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THE IMPACT OF INFLUENCER MARKETING ON ONLINE PURCHASE DECISION-MAKING

Submitted By:

Abdellaoui Moataz Billah Abdelkrim

Aissaoui Malika

Supervised By:

Pr. Benbouziane Mohammed

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Dedication

- *To my both parents, my dear Memi, my brothers especially Hadj, my sisters Ghaotia, Khouloud and Fatima and all my family*
- *My special person*
- *My friends Mohamed, Zakaria and Mokhtar*
- *To my brotherhood Amine, Amine, Mohamed, Saleh and Hamdi*
- *To my friends Hamoudi, Haithem, Ayoub, Khaled, Diyaa, Fares, Krimo, Rayane and Loucif*
- *To me I want to thank myself for everything I've been through to get to this day*

Abstract

This study aims to address the issue centred on the impact of influencer marketing on online purchase decision-making. To achieve this objective, our work is divided into two chapters. The first chapter deals with the theoretical concepts of influencer marketing and its relationship with online purchase decision-making.

The second chapter is dedicated to the empirical study using Anova test and T Test model based on a sample of 156 participants who follow influencers and already bought based on their recommendation. The preliminary results obtained show that the most influential variables on online purchase decision-making areLikes, eWOM, content Sharing, ROPO Behaviour (Research Online/ Purchase Offline) and Influencer Marketing Strategies (Follower Match, Sponsorship Disclosure, Trust in Influencers, etc.)

Keywords Influencer marketing, online purchase decision-making, eWOM, ROPO Behaviour.

الملخص

تهدف هذه الدراسة إلى معالجة مسألة تأثير التسويق عبر المؤثرين على اتخاذ قرارات الشراء عبر الإنترنت. ولتحقيق هذا الهدف، تم تقسيم العمل إلى فصلين. يتناول الفصل الأول المفاهيم النظرية للتسويق عبر المؤثرين وعلاقته باتخاذ قرارات الشراء عبر الإنترنت. أما الفصل الثاني، فقد خُصص للدراسة التطبيقية باستخدام اختبار التباين Anova و اختبار T، وذلك بناءً على عينة مكونة من 156 مشاركاً يتابعون المؤثرين وقاموا بالشراء بناءً على توصياتهم .وتُظهر النتائج الأولية أن المتغيرات الأكثر تأثيراً في اتخاذ قرارات الشراء عبر الإنترنت هي: الإعجابات، والكلام الإلكتروني المنقول(eWOM) ، ومشاركة المحتوى، وسلوك ROPO) البحث عبر الإنترنت/الشراء دون اتصال)، واستراتيجيات التسويق عبر المؤثرين (تطابق المتابعين، الإفصاح عن الرعاية، الثقة في المؤثرين، وغيرها).

❖ General Introduction

We live today in an era marked by rapid digital transformation, where information and communication technologies play a central role in the daily lives of consumers. Among the most influential phenomena arising from this evolution, influencer marketing has emerged as a powerful tool of persuasion, especially in the context of online purchasing decisions. The explosive growth of social media has given rise to a new form of marketing communication in which influencers (whether they are experts in a specific field or simply popular within a certain community) act as key intermediaries between brands and consumers.

Unlike traditional advertising methods, influencer marketing is built on a foundation of trust between the influencer and their audience. This relationship, often perceived as authentic and personal, gives the influencer significant power to shape consumer behaviour. In fact, a product recommendation from someone viewed as credible, relatable, or inspiring can have a meaningful impact on a consumer's purchase intention and final decision.

In this context, online purchase intention becomes a strategic variable for understanding the behaviour of digital consumers. It is influenced by several factors related to influencer marketing, such as the alignment between the influencer and the brand, transparency of sponsored partnerships, perceived trustworthiness, and the quality of the content shared. Social interactions, electronic word-of-mouth (eWOM), and audience engagement (likes, comments, and shares) further amplify this influence.

Therefore, studying the impact of influencer marketing on online purchase decisions is essential for brands aiming to adapt their communication strategies to a constantly evolving digital environment. It also provides deeper insight into the psychological and social mechanisms that drive consumers to take action following an influencer's recommendation.

In Algeria, as in many other parts of the world, businesses are facing an increasingly connected and informed consumer. The key challenge lies in capturing their attention and earning their trust through more human and interactive approaches. This research aims to explore, through both theoretical and empirical analysis, the influence of influencer marketing strategies on online purchasing decisions, with a focus on key variables such as trust, engagement, and the perceived relevance of the message.

The Research Problem

Does the influencer marketing positively impact online purchase decision-making?

Following the formulation of this research problem, the following sub-questions arise:

1. Do higher levels of social media engagement (likes, electronic word-of-mouth, and content sharing) positively impact consumers' online purchase intentions and decision-making?
2. Are consumers who engage in ROPO behaviour more influenced by online product information and reviews than by in-store promotional efforts?
3. Do influencer marketing strategies (such as follower-brand match, clear sponsorship disclosure, and higher perceived trust in influencers) lead to increased consumer online purchase intention and decision-making?

Hypotheses:

Based on our research problem, we propose the following hypotheses:

- **Principal hypotheses:** Influencer marketingpositivelyimpact online purchase decision-making in a level of significant equal to 0.05.

- ✓ **Hypothese1:** Higher levels of social media engagement (likes, electronic word-of-mouth, and content sharing) positively impact consumers' online purchase intentionsand decision-making in a level of significant equal to 0.05.
- ✓ **Hypothese2:** Consumers who engage in ROPO behaviour are more influenced by online product information and reviews than by in-store promotional effortsin a level of significant equal to 0.05.
- ✓ **Hypothese3:** Influencermarketingstrategies that include follower-brand match, clear sponsorship disclosure, and higher perceived trust in influencers lead to increased consumer online purchase intentionand decision-making in a level of significant equal to 0.05.

Research Objectives

The primary objective of this study is to investigate the impact of influencer marketing strategies on consumers' online purchase decisions. It aims to explore how key factors (such as influencer) brand alignment, sponsorship transparency, perceived trustworthiness, and audience engagement (including likes, shares, and electronic word-of-mouth), influence consumers' purchasing intentions and behaviours in a digital environment. Additionally, the study seeks to assess the moderating role of ROPO (Research Online, Purchase Offline) behaviour in shaping these decisions.

A particular emphasis is placed on the Algerian market, where influencer marketing is still a relatively recent phenomenon. Due to its novelty, this form of marketing continues to hold significant persuasive power and untapped potential for commercial use. By shedding light on this emerging trend, the study aims to provide practical insights for brands and marketers seeking to effectively leverage influencer marketing to build consumer trust, increase engagement, and drive online conversions within a digitally evolving Algerian landscape.

The importance of the research

- Introduce the different concepts of influencer marketing
- To test the relationship between the relational dimensions of influencer marketing and online purchase decision-making.
- Understanding how to effectively leverage influencer marketing to positively influence online purchase intention and decision-making is essential particularly in the Algerian market, where this strategy still holds significant persuasive power and remains a highly impactful tool for brands.

- **Justification for choosing this topic**

1. **Personalreasons :**

- A strong personal interest in digital trends and their influence on consumer behaviour.
- Daily exposure to influencer marketing on social media sparked my curiosity.
- A desire to build a career in digital marketing, making this topic professionally relevant.

2. **Professional reasons:**

- Influencer marketing is a growing strategy in the digital marketing industry.
- Understanding its impact on consumer behaviour is essential for effective campaign design.
- Gaining insights into influencer marketing enhances employability in the e-commerce and marketing sectors.

- **The previous studies**

- **The study by Dr. Meziane Abdelkader, Dr.SalahMohammed and Dr. Tahraoui Douma Ali onthe impact of social networks (Facebook) on Consumer Purchase (2020):**

  The study explores how Facebook applications and user activities impact consumers' purchase intentions. It specifically examines whether consumers use Facebook as an information source and how this affects their buying behaviours. Based on a survey of 500 users of the *Biwoichrat* Facebook page, regression analysis revealed that features like the "Like" button, location-based electronic word of mouth (E-WOM), check-in services, and the "Share" button significantly influence purchase intentions.

  The objectives of this study are: To determine the impact of social media marketing on purchase intention and the impact of E-wom on purchase intention (Dr.meziane Abdelkader, 2020).

  The result is Likes, electronic word of mouth (eWOM), and content sharing on social media platforms significantly influence consumers' purchase intentions (Dr.meziane Abdelkader, 2020, p. 49)

- **The study by Nabila EL-MOFFOCK ON THE IMPACT OF DIGITAL MARKETING ON CONSUMERPURCHASE DECISION IN THE ALGERIAN TELECOM SECTOR CASE STUDY: ATM MOBILIS (2021):**

  This study examines the impact of digital marketing on the decision-making process of Algerian consumers in the mobile telecommunications sector. Based on survey data from 220 respondents (an 88% response rate), the findings confirm that digital marketing significantly influences

consumer decisions. The study concludes that businesses should adopt digital marketing strategies that engage consumers at key moments to effectively shape their purchasing choices.

The purpose of this research is to achieve scientific results by identifying and evaluating the influence of digital marketing on the consumer purchase decision in Algeria. This study seeks also to understand the place of digital marketing within ATM Mobilis by identifying its Marketing-Mix (EL-MOFFOCK, 2021).

The result is consumers today beforepurchasing they find all of the information needed about a product/ service online, but they make the final purchase in-store. This phenomenon is called ROPO (EL-MOFFOCK, 2021, p. 909)

- **The study by KEHOUL Imane and IDJOUDIENE Anyas on the impact of social media on consumer buying behaviour Case study: VMS Industrie company (2021):**

  This study investigates how social networks influence consumer purchasing behaviour, specifically focusing on VMS Industrie. Based on an online questionnaire completed by 126 participants, the results confirm that social media has a positive impact on the purchasing behavior of VMS customers who follow the company's accounts (KEHOUL Imane, 2021).

- **The study by Louth Tijani and AbdennacerTejini on the persuasive techniques of influencers on social median an exploratory study of a sample of followers of the 'Oum Walid' YouTube channel (2021):**

  This exploratory study investigates how influencers, particularly on the "Oum Walid" YouTube channel, use persuasive techniques to influence their audience. Conducted among female students at KasdiMerbah University

  The research shows that influencers significantly shape viewer behavior by employing effective persuasion strategies. The study concludes that social media influencers hold a strong, active role in engaging and impacting audiences across different sectors (Louth Tijani, 2021).

- **The study by MohamedzineEddineandSAADI and Nacer BOUAZIonThe impact of promotion by social media influencers on a restaurant sales - A case study of "Barsha Bennah" restaurant (2022):**

  The sales performance of a commercial establishment is influenced by a range of factors that shape consumer purchasing behavior. These influences can be broadly categorized into two types: personal and social. In response to these dynamics, many businesses are increasingly turning to promotional strategies rooted in Web 2.0 technologies, particularly influencer marketing. Barsha Bennah, a fast-food restaurant in Annaba, Algeria, specializing in Tunisian cuisine, adopted this approach on February 28, 2022. The restaurant collaborated with a Facebook influencer who implemented a promotional strategy by creating and sharing videos filmed on-site. In the days following this campaign, the restaurant experienced a notable increase in sales and a significant

rise in its social media following (Nacer BOUAZI, 2022)

The result is Influence marketing, or marketing through social media influencers, positively impacts a business's sales and brand visibility particularly when the selected influencer's audience aligns well with the business's target market, ensuring a more effective and efficient campaign (Nacer BOUAZI, 2022, p. 337).

- **The study byAbderrazak Kadionthe impact of macro and micro social media influencers'on consumer product perceptions and consumer results (2022):**

As the industry increasingly invests in influencer marketing, it becomes essential to theorize and examine the relationship between marketers and influencers. This research aimed to explore the impact of influencer type and sponsorship disclosure in native advertising on consumer outcomes. The findings revealed that consumers reported significantly greater product knowledge when exposed to micro-influencers, supporting the notion that "less is more." Additionally, the study showed that disclosing sponsorships resulted in significantly higher levels of purchase intentions (Kadi, 2022).

The result is Having fewer followers can, in fact, be more advantageous for brands, challenging the common assumption that higher social media popularity automatically yields better marketing outcomes. Furthermore, the disclosure of sponsorship has been shown to enhance consumer responses, leading to improved campaign effectiveness (Kadi, 2022, p. 825).

- **The study by Tarfa Saeed AlHosani and ThourayaSnoussionRole of Social Media Influencers; A case study of UAE (2022):**

This study investigates the role of social media influencers in shaping marketing strategies, with a specific focus on the United Arab Emirates. The research explores how influencers are employed within the economic sector and their potential contribution to alleviating economic challenges in the country. It also examines the societal status of social media influencers and their influence on individual behaviour. The author highlights a lack of scholarly work on the cultural integration of influencers into economic practices, particularly regarding their use by economic entities. The emerging trend of leveraging social media influencers to help the public navigate economic difficulties is also addressed. The study concludes that social media influencers play a significant role in shaping consumer purchasing behaviour and influencing buyer decisions, particularly during times of economic downturn (Tarfa Saeed Al Hosani, 2022).

The result is Digital marketing has emerged as a vital tool for virtual communication in the modern era. As individuals increasingly follow popular trends, social media influence has become a significant driver of economic growth. Organizations now actively collaborate with influencers to broaden their audience reach and expand their customer base (Tarfa Saeed Al Hosani, 2022, p. 25).

- **The study by Ben Saada Adel and Kehlal YacineonThe impact of social media influencers on purchase decision-making (2022):**

  The study aimed to highlight the impact of promotion by influencers through social networkingsites in achieving the purchase decision. The spoken word, the influencers' advertisements aboutthe brand, the influencers' experiences and uses of the brand) and 350 lists of questionnaires weredistributed to a sample of social media pioneers in the state of Medea.

  The result is Promotion through social media influencers acts as a bridge between sellers and their products, and consumers and their needs and desires (Ben Saada Adel, 2022).

- **The study byHafidhaFertassionThe effect of influencers' promotion of beauty products in YouTube on the purchase decision ofthe students of Medea University (2022):**

  This study aimed to know the effect of the influencers' promotion of beauty products inYouTube on the purchase decision of the students of Medea University.

  The study found that the attitudes of the studied sample members tend towards acceptingthe variables, methods of promoting influencers in YouTube, and there is an effect of themethods of promoting influencers on the purchase decision of the students, and we have several suggestions, the most important of them is the use of social media influencers bycompanies, including YouTube, as a means of communicating with customers, Focusing onpromoting products through them (Fertassi, 2022).

- **The study by Houssem ADNANE onThe Impact Of Algerian Influencers On Consumer Behaviour(2023):**

  Social media has become an essential part of daily life and has notably influenced consumer purchasing behavior. Social media influencers (individuals with large followings on digital platforms) are increasingly utilized as marketing tools to promote products and services. In the Algerian context, influencers play a growing role in shaping consumer behavior. This study investigates the impact of Algerian social media influencers on consumer behavior using a quantitative approach, based on survey data from 500 consumers. The findings reveal that Algerian influencers significantly affect purchasing decisions, as followers tend to trust their recommendations. The study concludes that social media influencers in Algeria are effective marketing assets, capable of enhancing brand image and boosting sales (ADNANE, 2023).

- **The study byWalidBibi and Mohamed DjaafarionThe effectiveness of influencer marketing in social media: an analytical study ofthe Instagram platform (2023):**

  This study aims to examine the effectiveness of influencer marketing on the Instagram platform and to explore the advantages influencers offer on social networking sites. An analytical approach was employed to gather data on the size of the influencer marketing industry, the distribution of

influencers, and the most prominent brands active on Instagram.

The findings reveal that a significant number of people discover new brands and products through influencers. Nearly half of millennials reported being inspired by an influencer to make a purchase. Instagram emerged as the leading platform for influencer marketing, and the global market for this sector has reached its highest value in recent years (Walid Bibi, 2023).

- **The study byAminaBenhmaidaonThe impact of the credibility of the influencer via Instagram inactivating the purchasing behavior of Algerian youth (2023):**

  This study investigates the impact of influencer marketing on Instagram, highlighting its role in brand discovery and consumer behavior. Using an analytical approach, it examines market size, influencer distribution, and top-performing brands.

  Results show Instagram leads in influencer marketing, with nearly half of millennials influenced to purchase through influencers, and the global market reaching record growth)Benhmaida ، (2023.

- **The study by Nawfel Benkhelifa and Souraya larabaonInfluencers and their marketing roles in the era of social media-Cognitive approach to the concept-(2023):**

  This study highlights the growing importance of influencers in marketing and their impact on organizations' market share. It explores the most prominent influencer marketing channels and examines their role in shaping and expanding the phenomenon of influencers within virtual spaces.

  The result: organizations rely on specific criteria when selecting influencers for marketing campaigns; Instagram stands out as a preferred platform for brands seeking visibility and promotion; and the influencer phenomenon has evolved beyond a select few, now encompassing anyone with the ability to influence and effectively communicate advertising messages (Nawfel Benkhelifa, 2023).

Chapter1: Theoretical concepts of influencer marketing and its relationship with online

Chapter 1: *Theoretical concepts of influencer marketing and its relationship with online*

Section 1 influencer marketing

1.1digital marketing

1.1.1 definition and importance

- **Definition:**

a) According to Grayson, R. (2023) many people associate digital marketing solely with social media marketing. However, digital marketing encompasses a much wider range of online marketing strategies, including:
    - Content Marketing
    - Search Engine Optimization (SEO)
    - Website Management &Optimization
    - Paid Advertising & Search Engine Marketing (SEM)
    - Social Media Marketing
    - Mobile Marketing
    - Email Marketing (Grayson, 2023, pp. 5-6).

b) Digital marketing refers to the promotion of products or services through digital channels to engage and reach consumers. The primary goal is to promote brands through diverse digital media channels. Digital marketing goes beyond internet-based strategies, encompassing offline digital channels as well (Garje, 2018).

c) Digital marketing provides a valuable platform for entrepreneurs to extend their reach and sell products beyond their traditional boundaries.It helps new entrepreneurs market their products affordably and expand their business through social media, both domestically and globally (Chole, 2018).

d) Bala and Verma (2018) emphasize that marketing is evolving through digital transformation, driven by rapid technological advancements that present both challenges and opportunities. Emerging technologies such as mobile marketing, the Internet of Things, analytics, big data, 3D printing, cloud computing, artificial intelligence, and consumer neuroscience (neuro-marketing) are revolutionizing the industry. To remain competitive, marketers must adopt these innovations and refine their strategies to navigate this dynamic landscape effectively (Bala).

e) Sawicki (2016) defines digital marketing as the use of digital technologies to create channels that connect with potential customers, aiming to achieve company objectives while more effectively addressing consumer needs.Digital marketing is frequently viewed as synonymous with internet marketing or e-marketing (Sawicki, 2016).

f) Ištvanić, M., Milić, D. C., and Krpić, Z. (2017) state that social networks are among the most prominent channels for media advertising.Social networks facilitate daily communication with customers, helping to build a deeper understanding of the advertised brand. The main advantage of advertising on these platforms is the wealth of customer data available, which allows businesses to easily target the ideal audience (Ištvanić, 2017).

g) Stephen, A. T. (2015) highlights that digital advertising is a central theme in marketing literature, focusing on how consumers respond to various elements of digital advertising based on consumer behavior.Several recent articles have explored various aspects of digital advertising from different behavioral perspectives (Stephen, 2016).

h) Bizhanova, K., Mamyrbekov, A., Umarov, I., Orazymbetova, A., Khairullaeva, A. (2019) Digital marketing defines the term as follows: “Digital marketing is traditional marketing and uses modern digital channels for products such as downloadable music and, in particular, to communicate with stakeholders such as customers and investors about the brand, products and business progress” (Bizhanova, 2019).

i) Yasmin, A., Tasneem, S., and Fatema, K. (2015) define digital marketing as a form of marketing commonly used to promote and reach users of products or services through digital channels.Digital marketing is not limited to online marketing; it also includes channels that do not require internet usage.This includes mobile phones (such as SMS and MMS), social media marketing, visual advertising, search engine marketing, and a wide range of other digital media formats (Yasmin, 2015).

j) Sathya, P. (2015) defines digital marketing as an umbrella term for promoting products or services primarily through digital technologies, including the internet, mobile phone screens, advertising, and other digital media (Sathya, 2015).

The field of existence of digital marketing:



Source : (François Scheid, 2019)

- **Importance**

According to Chole, N., & Dharmik, K. (2018):

1) **Transparency in Product and Service Information**:

Digitalization has made information easily accessible with just one click, allowing people to obtain clear, detailed, and transparent information about products or services.

2) **Updated Product Information** :

With constant improvements and updates to products, information is regularly refreshed on websites. This allows for easy editing, ensuring customers receive immediate updates whenever necessary.

3) **Comparative AnalysiswithCompetitors** :

Technological advancements make it easy to compare products with those of competitors. This helps businesses improve their existing products in relation to competitors' offerings, allowing them to remain competitive in the market.

4) **Supports Branding** :

Digitalization makes it easier to establish a distinct identity for a product, helping create a unique image that resonates in the minds of consumers. This enhances brand recognition and strengthens the product's position in the market.

5) **Cost-Effective** :

Digital marketing is more affordable, enabling businesses to advertise on social media platforms, media channels, and personalize emails at a lower cost compared to traditional marketing methods (Chole, 2018, p. 165).

1.1.2 Evolution

- **The Evolution of Digital Marketing**

1990: Launch of "Archie," the first marketing search engine.

1991: Development of the World Wide Web, opening the door for digital marketing.

1994: Emergence of the first digital advertisement.

1994: Launch of the "Yahoo" browser, which achieved one million visits in its first year.

1996: Emergence of "BackRub," which later became "Google" in 1998.

1997: Launch of "Six Degrees," the first social networking platform.

Since the Millennium: Boom of social media platforms and significant growth in the marketing industry.

Projections indicate that the digital advertising market will reach approximately $876 billion by 2026, confirming the continued dominance of digital marketing in the future (بالعربي, 2024).

1.2 Influencer marketing

1.2.1 Definition and importance

Influencer Marketing: According to Benkhelifa, N., & Laraba, S. (2023), influencer marketing combines traditional and modern marketing techniques, integrating the concept of celebrity endorsements with content-driven campaigns in the digital age. The key distinction of influencer

marketing is that the campaign outcomes are the result of a partnership between brands and influencer. (Benkhelifa, 2023)

Online influencers: According to Leung, Fine F., Flora F. Gu, and Robert W. Palmatier (2022), Influencers are individuals, groups of individuals, or even virtual avatars who have established a network of followers on social media. They are considered digital opinion leaders with considerable social influence over their followers. Some influencers amass such a large following that they attain celebrity status online. However, a key distinction between influencers and traditional celebrities is the source of their fame—while influencers gain recognition through social media and digital content, celebrities typically achieve fame through traditional media channels. Unlike celebrities, who gain recognition through established, credentialed industries such as acting, music, or sports, influencers do not receive formal certification. Instead, they build their following by actively sharing content on social media platforms. Through blogging, vlogging, or creating short-form content (such as on Instagram or TikTok), online influencers produce and share content that showcases their daily lives, experiences, and opinions. They foster active relationships with their followers, regularly engaging with them through responses and interactions. By strategically managing their content, image, and endorsements, influencers work to build a unique personal brand. Followers then choose to follow influencers whose identity and values align with their own. Online influencer marketing can be defined as a strategy where a company selects and incentivizes online influencers to engage their followers on social media. The aim is to leverage the influencers' unique resources to promote the company’s products or services, ultimately enhancing the company's performance (Leung, 2022).

- **Importance**

According to Selvakkumar, M. (2024):

- They play a key role in building strong awareness of the product or service.
- They contribute to forming a community of individuals with shared tastes and preferences.
- They interact with their followers through likes, shares, and comments.
- A high engagement rate indicates strong interaction with customers.
- They provide valuable customer insights to marketers, enabling swift corrective actions.
- Their feedback serves as a valuable resource for new product development and marketing strategies.
- They play a key role in seamlessly connecting different platforms in a cost-effective way (Selvakkumar, 2024).

1.2.2 History of influencer marketing

- **The Road to Modern Influencer Marketing**

❖ **Phase 1: The Pioneers**

As early as the 18th century, marketers recognized the power of influential figures. British potter Josiah Wedgwood capitalized on this in 1765 when his cream-colored pottery received Queen Charlotte's approval, earning him the title of "Her Majesty's Potter." Aware of the Queen's influence, Wedgwood branded his pottery as "Queensware," effectively creating the world's first luxury brand. This royal endorsement boosted his business, attracting eager customers and solidifying his brand's prestige.

❖ **Phase 2: Fictional Characters**

The next era introduced fictional characters as influencers, with one of the most iconic examples being Coca-Cola's popularization of Santa Claus in 1932. To boost beverage sales during the Great Depression, Coca-Cola leveraged the cheerful image of Santa Claus to spread joy in a difficult time. This strategic move not only refocused their target audience but also reinforced the brand's association with happiness and celebration. Even decades later, in the 1970s, brands continued using fictional characters to influence consumer decisions. A notable example is Quaker Oats' "Little Mikey." In the brand's famous commercial, *Mikey Likes It,* a notoriously picky eater is shown enjoying Life cereal, reinforcing its appeal to consumers. The brand aimed for its target audience to relate to Mikey, encouraging the thought: *If Mikey likes it, I'll like it too.* The ad's success was undeniable, earning a Clio Award in 1974 and remaining on air for 13 years.

❖ **Phase 3: Celebrity Endorsements**

Then came the era of celebrity endorsements. Unlike fictional characters like Santa and Mikey, celebrities are real people with genuine preferences and massive followings, making their influence even more impactful. Because of this, they can effectively persuade consumers to purchase the products they endorse. This influence led brands like Nike and Pepsi to collaborate with celebrities, leveraging their star power in exchange for increased publicity.

❖ **Phase 4: Reality TV**

Reality TV shows like *The Bachelor* and *Keeping Up with the Kardashians* truly blurred the lines between real life and screen life. Whether we admit it or not, many of us are captivated by the larger-than-life personalities on reality television. Since these shows are built on the premise of portraying "reality," their stars are often seen as more relatable and authentic than traditional celebrities. With their overnight fame and high viewer engagement, reality TV personalities paved the way for the rise of social media influencers.

❖ **Phase 5: Influencer Marketing**

With the rise of social media platforms like Facebook, Instagram, Twitter, and YouTube, people eagerly embraced the opportunity to share their daily lives online. Naturally, well-known figures—such as celebrities, reality TV stars, and bloggers—quickly amassed large followings on social media, leveraging

their existing popularity. However, a new phenomenon emerged as ordinary individuals began gaining massive followings through highly engaging content and close interactions with their audiences. Due to their ability to shape audience decisions, these "regular" individuals came to be known as influencers.

Compared to celebrities and even reality TV stars, influencers feel more relatable to us.Most of them don't live in lavish mansions or travel by private jet. Instead, they share relatable content, openly showcasing the good, the bad, and the everyday moments of their lives.Their consistent authenticity has earned them a high level of trust and credibility among their followers.

As influencers grew in popularity, brands began leveraging their reach by offering free products (and sometimes even payment) in exchange for promotional posts to their audience. This strategy eventually evolved into the thriving industry we now recognize as influencer marketing (The Evolution of Influencer Marketing — Past, Present, & Future, 2025).

- **Evolution of Influencer Marketing:**

According to Kota, S., & De, T. (2021):

With the rapid expansion of advertising channels and strategies, along with intense competition and continuous experimentation, the use of nomenclature as a tool has become standard practice. Consumers have become increasingly skeptical of advertisements from marketers.

This skepticism and distrust toward marketers can be mitigated through recommendations from trusted sources, such as influencers.To establish credibility with the target audience, building trust is essential, the stronger the trust, the greater the impact of influence. The increasing influence of social media on consumer decisions has driven marketers to explore and analyze this emerging form of marketing.

In 2000, alongside the rise of networking platforms, a new blogging site called Blogspot was introduced. This signified the emergence of opinion leaders and the early era of influencers. These early influencers were bloggers who shared their opinions on specific brands.At this stage, marketers had yet to recognize its full potential, leaving it primarily as a review platform for consumers to consult before making a purchase.

With the launch of networking sites like Facebook in 2004, YouTube in 2005, and Instagram in 2010, marketers began to recognize the significance of this emerging form of marketing. Marketers recognized the potential of influencers as a powerful advertising tool, given their wide reach and loyal audience.

In recent years, TikTok has emerged as a powerful new medium for influencer marketing. With one of the highest numbers of active users, it has become a platform that marketers cannot afford to overlook.Content on Instagram has also evolved, transitioning from written blogs to visual posts on Facebook and brief updates on Twitter.There has been a shift from images to video content on YouTube, followed by a return to images on Instagram, 24-hour story updates on Snapchat, livestreaming, short videos on TikTok, and passive content on podcasts (Kota, 2021).

1.2.3 Types of influencer marketing

According to Rahman, K. T. (2022) Influencers are classified into various types according to their number of followers, domain expertise and earning ability:

1. Mega influencers are individuals with a social media following of one million or more. These social media influencers (SMIs) have established expertise and can earn approximately $50,000 per post through paid brand partnerships.
2. Macro-influencers, with follower counts ranging from 100,000 to 1 million, engage in selective brand partnerships and typically earn around $5,000 per post.
3. Micro-influencers, with follower counts between 10,000 and 100,000, have a more localized reach and primarily earn through occasional brand partnerships and affiliate-link programs.
4. Nano-influencers, with 10,000 or fewer followers, are typically newcomers who often engage in unpaid collaborations in exchange for exposure and networking opportunities (Rahman, 2022).

1.2.4 Platforms

Influencers exist across all social media platforms; however, their presence is particularly prominent on Facebook, youtube, Instagram, and TikTok.

According to Larson, S. (2025) key User Stats for 2025, Approximately 5.20 billion people use social media worldwide, accounting for about 64% of the global population.

- Facebook continues to be the largest social media platform, boasting over 3.15 billion monthly active users.
- YouTube ranks as the second-largest social media platform, with over 2.5 billion active users.
- Instagram has over 2 billion active users, making it the fourth-largest social media platform.
- TikTok has exceeded 1 billion active users, making it one of the fastest-growing social media platforms (Larson, 2025).

1.2.5 categories of influencer marketing

According to Milan, A. (2024), categories are classified based on occupation and their relationship with the brand:

1. Brand Ambassadors:

Brand ambassadors are influencers who maintain an ongoing, official partnership with a brand.They act as the brand's representative, consistently endorsing and promoting its products or services. They align their personal brand with the values and image of the brand they represent, fostering a long-term and often more authentic connection with their audience.

2. Sponsored Content Creators:

Sponsored content creators are influencers who partner with brands on a campaign-by-campaign basis.They produce content exclusively for the brand in exchange for payment or products, with the content labeled as "sponsored".Their main role is to create content that naturally incorporates the brand's message or products into their existing content while maintaining transparency about the partnership.

3. Affiliate Marketers:

Affiliate marketers are influencers who endorse a brand's products or services and earn a commission for each sale made through their unique affiliate links or codes. They serve as sales partners for the brand, utilizing their audience's trust to drive conversions and earning a commission for each successful sale they generate.

4. Employee Advocates:

Employee advocates are brand employees who promote their company's products or services on social media or other platforms.They often share behind-the-scenes insights into the company's culture and operations.Their role is to humanize the brand, communicate the company's values, and build trust and connection with the audience by offering an insider's perspective.

5. Expert Consultants:

Expert consultants are industry professionals who partner with brands to offer specialized knowledge, advice, and endorsements within their field of expertise. They leverage their credibility and expertise to support the brand, offering valuable insights and recommendations that strengthen the brand's authority in their industry.

6. Celebrity Endorsers:

Celebrity endorsers are prominent public figures, including actors, athletes, and musicians, who collaborate with brands for promotional campaigns.

They use their fame, public recognition, and influence to promote products or services.

Their role is to leverage their star power to capture attention and establish a strong connection between the brand and their fan base, often boosting brand awareness and driving sales.

Consider utilizing project management software to streamline collaboration with celebrity endorsers, ensuring their content aligns consistently with your brand messaging.

7. Customer Evangelists:

Customer evangelists are passionate customers who willingly promote a brand by sharing user-generated content (UGC) because they genuinely love its products or services.They often share a strong personal connection with the brand.

They serve as brand advocates, sharing their positive experiences and generating authentic word-of-mouth marketing that deeply resonates with potential customers.

8. Industry Thought Leaders:

Industry thought leaders are highly respected experts who share their insights and expertise within their respective fields.They often shape opinions and influence decision-making within their industry.

They enhance brands by leveraging their expertise and credibility, fostering trust, and delivering valuable insights to their audience, which strengthens the brand's reputation and authority.

9. Nonprofit and Cause Advocates:

Nonprofit and cause advocates are influencers who actively promote charitable organizations or social causes. They partner with brands that share their values to promote social responsibility and support impact-driven initiatives.

They assist brands in engaging in socially responsible efforts, using their influence to raise awareness and support for important causes, thereby enhancing the brand's image through association with meaningful initiatives (Milan, 2025).

1.2.6 strategies

According to Kadekova, Z., &Holiencinova, M. (2018), 4 groups that organisations can use in their IM strategy:

- Blogger: A website owner who shares genuine insights, creates original content, and distributes it across social media platforms.
- Vlogger: An influencer creates compelling video content on YouTube, covering diverse topics to engage their audience.
- Celebrity: A well-known personality such as an actor, singer, or athlete who gained widespread fame through media and has a strong follower base on Instagram, Facebook, and YouTube.
- Instagrammer: Highly popular among youth, this personality has built a strong Instagram following by sharing high-quality photo content, receiving an outpouring of hearts, emojis, and comments from followers (Kadekova, 2018).

1.2.7 challenges of influencer marketing

Transparency: Influencers should transparently disclose brand partnerships to uphold trust and adhere to regulatory guidelines.

Authenticity: Producing authentic and relatable content is crucial for maintaining credibility and fostering a strong audience connection.

Engagement Rates: Sustaining high engagement levels is essential for maximizing campaign effectiveness.

Regulatory Compliance: Complying with various regional legal regulations is essential for ethical marketing practices.

Influencer Fraud: The emergence of fake influencers with artificially boosted metrics jeopardizes

campaign integrity.

Intensifying Competition: Finding and partnering with the right influencers is becoming increasingly challenging.

Influencer Controversies: Public scrutiny or controversies can affect brand reputation and erode consumer trust.

Content Saturation: Differentiation demands creative and captivating content strategies.

Influencer Credibility Assessment: Brands should verify an influencer's authenticity before collaboration.

Effective Influencer Management: Building strong relationships, maintaining clear communication, and fostering collaboration are essential for long-term partnerships.

Navigating Regulatory Landscape: Ensuring compliance with regional regulations, such as FTC mandates in the U.S., is essential.

Combating Influencer Fraud: Utilizing thorough vetting processes and third-party tools helps identify and avoid inauthentic influencers (Ahmed Mohammed Amjad, 2024).

1.2.8 measuring the impact of influencer marketing

- **Processus**

  According to Jover Rodríguez, J. (2022):

  1. Check Budget: Evaluate the budget designated for influencer marketing to ensure effective resource allocation.
  2. Analyze Expectations: Analyze expected outcomes by assessing past campaign performance.
  3. Build Influencer Marketing Pipeline: Create a yearly strategy incorporating diverse collaboration models and campaigns.
  4. Define Campaign Level: Identify whether the campaign's objective is brand awareness, audience consideration, or customer acquisition.
  5. Set Specific Goals: Define clear, measurable objectives for every campaign.
  6. Implement Measurement Tools: Leverage essential tools to monitor and evaluate campaign performance (Rodríguez, 2022, p. 66).

- **Tools**

  Below a brief overview of specific social media analytics tools:

  1. Google analytic: It is an application of analytics, utilizing software programs that generate metrics. Metrics serve as measurements, and these measurements help benchmark desired results.Essentially, most analytics applications track the number of visitors to your site, their sources of arrival, and their behavior while navigating the site

(Ledford, 2011, p. 10).

2. Instagram insights: A free analytics tool available to all business accounts (such as influencers and brand accounts), offering data access within the application and through cross-platform tools, though with limited insights.This tool offers insights into quantitative engagement metrics such as likes, shares, and comments on feed and story posts. It also provides additional data, including follower demographics, profile visits, link clicks, and interactions like taps forward or backward in stories.

3. Youtube analytic: It is accessible to all users who have uploaded videos to the platform. This tool provides comprehensive insights to measure content performance, including watch time (e.g., views, demographics, retention), interactions (e.g., likes, comments, shares), and revenue, offering valuable data on content monetization for influencers.

- **Challenges**

  According to Rodríguez, J. J. (2022), Nearly all companies have faced or continue to face challenges in measuring influencer marketing performance, though the specific difficulties vary widely. The variety of the problems can be attributed to differences in the company's business model.

  Based on the interviews, I concluded that the problems were influenced by whether the company sold its products to businesses, directly to consumers, or both.

  Furthermore, the challenges were also influenced by whether sales occurred online, in retail stores, both, or through B2B services conducted via direct contact.

  The only company that faced no challenges in measuring influencer marketing performance was the one that partnered with an influencer marketing agency (Rodríguez, 2022, p. 67).

1.2.9 The future of influencer marketing

The rise of virtual influencers

- **Definition:**

Influencers are digitally created, non-human characters that share social media content and engage in interactive communication to gain influence over consumers (Mouritzen, 2023).

- **The Drift from Human Marketing to AI Marketing:**

In recent years, a new era of digitalization has emerged. Today, nearly everything from admissions and exam registrations to hotel bookings, movie ticket purchases, and payments can be done seamlessly from a smart phone. Companies like Apple and Google have further simplified this process by introducing biometric authentication, allowing users to complete payments or autofill passwords with just a face scan or fingerprint.

In this rapidly digitalizing world, businesses needed innovative ways to reach consumers beyond traditional human marketing. With the help of AI, they have developed new strategies to engage and connect with customers more effectively.

AI brought precision to marketing, overcoming limitations of traditional human-driven strategies. In the past, the success of advertisements largely depended on one key factor—the popularity of the celebrity endorsing them.

The influence of human influencers on society was always a consideration. However, for AI, this was never a challenge. With its specialized capabilities, AI could analyze each customer's preferences and generate personalized advertisements tailored to individual interests, making marketing more precise and effective. These ads were designed to be so compelling that they could influence and persuade customers to purchase specific products.

Example: A striking example of this is how online searches influence advertising. If you suddenly search for dogs on a search engine like Google, within days, you'll start seeing ads for dog food, clothing, and accessories on platforms like Amazon and other websites.

- This simple experiment proves that even search engines which use relatively less AI compared to advanced chatbots like ChatGPT and are not primarily designed for marketing still have highly precise algorithms. Now, imagine the power of AI systems specifically developed for marketing, used by businesses to target consumers with even greater accuracy. This AI is so powerful that you may not even realize the ad you're watching features virtually generated characters and locations. The design of such algorithms is not overly complex and can be understood easily. Even individuals with basic knowledge of AI and machine learning can develop similar AI models on a smaller scale.

Advantages of VIs Over Human Influencers:

- **Stable Popularity:** The popularity of human influencers can fluctuate based on their personal actions or controversies. For example, Will Smith's incident at the 2022 Academy Awards led to a decline in his reputation and career setbacks. Virtual influencers are algorithm-driven and remain unaffected by scandals or public opinion.
- **No Physical Limitations:** Unlike human influencers, virtual influencers do not experience fatigue. They can generate content continuously without the need for breaks. They can create videos in any location, theme, or scenario as required by the brand.

- **Cost-Effective:** Virtual influencers reduce advertising costs while maximizing reach and engagement. They eliminate the need for travel expenses, accommodation, and personal maintenance.
- **Complete Control by Businesses:** The brand controlling the virtual influencer has complete decision-making power. Companies can ensure that content aligns perfectly with their marketing goals.
- **Multilingual Capabilities:** Human influencers are usually limited to speaking only two or three languages. Virtual influencers can be programmed to speak multiple languages, including rare and regional dialects. This enables brands to expand their global reach without the need to hire multiple influencers (Bansal, 2025).

Conclusion:

Virtual influencers (VIs) could potentially take the place of human influencers in the future. With their consistent popularity, lack of physical limitations, cost-effectiveness, and multilingual capabilities, virtual influencers present a highly efficient alternative to human influencers. With full control in the hands of businesses, virtual influencers can be customized to align seamlessly with brand objectives. As technology continues to advance, the role of human influencers may decline, paving the way for virtual influencers to become the dominant force in influencer marketing.

Section 2 online purchase decision-making

2.1 Customer behavior

2.1.1 Definition and importance

- **Definition of Customer Behavior**

Customer behavior encompasses the actions, choices, and attitudes of individuals or groups throughout the entire process of buying, using, and discarding products or services.It involves the various processes and factors that shape how consumers choose, purchase, use, and ultimately dispose of products, services, and experiences (Schiffman, Consumer behavior, 2009, pp. 2-6).

Customer behavior is influenced by a mix of psychological, social, cultural, and personal factors, along with external elements such as marketing strategies, the availability of alternatives, and economic conditions (Blackwell, 2006, pp. 1-6).

- **Importance of Customer Behavior**

Understanding customer behavior is essential for businesses aiming to thrive in competitive markets. By gaining insights into customer behavior, companies can make data-driven decisions regarding product development, marketing strategies, and customer service to better meet consumer needs.It allows

companies to anticipate future buying trends, customize their offerings to align with consumer needs, and craft personalized experiences that foster loyalty and engagement. Here are some key reasons why understanding customer behavior is crucial:

1. Informs Marketing Strategies

According to (Kotler, 2016), a strong understanding of customer behavior enables companies to develop more effective and targeted marketing strategies.By understanding customers' needs, preferences, and motivations, businesses can create targeted marketing campaigns that connect with their audience and effectively boost sales.

2. Product Development and Innovation

Understanding consumer behaviour According to (Dube, 2010), empowers companies to develop products and services that align with the needs and desires of their target audience.Byanalyzing customer feedback and preferences, companies can innovate and refine their offerings to stay competitive and meet evolving market demands.

3. Customer Retention and Loyalty

Studying customer behavior helps companies According to (Oliver, 1999), identify the key factors that drive customer satisfaction and foster long-term loyalty. Loyal customers are more inclined to make repeat purchases, refer products to others, and remain committed to a brand despite competing offers. Understanding the factors that drive customer loyalty enables businesses to prioritize building strong, long-term relationships with their customers.

4. Competitive Advantage

According to (Porter, 1985), companies with a deep understanding of customer behavior can gain a competitive advantage by delivering superior products, services, and overall customer experiences.By anticipating market trends and adapting their business models, companies can stay ahead of the competition and remain agile in a constantly evolving marketplace.

5. Improves Communication and Engagement

According to (Chaffey, 2019),Effective communication with customers is essential in today's digital landscape, where timely and clear interactions can significantly impact brand perception and customer loyalty.When businesses understand how their customers think and behave, it becomes easier to connect with the right people, in the right places, using the right message.This helps create a more personal experience that builds trust and keeps customers coming back.

2.1.2 Customer behavior in the digital context

According to (Gefen D. K., 2003), customer behavior in the digital world is all about how people interact and make decisions online—whether they're browsing a website, using an app, or scrolling through social media. The way customers behave in these spaces is influenced by a mix of technology, psychology, and social factors. Here are some of the key things that shape how customers act in digital environments:

1. Digital Trust and Security Concerns

Trust is a big deal when it comes to how people behave online. Since customers are often sharing personal and financial info, it's natural for them to worry about things like security, privacy, and fraud. If they feel confident that an e-commerce site is secure, they're much more likely to go through with a purchase. Simply put, trust can make or break a buying decision (Chaudhury, 2016).

2.Convenience and Accessibility

What really draws people to online shopping is the convenience. Being able to browse, compare, and buy products anytime, from anywhere, makes the whole experience super flexible. That kind of freedom lets shoppers take their time, read reviews, and make decisions that feel right for them (Bhatnagar, 2000).

3. Social Influence and Recommendations

In today's digital world, people are heavily influenced by what others say online—whether it's through reviews, ratings, or social media recommendations. Digital platforms have made it incredibly easy for anyone to share their experiences, and this kind of word-of-mouth can have a big impact. For many shoppers, seeing positive feedback from others builds a sense of trust and social proof, which often guides their buying decisions (Huang, 2013).

4. Price Sensitivity and Perceived Value

Online shoppers tend to be very price-conscious and often go out of their way to find the best deals. With just a few clicks, they can compare prices across different platforms, making them more aware of price differences than ever before (Bendle, 2013, pp. 220-225). But it's not always just about finding the lowest price. What really matters is the overall value—how customers weigh the product's quality, benefits, and even how it makes them feel (González, 2019)

5. User Experience and Website Usability

The way a website looks and functions can have a big impact on how people shop. If it's easy to navigate, loads quickly, works well on mobile, and has a smooth checkout process, customers are much more likely to stick around and make a purchase (Li, 1999). On the flip side, even the best products can be overlooked if the user experience is frustrating or confusing (Elden, 2014).

6. Emotional and Psychological Drivers

A shopper's emotions and psychological triggers play a big role in how they behave online. Things like the need for convenience, wanting to feel connected, or even the fear of missing out (FOMO) can all influence buying decisions. These factors can lead to quick, impulsive purchases—or, on the flip side, cause someone to suddenly abandon their cart before checking out (Ariely, 2010).

7. Omnichannel Experience

As the lines between online and in-store shopping continue to blur, customers now expect a seamless experience across all channels. Whether they're browsing a product online and buying it in-store, or checking it out in person before ordering online, they want the transition to feel smooth and consistent. This integrated approach—known as omnichannel retailing—plays a key role in shaping modern consumer behaviour.

Customer behavior in the digital space is shaped by a mix of factors—like trust, social influence, price awareness, user experience, and emotional triggers. E-commerce platforms that understand and respond to these needs—by building trust, creating seamless experiences, offering fair pricing, and encouraging social interaction—are far more likely to earn customer loyalty and boost their conversion rates. (Verhoef, 2015).

2.1.3 Processus of the customer behavior in the digital context

In the digital world, customer behaviour typically follows a series of steps—from recognizing a need to reflecting on the purchase afterward. Each stage is shaped by distinct digital elements like accessibility, technology, and social influence. For businesses, understanding how customers move through these stages is a key to creating meaningful engagement and fine-tuning their marketing strategies for better results.

1. Need Recognition

It all starts when a customer recognizes a need or a problem they want to solve. In the digital world, this moment can happen almost anywhere—while strolling through social media, seeing an online ad, or getting a recommendation from a friend. Unlike traditional shopping, the online space allows people to discover new needs anytime, anywhere, just by picking up their device (Solomon, 2017).

2. Information Search

After recognizing a need, the next step for most customers is to start searching for information. Online, this can happen across multiple platforms whether it's Googling products, browsing Instagram or Facebook, or checking out reviews on sites like Trustpilot or Amazon (Cheung, 2012). Digital shoppers have the advantage of quickly comparing options, reading real customer feedback, and getting details on things like price, features, and availability all at their fingertips (González, 2019).

3. Evaluation of Alternatives

Once customers have enough information, they start evaluating their options. In the digital world, this process is shaped by tools like comparison websites, user reviews, and social proof. Shoppers can quickly compare prices, quality, features, and ratings in real-time (Schiffman, Consumer behavior (10th ed.), 2010). Many online businesses also use recommendation algorithms, personalized ads, and targeted content to guide customers toward specific products, making the decision process even more tailored (Huang, 2013, pp. 246-259).

4. Purchase Decision

The next step is when the customer makes their final purchase decision. In the digital world, this can happen on any device (smartphones, tablets, or desktops) (Kotler, 2016). Several factors play a role at this stage, including how easy the transaction is, how much trust the customer has in the e-commerce site, available payment options, and delivery choices. If any issues arise like high shipping costs or security concerns some customers may abandon their carts right here (Chaudhury, 2016).

5. Post-Purchase Behavior

Post-purchase behavior is a critical part of the digital customer journey. After buying something, customers reflect on whether the product or service met their expectations. A great experience can lead to loyalty, repeat purchases, and even positive reviews or recommendations. But if things fall short, it might

result in returns, complaints, or negative feedback (Oliver, 1999, pp. 33-44). To keep the relationship strong, many online businesses follow up with emails, request feedback through surveys, or stay connected via social media (Verhoef, 2015).

The way people shop online is a journey that starts with a simple need and continues well after the purchase is made. Unlike traditional shopping, the digital world gives customers more convenience, more choices, and more personalized experiences—making each step along the way more connected and sometimes even more complicated. When businesses really take the time to understand how their customers think and act at each stage, they're in a much better position to keep those customers happy, earn their trust, and grow their success over time.

2.2 Online purchase decision-making

2.2.1 Definition and importance

- **Definition of Online Purchase Decision-Making**

According to (Kotler, 2016), making a purchase online isn't just a quick click—it's a process that involves both thinking and feeling. When someone decides to buy something online, they usually go through a few key steps: realizing they need something, searching for information, comparing options, making the final decision, and then reflecting on how it all went. In the digital space, this journey is shaped by things like how easy a website is to use, the quality of product info, online reviews, price comparisons, and how much the shopper trusts the platform—especially when it comes to security.

According to (Schiffman, Consumer behavior (10th ed.), 2010), online decision-making is a bit different from shopping in a physical store. Shoppers have access to a way more information right at their fingertips—like real-time price comparisons, product reviews, and personalized recommendations. Digital tools like suggestion algorithms and targeted marketing also play a big role, making the online experience more tailored and data-driven than the traditional in-store one.

- **Importance of Online Purchase Decision-Making**

For any business looking to succeed online, understanding how people make purchase decisions is a game-changer. When companies take the time to look at what influences their customers—like what makes them click 'buy' or abandon their cart—they can fine-tune everything from their marketing messages to how their website looks and feels. This not only makes the shopping experience better for the customer but also helps boost sales. The importance of understanding this process shows up in a few key areas:

1. Guides Marketing Strategies:

When businesses understand how people make decisions online, they can craft marketing strategies that truly speak to their audience. Personalized ads, retargeting campaigns, and custom product recommendations all come from studying what drives consumer behavior. By knowing what influences a shopper's choices—whether it's price, trust, or convenience—companies can deliver marketing that feels more relevant and increases the chances of turning browsers into buyers (Cheung, 2012).

2. Improves User Experience:

How easy a website is to use can make or break a sale. When customers can quickly find what they're looking for, read clear product info, and check out without any hassle, they're much more likely to complete a purchase. By understanding how people make decisions online, businesses can design websites that match what shoppers want—clean layouts, personalized suggestions, smooth navigation, and simple checkout steps. It's all about removing the roadblocks that cause people to bounce or abandon their carts (Verhoef, 2015)..

3. Enhances Conversion Rates:

Conversion rates (how many visitors actually end up buying) are closely tied to how people make decisions online. When businesses understand the psychological triggers behind a purchase, like trust, urgency, or the appeal of an exclusive deal, they can use those insights to encourage action. Things like free shipping, limited-time discounts, and secure checkout options can make all the difference in turning a casual browser into a paying customer (Huang, 2013).

4. Customer Loyalty and Retention:

The decision-making journey doesn't stop once the purchase is made. What happens after—the delivery, the product experience, customer service, and even return options—can have a big impact on whether someone comes back. When businesses make the post-purchase experience smooth and positive, customers are more likely to leave good reviews, recommend the brand to others, and become repeat buyers. It's all about building trust that lasts beyond the checkout (Oliver, 1999).

5. Influence of Social and Peer Networks Social proof—things like customer reviews, ratings, and recommendations—plays a huge role in how people decide to buy online. Shoppers often trust the opinions of others, especially in today's world where information is so easy to share. A strong social media presence and user-generated content can seriously influence purchasing decisions and help build a brand's reputation. When people see others having positive experiences, they're more likely to follow suit

(Kaplan, 2010).

6. Trust and Security Concerns:

Trust is everything when it comes to online shopping. Customers need to feel confident that their personal and financial information is safe. Offering secure payment options, clear privacy policies, and strong customer protection measures can go a long way in easing concerns and encouraging shoppers to complete their purchase. When customers trust a site, they're much more likely to hit "buy" without second-guessing (Chaudhury, 2016).

Understanding how customers make decisions online is key for any business looking to improve its digital presence and sales strategies. By tapping into insights on factors like trust, social proof, ease of navigation, and personalized marketing, businesses can refine their websites, boost conversion rates, and build lasting customer loyalty. This deeper understanding directly influences everything from marketing tactics to site design and customer engagement, helping companies thrive in the digital space.

2.2.2 Factors that influence the online purchase decision-making

According to (Chaudhury, 2016), the process of deciding to make an online purchase is influenced by a range of factors, some of which can make it easier for customers to decide, while others might hold them back. These factors are varied, and can be grouped into categories like psychological, social, technological, and situational influences. For businesses looking to boost their online sales and marketing, understanding these factors is crucial for creating strategies that truly resonate with customers.

1. Trust and Security Concerns:

Trust is one of the biggest factors that influence online buying decisions. Shoppers need to feel confident that their personal and financial information is safe and that the e-commerce site they're using is reliable. Without that trust, even the most interested customers may hesitate to complete their purchase (Gefen D. (., 2000).

2. Price Sensitivity and Perceived Value:

Price is a major factor in online shopping decisions. Consumers are naturally price-sensitive and often compare prices across different sites to find the best deal (Bendle, 2013). The perceived value of a product (combining both its quality and price) plays a big role in whether or not someone will follow through with a purchase. Things like discounts, special promotions, and free shipping can also be key motivators in tipping the scale toward making a purchase (González, 2019).

3. Product Information and Quality Assurance:

In online shopping, customers can't physically touch or try the product before buying it, so providing detailed product information is a key (Kotler, 2016). High-quality images, videos, clear specifications, and honest user reviews all help influence purchase decisions. When shoppers can see the product's features and quality clearly, it builds confidence and reduces the feeling of risk (Huang, 2013).

4. WebsiteUsability and Navigation

The user experience (UX) plays a huge role in online purchase decisions. If a website is hard to navigate, slow to load, or has a complicated checkout process, customers are likely to get frustrated and abandon their carts (Schiffman, Consumer behavior (10th ed.), 2010). On the flip side, a well-designed, easy-to-use site makes the shopping experience smooth and enjoyable, encouraging customers to complete their purchases (Liu Y. , 2007).

5. Social Influence and Peer Reviews

Social influence plays a big role in online shopping decisions. Consumers often turn to reviews, ratings, and recommendations from others to guide their choices (Kaplan, 2010). Positive feedback and social proof can help build trust and make customers feel more confident about buying, while negative reviews can have the opposite effect and discourage potential buyers (Cheung, 2012).

6. Convenience and Time-Saving;

The convenience of online shopping is a huge factor in decision-making. Being able to shop anytime, anywhere, and have products delivered right to your door is a big draw for many customers (Solomon, 2017). Plus, the ability to quickly compare products and prices saves time and makes e-commerce a preferred choice over traditional stores (Verhoef, 2015).

7. Return and RefundPolicies

A flexible return and refund policy can really reduce the perceived risk of shopping online. Knowing that they can easily return a product if it doesn’t meet their expectations gives consumers more confidence to make a purchase. Clear and fair policies not only boost trust but also help increase conversion rates by making customers feel secure in their decision (Sweeney, 2012).

There are many factors that influence online purchase decisions, from trust and security to website design, product information, and social influence. Each of these elements plays a key role in whether a consumer decides to go ahead with their purchase. By understanding these influences, businesses can craft smarter

marketing strategies, improve the shopping experience, and ultimately boost conversion rates.

2.2.3 Types and Processes of Online Purchase Decision-Making

Making an online purchase is more than just a transaction, it's a thoughtful process shaped by both logic and emotion. Consumers navigate a series of mental and emotional steps before arriving at a decision. This journey is influenced by several factors, such as access to information, perceived risks, individual preferences, and the context in which the purchase is being mad

- **Types of Online Purchase Decision-Making:**

Not all online purchases follow the same path. The way consumers make buying decisions varies depending on how important the purchase is to them, how complex it is, and how much risk they perceive. Some items lend themselves to quick, impulse buys, while others require more time, consideration, and research. By recognizing these differences, businesses can better engage with customers and tailor the buying experience to make it smoother and more effective.

- **Routine Decision-Making:**

This is the simplest form of decision-making, where shoppers make quick, low-effort purchases with minimal deliberation. Often, they choose what's familiar—whether it's a trusted brand, a previous purchase, or simply the most convenient option. This type of behavior is common with routine items like groceries or toiletries, where the decision feels almost automatic (Schiffman, Consumer behavior (10th ed.), 2010).

- **Limited Decision-Making**:

Limited decision-making occurs when shoppers have some familiarity with a product but are not faced with an overwhelming number of options. In this scenario, consumers typically spend extra time comparing alternatives, reading reviews, or seeking advice before making a choice. This type of decision-making is often seen with products like clothing, electronics, or online subscriptions, where buyers want to ensure they are getting good value for their money (Kotler, 2016).

- **Extensive Decision-Making**;

Extensive decision-making occurs when shoppers are deeply invested in their purchase. They typically conduct thorough research, compare various brands, explore product features in detail, and read numerous reviews before making a commitment. This type of decision-making is most common when purchasing high-ticket or more complex items, such as electronics, cars, or furniture.

- **The Process of Online Purchase Decision-Making**:

The process of making an online purchase typically unfolds in several stages. Each phase is influenced by factors such as personal preferences, emotions, digital marketing, and even the design and functionality of the website. These internal and external elements all play a role in shaping a shopper's final decision.

- **Problem Recognition**:

The online purchase journey begins when a person recognizes a need or desire. This realization can stem from internal factors—such as needing a new laptop—or external influences, like seeing an online advertisement or receiving a recommendation from a friend. In the digital space, this stage can happen quickly, often triggered by personalized ads or product suggestions based on a user's browsing behaviour (Kotler, 2016).

- **Information Search**:

Once a need is recognized, consumers typically move into the information-gathering phase. Online, this involves recalling what they already know while actively seeking out new details. They might visit various websites, read product reviews, scroll through social media, or use comparison platforms to explore available options. The goal during this stage is to gather enough information to identify the best possible fit before making a purchase decision (Cheung, 2012).

- **Evaluation of Alternatives:**

After collecting enough information, consumers move on to evaluating their options. At this stage, they compare key factors such as price, features, quality, brand reputation, and customer reviews. In the online environment, this process is heavily influenced by comparison tools and user-generated content (such as ratings, review videos, and unboxing experiences) which can significantly impact the final decision (Solomon, 2017).

- **Purchase Decision:**

Once shoppers have compared their options, they move on to making the final purchase decision. In an online setting, this choice is influenced by more than just the product—it also depends on factors like website usability, product availability, payment options, and the perceived security of the checkout process. Additionally, incentives such as discounts, limited-time offers, or free shipping can provide the extra push needed to complete the purchase (Liu Y. , 2007).

- **Post-Purchase Behavior**:

The final stage of the online purchase process takes place after the transaction is complete. Here, the focus shifts to the customer's overall experience—how satisfied they are with the product, the efficiency of the delivery, and whether the item met their expectations. This phase also involves what comes next: writing a review, sharing their experience with others, or possibly initiating a return if the product falls short. These post-purchase actions not only influence the shopper's future buying behavior but can also shape the decisions of potential customers (Oliver, 1999).

The online purchase journey is far from straightforward—it's influenced by a variety of factors at every stage. From the initial recognition of a need to the final click of the "buy" button (and beyond), elements like digital tools, personal preferences, and external influences all come into play. By understanding the different types of consumer decision-making—whether it's a quick, habitual purchase or a carefully researched, high-involvement buy—businesses can better tailor their websites, marketing strategies, and customer support. The result? A more seamless shopping experience, improved conversion rates, and more satisfied customers.

2.2.4 Trust, security and credibility

In today's digital world, trust, security, and credibility aren't just buzzwords—they're the backbone of every successful e-commerce platform. These factors play a crucial role in shaping how consumers feel about shopping online. When customers feel confident in a brand's ability to protect their data and deliver on promises, they're far more likely to hit that "Buy Now" button. Let's take a closer look at how these three pillars directly impact online shopping behavior.

- **Trust in Online Purchase Decision-Making**

Trust is the foundation of any successful online shopping experience. It's what gives customers the confidence to move from browsing to buying (Chaudhury, 2016). When consumers trust an e-commerce brand, they believe it will deliver what it promises, whether that's the right product, a secure checkout process, or the protection of their personal information (Gefen D. (., 2000). Without that sense of security, hesitation creeps in. People become reluctant to share sensitive details like credit card numbers, and more often than not, they abandon the purchase altogether (Flavián, 2006).

- **Security in Online Purchase Decision-Making**

When it comes to online shopping, security is a top concern. Shoppers need to feel confident that their personal and financial information will remain protected throughout the entire transaction process (Liu C. &., 2000).

This means businesses must invest in secure payment gateways, advanced encryption technologies, and

clear, transparent privacy policies (Koufaris, 2002).

Only then can customers trust that their data is safe, which ultimately influences their decision to complete the purchase (Ng, 2006).

- **Credibility in Online Purchase Decision-Making**

Credibility is a key driver in shaping consumer trust and influencing buying decisions. It's the perception that an e-commerce platform is not only reliable and professional but also genuinely trustworthy (Eysenbach, 2002). Building credibility is crucial for turning potential buyers into loyal customers (Hassan, 2014). A strong, credible online retailer often showcases this through a well-designed website, a solid brand reputation, and glowing customer reviews and testimonials that reinforce its reliability. (Wolfinbarger, 2001).

- **The Interrelationship between Trust, Security, and Credibility**

Trust, security, and credibility are all closely intertwined when it comes to online purchasing decisions. Security lays the groundwork for trust by assuring customers that their personal and financial information is safe. Credibility, in turn, strengthens this trust by projecting a sense of professionalism and reliability. Without any one of these critical elements, the purchase process is at risk of falling apart (McCole, 2004).

For instance, if a customer notices a lack of security measures (like encryption or clear privacy policies) they may immediately lose trust in the site. On the flip side, even if a shopper isn't familiar with a brand, a credible website with high-quality content and positive user reviews can make the site feel trustworthy enough to move forward with the purchase (Jarvenpaa, 1999).

Conclusion:

In today's digital marketplace, trust, security, and credibility are essential to the online shopping experience. Without trust, consumers are hesitant to share personal details or complete a purchase. Strong security measures help address concerns about privacy and fraud, while credibility reassures shoppers that they're engaging with a reliable, reputable brand. For e-commerce businesses, ensuring that all three elements are seamlessly integrated is a key to building consumer confidence and boosting conversion rates.

2.2.5 Barriers to online purchase decisions

The online shopping decision-making process is shaped by various barriers, which can differ depending on individual and contextual factors. These barriers are typically categorized into psychological, technological, and logistical challenges. Below, we outline the key obstacles, along with academic references that explore these issues in greater detail:

1. Trust and Security Concerns

A major obstacle in online shopping is the lack of trust concerning the security of personal information and financial transactions. (Gefen D. K., 2003) Many consumers are reluctant to provide their credit card details and other personal data because of concerns about identity theft, fraud, and data breaches (Chaudhury, 2016).

2. Price Sensitivity and Value Perception

Price plays a key role in online purchasing decisions. Consumers frequently compare prices across various platforms to find the best deal (Bendle, 2013). Price sensitivity, along with doubts about whether the online price accurately reflects a product's true value, can discourage them from making a purchase (González, 2019).

3. Shipping and Delivery Issues

Shipping costs, delivery time, and concerns about return policies are major obstacles in the online shopping process (Bhatnagar, 2000). Consumers may be reluctant to make a purchase if they find shipping fees too high or expect long delivery times. Additionally, the absence of clear return or refund policies can heighten the perceived risk for consumers (Smith, 2017).

4. Product Evaluation and Uncertainty

In traditional retail, consumers have the advantage of physically evaluating products, whereas online shopping presents the challenge of not being able to touch, feel, or try items (Khalifa, 2007). This uncertainty can diminish confidence in making purchasing decisions, particularly for products like clothing, electronics, or food (Rajendran, 2018).

5. Technological Barriers

Internet connectivity issues and the complexity of online platforms can also pose significant barriers (Li, 1999). If a website or app is difficult to navigate or lacks essential features—such as product filtering, secure payment options, or mobile compatibility—consumers may abandon their purchase attempts. (Elden, 2014).

6. Lack of Personalized Experience

When shopping online, consumers often miss the personal touch they get in physical stores, where sales assistants offer advice that's tailored to their needs (Ariely, 2010). Without recommendations based on their past preferences or behavior, customers can feel less connected to the experience, which can lead to fewer purchases (Huang, 2013).

2.2.6 E-shopping

According to (Hosan, 2021), E-shopping, or online shopping, refers to the process of buying goods or services over the internet. Unlike traditional shopping, where consumers visit physical stores, e-shopping lets them browse and purchase products directly from online platforms. With the rise of e-commerce technologies, this method of shopping has evolved significantly and become one of the most popular ways to shop today.

- **Key Features of E-Shopping**

1. **Convenience and Accessibility**: E-shopping allows consumers to shop at any time and from any location, removing the need to travel to a physical store. This convenience is especially beneficial for busy individuals and those living in remote areas (Patel, 2020).
2. **Variety of Products**: Online shoppers have access to a vast selection of products, from electronics to fashion, often sourced from international retailers. This broadens their options, offering much more variety than what's typically available in local stores (Lee C. &., 2020).
3. **Price Comparison:**E-shopping makes it simple to compare prices across different platforms, allowing consumers to find the best deals without the need to visit multiple stores in person (Hosan, 2021).
4. **Customer Reviews and Ratings:** Many online platforms include customer reviews and ratings, providing valuable insights that help consumers make more informed purchasing decisions based on the experiences of others (Lee D. &., 2019).

- **Examples of E-Shopping**

Amazon: As a global leader in e-shopping, Amazon offers an extensive range of products, from books to electronics. It's known for its fast delivery services and customer reviews, which play a significant role in

shaping purchasing decisions (Hosan, 2021).

eBay: eBay is a popular online marketplace where individuals can buy and sell products either through auctions or direct purchases. It offers a wide variety of items from multiple sellers, making it a diverse platform for consumers (Lee D. &., 2019).

Alibaba and AliExpress: These platforms connect buyers with global suppliers, primarily in Asia, offering products in bulk or at discounted prices. They provide easy access to global trade networks, making it simple for consumers to purchase items at competitive rates (Lee C. &., 2020).

ASOS: ASOS focuses on fashion retail, offering a wide range of clothing, shoes, and accessories online. The platform integrates personalized recommendations, providing a tailored shopping experience, and ensures a smooth, user-friendly e-shopping journey (Lambert, 2021).

- **Advantages of E-Shopping**

- **Convenience**: E-shopping enables consumers to shop at any time, without the need to visit physical stores. This makes it particularly convenient for busy individuals or those living in rural areas, offering flexibility and saving time (Patel, 2020).
- **Variety of Products**: E-commerce platforms provide an extensive selection of goods to suit various preferences, giving consumers access to products from around the world, often beyond what's available locally (Hosan, 2021).
- **Cost-Efficiency**: Online retailers often offer lower prices than traditional brick-and-mortar stores, thanks to reduced overhead costs like rent, staffing, and utilities. This allows consumers to find better deals and save money (Kauffman, 2021).
- **Global Access**: E-shopping opens the door to international retailers, allowing consumers to discover and purchase unique products that may not be available in their local markets (Lee C. &., 2020).

- **Challenges and Considerations of E-Shopping**

- **Security and Privacy Issues**: Online transactions can involve serious risks when it comes to data security and privacy. Consumers often have to share personal and financial information, which makes them vulnerable to threats like identity theft and other fraudulent activities (Patel, 2020).
- **Return and Refund Policies**: Unlike traditional shopping, returning products in e-shopping can be more complicated, since customers don't have the chance to physically inspect items before buying. If a product arrives damaged or doesn't match expectations, the return or refund process

can be frustrating and time-consuming (Kauffman, 2021).

- **Shipping Issues**: Online shopping can sometimes lead to shipping delays or delivery problems, such as receiving the wrong item or products arriving damaged. These issues can negatively affect the overall shopping experience and customer satisfaction (Kauffman, 2021).

Section 3 the relation between influencer marketing and online purchase decision-making

Author	Year	Location	Analysis Method	Findings
Dr.meziane,Abdelkader and others	2020	Algeria (Facebook)	empiricalresearch	Likes, electronic word of mouth (eWOM), and content sharing on social media platforms significantly influence consumers' purchase intentions (Dr.meziane Abdelkader, 2020).
Nabila EL-MOFFOCK	2021	ATM Mobilis	Documentary researchDescriptiveresearchExploratory research ROPO	Consumers today before purchasing they find all of the information needed about a product/ service online, but they make the final purchase in-store. This phenomenon is called ROPO (Research Online/ Purchase Offline) (EL-MOFFOCK, 2021).
KEHOUL Imane and other	2021	The company VMS Industry	Documentary research, data operationalization, quantitative method and questionnaire	The use of social networks represents a major lever and an important feedback mechanism that enables a close relationship between the company and its external audience (KEHOUL Imane, 2021).
Louth Tijani and other	2021	Oum Walid (Youtube)	Exploratorystudy	Influencers on social media platforms serve as a mirror through which the content of offered services and topics is recognized (Louth Tijani,

				2021).
Mohamed zine eddine SAADI and other	2022	"BarshaBeenah" restaurant	Observation and an interview with both the restaurant owner and the influencer.	Influence marketing or marketing through social media influencers have a positive impact on a business's sales and its popularity when the right influencer is chosen, by that the match of its target market with the influencer's followers in order to have an efficient campaign (Nacer BOUAZI, 2022).
Abderrazak Kadi	2022	334 femaleused Instagram and seen Chargana BIO products.	Common methodbias	Having less followers can be more beneficial for brands, challenging the assumption that greater popularity on social media can lead to greater marketing outcomes, and that disclosure of sponsorship can also lead to improved outcomes (Kadi, 2022).
Tarfa Saeed Al Hosani and other	2022	UAE	Content AnalysisandSurveyResearch	Digital marketing has become a crucial tool for virtual communication. People tend to follow trends that gain fame and popularity, making social media influence a key factor in economic growth. Organizations hire influencers to expand their audience and customer base (Tarfa Saeed Al Hosani, 2022).
Ben Saada Adel and other	2022	The digital era		Promotion through influencers on social media serves as a link

				between the seller and their products, and the consumer with their needs and desires on the other hand (Ben Saada Adel, 2022).
YahiaouiMbarka and other	2022	Algeria	DocumentaryResearch	Influencer marketinghas become one of the top strategies used by companies aiming to achieve profits and build an online reputation, not forgetting the position influencers hold among their followers on social media platforms. (YahiaouiMbarka, Ighalloun Nora, 2022)
Tamni Amel	2022	Instagram	Quantitative and qualitative analysis.	The role of advertisements played by influencers, if used effectively, can fulfill its primary function, which is to change consumer attitudes and desires, influencing them through the products being advertised, thereby motivating them to make a purchasing decision. (Tamni Amel, Marouane Rouai, 2022)
FertassiHafidha	2022	Youtube	Questionnaire	that influencer marketing on YouTube impacts students' purchasing decisions, mainly through non-monetary strategies like recommendations and product demonstrations, while monetary incentives

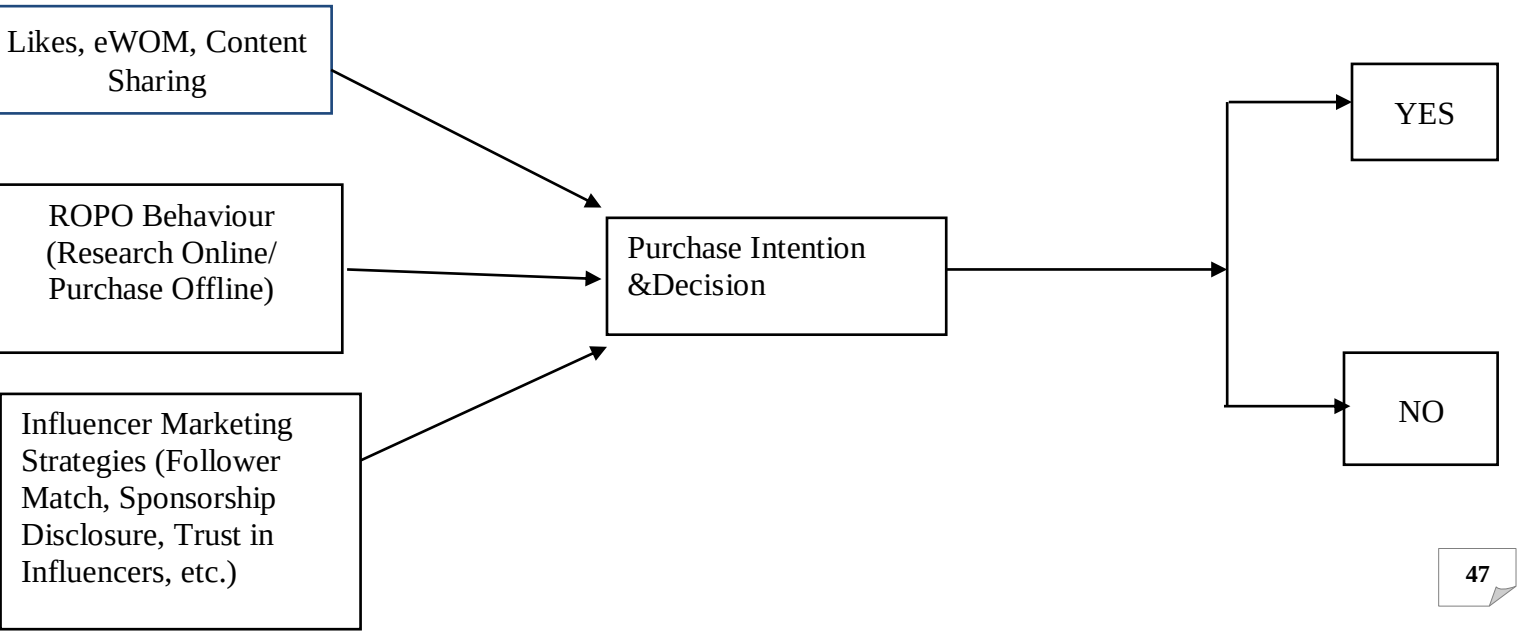
				(discounts, gifts) have no effect (Fertassi, 2022).
ADNANE Houssem	2023	Algeria	quantitativeresearch design	Algerian social media influencers have a significant impact on consumer behaviour, and their followers tend to trust their recommendations when it comes to purchasing decisions (ADNANE, 2023).
Walid Bibi and other	2023	Instagram	Descriptive Research	Consumers often purchase products immediately after they are recommended by an online influencer, as many shoppers are inspired by influencers to make a purchase. Additionally, many people discover new brands or products through influencers, and consumers frequently recommend influencers to friends and family (Walid Bibi, 2023).
Benhmaida Amina	2023	a sample of female university students	Descriptive study	Influencers help marketers build a massive audience in a short time and drive significant sales. Additionally, the credibility, authenticity, expertise, and product knowledge of influencers play a crucial role in influencing the purchasing behavior. On the other hand, the attractiveness and style of influencers do not significantly impact the purchasing behaviour (Benhmaida, 2023).

NawfelBenkhelifa and other	2023	The digital space.	Descriptive analysis, historical method, inductive approach, comparative analysis.	The marketing value of the organization regarding its use of Influencers in the service marketing process for their product will be double if we compare it to the past, especially if the influencer is popular, prestige, credible and has a large number of loyal followers (Nawfel Benkhelifa, 2023).

❖ **Conceptual Model Structure :**

- **Independent Variables :**
  - Likes, eWOM, Content Sharing
  - ROPO Behaviour
  - Influencer Marketing Strategies (Follower Match, Sponsorship Disclosure, Trust in Influencers, etc.)
- **DependentVariable:**
  - Purchase Intention &Decision

Conceptuel model



Chapter2: Empirical study: Methodology, Analysis and Interpretation of Results

Chapter 02: *Empirical study:* Methodology, Analysis and Interpretation of Results

Section 01: Methodology and Analysis

A. Statistical tools used for analysis of the questionnaire:

The processing of the data obtained through the field study was done using the computer, via software or a statistical data analysis package for social sciences version 27 (spss IBM27), and for drawing the graphs used EXEL, Thanks to SPSS, all kinds of statistical tables and measurements suitable for this study were examined, which are represented in the following:

• Correlation coefficient: to confirm structural validity and internal consistency validity and to prove that the scale measures what it was designed to measure, when Pearson's correlation coefficient was used, it was also used to determine the relationship and correlation between the independent variable and the dependent variables of the study.

• Percentages: To find out the percentage of selection of each alternative in the questionnaire.

• One-sample T-test: Its purpose is to measure the validity of the study hypotheses, in order to determine to what extent there is a statistical indication in the institutions' responses to the questionnaire.

• Bar chart: to illustrate the values obtained.

• Standard deviation: It is possible to know the extent of the dispersion between mathematical circles.

• The indicator (Cronbach's Alpha): used to measure the reliability of the questionnaire.

• Average arithmetic: Obtain the average responses of the members of the sample to the questions in the questionnaire, that is, calculate the value given by the members of the study community for each sentence or set of sentences.

• Simple linear regression to evaluate the dependence relationship between two metric variables.

• One-way analysis of variance (ANOVA): used to measure dispersion.

• Repetitions: To know the choice of each alternative to the questions in the questionnaire.

B. Analysis of study data

In this section, we will discuss the analysis of all the results of the questionnaire surveyed by the members of the sample using statistical tools that facilitate this analysis such as: arithmetic mean, standard deviation, percentage, Cranach's alpha, T test & result of SPSS v 27&quo.

Following the presentation of the research methodology and the variables employed in the previous section, this part of the report begins with a detailed sociodemographic profile of the respondents. Subsequently, we assess the validity and reliability of the measurement instruments through exploratory and confirmatory factor analyses,

Descriptive Sociodemographic Analysis of Surveyed Clients:

To begin, we provide a description of the profile of the respondents that make up our sample. As previously mentioned, our sample consists of 156 respondents. Their profile is characterized by several variables: gender, age, study level, incomes, and the familialsituation

Our sample consists of 156 participants, all of whom follow various influencers and have made at least one purchase from an online store based on an influencer's recommendation.

3.1. Analysis of personal data results

Distribution of the sample according to the gender variable

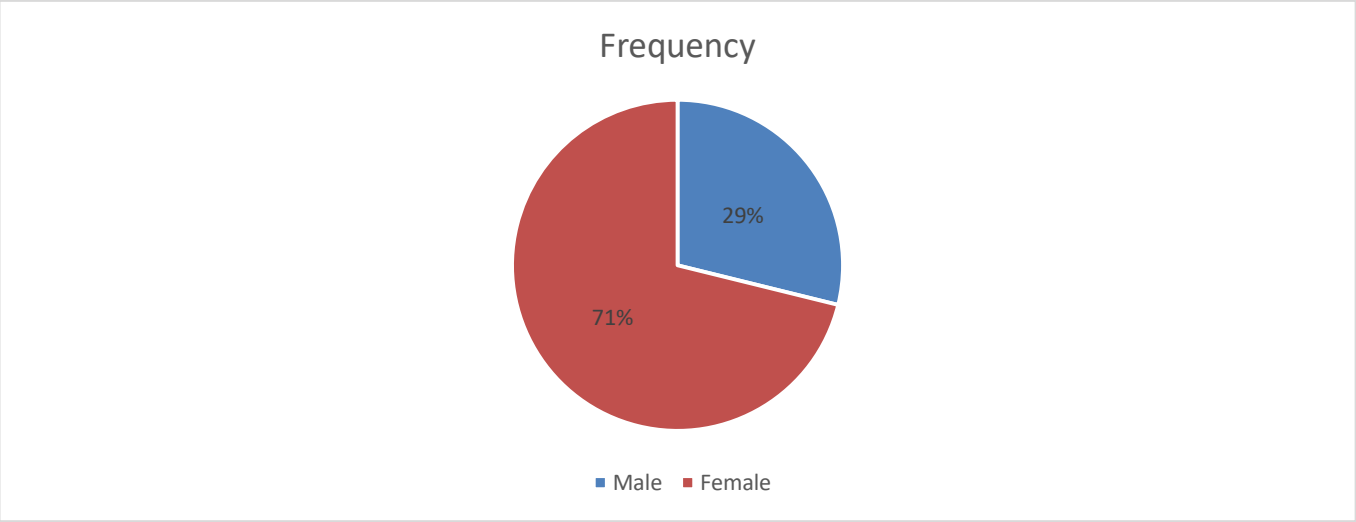
The following table shows the relative distribution of the study sample according to their gender differences, between males and females, as follows:

Table1: Distribution of the study sample according to the gender variable

	Frequency	Percent
Male	45	28.8
Female	111	71.2
Total	156	100

Source: established by the student based on the results of spss v27

Chart 1: Distribution of the study sample according to the gender variable



Source: established by the student based on the results of spss v27

The table above shows that 71.7% of the study sample are female respondents (n = 111), while 28.8% are male (n = 45). These figures highlight a clear predominance of female participation in the survey. This may be attributed to the fact that women are generally more engaged with influencer content and are more likely to make online purchases based on influencer recommendations. As a result, female respondents may be more familiar with the subject matter and thus better positioned to provide informed responses. Conversely, male respondents appear to show less interest in influencers and online shopping, which may explain their lower representation in the sample.

Distribution of the sample according to the variable of age

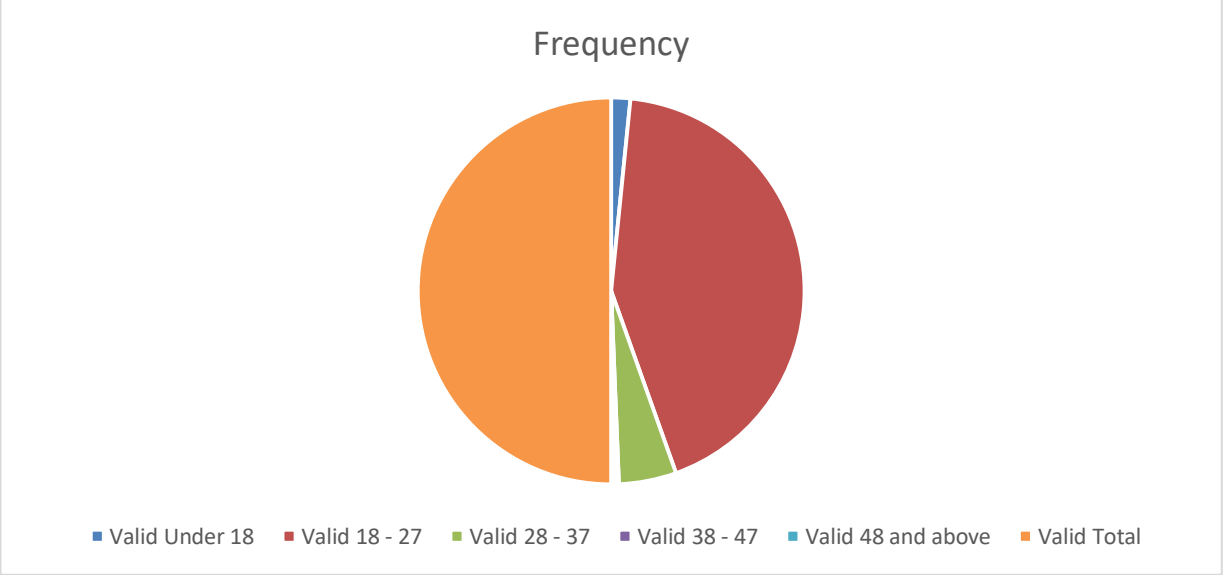
The following table shows the results

Table 2: shows the distribution of the study sample according to the variable of age

		Frequency	Percent
Valid	Under 18	5	3.2
	18 – 27	134	85.9
	28 – 37	15	9.6
	38 – 47	1	0.6
	48 and above	1	0.6
	Total	156	100

Source: established by the student based on the results of spss v27

Chart 2: shows the distribution of the study sample according to the variable of age



Source: established by the student based on the results of spss v27

The table above reveals that the most represented age group in the sample is 18 to 27 years, comprising 85.9% of the respondents. This is followed by the 28 to 37 age group at 9.6%. The under-18 category accounts for 3.2% of the sample while the age groups 38 to 47 and 48 and above each represent just 1%. These results suggest a strong concentration of younger adults in the study, which can be attributed to their high engagement with social media platforms and frequent exposure to influencer content. Additionally, this age group is generally more tech-savvy and comfortable with online shopping, making them more inclined to respond to surveys distributed via digital channels. Young adults may also have more free time or a greater willingness to participate in research compared to older age groups, contributing to their overrepresentation in the sample.

Distribution of the sample according to the variable of study level.

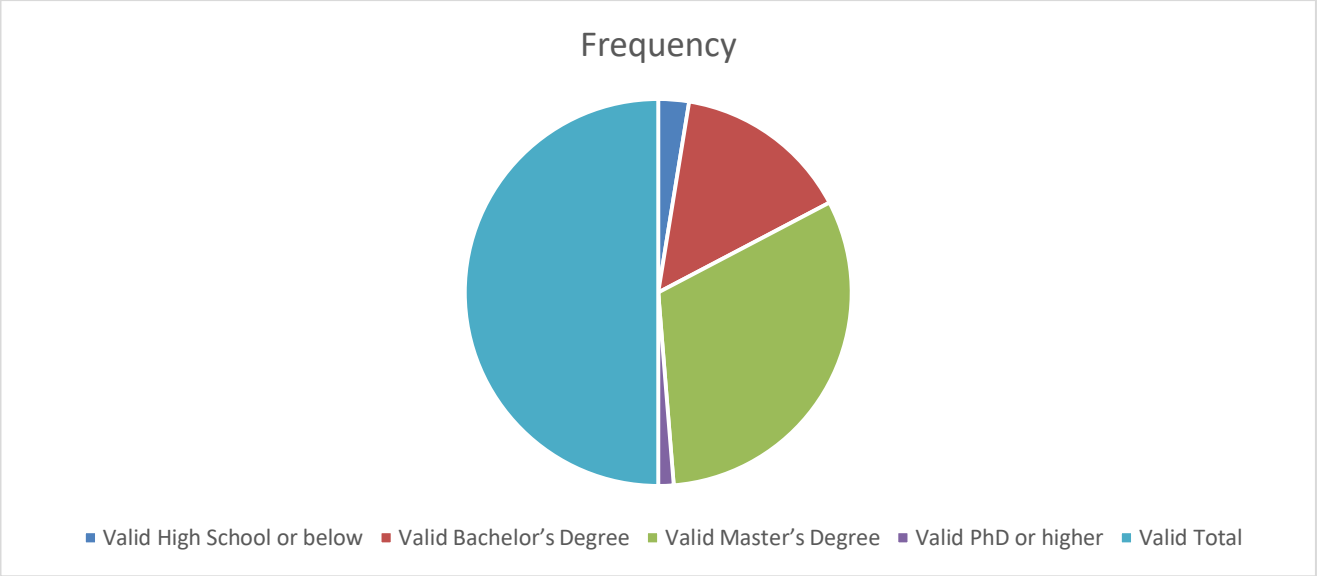
And the following table shows the results:

Table 3: the distribution of the study sample according to the variable of educational level.

	Frequency	Percent
High School or below	8	5.1
Bachelor'sDegree	46	29.5
Master'sDegree	98	62.8
PhD or higher	4	2.6
Total	156	100

Source: established by the student based on the results of spss v27

Chart 3: the distribution of the study sample according to the variable of educational level.



Source: established by the student based on the results of spss v27

The table indicates that 62.8% of the respondents hold a Master's degree, making it the most common educational level among the sample. Additionally, 29.5% possess a Bachelor's degree, while 5.1% have completed high school or have a lower level of education. Finally, 2.6% of the participants hold a PhD or higher academic qualification. These results indicate that the majority of the study sample holds a Master's degree, which is consistent with the age distribution of the respondents, most of whom fall within the 18–27 age range.

Distribution of the sample according to the variable of monthly income

And the following table shows the results:

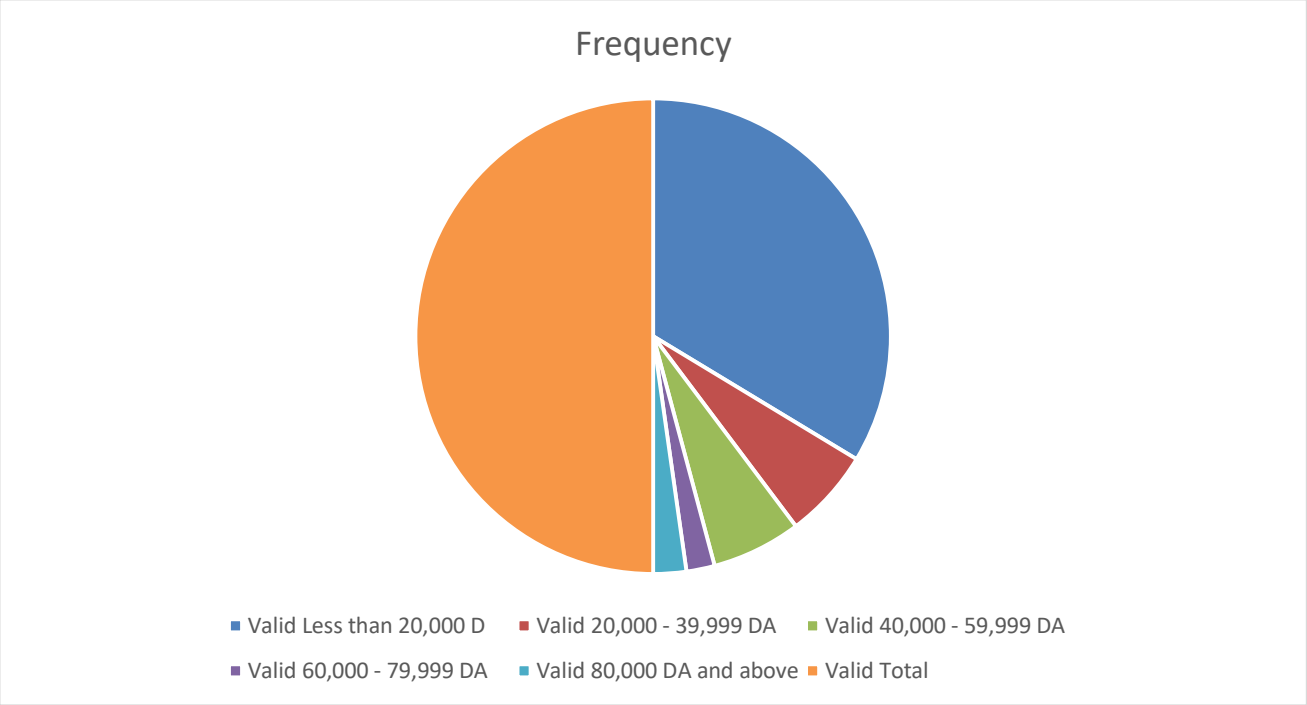
Table 4: Distribution of the sample according to the variable of monthly income

		Frequency	Percent
Valid	Lessthan 20,000 D	105	67.3
	20,000 - 39,999 DA	19	12.2
	40,000 - 59,999 DA	19	12.2
	60,000 - 79,999 DA	6	3.8
	80,000 DA and above	7	4.5

	Total	156	100

Source: established by the student based on the results of spss v27

Chart 4: Distribution of the sample according to the variable of monthly income



Source: established by the student based on the results of spss v27

The table shows that 67.3% of the respondents have a monthly income of less than 20,000 DZD, making it the most represented income category. Additionally, 12.2% earn between 20,000 and 39,000 DZD, followed by another 12.2% who fall within the 40,000 to 59,000 DZD range. Furthermore, 3.8% of the participants report a monthly income between 60,000 and 79,000 DZD. Lastly, 4.5% of the sample has a monthly income exceeding 80,000 DZD.

It is evident that, despite having a monthly income of less than 20,000 DZD, this group represents the majority of those who follow influencer recommendations and make purchases online.

Distribution of the sample according to familial situation and the following table shows the results:

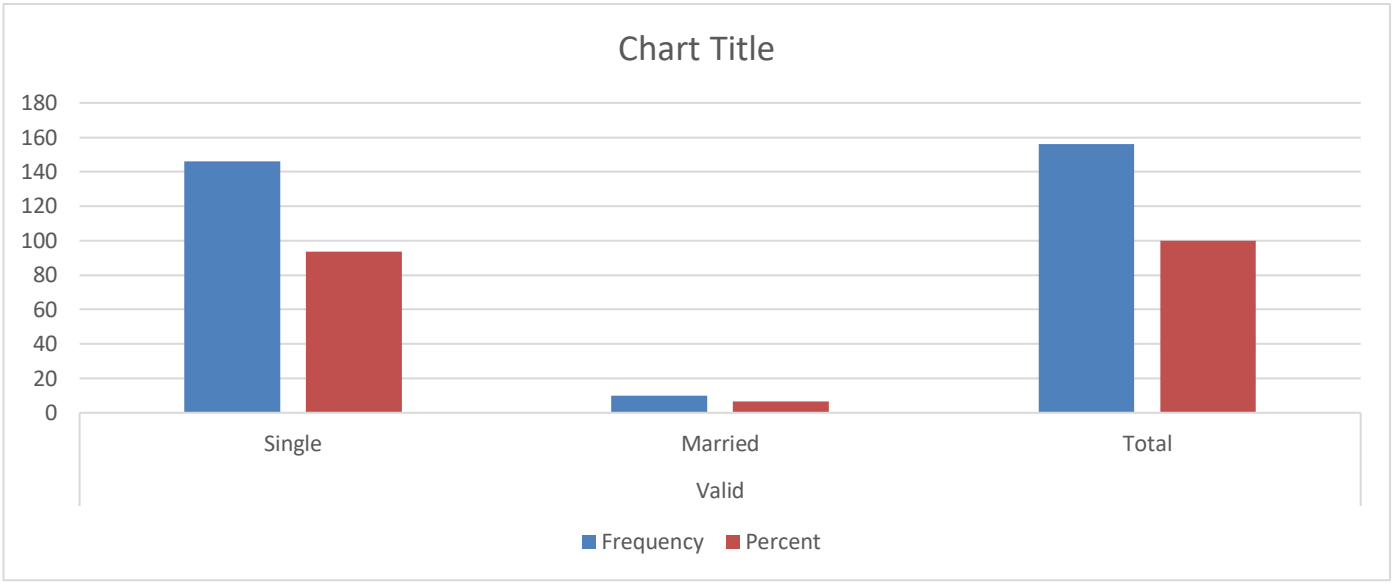
And the following table shows the results:

Table 5: Distribution of the sample according to the familial situation

		Frequency	Percent
Valid	Single	146	93.6
	Married	10	6.4
	Total	156	100

Source: established by the student based on the results of spss v27

Chart 5: Distribution of the sample according to the familial situation



Source: established by the student based on the results of spss v27

The data indicates that the majority of respondents are single, representing 93.6% of the sample, while married individuals account for just 6.4%. This may suggest that single individuals are more inclined to follow influencers and act on their recommendations, potentially due to having fewer commitments and greater flexibility in making purchasing decisions.

Analysis of the Rate of Following Influencers on Social Media

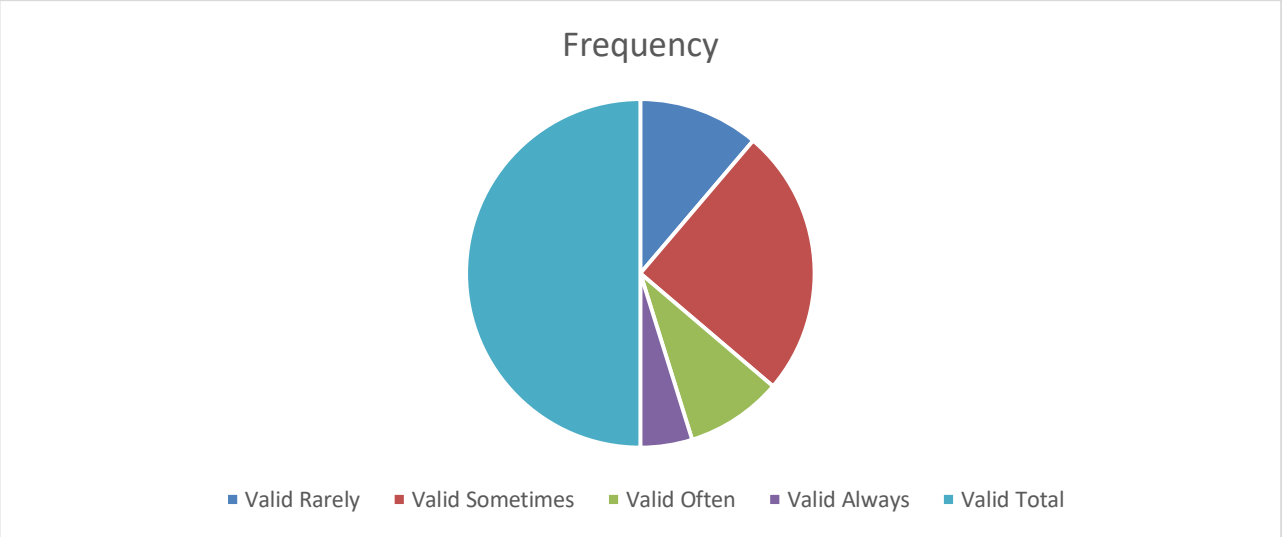
And the following table shows the results:

Table 6: Distribution of the sample according to the Rate of Following Influencers on social media

		Frequency	Percent
Valid	Rarely	35	22.4
	Sometimes	78	50
	Often	28	17.9
	Always	15	9.6
	Total	156	100

Source: established by the student based on the results of spss v27

Chart 6: Distribution of the sample according to the Rate of Following Influencers on social media



Source: established by the student based on the results of spss v27

The table indicates that 50% of respondents follow influencers occasionally(sometimes), making this the most represented category. In contrast, 22.4% show little interest in following influencers (rarely). Additionally, 17.9% report frequently following influencers (often), while 9.6% state that they always follow them.

Analysis The mean score for the rate of following influencers on social media

Mean	3.1474

The mean score for the rate of following influencers on social media is 3.1474, indicating a medium (moderate) level of agreement. This suggests that, on average, the respondents in our study do follow influencers with relative frequency.

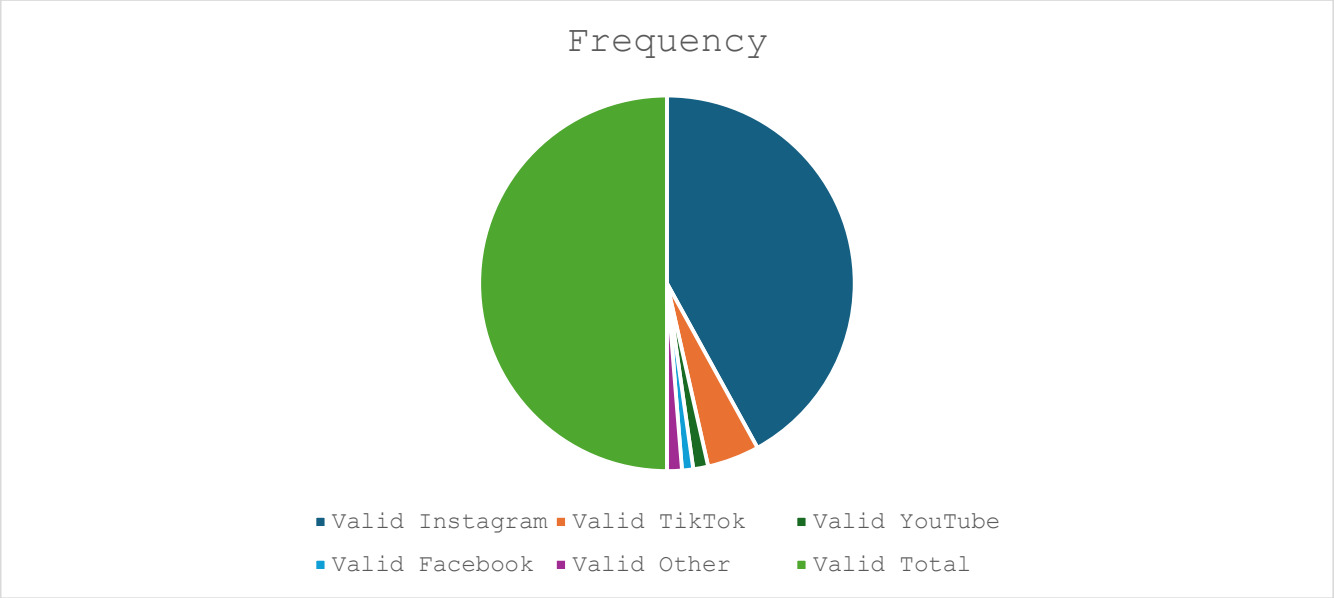
Analysis of the Most Common Platform Used to Follow Influencers

Table7: Distribution of the sample according theMost Common Platform Used to Follow Influencers

		Frequency	Percent
Valid	Instagram	131	84
	TikTok	14	9
	YouTube	4	2.6
	Facebook	3	1.9
	Other	4	2.6
	Total	156	100

Source: established by the student based on the results of spss v27

Chart 7: Distribution of the sample according to the Most Common Platform Used to Follow Influencers



Source: established by the student based on the results of spss v27

The table indicates that Instagram is the most commonly used platform among the study sample, with 84% of respondents reporting it as their primary choice for following influencers. TikTok follows with 9%, while YouTube and "Other" platforms each account for 2.6%. Facebook ranks lowest, with only 1.9% of respondents indicating it as their preferred platform.
These findings suggest a strong preference for Instagram, likely due to its widespread use by influencers and its alignment with visual, engaging content. This trend also corresponds with the age distribution of the sample, where the majority of respondents fall within the 18 to 27 age group—an age segment known for its high engagement on Instagram. Additionally, younger users tend to be more comfortable navigating Instagram and are more accustomed to online shopping through this platform.

2.Analysis of individuals responses

The study relied on a five-point Likert scale, as indicated in the table, where a score of (5) indicates strongly agree and a score of (1) indicates strongly disagree for the Following:

evaluation	stronglydisagree	disagree	Neutral	agree	stronglyagree
thedegree	1	2	3	4	5

Table: Five-point Likert scale

The data was encoded and entered into the computer. To determine the cell length of the Likert enthusiasm scale (lower and upper bounds), the range between scale grades was calculated
(5-1=4). It was then divided by the highest value on the scale to obtain the cell length
(0.80=4/5). After that, it was divided by the largest value on the scale (the beginning of the scale), which is one, to determine the upper limit of this cell. As a result, the cell lengths are asshown in the following table.

Table8: the distribution of average values grades

average values	Likert five-point scale	level of agreement
]1.80-1.00]	Stronglydisagree	Verylow
]2.60-1.81 [	Disagree	Low
]3.40-2.61[	Neutral	Medium
]4.20-3.41[	Agree	High
[5.00-4.21 [	Stronglyagree	very high

Table: the distribution of average values grades

To interpret the study results and assess the level of response, the researchers relied on the ranking of mean values at the domain level of the instrument as a whole, as well as the ranking of individual items within each domain. The researchers determined the degree of availability based on the criteria adopted in the study.

Analysis of the independent variable the influencer marketing

Analysis of the role of likes, electronic word of mouth (eWOM), and content sharing on the study sample's perception of products recommended by influencers.

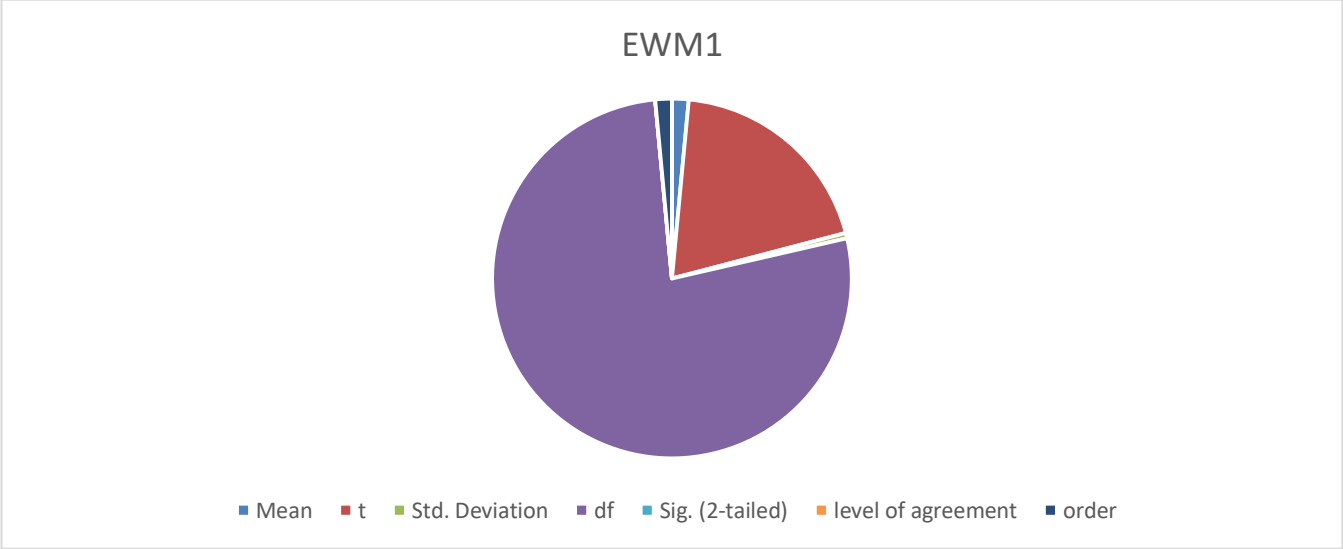
And the following table shows the results:

Table 9: Distribution of the sample according to the effect of of likes, electronic word of mouth (eWOM), and content sharing

	Mean	T	Std. Deviation	df	Sig. (2-tailed)	level of agreement	ORDER
EWM1	3.0128	39.044	0.96378	155	0	Medium	3
EWM2	3.8397	74.062	0.64754	155	0	High	1
EWM3	3.6474	62.028	0.73445	155	0	High	2
EWM4	2.9038	38.783	0.93518	155	0	Medium	4
likes, EWOM and content sharing content sharing	3.351	75.727	0.55269	155	0	Medium	

Source: established by the student based on the results of spss v27

chart9: Distribution of the sample according to the effect of likes, electronic word of mouth (eWOM), and content sharing



Source: established by the student based on the results of spss v27

The table above shows that the second item—whether the study sample trusts products with positive reviews and comments from other users—ranks first, with a mean score of 3.8397 and a high level of agreement. Next, the third item—whether participants are more likely to purchase a product if it has been widely shared by others—ranks second, also with a high level of agreement and a mean score of 3.6474.

In third place is the first item, which examines whether the number of likes on an influencer's post influences participants' perception of a product's quality. This item has a medium level of agreement and a mean score of 3.0128. Lastly, the fourth item—whether participants view influencers' recommendations as credible when they engage actively with their audience—ranks fourth, with the lowest mean score of 2.9038 and a medium level of agreement.

In conclusion, the overall mean score for the entire variable—likes, electronic word of mouth (eWOM), and content sharing—is 3.351, reflecting a medium level of agreement. This indicates that the second and third items play a significant role in shaping the study sample's perception of products recommended by influencers, while the first and fourth items play a smaller role. Overall, this variable has a moderate influence on participants' perception of influencer-recommended products. Therefore, although participants pay attention to likes, eWOM, and content sharing, they do not base their overall judgments of products solely on these factors.

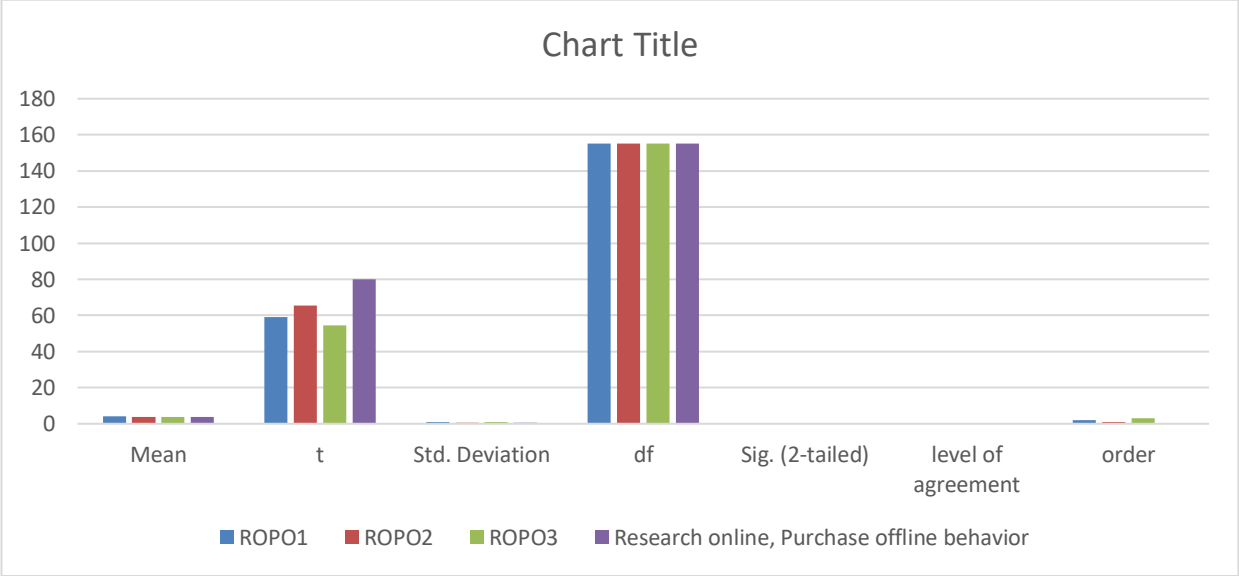
. **A of the ROPO research online purchase offline behavior**
And the following table shows the results:

Table 10: Distribution of the sample according the ROPO research online purchase offline behavior

	Mean	t	Std. Deviation	Df	Sig. (2-tailed)	level of agreement	order
ROPO1	3.9679	59.143	0.83797	155	0	High	2
ROPO2	3.8526	65.517	0.73445	155	0	High	1
ROPO3	3.7051	54.335	0.8517	155	0	High	3
Research online, Purchase offline behavior	3.8419	80.079	0.59922	155	0	High	

Source: established by the student based on the results of spss v27

Table 10: Distribution of the sample according the ROPO research online purchase offline behavior



Source: established by the student based on the results of spss v27

The table above indicates that the second item—*influencers help me discover new products even if I prefer buying from physical stores*—ranks first, with a mean score of 3.8526 and a high level of agreement. Next, the first item—*I often research products online before purchasing them in physical stores*—ranks second, with a mean score of 3.7679 and also a high level of agreement. Lastly, the third item—*seeing a product endorsed by an influencer online encourages me to visit a store and check it out*—ranks third, with a mean score of 3.7051 and a high level of agreement.

Overall, the variable *research online, purchase offline behavior* shows a high level of agreement, with a mean score of 3.8419. This suggests that the study sample tends to act on influencers' recommendations, even when their purchases are ultimately made offline.

5. **Analysis of the Effectiveness of Influencer Marketing Strategies**

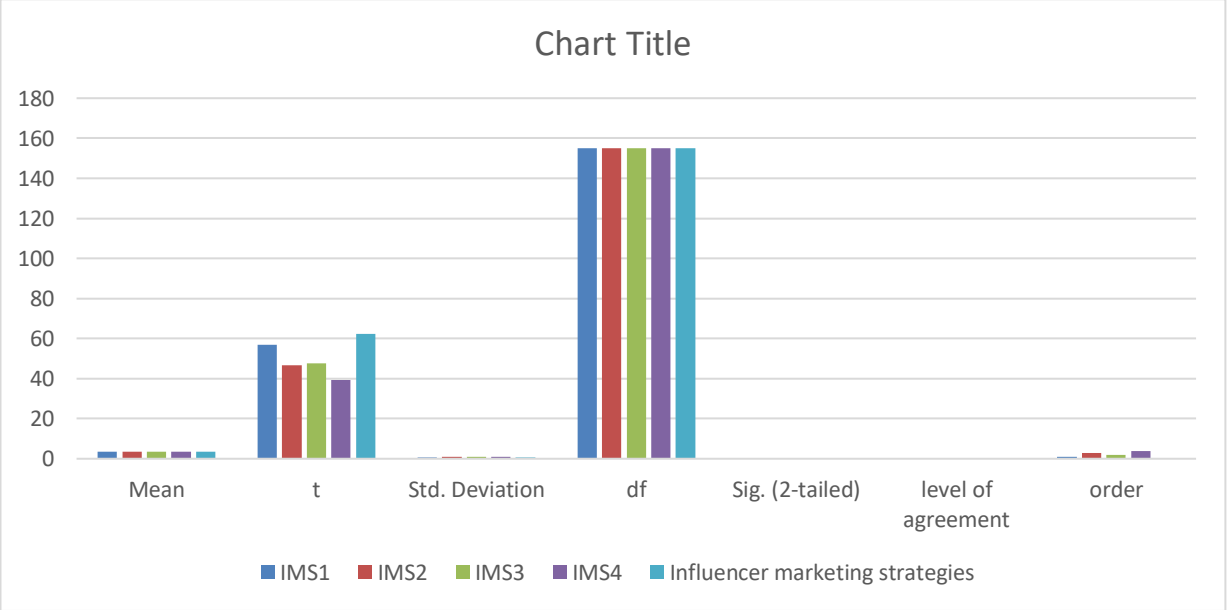
And the following table shows the results:

Table 11: Distribution of the sample according the Effectiveness of Influencer Marketing Strategies

	Mean	t	Std. Deviation	df	Sig. (2-tailed)	level of agreement	order
IMS1	3.6538	57.015	0.80043	155	0	High	1
IMS2	3.4936	46.757	0.93323	155	0	High	3
IMS3	3.5064	47.639	0.9193	155	0	High	2
IMS4	3.4936	39.309	1.11005	155	0	High	4
Influencer marketing strategies	3.5369	62.283	0.70927	155	0	High	

Source: established by the student based on the results of spss v27

chart 10: Distribution of the sample according thethe ROPO research online purchase offline behavior



Source: established by the student based on the results of spss v27

The table above indicates that the first item, *"I am more likely to trust an influencer who has followers with interests similar to mine,"* ranks highest with a mean score of 3.6538, reflecting a high level of agreement. In second place is the third item, *"I am more likely to purchase from a brand that collaborates with influencers I trust,"* with a mean score of 3.5064, also indicating a high level of agreement.

The second item, *"Clearly disclosed sponsorships affect how much I trust an influencer's recommendation,"* follows closely with a mean score of 3.4936 and a high level of agreement. Lastly, the fourth item, *"An influencer's expertise and authenticity influence my purchase decisions,"* also holds a mean score of 3.4936, with a similarly high level of agreement.

Overall, we find that the variable *influencer marketing strategies* demonstrates a high level of agreement, with a mean score of 3.5369. This suggests that influencer marketing strategies play a significant role in

the purchase decisions of the study sample.

Overall degree of influencer marketing

Table 12: overall degree of the independent variable

	Mean	T	Std. Deviation	df	Sig. (2-tailed)	level of agreement
EWM	3.351	75.727	0.55269	155	0.00	Medium
ROPO	3.8419	80.079	0.59922	155	0.00	High
IS	3.5369	62.283	0.70927	155	0.00	High
Influencer marketing	3.5524	94.449	0.46978	155	0.00	High

Source: established by the student based on the results of spss v27

The table above indicates that the first sub-variablelikes, electronic word-of-mouth (eWOM), and content sharingrecorded a medium level of agreement**,** with a mean score of 3.351. In contrast, the second sub-variable, Research Online, Purchase Offline (ROPO) behavior**,** showed ahigh level of agreement**,** with a mean score of 3.8419**.** Similarly, the third sub-variable, influencer marketing strategies, also reflected ahigh level of agreement, with a mean score of 3.5369. Ultimately, the overall independent variable: influencer marketing demonstrated a high level of agreement, with a mean score of 3.5524**.** These results suggest that the study sample places greater importance on ROPO behavior and influencer marketing strategies, compared to eWOM and content-sharing elements, which appear to have a relatively lower impact.

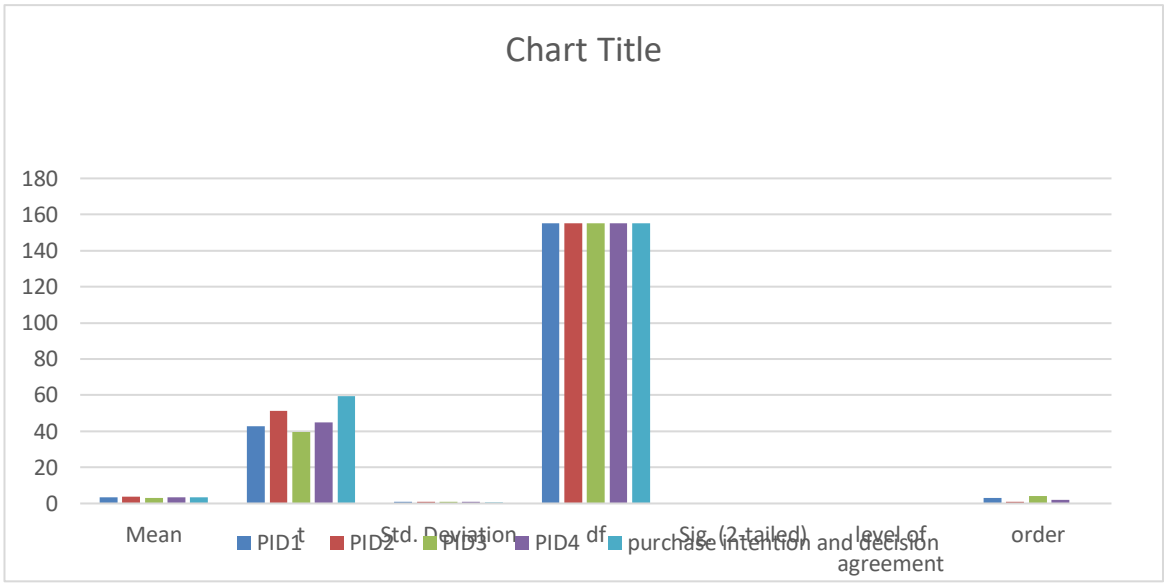
Analysis of the dependent variable online purchase decisionmaking:

Table 13: Analysis of the online purchase decision making of the study sample
And the following table shows the results:

	Mean	t	Std. Deviation	Df	Sig. (2-tailed)	level of agreement	order
PID1	3.2885	42.909	0.95721	155	0	Medium	3
PID2	3.6026	51.276	0.87753	155	0	High	1
PID3	3	39.711	0.94357	155	0	Medium	4
PID4	3.5128	44.754	0.98037	155	0	High	2
purchase intention and decision	3.351	59.489	0.70355	155	0	medium	

Source: established by the student based on the results of spss v27

Chart 10:



Source: established by the student based on the results of spss v27

The table above shows that the second item, *"I have previously purchased a product because an influencer recommended it,"* ranks first with a mean score of 3.6026, reflecting a high level of agreement. Following this, the fourth item, *"The way influencers present a product affects whether the study sample chooses to buy it or not,"* ranks second, also with a high level of agreement and a mean score of 3.5128.

Next, the first item, *"Seeing a product recommended by an influencer increases the study sample's willingness to buy it,"* ranks third with a mean score of 3.2885, indicating a medium level of agreement. Finally, the third item, *"Influencer marketing makes me feel more confident in my purchase decisions,"* ranks fourth, also with a medium level of agreement and a mean score of 3.000.

In conclusion, the overall variable online *purchase intention and decision* shows a medium level of agreement, with a mean score of 3.351. This indicates that the online purchase intentions and decisions making of the study sample affected by the influencers recommendations.

Section 02: Test hypotheses and discuss study results

Through this section, the student will test the hypothesis that was considered as a preliminary answer to the study questions and ensure whether it is carried out or not, then work to discuss the results of this test as well as to discuss the results of the analysis of the axes of the questionnaire, and the hypothesis of our study is:

Where it is divided into four sub-hypotheses:

Hypothese1: Higher levels of social media engagement (likes,electronic word-of-mouth, and content sharing) positively impactconsumers' online purchase intentions and decision making in a levelof significant equal to 0.05.

H0.1: Higher levels of social media engagement (likes,electronic word-of-mouth, and content sharing) DON'T positively impactconsumers' online purchase intentions and decision-making in a levelof significant equal to 0.05.

H1.1: Higher levels of social media engagement (likes,electronic word-of-mouth, and content sharing)

positively impactconsumers' online purchase intentions and decision-making in a levelof significant equal to 0.05.

Hypothese2: Consumers who engage in ROPO behaviour are more influencedby online product information and reviews than by in-store promotionalefforts in a level of significant equal to 0.05.

H0.2: Consumers who engage in ROPO behaviour are not more influencedby online product information and reviews than by in-store promotionalefforts in a level of significant equal to 0.05.

H1.2: Consumers who engage in ROPO behaviour are more influencedby online product information and reviews than by in-store promotionalefforts in a level of significant equal to 0.05.

Hypothese3: Influencer marketing strategies that includefollower-brand match, clear sponsorship disclosure, and higherperceived trust in influencers lead to increased consumer onlinepurchase intention and decision-making in a level of significant equalto 0.05.

H0.3: Influencer marketing strategies that includefollower-brand match, clear sponsorship disclosure, and higherperceived trust in influencers DOESN'T lead to increased consumer onlinepurchase intention and decision-making in a level of significant equalto 0.05

H1.3: Influencer marketing strategies that includefollower-brand match, clear sponsorship disclosure, and higherperceived trust in influencers lead to increased consumer onlinepurchase intention and decision-making in a level of significant equalto 0.05.

Principal hypotheses:

Influencers marketing positively impact the online purchase decision

H0.1*: Influencer marketing doesn't positively impact the online purchase decision*

H1.1*: Influencer marketing positively impacts the online purchase decision*

Beforetesting the hypotheseswechecked the reliability of the questionnaire using the Alpha Cronbach coefficient method to measure the overallreliability of the expressions in the questionnaire. The table below shows the results of the Alpha Cronbach test:

Questionnaire reliability:

Cronbach's Alpha	N of Items
0.837	15

The researcher used Cronbach's Alpha method to measure the reliability of the questionnaire, when the Cronbach alpha coefficient is greater than 0.6 implies that there is reliability between questionnaire expressions.

Test the hypotheses:

Using the spss statistical program, we obtained the following results:

The first sub-hypothesis:

Hypothese1: Higher levels of social media engagement (likes,electronic word-of-mouth, and content sharing) positively impactconsumers' online purchase intentions and decision-making in a levelof significant equal to 0.05.

H0.1: Higher levels of social media engagement (likes,electronic word-of-mouth, and content sharing) DON'T positively impactconsumers' online purchase intentions and decision-making in a levelof significant equal to 0.05.

H1.1: Higher levels of social media engagement (likes,electronic word-of-mouth, and content sharing) positively impactconsumers' online purchase intentions and decision-making in a levelof significant equal to 0.05.

Correlation coefficient (R square) (R-square)

Table14:Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409[a]	0.167	0.162	0.64405

Source: established by the student based on the results of spss v27

We observe that the coefficient of determination, $R^2 = 0.167$, indicates that *social media engagement (likes, electronic word-of-mouth, and content sharing)* positively impacts 16.7% of online purchase decision making. This suggests that the component of *social media engagement* significantly influences online purchase decision making. Additionally, the correlation coefficient reached R = 0.409, reflecting a moderately strong positive relationship between *social media engagement (likes, electronic word-of-mouth, and content sharing)* and online purchase decision making, with a correlation rate of 40.9%.

Analysis of variance ANOVA

Table 15: ANOVA variance

ANOVA[a]

Model		SumofSquares	df	Mean Square	F	Sig.
1	Regression	12.844	1	12.844	30.963	0.000[b]
	Residual	63.879	154	0.415		
	Total	76.722	155			

Source: established by the student based on the results of spss v27

According to the previous table we have the significance is equal to 0.000 was less than 0.05

This confirms the validity of the linear model; therefore, we confirm the hypothesis which saysthat Higher levels of social media engagement (likes, electronic word-of-mouth, and content sharing) positively impact consumers' online purchase intentions.

Regression coefficients

Table 16 : regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.606	0.318		5.052	0.00
	likes, EWOM and content sharing	0.521	0.094	0.409	5.564	0.00

Source: established by the student based on the results of spss v27

From the results of the previous table, we observe that the model describing the relationship between *social media engagement (likes, electronic word-of-mouth, and content sharing)* and purchasing intention is a linear model, represented by the following equation:

$$\mathbf{Y = 0.521 \times X_1 + 1.606}$$

In this equation, **Y** represents the dependent variable (*online purchase decision-making*), and $\mathbf{X_1}$ is the independent variable (*social media engagement*, including likes, electronic word-of-mouth, and content sharing). The coefficient 0.521 is the β value, indicating the slope of the regression equation.

The second sub-hypothesis:

Consumers who engage in ROPO behaviour are more influencedby online product information and reviews than by in-store promotionalefforts in a level of significant equal to 0.05.

H0.2: Consumers who engage in ROPO behaviour are not more influencedby online product information and reviews than by in-store promotionalefforts in a level of significant equal to 0.05

H1.2: Consumers who engage in ROPO behaviour are more influencedby online product information and reviews than by in-store promotionalefforts in a level of significant equal to 0.05.

Correlation coefficient (R square) (R-square)

Table 17:Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.486[a]	0.236	0.231	0.61697

Source: established by the student based on the results of spss v27

We observe that the coefficient of determination, $R^2 = 0.236$, indicates that engagement in ROPO behavior positively impacts 23.6% of online purchase decision-making. This suggests that the ROPO engagement component has a significant influence on online purchase decisions. Additionally, the correlation coefficient reached R = 0.486, reflecting a moderately strong positive relationship between ROPO engagement and online purchase decision-making, with a correlation rate of 46.6%.

Analysis of variance ANOVA

Table 18: ANOVA variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18.102	1	18.102	47.554	.000[b]
Residual	58.621	154	0.381		
Total	76.722	155			

Source: established by the student based on the results of spss v27

According to the previous table, the significance value is 0.000, which is less than the threshold of 0.05. This confirms the validity of the linear model. Therefore, we can support the hypothesis stating that *consumers who engage in ROPO behavior are more influenced by online product information and reviews than by in-store promotional efforts*.

Regression coefficients

Table 19 : regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.160	0.322		3.607	0.00
	likes, EWOM and content sharing	0.570	0.083	0.486	6.896	0.00

Source: established by the student based on the results of spss v27

From the results of the previous table, we observe that the model representing the relationship between **ROPO behavior** and **online purchase decision-making** is a linear model, expressed by the following equation:

$$\mathbf{Y = 0.570 \times X_2 + 1.160}$$

In this equation, **Y** represents the dependent variable (*online purchase decision-making*), and $\mathbf{X_2}$ is the independent variable (*ROPO behavior*). The coefficient **0.570** is the β_2 value, representing the slope of the regression equation.

The third sub-hypothesis:

Influencer marketing strategies that includefollower-brand match, clear sponsorship disclosure, and higherperceived trust in influencers lead to increased consumer onlinepurchase intention and decision-making in a level of significant equalto 0.05.

H0.3: Influencer marketing strategies that includefollower-brand match, clear sponsorship disclosure, and higherperceived trust in influencers DOESN'T lead to increased consumer onlinepurchase intention and decision-making in a level of significant equalto 0.05

H1.3: Influencer marketing strategies that includefollower-brand match, clear sponsorship disclosure, and higherperceived trust in influencers lead to increased consumer onlinepurchase intention and decision-making in a level of significant equalto 0.05.

Correlation coefficient (R square) (R-square)

Table 20 :Correlation coefficient

Model	R	R Square	AdjustedR Square	Std. Error of the Estimate
1	0.600[a]	0.36	0.356	0.56459

Source: established by the student based on the results of spss v27

We note that the coefficient of determination, **R^2 = 0.356**, indicates that *influencer marketing strategies* explain 35.6% of the variation in **online purchasing intention and decision-making**. This suggests that the influencer marketing strategies component significantly affects consumer behavior in this context. Additionally, the correlation coefficient reached **R = 0.600**, indicating a strong positive relationship between *influencer marketing strategies* and *online purchasing intention and decision-making*, with a correlation rate of 60%.

Analysis of variance ANOVA

Table 21: ANOVA variance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.634	1	27.634	86.693	0.000[b]
	Residual	49.088	154	0.319		
	Total	76.722	155			

Source: established by the student based on the results of spss v27

According to the previous table, the significance value is **0.000**, which is less than the threshold of **0.05**. This confirms the validity of the linear model. Therefore, we can confirm the hypothesis stating that *influencer marketing strategies — including follower-brand alignment, clear sponsorship disclosure, and higher perceived trust in influencers — lead to increased consumer online purchase intention*.

Regression coefficients

Table 22 : regression coefficients

Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
	(Constant)	**1.245**	**0.231**		**5.401**	**0.0**

	Influencer marketing strategies	**0.595**	**0.064**	**0.6**	**9.311**	**0.0**

Source: established by the student based on the results of spss v27

From the results of the previous table, we observe that the model representing the relationship between **influencer marketing strategies** and **online purchasing intention** is a linear model, expressed by the following equation:

$$\mathbf{Y = 0.595 \times X_3 + 1.245}$$

In this equation, **Y** represents the dependent variable (*online purchasing intention and decision)*, and $\mathbf{X_3}$ is the independent variable (*influencer marketing strategies*). The coefficient **0.595** is the β value, representing the slope of the regression equation.

Principal hypotheses:

Influencers marketing positively impact the online purchase decision

H0.1: Influencer marketing doesn't positively impact the online purchase decision

H1.1: Influencer marketing positively impacts the online purchase decision

Table 23: The Alpha Cronbach total test.

EliabilityStatistics

Model	R	R Square	Adjusted R Square	Std. Err Estimat
1	.674[a]	0.454	0.45	0.52174

Source: established by the student based on the results of spss v27

We note that the coefficient of determination, $\mathbf{R^2 = 0.454}$, indicates that *influencer marketing* explains 35.6% of the variation in **online purchasing intention and decision-making**. This suggests that the influencer marketing component significantly affects consumer behavior in this context. Additionally, the correlation coefficient reached **R = 0.674**, indicating a strong positive relationship between *influencer marketing* and *online purchasing intention and decision-making*, with a correlation rate of 60%.

Analysis of variance ANOVA

Table 24: ANOVA variance

ANOVA

Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	**Regression**	**34.802**	**154**	**34.802**	**127.852**	**0.000b**
	Residual	**41.92**	**154**	**0.272**		
	Total	**76.722**	**155**			

Source: established by the student based on the results of spss v27

According to the previous table, the significance value is **0.000**, which is less than the threshold of **0.05**. This confirms the validity of the linear model. Therefore, we can confirm the***Principal hypotheses SAYS Influencer marketing positively impact the online purchase decision***

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Regression coefficients

Table 25 : regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.232	0.32		-0.727	0.469
	Influencer marketing	1.009	0.089	0.674	11.307	0

Source: established by the student based on the results of spss v27

From the results of the previous table, we observe that the model representing the relationship between **influencer marketing** and **online purchasing intention and decision making** is a linear model, expressed by the following equation:

$Y = 1.009 \times X_3 - 0.232$

In this equation, **Y** represents the dependent variable (*online purchasing intention and decision making)*, and $\mathbf{X_3}$ is the independent variable (*influencer marketing*). The coefficient **0.595** is the β value, representing the slope of the regression equation.

❖ General Conclusion:

In recent years, the Algerian market has been undergoing a significant digital transformation, characterized by the widespread adoption of social media platforms and the growing importance of digital strategies in commercial communication. Within this evolving landscape, influencer marketing has emerged as a powerful tool in shaping online purchasing decisions, particularly among younger, digitally active consumers.

This study aimed to explore the **impact of influencer marketing strategies on online purchase intention and decision-making**. More specifically, we examined how key factors (such as influencer) brand fit, sponsorship transparency, perceived trust, ROPO behavior (Research Online, Purchase Offline), and social media engagement (likes, electronic word-of-mouth, and content sharing) influence Algerian consumers' online buying behaviors.

To address this research question, we conducted an empirical analysis based on a sample of Algerian online consumers. The findings clearly demonstrate that **influencer marketing has a significant and positive effect on both purchase intention and actual decision-making**.

Our main conclusions can be summarized as follows:

- **ROPO behavior and influencer marketing strategies** were found to be the most influential variables affecting purchasing decisions, highlighting their strategic importance in today's marketing efforts. *(This supports our first hypothesis.)*
- Social engagement metrics—such as likes, shares, and online reviews—while slightly less impactful, still play an important complementary role in strengthening the effectiveness of influencer marketing. *(Partial support for our second hypothesis.)*
- Furthermore, **perceived trust in influencers** and the **transparency of sponsored partnerships** significantly enhance the credibility of marketing messages and positively influence consumer engagement. *(Support for ourthirdhypothesis.)*

In addition, the demographic analysis revealed that **women and young people aged 18 to 27** are especially receptive to influencer marketing. This group demonstrated higher levels of engagement and a stronger impact on purchasing behavior when exposed to influencer-generated content, confirming the need for targeted strategies that speak directly to this influential segment of consumers.

In conclusion, this study underscores the strategic value of influencer marketing in the Algerian market, **a market still in a dynamic phase of digital adoption, where influencer marketing continues to hold strong persuasive power**. This presents a valuable opportunity for brands seeking to build trust, connect more authentically with their audience, and optimize their digital marketing performance.

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APPENDICES

Appendices

Questionnaire:

Demographic Questions:
الأسئلة الديموغرافية

1. What is your gender؟ما هو جنسك؟

o ☐Male (ذكر)

o ☐Female (أنثى)

2. What is your age group؟ما هي فئتك العمرية؟

o ☐Under 18 (أقل من 18)

o ☐18 - 24

o ☐25 - 34

o ☐35 - 44

o ☐45 and above (45 فما فوق)

3. **What is your study level؟ما هو مستواك الدراسي؟**

o ☐High School or below (الثانوية أو أقل)

o ☐Bachelor's Degree (بكالوريوس)

o ☐Master's Degree (ماجستير)

o ☐PhD or higher (دكتوراه أو أعلى)

4. **What is your monthly income؟كم هو دخلك الشهري؟**

o ☐Less than 20,000 DA (أقل من 20,000 دج)

o ☐20,000 - 39,999 DA (20,000 - 39,999 دج)

o ☐40,000 - 59,999 DA (40,000 - 59,999 دج)

o ☐60,000 - 79,999 DA (60,000 - 79,999 دج)

o ☐80,000 DA and above (80,000 دج فما فوق)

5. **What is your familial status؟ما هو وضعك العائلي؟**

o ☐Single (أعزب/عزباء)

o ☐Married (متزوج/متزوجة)

o ☐Divorced (مطلّق/مطلّقة)

o ☐Widowed (أرمل/أرملة)

6. How often do you follow influencers on social media؟كم مرة تتابع المؤثرين على وسائل التواصل الاجتماعي؟

o ☐Never (أبدًا)

o ☐Rarely (نادراً)

o ☐Sometimes (أحيانًا)

o ☐Often (غالبًا)

o ☐Always (دائمًا)

7. Which social media platform do you use the most for followinginfluencers? ما هي منصة التواصل الاجتماعي التي تستخدمها أكثر لمتابعة المؤثرين؟

o ☐Instagram (إنستغرام)

o ☐TikTok (تيك توك)

o ☐YouTube (يوتيوب)

o ☐Facebook (فيسبوك)

o ☐Twitter/X (تويتر/إكس)

o ☐Other (أخرى): _____

8. How frequently do you purchase products based on influencerrecommendations? كم مرة تشتري المنتجات بناءً على توصيات المؤثرين؟

o ☐Never (أبدًا)

o ☐Rarely (نادراً)

o ☐Sometimes (أحيانًا)

o ☐Often (غالبًا)

o ☐Always (دائمًا)

Questionnaire: The Impact of Influencer Marketing on Online Purchase Decision-Making

استبيان: تأثير التسويق عبر المؤثرين على اتخاذ قرارات الشراء عبر الإنترنت

Instructions: Please indicate your level of agreement with the following statements using the scale below:

التعليمات: يرجى تحديد مستوى موافقتك على العبارات التالية باستخدام المقياس أدناه:

1 - Strongly Disagree (أعارض بشدة)
2 - Disagree (أعارض)
3 - Neutral (محايد)
4 - Agree (أوافق)
5 - Strongly Agree (أوافق بشدة)

Section 1: Likes, eWOM (Electronic Word of Mouth), and Content Sharing

القسم ١: الإعجابات، الترويج الإلكتروني، ومشاركة المحتوى

1. The number of likes on an influencer' s post affects my perception of a product's quality.
عدد الإعجابات على منشور المؤثر يؤثر على تصوري لجودة المنتج.

2. I trust products that have positive reviews and comments from other users.
أثق في المنتجات التي تحتوي على مراجعات وتعليقات إيجابية من المستخدمين الآخرين.

3. I am more likely to purchase a product if it has been widely shared by others.
أكون أكثر ميلاً لشراء المنتج إذا تمت مشاركته على نطاق واسع من قبل الآخرين.

4. I consider influencers' recommendations as credible when they engage actively with their audience.
أعتبر توصيات المؤثرين موثوقة عندما يتفاعلون بشكل نشط مع جمهورهم.

Section 2: ROPO (Research Online, Purchase Offline) Behavior

القسم ٢: السلوك البحثي عبر الإنترنت والشراء غير المتصل بالإنترنت

5. I often research products online before purchasing them in physical stores.
غالبًا ما أبحث عن المنتجات عبر الإنترنت قبل شرائها من المتاجر الفعلية.

6. Influencers help me discover new products, even if I prefer buying from physical stores.
يساعدني المؤثرون في اكتشاف منتجات جديدة، حتى لو كنت أفضل الشراء من المتاجر الفعلية.

7. Seeing a product endorsed by an influencer online encourages me to visit a

store and check it out.
رؤية منتج موصى به من قبل مؤثر عبر الإنترنت تشجعني على زيارة المتجر والتحقق منه.

Section 3: Influencer Marketing Strategies
القسم ٣: استراتيجيات التسويق عبر المؤثرين
8. I am more likely to trust an influencer who has followers with interests similarto mine.
أكون أكثر ميلاً للثقة في المؤثر الذي لديه متابعون لديهم اهتمامات مشابهة لي.
9. Clearly disclosed sponsorships (e.g., "#ad" or "Sponsored") affect how much Itrust an influencer's recommendation.
يؤثر على مدى ثقتي في توصية المؤثر (مثل الإفصاح الواضح عن الرعاية "إعلان#" أو "برعاية").
10. I am more likely to purchase from a brand that collaborates with influencers Itrust.
أكون أكثر ميلاً للشراء من علامة تجارية تتعاون مع مؤثرين أثق بهم.
11. An influencer's expertise and authenticity influence my purchase decisions.
تؤثر خبرة المؤثر ومصداقيته على قرارات الشراء الخاصة بي.

Section 4: Online Purchase Intention & Decision
القسم ٤: النية والقرار الشرائي عبر الإنترنت
12. Seeing a product recommended by an influencer increases my willingness tobuy it.
رؤية منتج موصى به من قبل مؤثر تزيد من رغبتي في شراء.

13. I have previously purchased a product because an influencer recommendedit.
لقد اشتريت منتجًا من قبل لأن مؤثرًا أوصى ب.
14. Influencer marketing makes me feel more confident in my purchase decisions.
يجعلني التسويق عبر المؤثرين أشعر بثقة أكبر في قرارات الشراء الخاصة بي.
15. The way influencers present a product affects whether I choose to buy it ornot.
الطريقة التي يقدم بها المؤثرون المنتج تؤثر على قراري في شرائه أو عدمه

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