
The impact of social media influencers on consumer purchase behavior intentions: A comparative study across generations

تأثير المؤثرين على وسائل التواصل الاجتماعي على نوايا سلوك الشراء لدى
المستهلكين: دراسة مقارنة عبر الأجيال

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Abstract

This study investigates the impact of social media influencers (SMIs) on consumer purchase behavior intentions across different generational cohorts in Egypt. Focusing on key influencer attributes (attractiveness, content usefulness, experience, and trustworthiness), the research employs a quantitative approach, surveying 384 participants from Gen Z (13–28 years), Millennials (29–44 years), and Gen X (40–60 years). The findings reveal that all four attributes significantly influence purchase intentions, with attractiveness having the strongest effect. Age moderates the relationship between attractiveness and purchase intentions, with Gen X being more influenced by attractiveness than Gen Z. The study highlights generational differences in platform preferences and influencer types, emphasizing the strategic importance of aligning influencer marketing strategies with demographic characteristics.

Theoretical contributions include validating the Source Credibility Model and the Theory of Planned Behavior in the context of influencer marketing, while practical insights guide marketers in optimizing influencer selection and campaign design.

Keywords: *Social media influencers, influencer marketing, purchase behavior intention, generational differences, source credibility, Egypt, digital marketing, consumer behavior.*

المستخلص:

تتناول هذه الدراسة تأثير المؤثرين على وسائل التواصل الاجتماعي (SMIs) على نوايا سلوك الشراء لدى المستهلكين عبر أجيال مختلفة في مصر. وتركز على السمات الرئيسية للمؤثرين مثل الجاذبية، وفائدة المحتوى، والخبرة، والمصداقية. وقد اعتمد البحث منهجاً كمياً من خلال استطلاع رأي شمل ٣٨٤ مشاركاً من الجيل زد (١٣-٢٨ عاماً)، وجيل الألفية (٢٩-٤٤ عاماً)، والجيل إكس (٤٠-٦٠ عاماً). كشفت النتائج أن السمات الأربعة تؤثر بشكل كبير على نوايا الشراء، وكانت الجاذبية هي العامل الأقوى تأثيراً. كما تبين أن العمر يُعد متغيراً معيّلاً في العلاقة بين الجاذبية ونوايا الشراء، حيث يتأثر الجيل إكس بالجاذبية أكثر من الجيل زد. وتبرز الدراسة الفروقات بين الأجيال في تفضيلات منصات التواصل الاجتماعي وأنواع المؤثرين، مما يؤكد على الأهمية الاستراتيجية لمواءمة استراتيجيات التسويق عبر المؤثرين مع الخصائص الديموغرافية. وتتمثل الإسهامات النظرية في دعم نموذج مصداقية المصدر ونظرية السلوك المخطط في سياق تسويق المؤثرين، بينما تقدم الدراسة رؤى عملية تساعد المسوقين في اختيار المؤثرين وتصميم الحملات بشكل فعال.

الكلمات المفتاحية: المؤثرون على وسائل التواصل الاجتماعي، تسويق المؤثرين، نية سلوك الشراء، الفروقات الجيلية، مصداقية المصدر، مصر، التسويق الرقمي، سلوك المستهلك.

1. Introduction

Social media influencers (SMIs) have become pivotal in shaping consumer behavior and digital marketing strategies. With the rise of platforms like Facebook, Instagram, TikTok, and YouTube, influencers have gained significant power in driving trends, endorsing products, and engaging audiences. The emergence of Social Media Influencers (SMIs) has made Influencer Marketing (IM) a key strategy for businesses (Bansal et al., 2024). The increasing prevalence of digital platforms has positioned influencer marketing as one of the most cost-effective promotional strategies, particularly for products targeted at younger, digitally native consumers (Garg and Bakshi, 2024). Influencer marketing is considered a modern approach to marketing that leverages the impact of opinion leaders to shape consumer purchasing behavior (De Veirman, Cauberghe, and Hudders, 2017; Lou and Yuan, 2019; Scott, 2015).

Past studies highlight the need for deeper investigation into influencer marketing, particularly because celebrities are now able to connect with their audiences more effectively, fostering exceptionally close relationships with their followers. Despite this, our understanding of this phenomenon remains limited

(Venciute et al., 2023; Aw & Labrecque, 2020). Most of previous studies also focused on particular sectors (Venciute et al., 2023; Garg and Bakshi, 2024).

The impact of social media influencers on Egyptian consumers, particularly in relation to how their credibility attributes (expertise, trustworthiness, and attractiveness) affect purchase intentions, represents a worthwhile area of academic inquiry (Fayez et al., 2022). A limited number of recent studies have examined the emerging topic of social media influencers and their impact on consumers' purchase intentions in Egypt (El-Kady & Tarek, 2024). Salah et al. (2024) investigated a specific sector, analyzing how dermatology influencers, those promoting products related to skin, hair, and nails, affect purchase intentions. Similarly, Wadie et al. (2024) demonstrated the positive influence of social media on purchase intentions within Egypt's fashion industry.

Moreover, a recent study conducted in Saudi Arabia found that influencer credibility has a significant positive effect on consumers' purchase intentions. The research also identified cultural factors as key mediators, underscoring the importance of aligning marketing strategies with the values and expectations of the target audience. Additionally, the study highlighted demographic differences, such as gender and educational background, that influence how individuals perceive and respond

to influencer marketing (Saad et al., 2025). Similarly, another study revealed that the social media activities of influencers impact the interests, desires, and purchase intentions of youth in the UAE by assisting them in evaluating products (Radwan et al., 2021). Furthermore, findings from a study conducted in Vietnam concluded that perceived influencer credibility, the entertainment value of influencer content, perceived expertise, and peer reviews and recommendations significantly affect the purchase intentions of Generation Z consumers (Nguyen et al., 2022). In the Egyptian context, research has shown that both the perception of social media influencers and the strategies they employ to exert influence differ across Generations X, Y, and Z (Moustafa et al., 2025). Ragab (2022) specifically addressed the influence of SMIs on travel intentions among Egyptian digital natives. The study indicated that Egyptian consumers, particularly the younger demographic, are significantly influenced by SMIs in their travel decisions, highlighting the strategic importance of influencer marketing in Egypt's tourism sector. These findings highlight the importance of considering demographic factors, particularly age, when examining the impact of social media influencers on consumer purchase intentions.

1.1. Research Gap

Although influencer marketing is gaining prominence, limited research has examined how influencer credibility attributes

impact consumer purchase intentions in Egypt. Existing studies tend to focus on specific sectors or other regional contexts, resulting in a gap in understanding across diverse industries and generational groups within the Egyptian context. Furthermore, the moderating role of demographic factors, particularly age, remains underexplored in relation to the effectiveness of influencer marketing.

1.2. Research Problem

Despite the growing significance of influencer marketing and its demonstrated impact on consumer behavior, there remains a limited understanding of how influencer credibility attributes (such as expertise, content usefulness, trustworthiness, and attractiveness) shape purchase intentions, particularly within the Egyptian context. Most existing studies have concentrated on specific sectors or geographic regions, offering little insight into cross-sectoral patterns and generational differences among Egyptian consumers. Furthermore, while demographic variables have been shown to influence responses to influencer marketing in other cultural settings, the moderating role of age remains insufficiently explored in Egypt. In light of these gaps, this study seeks to address the following research question: *How do the key credibility attributes of social media influencers affect Egyptian consumers' purchase intentions, and to what extent does age moderate this relationship?*

1.3. Research objective

This study seeks to enhance understanding of the relationship between social media influencers and purchase intention across different sectors and generational cohorts in Egypt (Gen Z: 13–28 years, Millennials: 29–44 years, Gen X: 40–60 years). It examines the impact of key characteristics of influencer marketing (attractiveness, content usefulness, experience, and trustworthiness) on the purchase intentions of Egyptian consumers within the context of social media. Additionally, the study explores the moderating role of age in the relationship between these characteristics and consumer purchasing behavior.

2. Literature Review

2.1. Defining Social Media Influencers (SMIs)

Influencer marketing is considered a branch of social media marketing that helps businesses and brands boost visibility and strengthen their reputation (Reinikainen et al., 2020; Sokolova & Kefi, 2020). It involves a strategic approach where companies identify and motivate online influencers to interact with their followers, using the influencers' exceptional resources to promote products or services, ultimately aiming to improve business performance (Leung et al., 2022). It is typically described as a marketing method where companies collaborate with chosen influencers to promote their brands by sharing

content on the influencers' social media platforms aimed at their specific audience (Giles and Edwards, 2018).

Social media influencers have emerged as a modern form of brand endorsers (Sands et al., 2022), operating as independent content creators who are compensated either financially or through products and services (Campbell & Grimm, 2019). They are often viewed as a new kind of third-party advocate who influence public perception through platforms like blogs, tweets, and other social media channels (Freberg et al., 2011). According to De Veirman, Cauberghe, and Hudders (2017), influencers are individuals who have built large followings and are seen as trusted authorities within one or more specific niches. Lou and Yuan (2019) describe an influencer primarily as a content creator: someone recognized for their expertise in a particular field, who has gained a substantial and loyal following by consistently delivering valuable content on social media, making them a key asset for brands.

2.2. Social Media Influencer Types

Social media influencers (SMIs) are individuals who have built a substantial following on platforms such as Instagram, YouTube, TikTok, and Twitter or X, enabling them to affect their audience's purchasing decisions (Abidin, 2016). Influencers vary in both the size and characteristics of their audiences, which plays a crucial role for brands when selecting whom to

collaborate with. They are categorized into nano-, micro-, macro-, and mega-influencers based on follower count and engagement rates (Şenyapar, 2024; Campbell and Farrell, 2020; Freberg et al., 2011;).

Mega influencers are prominent figures in the world of digital marketing and social media, boasting massive audiences that often number in the millions. These individuals, frequently celebrities, athletes, musicians, or well-known online personalities, have gained significant fame that often goes beyond their original field. Their followers come from a wide range of backgrounds and locations, giving them extensive and far-reaching influence (Park et al., 2021). Unlike micro or nano influencers, who tend to focus on specific niche groups, mega influencers attract a broad audience. Their content covers a wide array of topics, allowing them to connect with and remain relevant to people with diverse interests. This wide-ranging appeal is a key part of their effectiveness, allowing them to engage with a large and varied group of followers (Conde & Casais, 2023).

Macro influencers hold an important and evolving role within the influencer marketing landscape, typically attracting between 100,000 and 1 million followers. They serve as a bridge between micro-influencers, who focus on smaller niche audiences, and mega influencers, who appeal to a broader, more general public. Thanks to their considerable reach, macro influencers are highly

valuable for brand partnerships and marketing initiatives aimed at engaging diverse audiences (Daniel, 2020). A key strength of macro influencers is their ability to create high-quality, professionally presented content. Many have grown from smaller influencers, developing their content creation abilities and deepening their audience connections over time. Although they command larger audiences than micro-influencers, their ongoing development adds to their credibility, especially within certain interest areas. Brands are drawn to this mix of wide reach and subject-specific authority, which helps them target defined demographics effectively (Kay et al., 2020).

Macro influencers also use their platforms to foster strong relationships with followers, often creating a sense of trust, community, and engagement. Their posts tend to blend personal insights, expert knowledge, and brand collaborations, striking a balance between authenticity and promotional content. Even when working with brands, they aim to stay genuine and relatable, which enhances their impact and the success of their marketing efforts (Prkačin, 2023; Zafar et al., 2023).

Micro-influencers are a distinct and increasingly powerful group within digital marketing, typically boasting a social media following between 1,000 and 100,000. Despite their smaller audience, they often have a strong influence thanks to the high level of engagement from their followers. Unlike celebrity or mainstream influencers,

micro-influencers specialize in niche content areas such as local cuisine, specific workout routines or unique tech gadgets, and build tight-knit communities around those interests (Park et al., 2021). Their content is often seen as more authentic and knowledgeable, which strengthens their connection with their audience. This authenticity contributes to higher engagement rates, as their relatively smaller follower base allows for more direct and personal interactions leading to more likes, comments, and shares (Kay et al., 2020).

A major advantage micro-influencers offer is the trust and credibility they build over time. Their followers often see their recommendations as honest and sincere, largely because their content reflects real experiences and aligns with the values and interests of their audience. This level of trust is hard to replicate for larger influencers or celebrities and is a key element of their effectiveness (Kwiatek et al., 2021). Authenticity and credibility are defining qualities of micro-influencers. Their smaller audience size allows for more personalized engagement, creating strong bonds of trust and loyalty. Because they are seen as more approachable and relatable, micro-influencers serve as powerful brand ambassadors for companies targeting niche markets. Their endorsements carry weight among their followers, who value their honest feedback and lived experiences (Sheng et al., 2023; Zwicker et al., 2023).

Micro-influencers also excel at crafting content that is both specific and meaningful. They have a deep understanding of their audience's preferences, interests, and challenges, which enables them to produce content that speaks directly to those needs. Whether they're reviewing products, giving advice, or sharing personal stories, micro-influencers consistently create authentic, engaging posts that strengthen community ties and drive meaningful interactions (Hernández Méndez & Baute Díaz, 2023; Nistor & Selove, 2024).

Nano influencers are a distinct and increasingly valuable group within the influencer marketing spectrum, defined by their relatively small yet highly engaged audiences usually between 1,000 and 10,000 followers across social media platforms. Unlike macro, micro, or mega influencers with broader reach, nano influencers are known for cultivating close, personal relationships with their followers. Their social media presence is centered more on sharing real-life experiences and interests than on achieving mass appeal (Daniel, 2020). Because their audiences are smaller, nano influencers are able to interact more directly and personally with their followers, resulting in higher levels of engagement such as likes, comments, and shares. These interactions help foster a strong sense of connection and community, amplifying their overall influence (Macalik, 2021).

Many nano influencers focus on specific niches, such as a unique cooking style, a particular home decor theme, or a personal hobby or cause. This alignment with their genuine interests allows them to create content that strongly resonates with their followers, making their influence highly targeted and relevant (Balaji et al., 2021). What makes nano influencers especially appealing is their authenticity and relatability. Unlike larger influencers, they are often viewed as everyday individuals rather than public figures. Their recommendations come across more like advice from a trusted friend than a paid promotion. This authenticity plays a key role in building trust, making their endorsements more persuasive and impactful (Lie & Aprilianty, 2022).

The rise of influencer marketing is attributed to the decline in traditional advertising effectiveness and the growing preference for peer recommendations (Djafarova & Maston, 2021). Influencer marketing has become more successful than many traditional marketing techniques at generating consumer attention and purchase intentions by leveraging the power of social proof and word-of-mouth (Joyce, 2024). A study by Wang & Huang (2023) revealed that micro-influencers generate higher engagement rates than celebrities due to their relatability. Additionally, user-generated content (UGC) shared by influencers enhances brand credibility (Tafesse & Wien, 2018).

Different social media platforms shape influencer strategies uniquely: Instagram: Visual aesthetics and storytelling dominate (Ki et al., 2020), TikTok: Short-form video content drives virality, with algorithm-driven discoverability (Smith, 2023), YouTube: Long-form content fosters deeper audience connections (Duan, 2025).

2.3. Social Media Influencers and consumer purchase intentions

Influencer marketing is considered a modern approach to marketing that leverages the impact of opinion leaders to shape consumer purchasing behavior and enhance brand recognition (De Veirman et al., 2017; Lou and Yuan, 2019; Scott, 2015). **The source credibility model** proposed by Hovland and Weiss (1951) suggests that messages delivered by a credible communicator can significantly influence consumers' attitudes and beliefs (Erdogan, 1999). The attributes of the source are particularly crucial when the objective is to persuade the audience (Buda and Zhang, 2000). An influencer perceived as more credible is likely to exert a stronger influence on the purchasing behavior and buying intentions of target audiences, as credibility is associated with greater perceived **competence and trustworthiness** (Silvera and Austad, 2004). McGuire (1985) introduced an additional dimension to the source credibility model: **attractiveness**. Previous research has demonstrated that a

spokesperson's physical appeal significantly influences consumers' positive perceptions of a product (Ohanian, 1991), particularly in the cosmetics industry (Lou & Yuan, 2019). Although source credibility remains a highly relevant factor in the context of influencers, there is a growing consensus that gaining followers' affection also requires **the creation of content that offers value to the audience** (Venciute et al., 2023). Furthermore, the ability to clearly identify the content produced by an influencer may serve as an indicator of trustworthiness, thereby supporting consumers in their information-seeking processes by providing a reliable source (Müller and Christandl, 2019). Hence, this study adopts a multidimensional framework of credibility, incorporating four key characteristics of influencer marketing: experience (competence), content usefulness, trustworthiness, and attractiveness that can shape consumer purchasing behavior (Lord and Putrevu, 2009; Müller and Christandl, 2019; Ohanian, 1990; Venciute et al., 2023; Garg and Bakshi, 2024).

2.3.1. Influencer's experience (competence)

Social media influencers generally possess expertise in specific fields and attract followers by creating content related to those particular subjects (Lou & Yuan, 2019). In this context, competence is defined as the influencer's level of experience. It represents the extent to which a communicator is perceived as a

reliable source of valid information and accurate statements (Hovland et al., 1953; Hovland & Weiss, 1951; Sussman & Siegal, 2003). In the digital environment, consumers frequently seek out online advice and recommendations prior to making purchase decisions (Elwalda & Lu, 2016). The experience of an influencer has been shown to have a direct and positive influence on the purchasing behavior of their followers (Venciute et al., 2023).

2.3.2. Influencer's trustworthiness

Trustworthiness refers to the perceived honesty, integrity, and accuracy of an endorser (Ohanian, 1990). It plays a pivotal role in shaping the relationship between influencers and their audience, as trust is considered a fundamental prerequisite for influencing consumer attitudes and behaviors (Lee & Koo, 2015). Van der Walldt et al. (2009, p. 104) define trustworthiness as "the honesty, integrity and believability the endorser possesses". A trustworthy source can foster favorable attitudes toward a brand (Garretson & Niedrich, 2004), which, in turn, may increase the likelihood of consumer purchase decisions based on confidence in the information received (Hubert et al., 2018). Within the realm of celebrity endorsement, product reviews shared by celebrities via social media have been shown to inspire greater consumer trust (Djafarova & Rushworth, 2017). Given that influencer marketing operates within the framework

of electronic word-of-mouth (eWOM) (Martínez-López et al., 2020), content created by influencers may be perceived as more credible when it aligns with consumers' values and expectations (Porter & Donthu, 2008). Furthermore, empirical studies support the positive influence of source trustworthiness on consumer purchasing behavior (Mishra et al., 2015).

2.3.3. Influencer's attractiveness

Prior research has demonstrated a positive association between the attractiveness of endorsers and consumers' purchase intentions (Lee & Koo, 2015), as well as more favorable attitudes toward the endorsed brand (Eisend & Langner, 2010). The literature consistently highlights the positive relationship between endorser attractiveness and consumer attitudes (Erdogan, 1999), suggesting that communicators possessing appealing traits can effectively enhance purchase behavior (Till and Busler, 2000). While attractiveness is often equated with physical appearance and its facilitative role in information processing (Roozen & Claeys, 2010), it also encompasses elements of the endorser's personality and intellectual qualities (Erdogan, 1999). Moreover, earlier findings suggest that even messages with limited persuasive strength can be positively received when delivered by an attractive endorser, as their appeal may compensate for weaker content (Kahle and Homer, 1985).

2.3.4. Influencer's content usefulness

Contemporary perspectives suggest that in order to foster audience engagement and loyalty; influencers must consistently produce content that is perceived as valuable by their followers. The concept of content usefulness refers to the extent to which social media content assists users in making informed decisions or progressing toward their personal or purchasing goals (Venciute et al., 2023). Social media content serves as a powerful mechanism capable of shaping consumer beliefs and influencing purchasing behavior (Müller & Christandl, 2019).

The importance of content is further underscored by definitions that portray influencers as content creators who consistently deliver valuable information via social media platforms (Lou & Yuan, 2019). According to Müller and Christandl (2019), the perceived usefulness of such content plays a pivotal role in influencing consumer attitudes and behaviors within digital environments. Empirical evidence confirms that useful content generated by influencers exerts a direct and positive effect on followers' purchasing behavior (Venciute et al., 2023).

2.4. Theoretical lens: The Theory of Planned Behavior

The Theory of Planned Behavior (Ajzen, 1991) can offer comprehensive explanation of how influencer marketing drives consumer purchase intentions in digital environments through

key psychological mechanisms. According to the Theory of Planned Behavior (TPB), an individual's behavioral intention is shaped by three components: attitude toward the behavior, subjective norms, and perceived behavioral control. The four dimensions discussed in the literature: influencer's experience (competence), trustworthiness, attractiveness, and content usefulness can be mapped onto these components. An influencer's experience and trustworthiness enhance consumers' attitudes toward the promoted products by increasing the perceived credibility and reliability of the message. Simultaneously, content usefulness contributes to attitude formation by providing practical and relevant information that helps consumers make informed decisions, thereby reinforcing positive beliefs about the product. Attractiveness, including both physical appeal and perceived likability, may influence subjective norms, as consumers are more likely to emulate individuals they admire and perceive as socially influential. Collectively, these factors contribute to stronger behavioral intentions, as consumers who trust, admire, and find value in an influencer's content are more likely to be motivated to act on their recommendations.

3. Methodology

The primary objective of this study is to examine the impact of key characteristics of influencer marketing (attractiveness,

content usefulness, experience, and trustworthiness) on consumer purchase behavior intentions within the context of social media. Additionally, the study investigates the moderating role of age in the relationship between influencer marketing characteristics and consumers' intent to purchase. To achieve this, the researcher adopted a quantitative, exploratory survey design, collecting data from a randomly selected sample of 384 participants in Egypt, representing various generational cohorts (Gen Z: 13 – 28 years, Millennials: 29 – 44 years, Gen X: 40 – 60 years).

3.1. Conceptual Framework

The conceptual framework illustrated in *Figure 1* is developed based on a literature review of influencer marketing and its relationship with purchase behavior intention. The framework aims to test the hypothesis that influencer marketing on social media has a significant positive impact on purchase behavior intention. The literature identifies four key characteristics of social media influencers that contribute to this impact: attractiveness, content usefulness, experience, and trustworthiness. Furthermore, the framework proposes that consumer age acts as a moderating variable, significantly influencing the relationship between these influencer characteristics and purchase behavior intention.

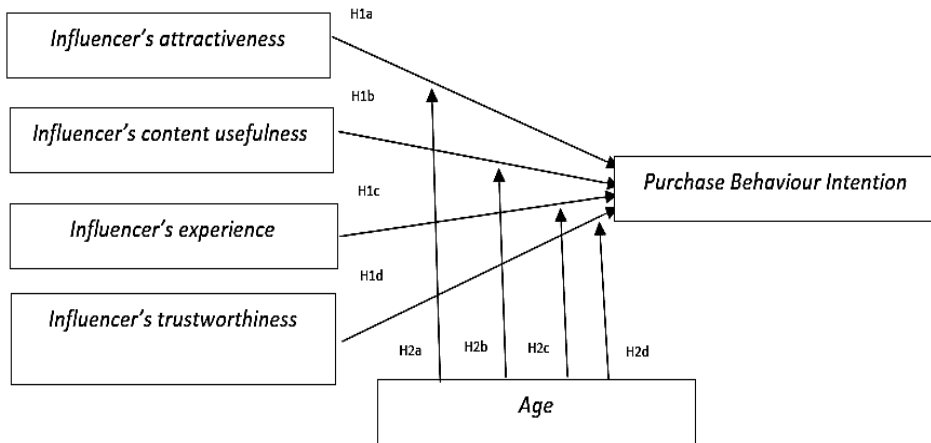


Figure (1) Proposed Conceptual Framework

Source: Developed by the Researcher

Research Hypotheses

H1: There is a positive significant impact of influencer marketing on purchasing behavior intention

H1a: There is a positive significant impact of Influencer's attractiveness on purchasing behavior intention

H1b: There is a positive significant impact of Influencer's content usefulness on purchasing behavior intention

H1c: There is a positive significant impact of Influencer's experience on purchasing behavior intention

H1d: There is a positive significant impact of Influencer's trustworthiness on purchasing behavior intention

H2: Age moderates significantly the relationship between influencer marketing and purchase behavior intention

H2a: Age moderates significantly the relationship between influencer attractiveness and purchase behavior intention

H2b: Age moderates significantly the relationship between influencer content usefulness and purchase behavior intention

H2c: Age moderates significantly the relationship between influencer experience and purchase behavior intention

H2d: Age moderates significantly the relationship between influencer trustworthiness and purchase behavior intention

3.2. Data Analysis method

The study relied on primary data analysis using quantitative techniques. The techniques ranged from descriptive analysis to inferential analysis. Regarding the inferential statistics, structural equation modelling (SEM) was proposed. SEM is a powerful statistical technique that allows researchers to examine complex relationships between observed and latent variables. When a moderating effect is present, SEM can be used to test how the strength or direction of a relationship between variables changes under different conditions. Additionally, SEM is particularly useful when dealing with latent factors, as it can model these unobserved constructs using multiple observed items (indicators) for each factor, providing a more comprehensive understanding of the underlying relationships. It relies on few assumptions as

having relatively large sample size which can be supported by Cochran (1963)

$$n = \frac{z^2 * p * (1 - p)}{e^2} = \frac{1.96^2 * 0.5 * (1 - 0.5)}{0.05^2} = 384$$

The sample collected satisfied that condition. Other assumptions required are the absence missing and multicollinearity. It can be observed through confirmatory factor analysis.

4. Research Analysis and Results

4.1. Descriptive Statistics

Table (1): Frequency table for demographics of the sample

Variable	Category	Freq	Percent
Gender	Female	201	52.3
	Male	183	47.7
Age Group	Gen Z: 13-28 years	168	43.8
	Millennials: 29-44 years	138	35.9
	Gen X: 45 -60 years	78	20.3
How much time do you spend on social media per day?	1 < 2 hours	297	77.3
	2 - 3 hours	32	8.3
	Less than one hour	4	1.0
	More than three hours	51	13.3
Which social media platform gives you the best access to follow your favourite influencer(s) in this product or service category?	Facebook	74	19.3
	Instagram	120	31.3
	LinkedIn	39	10.2
	TikTok	64	16.7
	X	37	9.6
	YouTube	50	13.0
Which product or service category are you most influenced by when making a purchasing decision based on influencer recommendations?	Beauty and Personal Care	46	12.0
	Entertainment (e.g., movies, books, music)	36	9.4
	Fashion and Apparel	46	12.0
	Food and beverages	40	10.4
	Health and Wellness	31	8.1
	Home appliances	27	7.0
	Investment	12	3.2
	Learning and Education	26	6.8
	Restaurants	31	8.1
	Sports	33	8.6
	Technology and Gadgets	34	8.9
	Travel and Leisure	22	5.7

Source: Calculations based on sample of 384 individuals using SPSS 26

As shown in Table 1, the gender distribution is nearly balanced, with 52.3% female and 47.7% male respondents. In terms of age groups, Gen Z representing 43.8% of the sample and Millennials representing 35.9% of the sample constitute the majority, while Gen X represents 20.3% of the sample. Regarding social media usage, 77.3% of respondents spend an average of one to two hours per day on social media, while 13.3% spend more than three hours. Instagram (31.3%) is the most preferred platform for following influencers, followed by Facebook (19.3%) and TikTok (16.7%). The most influential product categories for purchasing decisions based on influencer recommendations are Beauty and Personal Care (12.0%) and Fashion and Apparel (12.0%), followed by Food and Beverages (10.4%).

Table (2): Frequency table for the most favorite influencers' category of the sample

Type of Influencer	Do they watch them?	Frequency	Percentage
Blogger (Travel, Fashion, Food, Skincare, etc.)	No	147	38.3
	Yes	237	61.7
Entrepreneur or Businessmen	No	212	55.2
	Yes	172	44.8
Comedian	No	276	71.9
	Yes	108	28.1
Celebrity (Artist, Singer, etc.)	No	210	54.7
	Yes	174	45.3
Sports player/Athlete/Fitness Trainer	No	215	56.0
	Yes	169	44.0
Educator (Professor, Trainer, etc.)	No	230	59.9
	Yes	154	40.1
Professional (doctor, consultant, nutritionist, life coach, etc.)	No	115	29.9
	Yes	269	70.1

Source: Calculations based on sample of 384 individuals using SPSS 26

As indicated by Table 2, regarding the favorite influencers for respondents in the sample, some interesting patterns emerge. The majority of the sample representing 70.1% of the sample preferred following professionals as doctor, consultant, nutritionist, life coach, etc. The second most followed influencers were bloggers representing 61.7% of the sample. Only 28.1% of the sample favored following comedians. These insights suggest that consumer preferences are more inclined toward micro-influencers, followed by macro-influencers.

Table (3): Influencer Impact on Purchase Decisions by Product/Service Category - Age Range
Cross tabulation

		Age Range			Total
		Gen Z	Millennials	Gen X	
Beauty and Personal Care	Count	29	7	10	46
	% within Age Range	17.3%	5.1%	12.8%	12.0%
Entertainment (e.g., movies, books, music)	Count	18	13	5	36
	% within Age Range	10.7%	9.4%	6.4%	9.4%
Fashion and Apparel	Count	25	16	5	46
	% within Age Range	14.9%	11.6%	6.4%	12.0%
Food and beverages	Count	17	16	7	40
	% within Age Range	10.1%	11.6%	9.0%	10.4%
Health and Wellness	Count	11	12	8	31
	% within Age Range	6.5%	8.7%	10.3%	8.1%
Home appliances	Count	11	9	7	27
	% within Age Range	6.5%	6.5%	9.0%	7.0%
Investment	Count	3	6	2	11
	% within Age Range	1.8%	4.3%	2.6%	2.9%
Learning and Education	Count	8	8	10	26
	% within Age Range	4.8%	5.8%	12.8%	6.8%
None	Count	0	1	0	1
	% within Age Range	0.0%	0.7%	0.0%	0.3%
Restaurants	Count	12	14	5	31
	% within Age Range	7.1%	10.1%	6.4%	8.1%
Sports (Sports Apparel, Nutrition & Supplement, Coaching, etc.)	Count	11	16	6	33
	% within Age Range	6.5%	11.6%	7.7%	8.6%
Technology and Gadgets	Count	14	14	6	34
	% within Age Range	8.3%	10.1%	7.7%	8.9%
Travel and Leisure	Count	9	6	7	22
	% within Age Range	5.4%	4.3%	9.0%	5.7%
Total	Count	168	138	78	384
	% within Age Range	100.0%	100.0%	100.0%	100.0%

Source: Calculations based on sample of 384 individuals using SPSS 26

According to the results in Table 3, it appears that Gen Z is the most influenced when it comes to purchasing Beauty and Personal Care and Fashion and Apparel products, with 17.3% and 14.9% of the Gen Z sample, respectively, reporting

purchases in these categories. In contrast, 11.6% of Millennials are influenced in their purchases of Fashion and Apparel, Food and Beverages, and Sports products or services. As for Gen X, they tend to be influenced primarily in buying Beauty and Personal Care products or in following influencers for learning and educational purposes.

Table (4): Top Social Media Platforms for Accessing Favorite Influencers - Age Range
Cross tabulation

		Age Range			Total
		Gen Z	Millennials	Gen X	
All	Count	1	0	0	1
	% within Age Range	0.6%	0.0%	0.0%	0.3%
Facebook	Count	30	23	20	73
	% within Age Range	17.9%	16.7%	25.6%	19.0%
Instagram	Count	58	43	19	120
	% within Age Range	34.5%	31.2%	24.4%	31.3%
LinkedIn	Count	16	13	10	39
	% within Age Range	9.5%	9.4%	12.8%	10.2%
TikTok	Count	31	21	12	64
	% within Age Range	18.5%	15.2%	15.4%	16.7%
X	Count	9	17	11	37
	% within Age Range	5.4%	12.3%	14.1%	9.6%
YouTube	Count	23	21	6	50
	% within Age Range	13.7%	15.2%	7.7%	13.0%
Total	Count	168	138	78	384
	% within Age Range	100.0%	100.0%	100.0%	100.0%

Source: Calculations based on sample of 384 individuals using SPSS 26

According to the results in Table 4, for Gen Z, the most commonly used platform to access their favorite influencers was Instagram, followed by TikTok. In contrast, Millennials and Gen X preferred Instagram and Facebook. While Instagram is the most preferred platform among both Gen Z and Millennials, it ranks as the second choice for Gen X.

Table (5)-a: Profile Types That Best Describe Favorite Influencers - Age Range Cross tabulation

		Blogger		Total
		No	Yes	
Gen Z	Count	55	113	168
	% within Age Range	32.7%	67.3%	100.0%
Millennials	Count	55	83	138
	% within Age Range	39.9%	60.1%	100.0%
Gen X	Count	37	41	78
	% within Age Range	47.4%	52.6%	100.0%
Total	Count	147	237	384
	% within Age Range	38.3%	61.7%	100.0%

Table (5)-b: Profile Types That Best Describe Favorite Influencers - Age Range Cross tabulation

		Educator		Total
		No	Yes	
Gen Z	Count	109	59	168
	% within Age Range	64.9%	35.1%	100.0%
Millennials	Count	82	56	138
	% within Age Range	59.4%	40.6%	100.0%
Gen X	Count	39	39	78
	% within Age Range	50.0%	50.0%	100.0%
Total	Count	230	154	384
	% within Age Range	59.9%	40.1%	100.0%

Table (5)-c: Profile Types That Best Describe Favorite Influencers - Age Range Cross tabulation

		Professional		Total
		No	Yes	
Gen Z	Count	66	102	168
	% within Age Range	39.3%	60.7%	100.0%
Millennials	Count	31	107	138
	% within Age Range	22.5%	77.5%	100.0%
Gen X	Count	18	60	78
	% within Age Range	23.1%	76.9%	100.0%
Total	Count	115	269	384
	% within Age Range	29.9%	70.1%	100.0%

Source: Calculations based on sample of 384 individuals using SPSS 26

As shown in Tables 5 (Table 5-a, Table 5-b, Table 5-c), when comparing the preferred types of influencers across different generations, it is evident that the majority of respondents in each generation tend to follow bloggers. Gen Z appears to be the most inclined, with 67.3% of them following bloggers. In contrast, Millennials are the most likely to be influenced by professionals, with 77.5% indicating a preference for following them. Gen X, on the other hand, shows a stronger preference for educators, with 50% reporting being influenced by them. These preferences are consistent with each generation's corresponding product choices. This suggests that Gen Z is the most inclined toward macro-influencers, whereas Millennials and Gen X tend to prefer micro-influencers.

4.2. Confirmatory Factor Analysis

As shown in Table 6, the loadings of all items exceed the threshold of 0.6, showing the high importance of items. The VIF values remain below five, indicating no severe multicollinearity issues. Cronbach's Alpha values range exceeded 0.7, which is the acceptable threshold. In addition, composite reliability and average variance (AVE) extracted values exceed 0.7 and 0.5 respectively for all variables. These results show reliability and validity needed to support the SEM. The Fornell-Larcker Criterion Discriminant Validity Analysis is used to know whether each variable is discriminately valid from others as in

table (7). The square root of the AVE for each variable presented diagonally, which are all greater than their corresponding inter-correlations between variables, affirming discriminant validity.

Table (6): Reliability and Validity Analysis for the phenomenon

Variables	Items	Loadings	VIF	CA	CR	AVE
Influencer's attractiveness	IA1	0.807	1.69	0.819	0.881	0.649
	IA2	0.814	1.732			
	IA3	0.813	1.834			
	IA4	0.788	1.601			
Influencer's content usefulness	ICU1	0.81	1.712	0.813	0.877	0.64
	ICU2	0.806	1.764			
	ICU3	0.783	1.563			
	ICU4	0.802	1.645			
Influencer's experience	IE1	0.796	1.687	0.823	0.883	0.654
	IE2	0.817	1.765			
	IE3	0.847	1.926			
	IE4	0.773	1.594			
Influencer's trustworthiness	IT1	0.876	2.375	0.873	0.913	0.725
	IT2	0.871	2.387			
	IT3	0.818	1.896			
	IT4	0.838	2.061			
Purchase Behaviour Intention	PBI1	0.825	1.837	0.831	0.887	0.663
	PBI2	0.784	1.636			
	PBI3	0.827	1.868			
	PBI4	0.82	1.796			

Source: Calculations based on sample of 384 individuals using SMART PLS 3

To mitigate potential common method bias, researchers applied the full collinearity approach. Variance inflation factor analysis revealed

values below five, suggesting the absence of significant method bias (Shrestha, 2020). A Confirmatory Factor Analysis (CFA) was conducted to evaluate the measurement's reliability and validity. The analysis demonstrated Cronbach's alpha coefficients surpassing the 0.7 threshold, which signifies acceptable reliability. Furthermore, Composite Reliability (CR) and Average Variance Extracted (AVE) values exceeded recommended standards, providing evidence of robust construct validity (Ribeiro et al. 2021).

Table (7): Fornell-Larcker Criterion for discriminant validity analysis

	IA	ICU	IE	IT	PBI
IA	0.805				
ICU	0.759	0.8			
IE	0.724	0.709	0.809		
IT	0.711	0.703	0.803	0.851	
PBI	0.787	0.788	0.798	0.782	0.814

Source: Calculations based on sample of 384 individuals using SMART PLS 3

4.3. Structural Equation Model

Table (8): Path coefficients for initial model

	Original Sample	Standard Deviation	T Statistics	P Values
Influencer's attractiveness -> Purchase Behaviour Intention	0.327	0.06	5.472	0
Influencer's content usefulness -> Purchase Behaviour Intention	0.153	0.075	2.047	0.041
Influencer's experience -> Purchase Behaviour Intention	0.268	0.063	4.237	0
Influencer's trustworthiness -> Purchase Behaviour Intention	0.212	0.057	3.698	0

Source: Calculations based on sample of 384 individuals using SMART PLS 3

Table (8) presents the results of the impact of influencer marketing dimensions on purchase behavior intention within the context of social media, revealing significant positive relationships across all hypothesized factors. Influencer's attractiveness emerged as the most influential dimension with a path coefficient of ($\beta=0.327$), followed by experience ($\beta=0.268$), trustworthiness ($\beta=0.212$), and content usefulness ($\beta=0.153$). All hypothesized relationships (H1a-H1d) were statistically supported, with p-values below 0.05, indicating that each aspect of influencer marketing attractiveness, content usefulness, experience, and trustworthiness significantly contributes to shaping consumers' purchase behavior intentions. The findings suggest that marketers should consider these multifaceted attributes when designing influencer marketing strategies, with particular emphasis on an influencer's visual appeal and professional credibility.

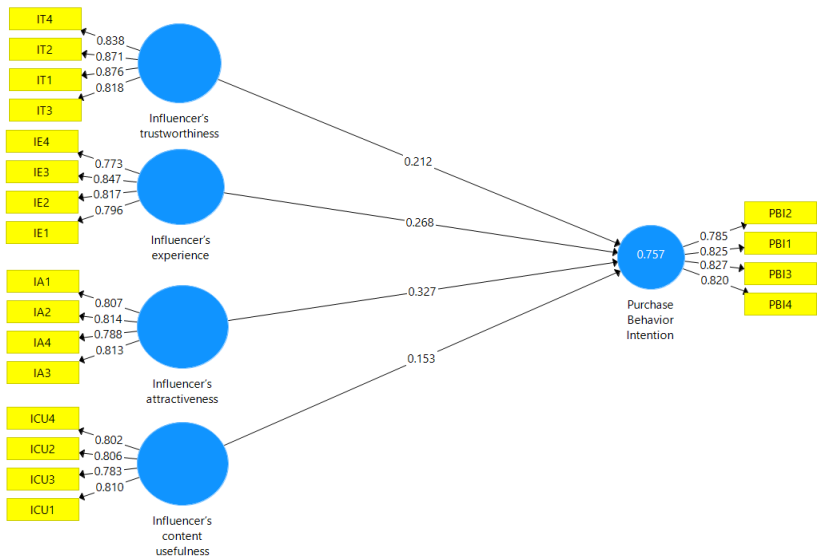


Figure (2): Structural Equation Model for the initial model

Source: Calculations based on sample of 384 individuals using SMART
PLS 3

The Structural Equation Model (Figure 2) visualizes the complex relationships between influencer marketing dimensions, demonstrating how attractiveness, content usefulness, experience, and trustworthiness collectively contribute to shaping purchase behavior intention through significant path coefficients.

Table (9): Path coefficients for the model

	Original Sample	Standard Deviation	T Statistics	P Values
Age -> Purchase Behaviour Intention	-0.048	0.023	2.068	0.039
Influencer's attractiveness -> Purchase Behaviour Intention	0.322	0.055	5.848	0
Influencer's content usefulness -> Purchase Behaviour Intention	0.154	0.071	2.166	0.031
Influencer's experience -> Purchase Behaviour Intention	0.275	0.059	4.662	0
Influencer's trustworthiness -> Purchase Behaviour Intention	0.204	0.056	3.658	0

Source: Calculations based on sample of 384 individuals using SMART PLS 3

Table (9) provides path analysis for the model initially before adding the moderating effect. It appears that influencer attractiveness ($\beta=0.322$) had the strongest impact on purchase behavior intention at 99% confidence level, followed by influencer expertise ($\beta=0.275$), then trustworthiness ($\beta=0.204$) and lastly content usefulness ($\beta=0.154$) at 0.05 level of significance. This shows that an increase in any of these characteristics makes the influenced individuals more likely to decide to purchase the recommended items. On the other hand, it seems that as individuals tend to be older, they are less likely to intend to purchase these products at 95% confidence level. These results as apparent by figure (3), encourage deeper insights to be considered and investigate the moderating effect of age in the relationship between the key characteristics of influencer

marketing and purchase behavior intention with the context of social media.

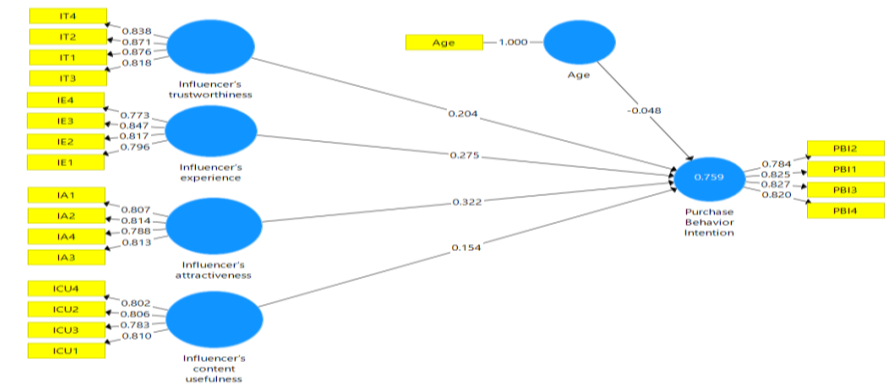


Figure (3): Structural Equation Model for the model

Source: Calculations based on sample of 384 individuals using SMART PLS 3

Table (10): Path coefficients for the model considering the moderating effect

	Original Sample	Standard Deviation	T Statistics	P Values
Age -> Purchase Behaviour Intention	-0.047	0.023	2.007	0.045
Influencer's attractiveness -> Purchase Behaviour Intention	0.328	0.059	5.546	0
Influencer's content usefulness -> Purchase Behaviour Intention	0.157	0.076	2.062	0.04
Influencer's experience -> Purchase Behaviour Intention	0.277	0.061	4.57	0
Influencer's trustworthiness -> Purchase Behaviour Intention	0.185	0.062	2.965	0.003
Moderation Analysis				
IA*Age -> Purchase Behaviour Intention	0.086	0.049	1.743	0.082
ICU*Age -> Purchase Behaviour Intention	-0.092	0.056	1.631	0.104
IE*Age -> Purchase Behaviour Intention	0.018	0.064	0.285	0.776
IT*Age -> Purchase Behaviour Intention	-0.009	0.055	0.167	0.867

Source: Calculations based on sample of 384 individuals using SMART PLS 3

As shown in Table 10, it appears that influencer attractiveness ($\beta=0.328$) had the strongest impact on purchase behavior intention at 99% confidence level, followed by influencer's experience ($\beta=0.277$), then trustworthiness ($\beta=0.185$) and lastly content usefulness ($\beta=0.157$) at 0.05 level of significance. This means that an increase in any of these characteristics makes the influenced individuals more likely to decide to purchase the recommended items. On the other hand, it seems that as individuals tend to be older, they are less likely to intend to purchase these products at 95% confidence level.

Observing the moderating effect of age on the relationship between influencer characteristics and purchase behavior intention, some interesting patterns emerge. It seems that Age had a significant moderating role in the relationship between influencer's attractiveness and purchase behavior intention at 90% confidence level. As individuals get older, the influence of an attractive influencer on their purchase intention becomes stronger. On the other hand, age is not a significant moderator in the relationship between influencer content usefulness, influencer expertise, influencer trustworthiness and purchase behavior intention at 0.1 level of significance. Therefore, the sub-hypothesis H2a only is supported; age is a significant moderator in the relationship between influencer's attractiveness and purchase behavior intention at 0.1 level of significance. However, the rest of sub-hypotheses H2b, H2c and H2d are

rejected. Thus, since not all sub-hypotheses are supported, the main hypothesis H2 is not supported; age does not significantly moderate the relationship between influencer marketing and purchase behavior intention.

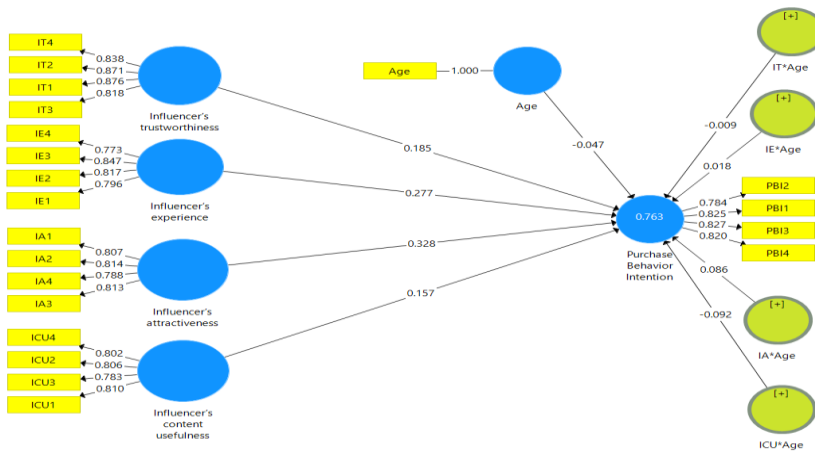


Figure (4): Structural Equation Model for the model considering the moderation analysis

Source: Calculations based on sample of 384 individuals using SMART PLS 3

The suggested Structural Equation Model (figure 4) introduces age as a moderating variable, revealing subtle variations in the relationships between influencer marketing dimensions and purchase behavior intention across different age groups.

Table (11): Model evaluation metrics for the model

	R Square	R Square Adjusted	SRM R	NFI	Q2
Initial Model	0.757	0.755	0.059	0.814	0.494
Model+ Age	0.759	0.756	0.057	0.812	0.494
Model+ Moderator	0.763	0.758	0.057	0.812	0.494

Source: Calculations based on sample of 384 individuals using SMART PLS 3

The model evaluation metrics (Table 11) reveal subtle variations across different model specifications. The initial model demonstrates a strong R Square value of 0.757, indicating that 75.7% of the variance in the dependent variable is explained by the independent variables. When age is introduced as a variable, there is a marginal increase in R Square to 0.759, suggesting a minimal impact of age on the model's explanatory power. This further shows a slight improvement to 0.763, indicating that the moderating variables contribute marginally to the model's predictive capability. The Standardized Root Mean Square Residual remains consistently low at 0.057-0.059, which suggests a good model fit, while the Normed Fit Index (NFI) hovers around 0.812-0.814, further supporting the model's reliability. The Q2 value remains constant at 0.494 across all model variations, indicating consistent predictive relevance. These metrics suggest that while the introduction of age and moderating variables provides some additional insight, the core

model's explanatory power remains robust and relatively unchanged (Akbari et al., 2023).

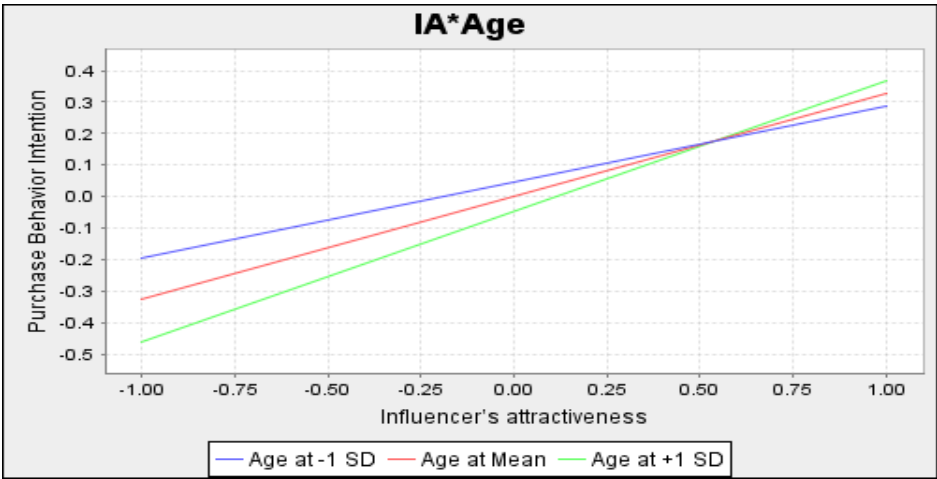


Figure (5): Simple Slope analysis

Source: Calculations based on sample of 384 individuals using SMART PLS 3

The Simple Slope analysis (Figure 5) illustrates the moderating effect of age on the relationship between an influencer's attractiveness and purchase behavior intention. The diverging slopes suggest that age subtly influences how an influencer's attractiveness impacts purchase behavior. As the influencer's attractiveness increases, the purchase behavior intention rises for all age groups, but with slightly different trajectories. The lines' varying gradients indicate that the strength of the relationship between attractiveness and purchase intention changes across

different age groups. While the overall trend is positive, younger and older age groups show marginally different responses to an influencer's attractiveness, with the steepness of the lines suggesting that middle-aged individuals might be most responsive to an influencer's visual appeal.

4.4. Multi-Group Analysis

Table (12): Welsch Statterthwaite test for the multi-group analysis between generations

Hypotheses	Values	GenX vs Gen Z	Gen X vs Millennial	Gen Z vs Millennial
Influencer's attractiveness -> Purchase Behaviour Intention	Path coeff diff	0.221	-0.011	-0.232
	T-value	1.669	0.077	1.931
	P-value	0.098	0.939	0.055
Influencer's content usefulness -> Purchase Behaviour Intention	Path coeff diff	-0.219	0.057	0.276
	T-value	1.261	0.275	1.494
	P-value	0.21	0.784	0.137
Influencer's experience -> Purchase Behaviour Intention	Path coeff diff	0.016	-0.009	-0.025
	T-value	0.099	0.059	0.183
	P-value	0.921	0.953	0.855
Influencer's trustworthiness -> Purchase Behaviour Intention	Path coeff diff	0.019	0.026	0.008
	T-value	0.12	0.141	0.053
	P-value	0.904	0.888	0.958

Source: Calculations based on sample of 384 individuals using SMART PLS 3

The multi-group analysis using the Welch Satterthwaite test (Table 12) reveals nuanced insights into how different generations perceive influencer marketing. For influencer's

attractiveness, there's a statistically significant difference between Gen X and Gen Z, suggesting that attractiveness impacts purchase behavior intention differently across these age groups. The content usefulness shows variations across generations, with the most remarkable difference being between Gen Z and Millennial groups, though not at a strict statistical significance level. Influencer's experience and trustworthiness demonstrate minimal variations across generations, indicating no differences in how these factors influence purchase behavior intention. The most intriguing finding is the path coefficient difference for attractiveness between Gen X and Gen Z (0.221), which shows a potentially meaningful generational divergence in how visual appeal influences purchasing decisions. Gen X is more influenced by an influencer's attractiveness in their purchase behavior than Gen Z, and this difference is potentially meaningful ($p = 0.098$). While the results do not provide definitive evidence of age as a moderator across all dimensions of influencer marketing, they suggest subtle generational nuances that marketers should consider when designing targeted influencer strategies.

Table (13): Path coefficients of the hypotheses in the model for each generation

Hypotheses	Values	Gen Z	Millennial	Gen X
Influencer's attractiveness -> Purchase Behaviour Intention	Path Coefficients	0.207	0.438	0.427
	STDEV	0.078	0.092	0.108
	T-value	2.656	4.779	3.97
	P-value	0.008	0	0
Influencer's content usefulness -> Purchase Behaviour Intention	Path Coefficients	0.297	0.021	0.078
	STDEV	0.104	0.153	0.14
	T-value	2.85	0.137	0.555
	P-value	0.005	0.891	0.579
Influencer's experience -> Purchase Behaviour Intention	Path Coefficients	0.268	0.293	0.284
	STDEV	0.098	0.098	0.128
	T-value	2.74	2.984	2.218
	P-value	0.006	0.003	0.027
Influencer's trustworthiness -> Purchase Behaviour Intention	Path Coefficients	0.188	0.18	0.206
	STDEV	0.074	0.131	0.136
	T-value	2.541	1.371	1.512
	P-value	0.011	0.171	0.131

Source: Calculations based on sample of 384 individuals using SMART PLS 3

The path coefficients across generations (Table 13) reveal distinct patterns in how influencer marketing dimensions impact purchase behavior intention. Millennials demonstrate the relationship between influencer attractiveness and purchase behavior, with a path coefficient of 0.438, indicating a direct effect. Gen Z shows statistically significant impacts across all influencer marketing dimensions, with content usefulness

(0.297), experience (0.268), and attractiveness (0.207) having notable influences. Gen X exhibits the same result as well, suggesting a more nuanced response to influencer marketing. Attractiveness remains the most potent factor across all generations, with path coefficients ranging from 0.207 to 0.438. Notably, each generation shows statistically significant relationships for attractiveness and experience, while content usefulness and trustworthiness show more varied significance. The results of multi-group analysis align with those from the moderation analysis. It shows that mainly the influencer attractiveness effect on purchase intention is controlled by the age of the influenced.

5. Discussion

This study examined the impact of key influencer marketing attributes (attractiveness, content usefulness, experience, and trustworthiness) on purchase behavior intentions among Egyptian consumers across three generational cohorts: Gen Z, Millennials, and Gen X. The findings offer both theoretical and practical insights into the role of influencer marketing in shaping consumer decision-making within a digital context.

The study reinforces the applicability of the Source Credibility Model and the Theory of Planned Behavior (TPB) in influencer marketing. It demonstrates that credibility attributes (expertise, trustworthiness, and attractiveness) are critical in shaping

consumer attitudes and intentions, as posited by Hovland and Weiss (1951). Furthermore, the findings support Ajzen's (1991) TPB by showing how influencers' credibility enhances consumers' attitudes and subjective norms, thereby driving purchase intentions. The study also extends these theories by incorporating content usefulness as a modern dimension of credibility in digital contexts.

5.1. Practical Recommendations

The study offers actionable insights. Marketers and brand managers should prioritize influencers with high attractiveness and expertise, as these attributes have the strongest impact on purchase intentions. Brands should select influencers who are not only visually appealing but also perceived as knowledgeable and competent.

Since Gen X responds more strongly to attractiveness, and Gen Z is influenced by content usefulness, marketers should tailor influencer strategies by age group for maximum effectiveness. The preference for professionals and educators among Millennials and Gen X also suggests that micro- and niche influencers can offer high credibility and engagement, particularly in product or service categories like nutrition and education. Moreover, marketers should consider platform preferences across generations; Instagram and TikTok may be

more effective for reaching Gen Z and Millennials, while Facebook remains popular among Gen X.

5.2. Research Limitations and Future Directions

The study focused on Egypt, limiting generalizability. Future research could explore cross-cultural comparisons. While this study explored age as a moderating variable, it did not examine other potentially influential demographic or psychographic factors such as gender, income level, education, digital literacy, or consumer personality traits. Future research could explore other moderators to deepen understanding. Complementing quantitative findings with qualitative methods (e.g., interviews) could also provide richer insights into consumer motivations.

6. Conclusion

The results confirmed that all four influencer attributes significantly impact purchase behavior intention, with attractiveness being the most influential factor, followed by experience, trustworthiness, and content usefulness. These findings indicate that the visual appeal, credibility, and perceived expertise of an influencer are critical drivers of consumer purchasing decisions in the Egyptian market. These results align with the Source Credibility Model (Hovland & Weiss, 1951), which emphasizes the importance of credibility in shaping consumer attitudes. Additionally, the Theory of Planned

Behavior (Ajzen, 1991) was supported, as the influencers' credibility attributes positively affected consumers' attitudes and behavioral intentions.

Importantly, age was found to have a limited moderating effect. While it did not significantly moderate the overall relationship between influencer marketing and purchase intention, a significant moderating effect was observed specifically between attractiveness and purchase behavior intention. The moderation analysis and multi-group analysis both indicate that Gen X is more influenced by influencer attractiveness compared to Gen Z, suggesting a subtle but noteworthy generational divergence.

This study makes **important contributions** to the influencer marketing literature. It expands research on social media influencers to the underexplored Egyptian context, offering a localized understanding of how influencer attributes affect consumer purchase behavior. By comparing three generational cohorts, the study provides empirical evidence of how generational differences shape the effectiveness of influencer marketing, enriching the understanding of demographic moderators in digital marketing.

In conclusion, this study underscores the pivotal role of influencer credibility in shaping purchase intentions and highlights generational differences in responsiveness to influencer marketing. By leveraging these insights, marketers can

design more effective campaigns tailored to diverse consumer segments. It also provides valuable insights for guiding future research efforts.

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