

The effect of Instagram influencer's characteristics on online buying intention: An applied study in the fashion industry

**تأثير خصائص المؤثرين في الانستقرام على نية الشراء عبر الإنترنت:
دراسة تطبيقية في صناعة الأزياء**

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المستخلص:

أصبح التسويق عبر المؤثرين أداة مهمة للحملات التسويقية مؤخرًا. كان للمصداقية والخبرة والمنافسة الهبة للمؤثر تأثير كبير على نوايا الشراء لدى مستخدمي وسائل التواصل الاجتماعي. أجريت هذه الدراسة لتحديد تأثير خصائص المؤثر على نية الشراء عبر الإنترنت في منتجات الأزياء. طريقة تحليل البيانات المستخدمة في هذا البحث هي حلول المنتجات والخدمات الإحصائية (SPSS) مع طريقة تحليل الانحدار الخطي المتعدد. أظهرت النتائج أن الثقة والخبرة والهدايا لها تأثير كبير على نية الشراء عبر الإنترنت.

الكلمات المفتاحية: وسائل التواصل الاجتماعي؛ التسويق المؤثر؛ انستغرام؛ الثقة؛ الخبرة؛ هبات؛ نية الشراء عبر الإنترنت.

Abstract:

Influencer marketing has become a significant tool of marketing campaigns in the recent years.

The trustworthiness, expertise and giveaway competition of the influencer had a considerable impact on social media users' buying intentions. This study was conducted to determine the effect of influencer characteristics on online purchase intention in fashion products. The data analysis method used in this research is Statistical Product and Service Solution (SPSS) with multiple linear regression analysis method. The results show that trust, experience and giveaways have a significant effect on online buying intention.

Keywords: Social Media; Influencer Marketing; Instagram; Trust; Experience; Giveaways; Online buying Intention.

1. INTRODUCTION

Social media has changed the world and has now become part of people's everyday lives. The digital era came with many opportunities, but also many challenges as to what is the best way to promote brands on social media platforms. Several marketers are now investing in influencer marketing as a new trend invades. The growing number of social media users shaped marketing trends and strategies into the new approach called "Influencer Marketing" (Bianchi et al., 2017). A few years ago, companies used to take advantage of celebrities to promote their brands, but the

advancements and developments in social media platforms led to an upward recognition of influencers, (Xu, X., & Pratt, S. (2018).

Influencer marketing has become a significant tool of marketing campaigns recently; it offers a wide scope of alternatives for marketers to affect consumers in a competitive market (Evans et al., 2017). Fashion is one of the industries in which influencer marketing has been widely considered in recent years, (Lang and Armstrong, 2018, .Influencers affect customers' buying intention when they share their reviews and experiences about fashion products on their accounts. Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). Consumers are influenced by their favorite inspired influencer or their friends whom they could keep updated with the latest fashion trends in the community, especially for young consumers. Fashion influencers on photo-sharing apps like Instagram typically promote products by wearing them and then tagging the brand in their stories.

Instagram has been chosen as the preferred social media platform to carry out influencer marketing campaigns. Nandagiri, V., & Philip, L. (2018).

In 2021, there were 1.21 billion monthly active users of Meta's Instagram, making up over 28 percent of the world's internet users. By 2025, it has been forecast that there will be 1.44 billion monthly active users of the social media platform, which would account for 31.2 percent of global internet users. However, social media such as Instagram has transformed into a

platform whereby business organizations use it as a place to promote and market their products. Published by Statista Research Department, May 19, 2022, in March 2022, there were 17.9 million Instagram users in Egypt.

2. LITERATURE REVIEW AND DEVELOPMENT OF HYPOTHESES

2.1 Influencer Marketing

According to Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., & Gandasari, D. (2020). Influencer marketing is undoubtedly one of the hottest topics in online advertising right now .Social media influencers have substantially altered how social media marketing looks.

Influencer marketing is also one of the new marketing strategies that have emerged because of the increasing popularity of social media. Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020).

It has recently been recorded that 93% of marketers have adopted influencer marketing in their campaigns, and it is now stated as a vital promotional tactic. Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023).Social media influencers (SMIs) can be defined as third-party opinion leaders or micro-celebrities who can assist in business marketing. Abdullah, T., Deraman, S. N. S., Zainuddin, S. A., Azmi, N. F., Abdullah, S. S., Anuar, N. I. M., ... & Hasan, H. (2020). Social media influencers can also be defined as new brand representatives and trusted tastemakers in

the social media context. Li, Y., & Peng, Y. (2021). Chen, Y., Tingchi Liu, M., Liu, Y., Chang, A. W. Y., & Yen, J. (2022). Influencers are a powerful combination in digital marketing campaigns, as they can shape the opinions and attitude of their audience on social media. Influencer marketing is more effective than traditional media like TV because it is less expensive for businesses to use. Putri, F. E. V. S., & Tiarawati, M. (2021). Influencer marketing is regarded as word-of-mouth marketing. Guruge, M. C. (2018).

Influencer marketing emerges as a way to maximize the benefits of word-of-mouth recommendations while avoiding the drawbacks of conventional advertising strategies, such as avoidance and resistance, through influencer marketing, brands can reach consumers by using the voice of a peer or someone they admire (Botelho, M. F. M., 2019). According to Kemeç, U., & Yüksel, H. F. (2021). Influencers are knowledgeable about the products or services they represent such as travel, food, beauty, or fashion. Many studies in the literature have looked at influencers as a means of spreading marketing messages.

Social media influencers often communicate with their followers and provide them with the most recent information. Kurdi, B., Alshurideh, M., Akour, I., Tariq, E., AlHamad, A., & Alzoubi, H. (2022). According to a study, 82% of followers are more likely to accept the advice of influencers since they are seen as far more competent, and credible. Khan, S., Rashid, A., Rasheed,

R., & Amirah, N. A. (2023). Influencer recommendations affect the purchasing decisions of Generation Z in particular. Jánská, M., Žambochová, M., & Vacurová, Z. (2024).

2.2 Trust:

Trust is defined as honesty, integrity, accountability, and truthfulness in interactions between individuals. Khan, A., Khan, Z., & Nabi, M. K. (2024). The degree to which a source is seen as honest, reliable, or truthful is referred to as source trustworthiness.” Yuan, S., & Lou, C. (2020). The trust paradigm in communication is the receiver level of confidence in accepting the message declared by SMI. Chun, C. S., Lim, W. M., Tan, R. W., & Teh, E. W. (2018). As this paper investigates, how trust in influencers play a significant role in the purchasing intention. Trust has a crucial role in influencing consumer behavior, including loyalty and purchasing intentions. . Khan, A., Khan, Z., & Nabi, M. K. (2024). According to Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., & Gandasari, D. (2020). Trust can foster a positive attitude towards transaction behaviors, leading to transaction intention. So the higher the degree of trust, the higher the degree of purchase intention. A study revealed that 92% of customers trust influencers over traditional marketing approaches. Garg, M., & Bakshi, A. (2024). A recent study found that consumers who intend to buy online are more likely to be mistrustful due to their lack of knowledge about the management of their personal data. When an influencer is trusted, they can influence the purchasing decisions of the customers who follow them and

persuade them to adopt their recommendations. (Konstantopoulou, Rizomyliotis, Konstantoulaki, & Badahdah, 2019). In today's ever-changing market, trust is a key factor driving consumer purchase intentions. Chen, N., & Yang, Y. (2023). Magano, J., Au-Yong-Oliveira, M., Walter, C. E., & Leite, Â. (2022). Discovered that trustworthiness increases Instagram users' intention to buy fashion products. One of the studies assures that trust is the primary factor driving purchase intention. Pop, R. A., Săplăcan, Z., Dabija, D. C., & Alt, M. A. (2022)

2.3 Giveaway competitions:

The role giveaways play in influencing customers' behavioral intentions has received limited attention. Giveaways serve as limited-time promotions to increase a brand's social media following and Enhance brand exposure; Of course, the brand conducts considerable research to determine

Which influencer has the greatest reach to the brand's essential target audience? Minarini, M. R.

E. (2021). Gifts or giveaways offered to consumers create brand awareness and add value,

Making it a common promotional tool used by marketers trying to maximize consumers' positive

Shopping experiences and lead to greater WOM. Sun, J., Nazlan, N. H., Leung, X. Y., & Bai, B. (2020).

Giveaways competition is an online-based contest organized by companies where participants complete assigned

tasks qualify for certain rewards within a particular timeframe; they often use it to increase demand for their products. Etim, G. S., James, E. E., Nnana, A. N., Inyang, I. B., & Celestine, O. I. (2024). Competition/giveaway posts are those in which an influencer gives away a product or Service on behalf of a brand and entry involves follower engagement in the form of liking, Following the influencer account, or sharing the post. Hughes, C., Swaminathan, V., & Brooks. (2019). Influencer advertising campaigns frequently involve paid content, unboxing reviews, Competitions and giveaways. Giveaways, Discounts and Special offers are examples of digital marketing techniques that can significantly affect purchase intentions. Soni, A., Khatri, G., & Ranawat, P. (2024).

2.4 Purchase intention:

Purchasing intention is one of the major and central concepts studied in the marketing literature.

Lou, C., & Yuan, S. (2019), defined purchase intention as "a person's likelihood and tendency to buy a specific product.

Chun, C. S., Lim, W. M., Tan, R. W., & Teh, E. W. (2018). Also define purchase intention as a consumer cognitive behavior that occurs when a person intends to buy a product in the future.

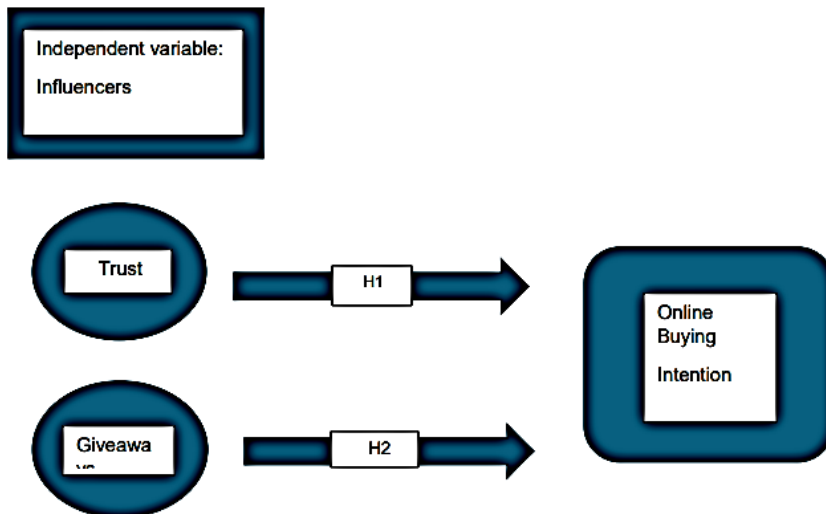
Due to technological advancements, and being on the digital age, a new market place has emerged online, giving consumers the chance and intention to purchases online, share

their experiences and access reviews. Al-Darraji, Z., Al Mansour, Z., & Rezai, S. (2020).

According to Lisichkova, N., & Othman, Z. (2017), online purchase intention refers to a consumer's tendency to conduct an online transaction.

Influencers promote newly released products from a company and share their views and recommendations that encourage followers' buying intentions. Dinh, T. C. T., & Lee, Y. (2022). Higher purchase intentions indicate a consumer's enthusiasm to acquire a service or an item. Khan, S., Rashid, A., Rasheed, R., & Amirah, N. A. (2023).

3. RESEARCH MODEL



4. METHODOLOGY:

4.1 Sampling:

Our main research objective is to study the impact of Instagram influencers on buying intention.

Therefore, our research sample will be the users of social media channels, especially Instagram users,

4.2 Data collection:

- a. Secondary Data: Data will be gathered from previous studies, official reports, articles, periodicals, publications, and published statistics.
- b. Primary Data: Data related to the research variables will be collected through a qualitative method using a questionnaire, which will be spread over the users of online shopping using social media platforms (Instagram). Various tests will be done on the questionnaire results using SPSS statistical software.

Pilot Study:

The pilot study was applied to a sample of 36 consumers who already use the internet in their daily life.

5. Study Hypothesis

This study is intended to examine the following hypothesis:

H1. There is a positive relationship between Influencers' trust and online buying intention.

H2. There is a positive relationship between Influencer giveaway competitions and online buying intention.

6. Analysis and results:

6.1 Descriptive Analysis:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Online Purchase Intentions	203	.80	4.20	2.6266	.88322
Trust	204	1.00	5.00	3.1238	.86246
Expertise	205	1.00	5.00	3.3378	.85940
Giveaway competitions	196	.00	1.00	.4847	.33092
Valid N (listwise)	190				

Table 6.1: Descriptive Statistics of the variables

Expertise scored the highest mean (3.3378), while online purchase intentions has the highest Standard Deviation between all the variables and it is equal to (0.88322). Additionally, across the independent variables the giveaway competitions has the smallest or the minimum standard deviation, which is equal to (0.33092). This gives strength and stability to the study model and removes the problem of inconsistencies and variability in the data results.

6.2 Factor Analysis of Trust:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.880	
Bartlett's Test of Sphericity	Approx. Chi-Square	633.367
	Df	28
	Sig.	.000

Table 6.2 KMO and Bartlett's test for Trust

The KMO value for Trust variable is 0.880. This score is considered as sufficient in this study and, similar to online purchase intention, the researcher of the current study is supposed to be confident that the factor analysis is appropriate for the data of Trust variable. Additionally, as shown in table 6.2, the factor matrix for Trust variable resulted into only one factor.

Factor Matrix ^a	
	Component 1
7. Instagram influencers are reliable.	.783
8. Instagram influencers are more trustworthy than mass media (Tv ads).	.770
9. Instagram influencers are honest.	.791
10. Instagram influencers who posts about the products frequently are credible.	.719
11. I would feel better if I could have a chat with the influencers and we could communicate through messages or comments, would build up trust between us.	.626
12. Fashion influencers who shares good and bad sides of specific product are trustable and make me adopt their advices.	.518
13. Instagram influencers who have high numbers of followers and likes are more credible.	.769
14. Instagram influencers are dependable.	.732

Table 6.2 factor matrix for trust

6.3 Factor analysis for giveaway competitions:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.722
Bartlett's Test of Sphericity	Approx. Chi-Square	159.791
	df	10
	Sig.	.000

Table 6.3 KMO and Bartlett's test for giveaway competitions

The KMO value for the giveaway competitions variable is 0.722. This score is deemed as adequate in this study and, similar to online purchase intention, trust, expertise, the researcher of the current study is ought to be positive that the factor analysis is appropriate for the data of giveaway competitions variable. Additionally, as shown in the below table 6.3, the factor analysis for giveaway competitions variable resulted into only one factors.

Factor Matrix ^a	
	Component 1
21. Have you ever participated in an instagram competition or giveaway?	.683
22. Does the availability of a limited-time giveaway or promotional offer influence your decision to purchase a product recommended by a social media influencer?	.708
23. Have you noticed an increase in your engagement with brands on Instagram after participating in competitions and giveaways?	.676
24. Do you think social media influencers who regularly offer giveaways are more trustworthy than those who donâ€™t?	.738
25. Do you believe that the frequency of Instagram competitions and giveaways related to fashion has a positive impact on the overall user experience on the platform?	.540

Table 6.3 factor matrix for expertise

6.4 Reliability test

Cronbach's alpha was used to assess the internal consistency of the scales used to measure each construct, as well as if items were homogeneous and had the same attribute to the constructs (Pallant2005). Keeping in mind that Cronbach's alpha does not provide reliability sources to single item constructions (Gliem andGliem2003), each construct in this investigation had a range of four to thirteen items. As indicated in table 6.4, all variables have Cronbach's alpha values ranging from 0.700 to 0.864. Since the Cronbach's alpha value is greater than 0.600, it can be assumed that the items for each variable in this study are highly internally trustworthy and acceptable (Bryman and Bell 2015).

Constructs	number of items	Cronbach`s Alpha
Trust	8	0.864
Giveaway	5	0.700

Table 6.4 Reliability of Constructs

6.5 influencer's coefficients:

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std. Error			
1	(Constant)	-.159	.142		-1.115	.266
	Trust	.631	.070	.610	9.041	.000
	Giveaway Competitions	.417	.123	.156	3.390	.001

a. Dependent Variable: Online Purchase Intentions

Table 6.5 influencer's coefficients

The impact of Trust and Giveaway competitions on Online Purchase Intention was significant since the p value is less than 0.05. As demonstrated in the table 4.14, those three variables have P value, which is 0.000, 0.005 and 0.001; therefore, there is strong evidence that Trust and Giveaway competitions have a positive impact on Online Purchase Intention. As a result, H1. There is a positive relationship between Influencers' trust and online buying intention H2. There is a positive relationship between Influencer giveaway competitions and online buying intention. are fully accepted. Furthermore, the standardized coefficient beta for Trust is 0.610 and B 0.631 (positive); hence, Trust has a positive relationship with Online Purchase Intention and Giveaway Competitions (Beta: 0.156, B: 0.417), have a positive relationship with Online Purchase Intention. Based on B score, it can be concluded that Trust has the highest impact on OPI, followed by Giveaway competitions.

7. CONCLUSION:

In conclusion, this study has established a positive relationship between Instagram influencers' characteristics—specifically trust and giveaways competitions—and online buying intention in the fashion industry. The findings reveal that trust in influencers significantly enhances consumers' likelihood of making purchase decisions, while the use of giveaways further amplifies this effect by increasing engagement and perceived value. These results underscore the importance of trust-building

and promotional strategies in influencer marketing, particularly within the highly competitive fashion sector. Brands aiming to increase online sales should consider leveraging influencers who are perceived as trustworthy and strategically use giveaways to boost consumer interest and buying intention. Future research could explore the long-term impact of these factors on consumer loyalty and brand perception across different market segments.

8. Limitations and suggestion for future research

This research faced various limitation that restricted its success to a certain extent. One of this limitation is that it focused only on one kind of industry, which is fashion industry in Egypt.

One suggestion for further research is to investigate how other variables, such as content quality and influencers' attractiveness, affect buying intention.

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