








# “The role of influencer content value and credibility in purchase intention”

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<b>ARTICLE INFO</b>	Ahmad Shaheen, Abdullah Khataan, Abdelrehim Awad, Anwar Yahia Shams Eldin and Awadia Elnour (2025). The role of influencer content value and credibility in purchase intention. <i>Innovative Marketing</i> , 21(3), 14-30. doi: <a href="https://doi.org/10.21511/im.21(3).2025.02">10.21511/im.21(3).2025.02</a>
<b>DOI</b>	<a href="http://dx.doi.org/10.21511/im.21(3).2025.02">http://dx.doi.org/10.21511/im.21(3).2025.02</a>
<b>RELEASED ON</b>	Wednesday, 02 July 2025
<b>RECEIVED ON</b>	Tuesday, 25 February 2025
<b>ACCEPTED ON</b>	Monday, 16 June 2025
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<b>JOURNAL</b>	"Innovative Marketing "
<b>ISSN PRINT</b>	1814-2427
<b>ISSN ONLINE</b>	1816-6326
<b>PUBLISHER</b>	LLC “Consulting Publishing Company “Business Perspectives”
<b>FOUNDER</b>	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

**50**



NUMBER OF FIGURES

**3**



NUMBER OF TABLES

**15**

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## BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"  
Hryhorii Skovoroda lane, 10,  
Sumy, 40022, Ukraine  
[www.businessperspectives.org](http://www.businessperspectives.org)

**Received on:** 25<sup>th</sup> of February, 2025

**Accepted on:** 16<sup>th</sup> of June, 2025

**Published on:** 2<sup>nd</sup> of July, 2025

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### **Conflict of interest statement:**

Author(s) reported no conflict of interest

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# THE ROLE OF INFLUENCER CONTENT VALUE AND CREDIBILITY IN PURCHASE INTENTION

## Abstract

Influencer marketing is a prominent strategy for engaging young consumers via social media. This study aimed to explore the effects of different dimensions of influencer value of content and influencer credibility on purchase intention among young Egyptian adult consumers. Employing a descriptive-explanatory design, survey data were collected from 633 social media users. Analysis via Structural Equation Modeling (SEM) revealed that all examined dimensions of influencer content value significantly and positively influence purchase intention, with entertainment value ( $r = 0.878$  in correlation analysis, SEM estimate = 0.150) and functional value ( $r = 0.819$  in correlation, SEM estimate = 0.118) demonstrating particularly strong contributions. Regarding influencer credibility, perceived trustworthiness ( $r = 0.918$  in correlation, SEM estimate = 0.218) and perceived similarity ( $r = 0.923$  in correlation, SEM estimate = 0.280) exhibited the most substantial positive impacts on purchase intention; perceived expertise and attractiveness also yielded significant, albeit comparatively moderate, effects. These findings underscore the critical, differentiated roles of specific content value and credibility facets in shaping consumer purchase decisions within the Egyptian youth market, offering actionable insights for optimizing influencer marketing strategies.

## Keywords

influencer content value, influencer credibility, purchase intention

## JEL Classification

M31, L82, D12, M37

## INTRODUCTION

In the contemporary digital era, influencer marketing has emerged as a vital technique for organizations to communicate effectively with their target audiences, especially the younger generations who are most active on social media (Kaplan & Haenlein, 2010; Veirman et al., 2017; Abdel-Tawab, 2022; Kemp, 2025). As social media is reshaping consumer attitudes, it has increasingly become necessary for practitioners and researchers to understand the contribution made by influencers to purchase behavior (Lou & Yuan, 2019; Sokolova & Kefi, 2020). This is particularly relevant to Egypt, where youth are a growing and digitally engaged consumer market (Abdel-Tawab, 2022; Kemp, 2024, 2025).

Although the strategic value of influencer marketing is highly recognized (Chetioui et al., 2020; Jiménez-Castillo & Sánchez-Fernández, 2019), the drivers of its effectiveness remain understudied. Two influence drivers are identified in the literature: the value of the content created by the influencer (Lou & Yuan, 2019) and the perceived credibility of the influencer (AlFarraj et al., 2021; Lee & Kim, 2020). These include a number of dimensions – entertainment, informativeness, social, and functional value on one hand (Lou & Yuan, 2019; Sheth et al., 1991) and attractiveness, expertise, trustworthiness, and similarity on the other (Ohanian, 1990; Djafarova & Matson, 2021; Lim & Lee, 2023).

Despite their importance, the relative importance of these different dimensions is unclear, especially in culturally distinct settings such as that of Egyptian youth. Existing research has a tendency to operationalize such constructs in the aggregate, which yields muddled findings (Küper & Krämer, 2021; Lee & Chen, 2012). This makes more granular, context-specific investigation even more important in order to better understand how such factors interact and affect consumer decision-making in local markets. The results from such investigations can shed light on theoretical frameworks and inform more effective influencer marketing campaigns (Sands et al., 2022).

## 1. LITERATURE REVIEW AND HYPOTHESES

Influencer marketing has transformed today's advertising by utilizing social media influencers to encourage clients to purchase (Chetioui et al., 2020; Jiménez-Castillo & Sánchez-Fernández, 2019). Influencers create trust and an even closer, personal relationship between brands and consumers than traditional advertising can (Sokolova & Kefi, 2020). It is not always influencer fame that makes marketing effective (Veirman et al., 2017; De Veirman & Hudders, 2020). Performance depends on the value of the content and the influencer's credibility (Lou & Yuan, 2019). Acikgoz and Burnaz (2021) argue that value of content – relevance, quality, and utility – and credibility of influencer – expertise, trustworthiness, and authenticity – affect significantly how customers react to promotional messages and what they buy as a result.

The efficacy of influencer marketing depends on perceived value of influencers' content (Lee & Kim, 2020; Lou & Yuan, 2019). Perceived value of influencer contents is typically classified into entertainment, informativeness, social, and functional dimensions (Lou & Yuan, 2019; Sheth et al., 1991), which individually contribute to consumers' engagement and decision-making.

By providing fun, amusing, or pleasingly beautiful experiences, influencer content can captivate and involve consumers (AlFarraj et al., 2021; Lou & Yuan, 2019). This aspect helps brands cut through conventional ad noise (van Loggerenberg et al., 2021), encourage rich engagement (Lou & Xie, 2021), as well as brand recognition and recall. Interactive content is accessed and interacted with more (Boyle et al., 2012; Phelps et al., 2004; Souki et al., 2022), increasing brand visibility and awareness. Affectionate bonding through interactive content (van Loggerenberg et al., 2021), typi-

cally in the form of humor, fantasy, or interactive graphics (Farivar et al., 2022), can be a motivating factor for interactive marketing practices. Other studies have proposed entertainment might be as important as other value categories in some contexts (Lou & Xie, 2021), but its key role is engagement at an early stage and warm brand associations. Informativeness supports consumers in decision-making and problem-solving by providing relevant, functional, and actionable information (Yan, 2024; Yuan & Lou, 2020; Yudha, 2023).

Several studies have shown informative content creates trust and influences purchasing intentions (Lou & Yuan, 2019; Wu et al., 2022). The greater their desires and interests are satisfied directly by it, the greater the chances that consumers will trust decision-making content. The effectiveness and functionality of influencer endorsements are relative to their full and accurate information (Resnik & Stern, 1977; Dholakia & Rego, 1998). Therefore, consumers will be likely to trust and buy influencers' content if it is informative. Social value via influencer marketing is more and more considered a major source of customer behavior and attitudes (Kato et al., 2018; Al-Darraj et al., 2020).

This dimension concerns the relational and social benefits customers gain by interacting with influencers and becoming a part of their online community.

Customers have a sense of belonging and social membership upon interacting with influencers and participating in related online discussions, enhancing their brand experience. Influencer marketing relies on social value to stimulate brand consideration and word-of-mouth. Since the customer has faith in what their friends say about a product, that is why it happens. Social relationships underpin brand consideration and brand engagement as consumers make purchasing decisions. Functional value – the

concrete and functional value that the influencer's content providers – stimulates consumer purchase intentions. This dimension is defined by usefulness in the material, for instance, solving consumer problems, contributing to knowledge, or informing their decision-making (Campbell & Farrell, 2020).

Influencers who create and share content related directly to consumer needs or issues, such as lengthy product reviews, demonstrations, or handy 'how-to' tutorials, are more likely to positively affect their followers' purchase intentions.

Functional value is especially active when consumers take the time to seek out expert and trusted advice to make important purchasing decisions or compare products and services that need more consideration. Apart from the content's value, influencer credibility is another primary driver of successful influencer marketing. The degree to which an audience trusts an influencer covers trust, expertise, and authenticity (Ohanian, 1990; Saima & Khan, 2020). This is crucial since it identifies how customers can comprehend the communication of an influencer and respond to their suggestion (Lafferty & Goldsmith, 1999).

Core work demonstrates that credibility of an influencer, especially trust and familiarity, significantly affects consumer attitudes in relation to brand sponsorship and purchasing intent.

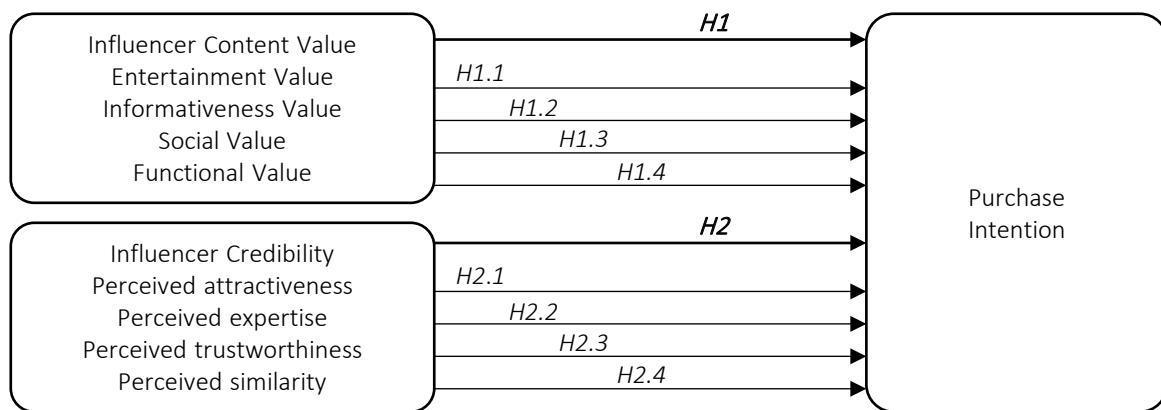
Suggestion by credible influencers is more persuasive, leading more followers to engage with and purchase from them. Literature consistently positions perceived knowledge and trustworthiness as the central aspects of source credibility. Perceived expertise is the extent to which an influencer is assumed by the audience to have knowledge, skill, or experience in a subject or category of products (McCracken, 1989; Ohanian, 1990). Perceived trustworthiness, then, speaks to an influencer's integrity, honesty, and sincerity, as felt by the audience – essentially, their willingness to make true claims. Those influencers who know and possess the virtue to provide unbiased and true information are likely to be trusted by consumers (AlFarraj et al., 2021; Lee & Kim, 2020; Cheung et al., 2021). When establishing influencer credibility, perceived attractiveness – the source's physical looks – is also a consideration (Ohanian, 1990).

An influencer's appearance, popularity, and charisma are also seen as desirable in influencer marketing. Being attractive might assist influencers in gaining initial attention from their audience and engaging consumers (Wang & Scheinbaum, 2018), but its direct and stable effect on purchase intentions is commonly stated as less certain or weaker than believability or expertise (Magano et al., 2022; Martiningsih et al., 2022; Mir & Salo, 2023). Yet, the positive correlation of perceived attractiveness with consumer participation (Wang & Scheinbaum, 2018) renders it an applicable measure in influencer marketing campaigns' persuasiveness (Ahmed et al., 2024).

The extent to which audience members perceive that an influencer shares similar lives, values, interests, demographics, or experiences is known as perceived similarity, commonly applied in source-receiver homophily. This facet has frequently been proven to increase influencer marketing campaigns (Rodrigues et al., 2017; Taillon et al., 2020; Al-Ahmad et al., 2025).

When the followers recognize an influencer as being 'like them' or alike, they become more identified and attached. This increased identification typically increases trust in the opinion of the influencer and vulnerability to their endorsements and recommendations. Most marketing activities, including influencer marketing, are aimed at creating consumer buy intent. The intended goal or willingness to purchase a product or service within a time frame is known as purchase intention (Spears & Singh, 2004). It is a critical cognitive process in consumers' decision-making and often leads to buying behavior (Asnawi et al., 2019). Purchase intention drivers for influencer and social media marketing are critical to comprehend. Consumers rely on constant exposure to sponsored messages and endorsements, and there are so many factors that might inform their purchasing decision.

Based on the above reasoning, credibility, and influencer content value are usually regarded as primary antecedents. High-quality content (entertaining, informative, socially relevant, or functionally useful) and trusted endorsers (attractive, knowledgeable, believable, and liked by the customer) ought to boost consumer attitudes towards the sponsored brand or product and enhance consumers' purchase intent.



**Figure 1.** Research framework

This study aims to explore the effects of different dimensions of influencer value of content and influencer credibility on purchase intention among young Egyptian adult consumers.

Thus, a theoretical framework was developed. Based on the theoretical framework established and the gaps identified in the literature, the following hypotheses were formulated to guide this empirical investigation:

- H1: Influencer content value dimensions have a significant positive relationship with purchase intention.*
- H1a: Entertainment value has a significant positive relationship with purchase intention.*
- H1b: Informativeness value has a significant positive relationship with purchase intention.*
- H1c: Social value has a significant positive relationship with purchase intention.*
- H1d: Functional value has a significant positive relationship with purchase intention.*
- H2: Influencer credibility dimensions have a significant positive relationship with purchase intention.*
- H2a: Perceived attractiveness has a significant positive relationship with purchase intention.*
- H2b: Perceived expertise has a significant positive relationship with purchase intention.*

*H2c: Perceived trustworthiness has a significant positive relationship with purchase intention.*

*H2d: Perceived similarity has a significant positive relationship with purchase intention.*

## 2. METHODOLOGY

This study employed a quantitative approach integrating descriptive-analytical and inferential statistical techniques to examine the proposed research model and hypotheses in a rigorous manner. Descriptive-analytical involved systematic reading and synthesis of theoretical concepts addressing influencer marketing, content value, credibility, and purchase intention, which underpinned the literature review. Concurrently, a structured field study through self-administered questionnaire was adopted for gathering primary data. The research design employed was descriptive-explanatory to allow for a detailed investigation of the sample characteristics and relationships among independent variables (credibility dimensions and content value of influencers) and dependent variable (purchase intention).

The population under consideration comprised young adult social media users in Egypt who regularly consume influencer-created content and perform purchase-related activities on social media. The study focused on individuals aged between 22 and under the age of 50, a demographic with extensive usage of social media and high consumerism. Egypt was employed as the research context due to its growing youth population, increas-

ing internet and social media use, and its rapidly evolving digital marketplace environment.

Since there was no ideal sampling frame for the population to be targeted, the convenience non-probability sampling technique was used. The minimum number required for the sample was determined using the infinite population formula under a 95% confidence and 5% margin of error, giving a required sample of at least 400 valid responses. In order to canvass the ground for potential invalid answers, 1,000 questionnaires were electronically sent over various popular social networking websites. A return of 655 was received, out of which 633 proved valid upon data screening. This translated into an initial response rate of 65.5% and a final usable response rate of 63.3%.

The structured questionnaire was utilized to measure the essential constructs of the study, i.e., the four dimensions of influencer content value (entertainment, informativeness, social, and functional) and influencer credibility (perceived attractiveness, expertise, trustworthiness, and similarity) and purchase intention. All the items were adapted from existing validated scales in peer-reviewed articles and rated on a 5-point Likert scale ranging from “strongly disagree” to “strongly agree.” Item wordings were highly comparable to the originally validated items, with minor modifications for clarity and applicability to the Egyptian culture. The full list of measurement items can be seen in Appendix A.

The data collection was conducted online between October 10 and December 15, 2024, avoiding national holidays to reflect real-time trends in consumer behavior. The survey was published across different social media platforms to reach as many qualified participants as possible in Egypt.

Descriptive statistics of the sample revealed that most were female (55.5%) and most of the respondents aged 30 to less than 40 years (48.7%). By education level, the largest percentage held a Bachelor’s degree (39.0%), followed by Doctorates (25.4%) and Master’s degrees (22.1%). For income, over half (52.1%) reported earning between 10,001 and 15,000. These demographic statistics were taken into consideration when analyzing to ensure contextual validity, as shown in Table 1.

**Table 1.** Descriptive statistics of respondents’ profile

Construct	Frequency (n=633)	Percent
<b>Gender</b>		
Male	282	44.5
Female	351	55.5
<b>Age</b>		
22-30	115	18.2
30-40	308	48.7
40-50	210	33.2
<b>Education level</b>		
Bachelor’s degree	247	39.0
Master’s degree	140	22.1
Doctorate’s degree	161	25.4
Other	85	13.4
<b>Income</b>		
Less than 5,000	90	14.2
5,000-10,000	141	22.3
10,001-15,000	330	52.1
More than 15,000	72	11.4

Quantitative data of 633 valid responses were examined using IBM SPSS Statistics 25 for descriptive analysis and reliability analysis, and AMOS 24 for Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). Data screening for missing values, outliers, and assumptions of multivariate analysis was conducted before analysis.

Psychometric validation of the scales included reliability testing using Cronbach’s alpha (cut-off: 0.70), and validity testing using CFA on factor loadings, AVE, and composite reliability. KMO measure and Bartlett’s test enabled the suitability of the data for factor analysis. Spearman’s rank-order correlation was used to test the direction and strength of relationships between constructs.

SEM employed a two-step approach: first, assessing the validity of the model through goodness-of-fit indices (e.g., CMIN/DF, GFI, AGFI, CFI, TLI, RMSEA), and secondly, testing the structural model to evaluate hypothesized paths among variables.

### 3. RESULTS

The measurement scales used in the present research demonstrated good psychometric properties, as indicated in Table 2. KMO values ranged

from 0.759 to 0.878, which is higher than the minimum required value of 0.60, confirming the adequacy of the data for factor analysis. High Average Variance Extracted (AVE) values, ranging from 85.1% to 89.76%, also supported convergent validity.

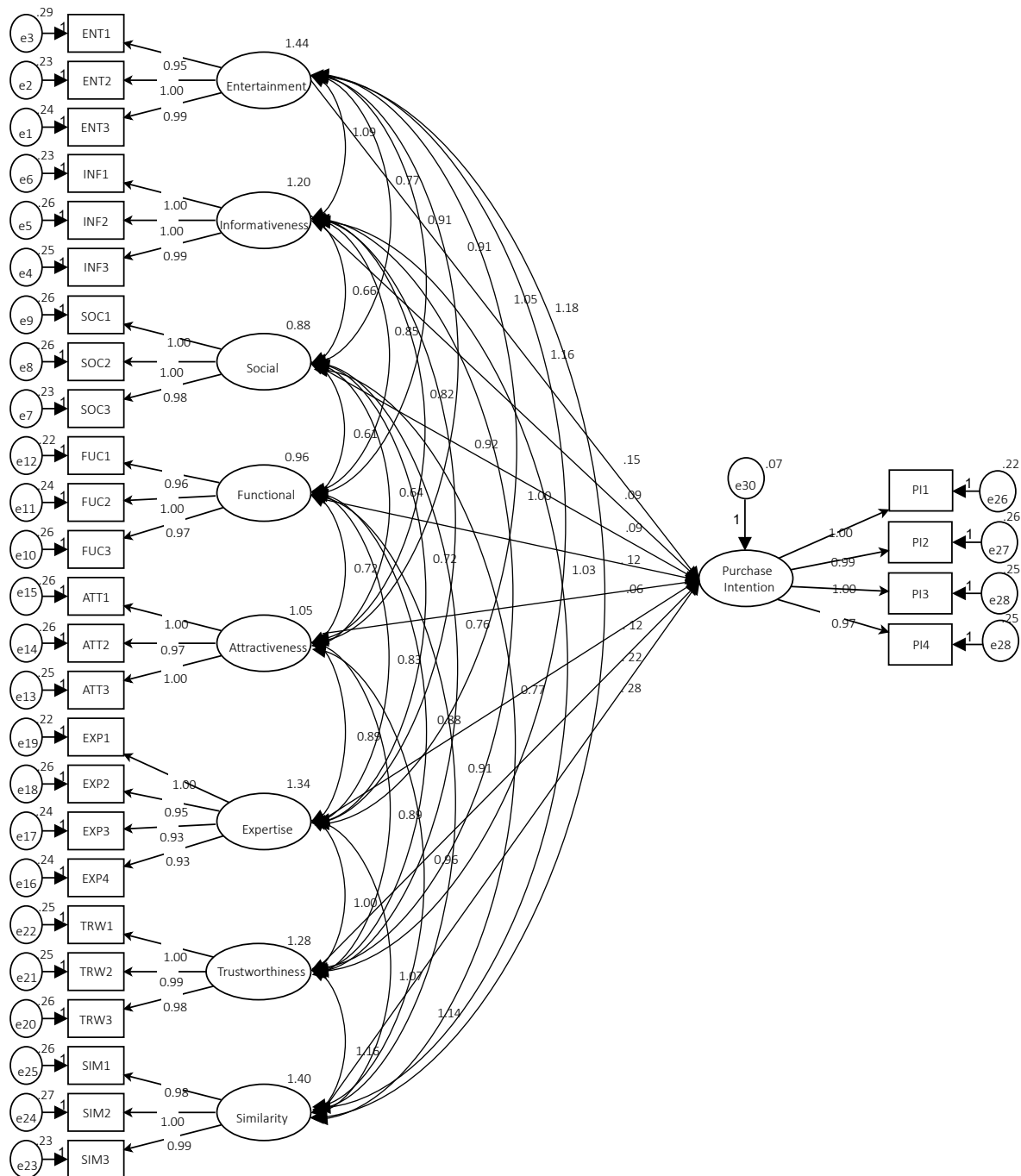
Concerning internal consistency, Cronbach’s alpha coefficients for all constructs ranged from 0.912 to 0.956, indicating very high reliability. In addition, most of the factor loadings exceeded the strong level of 0.8, indicating strong correlations between items and their respective latent factors. Collectively, these statistical indices validate the high reliability and validity of the measures, providing a solid foundation for subsequent analysis and interpretation of this study’s findings.

The measurement model was rigorously tested through confirmatory factor analysis, and the model fit indices all point towards a well-fitting model. Specifically, the minimum discrepancy,

as indicated by the chi-square divided by degrees of freedom (CMIN/DF), yielded a value of 1.029, which is well below the recommended cut-off value of 2.00. The associated p-value, the probability of obtaining a discrepancy at least as great as that observed with the sample, was 0.000, far below the 0.05 level, again in support of the model’s adequacy. Additionally, goodness of fit (GFI) was 0.964, which was above the desirable minimum of 0.80, and the adjusted goodness of fit index (AGFI) was 0.954, again in support of the model’s goodness of fit. Bentler-Bonett normed fit index (NFI) and Tucker-Lewis index (TLI) were both greater than 0.90, at 0.984 and 0.999, respectively, and the comparative fit index (CFI) was 0.999, all indicating a good model fit. Additionally, model fit assessment includes the root mean square residual (RMR) and the root mean square of approximation (RMSEA) with values of 0.015 and 0.007, respectively, which are both below the cut-off value of 0.1 that is suggested. All these results collectively emphasize the strength and adequacy of the confirmatory factor

**Table 2.** Validity and reliability test

Variables	KMO	AVE %	Cronbach’s α	Items	Factor loading
Entertainment value	.772	89.757	.943	ENT1	.890
				ENT2	.902
				ENT3	.901
Informativeness value	.770	88.568	.935	INF1	.888
				INF2	.882
				INF3	.887
Social value	.759	85.100	.912	SOC1	.851
				SOC2	.847
				SOC3	.856
Functional value	.763	86.254	.920	FUCN1	.865
				FUCN2	.863
				FUCN3	.860
Perceived attractiveness	.764	86.724	.923	ATT1	.869
				ATT2	.864
				ATT3	.869
Perceived expertise	.877	87.790	.953	EXP1	.887
				EXP2	.873
				EXP3	.876
				EXP4	.875
Perceived trustworthiness	.770	88.789	.937	TRW1	.892
				TRW2	.887
				TRW3	.885
Perceived similarity	.772	89.563	.942	SIM1	.895
				SIM2	.893
				SIM3	.899
Purchase intention	.878	88.314	.956	PI1	.886
				PI2	.882
				PI3	.883
				PI4	.881



**Figure 2.** CFA for the measurement model

analysis model. Figure 2 is the graphical representation of the confirmatory analysis, with factor loadings indicated on arrows, depicting strong factor loadings, hence confirming the success of the confirmatory factor analysis.

After confirming that the model fit indices were adequate, measurement model analysis was conducted. Factor loadings for items assigned to a construct are as shown in Table 3. All factor load-

ings ranged from 0.927 to 1.000, and all p-values were less than 0.05. This indicates that all factor loadings were greater than 0.4, indicating good validity and a well-fitting model.

Table 4 shows the descriptive analysis of the study variables. The descriptive statistics of the measures show Entertainment to have a mean of 3.1469 and standard deviation of 1.28608, which reflects a moderate level of perceived entertain-

**Table 3.** Item loading after confirmatory factor analysis

Factor loadings	Estimate	S.E.	C.R.	p
ENT3 ← Entertainment	.987	.024	41.576	***
ENT2 ← Entertainment	1.000			
ENT1 ← Entertainment	.954	.024	39.090	***
INF3 ← Informativeness	.989	.026	37.315	***
INF2 ← Informativeness	.996	.027	36.868	***
INF1 ← Informativeness	1.000			
SOC3 ← Social	.984	.032	30.397	***
SOC2 ← Social	1.000			
SOC1 ← Social	.996	.033	29.727	***
FUC3 ← Functional	.974	.030	32.187	***
FUC2 ← Functional	1.000			
FUC1 ← Functional	.964	.029	32.956	***
ATT3 ← Attractiveness	1.000			
ATT2 ← Attractiveness	.966	.029	33.008	***
ATT1 ← Attractiveness	1.000	.030	33.398	***
EXP4 ← Expertise	.930	.023	40.034	***
EXP3 ← Expertise	.927	.023	39.665	***
EXP2 ← Expertise	.953	.024	39.909	***
EXP1 ← Expertise	1.000			
TRW3 ← Trustworthiness	.983	.026	37.551	***
TRW2 ← Trustworthiness	.993	.026	38.160	***
TRW1 ← Trustworthiness	1.000			
SIM3 ← Similarity	.987	.025	39.836	***
SIM2 ← Similarity	1.000			
SIM1 ← Similarity	.979	.025	38.789	***
PI1 ← Purchase intention	.997	.024	41.811	***
PI2 ← Purchase intention	.988	.025	40.257	***
PI3 ← Purchase intention	1.000			
PI4 ← Purchase intention	.968	.024	40.095	***

ment but with variation. Informativeness follows with a mean of 3.2275 and standard deviation of 1.18752, which reflects a fairly greater level of informativeness. Social is more poorly rated, with a mean of 2.7820 and a standard deviation of 1.04026, indicating lower perception socially with moderate variation. Functional has a mean of 2.6825 and a standard deviation of 1.04879, with the same trend of low ratings with some variation. Attractiveness is rated with a mean of 2.9384 and

a standard deviation of 1.10708, indicating moderate perception. Expertise is slightly higher at a mean of 2.9573 and standard deviation of 1.21817, but Trustworthiness is not far behind with a mean of 2.9463 and a standard deviation of 1.23771, both indicating moderate beliefs and great variation. Similarity has a mean of 2.8957, with the highest standard deviation of 1.29576, indicating greater variation in what respondents consider similarity. Finally, Purchase Intention has the highest mean

**Table 4.** Descriptive analysis for research variables

Variables	N	Mean	Std. Deviation	Frequency				
				1	2	3	4	5
Entertainment	633	3.1469	1.28608	81	141	114	198	99
Informativeness	633	3.2275	1.18752	63	114	159	210	87
Social	633	2.7820	1.04026	87	126	297	84	39
Functional	633	2.6825	1.04879	114	126	252	129	12
Attractiveness	633	2.9384	1.10708	69	159	189	174	42
Expertise	633	2.9573	1.21817	90	141	180	150	72
Trustworthiness	633	2.9463	1.23771	85	173	140	161	74
Similarity	633	2.8957	1.29576	115	147	135	161	75
Purchase intention	633	3.3934	1.18606	15	180	123	171	144

of 3.3934 and standard deviation of 1.18606, suggesting a relatively higher purchase intent with moderate response variation.

For research hypothesis testing, as shown in Table 5, correlation matrix has been obtained, which reveals some observations worth noting. Spearman's correlation test is used to calculate the strength and direction of a relationship between two ranked variables and therefore is most appropriate for non-parametric data, which would fail the normality assumption in Pearson's correlation. Since Spearman's correlation does not assume a linear relationship or normally distributed data, it is a reliable substitute to confirm monotonic relationships between variables.

In this research, Purchase intention and Entertainment have a very strong positive correlation with a correlation coefficient ( $r = 0.878$ ) and p-value of 0.000, indicating that there is a statistically significant positive relationship. This

indicates that as respondents rate Entertainment higher, their purchase intention rises significantly. Similarly, Informativeness also has a strong positive correlation with Purchase intention ( $r = 0.850$ ) at p-value = 0.000 that states that more informative content correlates to higher purchase intention.

Social variables are also highly correlated with Purchase intention ( $r = 0.756$ ), and the  $p = 0.000$  significance level indicates that social variables are positively related to purchase intention, but weaker compared to other variables. Functional variables also have a high positive correlation with Purchase intention ( $r = 0.819$ ), and the p-value of 0.000 indicates that the relationship is statistically significant, i.e., higher functionality is positively associated with purchase intent.

For Attractiveness, the correlation with Purchase intention is also significant ( $r = 0.822$ ) with a p-value of 0.000, showing that products or content

**Table 5.** Correlation matrix for the research variables

Variable		1.	2.	3.	4.	5.	6.	7.	8.	9.
1. Entertainment	r	1.000								
	Sig.	.								
	N	633								
2. Informativeness	r	.816**	1.000							
	Sig.	.000	.							
	N	633	633							
3. Social	r	.681**	.658**	1.000						
	Sig.	.000	.000	.						
	N	633	633	633						
4. Functional	r	.746**	.760**	.656**	1.000					
	Sig.	.000	.000	.000	.					
	N	633	633	633	633					
Spearman's rho 5. Attractiveness	r	.746**	.742**	.675**	.701**	1.000				
	Sig.	.000	.000	.000	.000	.				
	N	633	633	633	633	633				
6. Expertise	r	.759**	.733**	.667**	.737**	.747**	1.000			
	Sig.	.000	.000	.000	.000	.000	.			
	N	633	633	633	633	633	633			
7. Trustworthiness	r	.843**	.800**	.703**	.773**	.752**	.780**	1.000		
	Sig.	.000	.000	.000	.000	.000	.000	.		
	N	633	633	633	633	633	633	633		
8. Similarity	r	.810**	.790**	.683**	.765**	.767**	.795**	.868**	1.000	
	Sig.	.000	.000	.000	.000	.000	.000	.000	.	
	N	633	633	633	633	633	633	633	633	
9. Purchase intention	r	.878**	.850**	.756**	.819**	.822**	.860**	.918**	.923**	1.000
	Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.
	N	633	633	633	633	633	633	633	633	633

Note: \*\* correlation is significant at the 0.01 level (2-tailed).

**Table 6.** SEM analysis for the research variables

Variables	Estimate	p	R <sup>2</sup>
Purchase intention ← Entertainment value	.150	***	0.951
Purchase intention ← Informativeness value	.088	.006	
Purchase intention ← Social value	.088	.001	
Purchase intention ← Functional value	.118	***	
Purchase intention ← Perceived attractiveness	.061	.048	
Purchase intention ← Perceived expertise	.122	***	
Purchase intention ← Perceived trustworthiness	.218	***	
Purchase intention ← Perceived similarity	.280	***	

that are more attractive are associated with higher purchase intentions. The correlation between Expertise and Purchase intention is also significant ( $r = 0.860$ ), with a p-value of 0.000, showing that consumers' perceptions of expertise do have a favorable impact on customers' purchasing intentions.

Trustworthiness has the strongest association with Purchase intention among the variables ( $r = 0.918$ ,  $p = 0.000$ ), which suggests that with high trustworthiness, the likelihood of purchasing increases significantly. Finally, Similarity also shows a strong positive correlation with Purchase intention ( $r = 0.860$ ) and a p-value of 0.000, which implies that perceived similarity between the consumer and the product or brand also has a very significant influence on purchase interest

Table 6 shows the SEM analysis of the effect of research variables. SEM analysis provides a comprehensive understanding of the relationship between the Influencer Content Value dimensions and Influencer Credibility dimensions and how they affect Purchase Intention. The analysis validates two main hypotheses with four sub-hypotheses.

For the first hypothesis, which relates to Influencer content value, the result shows that Entertainment value is strongly positively correlated with Purchase intention with an estimate of 0.150 and p-value of  $< 0.05$ . Informativeness value and Social value both have lower estimates (0.088 each), but while Informativeness has a marginal p-value of 0.006, Social value is better-supported with 0.05, indicating their significant contributions to the model. Functional value is also noteworthy with an estimate of 0.118 and p-value of  $< 0.05$ , validating the assumption that functional content makes purchase intentions higher.

For the second hypothesis, that of Influencer credibility, it is discovered that Perceived attractiveness significantly but less strongly contributes to Purchase Intention, with an estimate of 0.061 and a p-value of 0.048, signifying an influential but relatively smaller contribution. Perceived Expertise significantly contributes more, with an estimate of 0.122 and a p-value of  $< 0.05$ , signifying that having expertise is an essential factor in shaping purchasing behavior. The greatest impact is observed in Perceived Similarity and Perceived trustworthiness, with estimates of 0.218 and 0.280, respectively, and both p-values at  $< 0.05$ . These findings highlight the central role played by credibility, particularly in similarity and trustworthiness, in influencing purchase intentions.

The overall model explains 95.1% of Purchase intention variance ( $R^2 = 0.951$ ) and has strong explanatory power, and all the dimensions positively and significantly contributing to the result.

The model fit indices: CMIN/DF = 1.029, GFI = 0.964, CFI = 0.999, AGFI = 0.954, and RMSEA = 0.007 are all within their acceptable levels. The SEM model conducted for the effect of the research model is illustrated in Figure 3.

Overall, the model explains a substantial amount of variance in Purchase intention, underscoring the critical role of both content value and influencer credibility in shaping consumer purchasing behavior. This highlights the importance of engaging, informative, and credible influencer content in driving purchase decisions.

## 4. DISCUSSION

The findings demonstrate the strong impact of both Influencer content value and Credibility on Purchase intention. Entertainment and Functional

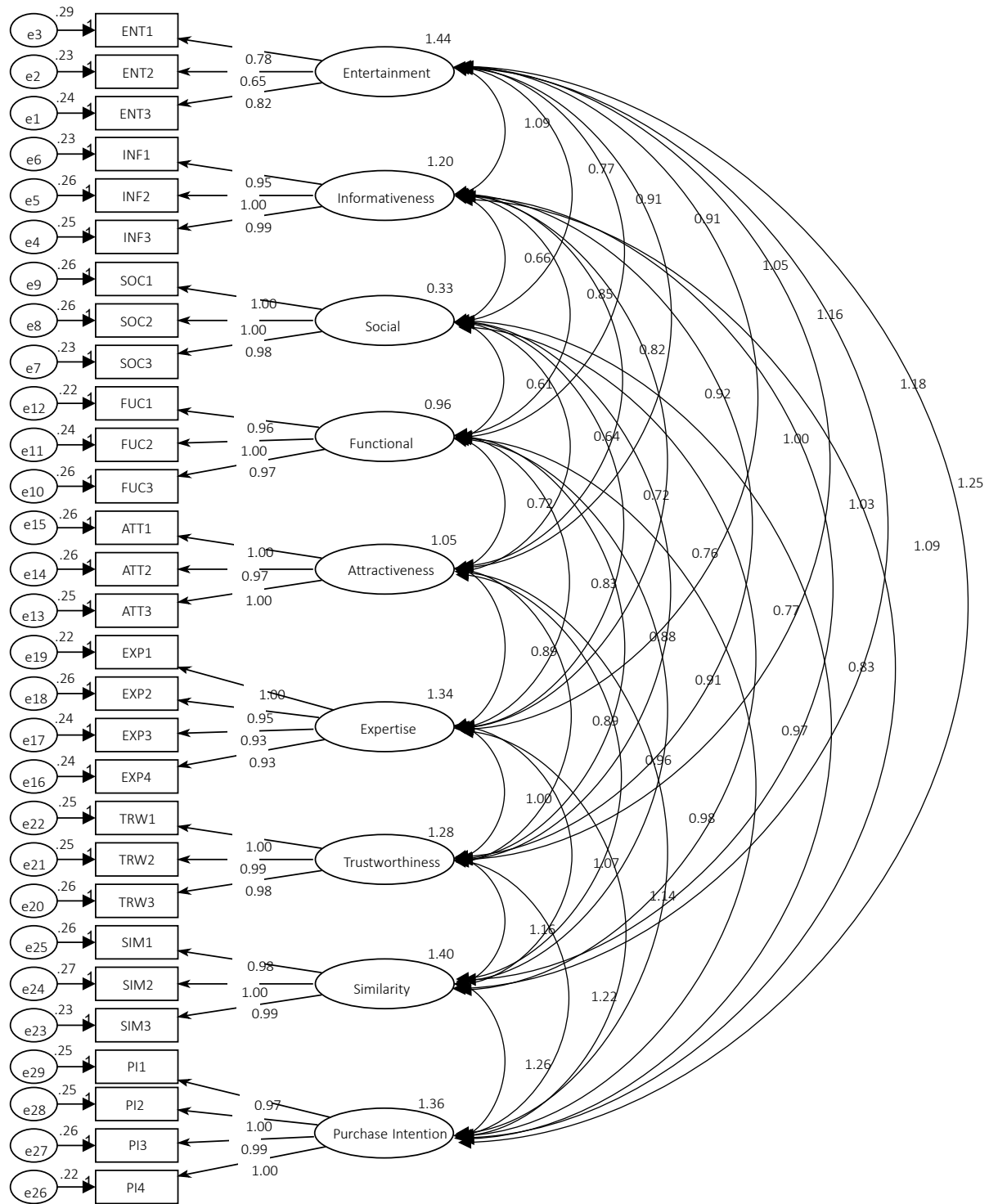


Figure 3. SEM for the research variables

value were particularly effective, in line with the demand for entertaining and functional content. As for credibility dimensions, Trustworthiness and Similarity were the most effective predictors, confirming their essential role in consumer persuasion. SEM results maintained these relations, explaining

95.1% of the variance of Purchase intention, demonstrating the success of a quality content expert influencer in affecting purchase behavior.

All four dimensions of content value – Entertainment, Informativeness, Social, and Functional – signifi-

cantly predicted Purchase intention. Entertainment was most impactful (estimate = 0.150), as in past studies (Abdelazim et al., 2022), demonstrating its success at engaging attention and inducing purchase intention. Functional value (estimate = 0.118) also played important effect, validating Campbell and Farrell's (2020) work on the value of useful, problem-solving content. Informativeness and Social Value, though with slightly less strong effects, still played significant roles, supporting research on the trust-building and community aspects of influencer content.

The study also confirmed the positive effect of Credibility dimensions. Trustworthiness (estimate = 0.218) and Similarity (estimate = 0.280) were the strongest drivers of purchase behavior, confirming earlier findings that customers respond to influencers they perceive as trustworthy and similar to themselves. Expertise (estimate = 0.122) confirmed the popularity of expert influencers, while Attractiveness (estimate = 0.061), though weaker, was still significant in overall attractiveness.

These results align with the broader influencer marketing literature, notably in the focus on trust and relatability. The study contributes by

placing a figure on the impact of each dimension on the Egyptian youth market, yielding a definitive ranking: similarity and trustworthiness are most valued, followed by entertainment and functionality.

Practically, the findings suggest that marketers choose influencers who are credible and identity-relevant to the audience. Campaigns need to mix entertainment and instrumental value to achieve optimum engagement and conversion. The SEM results attest that a calculated blend of content and credibility can significantly increase purchase intentions.

Limitations include the use of convenience sampling, which may affect generalizability. Cross-cultural or longitudinal designs and concepts like influencer-brand fit or interaction quality can be considered for future research. Despite these limitations, the study offers strong evidence that young Egyptians interact most with those influencers who are credible, like them, and who provide both entertaining and useful content. This highlights the need to employ a balanced, multi-dimensional influence strategy to affect purchasing outcomes.

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## CONCLUSION

This study aimed to explore the effects of different dimensions of influencer value of content and influencer credibility on purchase intention among young Egyptian adult consumers. The results clearly demonstrated that both constructs significantly influence consumer behavior. Among content value dimensions, entertainment and functional value had the most significant effects, and among dimensions of credibility, trustworthiness and similarity had the strongest effects on purchase intention.

The findings highlight that customers are more likely to act when content is both interesting and realistically useful, and when influencers are perceived as sincere and endorsable. The structural model accounted for a high 95.1% of the purchasing intention variance, witnessing the robustness of the suggested framework.

These results have important implications for marketers, indicating that they must select influencers who have values common with the audience and produce entertainment as well as information. Although informativeness and attractiveness also have some effect, their impacts are fairly small. Subsequent studies can benefit from larger samples and longitudinal designs to study evolving consumer-influencer relationships over time across cultures and platforms. Basically, the study highlights that strategic alignment of genuine influencers with valuable content is key to spurring buying intentions in the current social media market.

## AUTHOR CONTRIBUTIONS

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Supervision: Abdelrehim Awad.

Writing – original draft: Ahmad Shaheen, Abdullah Khataan

Writing – review & editing: Ahmad Shaheen, Abdullah Khataan, Abdelrehim Awad, Anwar Yahia Shams Eldin, Awadia Elnour.

## ETHICAL CONSIDERATIONS

This study adhered to human subjects research ethics. Prior to participation, respondents were given a clear explanation of the research purpose, the voluntary nature of the participation, and that they could withdraw at any time. The completion of the questionnaire was considered to be an informed consent.

Participant anonymity was maintained strictly, and no personal information was collected. All responses were combined for analysis, and data were stored securely with access available to members of the research team only. The study protocol was approved by the Institutional Review Board (IRB) at the College of Management and Technology.

The questionnaire was written to reduce upsetting questions to the point of minimal risks for the participants. The research contributes to academic knowledge and aims to advise more efficient marketing practice without compromising participant welfare.

## DECLARATION OF COMPETING INTEREST

None.

## ACKNOWLEDGMENT

The authors are thankful to the Deanship of Graduate Studies and Scientific Research at University of Bisha for supporting this work through the Fast-Track Research Support Program.

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## APPENDIX A

### QUESTIONNAIRE

Please indicate the extent to which you agree or disagree with the following statements by selecting the appropriate option on a 5-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

**Table A1.** Entertainment value

Code	Item statement	Response scale
ENT1	Those videos provide enjoyable content	Strongly disagree – disagree – neutral – agree – strongly agree
ENT2	Those videos provide exciting content	Strongly disagree – disagree – neutral – agree – strongly agree
ENT3	Those videos provide pleasing content	Strongly disagree – disagree – neutral – agree – strongly agree

**Table A2.** Functional value

Code	Item statement	Response scale
FUCN1	Those videos are reliable medium	Strongly disagree – disagree – neutral – agree – strongly agree
FUCN2	Those videos are satisfactory medium	Strongly disagree – disagree – neutral – agree – strongly agree
FUCN3	Those videos are good medium	Strongly disagree – disagree – neutral – agree – strongly agree

**Table A3.** Informativeness value

Code	Item statement	Response scale
INF1	Those videos provide timely content	Strongly disagree – disagree – neutral – agree – strongly agree
INF2	Those videos provide useful content	Strongly disagree – disagree – neutral – agree – strongly agree
INF3	Those videos provide valuable content	Strongly disagree – disagree – neutral – agree – strongly agree

**Table A4.** Perceived attractiveness

Code	Item statement	Response scale
ATT1	I think he/she is sexy.	Strongly disagree – disagree – neutral – agree – strongly agree
ATT2	I think he/she is good looking	Strongly disagree – disagree – neutral – agree – strongly agree
ATT3	I consider he/she very stylish.	Strongly disagree – disagree – neutral – agree – strongly agree

**Table A5.** Perceived expertise

Code	Item statement	Response scale
EXP1	I consider he/she sufficiently experienced to make assertions about his/her area.	Strongly disagree – disagree – neutral – agree – strongly agree
EXP2	I consider he/she an expert on his/her area.	Strongly disagree – disagree – neutral – agree – strongly agree
EXP3	I feel he/she is competent to make assertions about things that they are good at.	Strongly disagree – disagree – neutral – agree – strongly agree
EXP4	I feel he/she knows a lot about their areas.	Strongly disagree – disagree – neutral – agree – strongly agree

**Table A6.** Perceived similarity

Code	Item statement	Response scale
SIM1	I can easily identify with he/she	Strongly disagree – disagree – neutral – agree – strongly agree
SIM2	He/she and I are a lot alike.	Strongly disagree – disagree – neutral – agree – strongly agree
SIM3	He/she and I have a lot in common	Strongly disagree – disagree – neutral – agree – strongly agree

**Table A7.** Perceived trustworthiness

Code	Item statement	Response scale
TRW1	I consider he/she earnest.	Strongly disagree – disagree – neutral – agree – strongly agree
TRW2	I feel he/she is truthful.	Strongly disagree – disagree – neutral – agree – strongly agree
TRW3	I consider he/she trustworthy.	Strongly disagree – disagree – neutral – agree – strongly agree

**Table A8.** Purchase intention

Code	Item statement	Response scale
PI1	Likely to buy certain products because of his/her posts	Strongly disagree – disagree – neutral – agree – strongly agree
PI2	Possible that I will visit some online stores or actual stores because of his/her posts	Strongly disagree – disagree – neutral – agree – strongly agree
PI3	Probable that I may purchase the products/brands that he/she has promoted if I happen to need one	Strongly disagree – disagree – neutral – agree – strongly agree
PI4	I am willing to try the product/service promoted by the influencer	Strongly disagree – disagree – neutral – agree – strongly agree

**Table A9.** Social value

Code	Item statement	Response scale
SOC1	Those videos make me more popular	Strongly disagree – disagree – neutral – agree – strongly agree
SOC2	Those videos help me stay in touch	Strongly disagree – disagree – neutral – agree – strongly agree
SOC3	Those videos build relationships	Strongly disagree – disagree – neutral – agree – strongly agree