

Introduction

The influence of social media influencers on purchase intention has become a prominent aspect of contemporary consumer behavior. Social media platforms have evolved into powerful marketing channels, and influencers play a pivotal role in shaping consumer perceptions and preferences. As individuals with a significant following, influencers have the ability to reach and engage with diverse audiences, creating a unique bridge between brands and consumers. The authentic and relatable content shared by influencers establishes a sense of trust, making their recommendations and endorsements more compelling to their followers.

In the realm of marketing, the impact of social media influencers on purchase intention is evident in the way consumers make decisions. The aspirational lifestyle presented by influencers often aligns with specific products or brands, creating a subtle but influential connection between the influencer's persona and the consumer's desires. This connection can drive purchasing decisions as consumers seek to emulate the lifestyle and values promoted by their favorite influencers. The real-time nature of social media allows for immediate feedback and interaction, enabling influencers to address questions and concerns, further solidifying their influence on the consumer's decision-making process.

However, the relationship between social media influencers and purchase intention is not without its complexities. As the influencer marketing landscape evolves, issues of transparency and authenticity arise. Consumers are becoming more discerning, demanding genuine connections and transparency in influencer-brand partnerships. Therefore, the effectiveness of influencer marketing in shaping purchase intention depends not only on the influencer's reach but also on the authenticity and credibility they maintain with their audience. Balancing these factors is crucial for brands seeking to harness the potential of social media influencers in driving consumer purchasing behavior.

1.1 Background

In marketing, influencer marketing places a strong emphasis on utilizing influencers to effectively convey a brand's message to its intended audience (**Smart Insights, 2017**). In the contemporary era of widespread internet usage, social media influencers have emerged as dynamic third-party

endorsers (**Freberg et al., 2011**). Making use of various social media platforms like Facebook, Instagram, Twitter, and YouTube, influencers play a crucial role in disseminating product details and promoting the latest offerings to their online followers (**Markethub, 2016**). Typically, social media influencers maintain engagement with their followers by consistently providing them with the most up-to-date information (**Liu et al., 2012**).

In the realm of marketing, endorsements play a crucial role in shaping a company's reputation and accomplishing its business objectives. Over recent years, social media influencers have emerged as potent endorsers, generating a diverse array of buzz compared to alternative marketing strategies, such as celebrity endorsements. They are widely recognized as the most cost-effective and impactful trends in marketing (**Harrison, 2017**). Furthermore, social media influencers have demonstrated the ability to yield compelling results in terms of media coverage and influencing consumer attitudes (**Booth & Matic, 2011**). Despite their growing prominence, research on social media influencers remains relatively limited (**Godey et al. 2016**).

Following the principles of influencer marketing, businesses commonly engage social media influencers, such as bloggers boasting substantial followings on their social media platforms, to serve as their brand representatives (**Tapinfluence, 2017**). The messages conveyed by these influencers are often deemed more reliable and persuasive by consumers, a sentiment supported by 82% of followers according to polls. These polls indicate that consumers are more inclined to heed the recommendations of their favorite influencers (**Talaverna, 2015**). In comparison to promotional strategies employing celebrity endorsements, the utilization of social media influencers is considered more credible, trustworthy, and knowledgeable. This is primarily attributed to influencers' adeptness at establishing connections with consumers, particularly those targeting younger demographics.

1.2 Problem Statement

Social networking sites have become an effective medium that allows communication for their users as a means of communication with friends and relatives in light of the daily preoccupations that everyone faces, and in a time of communication with technological acceleration, the number of users on these sites has exceeded expectations and exceeded its role as a medium for social communication, as advertisers and marketers in the commercial sectors have become aware of the importance and effectiveness of this. The excellent medium for placing advertisements to promote

its products and services in order to benefit from it in increasing its sales and profits, as well as to improve its image in front of its customers and to try to increase its market share and the target segment to the maximum extent made possible by these sites. Electronic spoken word on these sites has now played an essential role in judging goods and services in addition to its impact on the Behaviors of individuals and groups and their purchasing behavior (**Hassan, 2014**).

1.3 Study Importance

Understanding the influence of social media influencers on purchase intention is of paramount importance in the contemporary landscape of digital marketing. As businesses increasingly allocate resources to influencer marketing, a comprehensive study on this subject provides valuable insights that can shape strategic decisions. First and foremost, such a study helps elucidate the mechanisms through which influencers impact consumer behavior. By delving into the psychological and behavioral aspects of this influence, marketers can fine-tune their strategies to optimize the impact of influencers on purchase intention.

Moreover, the study contributes to the development of effective metrics for assessing the success of influencer marketing campaigns. Establishing a clear link between an influencer's reach, engagement, and their impact on purchase decisions allows businesses to measure return on investment accurately. This, in turn, enables marketers to allocate budgets judiciously, maximizing the impact of their influencer collaborations. Additionally, understanding the nuanced dynamics of influencer marketing can aid in the identification of potential pitfalls, such as issues of authenticity and transparency, guiding businesses in establishing ethical and credible partnerships.

the study's findings can inform the development of guidelines and best practices for both influencers and brands, fostering a more transparent and trustworthy influencer marketing ecosystem. As the influence of social media influencers continues to grow, a nuanced understanding of their impact on purchase intention becomes indispensable for businesses aiming to stay competitive and relevant in the rapidly evolving landscape of digital commerce. Ultimately, such a study serves as a crucial tool for marketers seeking to navigate the complexities of influencer marketing and harness its potential to drive consumer behavior and brand success.

1.4 Study Questions

- How do factors like relatability, credibility, and aspirational content contribute to the effectiveness of influencer marketing in shaping purchase decisions?

- Are there specific demographics or psychographics within the audience that are more susceptible to the influence of social media influencers on their purchase intentions?
- How do cultural and regional differences impact the effectiveness of influencers in influencing consumer behavior?
- Which types of content (e.g., product reviews, sponsored posts, lifestyle content) have a more significant impact on purchase intention, and how do they differ in their effectiveness?
- How do various content formats, such as videos, images, and stories, influence the perception of products and brands by the audience?

1.5 Statistics About Jordan

According to the results of a study (**AL-Sous et al., 2023**) The present study examined the impact of social media influencers (SMIs) on consumers' purchasing decisions, by examining the factors affecting purchase intentions of consumers. An online questionnaire was used to gather data from Facebook users as the study respondents. SMIs are currently a promising marketing technique in influencing purchase intention of customers, but in Jordan, studies on this matter are still lacking. This study therefore presented several key factors associated with SMIs in influencing the purchase intention of customers, in the Jordanian context. Accordingly, the key factors affecting customer purchase intention through SMIs were examined. A model was proposed and empirically tested and validated using structural equation model (SEM), with data obtained from 390 Jordanian Facebook users. From the results, the significant impact of Information Quality (IQ) and Trustworthiness (TRU) on attitude toward a brand, and consequently on the purchase intentions of customers, was affirmed.

According to the results of a study (**Alhaddad et al., 2021**): The purpose of this study is to discover how social media advertisement factors (Informativeness, Entertainment, Credibility, and Perceived Value) have an impact on Jordanian customers' purchase intentions in the food industry. Three social media channels have been considered, as they are the top channels businesses intend to use nowadays for publishing their advertisements. Facebook, Instagram and YouTube channels are the online channels in this study. Multiple regression was used to analyze the data, as well as the SPSS to test the hypotheses. 211 received a survey that was constructed using Google Forms and distributed using online channels, such as WhatsApp, Facebook, and Twitter, noting that the

sample of the study was a convenience sample, as the researchers focused on adult social media users in general. The scale used in the survey was developed by Dao et al. (2014). The results indicated that the studied factors have an impact on Jordanian customers' purchase intentions in the food industry but at different levels. Perceived value is considered the most influential factor affecting the purchase intention, while credibility is considered the least influential factor helping in changing customers' purchase intention.