



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

**THE EFFECT OF INFLUENCER MARKETING ON THE
PURCHASE INTENTION OF CONSUMERS: STUDY CASE
INSTAGRAM PHENOMENA IN MOROCCO**

MASTER'S THESIS

**BY
Nourelhouda BOUDDEHBINE**

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

**ISTANBUL
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MA/MSc THESIS APPROVAL PAGE**

Thesis study prepared by the Department MA/MSc Program Student Nourelhouda BOUDDEHBINE with the subject 'THE EFFECT OF INFLUENCER MARKETING ON THE PURCHASE INTENTION OF CONSUMERS STUDY CASE INSTAGRAM PHENOMENA IN MOROCCO' is approved by our jury as MA/MSc Thesis.

Thesis Defense Date: 25/01/2024

Title, Name, Surname and Institution of the Juror:

Signature

Juror : (Asst. Prof. Sibel Demirel)
(Haliç university)

Juror : (Asst.Prof. Şahver Ömeraki Çekirdekçi)
(Haliç university)

Juror : (Assoc. Prof. Esra Arıkan)
(Bilgi University)

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

THE EFFECT OF INFLUENCER MARKETING ON THE PURCHASE INTENTION OF CONSUMERS: STUDY CASE INSTAGRAM PHENOMENA IN MOROCCO

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THESIS ETHICS STATEMEN

I declare that I have completed this study titled “The effect of influencer marketing on the purchase intention of consumers: study case Instagram phenomena in Morocco”, 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.

Nourelhouda BOUDDEHBINE

PREFACE

This thesis report, the result of in-depth investigation, analysis and intellectual study, is presented with great joy and eagerness. The road of pursuing this research has been difficult yet gratifying, driven by a genuine enthusiasm for knowledge and a desire to make a contribution to studies in relation with influencer marketing.

After expressing thanks to Allah, I would like to express my gratitude to my appreciated advisor Assist. Pr. Sibel DEMIREL for her unfailing tolerance, knowledge, advice, and suggestions during the research.

Also I want to foreword my thanks to my father, my dear Mother for all the support that she gave me, my Brothers and my young sister and lastly my friends each by their names for the support and unconditional assistance that they provided, throughout this study project. Their support was extremely helpful in determining the focus and results of this investigation. I also want to express my gratitude to the participants, without whom this study would not have been possible. They kindly donated their time and their thoughts.

In Honor of Memory

I find comfort in the priceless moments we had as I stand at the crossroads of memories and emotions. You were a pillar of support, love, and wisdom in my life. Even though you've physically left us, your spirit continues to live on through what you taught us and the irrevocable impressions you made on my heart. This forward statement is an homage to a life well spent and a soul profoundly loved, with thanks for the time we had and the love we still carry. Right up till then you will always be in my heart dear Dad.

January, 2024

Nourelhouda Bouddehbine

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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
UGC	: User-generated content
SMIS	: Social Media Influencer Strategies
PSR	: Parasocial relationship
MAD	: Moroccan dirham
CNSS	: Caisse National de Sécurité Sociale
PPP	: Per Capital
GPD	: Gross domestic product
VIF	: variance inflation factor
CIA	: Central Intelligence Agency
OECD	: The Organization for Economic Cooperation and Development
PI	: Purchase intention

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ÖZET
TÜKETİCİLERİN SATIN ALMA NİYETİ ÜZERİNDE ETKİLEYİCİ
PAZARLAMANIN ETKİSİ: MOROCCO'DA INSTAGRAM FENOMENİNİN
ÇALIŞMA ÖRNEĞİ

Sosyal medyanın ortaya çıkışı pazarlama dünyasında önemli bir dönüşüm getirdi, işletmeler ile potansiyel müşteriler arasında anında ve kesintisiz bağlantılar sağladı ve müşterilerle doğrudan etkileşim sağladı. Bir platform olarak Instagram'ın gücü, pazarlamacılara etkileyici ve hedef kitleleri arasındaki güven ve güvenin teşvik edilmesini sağladı. Heyecanlı sosyal medya kullanıcılarının önemli bir kısmı, alışveriş ve iletişim ve eğlence için bu platformlara büyük oranda bağımlı olan Moroccan tüketicilerdir.

Bu miktarlı araştırma girişiminin ana amacı, Instagram etkileyicilerinin ürettiği içeriklerin güvenilirliğinin ve kalitesinin bir topluluk segmenti olarak Morokluların satın alma niyetlerine etkisini incelemektir. Tanınmış reklam teorisi ve kaynak güvenilirliği modeli kullanılarak çevrimiçi bir anket gerçekleştirdik. Dijital bir ankete katılmak için en az bir Instagram etkileyiciyi takip eden her yaştan 18 yaş üstü ve her cinsiyetten 425 Moroccanın bir numarası davet edildi. Toplanan bilgiler SPSS Version 24.0 kullanılarak analiz edildi.

Bu araştırmanın sonuçları, satın alma niyetlerinin Instagram etkileyici tarafından üretilen içeriklerin güvenilirliği ve kalitesi tarafından olumlu bir şekilde etkilendiğini gösteriyor. Özellikle, çalışmada güvenilirlik ve içerik kalitesi en etkili faktörler olarak belirlendi. Moroccan toplumunun fiziksel çekicilik yerine güvenilirlik ve beceri gibi nitelikler için bir tercih gösterdiğini belirtmekte fayda var.

Anahtar Kelimeler: *İçerik kalitesi, Niyetler, Etkileyici, Instagram, Alışveriş, Kaynak Güvenilirliği, Morocco, Morok tüketicileri*

ABSTRACT

THE EFFECT OF INFLUENCER MARKETING ON THE PURCHASE INTENTION OF CONSUMERS: STUDY CASE INSTAGRAM PHENOMENA IN MOROCCO

The emergence of social media has brought about a substantial transformation in the world of marketing, facilitating instantaneous and uninterrupted connections between businesses and potential customers, as well as allowing for direct interaction with customers. Instagram's power as a platform has empowered marketers to foster confidence and reliance between influencers and their target audiences. A significant proportion of enthusiastic social media users are Moroccan consumers, who depend significantly on these platforms for purchasing as well as communication and entertainment.

The primary objective of this quantitative research endeavor is to analyze the impact of the credibility and quality of content created by Instagram influencers on the purchase intentions of Moroccans as a specific community group. We conducted an online survey by applying established advertising theory and the source credibility model. A sample of 486 Moroccans of all ages +18 and above and all genders, all of whom follow at least one Instagram influencer, was invited to participate in a digital survey. The information gathered was analyzed utilizing SPSS Version 24.0.

The outcomes of this research reveal a positive impact on purchase intentions attributed to the credibility and quality of content created by Instagram influencers. Specifically, the study identifies credibility and content quality as the most influential factors. It is worth mentioning that the Moroccan society demonstrate a preference for qualities such as reliability and physical attraction rather than experience.

Keywords: *Content quality, Intentions, Influencers, Instagram, Purchase, Source Credibility, Morocco, Moroccan consumers.*

1. INTRODUCTION

1.1. Background and Overview

In contemporary times, enterprises are continuously seeking creative ways to engage their target audience in a socially common and digitally interconnected setting. One of these strategies that is altering the way in which consumers interact with brands is influencer marketing. This research investigates the subject of influencer marketing in the context of Instagram, a platform that has significantly transformed consumer behavior and prompted brands to reconsider their methods of engaging with specific target audiences. Specifically, this study aims to investigate the influence of Instagram influencers' content quality and source credibility on the purchasing intentions of Moroccan consumers. The rationale for choosing this specific segment was its substantial contribution to the comprehension of the determinants that impact consumer behavior. Moroccan consumers are frequently the target audience of influencer marketing campaigns. This is primarily attributed to their substantial involvement on social media platforms, tendency to establish trends, capacity to impact peers, inclination towards lifestyle and fashion, influence over consumer decisions, diverse interests, potential to affect others, and propensity to consume digital content.

A new age of consumer influence has begun since the creation of Instagram as a powerful social media platform; on this platform, trust, purchase intent, and perceived utility are profoundly impacted by the visually appealing content consumers share (Astuti and Putri, 2018). This amplification serves to underscore the prospective ability of Instagram influencers to mold consumer behavior. Establishing the same level of trust that these influencers have with their audience is challenging for brands to duplicate autonomously (Vogel, 2010). As a result, their exploitation has transitioned from a marketing decision to a strategic requirement.

Recent years have seen a significant increase in the effectiveness of advertising in boosting sales and reaching its intended audience through influencer marketing (Guruge, 2018). A substantial body of research has demonstrated that social media influencers possess the ability to alter individuals' perspectives and ultimately influence their purchasing decision (Kurdi et al., 2022). Nonetheless, attaining influencer status necessitates not only expertise but also the ability to manage

obligations, solicit validation, and meticulously maintain one's public image. An additional pivotal element of successful collaborations is the alignment between the brand endorsed by the influencer and their personal brand (Yılmaz et al., 2020). The aforementioned intricate elements underscore the multifarious efficacy of influencer marketing.

In light of this dynamic environment, the present study attempts to determine the foundational elements that support the success of influencer marketing campaigns on the Instagram platform. The principal aim of this study is to investigate the relationship between the intention to purchase and the credibility and quality of content disseminated by Instagram influencers among Moroccan consumers. Brands aiming to connect with upscale and selective customers must prioritize this group of consumers.

The impacts of the study extend well beyond the confines of the specific undertaking. This study addresses a notable deficiency in the current body of research by providing an exhaustive examination of the determinants that influence the purchasing intentions of Moroccan consumers as influenced by Instagram influencers, with a particular emphasis on the context of Morocco. Furthermore, this research makes a valuable contribution to the growing domain of influencer marketing by shedding light on the interplay between the credibility of the source, the quality of the content, and the probability that a consumer will engage in a purchase as a direct result.

The implications of this study's results are highly practical for companies and marketers striving to refine their influencer marketing schemes. Organizations can enhance their ability to engage their intended demographic via influencer collaborations by recognizing the correlation between the reliability of their sources, the quality of the content they deliver, and the probability that their target demographic will proceed with a purchase. Moreover, this research contributes to the collective understanding of Moroccan society Instagram usage and its influence on their buying behavior, providing valuable insights for enterprises across industries.

The structure for this thesis is as follows: In Section 1, an extensive description of the research is presented, including relevant background details, research inquiries, objectives, and the significance of the present study. Theoretical framework and underlying assumptions that will serve as a guide for the remaining parts of the research are also presented. In theory. The foundation for our research is established in Section 2, in which a thorough review of the relevant research is performed. Our research is guided

by this the framework of which establishes a solid foundation in previously recognized theoretical frameworks and findings. In Section 3, the research methodology employed for this investigation is described. Our research approach is defined, embracing the methodologies employed for data collection and statistical analysis. We reach the peak of our research in Section 4. This section presents the results of our investigation, which provide a comprehensive understanding of the relationships among content quality, credibility sources, and consumers' purchasing behavior. The findings of the inquiry are subsequently analyzed in Section 5. This comprehensive assessment evaluates the outcomes in light of the research objectives and theoretical foundations of the study. We provide a summary of the most significant findings and conclusions from our research in Section 6. We summarize the most significant information we discovered in this section. In Section 7, The managerial and theoretical implications of our study are deliberated upon. This section provides an analysis of the ways in which our research adds to the greater debate surrounding influencer marketing and its pragmatic implementations. Our investigation comes to an end with some recommendations derived from the insights presented in Section 8 of this thesis. The information provided by these suggestions is of great value to advertisers, businesses, and future researchers.

essentially our systematic approach guides readers on a comprehensive exploration of our research, furnishing a sequential and in-depth analysis of the complicated processes that underlie effective influencer promotions on Instagram.

1.2. Problem Definition

The objective of this research is to examine the effect of Instagram influencers as a corporate marketing strategy. Instagram has emerged as a formidable platform with substantial influence over consumer confidence, intention to purchase, and perceived usefulness. The trust established between influencers and their readers, which is difficult for brands to independently establish, renders influencer marketing a clever business strategy. Influencer marketing has become a crucial strategy for advertisers to engage in customer communication, owing to its capacity to influence the attitudes and purchase intentions of consumers.

For collaborations to be successful, influencer status necessitates accountability, knowledge, scheduling, approval-seeking, and the maintenance of brand image consistency with the influencer's perception. Thus, it is critical to comprehend the

multitude of components that contribute to influencer marketing's efficacy. Furthermore, it is evident that businesses that do not promote on Instagram may be at a disadvantage (Gupta and Singh, 2020) due to the substantial power that Instagram celebrities have over consumers and their purchasing decisions.

The primary objective of this study is to examine the impact of Instagram influencers' content quality and source credibility on Moroccans consumers' purchasing decisions. There is an increasing trend on platforms such as Instagram where businesses are utilizing influencer marketing to establish connections with their target audience. In order to effectively connect with the Moroccan community, businesses must initially possess a comprehensive understanding of the impact that these factors exert on the demographic. This research contribution enhances the current knowledge base and offers valuable insights to businesses and marketers seeking to optimize their influencer marketing approaches through an examination of the relationship between content quality, source credibility, and purchase intent.

1.3. Research Significance

Social media and influencer marketing are inextricably linked, given that influencers aspire to reach popularity, and social media platforms flourish on the content they generate. The influencer marketing sector has experienced substantial expansion due to this mutually beneficial association; forecasts place its value at \$10 billion by 2020, indicating its growing importance to organizations (Haenlein et al., 2020). In the context of developing marketing communications for consumer electronics products, selecting a proficient influencer rather than an alluring celebrity influencer provides distinct benefits (Trivedi and Sama, 2020). This demonstrates the criticality of assessing influencers based on their expertise and standing in order to mold public sentiment and client conduct. Consequently, marketing executives must to possess the readiness to exploit influencers in their campaigns and integrate them in a strategic manner into their general brand strategy (Campbell and Farrell, 2020). Consequently, organizations must recognize the significance and impact that influencers can bring to their marketing campaigns.

Our research significantly contributes to:

-By investigating the determinants that impact the purchasing intentions of Moroccan consumers via Instagram influencers, this research aims to address a gap in the current body of literature, as there is a scarcity of studies in Morocco specifically focusing on this subject.

- Make an academic contribution to the expanding field of influencer marketing by enhancing the existing knowledge of the impact that this strategy has on consumer behavior.

-This study offers managers and employees of a variety of organizations valuable information regarding the Instagram usage and purchasing patterns of Moroccans as influenced by influencers. This data can be utilized to improve business operations.

- In order to support marketing project managers and businesses in their efforts to comprehend the impact that celebrities and other opinion leaders have on the purchasing decisions of Moroccans, as well as the content strategies and influencers that appeal to consumers in Morocco.

- It has the potential to motivate influencers to generate content of superior quality and assist businesses in identifying the most effective strategies for utilizing influencers to promote their products and services.

- Those with an interest in research different fields will find this study significant, as it can serve as a guide for future influencer marketing research.

In general, our research outcomes address significant knowledge voids in the generate practical implications, guide marketing strategies, and motivate the development of superior content—all of which contribute substantially to the advancement of influencer marketing.

1.4. Research Questions and Objectives

The trust that consumers have in online shops and their apprehensions regarding online security have a significant impact on their online purchasing choices (Adnan, 2014). Furthermore, it is imperative to emphasize the significance of improving website quality in fostering consumer trust, as trust and social media influence have a substantial impact on consumers' purchase intentions (Umair Manzoor et al., 2020). Instagram, relative to Facebook and Google+, has demonstrated a greater prevalence of utilization among younger users when compared to other social media platforms. This is especially true among the young demographic, as they employ social media platforms, including Instagram, to achieve a range of goals, including maintaining relationships, organizing tasks, and obtaining knowledge and instruction (Kircaburun et al., 2020). Furthermore, the impact of Instagram on consumer's purchases is noteworthy, given that the platform furnishes

content with elements of dialogue, collaboration, context, and interpersonal connection via photographs, videos, and images (Rahmayani and Nofrialdi, 2022).

The capacity of Instagram to impact the purchasing behaviors of consumers is apparent in the platform's collaboration, contextually appropriate content, dialogue, and connections. Organizations can gain advantages by acquiring knowledge of and employing these characteristics to impact the purchasing choices of consumers. E-marketers are required to adjust to the dynamic market environment by embracing progressive mindsets and acknowledging customers as capable of innovation and intelligence, and potentially as collaborative partners (Constantinides, 2014).

This transition underscores the significance of comprehending and capitalizing on platforms such as Instagram and influencer marketing in order to interact with customers and forge substantial relationships.

Research Questions:

After reviewing the pertinent literature, the author devised research inquiries in order to focus the investigation and dive into the subject matter. To acquire a more comprehensive comprehension of the impact that influencer marketing has on the purchasing decisions of consumers in Morocco, along with the determinants that shape those decisions via Instagram influencers. Specifically, investigating the correlation between the trustworthiness of the sources of content produced by Instagram influencers and the probability that Moroccan consumers who follow them would engage in a purchase.

The researcher established the following Questions for this study:

-RQ1: What is the effect of Instagram influencers' source credibility on Moroccan's purchasing intention?

- RQ2: What is the effect of each dimension of Instagram influencers' source credibility on Moroccan's purchasing intention?

-RQ3: What is the effect of Instagram influencers' content quality on Moroccan's purchasing intention?

Research Objectives:

-Determine the impact of Instagram influencers' credibility on Moroccan's purchasing intention.

-Determine the impact of Instagram influencers' attractiveness on

Moroccan's purchasing intention.

-Determine the impact of Instagram influencers' trustworthiness on Moroccan's purchasing intention.

-Determine the impact of Instagram influencers' expertise on Moroccan's purchasing intention.

-Determine the impact of Instagram influencers' content quality on Moroccan's purchasing intention.

The cumulative effect of these interdependent elements can be established through a comprehensive examination of the source's credibility. A general assessment of a source's overall credibility can be achieved by comprehending the complex relationship and mutual influence of these factors.

A prime instance of such is the strong correlation that exists between trustworthiness and expertise. Credibility is associated with the perception that a source possesses a considerable degree of expertise and trustworthiness. In a similar vein, credibility can be influenced by attractiveness and trustworthiness, as people tend to attribute greater trustworthiness and regard more credible those whom they perceive to be attractive or trustworthy.

Additionally, it is advantageous to analyze each dimension in order to gain a more profound comprehension of their respective impacts and contributions to consumer behavior. By adopting this dual approach, both researchers and marketers are able to comprehend the interrelated aspects of source credibility and the unique consequences that arise from each dimension. By employing this approach, marketers and researchers are able to gain an understanding of the connection of source credibility and the unique impacts that each dimension carries.

1.5. Research Model and Hypothesis

Individuals are more inclined to trust advertisements that provide informative content or entertainment value. Nevertheless, the extent to which an advertisement attains credibility can differ across different advertising platforms (Ducoffe, 1995). Moreover, it is anticipated that a favorable evaluation of the advertised product will result from a favorable impression of the commercial's content (Goldsmith et al., 2000). Assessing the effectiveness of online advertising requires careful consideration of the source's credibility, as it influences the website's credibility, the

advertisement's relevance, and the probability that a consumer will purchase the advertised products (Choi and Rifon, 2002). Credibility significantly impacts a consumer's evaluation of the advertisement's content and their purchasing decision.

The term "outcome advertising value" was developed by Ducoffe R.H. (1996) to describe the risk of consumers having negative reactions to ineffective advertisements and the potential benefit of positive responses. Three criteria were used to evaluate the value of commercials: their capacity to provide information, their entertainment value, and their level of discomfort. As measured by its capacity to respond to inquiries from customers, informativeness assesses the efficacy of an advertisement. Regarded as entertaining, entertainment advertising provides visual and emotional satisfaction to its target audience. Consumer irritability is characterized by feelings of unease, discomfort, and dissatisfaction.

The perceptions of consumers regarding the credibility, entertainment value, and Relevance of web advertising are all influential factors (Zha et al., 2015). Furthermore, a positive correlation has been observed between consumers' inclination to engage in online purchases and their perception of social media advertisements as credible, entertaining, and educational (Van-Tien Dao et al., 2014). Consequently, a hypothesis is posited that Instagram influencers can influence customers' inclination to make purchases through the consistent publication of captivating, authentic, and stimulating content that actively engages their audience. Furthermore, the informational quality of a website significantly impacts consumers' purchase intentions and perceptions of the credibility of a brand. In addition, smartphone advertising has influenced the purchase intentions of consumers and increased sales (Martins et al., 2019). likewise, the entertainment and informational value of sponsored content influence opinions of YouTube influencers (Acikgoz and Burnaz, 2021). In addition, a number of scholarly investigations establish that the educational value, credibility, and accessibility of advertisements featured on social media platforms can impact the purchasing behavior of online consumers (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).

The concept of source credibility pertains to the favorable attributes that impact the way in which an individual and a recipient perceive a message. Three sub-dimensions compose it as follows: expertise, trustworthiness, and attractiveness. Ohanian (1990b) implemented a credibility measurement instrument consisting of

fifteen elements. Purchase intention and behavior are positively influenced by source credibility, according to a number of studies (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 significance of quality attributes, which extend to timeliness, accuracy, completeness, and consistency, in assessing the efficacy and influence of user-generated content (UGC) in digital platforms that operate online has been the subject of extensive discussion and debate (Batini et al., 2009). UGC is defined as any user-generated content, data, or action performed on online digital systems that serves as an expression or means of communication (Santos, 2022). Therefore, the level of user satisfaction with the system and the information it provides is directly proportional to the quality of the information and the system (Zheng et al., 2013).

As a framework, the advertisement value theory examines the various elements that contribute to the value of advertisements. By applying the concept to Instagram influencers and analyzing the presence of information, enjoyment, and relevance in their posts, it is possible to determine the worth of their material through the utilization of content quality dimensions. Influencers can sustain their significance among Moroccan consumers by offering decadent experiences, humorous content, and product evaluations.

The promotional value model may not explicitly account for the influence of advertisements on social factors such as credibility and trustworthiness, along with their capacity to inspire consumer behavior. In order to surmount these constraints, we implemented the Source Credibility Theory, a framework that assesses the credibility, attractiveness, and expertise of influencers—factors that can significantly affect how consumers react to content generated by influencers. Through a systematic examination of the distinct facets of source credibility, scholars can gain a more comprehensive understanding of the ways in which each element impacts consumer behavior and acquisition intent. Organizations have the potential to enhance their influence and credibility by focusing on the most crucial attributes, which can be ascertained through a process of relative importance assessment. Given the advertisement value theory and the source credibility model, the efficacy of influencer marketing is significantly impacted by both of these theories. Given their status as advertisers, influencers consistently deliver engaging content of superior

quality to their intended audience. An examination was conducted into the influence of source credibility dimensions—namely, attractiveness, experience, and credibility—on purchase intention. Furthermore, purchase intentions were assessed in relation to the influence of influencers' content quality through the utilization of content quality dimensions. In our research, the significance of credibility, trust, and content quality in influencer marketing can be better comprehended through the application of the source credibility model and advertisement theory.



1.5.1. Research Variable

The dependent variable: Moroccan' purchasing intention.

The independent variables:

-Influencers' credibility (trustworthiness, attractiveness, expertise)

-Content quality

1.5.2. Research Hypothesis

H1: Instagram influencers' credibility positively affects Moroccan's purchase intention.

H1a: Instagram influencers' trustworthiness positively affects Moroccan's purchase intention.

H1b: Instagram influencers' attractiveness positively affects Moroccan's purchase intention.

H1c: Instagram influencers' expertise positively affects Moroccan's purchase intention.

H2: Instagram influencers' content quality positively affects Moroccan's purchase intention.

1.5.3. Research model

In this research, Moroccan consumers online purchase intention serves as the dependent variable. Source credibility (comprising trustworthiness, attractiveness, and expertise) and content quality are considered independent variables. This study introduces a research methodology that investigates the determinants that impact the intention of consumers in Morocco to make purchases via Instagram influencers. In addition to employing the source credibility model and content quality dimensions in accordance with advertising value theory, we constructed the comprehensive research paradigm for this study (Figure 1.1) on the basis of a review of the relevant literature.

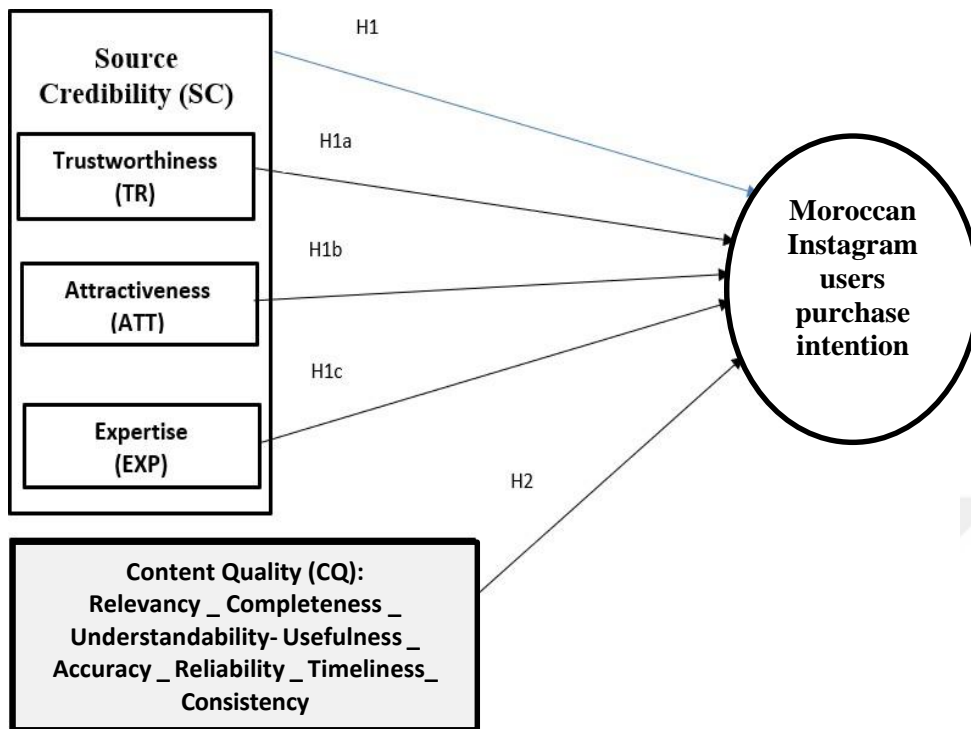


Figure 1.1. Study Model Proposal

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

The present research study is structured into six divisions, each of which is classified as follows: The initial segment functions as a preliminary segment to the study, defining the nature and purpose of the research. Existing investigations are reviewed in the second section. Section 3 provides a comprehensive discussion of the research methodology, encompassing the study's design, data acquisition methodologies, and analysis. The study's detailed results are presented in Section 4, thoroughly discussed in Section 5, and concluded in Section 6. The seventh section delves into managerial and theoretical implications. In conclusion, Section 8 comprises suggestions for further investigation.

2. LITERATURE REVIEW

2.1. Purchase Intention

According to Kim et al. (2012), purchase intent refers to the inclination and capability of consumers to purchase a particular product. In an effort to comprehend the factors that influence consumers' purchasing decisions, it has been the focus of tremendous investigation by marketers and researchers. Cultivating this comprehension is one of the highest priority in order to optimize consumer satisfaction and effectiveness in marketing strategies.

A research study carried out in Nepal examined the correlation between the intent of smartphone buyers and pricing, corporate characteristics, and characteristic qualities. Surprisingly, the findings suggested that consumer decision-making is more significantly influenced by product quality and price than by brand attributes, as indicated by Rai (2021). Additionally, a research has been conducted on the effect of advertising value on YouTube. It has been demonstrated that this variable influences brand recognition and purchase intent. It is worth mentioning that according to Dehghani et al. (2016), entertainment, informative content, and personalization are the most significant positive influencers in terms of shaping consumers' attitudes and intentions. Furthermore, the field of consumer behavior recognizes that customer decisions are influenced by a variety of factors, such as individualism, culture, and society. The actions and decisions of consumers are impacted by the composite of these factors. It is noteworthy that marketers often pursue partnerships with influencers, presuming that these individuals possess the greatest ability to persuade consumers who share comparable interests as them (Nikita and Vanishree, 2020).

Moreover, there exists a substantial and direct correlation between online purchasing behavior and perceived benefits and psychological factors, encompassing safety, privacy, and dependability, as highlighted by Rungtornsupatt et al. (2019). Moreover, dullness and other negative mental or emotional states have the potential to exert a substantial impact on consumer behaviors, including impulsive buying and smartphone addiction (Bozaci, 2020).

In addition, the circulation of dependable information within the blogging promotes favorable customer experiences and increases consumers' propensity to make a purchase (Hsu and Tsou, 2011). likewise, Prasad et al. (2019) discovered that the correlation between purchase intent and EWOM was mediated by consumers' conviction regarding social media usage and EWOM. Also, the study found that a stronger positive brand reputation enhanced the association between EWOM and the desire to buy.

Furthermore, purchase intent is positively impacted by a multitude of factors, encompassing brand loyalty, perceived quality, brand recognition, and brand association. Lee et al. (2019) have identified perceived quality as the most influential factor affecting consumers' inclination to purchase products for personal hygiene. On the contrary, individuals are deterred from engaging in online shopping by six principal factors (Daroch et al., 2021). These factors comprise apprehension towards online banking transactions, a predilection for conventional shopping methods, uncertainties concerning the dependability of online reviews, Concerns related to the quality of products and services, coupled with a lack of trust in the security of websites, pose challenges in the online environment. These factors already mentioned illustrate the considerable importance that consumers place on guarantees of security and usability when engaging in the buying process.

The accuracy of information transmitted on social media and word-of-mouth exert a substantial impact on the purchasing choices of Pakistani consumers, underscoring the critical role that social influence plays in their cognitive processes (Palalic et al., 2021). This illustrates the significance of social influence in the Pakistani market with regard to consumer behavior. Furthermore, there is a correlation between age and consumer preference; younger individuals tend to favor products that possess superior qualities and have received positive feedback from customers, whereas elderly individuals are more prone to negative assessments (Von Helversen et al., 2018). This demonstrates that individuals across various age groups may consider and be impacted by distinct factors when engaging in consumer transactions.

Additionally, expectations regarding price, convenience, functionality, and quality impact consumers' purchasing decisions. Consumer propensity to make a

purchase is positively influenced by various factors, including perceived value, trustworthiness, utility, and quality (Alcoba et al., 2018; Bhatt et al., 2021). Furthermore, a multitude of factors impact the propensity of online consumers to increase their expenditures, such as product specifications, conditions, pricing, availability, and social media engagement.

Price has been identified as the most influential of these factors, specifically consumers (Bucko et al., 2018). Additionally, a study conducted by Hanaysha (2018) examined the influence of corporate social responsibility, value perceptions, store atmosphere, and sales promotions on customers' purchasing choices. The findings revealed that sales promotions had an adverse effect on customers' purchasing decisions, whereas perceived value and store atmosphere had beneficial effects. Collectively, these findings demonstrate the impact that various marketing strategies have on the purchasing decisions of consumers in diverse situations, including but not limited to age, social and family influence, perceived value, trust, utility, quality, and price.

Notable among the factors that significantly affect consumer behavior is the purchaser's expectation that the products they purchase will conform to their expectations (Al-Hazmi, 2020). Enhancing client satisfaction can be achieved through the provision of items that precisely meet client expectations.

likewise, the level of consumer awareness and trust in a particular brand significantly impacts their buying choices; furthermore, occurrences play a pivotal role in increasing these two metrics (Sukma et al., 2022). Developing an exceptional corporate image and attracting fresh clientele can be facilitated through the organization of memorable events and experiences. Additionally, both the website and the quality of service have a substantial impact on clients' inclination to complete a purchase. By delivering dependable and consistent service, it is possible to increase customer satisfaction and encourage repeat purchases (Dapas et al., 2019).

In their conducted study, Yılmazdoğan et al. (2021) investigated the influence of source credibility sub-dimensions on travel intention, also exploring the mediating role of parasocial interaction. The results underscore the considerable influence that expertise and dependability have on the intention to travel, as well as their role as intermediaries in parasocial interaction. (2022, Masuda et al.) Finding the attributes of the parasocial relationship (PSR), which is regarded as the most crucial component in social media influencer marketing, was the objective of their research.

As predictors of purchase intent, the study investigates three personal qualities (attitude homophily, physical attractiveness, and social attractiveness) and three characterizations (trustworthiness, perceived expertise, and parasocial relationships - PSR). In contrast to other variables, the study's findings indicate that PSR has a substantial positive influence on purchase intentions. Furthermore, the correlation between PSR and perceived influencer categories and all of the above underscore the importance of customizing influencer marketing strategies.

In short, consumer judgments are influenced by a variety of factors, including cultural, sociological, psychological, and product-related attributes. To formulate effective marketing strategies and ensure customer satisfaction, organizations must crucially understand the influence of these factors on consumer behavior. By taking into account consumer expectations, leveraging events, prioritizing service quality and user experience, and acknowledging a variety of factors, they can effectively satisfy customer needs. Influence from friends and family members can significantly impact purchase intentions.

2.2. Moroccan consumer Profile and Moroccans consumer Purchase Intention

The literature review focuses heavily on Moroccans as a general customer preference, highlighting numerous facts of their online buying behavior and preferences. A Moroccan's propensity to shop online is heavily influenced by factors including their attitude, the ease of the shopping experience, the quality of the customer care that they receive, and their own personal norms. The most significant factor is excellent customer service because trust indirectly influences Moroccan's attitudes and, in turn, their intentions to shop online (Raman, 2019). Furthermore, Moroccans as social media users tend to compare their own online lives to those of others. 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 Moroccan'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 consumers (Davies, 2017). Furthermore, millennials 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.

In 2022, the median age in Morocco was 30.2 years, according to the Data Report. Additionally, the average household size in 2021 was 4.2 people, as reported by the Ministry of Finance. According to data from the Ministry of Finance in 2021, the population is distributed as follows: 25.6% below 15 years old, 16.4% between 15 and 24, 46.2% between 25 and 59, and 11.7% are 60 or older. Nevertheless, the population growth rate for 2022 is a mere 0.91%, according to the CIA World Factbook. The urban population has experienced significant growth in recent decades, accounting for 64.6% of the total population in 2022. According to the CIA World Factbook, the annual urbanization rate is projected to be 1.88% between 2020 and 2025. The distribution of urbanization across regions is highly uneven, with approximately one-third of residents concentrated in two areas: Greater Casablanca and Rabat Salé Zemmour Saer. According to estimates from the CIA, the literacy rate among men aged 15 or more is 83.3%, whereas their female counterparts have a significantly lower rate of 64.6%. Education is mandatory for children between the ages of 6 and 14, and there has been a significant decrease in the number of children not attending school in recent years. The majority of the population is engaged in the services sector, which accounts for 45.8% of the workforce. Additionally, the agricultural sector holds a sizable share of 31.3%, with the industrial sector coming in second at 22.9% (Ministry of Finance, 2020).

In 2021, the World Bank estimated Morocco's GDP per capita (PPP) to be USD 8,143.5. Based on the most recent data published by the National Security Fund (CNSS), the average salary of individuals in Morocco in 2020 was MAD 5,152. According to sector divisions (CNSS, 2018), there is variation in average wages. For civil servants, the average monthly wage is MAD 7,549. Workers in the financial and insurance sectors received the highest salaries (MAD 14,749), with the IT and communications sector following closely behind (MAD 10,953). Workers in the agriculture sector earned MAD 2,216 per month in 2020, while those in the hospitality sector earned MAD 3,963. In 2018, the median salary was MAD 2,723, according to the latest data available from CNSS.

The top 50% of the population spends about 75% of all consumption dollars, while Casablanca Settat, Rabat Salé Kenitra, Tangier Tetouan Al Hoceima, Fes Meknes, and Marrakech Safi account for 75% of all consumption. According to a study by the OECD, Morocco has the highest Gini Index coefficient in North Africa, which indicates a

significant level of wealth inequality. The gender disparity in this country is quite notable, as it ranks 136th out of 146 in the most recent report by the World Economic Forum on gender parity. According to the CNSS (2020), there was a significant gender pay gap in Morocco in 2020, with women earning approximately 15.5% less than men.

The Moroccan consumer tends to prefer local establishments for their purchases, as they value the trust that comes from personal interactions with the seller. A large majority of women, about 55%, are in charge of making household purchases, according to an Ipsos study. Out of this group, approximately 47% actively seek information before making a purchase, while 54% prioritize brand selection over price considerations. Typically, Moroccan consumers have a preference for local brands and products. A recent study conducted by Sungeria Group and L'Economiste (2022) found that a majority of Moroccans, specifically 60%, have a preference for local products as opposed to foreign brands. However, there is a growing trend, particularly among the younger generation, toward favoring foreign brands owned by large multinational corporations. E-commerce in Morocco is presently in its nascent stages of development. Nevertheless, there has been a noticeable surge in online shopping since the commencement of the COVID-19 pandemic, and this upward trajectory exhibits no indications of deceleration. In the first quarter of 2022, there was a significant increase in online payment transactions, with a growth rate of 34.3% compared to the same period in 2021. Additionally, the transaction values experienced a notable rise of 19.3% (CMI). Internet usage has experienced significant growth in recent years, with approximately 84% of the total population having access in 2022 (Data Report). However, the percentage of internet users who engage in online shopping remains low, at just 7%. A mere 4% of women in charge of household purchases have reported completing their shopping online, while 20% indicate that they seek information on the internet. It is noteworthy that the majority, 80%, still rely on traditional media sources. A small portion of Moroccan consumers utilize social networks, and within this group, a significant number prefer not to engage with brands through this platform. Nevertheless, there has been a noticeable rise in the involvement of Moroccan communities on brand fan pages. Consumers who opt to follow brands on social networks are increasingly investing in their relationship with them, which can impact their purchasing choices. According to the Wafasalaf Observatory, the majority of parents (90%) prioritize spending on their children, while a smaller percentage prioritize travel (76%), adult clothing (75%), and leisure time (59%).

2.3. Instagram and Instagram marketing

As of 2022, 2 billion monthly active users worldwide, make Instagram the most popular photo-sharing app worldwide. And in January 2023, the number of Instagram users in Morocco exceeded nine million. In total, 35.4 percent of users belonged to the age group of 18 to 24 years, whereas 33.2 percent of users fell within the age range of 25 to 34 years. Men constituted the majority of Instagram's user base in Morocco, making up 54.7 percent of the app's viewership.

Several studies have examined the effectiveness of Instagram as a promotional tool, particularly for small and medium-sized enterprises (SMEs). In a recent study, Suciati (2018) found that employing Instagram marketing tactics can effectively boost the follower count and online orders for small and medium-sized enterprises. These findings offer valuable insights for other SMEs and communication professionals seeking to enhance their promotion and marketing strategies. That is Instagram's popularity and reputation for visually appealing content and user-friendly engagement features have made it a powerful tool for businesses to directly influence online purchase decisions. By actively engaging with consumers on the platform, businesses can have a significant impact (Roth and Zawadzki, 2018). Instagram's interactive platform allows users to share visual content and receive feedback through comments and likes, facilitating effective communication and engagement (Lim and Yazdanifard, 2014). In addition, the platform's accessibility and lack of cost enable users to communicate and connect efficiently without financial limitations.

In addition, the platform's use of visual images for communication has played a significant role in its appeal to the younger demographic. According to a survey, a substantial 42% of respondents reported spending over an hour per day on Instagram. Consumers' motivations for utilizing Instagram may vary, influenced by factors such as gender, educational level, and the degree of addiction, as emphasized by Huang and Su (2018). Additionally, the study explored the impact of prominent individuals and personal networks on the purchasing decisions of young adults, according to Cooley and Parks-Yancy (2019). YouTube was found to be the primary platform for accessing cosmetics and grooming information, while Instagram emerged as the leading platform for clothing-related content.

In summary, these studies emphasize the importance of Instagram as a marketing tool, its influence on consumer behavior, and the potential it offers businesses to effectively engage with their target audience.

2.4. Instagram Influencers

The dynamics of power in the marketplace have undergone a transformation due to the emergence of social media. This has led to the emergence of a new breed of discerning and astute clientele. In order to effectively navigate the market, e-marketers should possess a comprehensive understanding of the market landscape and embrace a forward-thinking mindset that recognizes customers as intelligent and creative individuals and potentially as future collaborators (Constantinides, 2014). In this context, influencers wield considerable influence in shaping consumer behavior. Audiences exhibit a preference for information presented by influencers, perceiving it as more comprehensive and unbiased in comparison to traditional advertisements. In order to effectively engage their audience, it is crucial for an influencer to ensure that the product they endorse is in line with their professional and personal brand. The role of the influencer is highly regarded, and their followers perceive their recommendations as trustworthy. Trust in influencers leads to a willingness to try out their recommended products and offer valuable feedback (Nandagiri and Leena Philip, 2018). In addition, influencers use the idea of authenticity as a key strategy when creating sponsored content. They adeptly incorporate brand partnerships into their content while maintaining their brand identity and audience relationships. The authenticity of influencers cultivates trust and connection with their followers, resulting in a higher likelihood of trust and resonance compared to traditional celebrities (Schouten et al., 2020; Wellman et al., 2020). Within the field of advertising, the use of celebrity endorsers has demonstrated its effectiveness in destination advertisements. However, the influence on consumers is not consistent across different countries and is contingent upon factors such as the selection of the celebrity and the nature of the destination being promoted (Roy et al., 2021). According to studies by Hermanda et al. (2019) and Nurhandayani et al. (2019), social media influencers do play a role in influencing brand perceptions, but their influence on consumers' purchase intent is not always significant. Opinion leadership has a significant impact on consumers' purchasing intentions, actual purchase behavior, and purchase loyalty (Fakhreddin and Foroudi, 2022). Individuals who have amassed a significant number of followers on the internet are commonly referred to as social media influencers. Additionally, they may possess expertise in their

respective domains or be entrepreneurs. For influencer marketing to achieve success, brands must identify influencers whose personalities and interests are in line with the products they are promoting. Building a strong and enduring relationship with their audiences and the companies they represent requires influencers to prioritize trustworthiness (D. Balaban and Mustătea, 2019). In the current market, consumers are turning to influential individuals for guidance in their purchasing decisions. Influencer marketing has demonstrated a significant impact on sales across diverse industries, including fashion, footwear, beauty, and surprise services, as evidenced by Zak and Hasprova (2020). When there is a high level of alignment between an influencer and their target audience, consumers are more inclined to have a favorable perception of the product and be more willing to purchase or recommend it (Belanche et al., 2021). In order to maintain sponsorships, influencers must find a way to authentically connect with their fan base while also keeping them engaged. In order to achieve this, efforts have been made to standardize the content, enhancing its credibility compared to traditional advertising (van Driel and Dumitrica, 2021). In recent years, influencer marketing has emerged as a valuable strategy for businesses to tap into the power of social media personalities and effectively engage with consumers in a genuine and impactful way. The effectiveness of these campaigns relies on matching suitable influencers with the right products and maintaining credibility in their interactions with their followers.

2.5. Instagram Influencers and the factors that affect purchasing intention

2.5.1. Influencers Source credibility

Within the domain of influencer marketing, the credibility source model assumes a pivotal role in shaping the actions and decisions of their followers. Scholars have conducted extensive research on the idea of source credibility, which has resulted in the identification of three crucial factors that contribute to it: attractiveness, trustworthiness, and expertise. The role of these aspects in shaping audience reception and response to messages from influencers is significant (Ohanian, 1990b).

In addition, interpersonal trust in communication is influenced by various factors, including the speaker's expertise, dependability, intentions, activeness, personal attractiveness, and the majority opinion of the listener's associates (Giffin, 1967). The various factors play a significant role in establishing the source's credibility and impacting the trust and confidence of the followers in the influencer's messages. In their

study, Djafarova and Trofimenko (2019) put forth a model that addresses the credibility of online sources in the context of digital platforms. Their model concentrates on the factors of online behavior and self-presentation that support the credibility of micro-celebrities, drawing from Ohanian's research. Peer-endorser credibility, encompassing trustworthiness, expertise, similarity, and attractiveness, significantly influences consumers' perceptions of advertisement effectiveness and brand preferences (Munnukka et al., 2016).

The credibility of influencers, encompassing trustworthiness, information quality, and entertainment value, directly impacts purchasing decisions. Saima and Khan (2021) have studied the intentions of consumers. As outlined in a recent study by Leung et al. (2022), social attraction and trust emerge as pivotal factors influencing consumers' intentions to patronize a restaurant recommended by an influencer. The study found that male influencers' trustworthiness and female influencers' social appeal had positive effects on consumer behavior. Credibility, trust, expertise, similarity, behavioral control, and subjectivity are a few examples of the factors that affect how consumers perceive influencers and their content (Chetioui et al., 2020).

Many researchers have pointed out that the success of influencer marketing can be attributed to consumers' lack of awareness regarding its promotional nature (Evans et al., 2017). Influencer marketing offers organizations cost-effective alternatives to effectively engage with audiences. Research conducted by Özbölük and Akdogan (2022) suggests that customers are more likely to be influenced when they perceive their chosen influencers as credible and easily identifiable.

Source credibility is crucial in both vacation planning and decision-making, as well as in the fashion industry. Familiarity, trustworthiness, and likeability are important factors in determining the credibility of sources (Anuar et al., 2020; Yılmazdoğan et al., 2021). In addition, the credibility of the source plays a role in influencing purchase intent during live broadcast shopping with Internet celebrities (Park and Lin, 2020). According to a recent study by Radwan et al. (2021), young individuals in the UAE are drawn to influencers due to their personal attributes and the helpful information they provide. Additionally, the social media activity of their peers motivates them to engage in product research and assess the items being promoted. According to a recent study by Duh and Thabethe (2021), factors such as trustworthiness, familiarity, resemblance, and likeability play a more significant role in determining brand engagement than

competence and attractiveness. In the domain of influencer marketing, research has underscored the importance of attractiveness, credibility, and expertise in influencing consumer opinions and shaping decisions regarding the trustworthiness of influencers.

2.5.2. Content Quality

Quality refers to the capacity of a product, system, or process to fulfill the requirements of consumers and other stakeholders. Quality is achieved through continuous effort, beginning with meticulous planning and considering all relevant factors. It is accomplished by following systematic procedures and utilizing appropriate tools(Levin,2014).

Assessing the quality of content within the context of social media is a challenging task, given the subjective nature of the material and the diverse range of user interests.

Information systems professionals rely on data standards and requirements to maintain content quality, support effective decision-making, and conduct thorough analyses. To capture the crucial facets of content quality, Kahn et al. (2002) and C. Min et al. (2006) developed a comprehensive framework. This framework consists of 20 dimensions and 4 categories, providing valuable insights into the needs of content consumers. In today's digital age, the sheer number of websites available necessitates the development of specific standards for assessing their overall quality and reliability. Jayakumar and Mukhopadhyay (2013) have formulated a Website Quality Assessment Model (WQAM) that incorporates dimensions like accuracy, feasibility, utility, and appropriateness.

The International Data Management Association (DAMA) has provided a comprehensive list of content quality characteristics. These include completeness, uniqueness, consistency, timeliness, validity, and correctness. DAMA (cited by Ramasamy and Chowdhury, 2020). The dimensions discussed pertain to the preservation of content on websites and in data management systems.

The evaluation of these dimensions focuses on the accuracy and reliability of the information, the technical aspects of the website, its usefulness and relevance to users, and its appropriateness and compatibility in terms of design and content. Defining CQ for social media poses challenges due to varying perspectives on what is considered favorable or unfavorable by different users. Assessing the quality of content is valuable for identifying and presenting reliable information on social media, as demonstrated by

Chai.et.al.(2009).

The quality of content is crucial for consumers when evaluating brand-related material on brand pages. This includes factors such as accuracy, completeness, relevance, and timeliness. Ultimately, content quality has a direct impact on brand reputation and sales (Carlson et al., 2018). In addition, social networking platforms offer a wide range of information, including user reviews and recommendations. The user-generated content can range from being excellent to being abusive and spammy (Agichtein et al., 2008). The extensive nature of big data raises concerns about content quality, as it can lead to inaccurate cost estimates (Xie et al., 2017).

User-generated content (UGC), according to research by Anwar and Reham (2013), is playing an increasingly significant role in influencing consumer purchasing decisions. It is crucial for brands to deliver top-notch social media content in order to effectively engage with Millennials, enhance brand recognition, and stimulate purchase intent (Dabbous and Barakat, 2020).

Furthermore, factors contributing to the quality of tourism information, including value-added, relevance, completeness, interestingness, and web page design, play a role in shaping destination images through social media, as highlighted in the study by S.E. Kim et al. (2017). The content shared by influencers plays a crucial role in expanding their fan bases, as it has the potential to influence attitudes and build trust (D. Balaban et al., 2020). Research has shown that the content a brand shares on its social media platforms and website can have a significant impact on clients' likelihood to make a purchase (Al-Qudah, 2020). In their study, Geng and Chen (2021), they discovered a link between the caliber of user-generated content interactions and consumers' propensity to make purchases. Perceived information quality and the credibility of influencers have been found to impact individuals' likelihood of following them (Xiao et al., 2018).

In a study by C. Kim et al. (2012), the three main categories of user-generated content (UGC) quality were content, design, and technology. The value of user-generated content (UGC) is divided into three categories: practical, sentimental, and social. The findings indicate that enhancements in all three aspects of user-generated content Enhancements in user-generated content (UGC) quality exhibit a robust association with elevated levels of functional, emotional, and social values. Notably, functional and emotional values are particularly significant in determining the usefulness of UGC. The quality of online content plays a crucial role in shaping users' perceptions

of a website's usability, enjoyment, and overall usefulness. This, in turn, has a significant impact on users' attitudes and intentions towards using the site (Ahn et al., 2007). A study was conducted to explore the motives behind the behaviors of young individuals in their pursuit of social influencers and their subsequent purchasing decisions. The aim was to gain a deeper understanding of these actions. The study identified various motives, such as sharing information, keeping up with trends, consuming entertaining content, establishing social connections, alleviating boredom, and conducting information searches. In a recent study by Croes and Bartels (2021), it was discovered that social identity factors, including age groups, genders, and educational backgrounds, play a significant role in influencing the connection between online ad clicks and subsequent purchase behavior.

User-generated content (UGC) has a noteworthy impact on customers' engagement with brands, as it encompasses both functional and emotional values. The quality of UGC, both in terms of content and technical aspects, influences these values positively (Mohammad et al., 2020). In addition, the quality of content significantly affects user satisfaction, along with usability.

Dependability and efficiency are crucial factors that have been found to significantly impact user satisfaction (Dreheeb et al., 2016). In addition, a study's findings highlight the beneficial impact of user-generated content on the customer's decision-making process, specifically during the information-searching phase (Carr, 2022).

Quality refers to the capacity of a product, system, or process to fulfill the requirements of consumers and other stakeholders. Quality is achieved through continuous effort, beginning with meticulous planning and encompassing thorough consideration of all pertinent factors. It is accomplished through systematic procedures and the utilization of appropriate tools (Levin, 2014).

Assessing the quality of content within the context of social media is a challenging task, given the subjective nature of the material and the diverse range of user interests.

Information systems professionals rely on data standards and requirements to maintain content quality, support effective decision-making, and conduct thorough analyses. To capture the crucial facets of content quality, Kahn et al. (2002) and C. Min et al. (2006) developed a comprehensive framework. This framework consists of 20 dimensions and 4 categories, providing valuable insights into the needs of content consumers. In light of

the abundance of websites available online, it is crucial to establish a set of standards for assessing their quality. Jayakumar and Mukhopadhyay (2013) have proposed a Website Quality Assessment Model (WQAM) that incorporates dimensions like accuracy, feasibility, utility, and appropriateness.

The International Data Management Association (DAMA) has provided a comprehensive list of content quality characteristics. These include completeness, uniqueness, consistency, timeliness, validity, and correctness. Referenced by Ramasamy and Chowdhury in 2020. The dimensions discussed here pertain to the preservation of content on websites and in data management systems.

The dimensions being evaluated include 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. Defining CQ for social media poses challenges due to varying perspectives on what is considered favorable or unfavorable by different users. Assessing content quality (CQ) can help identify and present reliable information on social media, considering the diverse perspectives of users (Chai et al., 2009).

The quality of content is crucial for consumers when evaluating brand-related material on brand pages. This includes factors such as accuracy, completeness, relevance, and timeliness. Ultimately, content quality has a direct impact on brand reputation and sales (Carlson et al., 2018). In addition, social networking platforms offer a wide range of information, including user reviews and recommendations. The quality of user-generated content can range greatly, from excellent to abusive and spammy (Agichtein et al., 2008).

Given the extensive nature of big data, the issue of content quality arises as it can lead to unreliable cost estimates (Xie et al., 2017).

User-generated content (UGC), according to research by Anwar and Reham (2013), is increasingly influencing purchasing decisions. It is imperative for brands to deliver top-notch social media content in order to effectively engage Millennials, enhance brand awareness, and stimulate purchase intent (Dabbous and Barakat, 2020). Moreover, the elements influencing the quality of tourism information, including value-added, relevance, completeness, interestingness, and web page design, exert an influence on the formation of destination images through social media, as observed in the work by S.E. Kim et al. (2017). The content shared by influencers plays a crucial role in expanding their fan bases, as it has the potential to influence attitudes and foster trust (D.

Balaban et al., 2020). The content that a brand shares on its social media platforms and website can have a significant impact on clients' purchase intentions (Al-Qudah, 2020). Thus, the level of engagement with user-generated content has a direct impact on consumers' likelihood to make purchases (Geng and Chen, 2021). Perceived information quality and the credibility of influencers have been found to impact individuals' likelihood of following them (Xiao et al., 2018).

In a study by C. Kim et al. (2012), the three main categories of user-generated content (UGC) quality were content, design, and technology. The value of user-generated content (UGC) is divided into three categories: practical, sentimental, and social. The results suggest a strong association between improvements in all three dimensions of user-generated content (UGC) quality and corresponding increases in functional, emotional, and social values. Notably, both functional and emotional values play significant roles in determining the overall usefulness of UGC. The quality of online content plays a crucial role in shaping users' perceptions of a website's ease of use, enjoyment, and overall usefulness. This, in turn, has a significant impact on users' attitudes and intentions towards using the site (Ahn et al., 2007).

A study was conducted to explore the motives behind the behaviors of young individuals in their pursuit of social influencers and their subsequent purchasing decisions. This research aims to provide a deeper understanding of these actions. The study found various motives for online behavior, such as sharing information, staying up-to-date with trends, seeking entertainment, forming social connections, alleviating boredom, and conducting information searches. In a recent study by Croes and Bartels (2021), it was discovered that social identity factors, including age groups, genders, and educational backgrounds, have a notable impact on the connection between online ad clicks and subsequent purchase behavior.

User-generated content (UGC) has a notable impact on customers' engagement with brands, as it encompasses both functional and emotional values. The quality of UGC, both in terms of content and technical aspects, influences these values positively (Mohammad et al., 2020). In addition, the quality of content significantly affects user satisfaction, along with usability.

According to a 2016 study by Dreheeb et al., dependability and efficiency are crucial factors that have a significant impact on user satisfaction. In addition, a study has shown that user-generated content plays a significant role in shaping customer decisions, especially when they are in the process of searching for information (Carr, 2022).

3. MATERIAL AND METHODS

3.1. Purpose and Type of the Study

This quantitative study is conducted to test the effect of influencer marketing on the purchase intention of consumers. This study is considered a descriptive study on the base of data collection method, also, since the data are obtained through sampling of population to examine its distribution parameters, it is a survey study.

3.2. Place and Time of Study

Moroccan Instagram 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. 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 English. The survey is sent through Instagram, accompanied by a cover letter that outlines the research objectives and provides clear instructions and specific guidelines.

The population of study for research are the users of social media especially Instagram (the main focus of the study) that are consumers of products promoted on the app. The total population is estimated around 4 million consumers, the active population is around 1 million and the interactive population is estimated around 500000 consumers. The age group of the population of the study ranged from 18 to 45 years and comprised male and female. To test the effect of influencer marketing on consumer's purchase intention the study will use snowball sampling technique. In this study, the determination of the sample size employs Yamane's formula, expressed as follows:

$$n = N/(1+N(e)^2)$$

where n represents the sample size, and N signifies the population size. The variable e denotes the margin of error.

That leaves us with 486 as the sample size of the study. The main data collection tool in this study is questionnaire.

3.4. Data Collection Tools

The chosen site should have a significant number of people, which can pose a challenge for the researcher to establish personal contact with everyone. The process of selecting specific individuals for the study is referred to as "sampling," and it is a crucial aspect of scientific research (Narayan, 2017). Through meticulous planning, a questionnaire can be optimized to efficiently and accurately collect information. It is important to make sure that the questionnaire has an adequate number of questions in its main body. Additionally, it is crucial to ensure that the survey reaches the appropriate recipients. It's crucial to keep in mind that a biased sample may have an impact on the accuracy of results and the rate of non-response (Taherdoost,2016).

An online Google Form questionnaire was developed to collect information and opinions in a clear and user-friendly manner. The study's sample size consisted of 486 individuals, all of whom actively follow at least one Instagram influencer. Participants are required to provide informed consent and relevant identifying information, including gender, age, nationality, marital status, and education.

Section A includes a set of five demographic questions that offer multiple choices for responses. This section will encompass the demographic information of the respondents, encompassing details such as age, gender, marital status, and educational background. When the respondents answer that they don't have Instagram, the questionnaire will conclude and display a message of gratitude, whereas participants with Instagram accounts will be able to continue.

Please proceed to the next question. If you choose not to, the questionnaire will conclude and display a thank-you message.

There are five multiple-choice questions in Section B. In this section, the researcher aims to gather additional information about the respondents by inquiring about their Instagram profiles. This section is based on prior research that Mun and Gi conducted in 2020. By making the necessary adjustments, the researcher can ensure that the questions are more relevant.

Section C includes questions for assessing the credibility of sources. Ohanian (1990b) developed a source credibility scale for assessing the reliability of sources. Participants were asked to evaluate the trustworthiness of the endorser using a set of five 7-point semantic differential scales. These scales measured attributes such as dependability, honesty, reliability, sincerity, and trustworthiness. Proficiency was assessed using five 7-point semantic differential scales, which included dimensions such as expertise, experience, knowledge, qualifications, and skills. Attractiveness was assessed using a set of five 7-point semantic differential scales, which included dimensions such as attractiveness, classiness, beauty/handsomeness, elegance, and sexiness.

Section D: The quality of influencers' content was evaluated using established scales of content quality (Kahn et al., 2002; C. Min et al., 2006). Participants evaluated the quality of influencers' content using eight items on 7-point semantic differential scales. These items included dimensions such as relevance, completeness, and understandability. "Valuable versus insignificant," "reliable versus unreliable," "accurate versus inaccurate," "timeliness (up to date) versus outdated," and "consistency versus inconsistency."

Section E comprised four questions related to purchase intention, adapted from prior studies (Choi and Rifon, 2012; Hsu and Tsou, 2011; Wiedmann et al., 2011; Yüksel, 2016). To ensure their relevance, the researcher modified the questions. "The items consisted of 7-point bipolar scales with anchors ranging from "extremely likely" to "extremely unlikely." The variables and data were inputted and encoded into the statistical software SPSS.

3.5. Data Analysis

SPSS version 24. A range of statistical methods were utilized to address the research questions posed in the survey. These methods included descriptive statistical analysis, multiple linear regression, simple linear regression analysis, reliability and validity analysis, and correlation analysis. In order to ensure the content validity and reliability of the instrument

An array of analyses were conducted to assess the reliability and validity of the data, such as Cronbach's alpha, internal consistency, and construct validity. The analyses in question assess the precision and consistency of the research instrument, which are crucial for obtaining valid and reliable results from questionnaires (Heale and Twycross, 2015; Singh, 2017).

The evaluation of test and questionnaire reliability is crucial for ensuring the credibility and accuracy of research findings. Cronbach's alpha is a key measure in this regard (Tavakol and Dennick, 2011). Researchers and evaluators have an ethical obligation to determine an estimate in order to ensure the reliability of their measurements.

In a study conducted by Hair et al. (2016), it is stated that the coefficients of Cronbach's alpha usually range from 0 to 1, with higher values indicating higher reliability. According to Mat Nawi et al. (2020), coefficients above 0.9 are considered outstanding, while values between 0.8 and 0.9 are considered very good. Coefficients between 0.7 and 0.8 are regarded as good, those between 0.6 and 0.7 as moderate, and anything below 0.6 is considered poor.

In addition, correlation and regression play a crucial role in quantitative relationships and are particularly valuable for researchers who are new to the field. The logistic regression model predicts the probability of the occurrence of the dependent variable y based on the independent variable x . Regression and correlation are fundamental data analysis techniques that play a crucial role in statistical analysis (Disciplinary et al., 2019).

Before distributing the questionnaire to study participants, the research team obtained ethical approval from Halic University's ethical committee.

3.6. Ethical Considerations

We placed significant emphasis on the participants' autonomy and freedom of choice. Prior to participation, participants were provided with their informed consent. The questionnaire questions were carefully crafted to avoid offensive, discriminatory, or otherwise inappropriate language. Additionally, we took great care to ensure the privacy and anonymity of all participants. Furthermore, proper credit was given to any authors whose work was cited in the dissertation. Ensuring impartiality in research discussions and analyses.

4. FINDING

4.1. Validity and Reliability

The current study sought to establish the impact of Instagram influencers' credibility and content quality on the purchase intention of Moroccan consumers. 486 consumers participated in the study however one of the respondents did not complete the survey and the response was deleted. Before performing the analysis of the study, it was imperative to determine the reliability of the constructs or variables under study. Reliability statistics, particularly Cronbach's alpha values were used to determine the internal consistency for all the variables under study. The Cronbach's alpha value for all the variables is 0.94 which denotes a significant degree of reliability of the questionnaire.

Concerning the individual constructs, Cronbach's alpha of expertise and purchase intention are .84 and 0.85 respectively. The results show a good internal consistency (Taber, 2018). Moreover, 5-scale item trustworthiness and 5-scale item attractiveness have Cronbach's alpha of 0.95 and 0.94 respectively. Content quality measured with 8 items has a Cronbach's alpha of 0.94. The results show an excellent internal consistency (Taber, 2018). The significant degree of reliability in the measures boosts the trustworthiness of the data collected. The results have been presented in Table 4.1

Table 4.1. Cronbach's Alpha Value

Dimensions	No of Items	Cronbach's Alpha
Trustworthiness	5	0.95
Attractiveness	5	0.94
Expertise	5	0.84
Content Quality	8	0.94
Purchase Intention	4	0.85
All Dimensions	27	0.94

Source: Author's Own Work

Aside from the usage of Cronbach's alpha to ascertain the reliability of the variables, inter-item correlations were also utilized to assess the intentional consistency and validity of the variables under study. This entails evaluating the total scale score as

well as the respective individual items presented in Tables 4.2 and 4.3. Cohen (1988) indicated that a score between 0.30 and 0.49 signifies a moderate correlation between the items measuring a construct. Moreover, a score between 0.50 and 1.00 denotes a high level of correlation between the items. From Table 4.2 and Table 4.3, all the scores are above 0.3 (threshold) and 0.5 and this signifies a strong association between the items.

Table 4.2. Internal Consistency

Dimensions	Pearson Correlation
Trustworthiness	
Instagram influencers are trustworthy	0.801
Instagram influencers are sincere	0.862
Instagram influencers are dependable.	0.708
Instagram influencers are reliable	0.922
Instagram influencers are honest	0.758
Attractiveness	
Instagram influencers are attractive.	0.871
Instagram influencers are elegant.	0.914
Instagram influencers are classy	0.909
Instagram influencers are handsome/beautiful	0.896
Instagram influencers are sexy	0.939
Expertise	
Instagram influencers are experts in the field of the products they promote	0.763
Instagram influencers have experienced the products they promote	0.846
Instagram influencers have knowledge about the products they promote	0.926
Instagram influencers are qualified to advertise the products they promote	0.896
Instagram influencers are skilled to demonstrate the products they promote	0.909
Content Quality	
The content provided by the influencer is relevant to my need	0.904
The content provided by the influencer is complete.	0.918
The content provided by the influencer is understandable	0.803
The content provided by the influencer is useful to me	0.847
The content provided by the influencer is reliable	0.917
The content provided by the influencer is accurate.	0.905
The content provided by the influencer is up to date	0.834
The content provided by the influencer is consistent.	0.925
Purchase Intention	
I will definitely buy the products recommended by Instagram influencers . in the near future	0.771
I intend to buy the product recommended by Instagram influencers in the near future	0.769
It is likely that I will purchase the product recommended by Instagram influencers in the near future.	0.822
I would consider buying the product recommended by Instagram influencers in the near future.	0.918

Source: Author's Own Work

Table 4.3. Construct Validity

Dimensions	Pearson Correlation
Trustworthiness	0.808**
Attractiveness	0.706**
Expertise	0.898**
Content Quality	0.797**
Purchase Intention	0.905**

** . 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 showcases results on the demographic characteristics of the respondents. Concerning the gender of the respondents, the study was dominated by female consumers with a frequency of 252 and a corresponding percentage of 52%. The frequency of the males is 233 representing 48%.

With regards to age, persons between the age of 18 – 24 dominated the study with a frequency of 350 and a percentage of 72.2%. The next age group is 25 – 34 with a frequency of 110 and a percentage of 22.7%. The next age group is 35 – 44 with a frequency and percentage of 21 and 4.3% respectively. The last age group, which is 45 – 54 has a frequency of 4 representing a meagre 0.8%.

The survey was dominated by respondents who were single at the time of the survey. The frequency and percentage of single persons are 372 and 76.7% respectively. 113 respondents representing 23.3% were married at the time of the survey. The highest level of education of 458 (94.4%) of the respondents is a bachelor's degree followed by respondents (N= 26; 5.4%) with a master's degree. Only one of the respondents has a PhD.

Table 4.4. Demographic Analysis

Sample		N	%
Gender	Male	233	48
	Female	252	52
Age	18 – 24	350	72.2
	25 – 34	110	22.7
	35 – 44	21	4.3
	45 -54	4	0.8

Marital Status	Married	113	23.3
	Single	372	76.7
Education	Bachelor's degree	458	94.4
	Master degree	26	5.4
	PHD	1	0.2

Source: Author's Own Work

From Table 4.5, all the respondents (100%) have an Instagram account and also follow influencers on the platform. 484 of the respondents representing 99.8% have seen advertisements from Instagram influencers and only 1 (0.2%) respondent indicated otherwise. 163 of the respondents (33.6%) always see the advertisements, 161 respondents representing 33.2% usually see the advertisements, and remaining 161 respondents representing 33.2% sometimes see the advertisements by the Instagram influencers. Last, all the respondents (100%) have experience with products recommended by Instagram influencers.

Table 4.5. Responses to Queries of Instagram Influencers

Sample		N	%
Own an Instagram account	Yes	485	100
Follow Instagram influencers	Yes	485	100
Seen any advertisements from Instagram influencers	Yes	484	99.8
	No	1	0.2
Frequency of seeing advertisements by Instagram Influencers	Always	163	33.6
	Usually	161	33.2
	Sometimes	161	33.2
Have experience with any products recommended by Instagram influencers	Yes	485	100

Source: Author's Own Work

Descriptive analysis was performed to determine the mean values, standard deviations, and variances of the items measuring the variables under study. The mean values signify the average response of respondents towards the items. The standard deviation denotes the degree of dispersion in the responses whereas variance shows the variability in the responses provided on each item.

Table 4.6 displays descriptive results of trustworthiness and the observed mean values of trustworthiness range from 2.07 to 2.12. The results signify that the respondents hold Instagram influencers in high esteem and trust them concerning the promotion and advertisement of products. The respondents believe that Instagram influencers are trustworthy, dependable, reliable, sincere, and honest. The weighted arithmetic mean of trustworthiness is 2.122 which means that the respondents are highly convinced that Instagram influencers are credible therefore they trust them.

The observed standard deviation values range from 0.966 to 1.063 denoting a low level of diverse opinions by the respondents. The highest standard deviation observed relating to the query “Influencers who promote products on Instagram trustworthy” signifies a broader range of responses. The observed values of variance obtained range from 0.931 to 1.129 signifying a low variability in the views expressed by the respondents.

Table 4.6. Responses to Queries of Trustworthiness

	MEAN	STD DEV	Variance
Influencers who promote products on Instagram are trustworthy	2.12	1.063	1.129
Influencers who promote products on Instagram are dependable	2.07	0.981	0.961
Influencers who promote products on Instagram are reliable	2.12	0.966	0.934
Influencers who promote products on Instagram are sincere	2.18	1.023	1.047
Influencers who promote products on Instagram are honest	2.11	0.965	0.931
The weighted arithmetic mean	2.122		

N= 485

Source: Author’s Own Work

Concerning attractiveness, the observed mean values range from 2.09 to 2.15. The results mean that the respondents believe that the Instagram influencers who incessantly advertise and promote products are attractive, classy, charming, elegant, and beautiful. “Influencers who promote products on Instagram are attractive” and Influencers who promote products on Instagram are beautiful/handsome” have the highest mean values. This implies that the respondents mostly concentrate on the attractiveness and beauty/handsomeness of the Instagram influencers. The calculated weighted arithmetic mean is 2.130 which means that generally, the respondents show positive sentiments toward the attractiveness of the Instagram influencers.

The observed standard deviation values range from 0.935 to 1.065 denoting a low level of diverse opinions by the respondents. The elevated standard deviation observed relating to the query “Influencers who promote products on Instagram are beautiful/handsome” signifies a wider range of responses. The observed values of variance obtained range from 0.874 to 1.134 signifying a moderate variability in the views expressed by the respondents.

Table 4.7. Responses to Queries of Attractiveness

	MEAN	STD	
		DEV	Variance
Influencers who promote products on Instagram are attractive	2.09	0.987	0.974
Influencers who promote products on Instagram are classy	2.15	0.976	0.952
Influencers who promote products on Instagram have great charm	2.13	0.935	0.874
Influencers who promote products on Instagram are elegant	2.13	1.030	1.061
Influencers who promote products on Instagram are beautiful/handsome	2.15	1.065	1.134
The weighted arithmetic mean	2.130		

N= 485

Source: Author's Own Work

Table 4.8 presents results on the means, standard deviations, and variances of expertise. The outcomes of these aspects reveal the sentiments of the respondents regarding the experience, knowledge, and skills of influencers in promoting products on Instagram. The mean values for expertise range from 2.08 to 2.19, indicating that respondents perceive influencers as experts, qualified, knowledgeable, experienced, and skilled in the realm of product promotion on Instagram. The calculated arithmetic weighted mean of 2.129 signifies a general acceptance by the respondents that Instagram influencers are highly skilled and have in-depth knowledge regarding the promotion of products.

The standard deviations, ranging from 0.981 to 1.036, indicate the degree of dispersion of responses around the mean for each query. These values suggest a low level of variation in the perspectives provided by the respondents. The query "Influencers who promote products offered on Instagram have knowledge about the products" shows the highest spectrum of responses by the respondents. The calculated values of variance spanning from 0.963 to 1.073 highlight the low degree of variability in the responses provided for every query relating to the expertise.

Table 4.8. Responses to Queries of Expertise

	MEAN	STD	
		DEV	Variance
Influencers who promote products available on Instagram are experts in promoting the product	2.13	1.004	1.008
Influencers who promote products offered on Instagram are experienced in promoting the product	2.08	0.990	0.981
Influencers who promote products offered on Instagram have knowledge about the products	2.14	1.036	1.073

Influencers who promote products offered on Instagram are qualified to promote the product	2.19	0.981	0.963
Influencers who promote products offered on Instagram are skilled in promoting the product	2.11	1.028	1.057
The weighted arithmetic mean	2.129		

N= 485

Source: Author's Own Work

Table 4.9 displays results on the means, standard deviations, and variances of content quality. The results show how the respondents feel about the content provided by influencers concerning the promotion of products on Instagram. The mean values of content quality range from 2.05 to 2.21 and the results imply that the respondents embrace the quality content of advertisement of influencers on Instagram. They are of the view that the content relates to their respective needs, and the content is accurate, reliable, consistent, and up-to-date. The calculated arithmetic weighted mean of 2.129 signifies a general acceptance of the content quality of the Instagram influencers.

The standard deviations signify the level of dispersion of responses around the mean of each query with values ranging from 0.945 to 1.048. The standard deviation values show a low level of variation in the views provided by the respondents with "The content provided by the influencer is consistent" showing the highest range of responses by the respondents. The calculated values of variance ranging from 0.894 to 1.097 emphasize a modest degree of variability in the responses provided for every query relating to content quality.

Table 4.9. Responses to Queries of Content Quality

	Mean	Std. Deviation	Variance
The content provided by the influencer is relevant to my need	2.09	0.995	0.991
The content provided by the influencer is complete	2.21	1.038	1.078
The content provided by the influencer is understandable	2.12	0.964	0.929
The content provided by the influencer is useful to me	2.13	0.954	0.910
The content provided by the influencer is reliable	2.11	0.977	0.955
The content provided by the influencer is Accurate	2.05	0.945	0.894
The content provided by the influencer is up-to-date	2.12	1.008	1.016
The content provided by the influencer is consistent	2.19	1.048	1.097
The weighted arithmetic mean	2.129		

N= 485

Source: Author's Own Work

Results of mean values, standard deviations, and variances of purchase intention

have been presented in Table 4.10. From Table 4.10, the mean values of every item on purchase intention range from 2.11 to 2.17 signifying diverse levels of positive responses among the respondents. “I will definitely buy the products recommended by Instagram influencers in the near future” has the highest mean value of 2.27 and this denotes a substantial desire of the respondents to make purchases in the future. Purchase intention has a weighted arithmetic mean of 2.167 meaning that the respondents have plans of purchasing products in the future due to Instagram influencers.

The values of standard deviation, which brings to light the dispersion of variation in the responses around the mean for every item range from 1.005 to 1.273. The values signify a moderate level of variability in the responses to queries of purchase intention. Moreover, there is a higher variation in the statement “I will definitely buy the products recommended by Instagram influencers in the near future.” The variance of purchase intention ranges from 0.895 to 1.621 and the results emphasize a high degree of variety in responses for every question on purchase intention.

Table 4.10. Responses to Queries of Purchase Intention

	Mean	Std. Deviation	Variance
I will definitely buy the products recommended by Instagram influencers in the near future	2.27	1.273	1.621
I intend to buy the product recommended by Instagram influencers in the near future	2.12	1.036	1.074
It is likely that I will purchase the product recommended by Instagram influencers in the near future	2.11	1.005	1.010
I would consider buying the product recommended by Instagram influencers in the near future	2.15	0.946	0.895
The weighted arithmetic mean	2.167		

N= 485

Source: Author’s Own Work

4.3 Correlation Analysis

Correlation analysis was conducted to ascertain the relationship between the dependent variable, namely purchase intention, and both credibility and its dimensions, along with content quality. The results of the correlation show the direction and strength of the coefficients.

Table 4.11 displays results on the correlation between purchase intention and trustworthiness, attractiveness, expertise, source credibility, and content quality. The strength and direction of coefficients are presented as well as the significance levels of each correlation.

The correlation between purchase intention and trustworthiness is positive and weak ($r = 0.110^*$) as depicted in the scatter plot of Figure 4.1. The scatter plot further indicates a statistical correlation between purchase intention and trustworthiness. This implies that when consumers' level of trust increases, it is likely to influence their intent to purchase items.

The scatter plot as displayed in Figure 4.2 shows a positive correlation ($r = 0.204^*$) of weak strength between purchase intention and attractiveness. The visualization of the results emphasizes the significance of the attractiveness of Instagram influencers in driving the purchase intention of consumers.

The scatter plot as displayed in Figure 4.3 demonstrates a positive correlation ($r = 0.174^*$) of weak strength between purchase intention and expertise. The visualization of the results underscores the importance of the knowledge and skill possessed by Instagram influencers in effectively promoting products and influencing consumer purchase intentions. From Figure 4.4, purchase intention correlates positively with source credibility and the correlation is weak but significant ($r = 0.206^{**}$). The graphical representation of the results highlights that the intent of making a purchase is influenced by how credible Instagram influencers are perceived.

Last, the correlation between purchase intention and content quality is positive and significant but weak ($r = 0.129^*$) as displayed in Figure 4.5. The scatter plot showing a statistical correlation means that consumers have the intention to purchase products due to the quality of content and recommendations provided by Instagram influencers.

Table 4.11. Correlations between PI and T, A, E, SC, CQ

		PI	T	A	E	SC	CQ
PURCHASE	Pearson	1	0.110*	0.204*	0.174**	0.206**	0.129*
INTENTION	Correlation						
(PI)	Sig. (2-tailed)		0.002	0.01	0.000	0.000	0.021
	N	485	485	485	485	485	485

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

* Correlation is significant at the 0.05 level (2-tailed).

NB: PI = Purchase Intention T = Trustworthiness A = Attractiveness E = Expertise SC = Source Credibility CQ = Content Quality

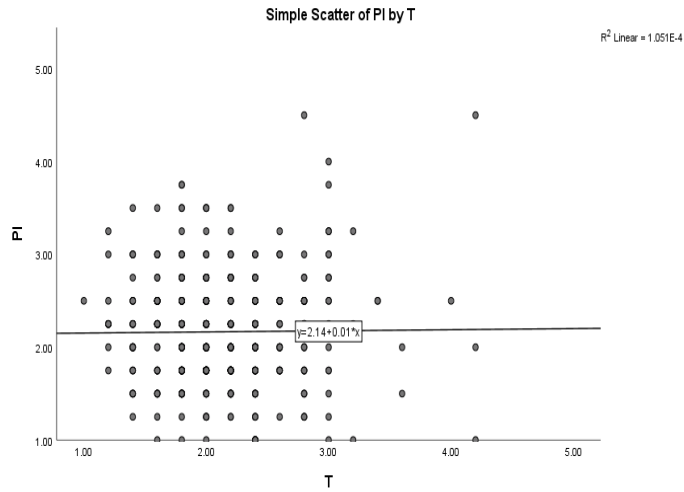


Figure 4.1. Scatterplot between Trustworthiness and Purchase Intention
Source: Author's Own Work

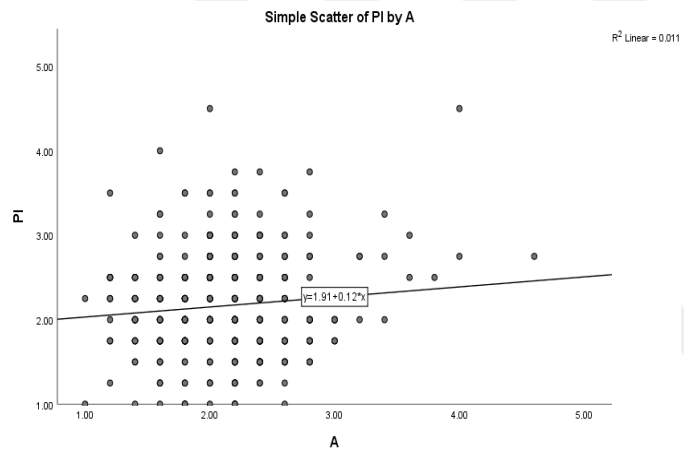


Figure 4.2. Scatterplot between Attractiveness and Purchase Intention
Source: Author's Own Work

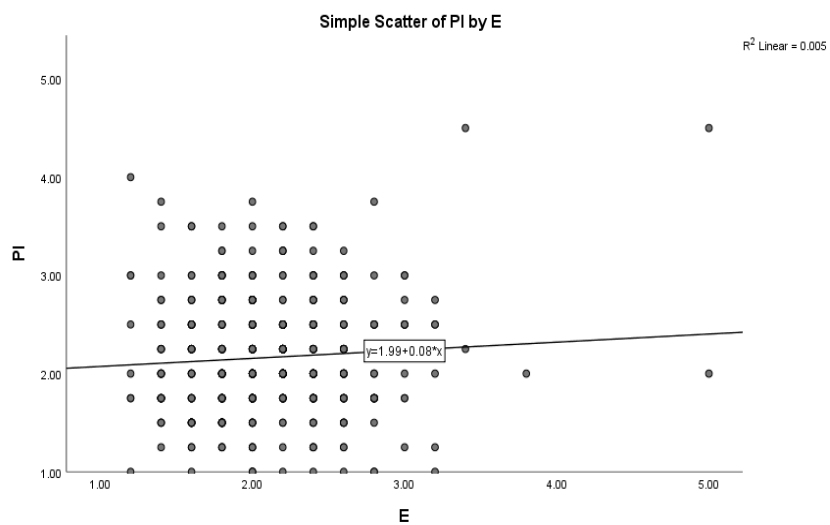


Figure 4.3. Scatterplot between Expertise and Purchase Intention
Source: Author's Own Work

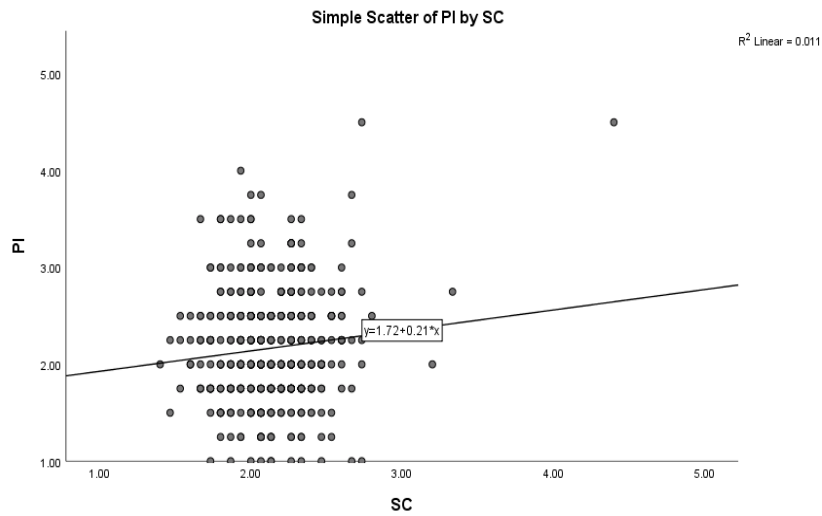


Figure 4.4. Scatterplot between Source Credibility and Purchase Intention
Source: Author's Own Work

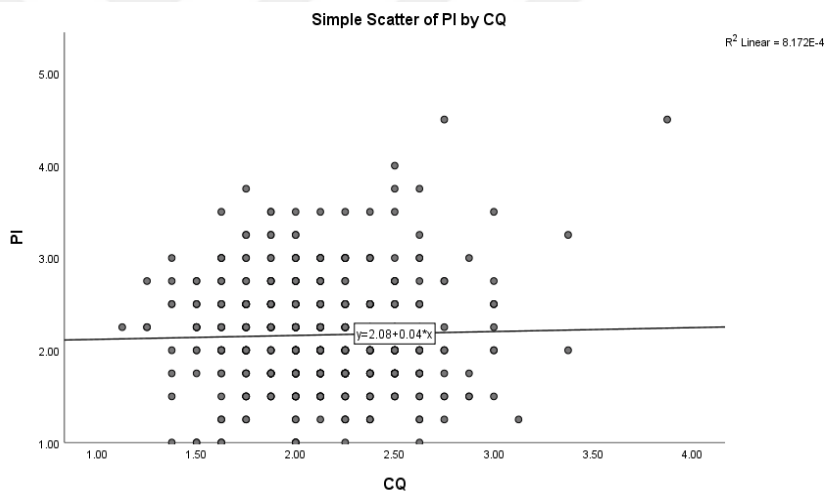


Figure 4.5. Scatterplot between Content Quality and Purchase Intention
Source: Author's Own Work

4.4. Regression Analysis and Hypothesis Testing

4.4.1. Main Hypothesis Testing

H1: Instagram influencers' credibility positively affects Moroccans' purchase intention.

The association between source credibility and purchase intention shows a coefficient of 0.211 and a p-value of 0.019. This implies that the association between credibility and purchase is positive and statistically significant. This means that credibility has a positive impact on purchase intention which confirms H1. The expectation is that purchase intention increases by 0.211 units for every unit increase in credibility.

The R2 value from Table 4.12 is 0.245 which means that source credibility explains 24.5% of the variability in purchase intention and other factors can account for the remaining 75.5%. The results show the importance of credibility in influencing purchase intention.

Results of the analysis of variance have been presented in Table 4.12 and it indicates that the effect of source credibility is imperative statistically and in real life. This is due to the total variance of the purchase intention being 550.389, with 148.687 emanating from credibility and 401.702 coming from other factors.

Table 4.12. Linear Regression for Source Credibility Model

Model	B	Standardized Coefficients Beta	t	Sig	R2	R	F	Sig	VIF
(Constant)	1.717		8.911	0.000	0.245	0.587	15.528	0.019	1.000
Credibility	0.211	0.106	2.351	0.019					

Source: Author's Own Work

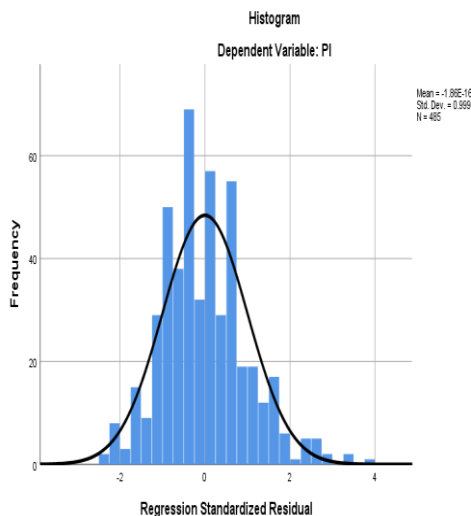
Table 4.13. ANOVA of Source Credibility Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148.687	1	1.702	15.528	0.019 ^b
	Residual	401.702	483	.308		
	Total	550.389	484			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Source Credibility

Source: Author's Own Work



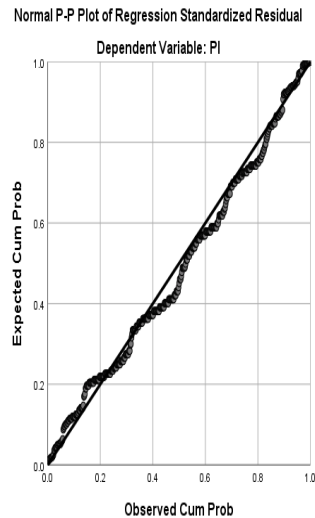


Figure 4.6. Regression H1
Regression H1
Source: Author's Own Work

Figure 4.7. Plot of
Source: Author's Own Work

Table 4.14. Residuals Statistics of Source Credibility Model

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0125	2.6459	2.1660	.05929	485
Std. Predicted Value	-2.589	8.094	.000	1.000	485
Standard Error of Predicted Value	.025	.206	.033	.013	485
Adjusted Predicted Value	2.0127	2.4069	2.1653	.05589	485
Residual	-1.29400	2.20600	.00000	.55426	485
Std. Residual	-2.332	3.976	.000	.999	485
Stud. Residual	-2.346	3.999	.001	1.003	485
Deleted Residual	-1.30932	2.23210	.00066	.55864	485
Stud. Deleted Residual	-2.357	4.063	.001	1.006	485
Mahal. Distance	.001	15.516	.998	3.288	485
Cook's Distance	.000	1.031	.004	.047	485
Centered Leverage Value	.000	.135	.002	.007	485

a. Dependent Variable: Purchase Intention

Source: Author's Own Work

The residual-related test was performed to determine the validity of the hypothesis and the results are presented in Table 4.14. To ensure there were no multicollinearity problems in the data, the Variance Inflation Factor (VIF) was used. A threshold of VIF values above 5 indicates the existence of multicollinearity. In the regression model, the VIF is 1.000 which is way below the threshold of 5. The results show no multicollinearity problem in the regression model (Refer to Table 4.12).

As illustrated in Figure 4.6, the findings reveal a normal distribution characterized by a bell-shaped curve. The normal distribution of residuals suggests the appropriateness of the linear regression model for the data. In light of the normal distribution of residuals, it becomes crucial to place trust in the statistical inferences drawn from the regression model. Moreover, the maximum distance of Mahala Nobis analysis is below the threshold of 25 (Refer to Table 4.13) and this implies the non-existence of outliers. No outliers signify that the conclusions of the linear regression model are robust. The residuals are also concentrated around the line as displayed in Figure 4.7 and this indicates that the residual variance is homogeneous.

To conclude, the empirical data is in support of H1 which indicates that Instagram influencers' credibility positively affects Moroccans' purchase intention.

4.4.2. Sub_Hypothesis Testing

H1a: Instagram influencer's trustworthiness positively affects Moroccans' purchase intention.

H1b: Instagram influencer's attractiveness positively affects Moroccans' purchase intention.

H1c: Instagram influencer's expertise positively affects Moroccans' purchase intention.

Table 4.15. Linear Regression for the Dimensions of Source Credibility

Model	B	Standardized Coefficients Beta	T	Sig	R2	R	F	Sig	VIF
Constant	1.723		8.925	0.000	0.253	0.015	52.476	0.000	
Trustworthiness	0.118	0.115	2.335	0.015					1.008
Attractiveness	0.216	0.201	2.218	0.002					1.010
Expertise	0.175	0.165	1.422	0.000					1.006

Source: Author's Own Work

Table 4.16. ANOVA for the Dimensions of Source Credibility

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	148.102	3	.762	52.476	.000 ^b
	Residual	402.287	481	.308		
	Total	550.389	484			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Expertise, Trustworthiness, Attractiveness

Source: Author's Own Work

The outcomes of the multiple linear regression, examining the relationship between the dimensions of credibility (trustworthiness, attractiveness, and expertise) and purchase intention, are detailed in Table 4.15.

The regression result of the nexus between trustworthiness and purchase intention has a coefficient of 0.118 and a p-value of 0.015. This suggests a positive and statistically significant connection between trustworthiness and purchase intention ($p < 0.05$). Trustworthiness is a significant predictor of purchase intention, and this empirical data confirms H1a. Based on the result, a unit increase in trustworthiness is projected to increase purchase intention by 0.118 units.

The coefficient and p-value of the linkage between attractiveness and purchase intention are 0.216 and 0.002 respectively. The result demonstrates a positive and statistically significant linkage between attractiveness and purchase intention ($p < 0.05$). This further means that attractiveness positively affects purchase intention corroborating H1b. For every unit increase in attractiveness, purchase intention is projected to increase purchase intention by 0.216 units.

Finally, expertise exhibits a positive association with purchase intention, and this relationship is statistically significant ($r = 0.175$; $p < 0.05$). Inferring from the result, expertise just like trustworthiness and attractiveness, positively influences purchase intention. The empirical data conforms with H1c which postulates that Instagram influencer's expertise positively affects Moroccans' purchase intention. There will likely be a 0.175-unit increase in expertise for every unit increase in expertise.

The R² value from Table 4.15 is 0.253 which means that the dimensions of credibility jointly (trustworthiness, attractiveness, and expertise) explain 25.3% of the variability in purchase intention. Other factors can account for the remaining 74.7%. The results show the importance of trustworthiness, attractiveness, and expertise in influencing purchase intention.

The results of the analysis of variance presented in Table 4.17 show the total variance of the purchase intention as 550.389, with contributions from the dimensions of credibility amounting to 148.102 and residuals of 402.287.

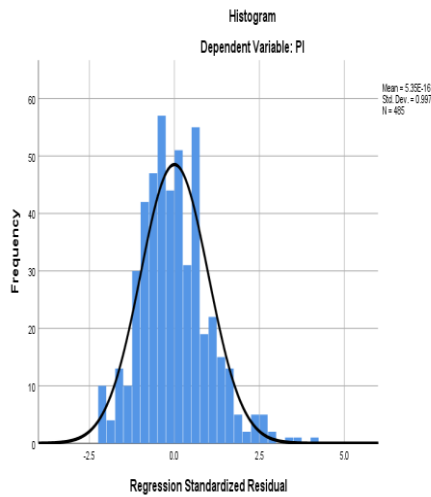


Figure 4.8. Regression H1a, H1b, H1c
H1a,H1b,H1c

Source: Author's Own Work

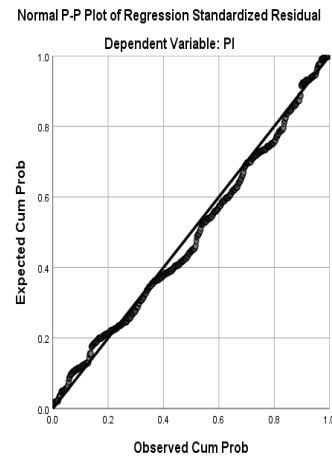


Figure 4.9. Plot of Regression

Source: Author's Own Work

Table 4.17. Residual Statistics for the Dimensions of Source Credibility

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0018	2.6335	2.1660	.06874	485
Std. Predicted Value	-2.388	6.801	.000	1.000	485
Standard Error of Predicted Value	.026	.208	.047	.018	485
Adjusted Predicted Value	2.0054	2.5183	2.1653	.06620	485
Residual	-1.22911	2.24212	.00000	.55317	485
Std. Residual	-2.215	4.041	.000	.997	485
Stud. Residual	-2.237	4.082	.001	1.003	485
Deleted Residual	-1.25553	2.28836	.00072	.56026	485
Stud. Deleted Residual	-2.246	4.150	.001	1.006	485
Mahal. Distance	.068	16.953	2.994	4.468	485
Cook's Distance	.000	.537	.003	.025	485
Centered Leverage Value	.000	.138	.006	.009	485

a. Dependent Variable: PI

Source: Author's Own Work

Multicollinearity test was performed using VIF and in the three regression models, all VIFs range between 1.006 and 1.010. The VIFs are below the threshold of 5 which implies that there is no multicollinearity problem in the regression models (Refer to Table 4.15).

From Figure 4.8, the results demonstrate a normal distribution because of the bell-shaped distribution. The normal distribution of results implies that the linear

regression models are suitable for the data. Given the normal distribution of the residuals, it is imperative to trust the statistical conclusions of the regression models. Moreover, the maximum distance of Mahala Nobis analysis is 17 which is below the threshold of 25 (Refer to Table 4.17) and this implies the non-existence of outliers. The ability of the regression models to ascertain no outliers shows a sign of robustness. Figure 4.9 showcases that the residual variance is consistent due to the resonance of the residuals around the regression line.

To conclude, the empirical data supports H1a, H1b and H1c which means that all the hypotheses formulated in this section are accepted.

4.4.3. Hypothesis2 Testing

H2: Instagram influencers' content quality positively affects Moroccan's purchase intention.

The connection between content quality and purchase intention reveals a coefficient of 0.142 with a corresponding p-value of 0.000. This indicates that the correlation between content quality and purchase intention is positive and statistically significant. This implies that content quality has a positive effect on purchase intention which corroborates H2. It is therefore expected that as content quality increases by 1%, purchase intention also increases by 0.142 units and vice versa (Refer to Table 4.18).

The R2 value from Table 4.18 is 0.174 which means that content quality explains 17.4% of the variability in purchase intention and other factors can account for the remaining 82.6%. The results show the importance of content quality in influencing purchase intention.

Results of the analysis of variance have been presented in Table 4.19 and it indicates that the effect of content quality is important statistically and in real life. This is due to the total variance of the purchase intention estimated at 550.389, with 150.266 coming from content quality and 400.123 coming from other factors.

Table 4.18. Linear Regression for Content Quality

Model	B	Standardized Coefficients Beta	t	Sig	R2	R	F	Sig	VIF
(Constant)	2.076		9.234	0.000	0.174	0.612	38.354	0.000	1.000
Credibility	0.142	0.029	2.412	0.000					

Source: Author's Own Work

Table 4.19. ANOVA for Content Quality

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	150.266	1	.123	38.354	.000 ^b
	Residual	400.123	483	.311		
	Total	550.389	484			

a. Dependent Variable: PI

b. Predictors: (Constant), CQ

Source: Author's Own Work

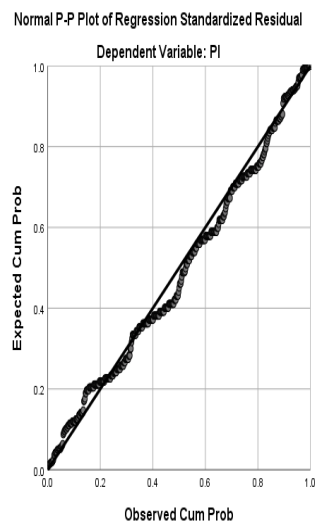
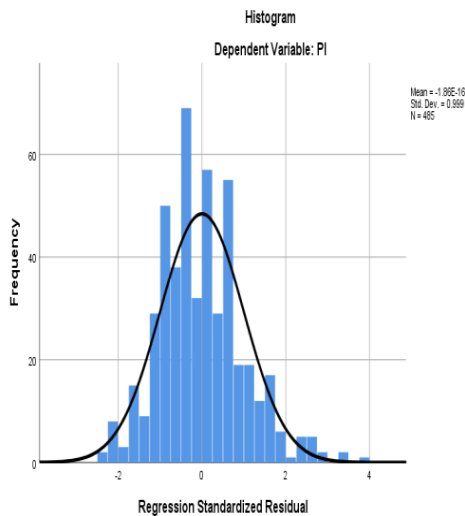


Figure 4.10. Regression H2
H2

Source: Author's Own Work

Figure 4.11. Plot of Regression

Source: Author's Own Work

Table 4.20. Residual Statistics for Content Quality

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0115	2.5459	2.1660	.05459	485
Std. Predicted Value	-2.569	8.194	.000	1.000	485

Standard Error of Predicted Value	.041	.203	.033	.014	485
Adjusted Predicted Value	2.0137	2.4068	2.1653	.05589	485
Residual	-1.28300	2.20500	.00000	.55426	485
Std. Residual	-2.312	3.876	.000	.999	485
Stud. Residual	-2.326	3.899	.001	1.003	485
Deleted Residual	-1.30452	2.23310	.00066	.59876	485
Stud. Deleted Residual	-2.157	4.163	.001	1.106	485
Mahal. Distance	.001	15.263	.998	3.288	485
Cook's Distance	.000	1.131	.004	.047	485
Centered Leverage Value	.000	.155	.002	.007	485

a. Dependent Variable: PI

Source: Author's Own Work

A multicollinearity test was performed using VIF to ensure there were no problems with the data. In the regression model, the VIF is 1.000 which is way below the threshold of 5. The results show no multicollinearity problem in the regression models (Refer to Table 4.18).

According to the findings presented in Figure 4.10, the observed results portray a normal distribution characterized by a bell-shaped curve. The normal distribution of residuals suggests that the linear regression model is suitable for the dataset. Given the normal distribution of the residuals, it is imperative to trust the statistical conclusions of the regression model. Moreover, the maximum distance of Mahala Nobis analysis is 15, which is below the threshold of 25 (Refer to Table 4.13) and this implies the non-existence of outliers. No outliers signify that the conclusions of the linear regression model are robust. The residuals are also concentrated around the line as displayed in Figure 11 and this indicates that the residual variance is homogeneous.

To conclude, the empirical data is in support of H2 which indicates that Instagram influencers' content quality positively affects Moroccans' purchase intention.

5. DISCUSSION

In recent years, social media has become a crucial component of corporate operations, and the practice of influencer marketing has gained significant traction. Instagram is a well-liked social media tool that businesses use to boost sales and increase brand recognition. We conducted a study to examine the variables that motivate customers to make purchases through influencers and the characteristics of these influencers. Our study utilized a dual-pronged method based on the source credibility model, which examines the attractiveness, trustworthiness, and knowledge of influencers (Ohanian, 1990b). This method involved a detailed analysis of the impact of each aspect separately, enhancing our understanding of their distinct influences and consequences on customer buying intention. By exploring the distinct impacts of each component, we have not only enhanced academic comprehension but also provided marketers with detailed insights, helping them to understand the complex interaction of source credibility's aspects. In addition to this investigation, our research included an examination of content quality factors that were employed to assess the quality of the material.

Furthermore, according to the advertising value theory, which posits that ads are more likely to gain trust from viewers when they offer usefulness or enjoyment (Ducoffe, 1995). The objective of our research was to analyze the intricate correlation among several factors. The objective of our study was to examine how consumers' judgments of source credibility, including attractiveness, trustworthiness, and competence, together with the quality of material in Social Media Influencer Strategies (SMIS), impact their inclination to participate in purchase intention. Our aim was to clarify the intricate relationships that underlie consumer intention in influencer marketing by basing our analysis on this theoretical framework.

Upon subjecting the primary hypothesis to meticulous empirical scrutiny, our investigation affirms its validity. Strong research supports the claim that the credibility of Instagram influencers has a favorable impact on the purchasing preferences of Moroccan consumers. The results mentioned earlier The user's text already aligns with the theoretical underpinnings of the source credibility model, which focuses on the attributes of beauty, trustworthiness, and competence demonstrated by influencers

(Ohanian, 1990b). The importance of these dimensions in our empirical findings coincides with that of the literature and earlier studies (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); Weis The collective findings of this research offer compelling evidence that social media influencers who exhibit attributes such as credibility, appeal, and expertise have the capacity to successfully create sales and cultivate client engagement.

Given that believing the primary hypothesis does not necessitate accepting the sub-hypotheses, we considered the influence of each variable in conjunction with the others to gain a deeper understanding of how they may influence customers' inclination to make purchases. The investigation establishes that both dimensions of trustworthiness and attractiveness exhibit a positive and statistically significant influence. Among these dimensions, trustworthiness ranked first with a coefficient of 0.216, while attractiveness ranked second with a coefficient of 0.175. Furthermore, expertise was ranked the last and had less effect with a coefficient of 0.118, as shown in Table 4.15. As a result, trustworthiness plays a major role in determining the credibility of an Instagram source, which is consistent with recent research by Park and Lin (2020) and Sokolova and Kefi (2020). Consequently, firms may enhance their reputation among clients by actively promoting reliability and showcasing their proficiency.

The data in Table 4.11 shows a positive correlation of 0.174 between attractiveness (EX) and purchase intent (PI). This indicates that as EX increases, there is a larger probability of buying intent. This is a straightforward one-to-one connection, disregarding additional factors. However, in a multiple linear regression model, all predictor variables are evaluated together, enabling the discovery of distinct contributions while accounting for the influences of other predictors. Within this context, the positive standardized coefficient for expertise (EX) (0.118) suggests that, after considering the impacts of trustworthiness and competence, experience has a comparatively less pronounced adverse impact on purchase intent.

Trustworthiness, attractiveness, appeal all have a favorable correlation with customer intent. While a positive correlation exists between experience and the intention to make a purchase, the impact is either low or null. It is important to note that there might be underlying causes for the lack of an impact. We conducted an exhaustive examination of the impact of influencers on the general purchase intention, without explicitly concentrating on any particular product category. The product category being advertised on Instagram is strongly correlated with customer responses to its appeal. Various product categories elicit unique emotional and psychological responses, which might alter the perceived appeal of influencers. Female customers exhibit a higher than males' likelihood of being open to beautiful influencers, particularly when the product category corresponds to personal appearance, fashion, cosmetics, or lifestyle. The use of aesthetic considerations in the design of cosmetics, garments, accessories, and beauty treatments typically leads to a heightened desire to purchase when the influencer's attractiveness and the product's attractiveness are coupled. Özbölük and Akdogan (2022), Sokolova and Kefi (2020), and Yılmaz et al. (2020) offer significant contributions to the scholarly discourse in this field, providing valuable insights for the study findings.

Previous research supports this pattern by demonstrating that a significant number of Moroccans have a keen interest in receiving information from influencers who specialize in cosmetics. Moreover, name-brand cosmetics enjoy universal recognition and approval among Moroccan consumers. Additionally, studies by Ishak et al. (2020), Kemeç and Yüksel (2021), Lokithasan et al. (2019), Nascimento (2019), and Hajar-Slimani and Tissafi (2023) show that attractiveness has a significant impact on the cosmetics and personal hygiene sectors. The influence of cultural norms and societal forces greatly shapes Moroccans' ideas of beauty, thereby impacting their choices when it comes to buying products. The correlation between attractiveness and various product categories may vary throughout different cultures, depending on cultural circumstances. This acknowledgement corresponds to the findings of Nikita and Vanishree (2020), which emphasize the complex nature of consumer decisions, which are shaped by cultural norms, societal settings, and individual preferences.

The examination of the second hypothesis, which centers on the impact of content quality on customers' inclination to make purchases from Instagram influencers, is of significant relevance within the context of our study. This study is essential for

comprehending the intricate dynamics that form the basis of modern influencer marketing. The findings of our investigation corroborate the offered concept.

Illustrating that the caliber of content significantly influences customers' inclination to make purchases via influencer-mediated platforms. This discovery aligns with the collective knowledge obtained from previous scholarly research, as evidenced by the scholarly works of (Al-Qudah, 2020; Carlson et al., 2018; Carr, 2022; Davies, 2017; Geng and Chen, 2021; Martins et al., 2019). The consensus among these experts corroborates the idea that superior content enhances customer engagement and propensity to make purchases. This underscores the continued significance of content quality as a measure of customer engagement. Our study incorporates the conceptual framework of trustworthiness and content quality as important factors influencing customer intention in this situation. Our research recognizes the diverse impact of content quality on customer views, taking into account the findings of Ahn et al. (2007), Dedeoglu (2019), and KE (2016). This impact resonates via several aspects, including user-friendliness, perceived usefulness, and the overall pleasurable experience of the customer. Our findings highlight the complex relationship between content quality and customer behavior in the context of influencer marketing by connecting these different aspects.

The current digital landscape, particularly in the context of influencer marketing, is intricately connected to the preferences and behaviors of the millennial generation. Dabbous and Barakat (2020) argue that millennials actively engage with content consumption, rather than passively receiving it. They proactively seek out content that corresponds with their emotional motivations, resulting in heightened involvement and enhanced brand recognition. The shift in paradigm noted above emphasizes the crucial role of content quality in successfully attracting the attention of this specific demographic, so significantly contributing to the overall success of marketing campaigns driven by influencers.

From this viewpoint, deciding to follow influential persons on social media involves a complex process influenced by essential concepts of reliability and credibility. According to the findings of research conducted by Xiao et al. (2018), individuals base their decisions on the dependability and authenticity of the content that these influencers disseminate across their platforms. The empirical validation of our

study corroborates this hypothesis, as we have demonstrated that the content value of Instagram influencers has a substantial impact on customer buy intention. The justification for this alignment can be elucidated by employing the

The advertising value model hypothesis posits that user views of advertising are shaped by its usefulness and comparative worth. Social media users commonly perceive influencers as trustworthy authorities, resulting in their inclination to trust and appreciate the informative material shared by these individuals. Consequently, this affects their tendency to engage actively and make purchase decisions.



6. CONCLUSION

This study focuses on the complex dynamics involved in influencer marketing on Instagram, with a special emphasis on the Moroccan community. By employing an extensive questionnaire and doing meticulous statistical analysis, we have discovered remarkable insights into the intricate relationships among different factors and their influence on customers' propensity to participate in purchasing behavior. The Cronbach's alpha coefficient of 0.95, signifying the questionnaire's high reliability, enhances the accuracy and trustworthiness of our findings. In addition, the strong correlations across items and the high factor alphas, which range from 0.758 to 0.95, provide strong evidence for the general dependability of the constructs being tested. The presence of a wide range of age groups, educational backgrounds, and marital situations in our sample improves the applicability of our findings.

The study's conclusions are pragmatically relevant due to the participants' utilization of Instagram, their exposure to influencer marketing, and their active participation in the study's testing. Table 4.12 provides a concise summary of the complex connections between trust, attractiveness, competence, credibility, content quality, and purchase intention. These correlations can be shown by Pearson correlation coefficients and aesthetically pleasing scatter plots. The persistent utilization of the ** symbol to indicate statistical significance ($p = 0.01$) emphasizes the relevance of the observed relationships. The results of our study emphasize the significant impact of trust, expertise, credibility, and content quality on customers' inclination to make a purchase when influenced by recommendations from influencers. The regression analysis and hypothesis testing undertaken in this study have yielded useful insights into the intricate relationship between many parameters and the purchasing intention exhibited by Moroccan consumers in the context of Instagram influencer marketing.

The primary hypothesis (H1), which proposed that the legitimacy of Instagram influencers has a favorable impact on the purchase intention of Moroccan customers, was experimentally tested and confirmed. The presence of a positive coefficient and a modest p-value indicates

The presence of a statistically significant link between believability and purchase intent confirms this association. The coefficient of determination (R^2) provides insight into the degree to which changes in credibility may explain differences in purchasing intent. The findings of the analysis of variance confirm the crucial influence of trustworthiness on customers' buying decisions. The hypothesis is supported by rigorous tests that specifically examine residuals, which demonstrate both the normal distribution and the lack of notable outliers. This further strengthens the credibility of the hypothesis.

The examination of the three sub-hypotheses (H1a, H1b, and H1c) investigated the influence of trustworthiness, attractiveness, and knowledge on the purchasing choices made by Moroccan customers. The results indicate that trustworthiness and attractiveness have a positive correlation with buy intent, however experience or as say Expertise has a less effect of association with intent to purchase. This is due to the acceptance of hypotheses H1a and H1b, H1c. The coefficients, p-values, and R-squared values are consistent with these findings. An examination of variation highlights the importance of trustworthiness and knowledge in shaping customer behavior. The residuals-based tests provide further support for these sub-hypotheses, therefore strengthening the empirical validity of these findings. The low coefficient for expertise in the multiple linear regression indicates that, after considering trustworthiness and attractiveness, the residual variability associated with expertise has a somewhat adverse impact on purchase intent. Consequently, while experience alone may have a favorable correlation with purchase intent, its impact is diminished when other factors are taken into account. To clarify, a lower coefficient does not imply that experience is insignificant; rather, it suggests that its influence is diminished when considering other factors in the model.

Fundamentally, this research has revealed the complex interrelationships that impact the purchasing choices of consumers in the realm of Instagram influencer marketing. This study provides empirical evidence that not only substantiates but also expands upon the theoretical foundations of influential models in the field, including the advertising value theory and the source credibility model. These models have significantly advanced the current corpus of knowledge. The implications of these

results are of the utmost importance for businesses and marketers who wish to improve their influencer marketing tactics, specifically when attempting to reach Moroccan consumers who utilize Instagram.

Interestingly, the correlation between expertise and consumer intent presents a nuanced picture. Despite some studies suggesting a positive correlation between expertise and intent to purchase, our findings reveal that this correlation may be low or even absent. 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 expertise of influencers may interact differently with various product categories, generating distinct emotional and psychological reactions among consumers.

For example, Moroccan consumers might be more responsive to expert influencers when products relate to personal growth, personal coaching, lifestyle, and educational content. This alignment between influencer expertise and the product could contribute to increased interest in purchasing.

Further, cultural norms and societal expectations significantly influence Moroccans' purchasing decisions and perceptions of expertise. The degree to which consumers associate expertise with particular product categories can vary across cultures, resulting in diverse responses. Consequently, in cultures where specific product categories are intricately associated with knowledge and experience ideals and individual looks, the influence of influencer expertise on purchase intent might be more conspicuous.

The second hypothesis (H2) posits that the superior quality of content created by Instagram influencers exerts a positive impact on the purchasing intentions of Moroccan consumers. 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.

Furthermore, this research underscores the significant impact that the quality of the content has on the intention to make a purchase. The significant importance

that consumers attribute to informative and captivating content highlights the necessity of developing superior content that aligns with the wants and requirements of the intended audience.

In summary, this research enhances the existing body of knowledge on influencer marketing in the current digital environment and provides practical recommendations for companies aiming to develop successful influencer-driven initiatives. Moreover, to enhance the comprehensiveness of our comprehension concerning consumer behavior, particularly within the domain of influencer marketing, it is imperative to incorporate additional variables. An important aspect that warrants contemplation are the personality characteristics of individuals, as they wield a substantial impact on consumer preferences and behavior. An examination of these characteristics may reveal the underlying justification for individuals' increased inclination to interact with influencer-generated content and base their purchasing choices on their endorsements. For instance, those who have a predilection for uniqueness may demonstrate an inclination towards influencers who live non-traditional lifestyles or promote specialized products.

An additional crucial aspect is parasocial influence, which pertains to the one-way connections established between individuals and influential media figures such as personalities or influencers. This phenomenon has the capacity to substantially impact consumer confidence, regard for authority, involvement, and sentimental connection. Consumer trust may be shaped by the perceived closeness to influencers, subsequently influencing their purchasing decisions. Parasocial connections have the potential to cultivate loyalty and active engagement from consumers who develop a sense of affinity toward the personal life and viewpoints of an influencer. By conducting a rigorous examination of parasocial influence, marketers can acquire valuable knowledge regarding the psychological and emotive motivators that form the foundation of consumer behavior. These types of insights enable marketers to customize influencer collaborations in accordance with these factors.

Moreover, the complex interaction between subcultural and cultural influences must not be disregarded. These various factors significantly impact the decisions, perspectives, and actions of consumers. The influence of influencer content on purchase intent is substantially shaped by the degree to which it resonates with variables including attractiveness standards, attitudes, beliefs, and social norms. By establishing congruence between influencer content and these variables, the ability of the target audience to relate is enhanced, thereby eliciting a wide range of reactions. Through the skillful

incorporation of cultural and subcultural complexities, marketers are able to Develop influencer marketing initiatives that accommodate the unique values and sensibilities of various consumer segments.

By integrating these supplementary aspects of personality traits, parasocial influence, and cultural subtleties, the research gains a more holistic comprehension of the complex nature of consumer behavior in the context of influencer marketing. By taking this all-encompassing approach, marketers are able to skillfully customize their strategies, connecting with and exerting influence over diverse audience segments. As a result, they are able to execute influential campaigns led by influencers.



7. THEORETICAL AND MANAGERIAL IMPLICATION:

The findings of our research carry substantial theoretical ramifications that augment the collective understanding of the intricacies of influencer marketing and consumer conduct. By conducting an extensive analysis of the complex interrelationships among trustworthiness, expertise, attractiveness, content quality, and purchase intent in the context of Instagram influencer marketing, our research makes a valuable contribution to the existing body of theoretical knowledge and offers valuable insights into the intricate and multifaceted nature of consumer decision-making.

Our study underscores the importance of the source credibility model as a foundational framework for comprehending the intention of consumers to make purchases within the domain of influencer marketing. The robust positive correlations observed among trustworthiness, expertise, credibility, and purchase intent align with the tenets of this theoretical framework, thereby bolstering the argument that influencer credibility is a pivotal factor in shaping consumers' judgments and choices.

In addition to providing support for the advertising value theory, our findings shed light on the complex network of connections that exists between the quality of content and consumers' intention to make a purchase. To enhance the probability of a consumer completing a purchase, it is crucial for influencer marketing campaigns to prioritize the provision of superior content to their target audiences.

Analyzing the association between content quality and consumers' intent to engage in a purchase holds substantial theoretical implications for the fields of influencer marketing and consumer behavior. This finding provides further evidence in favor of the notion that engaging content could substantially increase a consumer's inclination to engage in a purchase. As it highlights the complex web of influences between content quality and consumer propensity to purchase, empirical confirmation of this association enriches the theoretical discourse.

This study illuminates the manner in which social influence can impact the purchasing propensities of consumers. The significance of Instagram influencers is underscored in terms of their ability to sway the opinions and behaviors of consumers.

This study contributes to the expanding corpus of bodywork that investigates the influence of social media on consumer purchasing behavior. Significantly, the social influence theory examines the effects of social interactions, such as those facilitated by advertising, media, and the internet, on the mental states and behaviors of individuals (Cialdini and Goldstein, 2004). It examines how individuals are influenced to agree with others and develop firm convictions.

Theoretical ramifications of this nature contribute to the advancement of knowledge regarding consumer behavior and influencer marketing, furnishing marketers with more comprehensive data to construct influencer-driven campaigns that are more precise and impactful.

Furthermore, the findings of this study hold practical ramifications for influencer marketing initiatives targeting Instagram users in Morocco. In terms of both content quality and source credibility, marketers can use the findings of this study to better engage this demographic by gaining a deeper understanding of the determinants that influence their purchasing decisions when relying on Instagram influencer recommendations. Theoretical ramifications contribute to the formulation of effective influencer marketing tactics that accommodate the inclinations of Moroccan consumers.

The findings of the analysis offer significant contributions to the field of influencer marketing strategies by informing decision-making processes and augmenting the efficacy of campaigns. The implications encompass various strategies such as resource allocation optimization, content quality enhancement, influencer selection based on credibility and expertise, and the establishment of enduring relationships.

The research emphasizes the significance of trustworthiness, credibility, competence, credibility, and purchase intent in relation to influencers. For marketers, collaboration with established and credible influencers in their respective disciplines should be an absolute necessity. The likelihood that a brand will accomplish its marketing objectives is enhanced when it forms alliances with influential individuals whose reputation already exists among its target demographic.

As an additional finding of the research, it is recommended that brands prioritize the creation of superior content in order to sway consumers' purchasing decisions regarding their products. By closely collaborating with influential figures, businesses can produce content that resonates with the preferences and inclinations of their intended audience, thereby attracting viewers and exerting an impact on their evaluations and, ultimately, purchasing choices.

Contrary to conventional wisdom, the research demonstrates that physical attractiveness does not adequately predict a consumer's likelihood of making a purchase. Thus, from a comprehensive standpoint, marketers should scrutinize credibility, expertise, and content excellence as pivotal components of influencer collaboration. Marketers and organizations can enhance the effectiveness of their influencer campaigns and produce more significant outcomes by integrating these discoveries into their strategic approaches.

8. RECOMMENDATIONS AND FUTURE RESEARCH:

By leveraging the implications derived from theoretical concepts and the results of the study, this segment offers practical recommendations for marketers, practitioners, and businesses seeking to engage more Moroccans on Instagram via influencer marketing strategies. The selection of influencers should be the result of a comprehensive evaluation that, among other things, considers their attractiveness, domain expertise, and reputation. Maintaining a positive brand image necessitates that the selected influencers exhibit congruence with the organization's values and establish a connection with the intended target demographic.

It is essential, in terms of content quality, to invest time and effort into creating unique, engaging material that appeals to the preferences of the target audience. Prolonged collaborations with influential individuals may yield superior content and enhanced credibility. In aggregate, these methodologies foster genuine connections and enhance the overall effectiveness of influencer marketing on the Instagram platform among Moroccan consumers, thereby augmenting engagement and purchase intention. Furthermore, this study proposes a number of noteworthy avenues for further investigation within the domains of influencer marketing and consumer behavior.

These avenues investigate the responses of diverse demographic cohorts, including the Moroccan consumer base, in relation to influencer marketing. Expanding the inquiry to include other influential social media platforms aside from Instagram, including TikTok, YouTube, and Twitter, could potentially provide additional insights into the intricacies of influencer marketing tactics. These recommendations establish a solid foundation for additional investigation into the intricacies of influencer marketing and its impact on consumer conduct.

Furthermore, given the focus of the research on the reliability and caliber of Instagram influencers' content, it is critical to consider additional variables that could potentially impact the effectiveness of influencer marketing. A multitude of elements, including but not limited to personality traits, subcultural and cultural influences, and

parasocial pressures. By incorporating these variables into research methodologies, a more comprehensive comprehension of the complex dynamics between consumers and influencers can be attained in the ever-evolving influencer marketing landscape. Within the realm of influencer marketing, qualitative methodologies offer a supplementary approach to scrutinizing client behavior by uncovering motivations and inclinations that may not be entirely captured by quantitative data. The incorporation of these suggestions can assist researchers in furthering the comprehension of marketing and informing the development of more effective methodologies.



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Appendices:

Appendix 1: Source credibility model

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

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

Appendix 2: 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_Marital status

1_ Married

2_ Single

4.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

1. Instagram influencers are sincere

Sincere 1 2 3 4 5 6 7 Insincere

2. Instagram influencers are dependable.

Dependable 1 2 3 4 5 6 7 Undependable

3. Instagram influencers are reliable

Reliable 1 2 3 4 5 6 7 Unreliable

4. Instagram influencers are honest

Honest 1 2 3 4 5 6 7 Dishonest

Attractiveness

5. Instagram influencers are attractive.

Attractive 1 2 3 4 5 6 7 Unattractive

6. Instagram influencers are elegant.

Elegant 1 2 3 4 5 6 7 Plain

7. Instagram influencers are classy

Classy 1 2 3 4 5 6 7 Not classy

8. Instagram influencers are Handsome /beautiful.

Handsome /Beautiful 1 2 3 4 5 6 7 Ugly

9. Instagram influencers are Sexy.

Sexy 1 2 3 4 5 6 7 Not sexy

Expertise

2 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.

5. Useful 1 2 3 4 5 6 7 Useless

6. The content provided by the influencer is reliable.

Reliable 1 2 3 4 5 6 7 Unreliable

7. The content provided by the influencer is Accurate.

Accurate 1 2 3 4 5 6 7 Inaccurate

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

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

9. The content provided by the influencer is consistent.

Consistent 1 2 3 4 5 6 7 Inconsistent

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 3: 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: Nourelhouda BOUDDEHBINE

STATE OF EDUCATION:

2021-09 - Current	Master: Business Administration Haliç University - Istanbul
2019-09 - 2020-06	IT and business management EST-OUJDA professional license
2017-09 - 2019-06	Diploma: management techniques EST Higher School - Agadir
2016-09 - 2017-06	Baccalaureate: accounting and management El-Jadida High School - Tata

PROFESSIONAL EXPERIENCES AND AWARDS:

2023-01- 2023-06	INTERNATIONAL SALES SPECIALISTE DR BAYER Clinics, ISTANBUL <ul style="list-style-type: none">• Translator from English, French and Arabic to Turkish• Sales representative for medical tourism services• Appointments/flights coordinator• Helping with hospital forms and administrative papers
2022-06- 2022-11	INTERNATIONAL SALES REPRESENTATIVE ERDEM hospital, ISTANBUL <ul style="list-style-type: none">• Medical consultant• Sales representative for medical tourism services
2020-07 - 2020-11	JUNIOR TEACHER NOUR Center, AGADIR, Morocco

- Teaching children basic English
- Assisting students in English exams preparation

2020-03 -
2020-07

GRADUATION PROJECT

firm creation

- Creating my business “NEXT-IN”
- Following all the steps recommended in Morocco for creating a business

2019-05 -
2019-06

OPERATIONAL INTERNSHIP

Andalouss SARL, AGADIR

commercial firm:

- Interactions with clients
- Sales responsible
- Project studies

2018-07 -
2018-09

OPERATIONAL INTERNSHIP

Group Draa SARL, AGADIR

construction firm:

- quality control
- Recorded the accounting transactions

SKILLS & EXPERTISE

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

Computer Skills

- **Microsoft Office Programs**
- **CRM**
- **SPSS**

Languages

- **English: Fluent.**
- **French: Fluent (second language)**
- **Arabic: Fluent (Native Language).**
- **Turkish basic**