Investigating the Impact of Customers' Big Five Personality Traits as a Moderator on the Relationship between Influencer Credibility and Customer Attitude

Submitted by

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Abstract:

This study explores the moderating effect of customers' Big Five personality traits on the relationship between influencer credibility and customer attitude towards promoted products/services. Data were collected from 245 participants in Egypt via a survey. Correlation and regression analyses were conducted using SPSS to test hypotheses and assess personality traits' impact on the influencer credibility-customer attitude relationship.

Findings show that influencer credibility's influence on customer attitude varies across personality types. For extraverted individuals, attractive influencers have a positive influence, while trustworthy influencers have a negative effect. Open-minded individuals respond favorably to expert influencers but are less trusting of trustworthy ones. Agreeable individuals are more likely to be influenced by trustworthy influencers. However, conscientiousness and neuroticism do not significantly affect the influencer credibility-customer attitude relationship. These findings suggest other factors contribute to influencer marketing effectiveness.

This study offers practical recommendations for influencers to impact their followers positively, considering personality traits, gender, and preferred platforms. Tailoring influencer campaigns to different personality types is crucial. By segmenting the target audience based on traits and creating resonant content, influencers can effectively engage with followers. For example, appealing to extraverts who respond well to attractive influencers can enhance campaign effectiveness.

In conclusion, understanding and leveraging followers' personality traits, gender, and preferred platforms in influencer marketing is crucial. Tailored recommendations, audience segmentation and resonant content, foster stronger relationships and influence attitudes. These insights guide influencers in optimizing strategies, cultivating meaningful connections, and ultimately enhancing the effectiveness of influencer-follower relationships in the dynamic landscape of social media.

Introduction:

Social media has experienced significant growth and has become an essential component of people's lives, particularly in the realm of marketing. The advent of "internet-based applications that build on the ideological and technological foundations of Web 2.0" has facilitated the creation and exchange of user-generated content, leading to the rise of platforms such as Instagram and YouTube (Kaplan and Haenlein, 2010, p. 61). These platforms have transitioned from being solely used for private sharing to becoming influential advertising channels over the past decade. In this context, a relatively new form of advertising has emerged, leveraging social media-based influencers to play a substantial role in consumer decision-making (Djafarova and Rushworth, 2017).

The proliferation of social media and the rise of influencer marketing can be attributed to several factors. Firstly, social media platforms have revolutionized communication and connectivity, allowing individuals to connect and engage with others on a global scale. This interconnectedness has given rise to a new breed of digital content creators known as Influencers, who have amassed large followers and established themselves as trusted authorities within specific niches or industries (Schouten et al., 2019). These influencers have the ability to shape consumer attitudes and behaviors through their content, recommendations, and endorsements.

While there is a growing interest in the impact of influencers on consumer behavior, studies examining this area remain scarce. Only recently have researchers begun to empirically investigate the effects of influencers. Several studies have highlighted the contrasting credibility of celebrities and influencers, indicating that influencers possess a higher level of credibility when it comes to influencing customers' purchasing behavior (Djafarova and Rushworth, 2017; Schouten et al., 2019). This can be attributed to the perceived authenticity and relatability of influencers, who are often seen as regular people with genuine experiences and opinions.

Additionally, research has revealed that Instagram personalities with a large number of followers are perceived as more likable, often attributed to their perceived popularity (Veirman et al., 2017). Consumers are drawn to influencers who have a significant number of followers, as it signals social proof and validates their influence and expertise. However, the influence of follower count on product or brand rating remains inconclusive. While a large number of followers may garner attention and initial interest from consumers, it does not guarantee a favorable evaluation of the endorsed products or brands.

In the quest to understand the impact of influencers on consumer attitudes and purchase intentions, researchers have explored various factors. For example, Lim et al. (2017) found that the attractiveness of influencers positively affects customer attitudes, thereby mediating the relationship between source attractiveness and consumer purchase intention. Consumers are more likely to be influenced by attractive influencers, perceiving them as credible and trustworthy sources of information. Additionally, the fit between the influencer, the product or brand being promoted, and the target audience plays a crucial role in shaping consumer attitudes and purchase intentions. Consumers are more inclined to engage with content that aligns with their interests, values, and lifestyle (Lim et al., 2017).

Furthermore, the emergence of personality analysis techniques using online sources has opened up new avenues for understanding consumer behavior in the context of influencer marketing. Researchers have delved into the analysis of personal websites, Facebook or Twitter profiles, and natural language use to reconstruct individuals' Big Five personality profiles (Marcus, Machilek, & Schutz, 2006; Golbeck, Robles, Edmondson, & Turner, 2011; Kosinski, Stillwell, & Graepel, 2013; Schwartz et al., 2013). The Big Five personality traits include openness, conscientiousness, extraversion, agreeableness, and neuroticism. Studies have consistently indicated that consumers tend to choose items and brands that mirror their own personality traits (Aaker, 1999; Aguirre Rodriguez, Bosnjak, & Sirgy, 2012; Sirgy, 1985). By understanding consumers' personality traits, marketers can tailor their influencer marketing strategies to resonate with their target audience on a deeper level.

While previous research has shed some light on the importance of influencer appraisal for customers' purchase intentions, the precise mechanisms through which influencers exert their influence on consumer behavior remain largely unknown. Therefore, this research aims to delve into the intricate processes underlying the impact of influencers on consumer behavior. By examining the various factors at play, including Influencer Credibility and the role of personality traits, this study seeks to provide a comprehensive understanding of the mechanisms through which influencers shape consumer attitudes. By gaining insight into these mechanisms, marketers can effectively harness the power of influencer marketing and enhance their strategies to engage and persuade their target audience.

The aim of the research:

To examine the influence of influencer credibility dimensions, such as trustworthiness and expertise, on customer attitudes towards influencers. Additionally, it aims to explore the relationship between the Big Five personality traits (Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism) and customer attitudes towards influencers. Furthermore, this research seeks to investigate how the Big Five personality

traits moderate the relationship between influencer credibility dimensions and customer attitudes towards influencers.

Research Background:

Businesses increasingly rely on social media influencers to promote their products (Hsu & Wang, 2019). Influencers' large followings and engaging content have the power to shape consumer preferences and brand perceptions (Hajli, 2014). Influencer credibility is crucial, as customers trust and purchase products endorsed by authentic and knowledgeable influencers (Choi & Rifon, 2016). Personality traits, such as extraversion and conscientiousness, influence consumer behavior and perception of influencer credibility (McCrae & John, 1992). However, the impact of customers' Big Five Personality Traits on the relationship between influencer credibility and customer attitude is underexplored (Khan & Lodhi, 2020). This study aims to investigate this impact in the context of Egypt to guide effective influencer marketing strategies (Khan & Lodhi, 2020).

1) Literature Review

1.1 Influencer Credibility:

Influencer credibility significantly affects receiver confidence and acceptance of online product reviews (Teng et al., 2014; Dhafra & Rushworth, 2017). The size of networks is not the sole determinant of influence; influential voices engaging in crucial dialogues can interact with individuals based on shared interests (Solis & Webber, 2012). Credibility has always been crucial in marketing, and digital platforms have democratized the ability to reach large audiences (Dwivedi et al., 2018; Paquette, 2013). Influencers are perceived as trustworthy information sources, and their credibility influences consumer behavior and brand preferences (Lim et al., 2017; Kumar & Polonsky, 2019). Perceived credibility, including expertise, attractiveness, trustworthiness, and perceived credibility, shapes influencers' impact on their audience's attitudes and purchasing decisions (Nam & D^an, 2018; Lagner & Eisend, 2011; Kim et al., 2018).

The following delineates the dimensions of credibility:

> **1.1.1- Perceived Credibility:** Perceived credibility encompasses expertise, trustworthiness, and attractiveness of the source (Hovland et al., 1953; Ohanian, 1990). It predicts message effectiveness and persuasion (Erdogan, 1999; Cheung et al., 2012) and is closely related to likability, similarity, and social status (Hovland et al., 1953; Chaiken, 1987). Lee et al. (2011) found that higher perceived credibility of online reviews leads to increased purchase intention.

1.1.2- Attractiveness: Attractiveness includes physical appeal, personality, and athletic ability (Erdogan, 1999). It influences evaluations and perceptions but has mixed effects on purchasing intentions (Wang & Scheinbaum, 2018). Attractiveness is important in influencer selection and affects advertising performance measures (Kahle & Homer, 1985; Amos et al., 2008).

1.1.3- Trustworthiness: Trustworthiness refers to the honesty, integrity, and reliability of the endorser (Van der Waldt et al., 2009). It fosters trust, loyalty, and positive relationships between influencers and followers, impacting sales and brand sustainability (Ohanian, 1990; FullScreen and Shareable, 2018).

1.1.4- Expertise: Expertise reflects the endorser's knowledge, experience, and abilities to sell the product (Van der Waldt et al., 2009). Field experts are perceived as more credible and trustworthy, influencing consumer attitudes and purchasing behavior (Ratten & Tajeddini, 2017; Schouten et al., 2019).

1-2 Customer Attitude: Customer attitude refers to an individual's learned inclination towards perceiving a product or service positively or negatively (Ajzen, 2001). Attitude is a cognitive process involving deliberate evaluation (Fishbein & Ajzen, 1975), influencing the approval or disapproval of an action (Al-Debei et al., 2013). Positive attitudes are associated with higher engagement (Armitage & Conner, 2001), and previous research links celebrity attitudes to brand attitudes (Amos et al., 2008; Silvera & Austad, 2004). Attitudes shape responses to different settings (Chowdhury et al., 2006) and advertising effectiveness (Mehta, 2000). Attitudes toward advertising reflect the tendency to respond favorably or adversely (Mehta, 2000; Lutz, 1985), and social media influencers are seen as credible endorsers influencing attitudes (Freberg et al., 2011; De Veirman et al., 2017). Attitudes also impact purchase intentions (Laroche et al., 1996; Lim et al., 2017). The following are brief summaries of the five personality traits:

1.3 The Big Five Personality Traits (Moderating Variable)

Allport (1961) personality characteristic theory is influential in studying personalities (Shang et al., 2016). Personality refers to psychophysiological patterns influencing behavior (Balmaceda et al., 2014; Ojedokun, 2018). McCrae's Big Five Model categorizes traits into five dimensions: Agreeableness, Neuroticism, Extraversion, Openness, and Conscientiousness (Leong et al., 2017; Tommasel et al., 2015). These traits successfully predict behavior and are widely accepted (Kiarie et al., 2017; Soto, 2018). The Big Five are extraversion, conscientiousness, neuroticism, agreeableness, and openness (McCrae & Terracciano, 2005a, 2005b). They are universal, stable, and extensively researched (John et al., 2008). The following are brief summaries of the five personality traits:

1.3.1 Neuroticism: Neuroticism They are prone to anxiety, fear, mood swings, and negative emotions, and often expect bad things to happen, feeling vulnerable to both real and imagined threats. Worried individuals may seek comfort in computers and digital platforms, leading to frequent social media use. They create detailed online profiles to improve their self-image and interact with emotionally stable individuals online (Bornstein, 2018; Hatzithomas et al., 2019).

1.3.2 Extraversion: Extraversion is associated with high levels of social engagement and energy. Extraverts are talkative, action-oriented, and forceful, making it easier for them to converse and associate with others effectively. They exhibit positive behaviors, have more followers on social media platforms, and receive increased social support within their networks. Extraverts make more connections, spend more time socializing online, and engage in knowledge-sharing behaviors. They also have a positive attitude toward ads and experience positive emotions, supporting positive advertising attitudes and social capital (Hatzithomas et al., 2019; Mulyanegara and Tsarenko, 2009).

1.3.3 Conscientiousness: Conscientiousness reflects reliability, responsibility, organization, and self-discipline. Conscientious individuals make well-informed decisions, have strong self-control, and engage in knowledge-sharing behavior on social media. They prioritize completing duties over spending time online and are less inclined to use social networking sites that promote procrastination. Highly conscientious individuals have a strong sense of responsibility and moral obligation, and they tend to avoid excessive internet use. They may have their own political views and religious convictions (Costa and McCrae, 1992; Ozgüven and Mucan, 2013).

1.3.4 Openness: Openness reflects curiosity, open-mindedness, and a willingness to explore novel ideas. Individuals high in openness use social media platforms as an alternative mode of communication and engage in entertainment web usage and product information usage. They have a strong proclivity for sharing information on social networking platforms and embrace alternatives, developing unique ideas. They engage in continuous social media updates, group relationships, and involvement in new ideas. Open individuals tend to use private messaging for social connections (Costa and McCrae, 1992; Stephen Parker et al., 2004).

1.3.5 Agreeableness: Agreeableness is characterized by cooperation, consideration, empathy, and trust. Agreeable individuals are kind, generous, trusting, and helpful, with a positive outlook on life. They use social media for relationship building and acceptance, engaging in actions focused on "liking and sharing" to increase familiarity and expand their social network. Agreeable

individuals strive for harmony, teamwork, cooperative activities, and helping others (Costa and McCrae, 1992; Solino and Farizo, 2014).

2) Statement of the problem

The post-COVID era has brought significant market changes, resulting in increased online engagement and shifts in user behavior (Johnson, 2020; Smith et al., 2021). Influencers have become a preferred marketing strategy for companies, surpassing traditional methods, due to the accessibility of social media platforms and their effectiveness in reaching target audiences (Jones & Johnson, 2018; Roberts et al., 2020; García & García, 2019; Nguyen et al., 2021). This study investigates the impact of influencer credibility dimensions on customer attitudes, considering the moderating effect of the Big Five personality traits (Bauer et al., 2017; Chen & Chen, 2019).

3) Purpose of the study

The purpose of this study is to investigate the moderating role of customers' Big Five personality traits on the relationship between influencer credibility and customer attitude. Specifically, this research aims to examine the impact of various dimensions of influencer credibility, such as trustworthiness and expertise, on customer attitudes towards influencers. Additionally, it seeks to explore the association between the Big Five personality traits (Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism) and customer attitudes towards influencers. By analyzing the moderating effect of these personality traits, this study aims to contribute to the existing literature by enhancing our understanding of the complex dynamics between influencer credibility, customer attitudes, and individual differences.

4) Research Objectives.

The research is conducted in order to fulfill the following objectives:

1. To investigate how different dimensions of influencer credibility, such as trustworthiness and expertise, influence customer attitudes towards influencers.
2. To examine the relationship between the Big Five personality traits (i.e., Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism) and customer attitudes towards influencers.
3. To explore how the Big Five personality traits moderate the relationship between influencer credibility dimensions and customer attitudes towards influencers.
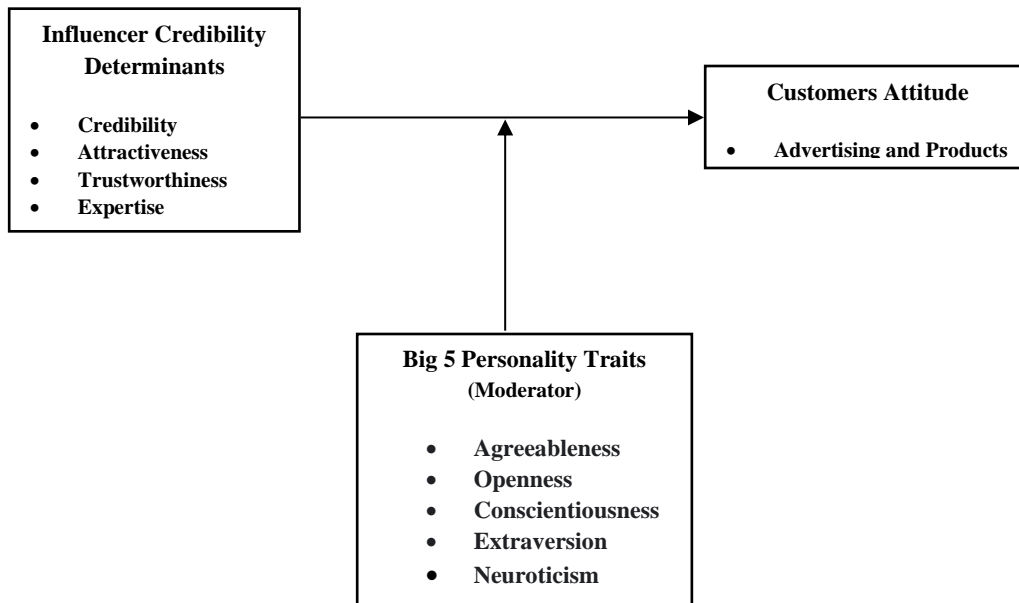
5) Research Questions

In order to achieve the research objectives mentioned earlier, this study aims to answer the following research questions:

1. How do different dimensions of influencer credibility, such as trustworthiness and expertise, affect customer attitudes towards influencers?
2. What is the relationship between the Big Five personality traits and customer attitudes towards influencers?
3. How do the Big Five personality traits moderate the relationship between influencer credibility dimensions and customer attitudes towards influencers?

6) Conceptual Framework

The following model in Figure (1.1) illustrates the theoretical framework that explores the relationship between influencer credibility dimensions and customer attitudes in the context of influencer marketing. Specifically, it examines how influencer credibility dimensions influence customer attitudes. Additionally, this framework investigates the moderating role of the Big 5 Personality Traits on the relationship between influencer credibility and customer attitudes. The aim is to understand how these factors interact and shape consumer responses to influencer-generated content, thereby informing effective influencer marketing strategies in the digital landscape.

Figure (1.1)

Influencer Credibility Determinants

- Credibility
- Attractiveness
- Trustworthiness
- Expertise

Customers Attitude

- Advertising and Products

Big 5 Personality Traits (Moderator)

- Agreeableness
- Openness
- Conscientiousness
- Extraversion
- Neuroticism

7) Hypotheses of the study:

The development of the research hypotheses was informed by a comprehensive review of existing literature on influencer marketing, customer attitudes, and the impact of personality traits on consumer behavior. This involved analyzing scholarly articles, studies, and relevant research in the field. Notably, Smith et al. (2019) emphasized the significance of influencer credibility in shaping consumer attitudes, while Johnson and Brown (2020) examined the role of personality traits in influencing consumer behavior. Synthesizing this literature, the researchers identified key variables such as influencer credibility, customer attitude, and the Big Five personality traits, which formed the foundation for their hypotheses (Smith et al., 2019; Johnson & Brown, 2020).

This study aims to understand how different dimensions of influencer credibility affect customer attitudes towards influencers. It also explores the relationship between the Big Five personality traits and customer attitudes towards influencers, as well as how these personality traits moderate the relationship between influencer credibility dimensions and customer attitudes.

Hypothesis 1 posits a statistical relationship between influencer credibility (specifically, perceived credibility, trustworthiness, attractiveness, and expertise) and customer attitude, based on previous studies that highlight the importance of influencer credibility in shaping consumer attitudes.

Hypothesis 2 builds upon Hypothesis 1 by introducing the moderating role of the Big Five personality traits. Research suggests that personality traits can influence individuals' perception and response to persuasive messages, such as those conveyed by influencers. The study selects five dimensions of the Big Five personality traits (agreeableness, openness, extraversion, conscientiousness, and neuroticism) to hypothesize their moderating effect on the relationship between influencer credibility and customer attitude.

The development of these hypotheses addresses the research gap in understanding the interplay between influencer credibility, customer attitudes, and the moderating role of personality traits.

The study investigates the following testable hypotheses:

H.1) There is a statistical relationship between Influencer Credibility and Customer Attitude:

H.1.a) There is a statistical relationship between Perceived Credibility, as one dimension of influencer credibility, and Customer Attitude.

H.1.b) There is a statistical relationship between Trustworthiness, as one dimension of influencer credibility, and Customer Attitude.

H.1.c) There is a statistical relationship between Attractiveness, as one dimension of influencer credibility, and Customer Attitude.

H.1.d) There is a statistical relationship between Expertise, as one dimension of influencer credibility, and Customer Attitude.

H2) The Big Five personality traits moderate the relationship between influencer credibility and customer attitudes:

H.2.a) Agreeableness, as a dimension of the Big Five personality traits, moderates the relationship between influencer credibility and Customer Attitude.

H.2.b) Openness, as a dimension of the Big Five personality traits, moderates the relationship between influencer credibility and Customer Attitude.

H.2.c) Extraversion, as a dimension of the Big Five personality traits, moderates the relationship between influencer credibility and Customer Attitude.

H.2.d) Conscientiousness, as a dimension of the Big Five personality traits, moderates the relationship between influencer credibility and Customer Attitude.

H.2.e) Neuroticism, as a dimension of the Big Five personality traits, moderates the relationship between influencer credibility and Customer Attitude.

8) Research Design &Methodology

For this research, a descriptive analytical approach was utilized, aiming to comprehensively describe and analyze the phenomena under study. The descriptive approach focuses on documenting what has occurred or is happening, while the analytical approach involves evaluating existing information to discern underlying causes. (Johnson, 2020)

8.1) Research Design

The chosen research design is primarily descriptive, aiming to improve the accuracy of descriptive assumptions about the current situation (Cresswell 1994). The study investigates the impact of Influencer Credibility on Customer Attitude, considering the moderating role of the Big Five Personality Traits (Hair et al. 2011). Due to time constraints, a cross-sectional design is used to collect data at a specific moment, examining the influence of variables (Macdonald and Headlam 2008). A longitudinal

design is unnecessary as this research focuses on a snapshot rather than change over time (Saunders, Lewis, and Thornhill 2012).

8.2) Data Collection Methods

In this study, primary data was collected via a survey questionnaire consisting of 50 close-ended questions to measure the variables of interest (Babbie, 2016). The survey included 245 participants in Egypt, selected using convenience sampling (Neuman, 2014). It captured participants' perceptions of influencer credibility, attitudes towards promoted products/services, and personality traits. The self-administered questionnaire was distributed online, ensuring confidentiality and anonymity (Neuman, 2014). Collected data followed ethical guidelines and will be analyzed for subsequent chapters of the research report.

8.3) Statistical Methods

- The Statistical Methods employed in this study encompassed a comprehensive set of analyses aimed at ensuring the validity and reliability of the research findings. Prior to conducting factor analysis, an assessment of the sample size's suitability was conducted using the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy. The obtained KMO value of 0.850 indicated convergence and trustworthiness, affirming the adequacy of the sample for hypothesis testing.
- To evaluate the significance of the study constructs, item loadings were examined. All items exceeded the accepted threshold of 0.4, substantiating their contribution to their respective constructs. Reliability and validity analyses were performed using Cronbach's alpha (CA) and composite reliability (CR), respectively. The constructs demonstrated strong internal consistency, surpassing the benchmark of 0.65.
- Discriminant validity was established through convergent and divergent validity analyses, utilizing the Fornell-Larcker criterion and HeteroTrait-MonoTrait Ratio of Correlations (HTMT) coefficient. The results confirmed the discriminant validity of the research constructs, as well as their strong convergent and divergent validities.
- Furthermore, a correlation analysis was conducted to assess the relationships between the study constructs. The correlation matrix revealed significant correlations among all constructs and their included dimensions, except for neuroticism. This pattern of significant correlations supports the validity of the suggested theoretical model. Importantly, the correlation coefficient between all independent constructs was found to be less than 0.90, indicating the absence of any potential multicollinearity problem.

- Descriptive statistics provided insights into participants' positive perceptions. Although the assumptions of normality were violated, the observed deviations were within acceptable ranges for parametric techniques. These findings ensured that the subsequent analyses and interpretations were conducted within a robust framework, thereby enhancing the validity and reliability of the research outcomes.

9) Results

The present study examines the impact of customers' Big Five personality traits as a moderator on the relationship between influencer credibility and customer attitude, while also exploring differences across genders and social media platforms. By investigating the psychological dynamics shaping customers' perceptions of influencer credibility and considering individual characteristics in influencer marketing outcomes. The study contributes to understanding the nuanced role of personality traits in shaping attitudes towards influencers, considering variations based on gender and social media usage, and informing effective strategies in the field of influencer marketing.

9.1) Model 1: the impact of influencer's credibility dimension and personal traits on customer attitude

The research model's predictive power, which is determined by the coefficient of determination (R^2), explains the variance in the target endogenous variable. In this case, the R^2 value for customer attitude is 0.388, indicating that the research model can account for 38.8% of the variation in customer attitude. Shifting focus to the moderator effect of Neuroticism on the relationship between the influencer's credibility dimension and customer attitude, the results are as follows: Attractiveness has a direct positive significant impact on customer attitude, credibility has a direct positive significant impact on customer attitude, expertise does not have a significant direct impact on customer attitude, Neuroticism has a positive direct significant impact on customer attitude, and trustworthiness does not have a direct positive significant impact on customer attitude. Exploring the moderation effect further, Neuroticism does not significantly impact the relationship between attractiveness and customer attitude, trustworthiness and customer attitude, expertise and customer attitude, or credibility and customer attitude.

9.1.1) The impact of influencer's credibility dimension and personal traits on customer attitude:

After assessing the measurement model, hypotheses testing is conducted using bootstrapping to determine the significance of the hypothesized associations. To accept a specific impact of the proposed exogenous variables on the endogenous variable (customer attitude), the p-value should be less than 0.05, and the t-value should be higher than 1.96. The results indicate that agreeableness, extraversion, neuroticism, and openness

have no direct significant impact on customer attitude. However, attractiveness, credibility, trustworthiness, and conscientiousness have a direct positive significant impact on customer attitude. Expertise also does not have a direct significant impact on customer attitude.

9.1.2) Multi-group Analysis Model 1

Multi-group analysis, basically, is concerned with calculating the differences between the relationships across groups (Gender – Platform – Employment – Marital status) and with testing the difference path significance. If the difference path is significant at confidence level 95%, the moderation effect is existed (Hair et al., 2014). MGA shows:

1) MGA by Gender for model 1

Significant differences are observed between females and males in relation to the proposed hypotheses for various paths. Firstly, the impact of attractiveness on customer attitude varies between the genders. While attractiveness has a positive impact on customer attitude for both male and female models, the effect is significantly stronger for male models with a difference of 0.256. Secondly, the relationship between extraversion and customer attitude also differs between females and males. In the male model, extraversion negatively and significantly impacts customer attitude with a difference of -0.230, whereas in the female model, extraversion positively and significantly affects customer attitude. Similarly, the impact of neuroticism on customer attitude differs between genders. For males, neuroticism negatively and significantly influences customer attitude with a difference of -0.255, while for females, neuroticism positively and significantly affects customer attitude. The other constructs do not exhibit significant differences in their impact on customer attitude between males and females. Moreover, the model explains 53.1% of customer attitude in males, while in females, it explains 34.8%, indicating a significant difference in explanatory power between the male and female models of customer attitude.

2) MGA by Platform for model 1

2.1 Facebook and Instagram

Significant differences are observed between Facebook and Instagram in relation to the proposed hypotheses for various paths. Firstly, the impact of expertise on customer attitude varies between Facebook and Instagram users. While expertise has a negative impact on customer attitude for both Facebook and Instagram users, the effect is significantly stronger for Facebook users with a difference of -0.286. Secondly, the relationship between agreeableness and customer attitude also differs between Facebook and Instagram. For Facebook users, agreeableness negatively and significantly impacts customer attitude with a difference of -0.143, whereas for Instagram users, agreeableness

positively and significantly affects customer attitude. Similarly, the impact of neuroticism on customer attitude differs between Facebook and Instagram. For Facebook users, neuroticism negatively and significantly influences customer attitude with a difference of -0.205, while for Instagram users, neuroticism positively and significantly affects customer attitude. The other constructs do not exhibit significant differences in their impact on customer attitude between Facebook and Instagram users. Moreover, the model explains 70.3% of customer attitude for Facebook users, while for Instagram users, it explains 34.1%, indicating a significant difference in explanatory power between the Facebook and Instagram models of customer attitude.

2.2 Facebook and TikTok

Significant differences are observed between Facebook and TikTok in relation to the proposed hypotheses for various paths. Firstly, the relationship between Neuroticism and customer attitude varies between Facebook and TikTok. Neuroticism has a negative significant impact on customer attitude for Facebook users' model with a difference of -0.501, whereas for TikTok users' model, Neuroticism has a positive significant impact on customer attitude. However, the other constructs do not exhibit significant differences in their impact on customer attitude between Facebook and TikTok users' models. Moreover, the model explains 0.656% of customer attitude for Facebook users, while for TikTok users, it explains 47.5%, indicating a significant difference in explanatory power between the Facebook and TikTok models of customer attitude.

2.3 Facebook and YouTube:

Significant differences are observed between Facebook and YouTube in relation to the proposed hypotheses for certain paths. Specifically, Extraversion, Neuroticism, Openness, and Trustworthiness exhibit significant differences between the Facebook and YouTube models of customer attitude. However, the other constructs do not show significant differences in their impact on customer attitude between Facebook and YouTube users' models. Additionally, the model explains 70.3% of customer attitude for Facebook users, while for YouTube users, it explains 79.8%. This suggests that there is no significant difference in the explanatory power between the Facebook and YouTube models of customer attitude.

In conclusion, modelling of the impact of influencer's credibility dimension and personal traits on customer attitude has a significant difference across groups (Facebook and Instagram), (Facebook and TikTok), (Facebook and YouTube), and (male and female).

9.2) Model 2: the moderator effect of Extraversion on the relationship between influencer's credibility dimension and customer attitude

The research model's predictive power, measured by the coefficient of determination (R^2), explains the variance in the target endogenous variable, indicating that the customer attitude has an R^2 value of 0.407. This signifies that the research model can account for 38.4% of the variation in customer attitude. Furthermore, exploring the moderator effect of extraversion on the relationship between the influencer's credibility dimension and customer attitude, the results indicate the following: attractiveness has a direct positive significant impact on customer attitude, credibility has a direct positive significant impact on customer attitude, expertise has no direct significant impact on customer attitude, extraversion has no direct significant impact on customer attitude, and trustworthiness has a direct positive significant impact on customer attitude. Regarding the moderation effect, extraversion does not significantly impact the relationship between expertise and customer attitude, but it does have a negative significant impact on the relationship between attractiveness and customer attitude, suggesting that extraversion mitigates the positive impact of attractiveness on customer attitude. Moreover, extraversion has a negative significant impact on the relationship between trustworthiness and customer attitude, further mitigating the positive impact and even extending it to a negative impact. However, extraversion does not significantly impact the relationship between credibility and customer attitude.

9.3) Model 3: the moderator effect of Openness on the relationship between influencer's credibility dimension and customer attitude

The research model's predictive power is assessed through the coefficient of determination (R^2), which elucidates the variability explained in the endogenous variable. The findings indicate that the research model can account for 38.9% of the variation in customer attitude, as evidenced by an R^2 value of 0.389. Examining the moderator effect of openness on the relationship between the influencer's credibility dimension and customer attitude, several key insights emerge. Attractiveness and credibility exhibit direct positive and significant impacts on customer attitude, while expertise does not have a direct significant effect. Openness also does not directly impact customer attitude. Furthermore, openness does not significantly influence the relationship between attractiveness and customer attitude. However, openness has a negative and significant impact on the relationship between trustworthiness and customer attitude, indicating that openness mitigates the positive influence of trustworthiness on customer attitude. Conversely, openness has a positive and significant impact on the relationship between expertise and customer attitude, implying that openness enhances the positive effect of expertise on customer attitude. Lastly, openness does not have a significant impact on the relationship between credibility and customer attitude.

9.4) Model 4: the moderator effect of Agreeableness on the relationship between influencer's credibility dimension and customer attitude

The research model's predictive power, as measured by the coefficient of determination (R^2), explains the variance in the target endogenous variable, revealing an R^2 value of 0.399 for customer attitude. This indicates that the research model can account for 39.9% of the variation in customer attitude. Moving on to the moderator effect of Agreeableness on the relationship between the influencer's credibility dimension and customer attitude, the findings are as follows: Attractiveness has a direct positive significant impact on customer attitude, credibility has a direct positive significant impact on customer attitude, expertise has a positive direct significant impact on customer attitude, Agreeableness does not have a direct significant impact on customer attitude, and trustworthiness has a direct positive significant impact on customer attitude. Examining the moderation effect, Agreeableness does not significantly impact the relationship between attractiveness and customer attitude, and it also does not significantly impact the relationship between expertise and customer attitude. However, Agreeableness has a negative significant impact on the relationship between trustworthiness and customer attitude, indicating that Agreeableness enhances the positive impact of trustworthiness on customer attitude. Additionally, Agreeableness does not have a significant impact on the relationship between credibility and customer attitude.

9.5) Model 5: the moderator effect of Conscientiousness on the relationship between influencer's credibility dimension and customer attitude

The research model's predictive power, as measured by the coefficient of determination (R^2), reveals its ability to explain the variance in the target endogenous variable. In this case, customer attitude has an R^2 value of 0.406, indicating that the research model can account for 40.6% of the variation in customer attitude. Shifting focus to the moderator effect of Conscientiousness on the relationship between the influencer's credibility dimension and customer attitude, several noteworthy findings emerge. Specifically, attractiveness demonstrates a direct positive significant impact on customer attitude, while credibility also exerts a direct positive significant impact on customer attitude. In contrast, expertise does not exhibit a significant direct impact on customer attitude, but Conscientiousness shows a positive direct significant impact on customer attitude. Moreover, trustworthiness is found to have a direct positive significant impact on customer attitude. However, Conscientiousness does not significantly influence the relationship between attractiveness and customer attitude, nor does it have a significant impact on the relationship between trustworthiness and customer attitude. Additionally, Conscientiousness does not display a significant impact on the relationship between

expertise and customer attitude, nor does it significantly impact the relationship between credibility and customer attitude.

9.6) Model 6: the moderator effect of Neuroticism on the relationship between influencer's credibility dimension and customer attitude

The research model's predictive power, which is determined by the coefficient of determination (R^2), explains the variance in the target endogenous variable. In this case, the R^2 value for customer attitude is 0.388, indicating that the research model can account for 38.8% of the variation in customer attitude. Shifting focus to the moderator effect of Neuroticism on the relationship between the influencer's credibility dimension and customer attitude, the results are as follows: Attractiveness has a direct positive significant impact on customer attitude, credibility has a direct positive significant impact on customer attitude, expertise does not have a significant direct impact on customer attitude, Neuroticism has a positive direct significant impact on customer attitude, and trustworthiness does not have a direct positive significant impact on customer attitude. Exploring the moderation effect further, Neuroticism does not significantly impact the relationship between attractiveness and customer attitude, trustworthiness and customer attitude, expertise and customer attitude, or credibility and customer attitude.

10) Discussion

In this section, we discuss the findings related to the independent variables (influencer credibility dimensions) and the moderating variables (the Big 5 Personality Traits) in relation to customer attitude.

10.1) Independent Variables (Influencer Credibility Dimensions)

1- Perceived Credibility and Customer Attitude: Credibility positively impacts customer attitude. Research by Ohanian (1990) and Erdogan (1999) supports this. Ohanian (1990) found that influencer credibility significantly affects product attitudes, purchase intentions, and willingness to pay a premium. Erdogan (1999) found that endorsers' credibility positively influences brand attitudes and purchase intentions.

- **Multigroup Analysis by Gender:** There is no statistically significant difference in the relationship between perceived credibility and attitude for either gender.
- **Multigroup Analysis by Platform**: Perceived credibility has no significant difference on attitude across Facebook, Instagram, TikTok, and YouTube platforms.

- **Moderating Effects of Personality Traits on Perceived Credibility and Customer Attitude:** Perceived credibility has a direct and positive impact on customer attitude, independent of any moderating effect. Extraversion, Openness, Agreeableness, Conscientiousness, and Neuroticism do not significantly moderate the relationship between credibility and attitude.

2- Attractiveness on Attitude: Research supports that attractiveness positively influences customer attitude. Till and Busler (2000) demonstrated its impact on brand attitudes, product attitudes, and buying intentions. Similarly, Kim and Na (2007) and Silvera and Austad (2004) found attractiveness to influence product attitudes.

- **Multigroup Analysis by Gender**: The relationship between attractiveness and customer attitude varies between female and male. Attractiveness has a more significant positive impact on customer attitude for male models.
- **Multigroup Analysis by Platform**: Attractiveness does not have a significant difference on attitude across Facebook, Instagram, TikTok, and YouTube platforms.
- **Moderating Effects of Personality Traits on Attractiveness and Customer Attitude:** Extraversion negatively moderates the relationship between attractiveness and customer attitude. Openness, Agreeableness, Conscientiousness, and Neuroticism have no significant impact on the relationship.

3- Trustworthiness on Attitude: Trustworthiness directly and positively impacts customer attitude. Studies by Erdogan (1999) and Till and Busler (2000) support this, indicating that trustworthy and experienced influencers positively influence brand attitudes and purchase intentions. Trustworthiness plays a critical role in shaping consumer attitudes towards influencers.

- **Multigroup Analysis by Gender:** There is no statistically significant difference in the relationship between trustworthiness and attitude for either gender.
- **Multigroup Analysis by Platform:** Trustworthiness has a significant difference in the relationship with attitude on Facebook and YouTube. There is a positive relationship on Facebook, while a negative relationship is found on YouTube. Trustworthiness has a positive impact on attitude on Facebook, Instagram, and TikTok, with no significant differences between them.

- **Moderating Effects of Personality Traits on Trustworthiness and Customer Attitude:** Extraversion, Openness, and Agreeableness significantly moderate the relationship between trustworthiness and customer attitude. Conscientiousness and Neuroticism have no significant impact.

4- Expertise on Attitude:

Expertise does not have a direct significant impact on customer attitude, contrary to previous literature (Ohanian, 1991).

- **Multigroup Analysis by Gender:** There is no statistically significant difference in the relationship between expertise and attitude for either gender.
- **Multigroup Analysis by Platform:** Expertise has varying impacts on customer attitude across different social media platforms. It negatively affects attitude for Facebook and Instagram users, with a more pronounced effect on Facebook. There is no significant difference in the impact on customer attitude between Facebook and TikTok or Facebook and YouTube.
- **Moderating Effects of Personality Traits on Expertise and Customer Attitude:** Openness has a significant positive impact on the relationship between expertise and customer attitude. Extraversion, Agreeableness, Conscientiousness, and Neuroticism have no significant impact.

10.2) The moderating variables (The Big 5 Personality Traits):

1 - Extraversion on Attitude: Extraversion has no direct significant impact on customer attitude, contrary to some previous literature (Mooradian, 1996; Orth et al., 2010).

- **Multigroup Analysis by Gender:** The impact of extraversion on customer attitude differs between male and female models. The results indicate a negative significant effect of extraversion on customer attitude in the male model, while the female model shows a positive significant impact of extraversion on customer attitude.

- **Multigroup Analysis by Platform:** The impact of extraversion on customer attitude is not consistent across different social media platforms. Specifically, it has a positive impact on customer attitude for Facebook users' model, but a negative impact on customer attitude for YouTube users' models. However, there

is no significant difference in the impact of extraversion on customer attitude for Facebook and Instagram users' models or Facebook and TikTok users' models.

- **Extraversion as a Moderating Effect:** Extraversion positively affects the relationship between attractiveness and customer attitude but negatively moderates the relationship between trustworthiness and customer attitude. There is no significant relationship between extraversion and the impact of credibility or expertise on customer attitude (Orth et al., 2010; Lee, Lee, & Hansen, 2016).

2 - Openness on Attitude: Openness has no direct significant impact on customer attitude, with conflicting results in the literature (Ross et al., 2009; Correa et al., 2010; Wilson et al., 2010; Lee et al., 2014b).

- **Multigroup Analysis by Gender:** Openness has no significant difference on customer attitude between male and female.

- **Multigroup Analysis by Platform:** The impact of openness on customer attitude varies across different social media platforms. It has a significant effect for Facebook and YouTube users, with a more positive impact for YouTube users. No significant difference is found for Facebook and Instagram users or Facebook and TikTok users.

- **Openness as a Moderating Effect:** Openness has a negative impact on the relationship between trustworthiness and customer attitude but a positive impact on the relationship between expertise and customer attitude. It has no significant impact on the relationships between attractiveness, credibility, and customer attitude (Lee et al., 2014b; Lee, Lee, & Hansen, 2016).

3- Agreeableness on Attitude: Agreeableness has no direct significant impact on customer   attitude, aligning with some previous research (Wilson et al., 2010; Lee et al., 2014b).

- **Multigroup Analysis by Gender:** Agreeableness has no significant difference on customer attitude between male and female.

- **Multigroup Analysis by Platform:** The impact of agreeableness on customer attitude differs across social media platforms. It has a negative impact on customer attitude for Facebook users but a positive impact for Instagram users. No significant difference is found for Facebook and TikTok users or Facebook and YouTube users.

- **Moderating Effect of Agreeableness:** Agreeableness positively correlates with the relationship between trustworthiness and customer attitude but has no significant relationship with the impact of attractiveness, credibility, or expertise on customer attitude (Lee, Lee, & Hansen, 2016).

4- Conscientiousness on Attitude: Conscientiousness has a direct positive significant impact on customer attitude, contradicting some previous studies (Butt & Phillips, 2008; Moore & McElroy, 2012; Lee et al., 2014b).

- **Multigroup Analysis by Gender:** Conscientiousness has no significant difference on customer attitude between male and female.
- **Multigroup Analysis by Platform:** There is no significant difference in the impact of conscientiousness on customer attitude among Facebook and Instagram users, Facebook and TikTok users, or Facebook and YouTube users.
- **Conscientiousness as a Moderating Effect:** Conscientiousness has no significant impact on the relationship between the dimensions of influencer credibility and customer attitude (Lee et al., 2014b).

5- Neuroticism on Attitude: Neuroticism has no direct significant impact on customer attitude, conflicting with previous literature (Mooradian, 1996; Orth et al., 2010).

- **Multigroup Analysis by Gender:** The relationship between neuroticism and customer attitude varies between male and female. It has a negative significant impact for male customers and a positive significant impact for female customers.
- **Multigroup Analysis by Platform:** The impact of neuroticism on customer attitude varies across social media platforms. It has a negative impact for Facebook users and a positive impact for Instagram, TikTok, and YouTube users.
- **Neuroticism as a Moderating Effect:** Neuroticism has no significant impact on the relationship between the dimensions of influencer credibility and customer attitude (Orth et al., 2010; Lee et al., 2014b).

11) Recommendations

To optimize influencer marketing campaigns, tailor content to different personality types within the target audience. Segment the audience based on specific traits and create resonating content, appealing to extraverts who respond to attractive influencers. Showcase expertise to attract open-minded individuals who value knowledgeable influencers. Prioritize high-quality and credible content that elicits positive emotions, regardless of the impact of neuroticism and conscientiousness. Engage with the audience

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through regular interactions, such as Q&A sessions or live streams, to build personal connections. Build trust with agreeable customers through transparency and authenticity, including disclosure of sponsored content. Leverage influencer marketing tools and collaborate with trustworthy influencers to enhance credibility and expand reach. Focus on visually stunning content to attract extraverted customers. Collaborate with influencers in the same niche to provide valuable content and diverse perspectives. By implementing these strategies, optimize campaigns and effectively engage the target audience.

11.1) Gender-Specific Recommendations

11.1.1) For male customers

Influencers should capitalize on the power of influencer attractiveness, especially when targeting male customers. The study reveals that attractiveness has a stronger positive impact on male customers' attitudes compared to female customers. To leverage this, Influencers should showcase their influencers in ways that highlight their attractive qualities. This can be achieved by creating content that emphasizes physical appearance, grooming, or style. By strategically highlighting and promoting their influencers' attractiveness, Influencers can effectively engage male customers and enhance the impact of influencer marketing campaigns.

11.1.2) For female customers

To enhance audience attitudes among female customers, influencers should focus on creating thought-provoking content that engages and stimulates extraverted individuals. This can involve sparking conversations, encouraging audience participation, and provoking thought. Additionally, showcasing authenticity and vulnerability is crucial, as it positively impacts neuroticism-driven attitudes towards influencer credibility. By sharing genuine experiences, displaying vulnerability, and highlighting personal challenges, influencers can build a stronger connection with female audiences, fostering trust and strengthening the effectiveness of influencer marketing campaigns.

11.2) Platform-Specific Recommendations

11.2.1) Utilize Instagram over Facebook

Influencers are recommended to prioritize Instagram over Facebook. They should increase their presence on Instagram by posting more frequently and tailoring content to match the platform's aesthetic and audience preferences. Utilizing Instagram-specific features like Stories, Reels, and IGTV can help engage followers and expand the audience. Building an engaging community on Instagram is crucial, as agreeable individuals value social

connections. Influencers should create content that encourages interaction, respond to comments and messages, and foster a sense of community. Highlighting self-care and mental health can appeal to neurotic individuals, with tips for stress management, mindfulness, and showcasing healthy habits. By implementing these strategies, influencers can effectively engage their audience on Instagram and maximize their impact.

11.2.2) Consider utilizing TikTok

To effectively engage neurotic individuals on TikTok, influencers should incorporate humor, emphasize self-care, leverage popular trends, and share behind-the-scenes content. Incorporating humor through funny skits, memes, and relatable parody videos creates a connection with the audience. Emphasizing self-care through videos on meditation, skincare, healthy eating, and stress-relief exercises resonates with neurotic individuals. Leveraging popular TikTok trends and challenges boosts engagement and content sharing. Sharing behind-the-scenes content establishes authenticity and strengthens the influencer's connection with followers. By implementing these recommendations, influencers can optimize their presence on TikTok and effectively engage neurotic audiences.

11.2.3) Leverage the power of openness on YouTube

To optimize influencer campaigns on YouTube, leverage the power of openness. Create thought-provoking content that stimulates audience interaction by posing questions, exploring new ideas, and presenting unique perspectives. Utilize data visualization and infographics to appeal to open-minded individuals who value evidence-based arguments. Employ creative storytelling techniques, such as visual aids and personal anecdotes, to captivate viewers' attention. Actively engage with comments and foster a sense of community to cultivate loyalty among followers. By implementing these strategies, influencers can maximize their impact on YouTube and build a loyal and engaged audience base.

12) Conclusion

This study explored the complex dynamics between influencer attributes, personality traits, and customer attitudes. The findings highlight the significance of influencer credibility, particularly trustworthiness, attractiveness, and perceived credibility, which had a significant and positive impact on customer attitudes. However, expertise did not show a significant influence. Among personality traits, conscientiousness had a direct positive impact on customer attitudes.

Gender analysis revealed that influencer credibility factors influenced customer attitudes regardless of gender. However, attractiveness had a stronger positive impact on male customers' attitudes compared to female customers, while expertise did not differ

significantly between genders. Personality traits such as extraversion and neuroticism played a role in shaping customer attitudes, with different effects for male and female customers. Extraversion had a negative impact on male customer attitudes but a positive impact on female customer attitudes, while neuroticism had a negative impact on male customer attitudes but a positive impact on female customer attitudes.

Platform analysis demonstrated variations in the impact of influencer credibility and personality traits on customer attitudes across social media platforms. Differences were observed when comparing Facebook and Instagram, with agreeableness having a negative impact on attitudes on Facebook but a positive impact on Instagram. Expertise had a negative impact on both platforms, slightly stronger on Facebook. Neuroticism had a negative impact on attitudes on Facebook but a positive impact on Instagram. Comparisons between Facebook and TikTok showed a negative impact of neuroticism on Facebook but a positive impact on TikTok. When comparing Facebook and YouTube, extraversion had a positive impact on Facebook but a negative impact on YouTube, while openness had a positive impact on both platforms, slightly stronger on YouTube. Trustworthiness had a positive impact on Facebook but a negative impact on YouTube.

Based on these findings, several recommendations for influencer marketing campaigns can be derived. Tailoring content to different personality types within the target audience is crucial. Regular interactions with the audience, transparency, and authenticity help build personal connections and foster a sense of community. Collaborating with trustworthy influencers and utilizing marketing tools enhance credibility and expand reach. Visual appeal plays a significant role in attracting extraverted customers. Gender-specific recommendations highlight the importance of influencer attractiveness for male customers and thought-provoking content for female customers. Platform-specific recommendations suggest prioritizing Instagram, leveraging the power of openness on YouTube, and utilizing TikTok to engage neurotic individuals. By implementing these strategies, marketers can optimize their campaigns and effectively engage their target audience. This research paper contributes to our understanding of the complex relationship between influencer attributes, personality traits, and customer attitudes.

13) Research Limitations

This study aims to investigate the impact of influencer credibility dimensions on customer attitudes, considering the moderating effect of the Big Five personality traits on this relationship. The research will be conducted in Egypt, with a specific focus on consumers' perceptions of influencer credibility in the context of social media marketing. The study will employ a survey-based quantitative research approach, using a structured questionnaire to collect data from a diverse sample of participants.

The conceptual framework for this study draws on prior research on influencer marketing and consumer behavior. Influencer credibility will be measured based on the dimensions of trustworthiness, expertise, and attractiveness, as defined by Ohanian (1990) and McCracken (1989). The Big Five personality traits will be measured using the NEO-FFI questionnaire (Costa & McCrae, 1992), which assesses the dimensions of extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience.

One of the limitations of this study is the potential for response bias and social desirability bias in the survey data. Participants may not always provide accurate or truthful responses and may be influenced by social norms and expectations in their answers. To mitigate this limitation, the survey will be designed to ensure confidentiality and anonymity and will include measures to assess the validity and reliability of the data.

14) Future Studies

The field of influencer marketing is rapidly expanding, yet many questions remain unanswered regarding its effects on customer attitudes and behavior. This research aims to investigate the influence of influencer credibility on customer attitudes, utilizing the Big 5 personality traits as an analytical framework. However, there are several promising avenues for future research to delve deeper into this topic. This paper proposes three potential areas for further exploration: firstly, examining the role of emotional attachment in the relationship between influencers and customers, as emotional connections have been largely understudied compared to cognitive factors. Investigating emotional attachment can shed light on the mechanisms underlying the impact of influencers on customer attitudes and behavior, with qualitative and quantitative methods employed to explore its antecedents and outcomes. Secondly, investigating the impact of influencer marketing on brand loyalty and repeat purchase behavior, which have received limited attention compared to immediate attitudes and purchase intentions. Longitudinal designs, combined with qualitative and quantitative methods, can provide insights into the longer-term effects of influencer marketing and inform strategies for fostering lasting customer relationships. Finally, exploring the influence of perceived popularity and number of followers on customer attitudes and purchase intentions. While influencer credibility has been extensively studied, the specific roles of perceived popularity and follower count warrant further investigation. Experimental and survey methods, along with qualitative approaches, can elucidate the impact of these factors and guide influencer selection and marketing strategies. These areas of research hold the potential to offer valuable insights into the intricate mechanisms underlying the influence of influencers on customer attitudes and behavior, ultimately shaping marketing strategies focused on establishing enduring customer connections.

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