



**T.C
HALIÇ UNIVERSITY
INSTITUTE FOR GRADUATE STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER WITH THESIS PROGRAMME**

**STUDYING THE FACTORS THAT AFFECT FEMALE UNIVERSITY
STUDENTS' PURCHASING INTENTION THROUGH INSTAGRAM
INFLUENCERS**

MASTER'S THESIS

**BY
Joman A.M. ALHELOU**

**Thesis Advisor
Assist. Prof. Sibel DEMİREL**

**ISTANBUL
August/2023**



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HALIÇ UNIVERSITY
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MA/MSc THESIS APPROVAL PAGE

MBA Study prepared by the Department MA Program Student Joman A. M. ALHELOU with the subject 'Studying The Factors That Affect Female University Student' Purchasing Intention Through Instagram Influencers' is approved by our jury as MA Thesis.

Thesis Defense Date: 12/09 /2023

Title, Name, Surname and Institution of the Juror:

Signature

Juror : Assist Prof. Sibel DEMIREL
(Haliç University Faculty of Business Administration)

Juror : Assist Prof. Şahver Ömeraki ÇEKİRDEKÇİ
(Haliç University Faculty of Business Administration)

Juror : Assoc. Prof. Esra Arıkan
(Bilgi University Faculty of Business Administration)

This thesis is considered appropriate by the above jurors, and approved with the decision of the Institute Administrative Committee.

(Title, Name, Surname of the Institute Manager)
Institute Manager

STUDYING THE FACTORS THAT AFFECT FEMALE UNIVERSITY STUDENTS' PURCHASING INTENTION THROUGH INSTAGRAM INFLUENCERS

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THESIS ETHICS STATEMEN

I declare that I have completed this study titled “Studying The Factors That Affect Female University Students’ Purchasing Intension Through Instagram”, which I submitted as an MA thesis/Dissertation, under the responsibility of my advisor Asst. Prof. Sibel DEMİREL from the beginning to end, that I have collected the respective data/examples myself, that I have done/had the experiments/analysis done in the relevant laboratories and that I have fully indicated the information I received from other sources in the text and in the references, I have acted in accordance with the scientific research and ethics rules during the working process, and that I accept all legal consequences in the contrary case.

Joman A.M. AL HELOU

PREFACE

Before you lies my master's thesis "Studying the Factors that affect female university students' purchasing intention through Instagram influencers". This thesis was studied and researched in Istanbul, Türkiye, during the years 2022–2023. This study is very dear to my heart, especially as a woman who decided to continue her education after 20 years and has five children. I continue to watch as the seeds of me and my husband's hard work along with our sacrifices, bloom into them and turn into trees as beautiful as those found in the country, we fled due to the war in Palestine. I nurture them, and they nurture me; together we are a beautiful garden.

I want to thank my husband, Yousef Alhelou, for believing in me no matter the circumstances and always encouraging me to pursue my interests and education. I could not have done this without his support and encouragement. I would also like to thank Asst. Prof. Sibel DEMİREL for supervising my thesis and giving me useful criticism that never failed to make my work better.

Last of all and most importantly, I would like to thank the most important person in my life, even though she has departed this world. To the soul that taught me what true grief is, if not the initial grief that comes with loss, then the grief that is present on the happy days when I find that you who could have shared this joy with me have left. My dear mother, I would like to thank you.

May, 2023

Joman A.M. AL HELOU

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ABBREVIATION

SMEs	: Small and Medium-sized Enterprises
DAMA	: International Data Management Association
WQAM	: Website Quality Assessment Model
EWOM	: Electronic Word-of-Mouth
SC	: Source credibility
TR	: Trustworthiness
EXP	: Expertise
CQ	: Content quality
ATT	: Attractiveness
UGS	: User-generated content
SMIS	: Social Media Influencer Strategies

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ÖZET

KADIN ÜNİVERSİTE ÖĞRENCİLERİNİN SATIN ALMA NİYETLERİNİ ETKİLEYEN FAKTÖRLERİN INSTAGRAM FENOMENLER ÜZERİNDEN ARAŞTIRMASI

Sosyal medyanın ortaya çıkışı, pazarlama alanında önemli bir paradigma değişikliğine neden olmuş, işletmeler ile potansiyel müşteriler arasında hızlı ve sorunsuz bağlantılar kurmayı mümkün kılarak tüketicilerle doğrudan etkileşime geçmeyi sağlamıştır. Instagram, etkili bir araç olması sebebiyle pazarlamacıların fenomenleriyle ve onların izleyicileriyle güven oluşturmalarına olanak tanımıştır. Üniversite öğrencisi olan kadınlar, hevesli sosyal medya kullanıcıları arasında önemli bir demografik oluştururken, iletişim ve eğlence amaçlarının yanı sıra alışveriş ihtiyaçları için de bu platformlara büyük ölçüde bağımlıdır.

Bu nicel araştırma çalışmasının temel amacı, Instagram fenomenlerinin güvenilirliği ve içerik kalitesinin Türkiye'deki kadın üniversite öğrencilerinin satın alma niyetleri üzerindeki etkisini incelemektir. Köklü reklam teorisi ve kaynak güvenilirliği modelini kullanarak çevrimiçi bir anket gerçekleştirdik. En az bir Instagram etkileyicisini takip eden 425 kadın üniversite öğrencisinin katılımıyla dijital bir anket düzenlendi. Çalışmanın amacı, bireylerin tüketici işlemlerine katılma eğilimlerini etkileyen çeşitli unsurları değerlendirmektir. Toplanan veriler SPSS Sürüm 24.0 yazılımı kullanılarak analiz edildi.

Bu çalışmanın bulguları, Instagram fenomenlerinin güvenilirliği ve içerik kalitesinin satın alma niyetleri üzerinde olumlu bir etkisi olduğunu açıklığa kavuşturmuştur; içerik kalitesi ve güvenilirlik en önemli faktör olarak belirlenmiştir. Kadın üniversite öğrencilerinin tercihlerini belirlerken yüzeysel fiziksel güzellik yerine güvenilirlik ve uzmanlık gibi özelliklere öncelik verdikleri dikkat çekicidir.

Anahtar Kelimeler: *Fenomenler, Güvenilirlik Fenomenler, İçerik kalitesi, Instagram, Satın alma niyeti, Türkiye, Üniversiteli Kadın Öğrencileri.*

ABSTRACT

STUDYING THE FACTORS THAT AFFECT FEMALE UNIVERSITY STUDENTS' PURCHASING INTENTION THROUGH INSTAGRAM INFLUENCERS

The advent of social media has resulted in a significant paradigm shift in the field of marketing, enabling rapid and seamless linkages between enterprises and prospective clientele while also permitting direct engagement with consumers. As a potent tool, Instagram has enabled marketers to cultivate trust among influencers and their respective audiences. Female university students constitute a notable demographic within the realm of enthusiastic social media users, heavily relying on these platforms not only for communication and entertainment purposes but also for their shopping requirements.

The primary objective of this quantitative research study is to investigate the impact of Instagram influencers' credibility and content quality on the purchasing intentions of female university students in Türkiye. By utilizing established advertising theory and the source credibility model, we conducted an online questionnaire. A digital questionnaire was conducted, inviting a sample of 425 female college students who all follow at least one Instagram influencer to participate. The collected data was analyzed with SPSS Version 24.0 software.

The findings of this study clarify that the credibility of Instagram influencers and the quality of their content favorably influence purchase intentions, with content quality and credibility being identified as the most significant factors. It is noteworthy that female college students exhibit a preference for attributes such as trustworthiness and expertise over attractiveness.

Keywords: *Content quality, Intentions, Influencers, Instagram, Purchase Female Source Credibility, Türkiye, University Students.*

1. INTRODUCTION

1.1. Background and Overview

Nowadays, businesses are constantly on the lookout for new ways to effectively engage with their target audience in a digitally connected and socially ubiquitous environment. Influencer marketing is one of these tactics that is changing the way consumers connect with brands. This study delves into the topic of influencer marketing as it pertains to Instagram, a medium that has not only altered the dynamics of consumer behavior but also rethought the ways in which brands interact with their target demographics. In particular, the purpose of this research is to examine the impact of source credibility and the content quality of Instagram influencers on the purchase intentions of female university students. This particular segment was selected due to its significance in understanding the factors that influence consumer behavior. Influencer marketing campaigns often prioritize female college students due to their extensive engagement with social media, propensity for setting trends, ability to influence peers, preferences in lifestyle and fashion, consumer decision-making, impact on others, a wide range of interests, and consumption of digital content.

With Instagram's emergence as a potent social media platform, a new era of consumer influence has begun, one in which the content shared on this visually appealing platform heavily influences trust, purchase intent, and perceived utility (Astuti and Putri, 2018). The potential power of Instagram influencers in shaping consumer behavior is highlighted by this amplification. The trust these influencers have built up with their following is difficult for brands to replicate on their own (Vogel, 2010). Therefore, leveraging them has gone from being a marketing choice to a strategic imperative.

Advertising's ability to reach out to its target audience and increase sales has been greatly aided by the rise of influencer marketing in recent years (Guruge, 2018). Extensive research has shown that social media influencers can sway people's opinions

and ultimately lead them to make a purchase (Kurdi et al., 2022). Still, becoming an influencer requires more than just knowledge; it also demands deftly juggling responsibilities, seeking approval, and carefully tending to one's public image. Another crucial component of fruitful partnerships is congruence between the influencer's own brand and the brand they advocate (Yılmaz et al., 2020). These nuanced factors highlight the multifaceted nature of influencer marketing's effectiveness.

The current study sets out against this shifting backdrop to identify the fundamental factors that underpin the success of influencer marketing initiatives on Instagram. This research aims to shed light on how the credibility and quality of content posted by Instagram influencers affect the purchasing intentions of female college students. For brands seeking to reach a sophisticated and influential consumer base, this segment is of utmost importance.

The implications of this study go far beyond the scope of the project itself. Primarily, it fills a significant gap in the existing research by offering a thorough analysis of the factors driving the purchasing intent of female college students via Instagram influencers, with a focus on the specific circumstances of Türkiye. In addition, the study contributes to the expanding field of influencer marketing by illuminating the dynamic of the credibility of the source, the quality of the content, and the likelihood of a consumer making a purchase as a result.

For firms and marketers working to perfect their influencer marketing strategies, the findings of this study are of great practical importance. Companies may more effectively reach their target audience through influencer partnerships if they understand the relationship between the credibility of their sources, the quality of the content they provide, and the likelihood that their audiences will make a purchase as a result. Additionally, this study adds to the picture of how women use Instagram and the impact that has on their purchasing patterns, offering useful information for businesses of all stripes.

The following is the outline for this thesis: In Section 1, we introduce the research by providing a summary of the background information, research questions, aims, and significance of this study. We also lay out the theoretical framework and assumptions that will be used to guide the rest of the research. The theoretical

foundation of our investigation is laid in Section 2, where we conduct a thorough review of the relevant literature. This skeleton directs the course of our study by providing a firm footing in previously established theoretical frameworks and findings. The research methodology used in this study is discussed in Section 3. We describe our research approach, including the methods we used to collect data and analyze it statistically. Section 4 presents the pinnacle of our investigation. In this Section, we reveal the findings of our research, which offer a thorough comprehension of the connections between credibility sources, content quality, and consumers' propensity to make a purchase. After that, the results of the investigation are dissected in Section 5. This in-depth evaluation examines the results in the context of the study's aims and its theoretical foundation. In Section 6, we summarize the most important findings and takeaways from our research. In this Section, we summarize the most important information we uncovered. The theoretical and managerial implications of our study are discussed in Section 7. In this section, we discuss how our research contributes to the larger conversation on influencer marketing and its practical applications. We conclude our investigation and offer some suggestions based on what we learned in Section 8 of this thesis. These suggestions provide valuable information for advertisers, companies, and future researchers.

In essence, our organized method leads readers on an in-depth journey through our study, providing a sequential and in-depth investigation of the complex processes at the heart of successful influencer marketing campaigns on Instagram.

1.2. Problem Definition

The study aims to explore the effectiveness of Instagram influencers as a strategic marketing strategy for companies. Instagram has become a powerful platform that significantly impacts consumer trust, purchase intent, and perceived utility. Influencer marketing is considered a smart strategy due to the trust established between influencers and their readers, which brands struggle to establish independently. Influencer marketing has become a crucial strategy for advertisers to communicate with customers, as it can change consumer purchase intentions and attitudes.

However, being an influencer requires responsibility, expertise, managing workload, seeking approval, and maintaining consistency between the brand's image

and the influencer's impression for successful collaborations. This highlights the importance of understanding the various factors that contribute to the effectiveness of influencer marketing. Furthermore, Instagram stars have a significant influence over customers and their purchasing decisions, making it evident that businesses not promoting on Instagram may be at a disadvantage (Gupta and Singh, 2020).

This research intends to investigate the source credibility of Instagram influencers and the quality of their material in the purchasing decisions of female college students. Instagram, among others, is seeing a rise in the use of influencer marketing as a means for businesses to connect with their ideal customers. For companies to successfully engage with female college students, they must first have a solid grasp of the influence these elements have on the demographic. The study adds to the existing body of knowledge and helps businesses and marketers improve their influencer marketing strategies by shedding light on the connection between source credibility, content quality, and intent to buy.

1.3. Research Significance

Influencer marketing and social media are intertwined, as influencers strive for visibility while social media platforms thrive on the content they produce. This symbiotic relationship has led to the rapid growth of the influencer marketing industry, with predictions estimating it to be a \$10 billion industry by 2020, signifying its increasing significance for businesses (Haenlein et al., 2020). When designing marketing communications for consumer electronics items, it is advantageous to choose a competent influencer over an appealing celebrity influencer (Trivedi and Sama, 2020). This shows how crucial it is to evaluate influencers according to their competence and reputation for shaping public opinion and customer behavior. In line with this, marketing executives should be prepared to leverage influencers in their campaigns and strategically incorporate them into their overall brand strategy (Campbell and Farrell, 2020). As a result, it's crucial that businesses understand the value and influence that influencers can have on their marketing campaigns.

Our research significantly contributes to:

- Addressing the gap in the literature by studying the factors that affect female university students' purchasing intentions through Instagram influencers due to the limited number of research studies discussing this topic in Türkiye.

- Contribute to the growing body of literature on influencer marketing by expanding the current understanding of this strategy's effect on customer behavior.

-This research provides important information about women's Instagram usage and purchase patterns through influencers, which can be utilized by managers and employees in a range of organizations to enhance their operations.

-To assist businesses and marketing project managers in better understanding the influence of celebrities and other opinion leaders on young women's purchasing decisions and the influencers and content tactics that appeal to female college students in Türkiye.

-It can encourage influencers to produce higher-quality content and assist companies in determining the most efficient methods of advertising their goods and services through influencers.

-This study is significant for those interested in research fields and can be used to guide future influencer marketing research.

Overall, our findings fill in important gaps in the literature, have important practical consequences, help direct marketing decisions, and inspire the creation of high-quality content, all of which considerably advance the field of influencer marketing.

1.4. Research Questions and Objectives

Customers' online purchase decisions are heavily influenced by their level of trust in online retailers and concerns about online security (Adnan, 2014). Also, Trust and social media influence significantly impact consumers' purchase intentions and enhancing website quality plays a crucial role in building consumer trust (Umair Manzoor et al., 2020). Among several social media platforms, Instagram has shown higher usage among younger participants compared to Facebook and Google+. Particularly among women who utilize social media, including Instagram, for various purposes such as relationship maintenance, task management, and informative and educational objectives (Kircaburun et al., 2020). Moreover, Instagram's influence extends to students' purchasing desires, as it provides content with context, conversation, cooperation, and connection through videos, photographs, or images (Rahmayani and Nofrialdi, 2022). Instagram's power to influence students' spending habits is evident through its contextually relevant content, dialogue, collaboration, and

connection. Businesses can benefit from learning about and utilizing these features to influence students' purchasing decisions. In this evolving landscape, e-marketers must adapt to the market situation by adopting innovative attitudes and recognizing customers as intelligent and creative individuals, or even prospective partners (Constantinides, 2014) .

This shift highlights the importance of understanding and leveraging platforms like Instagram and influencer marketing to engage with consumers and establish meaningful connections.

Research Questions:

The author formulated research questions to concentrate the study and explore the issue at hand after a survey of the relevant literature. In order to gain a deeper understanding of the influence of influencer marketing on the purchasing behaviors of female university students in Türkiye, as well as the factors that influence them via Instagram influencers. in particular, studying the relationship between Instagram influencers' source credibility and content quality and the likelihood that female Turkish college students would make a purchase as a result of following them.

The researcher established the following Questions for this study:

-RQ1: What is the effect of Instagram influencers' source credibility on university students' female purchasing intention?

- RQ2: What is the effect of each dimension of Instagram influencers' source credibility on university students' female purchasing intention?

-RQ3: What is the effect of Instagram influencers' content quality on university students' female purchasing intention?

Research Objectives:

-Determine the impact of Instagram influencers' credibility on female university students' purchasing intention.

-Determine the impact of Instagram influencers' attractiveness on female university students' purchasing intention.

-Determine the impact of Instagram influencers' trustworthiness on female university students' purchasing intention.

-Determine the impact of Instagram influencers' expertise on female university students' purchasing intention.

-Determine the impact of Instagram influencers' content quality on female university students' purchasing intention.

By investigating the source's credibility as a whole, the cumulative effect of these interconnected factors can be determined. Understanding how these factors interact and influence one another offers a more holistic perspective on the overall credibility of a source.

For instance, there is a close relationship between expertise and trustworthiness. A source that is perceived to possess a high level of expertise and trustworthiness is more likely to be viewed as credible. Similarly, trustworthiness and attractiveness can affect credibility, as individuals tend to place more trust in and view as more credible those whom they perceive to be trustworthy or attractive.

It is also beneficial to examine each dimension to obtain a deeper understanding of their individual contributions and effects on consumer behavior. This dual approach enables researchers and marketers to fathom the interconnected nature of source credibility and the distinct effects of each dimension. This methodology permits researchers and marketers to comprehend the interdependent nature of source credibility and the distinct influences of each dimension.

1.5. Research Model and Hypothesis

Advertisements that provide useful information or amuse viewers are more likely to acquire the trust of those who view them; however, the value of an advertisement can vary depending on the advertising medium (Ducoffe, 1995). Furthermore, a positive impression of the commercial is expected to translate into a favorable perception of the marketed product (Goldsmith et al., 2000). Considering the credibility of the source is important for understanding the success of online advertising because it affects the credibility of the website, the relevancy of the advertisement, and the likelihood that a consumer would buy the advertised goods (Choi and Rifon, 2002). A consumer's opinion of the ad's content and their decision to buy is heavily influenced by the credibility of the source.

Ducoffe R.H (1996) introduced the notion of "outcome advertising value" to characterize the danger of consumers' unfavorable reactions to poor commercials and

the possible benefit from good replies. Commercials' worth was assessed using three criteria: informative substance, entertainment value, and annoyance level. Informativeness is an advertisement's effectiveness as determined by its ability to answer customer questions. Entertainment is advertising that is both visually and emotionally satisfying to its intended consumers and is considered entertaining. Irritation refers to the unpleasant, uncomfortable, and unsatisfying emotions experienced by consumers.

Perceived informativeness, entertainment, and credibility contribute to customers' attitudes toward web advertising (Zha et al., 2015) . Moreover, there is a favorable correlation between consumers' beliefs that ads on social media are credible, amusing, and instructive and their desire to make a purchase online (Van-Tien Dao et al., 2014). Consequently, Instagram influencers are believed to affect customers' inclination to buy when they regularly post interesting, genuine, and eye-catching content that gets their followers engaged. Furthermore, Consumers' perceptions of a brand's credibility and their purchase intentions are heavily influenced by the website's informational quality. Additionally, smartphone advertising has increased sales and influenced consumers' purchase intentions (Martins et al., 2019). Alao, attitudes towards YouTube influencers are shaped by the entertainment and informational value of sponsored content (Acikgoz and Burnaz, 2021). Additionally, several studies demonstrate that the likeability, trustworthiness, and educational value of advertisements on social media platforms can influence online consumers' propensity to make a purchase (Dehghani et al., 2016; Lou and Yuan, 2019; Martins et al., 2019; Van-Tien Dao et al., 2014; Weismueller et al., 2020; Zha et al., 2015) .

Source credibility is a notion that describes the positive characteristics that influence a recipient's and an individual's reception of a message. It consists of three sub-dimensions: attractiveness, trustworthiness, and expertise. Ohanian adopted fifteen items as a credibility measurement tool (Ohanian, 1990b). Several studies demonstrate that source credibility has a favorable effect on purchase intention and behavior (Baig et al., 2022; D. Balaban and Mustătea, 2019; Duh and Thabethe, 2021; Hsu and Tsou, 2011; Lou and Yuan, 2019; Mweshi and Sakyi, 2020; Nascimento, 2019; Saima and Khan, 2021; Taillon et al., 2020; Weismueller et al., 2020; Yılmazdoğan et al., 2021).

Quality characteristics such as timeliness, accuracy, completeness, and consistency have been extensively discussed and debated as crucial factors in determining the effectiveness and impact of user-generated content (UGC) in online digital systems (Batini et al., 2009). UGS is any text, data, or activity done by users of online digital systems that has a communicative or expressive impact (Santos, 2022). So, the degree to which users are satisfied with the system and the information they get depends directly on the information and the system's quality (Zheng et al., 2013).

The advertisement value theory is a framework for analyzing the factors contributing to advertisements' value. The idea can be applied to Instagram influencers by looking at how aspects of information, enjoyment, and relevance show up in their posts, we can assess the value of their content by using content quality dimensions. Influencers can maintain their relevance by providing product evaluations, humorous content, and a hedonistic experience to their audience of female college students.

The advertisement value model may not directly address the effectiveness of advertisements in motivating consumer actions or social elements like trust and credibility. To overcome these limitations, we applied the Source Credibility Theory, which examines influencers' expertise, trustworthiness, and attractiveness, which can greatly impact consumers' responses to influencer-generated material. By investigating the dimensions of source credibility separately, researchers can learn more about the influence of each factor on consumer behavior and desire to purchase. Businesses can increase their credibility and influence by concentrating on the most significant characteristics, which can be determined by evaluating their relative importance. In Light of the advertisement value theory and the source credibility model, both these theories play an essential role in the effectiveness of influencer marketing. As influencers are seen as advertisers, they consistently provide high-quality material that is appealing to their target audience. We used the dimensions of source credibility represented by credibility, attractiveness, and experience to investigate the impact of these elements on purchase intention. In addition, content quality dimensions were also used to evaluate the impact of influencers' content quality on purchase intentions. Overall, the significance of credibility, trust, and content quality in influencer marketing can be better understood based on the advertisement theory and using the source credibility model in our study.

1.5.1. Research Variable

The dependent variable: female university students' purchasing intention.

The independent variables:

- Influencers' credibility (trustworthiness, attractiveness, expertise)
- Content quality

1.5.2. Research Hypothesis

H1: Instagram influencers' credibility positively affects female university students' purchase intention.

H1a: Instagram influencers' trustworthiness positively affects female university students' purchase intention.

H1b: Instagram influencers' attractiveness positively affects female university students' purchase intention.

H1c: Instagram influencers' expertise positively affects female university students' purchase intention.

H2: Instagram influencers' content quality positively affects female university students' purchase intention.

1.5.3. Research model

The dependent variable for this study is female online purchase intention, whereas the independent variables are source credibility (trustworthiness, attractiveness, expertise), and content quality. This study presents a research approach to examine the factors affecting female university students' purchase intention through Instagram influencers in Türkiye. From the standpoints of advertising value theory, the source credibility model and content quality dimensions were also used, and based on the literature assessment, we developed the comprehensive research paradigm for this study (Figure 1.1).

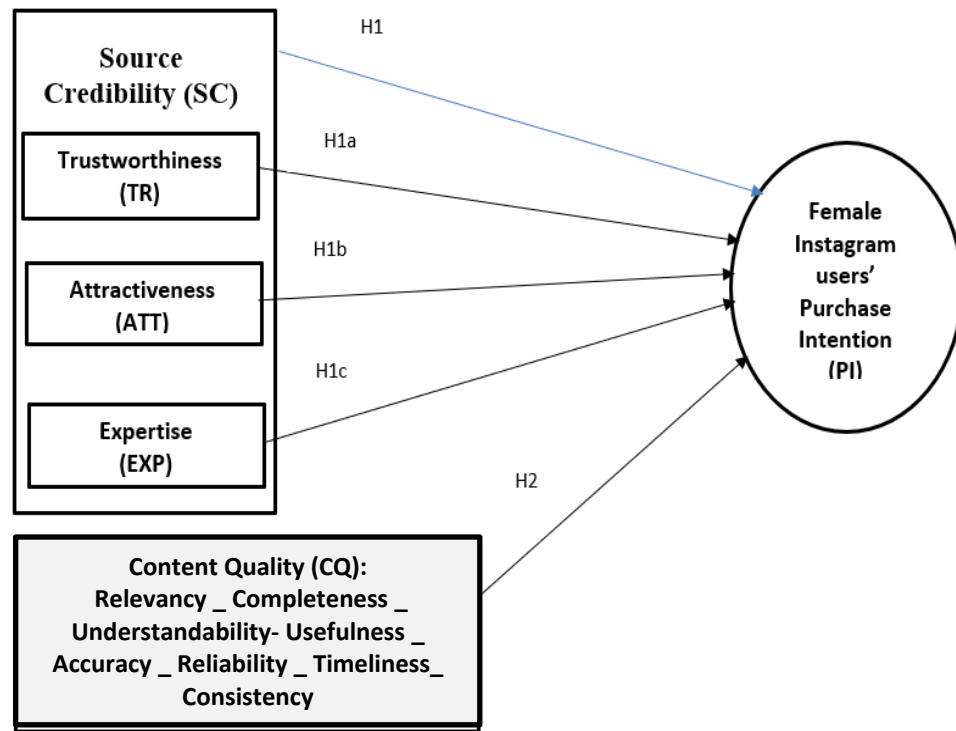


Figure 1.1. Study Model Proposal

Source: Author's own work

This paper presents a conceptual framework for a model intended to explain the relationship between SC (TR, ATT, EXP) and PI. and examine the impact of SC and CQ on PI.

1.6. Thesis Structure

This research study is divided into six sections, which are organized in the following order: The first Section serves as an introduction to the research, outlining the research and its objective. The second Section contains a review of the existing studies. The research methodology, which includes the study's design, data collection methods, and analysis, is discussed in Section 3. Section 4 details the study findings, while Section 5 discusses them., Section six gives conclusions. Section seven includes theoretical and managerial implications. Lastly, Section 8 includes recommendations and future research.

2. LITERATURE REVIEW

2.1. Purchase Intention

Purchase intent is defined as consumers' interest in and potential to buy a product (Kim et al., 2012). It has been the subject of extensive research by researchers and marketers aiming to understand the variables that contribute to consumers' buying decisions. This understanding is crucial for developing effective marketing strategies and enhancing customer satisfaction.

A study conducted in Nepal investigated the connection between smartphone consumer intent and brand characteristics, attribute qualities, and pricing. Surprisingly, the findings revealed that brand characteristics do not exert as much of an impact on consumer decision-making as product quality and price (Rai, 2021). Additionally, the impact of advertising value on YouTube has been investigated. This factor has been shown to affect brand recognition and purchase intent. Notably, entertainment, informative content, and personalization emerge as the most influential positive influencers in shaping the attitudes and intentions of consumers (Dehghani et al., 2016). In addition, the study of consumer behavior acknowledges that many factors—including culture, society and, individualism influence customer decisions. Consumers' actions and choices are influenced by these elements as a whole. It's important to note that marketers frequently seek relationships with influencers on the assumption that these individuals will have the most sway over consumers who are similar to themselves (Nikita and Vanishree, 2020).

Moreover, perceived advantages and psychological aspects, such as safety, privacy, and reliability, have a direct and substantial association with online purchasing behavior (Rungsrisawat et al., 2019). Additionally, negative emotions or mental statuses, including boredom, can significantly influence consumer behaviors, such as impulsive purchasing and smartphone addiction (Bozaci, 2020).

Additionally, providing reliable information in the blogosphere enhances customers' willingness to make a purchase and establishes positive customer experiences (Hsu and Tsou, 2011). It was also found that consumers' conviction mediated the relationship between social media use, EWOM, and purchase intent, with a higher positive brand reputation strengthening the association between EWOM and the desire to buy (Prasad et al., 2019).

Moreover, Purchase intent is influenced positively by several factors, including brand recognition, brand association, perceived quality, and brand loyalty. In particular, perceived quality has been identified as the most significant factor impacting customers' inclination to purchase skincare products (Lee et al., 2019). Conversely, there are six primary factors that hinder people from making purchases from online stores, including apprehension about online banking transactions, a preference for traditional shopping methods, doubts regarding the reliability of online reviews, concerns about product and service quality, and a lack of confidence in website security (Daroch et al., 2021). These considerations demonstrate how significantly consumers value assurances of safety and ease of use when making a purchasing decision.

The purchase decisions of Pakistani customers are influenced by word of mouth and the reliability of material shared on social media, emphasizing the significance of social influence in their decision-making process (Palalic et al., 2021). This demonstrates the importance of social influence in influencing consumer behavior in the Pakistani market. Additionally, age differences play a role, as younger individuals are more inclined to favor items with superior characteristics and positive customer ratings, while older individuals are more susceptible to negative evaluations (Von Helversen et al., 2018). This shows that people of different ages may take into account and be influenced by different factors while making purchases.

Also, Consumers' purchase decisions are further influenced by their expectations of price, convenience, utility, and quality. Factors such as perceived value, trust, utility, and quality have positive effects on consumers' propensity to make a purchase (Alcoba et al., 2018; Bhatt et al., 2021). Moreover, online shoppers' propensity to spend more money is influenced by various factors, including price, availability, scarcity, product details, conditions, and social media activity. Among

these factors, price emerges as the most influential, particularly among college students (Bucko et al., 2018). Furthermore, an analysis of shoppers' perceptions of value, store atmosphere, sales promotions, and corporate social responsibility revealed that sales promotions had a negative impact on customers' buying decisions, while store atmosphere and perceived value had positive effects (Hanaysha, 2018). Taken as a whole, these results show how different marketing methods affect customers' decision-making under different circumstances such as the influence of friends and family, differences in age, perceived value, trust, utility, quality, price, and so on.

It is worth mentioning that a significant component in influencing consumer behavior is the assumption that the purchased goods will match the buyer's expectations (Al-Hazmi, 2020). Client happiness can be increased by providing items that are in line with client expectations.

As well, consumers' familiarity with a brand influences their purchasing decisions, and events have a key effect on raising both of these metrics (Sukma et al., 2022). Building a great reputation for your company and attracting new customers can be aided by producing unforgettable events and experiences. Moreover, customers' propensity to make a purchase is also heavily influenced by the quality of service and the website. Customer satisfaction and repeat purchases can be boosted by providing consistent and dependable service (Dapas et al., 2019).

Yılmazdoğan et al. (2021) conducted a study on the influence of source credibility sub-dimensions and their mediation through parasocial interaction on travel intention. The findings highlight the substantial impact of trustworthiness and expertise on travel intention and their function as mediators in parasocial interaction. Masuda et al. (2022) The goal of their study was to determine the characteristics of the parasocial relationship (PSR), which is considered the most important element in social media influencer marketing. The study focuses on three personal qualities (attitude homophily, physical beauty, and social attractiveness) and three characterizations as predictors of purchase intention (trustworthiness, perceived expertise, and PSR). The study concluded that there is a significant positive impact of PSR on purchase intentions compared to other factors, its correlation with personal attributes, and its sensitivity to perceived influencer types, emphasizing the need for tailored influencer marketing strategies.

In summary, cultural, sociological, psychological, and product-related factors influence customer judgments. To create successful marketing strategies and ensure customer happiness, organizations must understand these elements and their influence on consumer behavior. They can meet customer needs by considering buyer expectations, utilizing events, focusing on service quality and user experience, and recognizing diverse factors. Friends and family can be influential in shaping purchase intentions.

2.2. Female Student Profile and Female Purchase Intention

The literature review focuses heavily on women as a key customer demographic, highlighting numerous facts of their online buying behaviour and preferences. A woman's propensity to shop online is heavily influenced by factors including her attitude, the ease of the shopping experience, the quality of the customer care she receives, and her own personal norms. The most significant factor is excellent customer service because trust indirectly influences women's attitudes and, in turn, their intentions to shop online (Raman, 2019). Furthermore, female social media users tend to compare their own online lives to those of other women. This trend affords famous people a golden opportunity to make relatively unknown products well-known through their influence and the power of good advertising, as Young women's buying decisions on Instagram are influenced by the non-traditional celebrities, bloggers, and influencers they see as credible (Djafarova and Rushworth, 2017). Since commercials, influential individuals, and user-generated material play a significant role in shaping the purchase choices of modern young women (Davies, 2017). Furthermore, millennial female online shoppers are categorized based on their demographics, personality traits, and shopping preferences. There are four main motivations for Internet shopping: trend-watching, entertainment, cost-cutting, and brand loyalty. There are six distinct categories of female shoppers: bargain hunters, explorers, strategists, trendsetters, and shopping addicts (Ladhari et al., 2019).

Researchers in Taiwan found that 11% of college students are "heavy Internet users," dedicating over 53 hours per week to online activities. They identified three distinct profiles based on their Internet habits. Female heavy users mostly engage in web browsing, shopping, and gaming (Chen and Tzeng, 2010). Similarly, a study conducted at the University of Sharjah revealed that students spend an average of 2 to 3 hours daily on social media, with the majority being female (Alnjadat et al., 2019).

Moreover, gender bias and lifestyle were found to significantly influence the monthly expenditures of Turkish customers on platforms like Trendyol, Hepsiburada, and Alibaba, encompassing purchases ranging from apparel and stationery to internet tickets and electronic equipment (Kılıç and Ateş, 2018).

Notably, YouTubers enjoy a positive reputation among their audiences, with women exhibiting a higher likelihood of considering their recommendations in the purchasing process (Narin et al., 2017). Other factors influencing online shopping behavior among women include elements of internet advertising, site advantages, ease of use, perceived risk, enjoyment, and social influence (Anirvinna et al., 2021; Aziz and Wahid, 2018; Kuswanto et al., 2020). Moreover, consumers' attitudes and decisions are greatly influenced by the celebrities they follow and the businesses they are familiar with (Min et al., 2019). Also, factors such as brand loyalty, ease of use, trust, time management efficiency, and content quality play significant roles in women's online shopping preferences (Dewi et al., 2020; Rao and Rao, 2018; Salim Khraim, 2011).

It is noteworthy that women show a particular interest in cosmetics, name-brand products, halal status, and personal factors such as lifestyle, self-image, health, and economic situations (Ishak et al., 2020; Pudaruth et al., 2015). Additionally, the convenience and time-saving aspects of online shopping appeal to both men and women, with women being more likely to engage in internet purchasing (Rahman et al., 2018; Zarrad and Debabi, 2012). Also, ensuring online security, functionality, confidentiality, perceived value, credibility, and trust are crucial for enhancing women's online shopping experiences (Ahmad, 2018). Overall, effective marketing techniques aimed at women as online consumers require a grasp of these aspects and inclinations.

2.3. Instagram and Instagram marketing

As of 2022, 2 billion monthly active users, make Instagram the most popular photo-sharing app worldwide. Female Instagram users are more likely to make a purchase than their male counterparts, and 300 million Instagram users are either famous or influential. There are a lot of Instagram users in Russia (63 million) and Türkiye (52 million). In addition, over 230 million people in India use Instagram,

followed by 50 percent of Americans, 119 million in Brazil, and over 100 million in Indonesia (www.statista.com, Accessed Feb 09, 2023).

Instagram's potential as a promotional tool, especially for SMEs, has been the subject of a number of studies . Suciati (2018) discovered that Instagram marketing tactics can increase the number of followers and online orders for small and medium-sized enterprises, providing valuable insights for other SMEs and communication professionals to improve their promotion and marketing strategies. which is Due to the popularity of Instagram, which is renowned for its visually appealing content and user-friendly engagement features, businesses can directly influence online purchase decisions by actively engaging with their consumers on the platform (Roth and Zawadzki, 2018). The interactive nature of Instagram, which enables users to share visual content and receive feedback in the form of comments and likes, promotes effective communication and engagement (Lim and Yazdanifard, 2014). Moreover, the platform's availability and costlessness allow users to communicate and connect effectively without monetary constraints.

Likewise, the platform's reliance on visual images for communication has contributed to its popularity among young people, with over 42% of survey respondents using Instagram for more than an hour per day. Whereas students' reasons for using Instagram vary by gender, educational level, and degree of addiction (Huang and Su, 2018). Additionally, the role of well-known figures and personal connections in the purchasing decisions of young adults was investigated. While YouTube was the top platform for cosmetics and grooming information, Instagram was the top platform for clothing information (Cooley and Parks-Yancy, 2019).

Overall, these studies highlight the significance of Instagram as a marketing tool, its impact on consumer behavior, and the opportunities it affords businesses to communicate with their target audience effectively.

2.4. Instagram Influencers

The power dynamics in the marketplace have shifted due to social media, with a new type of strong and smart client on the rise. E-marketers must understand the market situation and adopt innovative attitudes to consider their customers as intelligent and creative individuals, or even prospective partners (Constantinides, 2014). Influencers play a crucial role in shaping consumer behavior in this context.

Because they believe it to be more thorough and objective than conventional advertisements, audiences prefer the information that influencers present.

To have a significant impact on their audience, an influencer's promoted product must align with their work and personal brand. The influencer's role is viewed favorably, and their followers view their recommendations as coming from dependable sources. This trust results in a willingness to test out the products endorsed by influencers, as well as provide valuable feedback (Nandagiri and Leena Philip, 2018).

Moreover, the principle of authenticity is a key strategy employed by influencers in creating sponsored content. They skillfully integrate brand partnerships into their content without compromising their own brand identity or relationships with their audience. This authenticity fosters trust and identification among their followers, making them more likely to trust and resonate with influencers compared to traditional celebrities (Schouten et al., 2020; Wellman et al., 2020).

In the realm of advertising, celebrity endorsers have proven effective for destination advertisements, although the impact on consumers varies across countries and depends on the choice of celebrity and the type of destination being advertised (Roy et al., 2021). While social media influencers contribute positively to the development of brand images, their influence on consumers' purchase intent is not consistently significant (Hermenda et al., 2019; Nurhandayani et al., 2019). However, opinion leadership influences consumers' purchasing intentions, actual purchase behavior, and purchase loyalty (Fakhreddin and Foroudi, 2022).

Internet celebrities with a substantial following are known as social media influencers. They may also be leaders in their fields or run their own businesses. In order for influencer marketing to be successful, brands need to discover influencers whose personalities and interests align with those of the items they're promoting. In order to foster a long-lasting connection with their audiences and the companies they represent, influencers must also be trustworthy (D. Balaban and Mustătea, 2019).

In today's market, consumers are increasingly looking to influential people for help when making purchases. The fashion, shoe, beauty, and surprise service industries are just a few examples where influencer marketing has been shown to significantly increase sales (Zak and Hasprova, 2020). When there is a strong level of congruence between an influencer and their target audience, consumers are more likely to have a positive perception of the product and be willing to buy or suggest it (Belanche et al.,

2021). So, influencers must strike a balance between being genuine and engaging their fan base to keep attracting sponsors. To do this, they have begun standardizing their content, making it more credible than conventional advertising (van Driel and Dumitrica, 2021).

Overall, influencer marketing has become a valuable strategy in leveraging the influence of social media personalities and connecting with consumers in an authentic and impactful manner. The success of such campaigns depends on aligning the right influencers with the appropriate products and ensuring trustworthiness in their interactions with their followers.

2.5. Instagram Influencers and the factors that affect purchasing intention

2.5.1. Influencers Source credibility

In the field of influencer marketing, a source's credibility is essential to influencing the actions and decisions of followers. Scholars have extensively investigated the concept of source credibility and identified three key factors that contribute to it: attractiveness, trustworthiness, and expertise. These aspects play an important role in determining how an audience receives and responds to messages from influencers (Ohanian, 1990b) .

Moreover, interpersonal trust in communication is not solely based on the speaker's expertise but also on other factors such as the speaker's expertise, dependability, intentions, activeness, personal attractiveness, and the majority opinion of the listener's associates (Giffin, 1967). These factors collectively contribute to the source's overall credibility and influence the followers' trust and confidence in the influencer's messages. Djafarova and Trofimenko (2019) proposed a model of online source credibility to adapt to digital platforms; this model was based on the work of Ohanian and emphasized the online behavior and self-presentation criteria that make micro-celebrities credible. Also, Peer-endorser credibility, including trustworthiness, expertise, similarity, and attractiveness, has a substantial impact on consumers' perceptions of advertisement effectiveness and brand preferences (Munnukka et al., 2016).

In addition, the credibility of influencers, which includes trustworthiness, information quality, and entertainment value, has a direct effect on the purchasing

intentions of consumers (Saima and Khan, 2021). Moreover, trust and social attraction were found to have a significant impact on consumers' intentions to visit a restaurant recommended by influencers, with male influencers' trustworthiness and female influencers' social appeal having positive effects (Leung et al., 2022). Consumers' perceptions of influencers and their content are shaped by perceived credibility, trust, expertise, similarity, behavioral control, and subjectivity (Chetioui et al., 2020).

The effectiveness of influencer marketing is frequently attributed to consumers' ignorance of its advertising nature (Evans et al., 2017). Influencer marketing provides organizations with alternative, less expensive methods to reach engaged audiences. Customers are positively influenced when they perceive their chosen influencers to be credible and simple to identify, according to studies (Özbölük and Akdogan, 2022).

Source credibility, especially trustworthiness and knowledge, plays a significant role in vacation planning and decision-making, as well as in the fashion industry, where familiarity, trustworthiness, and likeability are significant variables (Anuar et al., 2020; Yilmazdoğan et al., 2021). Moreover, source credibility contributes to increased purchase intent during live broadcasting shopping with Internet celebrities (Park and Lin, 2020).

Young people in the UAE are attracted to the personal qualities and informational assistance of influencers, and their peers' social media activity encourages them to conduct product research and evaluate featured items (Radwan et al., 2021). Trustworthiness, familiarity, resemblance, and likeability are more important than competence and attractiveness in determining brand engagement (Duh and Thabethe, 2021). Overall, research on the trustworthiness of influencers has highlighted the impact of attractiveness, credibility, and expertise on consumer opinions and choices in the context of influencer marketing.

2.5.2. Content Quality

Quality is defined as a product's, system's, or process's ability to meet the needs of consumers and other interested parties. Quality is the result of hard work that never ends; it starts with careful planning, grows to include thinking about all relevant factors, and is done using methodical procedures and tools (Levin, 2014).

Due to the subjective nature of the material and the diversity of user interests, assessing the quality of content within the context of social media is challenging.

However, information systems professionals use data standards and requirements to ensure content quality, facilitate sound decision-making, and conduct exhaustive analyses. To better understand the needs of content consumers, a hierarchical framework comprising 20 dimensions and 4 categories has been developed to capture the important aspects of content quality (Kahn et al., 2002; C. Min et al., 2006). With the proliferation of websites on the Internet, it has become essential to establish criteria for evaluating their quality. Jayakumar and Mukhopadhyay (2013) have developed a Website Quality Assessment Model (WQAM) using dimensions such as accuracy, feasibility, utility, and appropriateness.

In addition to the WQAM The International Data Management Association (DAMA) has offered a thorough list of content quality characteristics, including completeness, uniqueness, consistency, timeliness, validity, and correctness DAMA (Cited by: Ramasamy and Chowdhury, 2020). These dimensions address the integrity of content on websites and in data management systems.

These dimensions evaluate the accuracy and dependability of the information, the technical aspects of the website, its utility and relevance to users, and its suitability and compatibility in terms of design and content. There are challenges in defining CQ for social media since what is seen as good by one user may be deemed bad by another. The evaluation of content quality (CQ) can aid in identifying and displaying high-quality information amidst varying user perceptions in social media (Chai et al., 2009).

Content quality, encompassing aspects such as accuracy, completeness, relevance, and timeliness, holds significance for consumers when assessing brand-related material on brand pages, ultimately impacting brand reputation and sales (Carlson et al., 2018). Additionally, social networking platforms provide a wealth of information, such as user reviews and recommendations, with user-generated content spanning from exceptional to abusive and spammy (Agichtein et al., 2008).

Due to the massive scale of big data, content quality is a concern, as poor content quality can contribute to inaccurate cost estimates (Xie et al., 2017).

User-generated content (UGC) is now used to make purchasing decisions (Anwar and Reham, 2013). So, brands must provide high-quality social media content to engage Millennials, increase brand awareness, and boost purchase intent (Dabbous and Barakat, 2020).

Moreover, tourism information quality factors, such as value-added, relevance, completeness, interestingness, and web page design, influence the formulation of destination images via social media (S.E. Kim et al., 2017). The quality of the content shared by influencers is essential for expanding their fan bases, as it can contribute to attitude change and the development of trust (D.Balaban et al., 2020). Similarly, the quality of content contributed to a brand's social media platforms and website can significantly affect clients' purchase intentions (Al-Qudah, 2020). Therefore, the quality of interactions with user-generated content is positively correlated with consumers' propensity to make purchases (Geng and Chen, 2021). while perceived information quality and the credibility of influencers influence individuals' inclination to follow them (Xiao et al., 2018).

C. Kim et al. (2012) categorized UGC's quality into three categories: content, design, and technology. It divides the value of user-generated content (UGC) into three categories: practical, sentimental, and social. The findings demonstrate that improvements in all three dimensions of UGC quality are closely linked to rises in functional, emotional, and social values, with functional and emotional values playing especially crucial roles in UGC utility. Where the quality of online content is a critical factor that significantly influences users' perceptions of a website's ease of use, enjoyment, and overall utility, thereby exerting a substantial influence on users' attitudes and intentions regarding site usage (Ahn et al., 2007).

In order to gain a deeper understanding of the behaviors exhibited by young individuals in their pursuit of social influencers and their subsequent purchasing decisions, a study delved into the underlying motives that drive such actions. The study identified several key motives, including information sharing, following current trends, seeking entertaining content, forming social connections, combating boredom, and engaging in information search activities. Additionally, social identity factors such as age groups, genders, and educational backgrounds were found to significantly shape the relationship between online ad clicks and subsequent purchase behavior (Croes and Bartels, 2021).

The functional and emotional values of user-generated content (UGC) play a significant and positive role in customers' engagement with brands, and these values are influenced by the content and technical quality of UGC (Mohammad et al., 2020). Additionally, content quality has a notable impact on user happiness, with usability,

dependability, and efficiency being identified as the key aspects influencing user satisfaction (Dreheeb et al., 2016). Moreover, a study's findings demonstrate the positive influence that user-generated content has on the customer decision-making process, particularly during the information-searching phase (Carr, 2022).



3. MATERIAL AND METHODS

3.1. Purpose And Type of The Study

This quantitative study aims to quantify the factors that impact female university students' responses to influencers' promotional activities on Instagram. The study's particular aims are as follows: We aimed to quantify the impact of Instagram influencers' credibility and content quality on the purchase intention of female university students in Türkiye.

3.2. Place And Time of Study

Türkiye's universities will be the site of research. This research was conducted between 2022 and 2023.

3.3. Sample And Data Collection Method

Torrentira (2020) says that web apps generators like Google Forms and QR codes could be useful for collecting data for quantitative research. Furthermore, Online surveys are convenient and cost-effective, but they should adhere to guidelines such as ease of use, practicality, adequacy, cultural appropriateness, thoroughness, and objectivity (Regmi et al., 2017). Convenience sampling is a non-probability sampling technique that is extensively employed in research studies due to its convenience and ease of use in selecting participants. It involves identifying readily available and accessible individuals, making it a convenient method for data collection. Availability sampling, on the other hand, is a less expensive method utilized in social work due to its affordability and suitability for specific studies or population classifications (Rubin and Babbie, 2000). This study used convenience sampling to gather data, utilizing Google Forms as the survey platform available in both English and Turkish languages. The survey is sent through social networking sites, accompanied by a cover letter that outlines the research objectives and provides clear instructions and specific guidelines.

3.4. The Context and Sample of The Study

In Türkiye, there are 8,240,997 students enrolled in higher education overall (2020–2021). 49% are men, and 51% are women. Therefore, there are 4,202,908 female students enrolled in higher education overall (Of and Education, n.d.).

Using the Richard Geiger Equation with a 95% confidence level and a 5% margin of error, 425 participants were chosen in order to adequately represent the 4,202,908 female students enrolled in higher education. For this dissertation, the population is made up of 425 female students who are at least 18 years old and have an Instagram account. Only those who use Instagram regularly and follow one or more influencers on this social media platform were considered. It was appropriate for our research context that only women made up the sample. The present study uses convenience sampling strategy.

3.5. Data Collection Tools

The selected site must be highly crowded, making personal contact with everyone a challenge for the researcher. This process of picking out certain people for the study is known as "sampling," and it's essential to scientific study (Narayan, 2017).

With careful planning, a questionnaire may be both efficient and reliable in gathering information. The first step is to ensure that the main body of the questionnaire has a sufficient number of questions. Two, you need to make sure your survey is sent to the right people. knowing that results and the rate of non-response might be affected by a biased sample (Taherdoost, 2016).

A comprehensible and easily accessible online Google Form questionnaire with five distinct parts was created for the purpose of gathering information and opinions. The study's sample size was 425 people, all of whom at least follow one Instagram influencer. Participants would first provide their informed consent and identifying information (such as their gender, age, nationality, marital status, and Education).

Section A contains five demographic questions with multiple choices. this part will address the respondents' age, gender, marital status, nationality, and education. If the gender was male, the questionnaire will stop and show a thank-you message, while female respondents will be allowed to proceed. The same process will apply to the question if respondents have an Instagram account (in section B). If yes, they will

proceed to the next question, and if no, the questionnaire will stop and show a thank-you message.

Five multiple-choice questions in Section B. In this section, the researcher attempts to learn more about the respondents by asking about their Instagram profiles. This section is adopted from previous research (Mun and Gi 2020). With some adjustment by the researcher to make the questions more relevant.

Section C contains source credibility assessment questions, Source credibility was assessed using the source credibility scale based on (Ohanian, 1990b). Participants rated the endorser's trustworthiness on five 7-point semantic differential scales: "dependable- undependable, " honest-dishonest, " "reliable- unreliable, " "sincere- insincere, " and "trustworthy-untrustworthy. " Expertise was also measured with five 7-point semantic differential scales: " expert- inexperienced, " " experienced-inexperienced, " " knowledgeable-unknowledgeable, " "qualified-unqualified, " and "skilled - unskilled. " Attractiveness was also measured with five 7-point semantic differential scales: "attractive-unattractive," "classy-not classy," "beautiful/handsome-ugly," "elegant-plain," and "sexy-not sexy."

Section D: Influencers' content quality was assessed by using scales of content quality (Kahn et al., 2002; C. Min et al., 2006). Participants rated influencers' content quality with eight items on 7-point semantic differential scales: "Relevant-irrelevant, " "complete-incomplete, " "understandable-Non-understandable, " " Useful -Useless, " " Reliable -Unreliable, " " Accurate, - Inaccurate, " " Timeliness (up to date)-outdated" and "consistency- inconsistency. "

Section E included four questions about purchase intention that were modified from those used in (Choi and Rifon, 2012; Hsu and Tsou, 2011; Wiedmann et al., 2011; Yüksel, 2016). with some adjustment by the researcher to make the questions more relevant. " These items were 7-point bipolar scales anchored by "extremely likely/extremely unlikely". The variables and data were encoded and entered into the statistical program SPSS.

3.6. Data Analysis

SPSS version 24. Various statistical methods, including descriptive statistical analysis, multiple linear regression and simple linear regression analysis, reliability and validity analysis, and correlation analysis, were employed in order to answer the survey-posed research questions. To assure the instrument's content validity, reliability

and validity analyses, including Cronbach's alpha, internal consistency, and construct validity, were performed. These analyses evaluate the precision and consistency of the research instrument, which are essential for obtaining valid and reliable results from questionnaires (Heale and Twycross, 2015; Singh, 2017).

Cronbach's alpha plays an important role in evaluating the reliability of tests and questionnaires, thereby contributing to the credibility and accuracy of research findings (Tavakol and Dennick, 2011). To ensure the reliability of their measurements, researchers and evaluators have an ethical obligation to determine this estimate.

Hair et al. (2016) state Coefficients of Cronbach's alpha typically fall between 0 and 1, with values closer to 1 indicating greater reliability. Coefficients above 0.9 are regarded as outstanding, while values between 0.8 and 0.9 are regarded as very good, between 0.7 and 0.8 as good, between 0.6 and 0.7 as moderate, and below 0.6 as poor (Cited by: Mat Nawi et al., 2020).

Moreover, Correlation and regression are embedded in quantitative relationships and are useful for novice researchers. The Logistic Regression Model predicts the probability of the occurrence of the dependent variable y given the independent variable x . Regression and correlation are essential data analysis techniques (Disciplinary et al., 2019).

Prior to distributing the questionnaire to study participants, the research team obtained ethical sanction from the Halic University's ethical committee. The questionnaire was then distributed to a total of 470 respondents; after filtering for validity, 45 responses were eliminated due to invalid or insufficient data. To examine the relationships between the dependent and independent variables, regression and correlation analyses were employed.

3.7. Ethical Considerations

The most critical point is that we emphasized participants' free will. In addition, participants were given their informed consent before taking part. We formulated questionnaire questions without using offensive, discriminatory, or otherwise unacceptable language, protected the privacy and anonymity of the participants, and gave proper credit to any authors whose work is cited in the dissertation. Maintaining objectivity in research discussions and analyses.

4. FINDING

4.1. Validity And Reliability

The present study employed a sample of 49 female college students from Türkiye in order to evaluate the questionnaire's reliability by calculating Cronbach's alpha. The Cronbach's alpha coefficient for the complete questionnaire was determined to be 0.95, indicating a substantial degree of reliability. Furthermore, it was noted that the individual factor alphas ranged from 0.88 to 0.95, which serves to strengthen the dependability of the measured constructs.

It is important to acknowledge that a Cronbach's alpha coefficient equal to or beyond 0.7 is commonly considered an indication of satisfactory dependability. Hence, Cronbach's alpha coefficient of 0.95 for the comprehensive questionnaire highlights the strong reliability of the data gathered in this study. The elevated degree of reliability in the measures boosts the trustworthiness of the data, further substantiating their usefulness in corroborating the study hypothesis. The findings are methodically displayed in Table 4.1.

Table 4.1. Cronbach's Alpha value

Dimensions	No. of Items	Cronbach's alpha
Trustworthiness	5	0.94
Attractiveness	5	0.88
Expertise	5	0.94
Content Quality	8	0.91
Purchase intension	4	0.93
All dimensions	27	0.95

Source: Author's own work

The analysis of inter-item correlations is a crucial aspect of evaluating internal consistency and construct validity. This involves examining both the overall scale score and the individual items, as demonstrated in Tables 4.2 and 4.3, respectively. It is worth noting that all associations detected in this study exceeded the threshold of 0.3. Based on Cohen (1988), a moderate degree of correlation exists between items when they score between 0.30 and 0.49, and a high degree of correlation exists between items when they score between 0.50 and 1.00 (Cited by: Hajjar, 2018).

Table 4.2. Internal consistency

Dimensions	Pearson correlation
Trustworthiness	
Instagram influencers are trustworthy	0.904**
Instagram influencers are sincere	0.864**
Instagram influencers are dependable.	0.937**
Instagram influencers are reliable	0.924**
Instagram influencers are honest	0.903**

Table 4.2. (Continue) Internal Consistency

Attractiveness	
Instagram influencers are attractive.	0.770**
Instagram influencers are elegant.	0.787**
Instagram influencers are beautiful/handsome.	.851**
Instagram influencers are Sexy	0.883**
Instagram influencers are classy	0.871**
Expertise	
Instagram influencers are experts	0.916**
Instagram influencers have experienced	0.865**
Instagram influencers have knowledge	0.943**
Instagram influencers are qualified	0.921**
Instagram influencers are skilled	0.900**
Content quality	
The content provided by the influencer is relevant to my need	0.759**

Table 4.2. (Continue) Internal Consistency

The content provided by the influencer is Complete.	0.894**
The content provided by the influencer is understandable.	0.638**
The content provided by the influencer is useful to me.	0.782**
The content provided by the influencer is reliable.	0.872**
The content provided by the influencer is Accurate.	0.856**
The content provided by the influencer is Up to date.	0.659**
The content provided by the influencer is Consistent.	0.876**
Purchase Intention	

Table 4.2. (Continue) Internal Consistency

I will definitely buy the products recommended by Instagram influencers in the near future.	0.901**
I intend to buy the product recommended by Instagram influencers in the near future.	0.959**
It is likely that I will purchase the product recommended by Instagram influencers in the near future.	0.953**
I would consider buying the product recommended by Instagram influencers in the near future.	0.856**

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author's own work.

Table 4.3. Construct Validity

Dimensions	Pearson Correlation
Trustworthiness	0.861**
Attractiveness	0.485**
Expertise	0.849**
Content Quality	0.931**
Purchase Intention	0.846**

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author's own work.

4.2. Sample Characteristics and descriptive analysis:

Table 4.4 shows how the poll respondents' ages are spread out. The category of 18–24 years is the most common, with 269 respondents and a percentage of 63.3%. The category of 25–34 years is the next most common, with 111 people and a percentage of 26.1%. The age group 35–44 had 31 cases, which is 7.3% of the total,

and the age group 45–54 had 12 cases, which is 2.8% of the total. The last age group, 55 and older, has a frequency of two and a rate of 0.5%.

The distribution of sample members based on educational attainment. The category with the highest frequency is bachelor's degree, with 178 occurrences and a percentage of 41.9%, followed by some college but no degree, with 94 occurrences and a percentage of 22.1 %. Next comes the category of master's degree. with 89 occurrences and a percentage of 20.9 %, then the category of some college but no degree with a frequency of 37 and a percentage of 8.7 %, and finally the category of Ph.D. with frequencies of 27 and a percentage of 6.4 %.

The data reveals a diverse nationality distribution, adding depth to the scope of the thesis. Türkiye dominates the sample, accounting for 37.2% of the total, indicating a significant presence of Turkish nationals within the study context. Syria follows closely behind, accounting for 9.6%, and Azerbaijan has 5.4%. Participants from Turkmenistan, Iraq, Iran, Afghanistan, Somalia, Yemen, Egypt, and Jordan represent a substantial portion, highlighting the cross-border significance of the topic. The category 'other' encapsulates 14.1%, potentially signifying a variety of nationalities not explicitly mentioned but contributing to the overall richness of the study. This diversity of national backgrounds offers a valuable perspective on the research objectives and emphasizes the broad-reaching implications of the findings. The presence of individuals from various national origins provides a valuable perspective on the study objectives and underscores the wide-ranging consequences of the results.

The marital status distribution among participants is noteworthy, with 80.9% being single and 19.1% married. Understanding this demographic nuance is crucial for comprehending participants' perspectives and life stages, enriching the findings and broader social context.

In addition, all the participants are female, and they all use Instagram and follow at least one popular user. Moreover, 413 (97.2 %) of the sample have seen advertisements from Instagram influencers, while only 12 (2.8%) have not, and 83.5 % of the sample has tried products endorsed by influencers, compared to 16.5 % who have not.

Table 4.4. Demographic Analysis

Sample		N	%
Female		425	100
Age	18-24	269	63.3%
	25-34	111	26.1%
	35-44	31	7.3%
	45-54	12	2.8%
	55+	2	0.5%
Education	Some college but no degree	94	15.0%
	Associate degree	37	13.1%
	Bachelor's degree	178	24.3%
	Master degree	89	25.2%
	PhD	27	22.4%
Nationality	Türkiye	158	37.2%
	Syria	41	9.6%
	Azerbaijan	23	5.4%
	Turkmenistan	16	3.8%
	Iraq	24	5.6%
	Iran	23	5.4%
	Afghanistan	9	2.1%
	Somali	16	3.8%
	Yemen	17	4.0%
	Egypt	13	3.1%
	Jordan	25	5.9%
	other	60	14.1%
Marital status		344	80.9%
	single	81	19.1%
	Married		

Table 4.4. (Continue) Demographic Analysis

Seen AD from Instagram influencers	Yes	413	97.2 %
	No	12	2.8%
Have experience with any products that are recommended by Instagram influencer(s)	Yes	355	83.5 %
	No	70	16.5%

Source: Author's own work.

Descriptive analysis was used to calculate the mean and standard deviation of the sample's responses to questions concerning the study's axes in order to gauge the level of consensus among respondents. The trustworthiness responses pertaining to Instagram influencers are displayed in Table 4.5, with ratings provided on a scale. The range of mean values observed in the study is between 3.99 and 4.22, suggesting a predominantly favorable opinion of trustworthiness, sincerity, dependability, reliability, and honesty towards Instagram influencers. The calculated value for the overall weighted arithmetic mean is 4.124, indicating a consistent and positive sentiment expressed by the participants. The observed standard deviations exhibit a range between 1.116 and 1.318, suggesting a certain degree of dispersion in the opinions expressed by the participants. This dispersion appears to be more pronounced in relation to the query regarding the trustworthiness of Instagram influencers. The variance values obtained through calculation exhibit a range spanning from 1.245 to 1.738, hence accentuating the magnitude of variability observed in the responses. The study's sample size consisted of 425 participants.

Table 4.5. Responses to Queries of Trustworthiness

	MEAN	STD DEV	Variance
Instagram influencers are trustworthy	3.99	1.318	1.738
Instagram influencers are sincere	4.11	1.116	1.245
Instagram influencers are dependable	4.09	1.168	1.365

Table 4.5. (Continue) Responses to Queries of Trustworthiness

Instagram influencers are reliable	4.21	1.225	1.499
Instagram influencers are honest	4.22	1.170	1.369
The weighted arithmetic mean	4.124		

N=425**Source:** Author's own work.

The data in Table 4.6 displays the collected responses pertaining to the evaluation of attractiveness in relation to Instagram influencers. The aforementioned data provide a comprehensive understanding of the perspectives held by the participants on the traits of attractiveness, classiness, elegance, sexiness, and beauty or handsomeness that are commonly associated with Instagram influencers. These findings offer valuable and noteworthy insights that are highly relevant to our study.

The mean values observed in this study exhibit a range between 2.62 and 3.12, indicating different levels of perceived attractiveness among the participants with regards to these traits. The queries "Instagram influencers are elegant" and "Instagram influencers are beautiful or handsome" exhibit slightly higher mean values, suggesting that participants tend to regard elegance and physical attractiveness as more prominent characteristics among Instagram influencers.

The standard deviations, also known as standard deviations, offer a quantitative assessment of the extent to which the replies deviate or vary from the mean value for each query. The values observed in the range of 1.286 to 1.491 suggest a moderate degree of diversity in the opinions expressed by the participants. The elevated standard deviation observed in relation to the query "Instagram influencers are attractive" indicates that this particular quality elicited a wider spectrum of responses.

The variance values that were generated, which range from 1.655 to 2.224, highlight the degree of variety in the responses to each topic linked to attractiveness. This underscores the significance of taking into account the varied perspectives among the participants.

The aggregate weighted arithmetic mean, with an estimated value of 2.962, offers a comprehensive assessment of the perceived attractiveness level of Instagram

influencers across all searches. Our study benefits from a large sample size of 425 participants, which provides a strong statistical basis for our research. This enhances the credibility and reliability of our findings, allowing us to gain valuable insights into the complex dynamics of attractiveness perceptions among Instagram influencers.

Table 4.6. Responses to queries of Attractiveness

	Mean	Std. Deviation	Variance
Instagram influencers are attractive.	2.62	1.355	1.835
Instagram influencers are classy.	3.03	1.345	1.808
Instagram influencers are elegant.	3.12	1.286	1.655
Instagram influencers are sexy.	2.94	1.340	1.795
Instagram influencers are beautiful/handsome	3.10	1.491	2.224
The weighted arithmetic mean	2.962		

N=425

Source: Author's own work.

The responses pertaining to the perceived level of knowledge among Instagram influencers in relation to the brands they endorse are displayed in Table 4.7. The survey participants generally perceived expertise favorably across these dimensions, as seen by the mean answers for the query ranging from 3.92 to 4.09. The queries "Instagram influencers are experts in the field of the products they promote", "Instagram influencers have experienced the products they promote", and "Instagram influencers are qualified" demonstrate slightly higher mean values, indicating that participants perceive expertise, firsthand experience, and qualification as significant attributes among these influencers.

The standard deviations, often known as STD deviations, quantify the extent of variability in responses relative to the mean for each question. The range of these standard deviations spans from 1.093 to 1.226. The aforementioned numbers demonstrate a modest degree of dispersion in the viewpoints of the participants. This implies that although there is a general agreement regarding the importance of

knowledge, there exists some variability in the perceived amount of competence and its associated characteristics.

The variance values, which were calculated and found to range from 1.195 to 1.454, serve to underscore the degree of heterogeneity in responses for each query. This underscores the need of taking into account a wide range of perspectives when evaluating the perceived expertise of Instagram influencers.

The calculated value for the weighted arithmetic means across all queries is about 4.018. This metric indicates a persistent and positive perception of competence across the several aspects assessed, hence strengthening the credibility of the influencers in their capacity as promoters of products.

Table 4.7. Responses to queries of Expertise

	Mean	STD deviation	Variance
Instagram influencers are experts in the field of the products they promote.	4.09	1.226	1.504
Instagram influencers have experienced the products they promote.	4.06	1.093	1.195
Instagram influencers have knowledge about the products they promote.	3.96	1.108	1.228
Instagram influencers are qualified to advertise the products they promote	4.06	1.206	1.454
Instagram influencers are skilled to demonstrate the products they promote	3.92	1.107	1.225
The weighted arithmetic mean	4.018		

Source: Author's own work.

The responses received regarding influencer-produced content quality are what the data in Table 4.8 relates to. The table presented herein encompasses fundamental statistical metrics, including the mean, standard deviation (referred to as standard deviation), and variance, pertaining to each query. The above statistical indicators tell us a lot about how the participants feel about the quality of the content that influencers

provide, especially in terms of how relevant, complete, understandable, useful, reliable, accurate, up-to-date, and consistent it is.

The mean values for each content quality inquiry ranged from 3.36 to 3.83, indicating that the survey participants generally had a positive perception. Of particular significance are the inquiries pertaining to the aspects of accuracy, consistency, and reliability, which exhibit mean values beyond 3.8. This indicates a heightened degree of approval for these characteristics. The standard deviations (SD) indicate the extent of dispersion or variability of responses around the mean for each inquiry, with values ranging from 1.130 to 1.296.

The observed values suggest a considerable degree of variation in the viewpoints of the participants, with the statement "The content provided by the influencer is accurate" showing a little greater range of responses. The variance values, which were calculated and found to range from 1.278 to 1.681, serve to highlight the considerable level of variety in responses for each query related to content quality. This emphasizes the significance of considering a variety of viewpoints when evaluating the content that influencers offer. The calculated weighted arithmetic mean, which is roughly 3.704, indicates a generally positive evaluation of content quality across the many characteristics that were assessed.

Table 4.8. Responses to queries of Content Quality

	Mean	Std. Deviation	Variance
The content provided by the influencer is relevant to my need.	3.70	1.179	1.391
The content provided by the influencer is complete.	3.78	1.130	1.278
The content provided by the influencer is understandable	3.36	1.180	1.393
The content provided by the influencer is useful to me.	3.48	1.137	1.293

Table 4.8. (Continue) Responses to queries of Content Quality

The content provided by the influencer is reliable.	3.80	1.218	1.483
The content provided by the influencer is accurate.	3.80	1.296	1.681
The content provided by the influencer is up to date.	3.38	1.251	1.566
The content provided by the influencer is consistent.	3.83	1.249	1.599
The weighted arithmetic mean	3.704		

N=425

Source: Author's own work

Table 4.9 presents a complete overview of the participants' purchasing intentions in relation to suggestions made by Instagram influencers. The table presents essential statistical statistics, including the mean, standard deviation (Std. Deviation), and variance, for each query. These measurements provide excellent insights into the probability of users engaging in future purchases, thereby uncovering substantial implications for the context of influencer marketing.

The mean answers for each inquiry regarding purchase intention range from 3.32 to 4.11, suggesting that there are different levels of positive intent observed among the participants involved in the study. The statements "I will definitely purchase the products recommended by Instagram influencers in the near future" and "I intend to purchase the products recommended by Instagram influencers in the near future" demonstrate higher average values, indicating a significant desire to make a purchase among the participants.

The standard deviations (Std. Deviation) offer a quantification of the dispersion or variability of responses around the mean for each question, with values ranging from 1.191 to 1.254. The observed values suggest a moderate degree of variance in

participants' purchase intentions. Notably, there is slightly more variation in the statement, "I would consider buying the product in the near future."

The variance values, which were calculated and found to range from 1.419 to 1.572, serve to emphasize the level of variety in responses for each query regarding buy intention. This underscores the need to take into account a diverse range of perspectives when assessing the possible influence of influencer recommendations on purchase choices.

The calculated weighted arithmetic mean, which is roughly 3.53, indicates a favorable collective inclination towards making purchases across the many assessed parameters. The inclusion of a large sample size ($N = 425$) enhances the credibility of our analysis, thereby providing a significant addition to the wider academic discussion on influencer marketing and its influence on consumer purchasing patterns.

Table 4.9. Responses to queries of Purchase intention

	Mean	Std. Deviation	Variance
I will definitely buy the products recommended by Instagram influencers in the near future.	4.11	1.191	1.419
I intend to buy the product recommended by Instagram influencers in the near future.	4.02	1.199	1.438
.It is likely that I will purchase the product recommended by Instagram influencers in the near future.	3.68	1.251	1.565
I would consider buying the product recommended by Instagram influencers in the near future.	3.32	1.254	1.572

Table 4.9. (Continue) Responses to queries of Purchase intention

The weighted arithmetic mean	3.53
N=425	

Source: Author's own work.

4.3. Correlation Analysis

Table 4.10 provides a complete summary of the interconnections between Purchase Intention (PI) and many significant factors, namely Trust (TR), Attractiveness (ATT), Expertise (EXP), Credibility (CR), and Content Quality (CQ). Without taking into account other variables, this is a straightforward one-to-one relationship.

The table displays Pearson Correlation coefficients, which are utilized as quantitative indicators to assess the strength and direction of the relationships. In addition, the significance levels (Sig. 2-tailed) linked to each connection offer crucial insights into the statistical importance of the observed associations.

The association between Purchase Intention (PI) and Trust (TR) ($r = 0.611^{**}$) is demonstrated to have statistical significance in Figure 4.1, which presents a meticulously designed scatter plot. The visual representation shown illustrates a significant positive and moderate connection, indicating that increased levels of trust in influencer recommendations are associated with a greater intention to make purchases among the participants of the study.

In a similar vein, the scatter plot depicted in Figure 4.2 serves to enhance the observation of a statistically significant, albeit modest, positive correlation ($r = 0.269^{**}$) between Purchase Intention (PI) and Attractiveness (ATT). The plot presented in this study demonstrates a nuanced correlation, wherein participants tend to attribute greater purchase intent to attractive influencers.

Moreover, the scatter plot depicted in Figure 4.3 demonstrates a noteworthy positive correlation ($r = 0.541^{**}$) of moderate strength between Purchase Intention (PI) and Expertise (EXP). This visualization highlights the significance of perceived influencer skill in driving an augmentation in purchase intent.

The association between Purchase Intention (PI) and Credibility (CR) is significant and modest ($r = 0.572^{**}$), as depicted in Figure 4.4. The scatter plot depicted in this image provides empirical evidence supporting the significant impact of individuals' judgements of the legitimacy of influencers on their intention to make a purchase.

Finally, Figure 4.5 illustrates a scatter plot that highlights a significant positive connection ($r = 0.603^{**}$) between Purchase Intention (PI) and Content Quality (CQ). The graphic depiction presented here serves to strengthen the observation that individuals tend to associate a higher likelihood of making a purchase with influencer recommendations that feature high-quality content.

The use of the ** notation, denoting statistical significance at a significance level of $p < 0.01$, exhibits uniformity throughout the scatter plots and functions as a conspicuous visual indicator. This underscores the significance of the discovered associations, emphasizing the interconnectedness among the variables under investigation.

The findings derived from Table 4.10, bolstered by the scatter plots, offer significant insights into the complex factors that influence customer purchase intention in the realm of influencer marketing. This complete comprehension greatly aids in the refinement of our research aims and highlights the varied nature of interactions between influencers and consumers, consequently influencing the realm of consumer purchasing behavior.

Table 4.10. Correlations between PI and TR, ATT, EXP, CR, CQ

		PI	TR	ATT	EXP	Credibility	CQ
PURCHASE INTENTION PI	Pearson	1	.611**	.269**	.541**	.572**	.603**
	Correlation						
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	425	425	425	425	425	425

**. Correlation is significant at the 0.01 level (2-tailed).

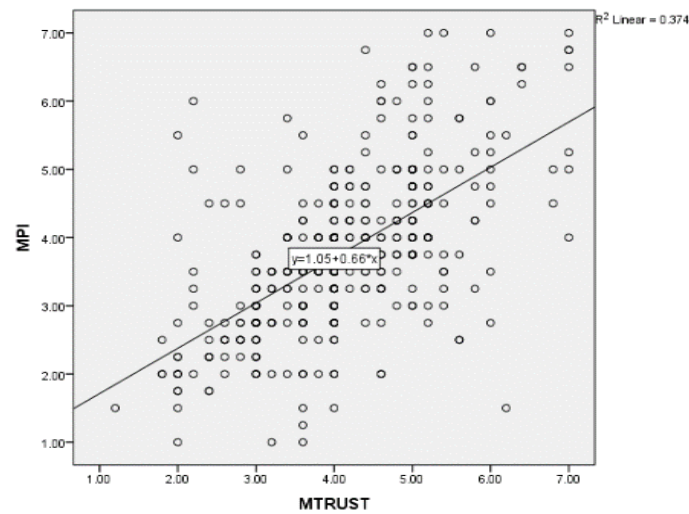


Figure 4.1. Scatterplot between TR and PI

Source: Author's own work

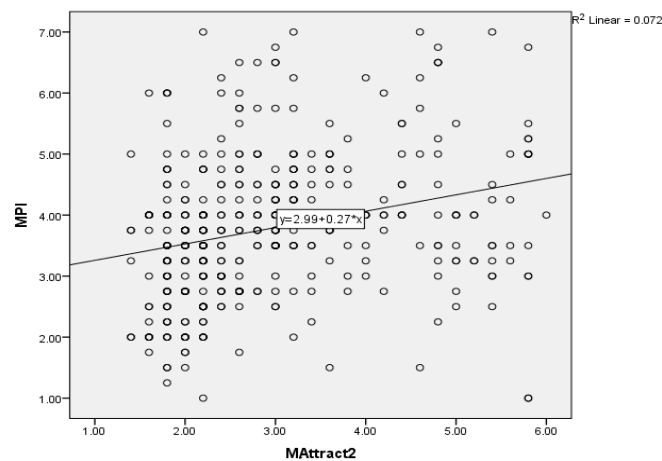


Figure 4.2. Scatterplot between ATT and PI

Source: Author's own work

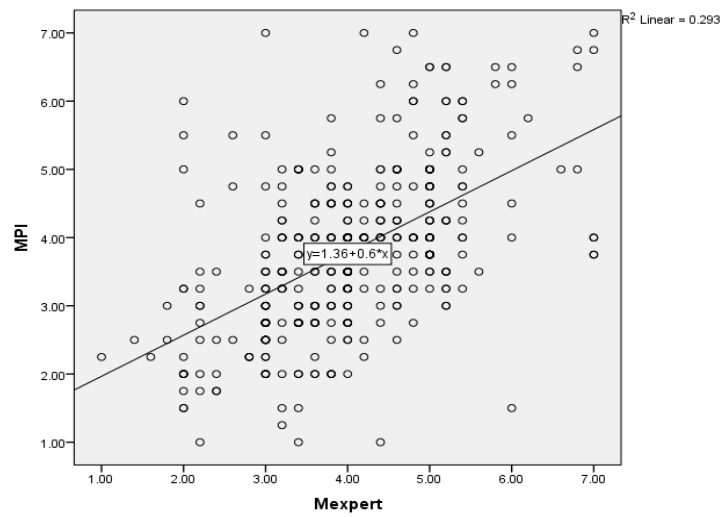


Figure 4.3. Scatterplot between EXP and PI

Source: Author's own work

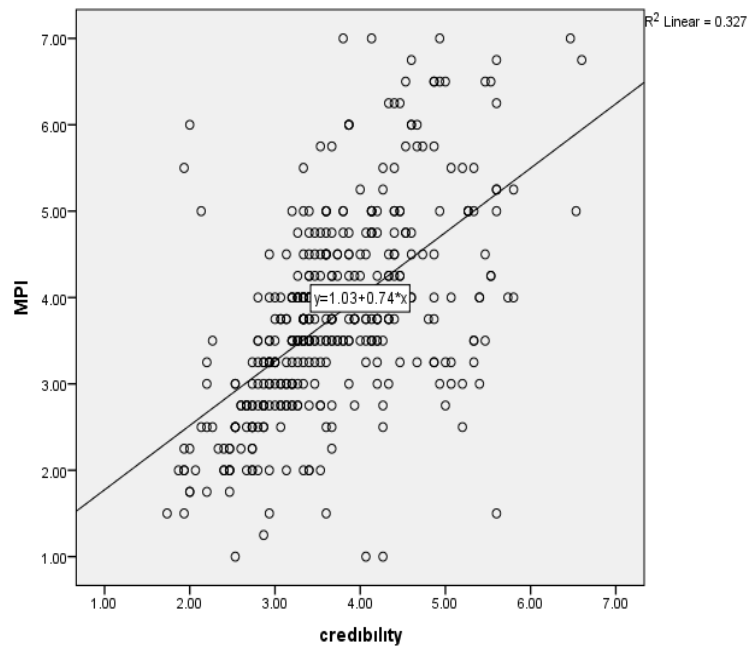


Figure 4.4. Scatterplot between Credibility and PI

Source: Author's own work

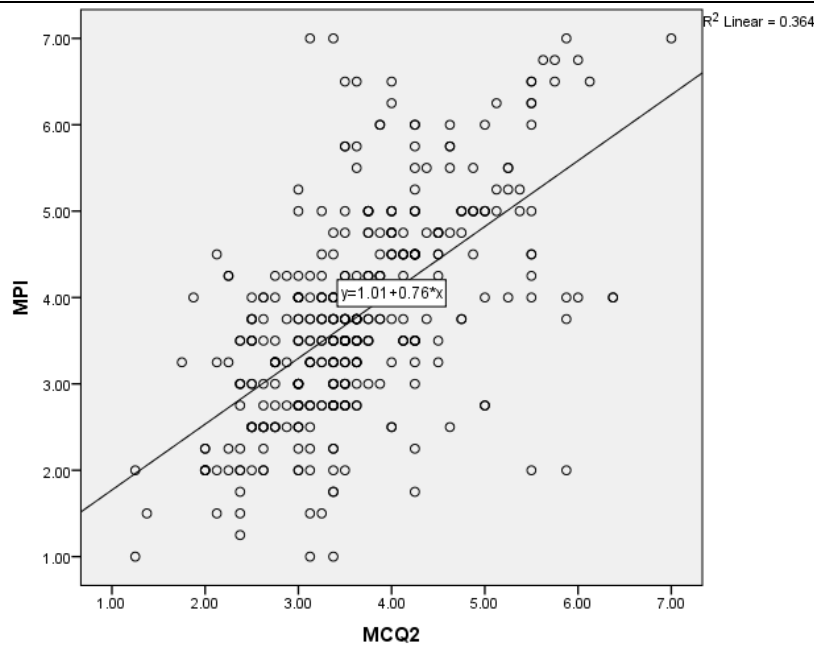


Figure 4.5. Scatterplot between CQ and PI

Source: Author's own work

4.4. Regression Analysis and Hypothesis Testing

4.4.1. Main Hypothesis Testing

-H1: Instagram influencers' credibility positively affects female university students' purchase intention.

If we extrapolate the coefficient (B) from Table 4.11, which shows how credibility affects the dependent variable (purchase intention), we find that we can expect a 0.745-point increase in the latter for every one-point increase in the former. With a positive coefficient value and a statistical significance level of 0.00 (far lower than the typically accepted criterion of 0.05), we can confidently conclude that this effect is both positive and significant.

More importantly, the R-squared value of 0.327 from Table 4.11 indicates that changes in credibility account for roughly 32.7% of the variability seen in the shift in purchase intent. Results like this highlight the importance of trust in influencing consumers buying decisions.

Table 4.12, which shows the results of an analysis of variance, tells us that the effect of credibility is important both statistically and in real life. This is because the

cumulative variance of the dependent variable is estimated to be 551.301, with 180.521 coming from the independent variable (credibility) and 370.780 coming from other factors. This result is consistent with the effect's moderate intensity, and it lends further support to the idea that credibility has a real, quantifiable impact on the event under study.

Table 4.11. Linear Regression for Source Credibility Model

	B	Standardized Coefficients Beta	t	Sig.	R2	R	F	Sig.	VIF
1									
(Constant)	1.029	/	5.216	.000	0.327	0.572	205.945	.000	1.000
SC	0.745	0.572	14.351	.000					

Source: author's own work

Table 4.12. ANNOVA of source credibility Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.521	1	180.521	205.945	.000 ^b
	Residual	370.780	423	.877		
	Total	551.301	424			

a. Dependent Variable: PI

b. Predictors: (Constant), Credibility

Source: author's own work

To confirming the validity of the hypothesis, residuals-related tests were performed:

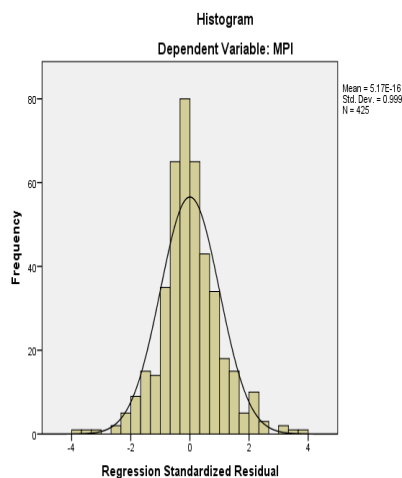


Figure 4.6. Regression H1

Source: Author's own work

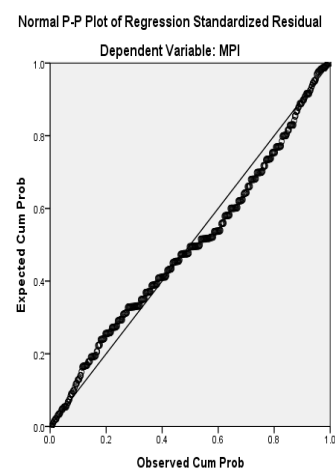


Figure 4.7. plot of regression H1

Source: Author's own work

Table 4.13. Residuals Statistics of Source Credibility Model

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3201	5.9448	3.7847	.65250	425
Std. Predicted Value	-2.245	3.310	.000	1.000	425
Standard Error of Predicted Value	.045	.157	.061	.019	425
Adjusted Predicted Value	2.3320	5.9214	3.7851	.65290	425
Residual	-3.69998	3.48126	.00000	.93514	425
Std. Residual	-3.952	3.718	.000	.999	425
Stud. Residual	-3.979	3.739	.000	1.002	425
Deleted Residual	-3.75042	3.52080	-.00044	.94072	425
Stud. Deleted Residual	-4.051	3.798	.000	1.006	425
Mahal. Distance	.001	10.959	.998	1.470	425
Cook's Distance	.000	.108	.003	.008	425
Centered Leverage Value	.000	.026	.002	.003	425

Source: author's own work

To confirm the validity of the hypothesis, residuals-related tests were performed: Table 4.11 shows that the Variance Inflation Factor (VIF) equals 1.00. Notably, under the typical cutoff of 10, this value indicates that the model contains no major multicollinearity problems.

Moreover, the residuals follow a normal distribution, as evidenced by their bell-shaped distribution in Figure 4.6. Maintaining this normality assumption is crucial since it guarantees that the linear regression model is suitable for the data. If the residuals follow a normal distribution, then the model's statistical conclusions can be trusted even more.

In addition, the Mahala Nobis analysis in Table 4.13 demonstrates that the maximum distance is less than 25. This suggests that there are no outliers. Finding no major outliers is comforting since it suggests that the model's conclusions are robust and that extreme observations have not distorted the results. Also, the residuals are always concentrated around the line, as shown in Figure 4.7. This shows that the obtained residual variance is homogeneous.

In conclusion, the data supports the main hypothesis, which postulates that the credibility of Instagram influencers increases the purchasing intentions of female college students.

4.4.2. Sub_ Hypothesis Testing

-H1a: Instagram influencers' trustworthiness positively affects female university students' purchase intention.

-H1b: Instagram influencers' attractiveness positively affects female university students' purchase intention.

-H1c: Instagram influencers' expertise positively affects female university students' purchase intention.

Table 4.14. Linear Regression for the dimensions of source credibility

Model	B	Standardized Coefficients Beta	t	sig	R2	R	F	Sig.	VIF
Constant	.720		3.764	.000	0.404	0.636	95.128	.000	-
1 TR.	0.493	0.454	8.830	.000					1.867
ATT.	-0.16	-0.16	-0.385	.700					1.280
EXP.	0.269	0.242	4.541	.000					2.006

a. Dependent Variable: PI

Source: author's own work

Table 4.15. ANOVA for the dimensions of source credibility

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	222.729	3	74.243	95.128	0.000
	Residual	328.571	421	.780		
	Total	551.301	424			

a. Dependent Variable: PI

b. Predictors: (Constant), EXP, ATT, TR

Source: Author's own work

The significant values displayed in Table 4.14 above provide valuable insights into the meaningfulness of the developed model. The statistical significance of these values, which are below the conventional threshold of 0.05, indicates that the formulated model holds substantive implications. The presence of a single independent variable within the model highlights its noteworthy influence on the outcome of interest, specifically purchase intention. By extrapolating the coefficients from Table 4.14, it becomes clear that the constant coefficient of 0.720 represents the baseline

value of the dependent variable "PI" when all the independent variables ("TR," "ATT," and "EXP") are set to zero. The statistical significance of this constant should be interpreted in conjunction with the impacts of the other variables. Regarding "TR" (Trust), the positive coefficient of 0.493 implies that for each unit increase in "TR," there is a projected increase of 0.493 units in "PI." The substantial statistical significance (sig.000) underscores the authenticity of this effect.

However, for "ATT" (Attractiveness), the negative coefficient of -0.16 signifies that each unit increase in "ATT" corresponds to an expected decrease of 0.16 units in "PI." The (sig. 700), however, casts doubt on the statistical meaningfulness of this relationship; in other words, the effect is statistically non-significant.

In the case of "EXP" (Expertise), the positive coefficient of 0.269 indicates that each unit increase in "EXP" leads to a projected increase of 0.269 units in "PI." Similar to "TR," the low level of significance (sig.000) lends credence to the importance of this relationship, indicating that the effect is statistically significant.

Upon examining Table 4.14, it becomes evident that two independent variables—trustworthiness and expertise—have a significant influence on purchase intention. In contrast, the variable of attractiveness does not significantly impact purchase intention, leading to the rejection of hypotheses related to this variable. Following expertise as the most important variable after analyzing the beta values is trustworthiness. Consequently, the acceptance of H1a and H1c hypotheses concerning trustworthiness and expertise is warranted. However, H1b is not accepted due to the negative effect of attractiveness on purchase intention. Also, the R-squared value in Table 4.14 shows that changes in trustworthiness, attractiveness, and expertise can explain 0.404 of the difference in purchase intent. This matches the results of the analysis of variance (Table 4.15). The latter table estimates the total variance of the dependent variable as 551.301, with contributions from the independent variables amounting to 222.729 and the residual (representing other factors) at 328.571. In light of this, it can be inferred that the observed effects are positive, moderate in magnitude, and statistically significant. To confirm the validity of the hypotheses, residuals-related tests were performed:

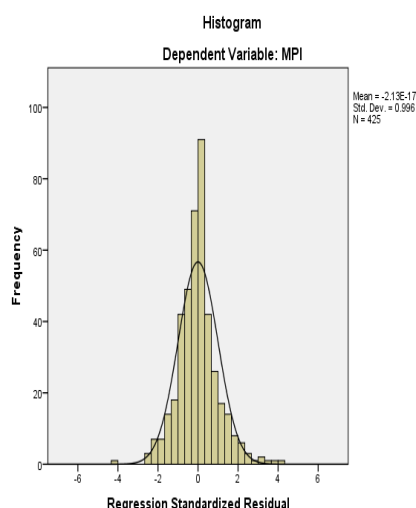


Figure 4.8. Regression H1a,H1b,H1c

Source: Author's own work

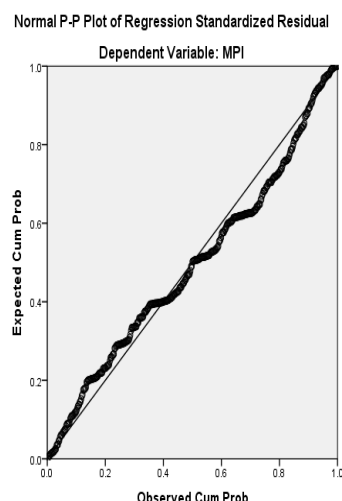


Figure 4.9. plot of regression H1a,H1b,H1c

Source: Author's own work

Table 4.16. Residuals Statistics for the dimensions of source credibility

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.8171	5.9670	3.7847	.72478	425
Std. Predicted Value	-2.715	3.011	.000	1.000	425
Standard Error of Predicted Value	.043	.218	.081	.029	425
Adjusted Predicted Value	1.8239	5.9389	3.7852	.72528	425
Residual	-3.81634	3.68684	.00000	.88030	425
Std. Residual	-4.320	4.173	.000	.996	425
Stud. Residual	-4.350	4.200	.000	1.003	425
Deleted Residual	-3.86963	3.73383	-.00049	.89128	425
Stud. Deleted Residual	-4.446	4.286	.000	1.008	425
Mahal. Distance	.025	24.886	2.993	3.192	425
Cook's Distance	.000	.066	.003	.008	425
Centered Leverage Value	.000	.059	.007	.008	425

a. Dependent Variable: PI

Source: Author's own work

To confirm the validity of the hypothesis, residuals-related tests were performed: Table 4.14 shows that the Variance Inflation Factor (VIF) equals 1.867 for trustworthiness, 1.280 for attractiveness, and 2.006 for expertise. Notably, under the

typical cutoff of 10, this value indicates that the model contains no major multicollinearity problems. Moreover, the residuals follow a normal distribution, as evidenced by their bell-shaped distribution in Figure 4.8. In addition, the Mahala Nobis analysis in Table 4.16 demonstrates that the maximum distance is less than 25. This suggests that there are no outliers. Finding no major outliers is comforting since it suggests that the model's conclusions are robust and that extreme observations have not distorted the results. Also, the residuals are always concentrated around the line, as shown in Figure 4.9. This shows that the obtained residual variance is homogeneous. In conclusion, the hypotheses H1a and H1c are accepted, whereas H1b is rejected.

4.4.3. Hypothesis2 Testing

H2: Instagram influencers' high content quality positively affects female university students' purchase intention.

If we extrapolate the coefficient (B) from Table 4.17, which shows how content quality affects the dependent variable (purchase intention), we find that we can expect a 0.763-point increase in the latter for every one-point increase in the former. With a positive coefficient value and a statistical significance level of 0.00 (far lower than the typically accepted criterion of 0.05), we can confidently conclude that this effect is both positive and significant.

More importantly, the R-squared value of 0.364 from Table 4.17 indicates that changes in content quality account for roughly 36.4% of the variability seen in the shift in purchase intent. Results like this highlight the importance of CQ in influencing consumers buying intent.

In addition, Table 4.18, which shows the results of an analysis of variance, tells us that the effect of content quality is important both statistically and in real life. This is because the cumulative variance of the dependent variable is estimated to be 551.301, with 200.403 coming from the independent variable (CQ) and 350.301 coming from other factors. This result is consistent with the effect's moderate intensity, and it lends further support to the idea that content quality has a real, quantifiable impact on the event under study.

Table 4.17. Linear Regression for content quality Model

	B	Standardized Coefficients Beta	t	Sig.	R2	R	F	Sig.	VIF
1									
(Constant)	1.008	/	5.481	.000	0.364	0.603	241.583	0.000	1.000
CQ	0.763	0.603	15.543	.000					

Source: Author's own work

Table 4.18. ANOVA for content quality Model

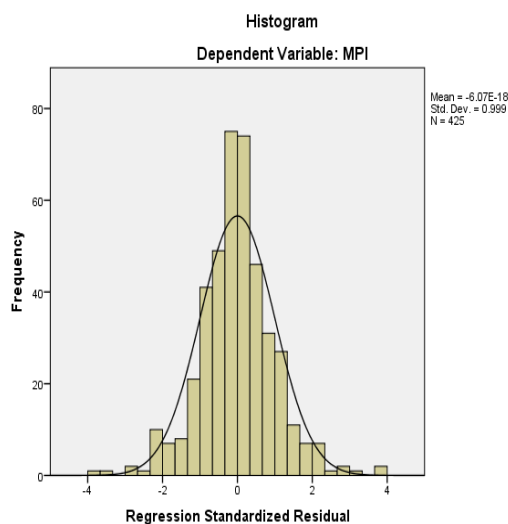
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	200.403	1	200.403	241.583	.000 ^b
	Residual	350.301	423	.830		
	Total	551.301	424			

a. Dependent Variable: PI

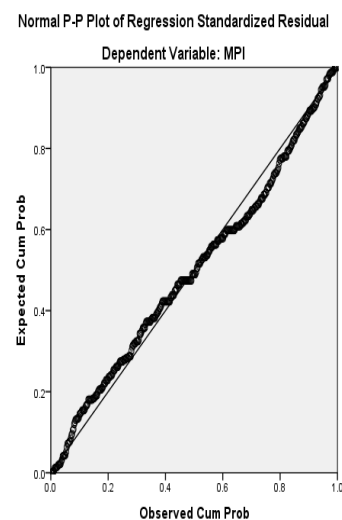
b. Predictors: (Constant), CQ

Source: Author's own work

TO confirming the validity of the H2, residuals-related tests were performed:

**Figure 4.10.** Regression H2

Source: Author's own work

**Figure 4.11.** plot of regression H2

Source: Author's own work

Table 4.19. Residuals Statistics for content quality Model

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9618	6.3470	3.7847	.68750	425
Std. Predicted Value	-2.652	3.727	.000	1.000	425
Standard Error of Predicted Value	.044	.171	.059	.020	425
Adjusted Predicted Value	1.9610	6.3232	3.7850	.68801	425
Residual	-3.48899	3.60828	.00000	.90972	425
Std. Residual	-3.831	3.962	.000	.999	425
Stud. Residual	-3.863	3.968	.000	1.002	425
Deleted Residual	-3.54878	3.61959	-.00025	.91515	425
Stud. Deleted Residual	-3.929	4.039	.000	1.006	425
Mahal. Distance	.000	13.890	.998	1.637	425
Cook's Distance	.000	.128	.003	.009	425
Centered Leverage Value	.000	.033	.002	.004	425

Source: Author's own work

A battery of residuals-related experiments was performed to back up the veracity of the theory. The results of these examinations are explained as follows:

Table 4.17 shows that the VIF (Variance Inflation Factor) is 1.00. This value is significant because it is less than the commonly accepted threshold of 10. This finding suggests that the model has no serious multicollinearity problems. Since multicollinearity reduces model reliability and interpretability, this is a positive result.

The residuals also follow a bell-shaped distribution, as shown in Figure 4.10, which may be verified by doing a distribution analysis. The validity of the linear regression model relies on the data fitting this normal distribution. Maintaining this normalcy assumption is crucial since it increases confidence in the model's statistical inferences. If the residuals follow a normal distribution, then the model's findings are more likely to be accurate.

Additionally, a closer look using the Mahala Nobis analysis reveals that the greatest distance is restricted to a threshold of less than 25, as detailed in Table 4.19. This result shows that there are no extreme cases. The model's ability to identify

minute outliers, which prevents outlying data points from skewing the results, is a sign of its robustness. Figure 4.11 shows that the residual variance is consistent because of the resonance of the residuals around the regression line.

Overall, the collected evidence supports the required hypothesis, here designated as Hypothesis 2. This theory proposes that the quality of material spread by Instagram influencers increases the likelihood that female college students will make a purchase. The results of these analyses corroborate the hypothesis and provide support for the claim that there is a significant association between content quality and purchasing intentions among female college students.



5. DISCUSSION

Social media has become an integral part of business strategies, and influencer marketing has become increasingly popular. Instagram is a well-liked social media platform that businesses use to improve sales and brand awareness. Our research investigated the factors that drive consumers to buy through influencers and their attributes. Built upon the foundational framework of the source credibility model, which delineates influencers' attractiveness, trustworthiness, and expertise (Ohanian, 1990b), our study adopted a dual-pronged approach. This approach entailed a granular examination of the effect of each dimension individually, augmenting our comprehension of their discrete contributions and repercussions on consumer purchase intention. By delving into the unique effects of each dimension, we not only enriched scholarly understanding but also equipped marketers with nuanced insights, enabling them to comprehend the intricate interplay of source credibility's facets. Complementing this inquiry, our research encompassed content quality dimensions that were used to evaluate content quality.

In addition, based on the principle of the advertising value theory, which suggests that commercials are more likely to be trusted when they provide utility or pleasure to viewers (Ducoffe, 1995). Our research aimed to examine the complex relationship between several aspects. Our study aimed to investigate the influence of consumers' perceptions of source credibility, which include attractiveness, trustworthiness, and expertise, as well as the quality of content in Social Media Influencer Strategies (SMIS), on their likelihood to engage in purchasing intention. By grounding our investigation within this theoretical framework, our objective was to elucidate the complex connections that form the foundation of consumer intention in the realm of influencer marketing.

After exposing the Main hypothesis to thorough empirical examination, our inquiry confirms its validity. This affirmation is supported by compelling evidence, which suggests that the credibility of Instagram influencers has a beneficial influence on the purchase intentions of female university students. The aforementioned results

align with the theoretical foundations of the source credibility model, which expounds on the aspects of attractiveness, trustworthiness, and expertise exhibited by influencers (Ohanian, 1990b). The significance of these dimensions is emphasized by the convergence of importance in our empirical findings with existing literature and previous investigations (Baig et al., 2022; D. Balaban and Mustătea, 2019; Duh and Thabethe, 2021; Hsu and Tsou, 2011; Lou and Yuan, 2019; Mweshi and Sakyi, 2020; Nascimento, 2019; Saima and Khan, 2021; Taillon et al., 2020; Weismueller et al., 2020; Yılmazdoğan et al., 2021). The cumulative results of these studies provide strong evidence that social media influencers who possess qualities such as trustworthiness, attractiveness, and knowledge have the ability to effectively generate sales and foster customer engagement.

Since accepting the main hypothesis does not require accepting the sub-hypotheses, we took into account the impact of each variable in the presence of the others to better understand how they might affect consumers' propensity to buy. It concludes that the effect of trustworthiness and expertise dimensions is positive and statistically significant, whereas expertise ranked second (0.269) on the list, behind trustworthiness (0.493); on the contrary, attractiveness had a negative effect (-0.16) (see Table 4.14). Hence, trustworthiness may be the most important factor in determining an Instagram source's credibility and this finding is in line with recent research (Park and Lin, 2020; Sokolova and Kefi, 2020). As a result, companies may improve their standing with customers by promoting trustworthiness and demonstrating their expertise.

A positive bivariate correlation (0.269) between Attractiveness (ATT) and purchase intent (PI) in Table 4.10 suggests that, when considered in isolation, an increase in ATT is associated with a higher likelihood of purchase intent. This is a simple one-to-one relationship without considering other variables. However, in a multiple linear regression model, all predictor variables are considered simultaneously, which allows for the identification of unique contributions while controlling for the effects of other predictors. In this context, the negative standardized coefficient for attractiveness (ATT) (-0.16) indicates that, when the influences of trustworthiness and expertise are taken into account, attractiveness has a relatively weaker negative effect on purchase intent.

It is worth mentioning that Trustworthiness, expertise, and attraction all correlate positively with consumer intent. Despite the positive correlation between attractiveness and purchasing intention, there is no effect or the effect is negative. This result agrees with previous studies (Özbölük and Akdogan, 2022; Sokolova and Kefi, 2020; Yılmaz et al., 2020). It's worth mentioning that there might be reasons behind the absence of an effect. We examined the impact of influencers on purchase intention in general, not in the product category. The product category being promoted on Instagram is closely linked to customer reactions to its attractiveness. Different product categories generate distinct emotional and psychological reactions, which can interact with the perceived attractiveness of influencers. For instance, female consumers are more likely to be receptive to attractive influencers when the product category aligns with personal appearance, fashion, cosmetics, or lifestyle. Aesthetic considerations are often incorporated into the design of cosmetics, apparel, accessories, and beauty treatments, resulting in increased interest in purchasing when the influencer's attractiveness and the product's attractiveness are combined.

Previous studies corroborate this trend by showing that many women are interested in hearing from cosmetics-focused influencers and that name-brand cosmetics have widespread acclaim among college-educated young women. In addition, attractiveness has a significant impact on the cosmetics and personal hygiene industries (Ishak et al., 2020; Kemeç and Yüksel, 2021; Lokithasan et al., 2019; Nascimento, 2019). It might be because cultural norms and societal pressures have a significant impact on women's perceptions of attractiveness, which in turn affects their purchasing decisions. Attractiveness may be better correlated with certain product categories in some civilizations and less relevant in others due to differences in cultural circumstances. This acknowledgment is in alignment with the observations of (Nikita and Vanishree, 2020), who highlight the multifaceted nature of consumer choices, influenced by cultural norms, societal contexts, and individual inclinations.

The investigation of the second hypothesis, which focuses on the influence of content quality on customers' intention to make purchases from Instagram influencers, holds great importance within the scope of our study. This analysis serves as a crucial foundation for understanding the complex dynamics that underlie the contemporary realm of influencer marketing. Our study's results support the proposed hypothesis,

demonstrating that the quality of content has a noticeable impact on consumers' desire to make purchases through influencer-mediated channels. This finding is in accordance with the cumulative knowledge derived from prior scholarly investigations, as demonstrated by the scholarly contributions of (Al-Qudah, 2020; Carlson et al., 2018; Carr, 2022; Davies, 2017; Geng and Chen, 2021; Martins et al., 2019) . The agreement among these experts supports the notion that high-quality content increases consumer interest and willingness to buy. This reaffirms the ongoing importance of content quality as an indicator of consumer involvement. In this context, our study also integrates the conceptual framework of credibility, and the quality of content as key determinants of consumer intention. Drawing upon the insights presented by (Ahn et al., 2007; Dedeoglu, 2019; KE, 2016), our research acknowledges the multifaceted influence of content quality on consumer perceptions. This influence reverberates across dimensions such as ease of use, perceived utility, and the overall enjoyable experience of the consumer. By interlinking these facets, our findings underscore the intricate interplay between content quality and consumer behavior in the context of influencer marketing.

The contemporary digital environment, specifically in relation to influencer marketing, is closely intertwined with the inclinations and actions of the millennial demographic. According to Dabbous and Barakat (2020) millennials exhibit an active role in their consumption of content, rather than being passive recipients. They actively search for material that aligns with their emotional motives, which in turn leads to increased engagement and improved brand awareness. The aforementioned shift in paradigm highlights the significant importance of content quality in effectively capturing the attention of this particular demographic, hence making a substantial contribution to the overall success of marketing initiatives powered by influencers.

In accordance with this perspective, the act of choosing to follow prominent individuals on social media entails a multifaceted procedure that is shaped by fundamental principles of trustworthiness and dependability. Individuals base their decisions on the reliability and authenticity of the content that these influencers disseminate, according to research by (Xiao et al., 2018). The empirical validation of our study provides additional support for this concept, since we have shown that the content value of Instagram influencers significantly influences customer purchase intention. The rationale behind this alignment can be explained by applying the

advertising value model hypothesis, which suggests that user perceptions of advertising are influenced by its utility and relative value. Social media users tend to view influencers as credible sources of information, leading them to place faith in these individuals and find value in the informational content they provide. This, in turn, influences their inclination to actively participate and make purchasing choices.



6. CONCLUSION

In this study, we delved into the intricate dynamics inherent in influencer marketing on Instagram, specifically targeting female college students. Through the use of a comprehensive questionnaire and rigorous statistical analyses, we have uncovered profound insights into the interconnections among various elements and their impact on consumers' inclination to engage in purchase behavior. The Cronbach's alpha coefficient of 0.95, which indicates the questionnaire's high reliability, strengthens the veracity and dependability of our findings. Furthermore, the robust inter-item correlations and factor alphas ranging from 0.88 to 0.95 bolster the overall reliability of the assessed constructs. The inclusivity of diverse age groups, educational backgrounds, ethnicities, and marital statuses within our sample enhances the generalizability of our findings.

The participants' use of Instagram, exposure to influencer marketing, and engagement in the study's testing contribute to the pragmatic relevance of our study's outcomes. Through Table 4.10, we have succinctly summarized the intricate interrelationships among trust, attractiveness, expertise, credibility, content quality, and purchase intention. Pearson correlation coefficients and visually appealing scatter plots are examples of these relationships. The consistent use of the ** marker to denote statistical significance ($p = 0.01$) accentuates the importance of the observed correlations. Our findings highlight the crucial roles that trust, knowledge, credibility, and content quality play in influencing consumers' intent to make a purchase based on Influencer endorsements. Also, the regression analysis and hypothesis testing conducted in this study have provided valuable insights into the complex interplay of various factors and the purchase intent demonstrated by female college students within the realm of Instagram influencer marketing.

The main hypothesis (H1), which posited that the credibility of Instagram influencers positively influences the purchase intention of female college students, was empirically examined and validated. The positive coefficient and small p-value of the

statistically significant correlation between credibility and purchase intent support this association. The coefficient of determination (R^2) sheds light on the extent to which variations in credibility can account for fluctuations in purchase intent. The results of the analysis of variance further solidify the pivotal role of credibility in shaping consumers' purchase decisions. Rigorous tests focusing on residuals confirm the normal distribution and the absence of significant outliers, reinforcing the credibility of this hypothesis.

The testing of the three sub-hypotheses (H1a, H1b, and H1c) explored the impact of trustworthiness, attractiveness, and expertise on the purchase decisions of female college students. The outcomes reveal that trustworthiness and expertise correlate with higher levels of purchase intent, while physical attractiveness is associated with lower levels of intent to purchase as a result of the fact that H1a, H1c, are accepted while H1b is rejected. The coefficients, probability values and R-squared values align with these results. An analysis of variance underscores the significance of trustworthiness and expertise in influencing consumer behavior. Residuals-based tests lend further support to these sub-hypotheses, reinforcing the empirical validity of these findings. the negative coefficient for attractiveness in the multiple linear regression suggests that, after accounting for trustworthiness and expertise, the remaining variance associated with attractiveness has a slightly negative influence on purchase intent. This means that attractiveness, on its own, might have a positive relationship with purchase intent, but its effect gets dampened when other variables are considered. In other words, a negative coefficient doesn't necessarily mean that attractiveness is unimportant; it indicates that its impact is lessened when other variables are included in the model.

In essence, this study has unveiled the intricate dynamics influencing consumers' purchasing decisions within the domain of Instagram influencer marketing. This research contributes empirical evidence that not only validates but also extends the theoretical underpinnings of models such as the source credibility model and the advertising value theory, both of which have made substantial contributions to the existing body of knowledge. These findings hold crucial implications for organizations and marketers seeking to enhance their influencer marketing strategies, particularly when targeting female college students.

Interestingly, the correlation between attractiveness and consumer intent presents a nuanced picture. Despite some studies suggesting a positive correlation between attractiveness and intent to purchase, our findings reveal that this correlation may be absent or even negative. There are plausible reasons for this discrepancy.

It could be due to the fact that our analysis focused on the general impact of influencers on purchase intent without considering specific product categories. The attractiveness of influencers may interact differently with various product categories, generating distinct emotional and psychological reactions among consumers.

For example, female consumers might be more responsive to attractive influencers when products relate to personal appearance, fashion, cosmetics, or lifestyle. This alignment between influencer attractiveness and product attractiveness could contribute to increased interest in purchasing.

Moreover, cultural standards and societal pressures also play a crucial role in shaping perceptions of attractiveness and purchase decisions among women. Different cultures may associate attractiveness with specific product categories to varying degrees, leading to diverse reactions among consumers. Therefore, the impact of influencer attractiveness on purchase intent could be more pronounced in cultures where certain product categories are closely linked to beauty standards and personal appearance.

The second hypothesis (H2) contends that Instagram influencers' high-quality content has a favorable effect on the purchasing intentions of female college students. Our analysis demonstrates a statistically significant correlation between content quality and purchase intent. The positive coefficient and the small p-value affirm that superior content quality is linked with a heightened likelihood of purchase intent. The R-squared value and the analysis of variance highlight the substantial portion of the variance in purchase intent that can be attributed to content quality. Rigorous residuals-based tests bolster the reliability of these findings, further substantiating this hypothesis.

Moreover, this study emphasizes the substantial influence of content quality on purchase intent. The high value consumers place on content that is both informative and engaging underscores the importance of crafting high-quality content that resonates with the desires and needs of the target audience.

In conclusion, this study contributes to an enriched understanding of influencer marketing in the contemporary digital landscape, offering practical implications for businesses striving to create impactful influencer-driven campaigns. Moreover, to further enhance the comprehensiveness of our comprehension of consumer behavior within the realm of influencer marketing, the incorporation of additional variables becomes imperative.

One significant factor that merits consideration is individuals' personality traits, which exert a considerable influence on consumer behavior and preferences. Delving into these traits can unveil the rationale behind individuals' heightened proclivity to engage with influencer content and make purchase decisions influenced by their recommendations. For example, individuals with a proclivity for distinctiveness may exhibit a preference for influencers who lead unconventional lives or endorse specialized products.

Another pivotal dimension is parasocial influence, which revolves around the unidirectional relationships formed between individuals and prominent media figures like celebrities or influencers. This phenomenon possesses the potential to significantly affect consumer trust, credibility, engagement, and emotional attachment. The perceived proximity to influencers might sway consumers' trust, subsequently impacting their purchasing choices. Parasocial relationships have the potential to nurture loyalty and engagement as consumers cultivate a sense of connection with an influencer's personal life and viewpoints. Through a meticulous exploration of parasocial influence, marketers can glean insights into the emotional and psychological drivers that underlie consumer behavior. Such insights empower marketers to tailor influencer partnerships to align with these variables.

Furthermore, the intricate interplay of cultural and subcultural influences cannot be overlooked. These factors exert substantial influence over consumer choices, attitudes, and behaviors. The resonance of influencer content with variables such as beauty standards, attitudes, beliefs, and social norms significantly shapes its impact on purchase intent. By aligning influencer content with these variables, resonance with the target audience is heightened, evoking diverse responses. By integrating the intricacies of cultural and subcultural influences, marketers can adeptly

construct influencer programs that cater to the distinctive values and sensibilities of diverse customer segments.

Incorporating these additional dimensions of personality traits, parasocial influence, and cultural nuances enriches the study's comprehensive understanding of the intricate fabric of consumer behavior within the realm of influencer marketing. This comprehensive approach empowers marketers to tailor their strategies adeptly, effectively connecting with and influencing various audience segments, thereby culminating in impactful influencer-driven campaigns.



7. THEORETICAL AND MANAGERIAL IMPLICATIONS:

The outcomes of our study have significant theoretical implications that enhance the overall comprehension of influencer marketing dynamics and consumer behavior. Through a comprehensive examination of the intricate dynamics between trustworthiness, expertise, attractiveness, content quality, and purchase intent within the realm of Instagram influencer marketing, our study contributes to the advancement of current theoretical frameworks and provides insights into the multifaceted nature of consumer decision-making processes.

The significance of the source credibility model is emphasized in our study as a fundamental framework for understanding consumer purchase intention in the realm of influencer marketing. The strong positive associations identified between trustworthiness, expertise, credibility, and buy intent are consistent with the principles of this theoretical framework, providing more support for the central significance of influencer credibility in influencing consumers' perceptions and decision-making.

Our results also support the advertising value theory by illuminating the entangled web of links between content quality and purchase intent. In order to increase the likelihood of a consumer making a purchase, influencer marketing campaigns should place a premium on offering high-quality content to their intended audiences.

Theoretically, studying the relationship between content quality and purchase intent has enormous implications for the fields of influencer marketing and consumer behavior. This finding lends support to the idea that interesting material might significantly boost a customer's propensity to make a purchase. The theoretical debate is enriched by the empirical confirmation of this association, as it draws attention to the intricate web of influences between content quality and consumer propensity to purchase.

This research sheds light on the ways in which social influence can affect consumers' tendencies to make purchases. The value of Instagram influencers is emphasized as a means by which to alter customers' perspectives and actions. This

research adds to the growing body of literature exploring the impact of social media on purchasing decisions. Noteworthy, the social influence theory investigates the impact of social interactions on individuals' mental states and behaviors, including both face-to-face interactions and the impact of media, advertising, and internet influencers (Cialdini and Goldstein, 2004). It investigates how people are persuaded to concur with others and form strong convictions.

These theoretical implications enhance our comprehension of consumer behavior and influencer marketing, providing marketers with richer data with which to craft more targeted, effective influencer-driven campaigns.

Moreover, the results of this research have practical implications for influencer marketing campaigns directed at college women. Marketers may use the findings of this study to better engage this demographic by learning more about the factors that affect their purchasing decisions based on the recommendations of Instagram influencers in terms of both source legitimacy and content quality. The theoretical implications aid in the development of efficient influencer marketing strategies that cater to the preferences of college women.

The analysis results provide valuable insights for influencer marketing strategies, guiding decision-making and enhancing the effectiveness of campaigns. These implications include optimizing resource allocation, enhancing content quality, choosing influencers with trustworthiness and expertise, and building long-term relationships.

The study highlights the importance of influencer credibility, trustworthiness, competence, credibility, and intent to purchase. Collaboration with influencers who have established credibility and credibility in their fields should be a top priority for marketers. A brand's chances of achieving its marketing goals are improved when it partners with influential people who already have credibility with its target audience.

Another takeaway from the study is that brands should make producing high-quality content a top priority to influence consumers' decisions to make a purchase of their products. Collaborating closely with influential figures can create content that truly speaks to the tastes and interests of their target audience, attracting viewers and influencing their opinions and ultimately decisions to make a purchase.

The research defies common beliefs by showing that physical attractiveness is not a sufficient factor in determining a consumer's propensity to make a purchase. This implies that credibility, competence, and content quality are all crucial aspects of influencer collaboration that marketers should examine from a holistic perspective. By incorporating these findings into their strategies, marketers and organizations can optimize influencer campaigns to resonate with their target audience and drive more impactful results.



8. RECOMMENDATIONS AND FUTURE RESEARCH:

Using the study's findings and the implications drawn from theoretical ideas, this section provides actionable guidance for businesses, marketers, and practitioners who want to effectively engage college-aged women on Instagram through influencer marketing tactics. Influencers should be chosen after a thorough review that takes into account their reputation, domain expertise, and attractiveness, among other factors. It is essential for a positive brand image to be maintained that the chosen influencers align with the company's values and resonate with the intended target audience.

When it comes to content quality, it's crucial to devote time and energy to producing original, interesting material that caters to the tastes of the intended readers. Collaborations with influential people over the long term can result in better content and more trustworthiness. Collectively, these approaches build authentic relationships and boost the overall efficacy of influencer marketing among college-aged women on the Instagram platform, increasing engagement and purchase intent. As an added bonus, this research suggests several excellent new lines of inquiry into the fields of influencer marketing and consumer behavior.

These routes investigate how diverse groups of people other than college-aged women respond to influencer marketing. Extending the investigation to other popular social media platforms other than Instagram, such as TikTok, YouTube, and Twitter, may further shed light on the nuances of influencer marketing strategies. These suggestions provide a firm footing for further research into the nuances of influencer marketing and its effects on consumer behavior.

In addition, as the study is centered on the credibility and quality of the content of Instagram influencers, it is important to look into other factors that may affect the efficacy of influencer marketing. Numerous factors, such as such as personality characteristics, cultural and subcultural influences and, parasocial influence. By including these variables in research methods, it is possible to gain a deeper understanding of the intricate relationships between influencers and customers as the influencer marketing landscape changes. In the context of influencer marketing,

qualitative methods provide a complementary way of analyzing client behavior by revealing reasons and preferences that quantitative data may not fully encompass. Researchers can advance our understanding of marketing and help shape more successful practices by considering these recommendations.



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Appendices:

Appendix 1: Source credibility model

Attractiveness	Trustworthiness	Expertise
Attractive- Unattractive	Dependable-Undependable Honest-Dishonest	Expert-Not an expert Experienced-Inexperienced
Classy-Not Classy Beautiful-Ugly	Reliable-Unreliable Sincere-Insincere	Knowledgeable- Unknowledgeable
Elegant-Plain Sexy-Not sexy	Trustworthy- Untrustworthy	Qualified-Unqualified Skilled-Unskilled

Source :Source Credibility model: (Ohanian, 1990a)

Appendix 2 :Questionnaire of the study Turkish version.

Araştırma Anketi

A Bölümü: Demografik sorular

1 .Cinsiyetiniz nedir?

- ☐ Kadın.
- ☐ Erkek

2 .Kaç yaşındasınız?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

3 .Nerelisiniz?

- ☐ Türkiye
- ☐ Suriye
- ☐ Azerbaycan
- ☐ Türkmenistan
- ☐ Irak
- ☐ İran
- ☐ Afganistan
- ☐ Somali
- ☐ Yemen
- ☐ Mısır
- ☐ Ürdün
- ☐ Diğer (lütfen belirtiniz) _____

4 .Medeni durumunuz:

- ☐ Bekar
- ☐ Evli

5 .Eğitim seviyesi

- ☐ - Üniversiteye gittim ama diploma alamadım
- ☐ - Ön lisans
- ☐ - Lisans
- ☐ -Yüksek lisans
- ☐ - Doktora

6 .Instagram hesabınız var mı?

- ☐ Evet
- ☐ Hayır

7 .Herhangi bir Instagram fenomenini takip ediyor musunuz?

☐ Evet

☐ Hayır

8 .Instagram fenomenlerinden herhangi reklama rastladınız mı?

☐ Evet

☐ Hayır

9 .Ne sıklıkla Instagram fenomenlerinin yaptıkları reklamları görüyorsunuz?

-Her zaman

-Genellikle

-Bazen

-Nadiren

-Asla

10 .Instagram fenomenlerin tavsiye ettiği bir ürünle ilgili deneyiminiz var mı?

☐ Evet

☐ Hayır

Bölüm C: Kaynak Güvenilirliği :

Lütfen aşağıdaki değişkenler için 1'den 7'ye kadar olan bir ölçekte cevaplarınızı değerlendirin. 1 en iyisi, 7 en kötüsüdür:

Güvenilirlik:

1.Instagram fenomenleri güvenilirdir.

	1	2	3	4	5	6	7	
Güvenilirdir	O	O	O	O	O	O	O	Güvenilmez:

2. Instagram fenomenleri samimidir .

	1	2	3	4	5	6	7	
Samimidir	O	O	O	O	O	O	O	Samimiyetsiz

3. Instagram fenomenleri sağlamdır

	1	2	3	4	5	6	7	
Sağlamdır	O	O	O	O	O	O	O	Sağlam değil

4. Instagram fenomenleri inanılırdır.

	1	2	3	4	5	6	7	
İnanılırdır	O	O	O	O	O	O	O	İnanılmaz

5. Instagram fenomenleri dürüştür

	1	2	3	4	5	6	7	
Dürüştür	O	O	O	O	O	O	O	Dürüst değil

Çekicilik:

6.Instagram fenomenleri çekicidir

1 2 3 4 5 6 7
Çekicidir O O O O O O O Çekici değil

7. Instagram fenomenleri şıktır

1 2 3 4 5 6 7
Şıktır O O O O O O O Şık değil

8. Instagram fenomenleri zariftir

1 2 3 4 5 6 7
Zariftir O O O O O O O Zarif değil

9. Instagram fenomenleri güzeldir/ yakışıklıdır

1 2 3 4 5 6 7
Güzel/Yakışıklı O O O O O O O Güzel değil, Yakışıklı değil

10. Instagram fenomenleri cazibelidir

1 2 3 4 5 6 7
Cazibelidir O O O O O O O Cazibesiz

Uzmanlık:

11. Instagram fenomenleri önerdikleri konusunda uzmandır

1 2 3 4 5 6 7
Uzmandır O O O O O O O Uzman değil

12. Instagram fenomenleri önerdikleri ürünü önceden deniyorlar

1 2 3 4 5 6 7
Denediler O O O O O O O Denemediler

13. Instagram fenomenleri, tanıttıkları ürünler hakkında bilgiye sahiptir .

1 2 3 4 5 6 7
Bilgiye sahiptir O O O O O O O Bilgiye sahip değil

14. Instagram fenomenleri , önerdikleri ürünlerin reklamını yapmak için niteliklidir.

1 2 3 4 5 6 7
Niteliklidir O O O O O O O Niteliksiz

15. Instagram fenomenleri, tanıttıkları ürünleri sergileme konusunda yeteneklidir.

1 2 3 4 5 6 7
Yeteneklidir O O O O O O O Yeteneksiz

Bölüm D: İçerik Kalitesi

Lütfen aşağıdaki değişkenler için 1'den 7'ye kadar olan bir ölçekte cevaplarınızı değerlendirin. 1 en iyisi, 7 en kötüsüdür:

1. Instagram fenomenlerinin sağladığı içerik benimle ilgilidir.

1 2 3 4 5 6 7
İlgili O O O O O O O İlgisiz

2. Instagram fenomenlerinin sağladığı içerik kapsamlıdır .

1 2 3 4 5 6 7

kapsamlıdır ☐ ☐ ☐ ☐ ☐ ☐ ☐ Kapsamsız

3. Instagram fenomenlerinin sağladığı içerik net ve anlaşılabilir.

1 2 3 4 5 6 7
Net ve anlaşılabilir ☐ ☐ ☐ ☐ ☐ ☐ ☐ Belirsiz ve anlaşılmaz

4. Instagram fenomenlerinin sağladığı içerik benim için yararlıdır .

1 2 3 4 5 6 7
yararlıdır ☐ ☐ ☐ ☐ ☐ ☐ ☐ Yararsız

5. Instagram fenomenlerinin sağladığı içeriğe güvenilebilir.

1 2 3 4 5 6 7
Güvenilebilir ☐ ☐ ☐ ☐ ☐ ☐ ☐ Güvenilmez

6. Instagram fenomenlerinin sağladığı içerik doğrudur

1 2 3 4 5 6 7
Doğrudur ☐ ☐ ☐ ☐ ☐ ☐ ☐ Yanlış

7. Instagram fenomenlerinin sağladığı içerik günceldir

1 2 3 4 5 6 7
Günceldir ☐ ☐ ☐ ☐ ☐ ☐ ☐ Güncel değil

8. Instagram fenomenlerinin sağladığı içerik tutarlıdır

1 2 3 4 5 6 7
Tutarlıdır ☐ ☐ ☐ ☐ ☐ ☐ ☐ Tutarsız

Bölüm E: Satın Alma Niyeti:

Lütfen aşağıdaki değişkenler için 1'den 7'ye kadar olan bir ölçekte cevaplarınızı değerlendirin. 1 en iyisi, 7 en kötüsüdür:

1. Instagram fenomenlerinin tavsiye ettiği ürünleri en yakın zamanda kesinlikle alacağım.

1 2 3 4 5 6 7
Son derece olası ☐ ☐ ☐ ☐ ☐ ☐ ☐ Son derece düşük ihtimal

2. Instagram fenomenleri tarafından önerilen ürünü yakın zamanda satın almayı düşünüyorum.

1 2 3 4 5 6 7
Son derece olası ☐ ☐ ☐ ☐ ☐ ☐ ☐ Son derece düşük ihtimal

3. Instagram fenomenleri tarafından tavsiye edilen ürünü yakın zamanda satın almam muhtemeldir.

1 2 3 4 5 6 7
Son derece olası ☐ ☐ ☐ ☐ ☐ ☐ ☐ Son derece düşük ihtimal

4. Instagram fenomenleri tarafından tavsiye edilen ürünü yakın zamanda satın almayı düşünebilirim.

	1	2	3	4	5	6	7	
Son derece olası	☐	☐	☐	☐	☐	☐	☐	Son derece düşük ihtimal

Anket sonu. Teşekkür ederiz!



Appendix 3: Questionnaire of the study:

Section A: Demographic questions

1.what is your gender ?

Male

Female

2. what is your age?

- 18-24

- 25-34

- 35-44

- 45-54

- 55+

3.What is your nationality?

1- Türkiye

2- Syria

3- Azerbaijan

4- Turkmenistan

5- Iraq

6- Iran

7- Afghanistan

8- Somali

9- Yemen

10- Egypt

11- Jordan

12 – Other (please specify) _____

4_Marital status

1_ Married

2_ Single

5. Education:

1- Some college but no degree

2- Associate degree

3- Bachelor's degree

4-Master degree

5- PHD

Section B: Introduction

1. Do you own any Instagram account(s)?

a. Yes

b. No

2. Do you follow any Instagram influencers on social media?

a. Yes

b. No

3. Have you seen any advertisements from Instagram influencer(s)?

a. Yes

b. No

4. How frequently do you see the advertisements from Instagram influencer(s)?

- Always

- Usually

- Sometimes
- Rare
- Never

5. Do you have experience with any products that are recommended by Instagram influencer(s)?

- A. Yes
- B. No

Section C: Source credibility dimensions:

Please rate your answers for the following variables using a scale from 1 to 7, where 1 is the best and 7 is the worst:

Variables	Trustworthiness
1. Instagram influencers are trustworthy.	Trustworthy 1 2 3 4 5 6 7 Untrustworthy
2. Instagram influencers are sincere	Sincere 1 2 3 4 5 6 7 Insincere
3. Instagram influencers are dependable.	Dependable 1 2 3 4 5 6 7 Undependable
4. Instagram influencers are reliable	Reliable 1 2 3 4 5 6 7 Unreliable
5. Instagram influencers are honest	Honest 1 2 3 4 5 6 7 Dishonest

Attractiveness

6. Instagram influencers are attractive.

Attractive 1 2 3 4 5 6 7 Unattractive

7. Instagram influencers are elegant.

Elegant 1 2 3 4 5 6 7 Plain

8. Instagram influencers are classy

Classy 1 2 3 4 5 6 7 Not classy

9. Instagram influencers are Handsome /beautiful.

Handsome /Beautiful 1 2 3 4 5 6 7 Ugly

10. Instagram influencers are Sexy.

Sexy 1 2 3 4 5 6 7 Not sexy

Expertise

11 Instagram influencers are experts in the field of the products they promote.

Expert 1 2 3 4 5 6 7 Not an expert

12. Instagram influencers have experienced the products they promote.

Experienced 1 2 3 4 5 6 7 Inexperienced

13. Instagram influencers have knowledge about the products they promote.

Knowledgeable 1 2 3 4 5 6 7 Unknowledgeable

14. Instagram influencers are qualified to advertise the products they promote.

Qualified 1 2 3 4 5 6 7 Unqualified

15. Instagram influencers are skilled to demonstrate the products they promote

Skilled 1 2 3 4 5 6 7 Unskilled

Section D: Content quality of Instagram Influencers:

Please rate your answers for the following variables using a scale from 1 to 7, where 1 is the best and 7 is the worst:

Variables

1. The content provided by the influencer is relevant to my need.

Relevant 1 2 3 4 5 6 7 Irrelevant

2. The content provided by the influencer is complete.

Complete 1 2 3 4 5 6 7 Incomplete

3. The content provided by the influencer is understandable.

understandable 1 2 3 4 5 6 7 Not understandable

4. The content provided by the influencer is useful to me.

Useful 1 2 3 4 5 6 7 Useless

5. The content provided by the influencer is reliable.

Reliable 1 2 3 4 5 6 7 Unreliable

6. The content provided by the influencer is Accurate.

Accurate 1 2 3 4 5 6 7 Inaccurate

7. The content provided by the influencer is up to date.

Up to date 1 2 3 4 5 6 7 out dated

8. The content provided by the influencer is consistent.

Section E: Purchase intention:

Please rate your answers for the following variables using a scale from 1 to 7, where 1 is the best and 7 is the worst:

1. I will definitely buy the products recommended by Instagram influencers in the near future.

Extremely likely 1 2 3 4 5 6 7 Extremely unlikely

2. I intend to buy the product recommended by Instagram influencers in the near future.

Extremely likely 1 2 3 4 5 6 7 Extremely unlikely

3. It is likely that I will purchase the product recommended by Instagram influencers in the near future.

Extremely likely 1 2 3 4 5 6 7 Extremely unlikely

4. I would consider buying the product recommended by Instagram influencers in the near future.

Extremely likely _____ Extremely unlikely

Appendix 4: interpreting a correlation coefficient

Correlation Coefficient value	Direction and strength of correlation
-1.0	Perfectly negative
-0.8	Strongly negative
-0.5	Moderately negative
-0.2	Weakly negative
0.0	No association
+0.2	Weakly positive
+0.5	Moderately positive
+0.8	Strongly positive
+1.0	Perfectly positive

Source :(Pak & Oh, 2010)

CURRICULUM VITAE(CV)

Name – Surname: Joman A.M. AL HELOU

STATE OF EDUCATION:

•Graduate: **Al Aqsa University, Gaza, Palestine Aug 1999, Faculty of Science, B.Sc. in Computer and Education .**

•**AL Zahraa, High School.**

PROFESSIONAL EXPERIENCES AND AWARDS:

• **General Economic Establishment from 1/3/2000 to 9/7/2005**

Job Position: Deputy Chief for Archiving and Computer department.

Job Description:

- Receiving suppliers' requests and following up until purchasing
- Archiving of files related to tenders, suppliers, and items manually and electronically

- Determination of the purchasing price, percent of profit, and selling price.

- Writing monthly reports on the quantity and quality of goods bought.

- Periodical reports for the items that are about to expire

- Entry of information related to employees (data, positions, vacations, etc.)

- Issue monthly reports about employees' achievements.

•**Medical services, Gaza, Palestine**

Position: administrative secretary in the archiving and personnel departments.

Job Description

- Receiving and archiving applications from Palestinian Authority staff and following up on these applications includes referrals for treatment abroad, medical insurance, and vacations.

- Receiving and archiving offers from hospitals to which patients were referred in Egypt, Jordan.

- Archiving requests related to departments of medical services manually and electronically and following up (pharmacy, preventive medicine, and lab)

- Archiving all employees' data manually and electronically

- Addressing the other ministries that have relation to medical services (health, exterior, and interior)

SKILLS & EXPERTISE

relationship development, management consulting, issue resolution, group work, advertising/public relations, analytical rigor, group leadership

Computer Skills

- Microsoft Office Programs

Languages

- English: Fluent.

- Arabic: Fluent (Native Language).

- Turkish level A2