact on source attractiveness, trustworthiness, and purchase intention.

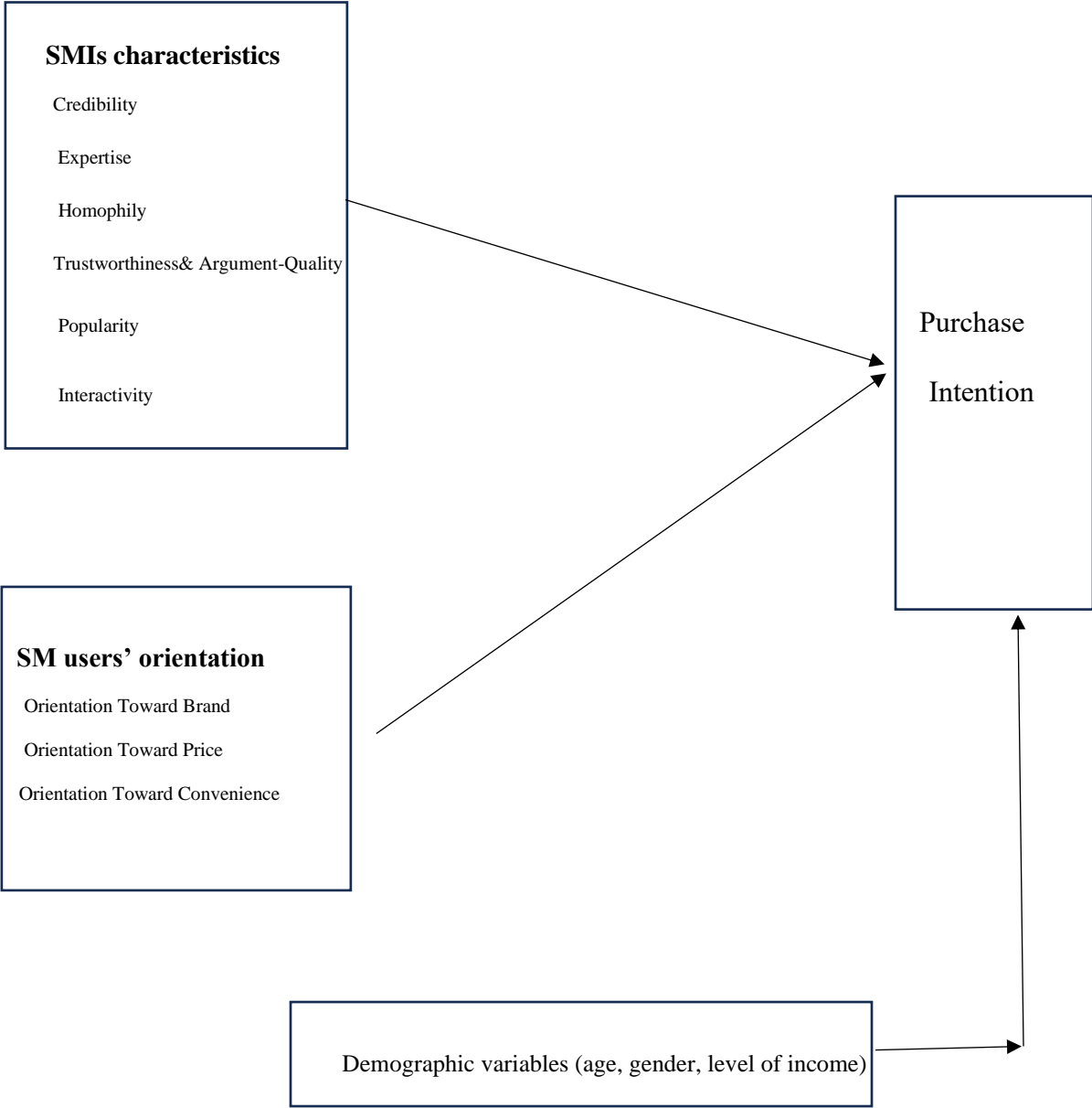
Irshaid (2020) focus on investigating the impact of social media influencers on customers' purchasing decisions in the beauty and fashion industries in Palestine. The study followed a quantitative hypothesis-testing empirical research design, with a questionnaire delivered electronically using Google Forms. Data were acquired from Palestinian customers who purchased beauty and fashion products after using social media channels. The study aimed to evaluate structural hypotheses using partial least squares structural equation modeling (PLS-SEM) methods. The results show that social media influencers have a direct and positive impact on all five phases of the customer purchasing process in Palestine's beauty and fashion industries. Specifically, influencers have a beneficial impact on the need awareness, information search, alternative evaluation, actual purchase, and post-buy evaluation phases.

A study conducted in Palestine by Taqatqa (2023) examines the impact of influencers marketing on consumers' online purchase intentions. The study investigates the impact of influencers and their specific attributes, such as expertise, trustworthiness, and physical attractiveness, on consumers' intentions to make a purchase. This study utilized a descriptive-analytical approach. A web-based survey was administered to gather data from 200 participants who are Palestinian consumers living in the West Bank and have active social media accounts. The questionnaire conducted statistical analysis using SPSS and PLS, including structural equation modeling (SEM). The findings of this study suggest that expertise strongly and directly influences purchasing intentions. Additionally, trustworthiness and physical attractiveness indirectly and positively impact purchase intentions. Moreover, the three independent variables - influencer characteristics expertise, trustworthiness, and physical attractiveness - significantly influence the moderating variable brand image, which in turn has a significant positive effect on online purchase intentions. Furthermore, the findings indicate that the degree of education moderates the correlation between

an influencer's trustworthiness and online purchase intention. Conversely, it has a detrimental moderating effect on the association between an influencer's physical beauty and online purchase intention. Furthermore, it found that the income has a beneficial role in moderating the connection between an influencer's trustworthiness and the intention to make online purchases.

Based on the previous discussion, it is evident that the characteristics of SMIs could influence consumers' purchasing intentions when making online retail transactions. Consequently, a conceptual model for this study has been formulated and is depicted in Figure 1 below.

Figure 1: Research Model: Characteristics of SMIs that impact consumer’s online purchase intention.



Independent Variables

Dependent Variable

Chapter 3: Research methodology

3.1 Introduction

The research approach is covered in this chapter. To address the research goals and objectives of the research, descriptive and inferential analysis approaches is applied. It describes the research population and sample. It also reviews the selection of the research tool and how it was built, evaluates its reliability and validity, and covers the range of statistical techniques and tests used in the treatment of data.

3.2 Study design

According to Creswell (2008), research design includes the comprehensive framework of decisions made throughout a study, stretching from overarching assumptions to the specific methods used for data collecting and analysis. To test the research hypotheses, this research used deductive, cross-sectional methodologies. Aiming to determine the factors associated with (SMIs) that wield a substantial impact on online consumers' intent to make purchases. To examine the link between variables in a numerical and statistical form, quantitative data will be gathered and examined. A semi-structured questionnaire is used to gather research data from the study sample.

3.3 Study population and sample

The study's population is the specific group about which the researcher aims to make inferences (Abutabenjeh and Jaradat, 2018). Thus, within the scope of this research, the target population

comprises of individuals who have internet access, are aware of using social media platforms, are active social media users who use social media to make purchases.

The sample represents a smaller portion of the overall population, enabling the researcher to make broader conclusions that can be applied to the entire population (Sekaran, 2006). There are several methods to determine sample size. In our study, conducting sampling proves challenging due to the lack of a complete database of the population number. Therefore, an appropriate sampling for this study would involve utilizing a non-probability sampling, that is convenience sample from Palestinians who use social media to make purchases ¹.

A questionnaire was constructed and distributed in the Southern West Bank, Palestine, during February and March of 2023. The questionnaire was distributed at university spots like libraries, cafeterias, and student unions. Professors helped distribute it in classrooms after lectures. Plus, it was given out at stores to reach more people at checkout counters or entrances. Regarding the sample size, the initial goal was to include between 300 and 500 respondents to ensure a robust sample capable of yielding meaningful conclusions, and to ensure a representative sample, data collection occurred in various locations at different times of the day. Data were collected from a total of 380 consumers. Out of the 380 questionnaires, 311 questionnaires were filled completely and the response rate was 81.8%.

¹ A convenience sample is a “one that you get because people who are willing to complete the survey are also available when you need them” (Fink, 2015).

3.4 Instrument construction and data collection

The construction of the research questionnaire is based on several previous studies (see, Chen and Bames, 2007; Anastasiadou et al., 2019; Yoo and Donthu, 2001; Gehrt et al. 2007; Chen and Hung, 2015; Jiang et al., 2013; Xiao, 2018; Filieri et al., 2018; Singh and Banerjee (2018); Yüksel, 2016; Sokolova and Kefi, 2019). Through the construction of the questionnaire, we combined variable such as price orientation (PO), convenience orientation (CO), and brand orientation (BO) in the model related to SMIs characteristics. Previous studies examined each of these models separately. This integrated approach is beneficial from our perspective as it allows the researcher to examine the interaction between different variables, providing a broader understanding of influences and correlations that may have been missed in research that focused only on SMIs characteristics model. The questionnaire was designed in English and translated into Arabic and divided into two main parts as follows:

1. **Part one:** includes questions related to personal and demographic characteristic data such as age, gender, and educational level.
2. **Part two:** part two consists of 46 items distributed in 10 factors (dimensions) that are used to answer the research hypotheses (see Table 3.1). All items are measured using seven-point Likert scale ranging between 1-7, where 1 represents 'strongly agree' and 7 represents 'strongly disagree'.

Table 3.1: Study factors (constructs), items, and references of them

Constructs	Measurement items	Reference
1. Online Purchase Intention (OPI)	<ol style="list-style-type: none"> 1. I intend to use social media to make purchases 2. I intend to keep on buying from the Internet social media sites 3. I believe that I will buy more online in the future 4. I want to buy other things (that I have not bought previously) from the internet (social media) in the future 5. I think (social media) is a good place to buy from. 6. I intend to learn how to buy from internet (social media) 	(Chen and Bames, 2007; Anastasiadou et al., 2019; Yoo and Donthu, 2001)
2. Credibility (C)	<ol style="list-style-type: none"> 1. I believe that the information provided in social media is reliable 2. I believe that the information provided in social media is accurate 3. I believe that the information provided in social media is free from bias and complete 	(Xiao, 2018)
3. Expertise (E)	<ol style="list-style-type: none"> 1. My favourite social media influencer is an expert 2. My favourite social media influencer is experienced 3. My favourite social media influencer is knowledgeable 4. My favourite social media influencer is qualified 5. My favourite social media influencer is skilled 	(Xiao, 2018; Filieri et al., 2018; Singh and Banerjee, 2018)
4. Homophily (H)	<ol style="list-style-type: none"> 1. My favourite social media influencer thinks like me. 2. My favourite social media influencer behaves like me 3. My favourite social media influencer shares my values. 4. My favorite social media influencer is similar to me. 	(Xiao, 2018; Sokolova and Kefi, 2019; Singh and Banerjee, 2018)

5. Trustworthiness and Argument Quality (TAQ)	<ol style="list-style-type: none"> 1. My favourite social media influencer is reliable 2. My favourite social media influencer is dependable 3. My favourite social media influencer is honest 4. My favourite social media influencer sincere 5. The information shared by my favourite social media influencer is convincing 6. The information shared by my favourite social media influencer is supported by strong arguments 7. The information shared by my favourite social media influencer is good 	(Filieri et al., 2018; Xiao, 2018; Singh and Banerjee, 2018)
6. Popularity (P)	<ol style="list-style-type: none"> 1. The higher the number of followers, subscribers or likes, the more popular the social media influencer is 2. The more the content shared on social media, the easier is to evaluate the influencer's credibility 3. It makes me feel more confident about the content shared by a social media influencer when many people follow, subscribes or likes 4. If the social media content is liked by many people, it affects my perspective on the information given 5. If many people comment on the social media content, it affects my perspective on the information given 	(Filieri et al., 2018; Yüksel, 2016)
7. Interactivity (I)	<ol style="list-style-type: none"> 1. It is easy to contact my favourite social media influencer 2. My favourite social media influencer is willing to interact with me 3. My favourite social media influencer is influenced by me 4. My favourite social media influencer interacts with me frequently 	(Xiao, 2018; Singh and Banerjee, 2018)

8. Brand Orientation (BO)	<ol style="list-style-type: none"> 1. I would prefer to buy well-known brand names 2. It is important for me to buy products with well-known brand names 3. Once I find a brand I like, I stick with it 	(Gehrt et al., 2007)
9. Price Orientation (PO)	<ol style="list-style-type: none"> 1. I buy less products because of rising prices 2. I compare prices when purchasing online (through social media) 3. I compare the price with the same brand online 	(Gehrt et al. 2007; Chen and Hung, 2015)
10. Convenience Orientation (CO)	<ol style="list-style-type: none"> 1. I could order products wherever I am 2. I could shop anytime I wanted 3. I am able to find desired products quickly 4. Online payment is simple and convenient 5. Payment methods are flexible 6. I think it does not take much time to get the needed information when purchasing online 	(Jiang et al., 2013; Chen and Hung, 2015)

3.5 Data Analysis

In this study, both descriptive and inferential statistical techniques are used to examine the hypothesis and questions as follows:

- **Descriptive Statistics**

1. Frequencies and percentages were used to describe the characteristics of the study sample.
2. Means and standard deviation were used to describe the sample responses about the study factors and interpreted in five levels as shown in Table 3.2.

Table 3.2: Mean score interpretation

Mean Score	Interpretation
1.00 – 2.19	Very Low
2.20 – 3.39	Low
3.40–4.59	Medium
4.60 – 5.79	High
5.80 – 7.00	Very High

- **Inferential Statistics**

To achieve the study's objective, mainly two different approaches are applied. First, factor analysis with Varimax rotation is performed to determine the underlying dimensions associated with SMIs that wield a substantial impact on online consumers' intent to make purchases. Second, two multiple regression analyses are estimated. The specification of the two regression models are as follows:

$$OPI_i = B_0^1 + B_1^1 C_i + B_2^1 E_i + B_3^1 H_i + B_4^1 TAQ_i + B_5^1 P_i + B_6^1 I_i + u_i^1 \quad (1)$$

$$OPI_i = B_0^2 + B_1^2 C_i + B_2^2 E_i + B_3^2 H_i + B_4^2 TAQ_i + B_5^2 P_i + B_6^2 I_i + B_7^2 BO_i + B_8^2 PO_i + B_9^2 CO_i + B_{10}^2 G_i + B_{11}^2 A_i + B_{12}^2 In_i + u_i^2 \quad (2)$$

Where

OPI_i : Online Purchase Intention

C_i : Credibility of SMIs

E_i : Expertise of SMIs

H_i : Homophily of SMIs

TAQ_i : Trustworthiness and Argument Quality of SMIs

PO_i : Price Orientation of consumers

I_i : Interactivity of SMIs

BO_i : Brand Orientation

P_i : Popularity of SMIs

CO_i : Convenience Orientation

G_i : Gender

A_i : Age

In_i : Household Income level

B_0 : Regression intercept, which is the predicted value of online consumer purchase intention when all independent variables are set to zero.

B_i : Relative the influence of each independent variable (i) on the dependent variable (online consumer purchase intention)

u_i : Represent the error term, it accounts for the unexplained or residual variability in the dependent variable. In essence, it captures the difference between the predicted values of online consumer purchase intention based on the model and the actual observed values.

In general, before performing multiple linear regression, the model must be diagnosed. The main two diagnostic tests that should be conducted before starting data analyzing are:

1. **Multicollinearity**, occurs when any single predictor variable is highly correlated with another set of predictor variables (Mayer, 1999). To test the Multicollinearity, correlation coefficient and Variance Inflation Factor (VIF) are used. Kennedy (1985) suggested a correlation coefficient between two independent variables in the same

model of more than (0.8) shows the existence of multicollinearity, which is a serious problem. Ringle et al. (2015) recommended that multicollinearity is a concern if the VIF value is greater than 5.

2. **The distribution of residual is approximately normal**, the Kolmogorov–Smirnov test was used. If the researcher rejected the alternative hypotheses, it means that the distribution residual is approximately normal.

- **Validity and reliability test**

To assess the validity and reliability of the study instrument content validity, and both internal consistency and convergent validity, exploratory factor analysis are applied. Table 3.3 represents the evaluation criteria of them.

Table 3.3: Evaluation criteria of study instrument

Criteria	Cut off value
1. Internal consistency	
<ul style="list-style-type: none"> • Cronbach's α coefficient • Composite reliability coefficient 	Should be more than 0.70 (Hair Jr et al., 2017)
Convergent validity	
<ul style="list-style-type: none"> • Outer loading • Average Variance Extracted (AVE) 	Should be more than 0.50 (Hair Jr et al., 2017) Should be more than 0.50 (Fornell and Larcker, 1981).

Chapter 4: Data analysis and results

4.1 Introduction

This chapter includes the presentation of data analysis and testing the research hypotheses by answering the research questions and reviewing the main results of the questionnaire reached through analyzing the various variables. This chapter starts with a descriptive analysis of respondents' answers. After that, the quality of the study model is assessed.

4.2 Descriptive Statistics

4.2.1 Sample Characteristics

Through the questionnaire, the researcher observed certain demographic characteristics of respondents that included six variables in this study as shown in Table 4.1, which contains the frequency and percentage for each variable listed according to the survey categories.

According to the result of sample characteristics, 59.8% of participants are female, and 40.2% of them are male. In addition, 43.7% of participants have a bachelor's degree, 24.1% of them have a diploma, 18.3% have a high school or lower, and only 13.8% have a higher education degree. The monthly household income is segmented into four categories. The majority of participants (38.3%) earn an income ranging between 4001-7000 NIS. Following this, respondents with an income exceeding 7000 NIS constitute 25.4% of the total. The income level of 2501-4000 NIS follows closely at 25.1%. Lastly, 11.3% of participants make 2500 NIS per month or less. Also, 38.9% of participants are married and 65.7% of participants are living in Hebron city. Regarding professional status,

38.6% of participants are students, 25.4% are employed, 18.3% are student-workers, 14.5% of participants are housewives, 1.9% and 1.3% are unemployed and retired respectively.

Table 4.1: Results of Analyzing the Sample Characteristic

Variables	Options	Frequency	Valid Percentage %
Gender	Female	186	59.8
	Male	125	40.2
Education	High School or lower	57	18.3
	Diploma	75	24.1
	Bachelor's	136	43.7
	Higher education	43	13.8
Monthly Household income	2500 NIS /monthly or less	35	11.3
	2501-4000 NIS/monthly	78	25.1
	4001-7000NIS/monthly	119	38.3
	More than7000NIS/monthly	79	25.4
Material status	Married	121	38.9
	Not married	190	61.1
Professional status	Unemployed	6	1.9
	Employed /owner	79	25.4
	Student-worker	57	18.3
	student	120	38.6

	housewife	45	14.5
	Retired	4	1.3
Residential area	Hebron city	186	65.7
	Hebron Governorate	97	34.3
Age	Mean \pm standard deviation	Maximum	Minimum
	26.17 \pm 9.89	65	14

4.2.2 Social media usage analysis

Through the questionnaire, the researcher addressees' certain questions related to the usage of social media from participants as shown in Table 4.2, which contains the frequency and percentage for each variable listed.

According to the result in Table 4.2, all participants used social media, 75.9% of them used social media several times a day, 14.8% of them used it one to three times a week, 9% used it once daily, and only 0.3% use it less than one to three times a week. In addition, 90% of participants used social media as a tool to search for information about products/brands. The main reason to search for product/brand information on social media is to search for general information with a percentage of 65.6% of total participants, and 25.4% of them search for discounts. On the other hand, 82.3% of participants use social media to make purchases.

Table 4.2: Results of analyzing the social media usage

Variables	Options	Frequency	Valid Percentage %
Social media usage	Yes	311	100
	No	0	0
The number of times used social media	Once daily	28	9.0
	Several times a day	236	75.9
	1 to 3 times a week	46	14.8
	Less than 1 to 3 times a week	1	0.3
Using social media as a tool to search for information about products/brands	Yes	280	90.0
	No	31	10.0
The main reason to search for product/brand information on social media	General information about the products/brand	204	65.6
	Discount	79	25.4
	Other	57	18.3
Using social media to make purchases	Yes	256	82.3
	No	55	17.7

4.2.3 Analysis of factors in the Study

This section presents the descriptive statistics for items that measure the main variables (factors) of the study. By examining the descriptive statistics for items in each factor, researcher can gain insights into the characteristics and behaviors associated with specific factors. This analysis aids

in determining the significance of each item within the context of the underlying factor and contributes to a deeper understanding of the relationships between variables in factor analysis. This study includes ten factors aim at understanding the elements that influence online consumer's purchasing intentions. The mean, standard deviation, and percentage weight are calculated, presented and explained in the following subsections, noting that the data is sorted in descending order by mean score:

4.2.3.1 Online purchase intention analysis

According to the results in Table 4.3, the mean and standard deviation of the online purchase intention factor are 3.01 and 1.23 respectively with an intention percentage of 43%, which indicates a low level of product online purchase intention. Also, all items used to measure the online purchase intention factor came to a low level. The statement "I intend to keep on buying from the Internet (social media sites)" and the statement "I think social media is a good place to buy from" have the highest intention percentage of 46.41% with a low level, followed by the statement "I want to buy other things (that I have not bought previously) from social media in the future" with a low level of intention and with a percentage of 42.57%. However, the statement "I intend to learn how to buy through social media sites." has the lowest percentage of intention 39.43% with a low level.

Table 4.3: Descriptive statistics for items on the online purchase intention

No.	Items	Mean	Std.	Percentage weight	Level of agreement
OPI2	I intend to keep on buying from the Internet (social media sites).	3.27	1.57	46.71	Low
OPI6	I think social media is a good place to buy from.	3.27	1.56	46.71	Low
OPI4	I want to buy other things (that I have not bought previously) from social media in the future.	2.98	1.59	42.57	Low
OPI1	I intend to use social media to make purchases.	2.94	1.44	42.00	Low
OPI3	I believe that I will buy more online in the future.	2.85	1.57	40.71	Low
OPI5	I intend to learn how to buy through social media sites.	2.76	1.62	39.43	Low
Overall score of the online purchase intention		3.01	1.23	43.00	Low

4.2.3.2 Credibility analysis

The results in Table 4.4 show the mean and standard deviation of social media and credibility dimension which is 4.09 and 1.51 respectively with a percentage of 58.43%, which indicates a moderate level of social media and credibility. Also, all items used to measure the social media and credibility factor came to a moderate level. The statement “I believe that the information provided in social media is accurate” has the highest percentage of 59.43%, followed by the statement “I believe that the information provided in social media is free from bias and complete” has a percentage of 59%. However, the statement “I believe that the information provided in social media is reliable” has got the lowest percentage (56.71%).

Table 4.4: Descriptive statistics for items on the credibility

No.	Items	Mean	Std.	Percentage weight	Level of agreement
C2	I believe that the information provided in social media is accurate.	4.16	1.66	59.43	Moderate
C3	I believe that the information provided in social media is free from bias and complete.	4.13	1.79	59.00	Moderate
C1	I believe that the information provided in social media is reliable.	3.97	1.75	56.71	Moderate
Overall score of the social media and credibility		4.09	1.51	58.43	Moderate

4.2.3.3 Expertise analysis

The results in Table 4.5 indicate the mean and standard deviation of the expertise factor which are 3.04 and 1.42, respectively, with a percentage of 43.43%, which indicates a low level of expertise. Also, all items used to measure the expertise factor came to a low level. The statement “My favourite social media influencer is qualified” has the highest percentage of 44.71%, followed by the statement “My favourite social media influencer is experienced” which has a percentage of 44.43%. However, the statement “My favourite social media influencer is skilled” has the lowest percentage 40.71%.

Table 4.5: Descriptive statistics for items on the expertise

No.	Items	Mean	Std.	Percentage weight	Level of agreement
E4	My favourite social media influencer is qualified.	3.13	1.69	44.71	Low
E2	My favourite social media influencer is experienced.	3.11	1.62	44.43	Low
E1	My favourite social media influencer is an expert.	3.10	1.99	44.29	Low
E3	My favourite social media influencer is knowledgeable.	3.02	1.66	43.14	Low
E5	My favourite social media influencer is skilled.	2.85	1.64	40.71	Low
Overall score of the expertise		3.04	1.42	43.43	Low

4.2.3.4 Homophily analysis

The results in Table 4.6 shows the mean and standard deviation of the homophily factor which are 3.96 and 1.53, respectively, with a percentage of 56.57%, presenting a moderate level of homophily. As seen, all items used to measure the homophily factor came to a moderate level. The statement “My favourite social media influencer behaves like me” has the highest percentage of 58.71%, followed by the statement “My favourite social media influencer is similar to me” with a percentage of 58.43%. However, the statement “My favourite social media influencer shares my values” and the statement “My favourite social media influencer thinks like me” both of them have the lowest percentage, 54.57%.

Table 4.6: Descriptive statistics for items on the homophily

No.	Items	Mean	Std.	Percentage weight	Level of agreement
H3	My favourite social media influencer behaves like me.	4.11	1.80	58.71	Moderate
H4	My favourite social media influencer is similar to me.	4.09	1.81	58.43	Moderate
H1	My favourite social media influencer thinks like me.	3.82	1.79	54.57	Moderate
H2	My favourite social media influencer shares my values.	3.82	1.74	54.57	Moderate
Overall score of the homophily		3.96	1.53	56.57	Moderate

4.2.3.5 Trustworthiness and argument quality analysis

A low degree of trustworthiness and argument quality is indicated by the results in Table 4.7, which show the mean and standard deviation of the trustworthiness and argument quality component, which are 3.27 and 1.30, respectively, with a percentage of 32.43 %. The statement “My favourite social media influencer is dependable” has the highest percentage of influence by influencers (49.71%) with a moderate level, followed by the statement “My favourite social media influencer is reliable” has the percentage of influence by influencers (49%) with a moderate level. However, the statement “The information shared by my favourite social media influencer is convincing” has got the lowest percentage (43.43%).

Table 4.7: Descriptive statistics for items on the trustworthiness and argument quality

No.	Items	Mean	Std.	Percentage weight	Level of agreement
TAQ2	My favourite social media influencer is dependable.	3.48	1.64	49.71	Moderate
TAQ1	My favourite social media influencer is reliable.	3.43	1.67	49.00	Moderate
TAQ3	My favourite social media influencer is honest.	3.41	1.60	48.71	Moderate
TAQ4	My favourite social media influencer is sincere.	3.36	1.57	48.00	Low
TAQ6	The information shared by my favourite social media influencer is supported by strong arguments.	3.13	1.55	44.71	Low
TAQ7	The information shared by my favourite social media influencer is good.	3.05	1.52	43.57	Low
TAQ5	The information shared by my favourite social media influencer is convincing.	3.04	1.50	43.43	Low
Overall score of the trustworthiness and argument quality		3.27	1.30	32.43	Low

4.2.3.6 Popularity analysis

The results in Table 4.8 show the mean and standard deviation of the popularity factor which are 2.76 and 1.23, respectively, with a percentage of 39.43%, which indicates a low level of popularity. Also, all items used to measure the popularity factor came to a low level. The statement “If the social media content is liked by many people, it affects my perspective on the information given” has the highest percentage of 43.14%, followed by the statement “If many people comment on the social media content, it affects my perspective on the information given” have a percentage of

41.43%. However, the statement “The higher the number of followers, subscribers or likes, the more popular the social media influencer is” has got the lowest percentage 35.29%.

Table 4.8: Descriptive statistics for items on the popularity

No.	Items	Mean	Std.	Percentage weight	Level of agreement
P4	If the social media content is liked by many people, it affects my perspective on the information given.	3.02	1.72	43.14	Low
P5	If many people comment on the social media content, it affects my perspective on the information given.	2.90	1.69	41.43	Low
P2	The more the content shared on social media, the easier it is to evaluate the influencer’s credibility.	2.79	1.56	39.86	Low
P3	It makes me feel more confident about the content shared by a social media influencer when many people follow, subscribes, or likes.	2.63	1.65	37.57	Low
P1	The higher the number of followers, subscribers or likes, the more popular the social media influencer is.	2.47	1.52	35.29	Low
Overall score of the popularity		2.76	1.23	39.43	Low

4.2.3.7 Interactivity analysis

Table 4.9 displays the interactivity factor's mean and standard deviation, which are 3.63 and 1.46, respectively, with a percentage of 51.86%, indicating a moderate level of interactivity. In the same context, all items used to measure the interactivity factor came to a moderate level. The statement “My favourite social media influencer interacts with me frequently” has the highest percentage of implementation 55.43%, followed by the statement “My favourite social media influencer is influenced by me” have a percentage of implementation 52.71%. However, the statement “My

favorite social media influencer is willing to interact with me” has got the lowest percentage 49.29%.

Table 4.9: Descriptive statistics for items on the interactivity

No.	Items	Mean	Std.	Percentage weight	Level of agreement
I4	My favourite social media influencer interacts with me frequently.	3.88	1.82	55.43	Moderate
I3	My favourite social media influencer is influenced by me.	3.69	1.74	52.71	Moderate
I1	It is easy to contact my favourite social media influencer.	3.50	1.79	50.00	Moderate
I2	My favourite social media influencer is willing to interact with me.	3.45	1.72	49.29	Moderate
Overall score of the interactivity		3.63	1.46	51.86	Moderate

4.2.3.8 Brand orientation analysis

According to the results in Table 4.10, the mean and standard deviation of the brand orientation factor are 2.88 and 1.37 respectively with a percentage of 41.14%, which indicates the low level of brand orientation implementation. Also, all items used to measure the brand orientation factor came to a low level. The statement “Once I find a brand I like, I stick with it” has the highest percentage of implementation (43.43%), followed by the statement “It is important for me to buy products with well-known brand names” which has a percentage of 42.14%. However, the statement “I would prefer to buy well-known brand names” has got the lowest percentage 38.00%.

Table 4.10: Descriptive statistics for items on the brand orientation

No.	Items	Mean	S. D	Percentage weight	Level of agreement
BO3	Once I find a brand I like, I stick with it.	3.04	1.73	43.43	Low
BO2	It is important for me to buy products with well-known brand names.	2.95	1.69	42.14	Low
BO1	I would prefer to buy well-known brand names.	2.66	1.58	38.00	Low
Overall score of the brand orientation		2.88	1.37	41.14	Low

4.2.3.9 Price orientation analysis

Table 4.11 presents the mean and standard deviation of the price orientation factor which are 2.79 and 1.28 respectively with a percentage of 39.86%, which indicates a low level of price orientation implementation. Also, all items used to measure the price orientation factor came to a low level. The statement “I buy fewer products because of rising prices” has the highest percentage of implementation (42.29%), followed by the statement “I compare the price with the same brand online” which has a percentage of implementation of 39.57%. However, the statement “I compare prices when purchasing online (through social media)” has got the lowest percentage of 37.71%.

Table 4.11: Descriptive statistics for items on the price orientation

No.	Items	Mean	Std.	Percentage weight	Level of agreement
PO1	I buy fewer products because of rising prices.	2.96	1.61	42.29	Low
PO3	I compare the price with the same brand online.	2.77	1.65	39.57	Low
PO2	I compare prices when purchasing online (through social media).	2.64	1.72	37.71	Low
Overall score of the price orientation		2.79	1.28	39.86	Low

4.2.3.10 Convenience orientation analysis

The results in Table 4.12 show that there is a low degree of convenience orientation implementation, as seen by the convenience orientation factor's mean and standard deviation of 2.91 and 1.24 respectively with a percentage of 41.57%. Also, all items used to measure the convenience orientation factor came to a low level. The statement "Payment methods are flexible" has the highest percentage of implementation (47.14%), followed by the statement "Online payment is simple and convenient" has a percentage of 44.71%. However, the statement "I could shop anytime I wanted" has got the lowest percentage (35%).

Table 4.12: Descriptive statistics for items on the convenience orientation

No.	Items	Mean	Std.	Percentage weight	Level of agreement
CO5	Payment methods are flexible.	3.30	1.80	47.14	Low
CO4	Online payment is simple and convenient.	3.13	1.80	44.71	Low
CO6	I think it does not take much time to get the needed information when purchasing products online.	2.90	1.63	41.43	Low
CO3	I am able to find desired products quickly.	2.88	1.73	41.14	Low
CO1	I could order products wherever I am.	2.79	1.70	39.86	Low
CO2	I could shop anytime I wanted.	2.45	1.56	35.00	Low
Overall score of the convenience orientation		2.91	1.24	41.57	Low

4.3 Reliability analysis

To check the internal consistency reliability of the data, the researcher utilized Cronbach's Alpha (CA) and Composite Reliability coefficient (CR) methods. Reliability methods are considered as a consistency measure to indicate when the measurements are repeated twice with the same respondents, the results would essentially be the same. The range of the values for CA and CR coefficients range between 0 to +1, with values closer to 1 indicating higher reliability.

Table 4.13 shows that all factors have CA values greater than 0.70 with the exception of the price orientation factor, which has a value more than 0.66 which is acceptable (George and Mallery, 2010). Additionally, CR is calculated for all constructs (factors), and all values of CR are located above the critical level of 0.70, again indicating a high level of reliability. Based on the outcomes of the above-mentioned tests, the questionnaire of this study can be considered as sufficiently reliable to proceed with the remaining data analysis.

Table 4.13: The result of CA and the CR coefficients

Factors		CA	CR*
OPI	Online Purchase Intention	0.882	0.804
C	Credibility	0.812	0.821
E	Expertise	.0883	0.825
H	Homophily	0.883	0.862
TAQ	Trustworthiness and Argument Quality	0.921	0.815
P	Popularity	0.812	0.782
I	Interactivity	0.883	0.827
BO	Brand Orientation	0.812	0.800
PO	Price Orientation	0.664	0.765
CO	Convenience Orientation	0.825	0.819

* Calculated by recommended Sarstedt et al. (2019).

4.4 Validity analysis

To assess the validity both content validity and convergent validity are applied.

4.4.1 Content validity analysis

Content validity is the degree to which the instrument comprehensively covers the content domain it intends to measure, as outlined by Sekaran (2006). To establish content validity, the researcher conducts a thorough examination of existing literature to identify essential concepts and variables pertinent to the study. Subsequently, an initial set of questionnaire items is generated, drawing upon insights from this literature review. Finally, the questionnaire is subjected to evaluation by a panel of referees and experts in the field to assess the relevance and comprehensiveness of its items. Adjustments to the questionnaire are made based on their feedback and suggested revisions,

culminating in the final version of the questionnaire. (final draft of study questionnaire attached in the Appendix number 1).

4.4.2 Convergent validity analysis

Hair Jr et al. (2013) defined convergent validity as “the extent to which a measure correlates positively with alternative measures of the same construct (factor)”. To assess the convergent validity both outer loading and Average Variance Extracted (AVE) are used by exploratory factor analysis.

4.4.2.1 Outer loading

The outer loading or indicator's reliability represents the association between the constructs (factors) and indicators (Hair Jr et al., 2017). Exploratory factor analysis conducted yielded results indicating that Kaiser-Meyer-Olkin (KMO) measure of 0.889, surpassing the recommended threshold of 0.7. This substantiates a robust and favorable level of correlation within the data. Furthermore, Bartlett's Test produced a significant p-value of 0.00, reaffirming the appropriateness of the dataset for factor analysis. All principal component analyses demonstrated communalities exceeding 0.4, implying that each construct effectively accounts for item variation. Consequently, there is no necessity for the exclusion of any constructs from the analysis, The cumulative variance explained for the dependent variable totals 67.77%, exceeding the desired threshold of 60%. According to the results in Table 4.14, the outer loading of all items was between 0.456 and 0.851, which indicates that all items are acceptable (Hair Jr et al., 2017), except one indicator which states "I intend to keep on buying from the Internet social media sites", but the researcher has

implemented the outer loading relevance testing for indicators with an outer loading below 0.50. Since the deletion of the outer loading below 0.50 has not increased the AVE and CR we decided to keep those indicators in the model (Hair Jr et al., 2014).

Table 4.14: The result of factor analysis

Constructs (factors) and indicators (items)		Outer loading
OPI	Online Purchase Intention	
OPI1	I intend to use social media to make purchases	0.688
OPI2	I intend to keep on buying from the Internet social media sites	0.456
OPI3	I believe that I will buy more online in the future.	0.685
OPI4	I want to buy other things (that I have not bought previously) from the Internet (social media) in the future	0.709
OPI5	I think (social media) is a good place to buy from.	0.536
OPI6	I intend to learn how to buy from the internet (social media)	0.728
C	Credibility	
C1	I believe that the information provided in social media is reliable	0.795
C2	I believe that the information provided in social media is accurate	0.790
C3	I believe that the information provided in social media is free from bias and complete.	0.747
E	Expertise	
E1	My favourite social media influencer is an expert	0.746
E2	My favourite social media influencer is experienced	0.707
E3	My favourite social media influencer is knowledgeable	0.758
E4	My favourite social media influencer is qualified	0.678
E5	My favourite social media influencer is skilled	0.591
H	Homophily	
H1	My favourite social media influencer thinks like me.	0.739

H2	My favourite social media influencer behaves like me	0.835
H3	My favourite social media influencer shares my values.	0.707
H4	My favourite social media influencer is similar to me	0.835
TAQ	Trustworthiness and Argument Quality	
TAQ1	My favourite social media influencer is reliable	0.719
TAQ2	My favourite social media influencer is dependable	0.690
TAQ3	My favourite social media influencer is honest	0.778
TAQ4	My favourite social media influencer sincere	0.801
TAQ5	The information shared by my favourite social media influencer is convincing	0.786
TAQ6	The information shared by my favourite social media influencer is supported by strong arguments.	0.753
TAQ7	The information shared by my favourite social media influencer is good	0.719
P	Popularity	
P1	The higher the number of followers, subscribers or likes, the more popular the social media influencer is.	0.497
P2	The more the content shared on social media, the easier is to evaluate the influencer's credibility.	0.541
P3	It makes me feel more confident about the content shared by a social media influencer when many people follow, subscribes or likes.	0.717
P4	If the social media content is liked by many people, it affects my perspective on the information given.	0.790
P5	If many people comment the social media content, it affects my perspective on the information given	0.669
I	Interactivity	
I1	It is easy to contact my favourite social media influencer	0.785
I2	My favourite social media influencer is willing to interact with me	0.809
I3	My favourite social media influencer is influenced by me	0.682
I4	My favourite social media influencer interacts with me frequently	0.671
BO	Brand Orientation	
BO1	I would prefer to buy well-known brand names.	0.784

BO2	It is important for me to buy products with well-known brand names.	0.838
BO3	Once I find a brand I like, I stick with it.	0.639
PO	Price Orientation	
PO1	I buy less products because of rising prices.	0.689
PO2	I compare prices when purchasing online (through social media)	0.771
PO3	I compare the price with the same brand online.	0.703
CO	Convenience Orientation	
CO1	I could order products wherever I am.	0.519
CO2	I could shop anytime I wanted.	0.524
CO3	I am able to find desired products quickly.	0.642
CO4	Online payment is simple and Convenient.	0.828
CO5	Payment methods are flexible.	0.851
CO6	I think it does not take much time to get the needed information when purchasing products online.	0.534

4.4.2.2 Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is the famous measure of convergent validity, it represents the sum of the squared outer loading of all indicators of that construct (factor) divided by the number of indicators. According to the results in Table 4.15, the AVE of price orientation, brand orientation, social media and credibility, trustworthiness and argument quality, interactivity and homophily is more than 0.50, while the AVE of online purchase intention, convenience orientation, popularity, and expertise less than 0.50, but as mentioned previously all of them have a CR value more than 0.70, which indicates good convergent validity (Fornell et al., 1981).

Table 4.15: The Result Average Variance Extracted

Factors		AVE*
OPI	Online Purchase Intention	0.412
C	Credibility	0.605
E	Expertise	0.488
H	Homophily	0.610
TAQ	Trustworthiness and Argument Quality	0.563
P	Popularity	0.425
I	Interactivity	0.547
BO	Brand Orientation	0.575
PO	Price Orientation	0.521
CO	Convenience Orientation	0.442

* Calculated by recommended Sarstedt et al. (2019).

4.5 Results of data analysis

In this section, the intention is to investigate the possibility of building a regression model to study the factors that affect online consumers' purchase intention including the credibility, expertise of social media influencers, homophily, trust-argument quality, popularity, interactivity, brand orientation, price orientation, and convenience orientation. To achieve our objective, two multiple regression models are applied. The first regression is constructed by estimating variables associated with social media influencers characteristics factors such as credibility, trustworthiness-argument quality, popularity, interactivity, homophily, and expertise. The second model of the multiple regression analysis is extended to include additional factors like price orientation, brand orientation, and convenience orientation. Furthermore, demographic variables such as gender, age, and household income are also included.

4.5.1 Multicollinearity

Before applying the regression technique, the researcher has to verify the results of multicollinearity, one of the most crucial diagnostic tests for the regression model. To test the multicollinearity, both correlation coefficient, and Variance Inflation Factor (VIF) are used. According to the result in Table 4.16, all correlation coefficient between each pair of independent variables is less than 0.80, also the variance inflation factor of each independent variable is less than 5, suggesting that there is no multicollinearity problem. The results in Table 4.16 also indicate that all variables exhibit a statistically significant positive relationship with the purchase intention. Among the study factors related to social media influencer characteristics, it's worth highlighting that consumer orientation toward convenience stands out, showing the strongest positive correlation with purchase intention (0.498), followed by price (0.466), trustworthiness-argument quality (0.411), expertise (0.372), credibility (0.343), popularity (0.317), homophily (0.243), consumer orientation toward brand (0.164). In contrast, interactivity of social media influencer appears to have a relatively lower yet positive correlation with purchase intention.

Table 4.16: Correlation Matrix

	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	VIF
1. OPI	1.000														
2. C	0.343**	1.000													1.534
3. E	0.372**	0.378**	1.000												2.535
4. H	0.243**	0.393**	0.454**	1.000											1.563
5. TAQ	0.411**	0.462**	0.640**	0.466**	1.000										1.829
6. P	0.317**	0.361**	0.481**	0.323**	0.511**	1.000									1.343
7. I	0.0250**	0.374**	0.417**	0.489**	0.418**	0.455**	1.000								1.611
8. BO	0.164**	0.273**	0.139*	0.236**	0.137*	0.088**	0.145*	1.000							1.427
9. PO	0.446**	0.244**	0.287**	0.123*	0.304**	0.347**	0.180**	0.200**	1.000						1.802
10. CO	0.498**	0.381**	0.457**	0.162**	0.397**	0.388**	0.259**	0.181**	0.377**	1.000					1.530
11. G	0.145*	0.029	0.076*	-0.045	0.095	0.103	0.002	-0.038	0.042	0.044	1.000				1.053
12. A	0.161**	0.085	0.118*	0.047	0.102	0.101	0.028	-0.067	0.021	0.138*	0.049	1.000			1.057
13. IN1	0.031	0.086*	0.030	0.002	-0.032	-0.034	0.017	-0.013	-0.046	-0.050	-0.111**	0.016	1.000		2.230
14. IN2	0.014*	-0.097	0.037	0.021	0.092	0.066	0.024	-0.008	0.068	0.036	0.083	0.044	-0.456**	1.000	2.887
15. IN3	0.086*	0.020	0.010	-0.046	-0.069	0.006	0.008*	-0.004**	0.061	-0.065	0.034	-0.013	-0.338**	-0.459**	2.605

Note: ** and * represents statistical significance at 5% and 10% levels respectively, OPI: Online Consumers' Purchase Intention ; C: Credibility of SMIs; E: Expertise of SMI; H: Homophily of SMIs; TAQ: Trust_ Argument Quality of SMIs; P: Popularity of SMIs; I: Interactivity of SMIs; BO: Consumer Orientation Toward Brand; PO: Consumer Orientation Toward Price;; CO: Consumer Orientation Toward Convenience; G: Gender; A: Age; ;IN1: Monthly income (2500-4000 NIS); IN2: Monthly income (4001-7000 NIS); IN3: Monthly income (More than 7000 NIS).

4.5.2 Hypothesis testing

Examining the outcomes of the first regression analysis (Model 1) presented in Table 4.17, the results indicate that all variables exhibit a statistically significant relationship with the dependent variable, except for interactivity. It's important to note that among the factors pertaining to social media influencer characteristics, trustworthiness-argument quality stands out as having the largest positive link ($B = 0.225$) with purchase intention, followed by credibility (0.196), expertise (0.184) homophily (0.122) and popularity (0.086), with popularity showing the lowest correlation.

For a more in-depth analysis of the outcomes, the results of Model 1 show that SMI credibility and expertise have a substantial impact on consumer's purchase intentions. This supports H_1 , indicating a positive impact of credibility on consumer purchase intention and H_2 , which suggests a positive impact of SMI's expertise on consumer purchase intention. The results suggest that a one-degree increase in SMI's credibility leads to a 0.196-degree increase on consumer's purchase intention while controlling for the effect of other variables, and one-degree increase in SMI's expertise corresponds to a 0.184-degree increase in consumer purchase intention while controlling for the effect of other variables. These results are not surprising and are in line with previous literature (see, Chopra et al., 2020; 2019; Lim, et al., 2017; Silvera and Austad, 2004; Lisichkova and Othman, 2017; Schouten, et al., 2020; Breves, et al., 2019; Sakib, et al., 2020).

Moreover, there is a significant positive impact of SMI's homophily on consumer purchase intention at 95% confidence level. This supports H_3 , stating a positive impact of SMI's homophily on online consumer purchase intention. In particular, results show that a one-degree increase in SMI's homophily corresponds to a 0.122-degree increase in consumer purchase intention. These findings are consistent with earlier literature that indicated that the homophily of SMI has a strong

favorable influence on online consumers' intentions to make purchases (see, Radwan et al., 2021; Botelho, 2019; Xiao *et al.*, 2018; Ma et al., 2015; Olfat et al., 2023).

Table 4.17: Regression model result

Variables	Regression model 1		Regression model 2	
	β	Robust Std. Err.	β	Robust Std. Err.
β	0.000	0.045	-0.153	0.206
C	0.196	0.054**	0.186	0.046**
E	0.184	0.054**	0.183	0.045**
H	0.122	0.054**	0.125	0.046**
TAQ	0.225	0.054**	0.212	0.046**
P	0.086	0.052*	0.084	0.046*
I	0.044	0.054	0.072	0.043*
BO			0.196	0.047**
PO			0.320	0.046**
CO			0.290	0.047**
G			0.227	0.093**
A			0.007	0.004*
IN1			-0.187	0.135
IN2			0.290	0.126**
IN3			0.382	0.137*
Model Test		F (8,457) =17.96; Sig.=0.000	F (14,142) =14.36; Sig.=0.000	
R-squared		0.375	0.409	

Note: ** and * represent statistical significance at 5% and 10% levels, respectively, C: Credibility of SMIs; E: Expertise of SMI; H: Homophily of SMIs; TAQ: Trust_ Argument Quality of SMIs; P: Popularity of SMIs; I: Interactivity of SMIs; BO: Consumer Orientation Toward Brand; PO: Consumer Orientation Toward Price;; CO: Consumer Orientation Toward Convenience; G: Gender; A: Age; ;IN1: Monthly income (2500-4000 NIS); IN2: Monthly income (4001-7000 NIS); IN3: Monthly income (More than 7000 NIS)

Regarding SMI's trustworthiness-argument quality, there is a significant positive impact on consumer purchase intention, supporting H_4 , which posits a positive impact of SMI's trustworthiness-argument quality on online consumer purchase intention. The results suggest that a one-degree increase in SMI's trustworthiness-argument quality corresponds to a 0.225-degree increase in consumer purchase intention (see Lim, et al., 2017; Schouten, et al., 2020; Radwan et al., 2021; Botelho, 2019; Xiao *et al.*, 2018).

The results also indicate that popularity exhibit a statistically significant positive relationship with the purchase intention at 90% confidence level which means H_5 is also supported. In contrast, the analysis indicates no significant impact of SMI's interactivity on consumer purchase intention.

By examining the outputs of the multiple regression, we can verify the validity of the model. Starting with the ANOVA test, we can observe that the model is statistically significant, with a significance level of $\text{sig} = 0.00$, which is less than the conventional threshold of 0.05. To further assess the model's quality, the researcher examined the distribution of residuals via a histogram and a normal p-plot. Both of which confirm that the residuals conform to a normal distribution. Finally, the R squared of the first model equals 0.375, which means that 37.51% of the variation in the online consumers' purchase intention is explained by variation in the social media influencer characteristics, so there exist other factors explain 62.49% of the variation in the online consumers' purchase intention.

4.5.2.1 Model 2 hypothesis testing

To better explain the variation in the online consumers' purchase intention, the researcher includes additional variables in the next stage of multiple regression analysis. In particular, the second stage

of the regression analysis (Model 2) extended beyond SMIs-related variables to include additional factors like price orientation, brand orientation, and convenience orientation. Furthermore, demographic variables such as gender, age, and household income are also incorporated into this stage of the analysis.

According to the results in Table 4.17, the R squared increased from 0.375 in the first model to 0.409 in the second model, which means that 40.9% of the variation in the online consumers' purchase intention is explained by variation in the social media influencer characteristics and consumer characteristics (age, gender, household income level). This suggests that the new variables introduced in model 2 contribute to the enhancement of online consumers' purchase intention. In particular, in regarding to consumer orientation toward brand, there is a significant positive impact of consumer orientation toward brand on online consumer purchase intention, which supported the H_7 which states "there is a positive impact of consumer orientation toward brand on online consumer purchase intention". Also, the outcome indicates if the consumer orientation toward brand increase by one degree the online consumer purchase intention increases by 0.196 degrees. In addition, the results indicate that there is a significant positive impact of consumer orientation toward price on online consumer purchase intention at the 95% confidence level, which supported the H_8 which states "there is a positive impact of consumer orientation toward price on online consumer purchase intention". Also, the result indicates if consumer orientation toward price increase by one degree the online consumer purchase intention increases by 0.320 degrees. Furthermore, results indicate that there is a significant positive impact of consumer orientation toward convenience on online consumer purchase intention, supporting the H_9 which states "there is a positive impact of consumer orientation toward convenience on online consumers' purchase intention". Furthermore, the outcome shows that for every degree rise in

consumer orientation toward convenience, there is a corresponding 0.290 degree increase in consumer purchase intention. It is worth mentioning that the results of Model 2 indicate that SMIs interactivity has a significant impact on online purchase intention at 90% confidence level, which means that H_6 is also supported. A one degree increase in SMIs interactivity is seen to increase the online consumer purchase intention by 0.072 degrees.

From the above results we can conclude that there is a significant positive impact of SMI's credibility, trustworthiness-argument quality, homophily, popularity, expertise, interactivity, consumer orientation toward convenience, consumer orientation toward brand, consumer orientation toward price on online consumer's purchase intention. The findings of the study are consistent with previous studies and literature. More information and discussions concerning the characteristics of social media influencers that impact online consumers' purchase intention will be presented below.

Chapter 5 Discussion and conclusion:

This section discusses the results of the study and summarizes the key findings and implications drawn from the thesis, providing a comprehensive understanding of the interaction between SMIs and the online consumers purchase intention in Palestine, highlighting the study's contribution and implications. Additionally, it discusses the opportunities for future research and emphasize the significance of ongoing examination in this in the fast-growing field of social media marketing.

5.1 Discussion

As the information is numerous and diverse in the world of the internet, customers frequently look to influencers for advice and suggestions. A credible and knowledgeable influencer may cut through the mess and provide reliable sources of information in the messy online world. Credibility is crucial because it indicates the influencer's expertise and authenticity. Consumers are more likely to trust information from influencers who exhibit knowledge and personal experiences. If SMIs are viewed as credible sources, the perceived value of their recommendations increases, making customers more likely to act like them. This outcome is also aligned with several previous researches, for example, the study presented by Hajli and Shirazi stated that there is a strong association between social media influencers' credibility and the purchase intentions of the customers (Hajli and Shirazi, 2021). Kim et al., (2018) also illustrate that an influencer who is perceived as credible is more likely to influence the follower's attitudes and purchase intention. AlFarraj et al., (2021) also stated that when the sources are credible and effective it positively enhances the purchase intentions of the customers and also attracts the customers towards the

brands. Similarly, this output is in line with research presented by (Abdullah et al., 2020; Weismueller et al., 2020; Ahmad et al., 2019).

The characteristic that has a higher influence on consumers purchase intention is trustworthiness-argument quality, trustworthiness is a critical component in any consumer-producer interaction. When consumers view SMIs to be trustworthy, the information they supply becomes more reliable and dependable. This trust creates a positive perception of the influencer, which can have a substantial impact on customers' purchasing intention, According to Wang and Scheinbaum (2018), brands associated with influencers viewed as trustworthy have raised levels of brand credibility and a good brand attitude, resulting in increased intentions to make purchases. Prior research shows significant impact of trustworthiness on consumers' purchase intention (Chetioui et al., 2020). In addition, the message quality and having strong arguments is important. Influencers who present well-reasoned, evidence-based, and rationally constructed arguments that support their recommendations have a greater impact on customers. High-quality arguments enhance the influencers' perceived knowledge and trustworthiness, aligning with the audience's expectations for useful and informed insights. Also, if a social media influencer posts content about a product based on consistent information and strong arguments, it is more likely that the consumer buys that product than when having content without that type of information. Quality interaction between the audience and the influencer and between the influencer and the product recommended by him or her can lead towards gaining customer attention and collectively all of this might proceed towards purchase of the product (Lien et al., 2014). Consistent with prior literature (Djafarova and Rushworth, 2017; Ohanian, 1990; Thomas and Johnson, 2017; Weismueller et al., 2020). This study also found that SMIs expertise affects purchase intention. SMIs must be viewed as experienced, knowledgeable, and qualified while recommending products and brands to

consumers in order to affect their purchase intention. Moreover, influencers with extensive expertise in a given area are viewed as trustworthy sources, which has a beneficial impact on customer decisions. Influencers' knowledge and ability to clarify difficult issues enhance authenticity, making their recommendations more credible. Influencers with expertise often teach their followers new things about products. This helps people feel smarter and surer about what they want to buy. This result aligns with study conducted by Koay et al., (2020) that found that SMIs' trustworthiness and expertise positively impact followers' purchasing intentions. Results also indicate that there is a significant positive impact of SMI's homophily and popularity on online consumer's purchase intention. Homophily implies that if a social media influencer is similar to the consumer in terms of psychological attributes or physical appearance, there is a higher likelihood that the consumer will purchase products endorsed by that influencer purchases (see, Radwan et al., 2021; Botelho, 2019; Xiao *et al.*, 2018; Ma et al., 2015). If a social media influencer is popular, the intention of the consumer buying products endorsed by that influencer increases. Popularity holds significant for consumers, who often consider factors like the number of followers, likes, and comments when making purchasing. If a social media influencer is popular, the intention of the consumer buying products endorsed by that influencer increases. This result is supported by various studies, for example a study by Chevalier and Mayzlin (2006) revealed that the more popular someone is, the more probable it is that they will have an impact on consumers, resulting in a rise in product sales. Another study conducted by Chen et al., (2021) found that the more popular the influencer, the more consumers believe that the products suggested by the influencer have perceived emotional value, leading to increased purchase intent. Moreover, popularity can influence consumers' purchasing intentions by enhancing their personal confidence in institutions (Huffaker, 2010; Edwards et al., 2013). The results also show that social media

influencer interactivity has a significant influence on online customers' purchase intentions. Interactivity enhances two-way communication between the influencer and their audience, allowing for more personalized interactions and recommendations. Influencers that actively reply to comments, answer consumer concerns, and listen to feedback make consumers feel appreciated and understood. This particular approach increases the value and impact of the influencer's recommendations, making customers more open to their suggestions and affect their purchase intention. Radwan et al. (2021) found that influencers can influence consumers' purchasing intentions by using good communication skills, a strong online social presence, and the sharing of personal experiences and perspectives. Furthermore, their research highlighted the necessity of interactive connection between customers and influencers, which not only makes companies more accessible to consumers but also helps them choose the best products. Similarly, Lin et al. (2020) revealed that interactivity is strongly correlated with influencer credibility and emotional ties, which has a direct impact on purchase intention.

Positive orientation toward a brand contribute significantly to consumers' purchase intentions. When consumers have a favorable attitude and emotional connection to a brand, they are more likely to choose that brand over others during online shopping. Consumers' purchasing decisions are heavily influenced by a brand's trustworthiness, reputation, and perceived value. Research conducted by Jayawardhena et al. (2007) suggests that a brand-orientation is correlated positively with customers' intentions to make online purchases.

Convenience is an important aspect in determining consumer behavior. When consumers perceive an online shopping experience to be convenient, with characteristics such as easy navigation, rapid transactions, and easy returns, they are more likely to make purchases. Studies have consistently shown that consumers are more likely to engage in online shopping when it is convenient and

time-efficient. Many researches' findings indicated that convenience plays a significant role in driving online shopping (see, Meuter et al., 2000; Szymanski and Hise, 2000).

Price sensitivity is a well-known aspect in consumer purchasing decisions. A positive orientation toward price indicates that consumers are conscious of the value they receive for their money. When consumers on the internet see fair pricing, discounts, or competitive pricing methods, they are more likely to make purchases. Consumer behavior research repeatedly emphasizes the relevance of pricing in determining consumers' perceptions and decisions, for example the findings of (Levrini and dos Santos, 2021) indicate that both convenience and pricing factors directly and indirectly affect purchase intentions. Similarly, the study by Khatibi et al., (2006) suggest that pricing is a determinant for online purchases and enhances consumers' purchase intentions.

Concerning demographic characteristics, the findings indicate that there is relationship between age and consumer purchase intention, which indicates that for every additional year of consumer age, it leads to an increase in consumers' purchasing intention by 0.007 standard deviation. These results are consistent with prior research (see, Lian and Yen, 2014; Rodgers and Harris, 2003; Thamizhvanan and Xavier, 2013).

For gender, the results demonstrate a significant impact of gender on consumers' purchase intention, females have a higher intention to purchase online compared to males at a 95% confidence level. This finding is consistent with research conducted by Clemes et al. (2014), which observed that women tend to shop online more than men. Various factors may contribute to this observed finding, women may be more responsive to online promotions, discounts, and loyalty programs, which could positively impact their online purchase intentions. Additionally, women may perceive online shopping as a time-saving option, particularly if they have busy schedules. Women may also find online shopping more convenient, especially if they have responsibilities

such as childcare or work commitments, contributing to a higher intention to make purchases online. Moreover, females have a higher intention to purchase online compared to males because beauty and fashion products largely driven by the significant influence of beauty and fashion products in shaping the popularity of e-commerce."

The analysis also reveals that the consumers purchase intention is affected by the level of income, the results reveal that respondents with higher income have stronger purchase intention through social media website. Model 2 shows that IN1 indicates no statistically significant difference in the average purchasing intention among consumers with a monthly income ranging between 2500-4000 when compared to those with an income below 2500. On the other hand, IN2 highlights a notable contrast, revealing a statistically significant difference in the average purchasing intent for consumers with a monthly income between 4000 and 7000 in comparison to those with an income below 2500, in favor of those with higher income (those with an income between 4000-7000). Additionally, the IN3 outcome highlights a statistically significant difference in the average purchasing intent of consumers with a monthly income of 7000 or more when compared with those earning below 2500, in favor of those with higher income (those with an income of 7000 or more). The data strongly suggests that consumers with higher incomes, notably those in the 4000-7000 and 7000 or more ranges, are more likely to engage in online purchase activities. These results match the findings analyzed in the majority of previous studies that shows consumers who have higher income levels are more likely to shop online than those who have lower income levels (see, Gong and Maddox, 2011; Hernandez et al. 2011; Punj, 2011). Individuals with higher incomes generally have more disposable income, allowing them to spend more freely on non-essential items, which may include online purchases. High-income individuals may be more influenced by

social trends and online influencers, contributing to a higher propensity for online shopping as a result of social media exposure.

5.2 Conclusion

Influencer marketing is an important part of modern marketing strategies since it provides firms with a powerful way to interact with their target audiences, increase brand visibility, drive consumer engagement and improve their online presence.

This thesis has shed light on the significant impact of SMIs on consumer behavior, particularly in the context of online purchase intention in Palestine. The significance of this study lies in its potential to provide valuable insights and contribute to the knowledge in the field of influencer marketing and online consumer behavior in general and in Palestine in particular.

The primary objective of this study is to investigate the impact of SMIs on the purchase intentions of online consumers in Palestine. Specifically, it aimed to identify the key characteristics of SMIs that have a significant influence on purchase intention. The research framework analyzed various traits of social media influencers, including expertise, trustworthiness and argument quality, homophily, interactivity, and popularity, to determine their effects on consumers' purchase intentions.

The primary contribution of this thesis is the integration of the SMI model with variables such as price orientation, convenience orientation, and brand orientation to investigate their collective impact on purchase intention. Unlike previous studies that separated these models for examination, our approach promotes integration. This comprehensive approach is beneficial because it allows us to study the interactions between many elements, resulting in a more in-depth understanding of

their interconnections and effects on online purchase intention. By shifting from the approach of focusing just on the SMI characteristics model, our research shows hidden dynamics that earlier studies may have missed. The findings indicate that the incorporation of these variables into the SMI model has enhanced the R square, suggesting the significance of other factors in improving purchase intention.

For this study, a convenience sampling method was employed, targeting Palestinians who use social media for making purchases. The questionnaire was designed and distributed in the Southern West Bank, Palestine. A total of 380 consumers participated in the data collection process. Among these, 311 questionnaires were completely filled out, resulting in a response rate of 81.8%.

The data analysis revealed that all of the study's participants are active users of social media platforms. 75.9% of them reported using social media several times a day, while 17.8% indicated that they use it one to three times a week. Furthermore, 9% reported using social media once a day, while only 0.3% used it less than one to three times a week. These findings highlight the extensive use of social media platforms, implying that they have become an essential part of our daily lives. This is consistent with the findings of which indicated that 92% of Palestinian households have access to home internet connection, including 93% in the West Bank and 92% in the Gaza Strip (Palestinian Central Bureau of Statistics [PCBS], 2023).

In addition, 90% of participants use social media as a tool to search for information about products/brands, this due to the growing trend of customers using platforms like Facebook, Instagram, and Twitter for product research because to the ease of access to reviews, recommendations, and product information posted by influencers and other users.

The results also revealed that the main reason to search for product/brand information on social media is to search for general information with a percentage of 65.6% of total participants, and 25.4% of the participants search for discounts. Furthermore, a remarkable 82.3% of users use social media platforms to make purchases with an average monthly frequency of 2.24 purchases. In line with these findings, the Palestinian Central Bureau of Statistics (2022) reported that more than half of Palestinian institutions received online sales requests, with 50% of economic establishments in Palestine receiving orders for goods or services (sales) via social or professional media, representing 53% in the West Bank and 41% in the Gaza Strip in 2021.

The data analysis applied two multiple regression models to explore the factors influencing online consumers' purchase intention. The first model concentrated on factors related to social media influencer traits such as credibility, trustworthiness-argument quality, popularity, interactivity, homophily, and expertise. The R-square value of the first model equals 0.375 implies that variations in these SMI variables account for 37.51% of the variation in online users' purchasing intentions. However, the remaining 62.49% of the variation implies that additional factors affect purchasing intention. Hence, the second model extended to include additional factors like PO, BO, and CO. Furthermore, demographic variables such as gender, age, and household income are also included. As a result, the R square of the second model has increased from 0.375 to 0.409, which indicates that the importance of the other factors.

The results of Model 1 indicate that variables such as (credibility, trustworthiness-argument quality, homophily, popularity, expertise) exhibit a statistically significant relationship with the dependent. It's important to note that among the factors pertaining to social media influencer characteristics, trustworthiness-argument quality stands out as having the largest positive link with

purchase intention, followed by credibility, expertise, homophily and popularity, with popularity showing the lowest correlation.

The investigation of Model 2 reveals that the model is a useful model to explain followers' purchase intention with R square value of 0.409. SMIs' credibility, trustworthiness-argument quality, homophily, interactivity, popularity, expertise, consumer orientation toward convenience, consumer orientation toward brand, consumer orientation toward price are important drivers of followers' online purchase intention in Palestine. The findings of the study are consistent with previous studies and literature.

5.2 Limitations and further research recommendation

While the study's findings are interesting, it has some limitations that could be addressed for future research. The study examined the impact of influencers' characteristics on purchase intention on social media platform in general, future scholars may wish to test the research model on specific social media platforms such as Instagram, TikTok, YouTube, Snapchat Facebook, and X. This would offer deeper insights into the effectiveness of influencer marketing on different platforms. Additionally, the study explored the impact of SMIs on online customers' purchase intention in Palestine without specifying particular sectors. Future researchers are directed to carry out similar studies on specific industries like fashion, beauty, health and wellness, home and decor...etc. This would provide accurate information into the effectiveness of influencer campaigns within different sectors. Even though the sample size was enough to assume the normal distribution and create a valid database but it comprised only of Palestinians from Southern Palestine. Future investigators are recommended to expand the geographic scope of research to include all cities in Palestine. This would enhance the generalizability and reliability of findings, ensuring they are more

representative of the population as a whole. Moreover, researchers are recommended to conduct studies that investigate the impact of social media influencers on variables other than the purchase intentions (e.g. the purchase process, decision-making process and perceptions). Lastly, researchers are encouraged to use other sampling techniques and different statistical analysis techniques.

5.3 Implications

This study provides significant insights for academics, marketing managers, and other marketing professionals working in Palestine. It expands our understanding of how social media influencers impact purchase intention and identifies the features that customers value the most. These insights enable managers to make more educated judgments about which influencers to cooperate with. Academics gain deeper insights on influencer marketing, while influencers can better spend resources to maximize their impact on purchase intent. Recognizing the importance of social media influencers opens up strategic options for marketers and companies in Palestine to use influencer partnerships as successful methods for reaching and engaging their target audience.

The findings highlight the importance of choosing the correct influencers to align with goals and positively shape followers' perspectives. Companies should establish partnerships with influencers who possess specific characteristics such as credibility, expertise, trustworthiness- argument quality, popularity, and interactivity, as choosing the right influencer will expand the consumer base, enhance trust, and build long-term customer relationships, resulting in increased sales. Marketers should encourage influencers to share positive product experiences on social media, utilizing of the persuasive power of content produced by them.

Furthermore, these implications extend to social media influencers, emphasizing the importance of their characteristics and how they affect followers' purchasing intentions. For influencers wishing to succeed in influencer marketing, establishing themselves as reliable sources is crucial to improve the impact of advertisements and get greater results.

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Section 2 – Social Media Usage:

Q1) Do you use social media? Yes No

Q2) How often do you use social media?

Several times a day Once daily

1 to 3 times a week Less than 1 to 3 times a week

Q3) Do you use social media as a tool to search for information about products/brands?

Yes No

Q4) From the following options, please select the main reason to search for product/brand information on social media?

General information about the product/brand Discounts

Other _____

Q5) Do you use social media to make purchases?

Yes No

Q5) How often monthly do you use social media to make purchases? -----

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Section 3.

Please circle the most suitable number to indicate the extent to which you agree with the following statements ranging from a scale of 1 to 7. (1 = Entirely Agree, 2 = Mostly Agree, 3 = Somewhat Agree, 4 = Neither Agree nor Disagree, 5 = Somewhat disagree, 6=Mostly disagree, 7=Entirely Disagree).

Online purchase intention	1	2	3	4	5	6	7
I intend to use social media to make purchases							
I intend to keep on buying from the Internet (social media sites)							

I believe that I will buy more online in the future							
I want to buy other things (that I have not bought previously) from social media in the future							
I think social media is a good place to buy from							
I intend to learn how to buy from internet (social media)							
Credibility							
I believe that the information provided in social media is reliable							
I believe that the information provided in social media is accurate							
I believe that the information provided in social media is free from bias and complete							
Expertise							
My favourite social media influencer is an expert							
My favourite social media influencer is experienced							
My favourite social media influencer is knowledgeable							

My favourite social media influencer is qualified							
My favourite social media influencer is skilled							
Homophily							
My favourite social media influencer thinks like me							
My favourite social media influencer shares my values							
My favourite social media influencer behaves like me							
My favourite social media influencer is similar to me							
Trustworthiness and Argument Quality							
My favourite social media influencer is reliable							
My favourite social media influencer is dependable							
My favourite social media influencer is honest							
My favourite social media influencer sincere							
The information shared by my favourite social media							

influencer is convincing							
The information shared by my favourite social media influencer is supported by strong arguments							
The information shared by my favourite social media influencer is good							
Popularity							
The higher the number of followers, subscribers or likes, the more popular the social media influencer is.							
The more the content shared on social media, the easier is to evaluate the influencer's credibility							
It makes me feel more confident about the content shared by a social media influencer when many people follow, subscribes or likes							
If the social media content is liked by many people, it affects my perspective on the information given							
If many people comment the social media content, it affects my perspective							

on the information given							
Interactivity							
It is easy to contact my favourite social media influencer							
My favourite social media influencer is willing to interact with me							
My favourite social media influencer is influenced by me							
My favourite social media influencer interacts with me frequently							
Brand Orientation							
I would prefer to buy well-known brand names							
It is important for me to buy products with well-known brand names							
Once I find a brand I like, I stick with it							
Price Orientation							
I buy less products because of rising prices							
I compare prices when purchasing online (through social media).							
I compare the price with the same brand online							

Convenience Orientation							
I could order products wherever I am							
I could shop anytime I wanted							
I am able to find desired products quickly							
Online payment is simple and convenient							
Payment methods are flexible							
I think it does not take much time to get the needed information when purchasing products online.							



عزيزي المواطن الفلسطيني:

إنني أتطلع إلى دعمك الكريم في إجراء هذه الدراسة البحثية. هذه الاستبانة هي جزء من رسالة الماجستير في العلوم الإدارية من جامعة بوليتكنك فلسطين. تهدف هذه الدراسة إلى فهم العوامل المختلفة التي تؤثر على نوايا الشراء لدى المستهلك الفلسطيني عبر مواقع التواصل الاجتماعي المختلفة. الغرض الوحيد من هذه الدراسة هو المعرفة الأكاديمية، ستتمتع إجاباتك بالسرية الكاملة ولن يتم ربطها بك شخصياً. قد تستغرق الاستبانة البعض من وقتك ولكنها ستكون حاسمة لإكمال رسالتي. لذلك، سأكون ممتناً للغاية لتعاونكم الكريم في ملء الاستبانة.

القسم الأول: يحتوي هذا القسم على العوامل الديموغرافية للمستجيبين:

يرجى وضع علامة [√] على الإجابة المناسبة لكل من الأسئلة التالية:

1. الجنس ذكر أنثى

2. - العمر: ----- سنة

3. الحالة الاجتماعية: متزوج أعزب

4. هل يمكن أن نخبرنا من فضلك بمستواك التعليمي؟

ثانوية عامة فأقل دبلوم

بكالوريوس دراسات عليا

5. هل يمكن أن نخبرنا بوظيفتك الحالية؟ (فقط إختار إجابة واحدة)

عاطل عن العمل موظف/صاحب عمل

تدرس وتعمل في نفس الوقت طالب

ربة بيت متقاعد

6. هل يمكن أن تخبرنا من فضلك، ما هو صافي الدخل الشهري للأسرة؟ (مجموع دخل جميع أفراد الأسرة).

- 2500 شيكل فأقل / شهر 4001-7000 شيكل / شهر
 4000-2501 شيكل / شهر أكثر من 7000 شيكل / شهر

7. هل يمكن أن تخبرنا بمكان سكنك؟

- مدينة الخليل محافظة الخليل (باستثناء المدينة)
 غير ذلك (الرجاء التحديد)-----

القسم الثاني- استخدام مواقع التواصل الاجتماعي:

8. هل تستخدم مواقع التواصل الاجتماعي؟ نعم لا

9. هل يمكن أن تخبرنا من فضلك كم مرة تستخدم وسائل التواصل الاجتماعي؟

- مرة واحدة يوميا 1-3 مرات بالأسبوع
 عدة مرات باليوم أقل من 1-3 مرات أسبوعيا

10. هل تستخدم وسائل التواصل الاجتماعي كأداة للبحث عن معلومات حول المنتجات / العلامات التجارية؟

- نعم لا

11. من الخيارات التالية، يرجى تحديد السبب الرئيسي للبحث عن معلومات المنتج / العلامة التجارية على وسائل

التواصل الاجتماعي؟

- معلومات عامة عن المنتج / العلامة التجارية الخصومات
 غير ذلك (الرجاء التحديد)-----

12. هل يمكن أن تخبرنا من فضلك اذا كنت تستخدم وسائل التواصل الاجتماعي لإجراء عمليات شراء؟

- نعم لا

13. هل يمكن أن تخبرنا من فضلك، كم مرة تستخدم وسائل التواصل الاجتماعي شهريًا لإجراء عمليات شراء؟

القسم الثالث:

حدد من فضلك، إلى أي مدى تتفق مع النقاط التالية: علما أن "1" تفيد "موافق بشدة". و 2 = موافق في الغالب، 3 = موافق إلى حد ما، 4 = محايد، 5 = لا أوافق إلى حد ما، 6 = غير موافق في الغالب، "7" = غير موافق على الإطلاق.

7	6	5	4	3	2	1	نية الشراء عبر الإنترنت
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أعترم استخدام مواقع التواصل الاجتماعي لإجراء عمليات شراء
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أعترم الاستمرار في الشراء من الإنترنت (عبر مواقع التواصل الاجتماعي)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أعتقد أنني سأشتري المزيد عبر الإنترنت في المستقبل
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أريد شراء أشياء أخرى (لم أشتريها من قبل) من مواقع التواصل الاجتماعي في المستقبل
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أنوي تعلم كيفية الشراء من خلال مواقع التواصل الاجتماعي
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أعتقد أن مواقع التواصل الاجتماعي مكان جيد للشراء من خلاله
							المصدقية
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أعتقد أن المعلومات المقدمة في وسائل التواصل الاجتماعي موثوقة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أعتقد أن المعلومات الواردة في وسائل التواصل الاجتماعي دقيقة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أعتقد أن المعلومات المقدمة في وسائل التواصل الاجتماعي خالية من التحيز وكاملة
							الخبرة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي هو شخص خبير
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي من ذوي الخبرة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي هو صاحب معرفة

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي هو شخص مؤهل
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي شخص يتمتع بالمهارة
							التشابه
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي يفكر مثلي
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي يشاركني قيمي
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي يتصرف مثلي
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي يشبهني
							الثقة و جودة الحوار
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي جدير بالثقة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي يمكن الاعتماد عليه
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي صادق
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي مخلص
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المعلومات التي يشاركها المؤثر المفضل لدي عبر مواقع التواصل الاجتماعي مقنعة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المعلومات التي يشاركها المؤثر المفضل لدي عبر مواقع التواصل الاجتماعي مدعومة بحجج قوية
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المعلومات التي يشاركها المؤثر المفضل لدي عبر مواقع التواصل الاجتماعي مقنعة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المعلومات التي يشاركها المؤثر المفضل لدي عبر مواقع التواصل الاجتماعي جيدة
							الشعبية

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	كلما زاد عدد المتابعين أو المشتركين أو الإعجابات، زادت شعبية المؤثر على وسائل التواصل الاجتماعي
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	كلما زاد المحتوى الذي يتم مشاركته عبر مواقع التواصل الاجتماعي، كان من السهل تقييم مصداقية المؤثر
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	زيادة عدد المتابعين أو المشتركين أو الإعجابات، يجعلني أشعر بثقة أكبر بشأن المحتوى الذي يشاركه المؤثر عبر مواقع التواصل الاجتماعي
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	إذا أعجب العديد من الأشخاص بمحتوى معين موجود عبر مواقع التواصل الاجتماعي، فإنه يؤثر على وجهة نظري بشأن المعلومات المقدمة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	إذا علق/تفاعل العديد من الأشخاص على محتوى معين موجود عبر مواقع التواصل الاجتماعي، فسيؤثر ذلك على وجهة نظري بشأن المعلومات المقدمة
							التفاعل
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	من السهل التواصل بالمؤثر المفضل لدي عبر مواقع التواصل الاجتماعي
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي على استعداد للتفاعل معي
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي يتأثر بي
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	المؤثر المفضل لدي على مواقع التواصل الاجتماعي يتفاعل معي بشكل متكرر
							التوجه نحو العلامة التجارية
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أفضل شراء الأسماء التجارية المعروفة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	من المهم بالنسبة لي شراء المنتجات ذات الأسماء التجارية المعروفة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	بمجرد أن أجد علامة تجارية تعجبني، أتمسك بها
							التوجه نحو السعر
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أشتري منتجات أقل بسبب ارتفاع الأسعار
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أقارن الأسعار عند الشراء عبر الإنترنت (من خلال مواقع التواصل الاجتماعي)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أقارن الأسعار لنفس العلامة التجارية عبر الإنترنت
							التوجه نحو الراحة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	يمكنني طلب المنتجات عبر مواقع التواصل الاجتماعي أينما كنت
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	يمكنني التسوق عبر مواقع التواصل الاجتماعي في أي وقت أريده
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أنا قادر على العثور على المنتجات المطلوبة بسرعة عبر الإنترنت
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	الدفع عبر الإنترنت بسيط ومريح
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	طرق الدفع عبر الإنترنت مرنة
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	أعتقد أن الأمر لا يستغرق الكثير من الوقت للحصول على المعلومات المطلوبة عند شراء المنتجات عبر الإنترنت.

شكرا جزيلا" لكم على حسن تعاونكم