The Power of Social Media Influencers as an Advertising Tool on Consumer Decision Making

قوة مؤثرى وسائل التواصل الإجتماعى كأداة إعلانية فى إتخاذ قرار المستهلك

Aya Samir Ahmed Salem[1]

[1]Home Economics Department- Faculty of Agriculture- Alexandria University

آية سمير أحمد سالم[1]

[1]قسم الإقتصاد المنزلى– كلية الزراعة– جامعة الإسكندرية

aya.ahmed@alexu.edu.eg

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Lecturer, Home Economics Department- Faculty of Agriculture- Alexandria University
aya.ahmed@alexu.edu.eg

Abstract

The increase in the use of social media in recent years has enabled users to obtain vast amounts of information from different sources. Unprecedented technological developments are currently enabling social media influencers to build powerful interactivity with their followers. These interactions have, in one way or another, influenced consumers decision. Thus, this study aims to determine the impact of social media influencers as an advertising tool on consumer decision-making. The data was collected by Google form online questionnaire by accident to a sample of 200 consumers, included axes of the level of exposure to social media sites and consumer practices, the power and credibility of social media influencers from the consumer's point of view and consumer decision-making.

The results showed there is a direct correlation with statistical significance at 0.01 between the power and credibility of social media influencers and consumer decision-making. Also, there are significant differences at the probability level of 0.01 between the average levels of consumer decision making according to the level of the power and credibility of social media influencers from the consumer's point of view in favor of the high level then the medium level then and lastly low level.

So, it is recommended to follow the example of some countries that began in issuing special permits for the work of influencers and imposing partial taxes on their annual income. Also, paying attention to constantly evaluating the performance of influencers through continuous monitoring sales and comparing results with competitors, and questionnaires regarding the best influencers by followers and the criteria on which they are preferred.

keywords:

Influencers- social media – Decision making – Advertising tool.

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المستخلص

إن الزيادة في استخدام وسائل التواصل الاجتماعي في السنوات الأخيرة مكنت المستخدمين من الحصول على كميات هائلة من المعلومات من مصادر مختلفة. كما تعمل التطورات التكنولوجية غير المسبوقة حاليًا على تمكين المؤثرين على وسائل التواصل الاجتماعي من بناء تفاعل قوي مع متابعيهم. وقد أثرت هذه التفاعلات، بطريقة أو بأخرى، على قرارات المستهلكين. وبالتالي، تهدف هذه الدراسة إلى تحديد تأثير مؤثرى وسائل التواصل الاجتماعي كأداة إعلانية على اتخاذ قرارالمستهلك. تم جمع البيانات عن طريق الاستبيان عبر إستبيان جوجل فورم عن طريق الصدفة لعينة مكونة من 200 مستهلك، والذى تضمن محاور عن مستوى التعرض لمواقع التواصل الإجتماعى وممارسات المستهلك، قوة ومصداقية مؤثرى مواقع التواصل الإجتماعى من وجهة نظر المستهلك و إتخاذ قرار المستهلك. وقد أظهرت النتائج وجود علاقة طردية ذات دلالة إحصائية عند مستوى 0.01 بين قوة ومصداقية مؤثرى وسائل التواصل الاجتماعي واتخاذ قرار المستهلك. كما توجد فروق ذات دلالة إحصائية عند مستوى احتمال 0.01 بين متوسطات مستويات اتخاذ القرار لدى المستهلك تبعاً لمستوى قوة ومصداقية مؤثرى وسائل التواصل الاجتماعي من وجهة نظر المستهلك لصالح المستوى المرتفع ثم المستوى المتوسط ثم المستوى المنخفض. لذا، ينصح بالاقتداء ببعض الدول التي بدأت بإصدار تصاريح خاصة لعمل المؤثرين وفرض ضرائب جزئية على دخلهم السنوي. وكذلك الاهتمام بالتقييم المستمر لأداء المؤثرين من خلال المراقبة المستمرة للمبيعات ومقارنة النتائج مع المنافسين، والاستبيانات الخاصة بأفضل المؤثرين حسب المتابعين والمعايير التي يتم تفضيلهم على أساسها.

الكلمات المفتاحية:

المؤثرون – وسائل التواصل الاجتماعي – اتخاذ القرار – أداة الإعلان.

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1.Introduction

People's interest in social media sites is increasing day after day as it does not represent the basis for change in society, but it is even an important factor in preparing the requirements for change through the formation of awareness, in the human view of his community and the world, (Mater Hamdy:2018).

It has a lot of advantages, positively, it provides individuals with means of easy communication with each other for understanding and cooperation, eliminating barriers and shortening distances in communication, which leads to a strong, continuous connection between individuals, especially for relatives and friends, also some groups of social media users were able to adapt these means to serve the knowledge of businesses to define, advertise, communicate, market, and develop their business by learning about the experiences of others, or by looking at consumers' feedback, it can also increase employment opportunities and job offers, as happens through LinkedIn, but one of its drawbacks is that there is no time to think as information flows on social networking sites at every moment, this overload of fast-paced information does not give you time to understand, (Moayed Elsaady:2016).

The great impact of social networking on the audience of recipients is that it is no longer internet surfers can do without it, due to the news and coverage it provides, comprehensive and useful and diverse information and knowledge, and conversation (chat) with family, friends, and classmates. communication, work, and the exchange of files, pictures, and video clips, in addition to being an open field to exchange of opinions and comments on opinions and responses to those comments, (Mohamed Almansour:2012).

In view of the increasing interest of consumers in using social media networks to search for their needs for the products they want to buy, this has led to an increase in the demand and interest of producing companies in advertising their products on this network also the intensification of this competition has also sparked interest, and contributed to the emergence of a network social networking has changed the purchasing behavior pattern of consumers, as it has allowed the exchange of personal experiences electronically through consumers expressing their opinions and writing

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comments on some of the products that are promoted through these electronic networks and publishing them on friends' lists, these opinions and comments influenced the behavior and purchasing decisions of consumers, and intervened in shaping their opinions regarding products, which prompted many companies to develop their traditional marketing methods to create a promotional mix linked to the social media network with the aim of taking advantage of the marketing opportunities provided by these sites, (Nidal Tayeh:2007).

According to Xiao et al. (2018) social media platforms are a powerful tool in digital marketing campaigns as they allow companies to engage with followers and advertise their products to a tailored audience, on the other hand influencer marketing can be described as a ''viral marketing approach in which an online personality shapes consumers' attitude through tweets, posts, blogs or any other formats of communication on social media so influencer marketing is an extension to the original concept of word-of-mouth marketing, focusing on a social context and performing more professionally also that it is a form of relationship building may be very helpful for brands that seek to expand their audience and turn them into loyal customers through trust and authenticity.

Influencer marketing tends to be broken into two sub practices; the first one is earned influencer marketing, which stems from unpaid or pre-existing relationships with influencers or third-party content that is promoted by the influencer to further their own personal social growth, the second one is paid influencer marketing; where campaigns can take the form of sponsorship, pre-roll advertising or testimonial messaging and can appear at any point in the content, any person, group, brand, or place could potentially be an influencer, in reality some marketers use influencer also as marketing tool to establish credibility in the market, others to create social conversations around their brand, others yet to drive online or in-store sales of their products, marketers leverage credibility gained over time to promote a variety of products or services and they measure their success in several ways, including earned media value, impressions, and cost per action, (Siti Nurfadila & Setyo Riyanto: 2020).

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Consumers see influencers as a neutral authority assessing a product, especially when compared to brand ambassadors where influencers are exponentially perceived as more approachable and trustworthy as research shows that influencer marketing is more effective on younger demographics. With the rise of social media influencers, influencer marketing could become a trend on marketing strategies, (Siti Nurfadila & Setyo Riyanto: 2020).

This new segment of consumers has forced brands to convert from traditional advertising to online media advertising and to make partnerships with celebrities and leaders to market their products, (Trivedi & Sama:2020).

These digital influencers create relationships with their followers, by developing storytelling on their social media shared content and, thus effectively influencing consumer's decision-making process, (De Veirman et al.:2017).

In fact, consumers use the content shared on social networks as a source of inspiration and so these platforms affect their shopping behavior easily, (Casaló et al.:2018). Moreover, consumers talk to each other about new trends and styles, exchange information, which is important in diffusing trends (Casaló et al.:2018).

Indeed, consumers usually have some difficulties in selecting the right products to satisfy their needs and results in a dependence on influencers for suggestions (Trivedi & Sama:2020).

The connection between influencers and followers is described as a dependency relationship coming from the consumers' need to find online sources to provide them useful and reliable product information, which will help their decision-making process to be simple and influence purchase intentions by sharing and inspiring content, including opinions that fit with their needs and interests, (Jiménez-Castillo & Sánchez-Fernández:2019).

According to Kotler (2019), consumers' decision-making process involves five stages as described, the first stage is problem/need recognition. In this stage, consumers realize that they want something. Then marketers use strategies that intend to intentionally create an imbalance between consumers' present status and their preferred status. This imbalance will create a need and make consumers want to buy a certain product/service. So, influencer marketing is one of the strategies that marketers are currently using to increase this need in consumers towards products, (Jiménez-Castillo & Sánchez-Fernández:2019).

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After the consumer has developed his need, reaching the second stage of consumer's decision-making process which is the information search where the consumer starts an information search about the different alternatives that he/she can purchase to satisfy the need so digital influencers represent a source of external information that consumers use to support the purchase decision, (Stankevich:2017).

In the third stage of the consumer's decision-making process, the evaluation of alternatives, the consumer asks himself if he really needs the product, what alternatives exist and that make him choose the most important choice based on which he will make a final decision (Stankevich:2017). In this stage, consumers will take into consideration price, quality, brand positioning, etc. (Stankevich:2017).

Once a consumer chooses which brand to buy, he reaches the fourth stage which is the purchase decision, the last stage of the consumer's decision-making process, the post-purchase behavior, is the stage when the consumer evaluates and reviews the product that he decided to purchase (Stankevich:2017).

Philil& Nandagiri (2018) emphasized that by a study that examined the impact of social media influencers marketing a product on their followers via YouTube and Instagram, it was found that the influencer's work has a positive impact on the followers, as the followers see the influencer as a trustworthy source. Therefore, they are willing to try and approve the products that he offers, he notes also that the influencer has a positive impact on their response and brand awareness.

Despite the disagreement over influencer marketing, influencers on social media sites in Egypt have been active and succeeded in attracting millions of followers, and have achieved a lot of spread and success. Some of them even turned to traditional media for old, influential content, and it is enough that some of them are owners of production line brands that have begun to appear in the markets recently. Notice that they are browsing each other's pages, accounts, and channels on social media sites, announcing everything and anything on their pages, brands vary between food, cosmetics, and health. In particular, since companies are currently investing a lot of money in this marketing strategy, we need to deeply understand the impact that these influencers have across all stages of consumer's decision-making process so that the most effective marketing strategies can be adopted. Thus, the present

situation intends to give a response to the following research question Has this new form of marketing become effective compared to other forms of marketing? Or what is the power of social media influencers as an advertising tool on consumer decision- making?

Research gool and objectives

The main objective of this research is to determine the power of social media influencers (content providers) as an advertising tool on consumer decision-making.

This goal can be achieved through the following objectives:

1- Studying the socio-economic characteristics of the research sample.
2- Determine the level of exposure and practice of consumers in the research sample to social media.
3- Evaluating the power and credibility of social media influencers from the research sample's point of view.
4- Assessing the level of decision-making of consumers in the research sample regarding products/services advertised through social media influencers.
5- Studying the correlational relationships between independent factors represented in the socio-economic characteristics of consumers under study and dependent factors represented in consumer decision-making.
6- Studying the impact of power and credibility of social media influencers on consumer decision-making of the research sample.

Research importance

1- The importance of the theoretical study lies in the fact that it investigates a rapidly evolving and growing phenomenon. They are social media influencers, as the demand of young people for them is constantly increasing, especially in Arab societies.
2- On the practical side, the study provides important illumination for those working in mass media by revealing the reasons for consumers turn to influencers instead of the official and mass media, which may alert these media outlets to the importance of how to address the gaps and shortcomings that you suffer from in the field of providing adequate information and news Information and information about events and topics of interest.
3- Research sheds light on the important role of influencers on the purchase behavior across the different stages.

4- Benefiting all segments of society company owners, government agencies, and civil society organizations to identify the most effective advertising form for the target audience with diverse characteristics.

2.Materials and methods

2.1. Research scientific terms and operational definitions:

Social media influencers: They are an unconventional type of celebrity who enjoy great prestige and credibility due to their experience in a specific field, as well as their ability to tell stories, and their large following. These influencers are present on social media platforms, such as Facebook, Instagram, Snapchat, Twitter and YouTube, and they use their ideas, images, and experience to influence the purchasing intention of followers and promote brands, (Eman Shahin:2021).

- The researcher adopted this scientific term in this research.

Consumer Decision making: it is defined as the process of choosing the best alternative from a set of available alternatives for goods and services that provide the maximum possible degree of satisfaction for the consumer at the lowest costs, (Mostafa M.et al.:2023).

- The researcher adopted this scientific term in this research.

2.2. Methodology:

The researcher used the descriptive analytical method, which depends on describing the phenomenon under study and analyzing its data.

2.3. Research variables:

The research variables were represented in three types of variables as follows:

1- The independent variables: which were represented in the socio-economic characteristics of consumers under study, represented in (sex- age in years – educational qualifications- Occupation- marital status- the original country- the nature of the residential area- neighborhood- the nature of the presence of electricity, gas and water inside the house- average monthly family income - average personal expense- number of cars, televisions, cell phones, laptops and tablets owned by the family- internet package value).

2- The intermediate variables are represented firstly in the level of exposure to social media sites and consumer practices.

-Secondly in the power and credibility of social media influencers from the consumer's point of view.

3- The dependent variables represented in consumer decision-making.

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2.4. Research hypotheses:

The hypotheses of the study were formulated in its zero form as follows:

1. There is no significant correlation between the socio-economic characteristics of the consumers under study as an independent variable and each of the level of exposure to social media sites and consumer practices and the power and credibility of social media influencers from the consumer's point of view as intermediate variables, and consumer decision-making as a dependent variable.

2. There is no significant correlation between each of the power and credibility of social media influencers from the consumer's point of view and the level of exposure to social media sites and consumer practices as intermediate variables, and consumer decision-making as dependent variable.

3. There is no significant impact of the power and credibility of social media influencers from the consumer's point of view on the level of exposure to social media sites and consumer practices.

4. There is no significant impact of each of the power and credibility of social media influencers from the consumer's point of view and the level of exposure to social media sites on consumer decision-making.

5. There are no significant differences between the average levels of consumer decision-making according to the level of the power and credibility of social media influencers from the consumer's point of view.

2.5. Sample study

First: comprehensive search :included all consumers in Alexandria Governorate using social media.

Second: an accident sample consisted of 200 consumers collected online through Google form.

Time limits of the study: The study was done from November 2023 until January 2024.

2.6. Data collection tool: the current research adopted a quantitative approach using online questionnaire as a method for data collection to answer the research question and achieve the aim and objectives.

2.6.1. Questionnaire axes

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1- The first axe: it included data on some socio-economic characteristics of consumers represented in (sex- age in years – educational qualifications- Occupation- marital status- the original country- the nature of the residential area- neighborhood- the nature of the presence of electricity, gas and water inside the house- average monthly family income - average personal expense- number of cars, televisions, cell phones, laptops and tablets owned by the family- internet package value).

Convert descriptive data to quantitative data:

The categories of sex, educational qualifications, occupation, marital status, the original country, the nature of the residential area, and neighborhood, and the nature of the presence of electricity, gas and water inside the house were distinguished with codes indicating their status according to the preference of the different levels for each of them whenever possible, while the mean, standard deviation, range were calculated for age, average monthly family income, average personal expense, number of cars, televisions, cell phones, laptops and tablets owned by the family and internet package, and the length of the categories were classified according to the range, Table (1).

2- The second axe: it included the level of exposure to social media sites and consumer practices represented in the age of your use of social media- the number of influencers you follow- what can you trust when buying products- the type of device you follow influencers on- platform types- types of influencers you follow- type of content you prefer when watching influencers-average time spent following influencers.

Convert descriptive data to quantitative data:

To estimate the exposure to social media sites and consumer practices under study, numerical scores were set for the answers to the questions, number of influencers, number of devices, number of influencer types, number of preferable contents and time spent on following influencers were calculated and accordingly, a classification was made for the exposure to social media sites and consumer practices under study for three categories according to the range, Table (2).

3- The Third axe: included the power and credibility of social media influencers from the consumer's point of view represented in the reason for following influencers, and the reason of trust the influencer to recommend products also dimensions of influencers' credibility

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represented in 36 phrases distributed in 9 phrases for each of the following topics similarity and attractiveness of the influencer, knowing the influencer, influencer credibility and content quality.

Convert descriptive data to quantitative data:

To estimate the level of the power of social media influencers, the number of reasons for confidence in nominating influencers was calculated and numerical scores were set for the phrases, such that the highest score was 3 degrees for the answer "strongly agree" and the lowest score was 1 score for the answer "disagree" for the positive phrases and vice versa for negative phrases (7 phrases). Two degrees were also given permanently for the middle answer. Accordingly, the level of the power of social media influencers was classified into three categories according to the calculation of the range, and each of the dimensions of the influencers' credibility were classified into three categories according to the calculation of the range, Table (2).

4- The Fourth axe: included consumer decision-making regarding products/services advertised through social media influencers represented in 26 phrases distributed as follows (4 phrases about measuring the extent to which the consumer is aware of his need for what is advertised through social media influencers– 4 phrases about measuring the consumer's search for information related to what is advertised through social media influencers- 4 phrases about measuring the consumer's evaluation process of alternatives to what is advertised through social media influencers- 7 phrases about measuring the consumer's purchasing decision-making process for what is advertised through social media influencers- 7 phrases about measuring the process of the consumer's evaluation of the purchasing decision of what is advertised through social media influencers for the post-purchase stage).

Convert descriptive data to quantitative data:

To estimate consumer decision-making, numerical scores were set, such that the highest score was 3 degrees for the answer "always" and the lowest score was 1 score for the answer "never" for the positive phrases and vice versa for negative phrases. Two degrees were also given permanently for the middle answer. According to that consumer decision-making was classified into three categories according to the calculation of the range, and each of the dimensions

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of the consumer decision-making were classified into three categories according to the calculation of the range, Table (2).

Table (1) Mean and standard deviation and category length for socio-economic variable

Axes	Minimum degree	Maximum degree	Range	Mean	Standard Deviation	Length of the categories
Age	18	58	40	31.2	8.4	< 25 25 - <35 35- <45 45 and more
Average monthly family income	2500	120000	117500	12045	13981.34	< 40000 LE 40000- < 80000 LE 80000 and more
Average personal expense	200	30000	29800	3768	4929.6	< 10000 LE 10000- < 20000 LE 20000 and more
Number of cars owned	0	5	5	0.96	0.95	Low (0-1) Medium (2-3) High (4-5)
Number of televisions owned	0	12	12	2.2	1.7	Low (0-3) Medium (4-7) High (8 and more)
Number of cell phones owned	1	12	11	4.3	1.98	Low (1-4) Medium (5-8) High (9 and more)
Number of laptops and tablets owned	0	8	8	2.1	1.4	Low (0-2) Medium (3-5) High (6 and more)
Average of internet package	100	2000	1900	365.1	264.5	100- < 750 LE 750- <1400 LE 1400 and more

Table (2) Mean and standard deviation and category length for research variables

Axes	Minimum degree	Maximum degree	Range	Mean	Standard Deviation	Length of the categories
Level of exposure to social media sites and consumer practices	11	31	20	19.6	4.1	Low (<18) Medium (18- <25) High (25 and more)
The power and credibility of social media influencers:	63	107	44	87.2	8.9	Low (<78) Medium (78- 93) High (94 and more)
Dimensions of influencers' credibility:						
Similarity and attractiveness of the influencer	13	23	10	17.9	2.2	Weak (13-16) Moderate (17-20) Strong (21 and more)
Knowing the influencer	13	21	8	17.6	1.6	Weak (13-15) Moderate (16- 18) Strong (19 and more)
Influencer credibility	6	18	12	11.9	2.3	Weak (6-9) Moderate (10- 13) Strong (14 and more)
Content quality	6	15	9	10.9	2.2	Weak (6-8) Moderate (9-11) Strong (12 and more)
Consumer decision making	28	76	48	55.7	8.03	Weak (<44) Moderate (44- <60)

						Strong (61 and more)
Consumer decision making dimensions						
Aware of his need for what is advertised through social media influencers	4	12	8	8.1	1.7	Weak (<7) Moderate (7-9) Strong (10 and more)
Consumer's search for information related to what is advertised	4	12	8	9.4	2	Weak (<7) Moderate (7-9) Strong (10 and more)
Consumer's evaluation process of alternatives to what is advertised	4	12	8	9.1	1.8	Weak (<7) Moderate (7-9) Strong (10 and more)
Consumer's purchasing decision-making process for what is advertised	9	20	11	15.1	2.2	Weak (<13) Moderate (13-16) Strong (17 and more)
The process of the consumer's evaluation of the purchasing decision of what is advertised for the post-purchase stage	7	21	14	14.1	2.7	Weak (<12) Moderate (12-16) Strong (17 and more)

2.6.2. Validity and stability of the data collection tool

The validity of the questionnaire was confirmed through the following:

- External arbitration and T-test: The questionnaire form was judged by a group of faculty members in the department of Home Economics, and the required modifications were made before collecting the questionnaire.

The stability of the questionnaire was confirmed through the following:

- The Cronbach alpha coefficient was calculated for the study tool and it was found that the value of the reliability coefficient Alpha was greater than 0.7, reaches 0.771, which indicates consistency and stability of the questionnaire when it is applied again.

2.7. Statistical analysis: Mixed methods of data analysis were performed. The SPSS program was used to determine percentages, frequency, arithmetic mean, standard deviation, simple correlation coefficient (Pearson-Spearman), analysis of variance test, multiple standard partial regression coefficient, Cronbach alpha coefficient and T-test.

3.Results and discussion

3.1 Results related to the socio-economic characteristics of the research sample

The research results shown in table (3) showed that the majority of the sample were female with bachelor degree by 75% and 69% respectively, with age range between 35 and less than 45 years old by 33% and works in private sector job by 54%.

Also, the results showed that 92% came from civilized region, lives in middle neighborhood by 66%, and in residential area by 94%. About nature of services in house, 86% was natural gas, electricity meter digital by 57% and water meter by 83%.

As for family income, it was less than 40000 LE by 97% and the personal expense was less than 10000 LE by 87%.

Regarding living standard, the results showed low levels of number of cars, televisions, cell phones, laptops and average of internet package by 79%, 87%, 60%, 67% and 92% respectively.

Table (3) distribution of the research sample according to the socio-economic characteristics' items

Socio-economic characteristics items	NO N=200	%	Socio-economic characteristics items	NO N=200	%
Sex:			**Age:**		

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Socio-economic characteristics items	NO N=200	%	Socio-economic characteristics items	NO N=200	%
Male	50	25	< 25	60	30
Female	150	75	25 - <35	62	31
			35- <45	66	33
			45 and more	12	6
Educational qualification:			**Occupation:**		
Bachelor degree	138	69	Governmental job	44	22
Post graduate	62	31	Private sector job	108	54
			Job seeker	48	24
Marital status:			**Nature of origin:**		
Single	102	51	countryside	16	8
Married	86	43	civilized region	184	92
Divorced	12	6			
Nature of the residential area:			**Neighborhood:**		
Commercial	8	4	Popular	16	8
Industrial	4	2	Middle	132	66
Residential	188	94	Fancy	52	26
Type of gas in house:			**Type of electricity in house:**		
Pipeline gas	28	14			
Natural gas	172	86	Electricity meter	114	57
			digital meter	10	5
			Charging by card	76	38
Type of water in house:			**Family income:**		
Water meter	166	83	< 40000 LE	194	97
Charging by card	34	17	40000- < 80000 LE	4	2
			80000 LE and more	2	1
Personal expense:			**Number of cars:**		
< 10000 LE	174	87	Low (0-1)	158	79
10000- < 20000 LE	20	10	Medium (2-3)	38	19
20000 LE and more	6	3	High (4-5)	4	2
Number of televisions:			**Number of cell phones:**		
Low (0-3)	174	87		120	60
Medium (4-7)	22	11	Low (1-4)	73	37
High (8 and more)	4	2	Medium (5-8)	6	3
			High (9 and more)		

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Socio-economic characteristics items	NO N=200	%	Socio-economic characteristics items	NO N=200	%
Number of laptops and tablets:			**Average of internet package:**		
Low (0-2)	134	67	100- < 750 LE	184	92
Medium (3-5)	64	32	750- <1400 LE	14	7
High (6 and more)	2	1	1400 LE and more	2	1

3.2 Results related to level of exposure to social media sites and consumer practices

The research results shown in table (4) showed that the majority of the research sample had been using social media sites for more than ten years by 74%, and 38% is following more than twenty influencers on cell phones the most preferable device by 97%. With top platforms of Instagram, Facebook and YouTube by 76%, 73% and 38% respectively.

And about type of influencers followed, the research results showed that they follow the most food influencers, fashion influencers, travel influencers and beauty influencers by 56%, 51%, 49% and 40% respectively. Also, most of the research sample spent from one to three hours daily watching influencers by 70%, they prefer short videos or reels as content by 82%.

Instagram has become a fast-growing social media platform and a sharing community where people started having accounts based on their social interests there with a unique style, (Arceo et al.:2017).

Muhammad El Dahrawy's study in 2019 aimed to measure the intensity of Arab youth's exposure to marketing methods, motives, and patterns through social media celebrities and reveal their attitudes toward these celebrities' marketing methods and their relationship to buying behavior. The results of the study concluded that there is a statistically significant correlation between the trend towards marketing through social media celebrities and the purchasing behavior of young people, in addition to proving the validity of the hypothesis that the trends of Arab youth towards the dimensions of the credibility of marketing through social media celebrities affect their purchasing behavior.

The results of Lou& Yuan (2019) showed also that the value and nature of the content created by the influencer, its trustworthiness, attractiveness, and

closeness to followers are among the factors affecting influencers' posts related to brands, which in turn affects brand awareness and purchase.

Table (4) distribution of the research sample according to exposure to social media sites and consumer practices

Exposure to social media and consumer practices	NO N=200	%
Age of your use of social media:		
1-5 years	12	6
6-10 years	40	20
More than 10 years	148	74
Number of influencers you follow:		
1-5 Influencers	66	33
6-10 Influencers	36	18
11-20 Influencers	22	11
More than 20 Influencers	67	38
When buying product, you trust the most:		
Advertisements	4	2
Influencers	4	2
Nominated by friends	88	44
Opinions of other consumers about the product	104	52
Type of device you follow influencers on:(N=frequency)		
Cell phones	194	97
TV with internet	34	17
Laptops	46	23
Type of platform you follow influencers on:(N=frequency)	152	76
Instagram	146	73
Facebook	76	38
YouTube	46	23
TikTok	22	11
Twitter	12	6
Snapchat	2	1
Linked in		
Type of influencers you follow:(N=frequency)		
food influencers	112	56
fashion influencers	102	51
travel influencers	98	49

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Exposure to social media and consumer practices	NO N=200	%
Beauty influencers	80	40
lifestyle influencers	80	40
Athletes	78	39
Entrepreneurship	72	36
Celebrities	68	34
Occasions planners	48	24
mommy influencers	32	16
family competitions	16	8
Religious content	4	2
Handmade artwork	4	2
Human development	4	2
Life Coach	2	1
Comedy - politics and economics - stories - history	2	1
Doctors or educational specialists	2	1
General life	2	1
Marketing	2	1
Scientific content	2	1
News	2	1
Type of content you prefer when watching influencers: (N=frequency)		
Reels (short videos)	164	82
Pictures only	58	29
Audio content	34	17
Long video with illustration	74	37
Written content only	36	18
Average daily time spent following influencers:		
1-3 hours	140	70
4-8 hours	52	26
More than 8 hours	8	4

According to the previous exposure items and consumer practices, the research results shown in table (5) showed that the level of exposure to social media sites and consumer practices was medium by 55% then low by 32%.

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Table (5) distribution of the research sample according to the level of exposure to social media sites and consumer practices

Level of consumer opinions	No N=200	%
Low (<18)	64	32
Medium (18- <25)	110	55
High (25 and more)	26	13

3.3 Results related to the power and credibility of social media influencers from the consumer's point of view

The research results shown in table (6) showed that half of the research sample saw that the reason for following influencers was to gain new experience and information about the product and its use, to know new products/services in the markets and to not get bored by 57%, 50% and 46% respectively.

Also, 56% of research sample search influencers' opinions about the product before purchasing it, and 58% can you try a new product/service because influencers recommended it, 71% have responded to an influencer nomination before and 46% of them get satisfied most of the time.

And about the reason of trusting recommended products by the influencers, 40% of the research sample saw that because of having good experience with his opinions before and 38% because the influencer is nominated by their friends and they trust their opinion.

And these results differ than Matar Hamdy (2018) results as he found that the most important motivations for the use of Saudi youth social networking sites are entertainment, leisure, to get the news and information and to social relations with friends and relatives.

Lueck (2015)'s study also aimed to determine whether interaction could improve the effectiveness of advertising, this was done by analyzing the published content published on Kim Kardashian's account and the audience's interaction with it during the months (April and May). The results resulted that Kim's interaction with the fans gave a feeling of closeness to the celebrities, which facilitated the Endorsing the products, as Kim Kardashian endorses the benefits of emotional engagement, which is created through virtual worlds, while a great deal of credibility appeared in the personal stories published from them, which increased

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the interaction and follow-up of females, who they want to imitate their lives, and buy products that make their lifestyle compatible with her.

And Philil& Nandagiri (2018) examined the impact of social media influencers marketing a product on their followers via YouTube and Instagram, through a social survey of 100 individuals whose ages ranged between 18-21 years, as well as an interview with three influencers. It was concluded that the influencer's work has a positive impact on followers, as followers see the influencer as a trustworthy source; Therefore, they are willing to try the products that he presents and approve of them, as he notes that the influencer has a positive impact on their responsiveness and brand awareness.

Table (6) distribution of the research sample according to the power and credibility of social media influencers

The power and credibility of social media influencers	N=200	%
Reason for following influencers: **(N=frequency)**		
To enjoy the content provided	84	42
Gain new experience and information about the product and its use	114	57
To get a discount code	28	14
To know new products/services in the markets	100	50
To not get bored	92	46
Because they have a large number of followers	22	11
Find out other users' opinions about products and services through comments	76	38
Out of curiosity about the lives of influencers	24	12
To keep up with fashion and trends	28	14
A source of inspiration	48	24
To communicate with influential figures	10	5
To gain knowledge	2	1
To know News	2	1
Learn new things	2	1
Gain experience	2	1
Do you search influencers' opinions about the product before purchasing it:		
No	88	44
Yes	112	56

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The power and credibility of social media influencers	N=200	%
Can you try a new product/service because influencers recommended it:		
No	84	42
Yes	116	58
Have you responded to an influencer nomination such as trying a product or visiting a restaurant:		
No	58	29
Yes	142	71
If yes: Was the experience satisfactory for you most of the time:		
No	50	25
Yes	92	46
Reason of trust the influencer to recommend products: (N=frequency)		
Nominated by my friends and I trust their opinion	76	38
He has knowledge and experience in this field	52	26
Reliable and always matches the advertiser and the product	46	23
I have good experience with his opinions before	80	40
He has an excellent and successful personality	22	11

Regarding dimensions of influencers' credibility, which are similarity and attractiveness of the influencer, knowing the influencer, influencer credibility and content quality. The research results shown in table (7) showed that similarity and attractiveness of the influencer, knowing the influencer, influencer credibility and content quality were moderate by 60%, 67%, 62% and 48% respectively.

Valentin's study (2017) revealed the public's attitudes towards the credibility of influencers on social media sites, across three different levels of popularity online and using the source credibility model, as well as verifying the relationship between the credibility and the source and the trend towards the brand, and the results of the study concluded that the greater the influencer's popularity across social networks, He was seen as a trustworthy source, and it was found that the credibility of the influencer positively and directly affects the attitude towards the brand.

Lim, Radzol, Cheah and Wong (2017) also investigated the effectiveness of influencers through social media by focusing on the credibility of the source and

its attractiveness and the results showed a low degree of trust in what the influencers offer when promoting a specific product, due to the low level of knowledge of the influencers about the product and their lack of experience. This affected consumers' trends and purchasing intentions, as was found a positive relationship between the attractiveness of the source to influencers and consumer trends, while there is no relationship between the attractiveness of the source and the purchasing intention of the consumer.

Table (7) distribution of the research sample according to dimensions of influencers' credibility

Dimensions of influencers' credibility	N=200	%
Similarity and attractiveness of the influencer:		
Weak (13-16)	56	28
Moderate (17-20)	120	60
Strong (21 and more)	24	12
Knowing the influencer:		
Weak (13-15)	16	8
Moderate (16- 18)	134	67
Strong (19 and more)	50	25
Influencer credibility:		
Weak (6-9)	28	14
Moderate (10- 13)	124	62
Strong (14 and more)	48	24
Content quality:		
Weak (6-8)	22	11
Moderate (9-11)	96	48
Strong (12 and more)	82	41

According to the previous dimensions of influencers' credibility and the previous power of social media influencers, the research results shown in table (8) showed that the level of power and credibility of social media influencers from the consumer's point of view was medium by 59%.

These results are consistent with the results of (Matar Hamdy,2018) research which was conducted on 401 students from the University of Tabuk in the Kingdom of Saudi Arabia and was found that the degree of confidence in the credibility of social networking sites was medium.

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Table (8) distribution of the research sample according to the level of power and credibility of social media influencers

Level of power and credibility of social media influencers	N=200	%
Low (<78)	28	14
Medium (78- 93)	118	59
High (94 and more)	54	27

3.4 Results related to Consumer decision-making

The research results shown in table (9) showed that 68% of the research sample was their awareness of needs for what is advertised through social media influencers were moderate, and about searching for information related to what is advertised through social media influencers was moderate and strong by 47% for both.

And about evaluation process of alternatives, purchasing decision-making process and evaluation of the purchasing decision to what is advertised through social media influencers, the results showed that it was moderate by 54%, 64% and 68% respectively.

Table (9) distribution of the research sample according to consumer decision-making dimensions

Consumer decision-making dimensions	N=200	%
Aware of his need for what is advertised through social media influencers:		
Weak (<7)	30	15
Moderate (7-9)	136	68
Strong (10 and more)	34	17
Consumer's search for information related to what is advertised through social media influencers:		
Weak (<7)	12	6
Moderate (7-9)	94	47
Strong (10 and more)	94	47
Consumer's evaluation process of alternatives to what is advertised through social media influencers:		
Weak (<7)	10	5

Consumer decision-making dimensions	N=200	%
Moderate (7-9)	108	54
Strong (10 and more)	82	41
Consumer's purchasing decision-making process for what is advertised through social media influencers:		
Weak (<13)	20	10
Moderate (13-16)	128	64
Strong (17 and more)	52	26
The process of the consumer's evaluation of the purchasing decision of what is advertised through social media influencers for the post-purchase stage:		
Weak (<12)	34	17
Moderate (12-16)	136	68
Strong (17 and more)	30	15

According to the previous consumer decision-making dimensions, the research results shown in table (10) showed that the level of consumer decision making was moderate by 68%.

Table (10) distribution of the research sample according to the level of consumer decision-making

Level of consumer decision-making	N=200	%
Weak (<44)	14	7
Moderate (44- <60)	138	68
Strong (61 and more)	48	24

3.6 Results related to the statistical hypothesis
1- Results related to the significance of the relationship between the economic and the social characteristics of the consumers under study and each of the level of exposure to social media sites and consumer practices, the power and credibility of social media influencers from the consumer's point of view and consumer decision-making:
To check the validity of the first research hypothesis, which states no significant correlation between the economic and social characteristics of the consumers under study as an independent variable and each of the level of exposure to social

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media sites and consumer practices and the power and credibility of social media influencers from the consumer's point of view as an intermediate variables, and consumer decision-making as dependent variable, the significance of the values of the Pearson simple correlation coefficient was studied for age, average monthly family income, average personal expense, number of cars, televisions, cell phones, laptops and tablets owned by the family and internet package, while the significance of the values of the Spearman simple correlation coefficient was studied for each of the sex, educational qualifications, occupation, marital status, the original country, the nature of the residential area, neighborhood, the nature of the presence of electricity, gas and water inside the house and it was evident from the statistical results presented in Table (11) that there is a statistically significant inverse correlation with statistical significance at 0.01 between the level of exposure to social media sites and consumer practices and occupation as the value of the simple correlation coefficient was -0.187, and a statistically significant direct correlation with statistical significance at 0.01 between the level of exposure to social media sites and consumer practices and each of the educational qualification, the original country and the nature of the presence of electricity in the house as the value of the simple correlation coefficient were 0.189, 0.219 and 0.205 respectively. While there is a direct correlation with statistical significance at 0.05 between the level of exposure to social media sites and consumer practices and sex as the value of the simple correlation coefficient was 0.164.

About the power and credibility of social media influencers, it was found that there is a statistically significant inverse correlation with statistical significance at 0.05 between it and number of televisions owned by the family as the value of the simple correlation coefficient was -0.145 and a statistically significant direct correlation with statistical significance at 0.05 between it and each of the original country and average internet package value as the value of the simple correlation coefficient were 0.169 and 0.148 respectively. Also, was found a statistically significant direct correlation with statistical significance at 0.01 between it and the nature of the residential area as the value of the simple correlation coefficient was 0.182.

While regarding to consumer decision-making, it was found that there is a statistically significant inverse correlation with statistical significance at 0.05 between it and each of age, educational qualification and average monthly family

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income as the value of the simple correlation coefficient were -0.157, -0.146 and -0.160 respectively. While there is a statistically significant inverse correlation with statistical significance at 0.05 between it and each of the original country, the nature of the residential area, the nature of the presence of gas in the house and average personal expense as the value of the simple correlation coefficient were 0.154, 0.163, 0.151 and 0.139. From the above, the first research hypothesis can be partially rejected with some accepted portion.

Qin Moshi (2020) found that that young people do get a huge impact from influencers and most respondents have followed their recommendations.

Marwa Hamed's (2019) study revealed that there were statistically significant differences between the consumers of the study sample in their attitudes towards the credibility of influencers' advertisements according to their demographic characteristics, partly with regard to the variables: gender, qualification, age, income.

Table (11) The correlation between the socio-economic characteristics of the consumers and each of the level of exposure to social media sites and consumer practices, the power and credibility of social media influencers and consumer decision-making

variables / Socio-economic characteristics	The level of exposure to social media sites and consumer practices	The power and credibility of social media influencers	Consumer decision-making
Sex	**0.164***	0.102	0.029
Age	0.026	0.087	**-0.157***
Educational qualification	**0.189****	0.115	**-0.146***
Occupation	**-0.187****	-0.007	0.123
Marital status	-0.125	0.047	-0.026
The original country	**0.219****	**0.169***	**0.154***
The nature of the residential area	0.098	**0.182****	**0.163***
Neighborhood	-0.108	0.104	0.058
The nature of the presence of electricity in the house	**0.205****	-0.073	-0.074
The nature of the presence of gas in the house	0.082	0.054	**0.151***

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variables Socio-economic characteristics	The level of exposure to social media sites and consumer practices	The power and credibility of social media influencers	Consumer decision-making
The nature of the presence of water in the house	-0.024	-0.114	0.078
Average monthly family income	-0.009	-0.117	**-0.160***
Average personal expense	-0.009	0.121	**0.139***
Number of cars	0.110	-0.043	0.009
Number of televisions owned by the family	0.112	**-0.145***	-0.090
Number of cell phones owned by the family	-0.008	-0.044	0.047
Number of laptops and tablets owned by the family	0.114	-0.047	-0.062
Average internet package value	0.040	**0.148***	0.035

**Correlation is significant at the 0.01 level

*Correlation is significant at the 0.05 level

2-Results related to the correlation between each of the power and credibility of social media influencers from the consumer's point of view and the level of exposure to social media sites and consumer practices and consumer decision-making:

To check the validity of the second research hypothesis, which states no significant correlation between each of the power and credibility of social media influencers from the consumer's point of view and the level of exposure to social media sites and consumer practices as intermediate variables, and consumer decision-making as dependent variable, the significance of the values of Pearson's simple correlation coefficient was studied, and it was clear from the statistical results presented in Table (12) that there is a direct correlation with statistical significance at 0.01 between the power and credibility of social media influencers and consumer decision-making as the value of the simple correlation coefficient was 0.614.

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While there is no correlation between the level of exposure to social media sites and consumer practices and consumer decision-making. From the above, the second research hypothesis can be partially rejected with some accepted portion.

Marwa Hamed's (2019) study revealed the relationship between the credibility of the advertisements of influencers on social media and the purchasing intention of the Egyptian consumer. The study was based on the source credibility model and the model of identification with the "influential" advertiser. It was found that there is a statistically significant correlation between consumers' exposure to the pages of influencers on websites social media and the trend towards advertisements on their page, as well as the existence of a correlation between consumers' perception of the extent of compatibility between the influencer's personality and the products they advertise and the credibility of the advertisement to them.

Also, Mirhan Elsayed (2020) found in her study on the attitudes of young people towards celebrity advertisements, and the purchasing intention towards the advertised product, as well as knowing the relationship between the dimensions of the credibility of celebrities in advertisements, and its reflection on the purchasing intention towards the advertised product, the study concluded To: There is a correlation between the public's attitudes towards celebrity advertisements and the intention to purchase products. This reflects the extent to which young people are influenced by celebrities, and the results also showed that there is a correlation between the credibility of celebrities (attractiveness, credibility, and experience) in advertisements and purchasing intention.

Table (12) the correlation between each of the power and credibility of social media influencers and the level of exposure to social media sites and practices and consumer decision-making

Variables	Consumer decision-making
The power and credibility of social media influencers	0.614**
The level of exposure to social media sites and consumer practices	0.043

**Correlation is significant at the 0.01 level

3-Results related to significant impact of the power and credibility of social media influencers from the consumer's point of view on the level of exposure to social media sites and consumer practices:

To check the validity of the third research hypothesis, which states no significant impact of the power and credibility of social media influencers from the consumer's point of view on the level of exposure to social media sites and consumer practices, the multiple standard partial regression coefficient was calculated, as shown by the statistical results presented in Table (13) there is a significant impact of the power and credibility of social media influencers from the consumer's point of view on the level of exposure to social media sites and consumer practices at a rate of 8.2 % at the probability level of 0.01 as the value of (F) was 17.7. From the above, the third research hypothesis can be rejected.

Table (13) the significant impact of the power and credibility of social media influencers on the level of exposure to social media sites and consumer practices

characteristics	The level of exposure to social media sites and consumer practices		
	Impact ratio	F value	Significant degree
The power and credibility of social media influencers	8.2%	17.7	0.01

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4-Results related to significant impact of each of the power and credibility of social media influencers from the consumer's point of view and the level of exposure to social media sites on consumer decision-making:

To check the validity of the fourth research hypothesis, which states no significant impact of each of the power and credibility of social media influencers from the consumer's point of view and the level of exposure to social media sites on consumer decision-making, the multiple standard partial regression coefficient was calculated, as shown by the statistical results presented in Table (14) there is a significant impact of the power and credibility of social media influencers from the consumer's point of view on consumer decision making at a rate of 37.7% at the probability level of 0.01 as the value of (F) was 119.8. while there is not significant impact of the level of exposure to social media sites on consumer decision-making. From the above, the fourth research hypothesis can be partially rejected with some accepted portion.

Although there is no direct impact of the level of exposure on decision-making, there is an indirect impact, as the power and credibility of the influencers affects both the level of exposure and consumer decision-making.

This is compatible with Sertoglu, Catli, & Korkmaz (2014) who verified the effect of source credibility on purchase intention, by examining the effect of the dimensions of source credibility (attractiveness, trustworthiness, and experience) on the purchase intentions of 326 consumers (of Turkish youth), and showed the results showed that all three dimensions of credibility have a positive relationship with purchase intention. The respondents viewed the source as more trustworthy and competent, although attractiveness came at the forefront of the influencing factors.

Nea Nousiainen (2014) concluded that the bloggers have an effect on people's ideas and behavior, and therefore they motivate buying behavior. People appreciate the message that is coming from outside of the company and therefore it is found more trustworthy than the company's message. The message needs to be independent from the company message in order for it to be appreciated.

Also, study of Pradhan, Duraipandian & Sethi (2016) revealed that the effectiveness of using celebrities in marketing on trends towards the brand and purchasing intention, by conducting an online survey of 431 consumer items throughout India, and the results indicated that the compatibility between celebrities and the brand has a significant impact on the attitude towards the brand and purchase intention.

Table (14) the significant impact each of the power and credibility of social media influencers and the level of exposure to social media sites and consumer practices on consumer decision-making

characteristics	Consumer decision-making		
	Impact ratio	F value	Significant degree
The power and credibility of social media influencers	37.7%	119.8	0.01
The level of exposure to social media sites and consumer practices	0.2 %	0.358	Not significant

5-Results related to significant differences between the average levels of consumer decision making according to the level of the power and credibility of social media influencers:

To check the validity of the fifth research hypothesis, which states no significant differences between the average levels of consumer decision making according to the level of the power and credibility of social media influencers from the consumer's point of view, the one-way analysis of variance test was applied and the least significant difference was evident from the statistical results presented in Table (15) that there are significant differences at the probability level of 0.01 between the average levels of consumer decision-making according to the level of the power and credibility of social media influencers from the consumer's point of view in favor of the high level then the medium level then the low level as the value of (F) was 48.2 which shows that the stronger and more honest the influencers are, the greater the ability of consumers to make decisions. From the above, the fifth research hypothesis can be rejected.

Table (15) the significant differences between the average levels of consumer decision-making according to the level of the power and credibility of social media influencers

Properties		Consumer decision-making		F And degree of significance
		Average rating of characteristics	Direction of significant differences	
The level of the power and credibility of social media influencers	Low	47.6	C	48.2**
	Medium	54.6	B	
	High	62.1	A	

**Correlation is significant at the 0.01 level

*** Similar letters indicate the absence of moral differences, and different letters indicate the presence of moral differences

4. Recommendations

Based on what the results revealed there are a significant impact of the power and credibility of social media influencers on consumer decision-making, it was possible to reach a set of proposed recommendations as follows:

Recommendations for home economics and consumer rights associations:

1-Raise awareness of using social networking sites for young people through several methods including seminars and lectures in universities, designing training courses by home economics specialists so that enhancing the positives, focusing on them, and combating the negatives in a scientifically correct manner.

2-Printing brochures and distributing them to a wide range of consumers, especially students and young people who most use social networking sites and are most influenced by bloggers.

3-Addressing further research in the scope of influencer's impact to contribute to the formation of a scientific background that can be useful in enriching the various aspects of scientific research in the future specially their impact on young people.

Recommendations for those conducting marketing research:

1-Paying attention to monitoring and analyzing followers' responses towards influencers and the content they provide by conducting questionnaires on an ongoing basis to measure followers' attitudes, what are the aspects that the follower would like to see in the content.

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2-Ensure the credibility of influencers so that Brand owners are not exposed to fake accounts problem by collecting critical information about the influencer before contracting with him, such as questionnaires to verify the influencer's popularity and credibility among followers and by collecting information about the influencer's previous experiences with some of the famous commercial.

3-Ensure the quality of the content provided by the influencer and its ability to reflect product information by providing training courses to influencers on how to present the advertising message according to the characteristics of the target segment.

4-Paying attention to monitoring the most important modern applications which attracts the largest number of followers, especially which competitors rely on by conducting continuous surveys about the best social media platforms.

5-Paying attention to constantly evaluating the performance of influencers through continuous monitoring and follow-up of the number of consumers before and after relying on influencers, by monitoring sales and comparing results with competitors, also by questionnaires regarding the best influencers by followers and the criteria on which they are preferred.

Recommendations for the relevant ministries:

1-Following the example of some countries - such as the Kingdom of Saudi Arabia - that began in issuing special permits for the work of influencers through various social media platforms and imposing partial taxes on their annual income.

2-Paying attention to monitoring the quality of products, especially the cosmetics that are advertised across content by ensuring that the products being advertised are licensed from the Ministry of Health, to reassure the consumer of the quality of the product and the credibility of the influencer and the brand.

3- Focus, through media programs on various radio and television channels, on educating consumers about the influence of social media influencers on consumer decisions.

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