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Influencer Captions and Credibility on Instagram: Investigating Their Impact on Brand Trust, Brand Awareness and Purchase Intention

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ABSTRACT

The language used by social media influencers on social media sites plays an important role in how the audience receives the message. This study aims to explore the relationship between the credibility of social media influencers, specifically on Instagram, and consumers' purchase intention. The study focuses on the mediating role that brand trust and brand awareness play in enhancing this effect. One of the most popular subfields of digital marketing is influencer marketing, which seems to be a good way to reach customers when used in advertising campaigns. However, there is a lack of research on this topic. This research examines the relationship between influencer credibility and purchase intention using brand awareness and brand trust. The results show that influencer credibility has a beneficial effect on purchase intention, brand awareness, and brand trust. In addition, brand awareness influences brand trust. In addition, brand awareness and trust have a beneficial effect on purchase intention. The results of the mediation research showed that brand awareness and trust act as a mediating factor between the positive effects of influencer credibility and purchase intention. Overall, the research contributed to the existing body of knowledge on influencer credibility. In addition to enriching the literature on the topic, the research addressed several management applications that can help marketers make better decisions regarding their collaborations with social media influencers.

Keywords: Influencer Marketing; Influencer Credibility; Brand Awareness; Brand Trust; Purchase Intention; Linguistic Strategies; Instagram Captions; Persuasive Language

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1. Introduction

As of July 2024, 5.45 billion individuals, or 67.1% of the global population, were Internet users. Additionally, 5.17 billion people use social media, which is equal to 63.7% of the global population ^[1]. Companies, brands, and advertising agencies are forced by this circumstance to find new ways to communicate with their target audience. Influencer marketing, or employing social media influencers to market products to relevant customers, is one of these strategies. Because more people are using social media, influencer marketing has become popular in most countries, including Jordan. Even though there will be 11.36 million people living in Jordan in 2024, 10.33 million of them will have internet access. According to Habes et al. ^[2], around 56.2% of the nation's population uses social media, which translates to 6.38 million users in 2024. Today, 93% of marketers employ influencer marketing in their ads, making it a common practice in marketing communication ^[3]. Advertisers hope to boost sales, expand their audience, and raise brand awareness by utilizing influencer marketing ^[4]. Social media influencers are users who have amassed a large following on social media by creating and sharing textual or visual content ^[3]. Social media influencers are taking on the role of middlemen between brands and customers and are growing in power on social media ^[5]. Brand loyalty and trust can be significantly impacted by social media influencers' powerful persuasive abilities ^[6]. Based on that, it is feasible to argue that influencer marketing is a technique for selecting the appropriate influencer to reach the proper target audience. Additionally, influencer endorsements are linked to purchases. Furthermore, more than 54% of the time, businesses that use influencers win over customers' trust and encourage them to tell others about the product ^[7]. Even though influencer marketing has become quite popular, there are still a number of aspects that need more attention ^[8]. Furthermore, because social media advertising informs consumers about products on a daily basis and continuous advertising builds brand awareness, we will focus on how brand awareness might act as a mediator between influencer credibility and purchase intention, as there aren't many studies that examine brand awareness as a mediator ^[9]. Given that influencers are now used for constant advertising, brand awareness needs to be the key mediator in this relationship. This

emphasizes how influencer marketing requires a more thorough theoretical grasp ^[10-12]. The research makes the following additions to the theory: first, it emphasizes the significance of this work by pointing out the dearth of studies on Jordan and its people. Second, the paper discusses cultural variations and looks at how influencer credibility affects purchase intention, as well as the importance of brand awareness and trust. Additionally, by adding brand trust in place of other trust criteria, we broaden the theoretical framework from a customer perspective to a brand perspective. The main objective of this research is to analyze the influence of influencer credibility on consumers' purchase intentions. The analysis demonstrates how brand awareness along with trust functions as intermediate factors linking influencer credibility with purchase intentions. Useful marketing insights from this research guide marketers to develop successful marketing strategies that boost purchase intention rates.

2. Literature Review

2.1. Linguistic Strategies in Influencer Marketing

Social media platforms often mimic spoken language, as they are essentially places where people communicate with each other. The captions of influencers' posts advertising a product play an essential part in the effectiveness of their message in the eyes of their audience. When the goal of influencer marketing on Instagram, most of the selling is done in the caption of the post, along with the attached image(s). Often, in order to keep followers interested, these captions should be short in length. Furthermore, Instagram has limited the length of captions to no more than 2,200 characters. These restrictions force social media influencers to be more creative with their captions. Persuasive language tends to grab the attention of followers, is creative and makes the most of language and catchy phrases ^[13]. This linguistic approach is important in shaping brand trust and awareness, which in turn impacts customer purchase intentions.

With the rise of influencer marketing, social media ads have become more effective. Influencer marketing is unlike traditional advertising, which involves brands directly

promoting their products, as it relies on personalities with a significant following on social media sites. Many agree that the main goal of advertising is to influence consumers and attract their interest in certain products or services, which ultimately leads them to purchase them. To achieve this, advertisers resort to employing language in a way that attracts the audience's attention, regardless of their actual need for these products, as discussed by Hidarto^[14]. Influencers continue to rely on verbal communication, whether written or spoken, to maintain relationships with their followers. The credibility of Influencers and their image is greatly impacted by the language they use. According to Tahat et al. (2022), fashion influencers intentionally utilize informal language to balance the personal and public aspects of their posts on Instagram^[15]. Also, influencers use linguistic methods that illustrate their connection to a particular social group. Influencers are proficient in using linguistic techniques that are consistent with classic rhetorical appeals such as ethos (credibility), pathos (emotional connection), and logos (logical arguments) to enhance persuasiveness. For instance, influencers who target a teenage audience might use familiar expressions and speech patterns to reinforce their sense of belonging to that group, and when social media influencers target an older audience, their tone is more professional or informational. Likewise, the effectiveness of language strategies may be affected by gender differences; direct language is more persuasive with male audiences, while emotional appeals are more convincing with female audiences.

2.2. Influencer Credibility

Through personalized influential and interactive content influencer marketing stands out as the leading method to help brands create genuine and meaningful relationships with their target audience^[16]. The marketing strategy called influencer marketing uses popular public personalities along with thought leaders to drive marketplace insight to consumers while boosting brand decisions^[17]. In the present digital landscape influencer marketing functions as “electronic recommendation” systems for business operations because most influential firms cut costs when revealing their products and spr-

ead content across broad audiences. Specific influencers form a core component of the marketing strategy through which customer brand perception develops along with purchase behaviour changes^[18]. Joshi et al. (2023) defined the emerging independent influencer model as people who utilize tweets and blogs alongside social media to actively modify consumer perspectives^[19]. Influencers on social media have been shown to be successful in differentiating brands in fiercely competitive markets and improving brand image and attitude^[20]. Additionally, a brand can develop trust through influencer marketing^[3]. According to Nordström and Pannula^[21], 82% of consumers are willing to heed the advice of social media influencers because they trust their material. According to businesses, influencer marketing has become a popular marketing tactic and has improved their financial performance^[22].

There is no denying that the credibility idea has always been crucial to the marketing domain^[23]. From a conceptual standpoint, credibility refers to the degree of plausibility of the information presented and the people who offer it^[24]. Influencer credibility is based on an influencer's trust and knowledge^[25]. It may also be defined as the influencer's credibility in the persuasion process and the degree to which followers have embraced the message^[26]. The legitimacy of the source is a significant factor influencing the decision-making process, attitudes, and purchase intentions in this online trade^[27]. Influencers' credibility is the main factor that propels or increases their value on social media when analyzing the effects of influencer marketing because it influences followers' purchase intentions and is the most crucial prerequisite for effective advertising^[28]. In addition, Ohanian asserts that three essential factors, expertise, trustworthiness, and attractiveness, are used to gauge the credibility of a source^[29]. The term “expertise” describes a source's perceived level of subject-matter knowledge. The degree of audience belief in the authority and educational value of an influencer's message is reflected in their trustworthiness. Last but not least, attractiveness describes how physically appealing and likable an influencer is to the audience as well as how elegant, likable, or physically appealing the source is to the audience^[29]. The dimensions and sub-dimensions of source credibility are displayed in **Table 1**.

Table 1. The Dimensions and Sub-Dimensions of Source Credibility.

Expertise	Attractiveness	Trustworthiness
Expert	Attractive	Dependable
Experienced	Classy	Honest
Knowledgeable	Beautiful	Reliable
Qualified	Elegant	Sincere
Skilled	Sexy	Trustworthy

Source: (Ohanian, 1990)^[29].

2.3. Brand Trust

According to Alfraihat et al.^[30], trust is the willingness of one party to be exposed to the other's behavior in risky situations. When it comes to attitudes and actions, trust in certain brands and sellers is especially crucial while purchasing^[31]. The idea of brand trust, according to Tarabieh et al.^[32], is the willingness of the typical consumer to have faith in the brand's capacity to carry out its stated purpose. Consumer confidence in a specific brand is the fundamental definition of brand trust^[33]. When a brand has asymmetrical information and consumers are unclear, trust is the feeling that the brand will live up to expectations^[34]. Gaining a lasting competitive edge is the primary goal of developing trust because a business builds a lasting relationship with the buyer when it fulfills its quality promises^[35,36]. Brand trust rises when specific components that promote loyalty are established^[37]. Building brand trust is aided by the personality traits of the brand ambassador^[38]. The educational, engaging, and reliable content of influencers' branded posts affects consumers' views of trust^[39].

2.4. Brand Awareness

The degree to which customers can identify and remember a brand is known as brand awareness^[40]. Since it creates the groundwork for customer loyalty and favorable perceptions, it is sometimes seen as the initial stage in the process of developing a powerful brand^[41]. According to Shahid et al.^[42], brand awareness is a basic and significant factor in all brand-related searches. Customers' purchasing decisions regarding a product may be influenced by their capacity to identify and remember a brand in various contexts. A high level of brand awareness indicates that a company is well-known and trustworthy, which may enhance their faith in the company^[41]. In addition, Aaker

divided consumer brand awareness into four categories: at the top, in memory, recognition, and brand unawareness^[43]. At the base of the pyramid, where consumers are not familiar with a particular brand, there is a category called "brand unawareness." When consumers choose a brand to buy from, brand recognition the bare minimum of brand awareness becomes important. The ease with which customers remember a particular brand is also known as "brand recall." What is even more important is how easily customers remember a brand when asked about it on their own initiative without any assistance.

2.5. Purchase Intention

One of the types of decision-making is the purchase intention when customers discover the motives behind purchasing the brand^[44]. According to Bigliardi et al.^[45], purchase intention refers to the consumer's desire, plan, readiness, and, most importantly, ability to make purchases in the long or short term for a specific service or product. Because the purchase intention indicates the presence of a decision-making rate to purchase a product, it is an important indicator for knowing and evaluating consumer behavior, as the increase in the purchase intention indicates that the customer is ready to purchase a product or service^[46]. Therefore, the valid indicator is the purchase intention and an important tool for monitoring customer behavior for actual purchase^[47]. Knowing that purchase intentions are greatly affected by social media platforms, leading to increased interest in platforms such as YouTube, Instagram, Facebook or any other means through social media^[48]. Internet use during shopping affects online purchase intentions and this can lead to controversy^[49]. This approach has also led to the development of the idea of online purchase intention, which is defined as the intention of customers to engage in specific online purchasing behaviour and engage in electronic

purchases^[38].

3. Conceptual Framework

To address the problem of this study, it is im-perative

to establish an appropriate conceptual frame-work that accurately represents the context in which this investigation is being carried out^[50]. **Figure 1** depicts the theoretical framework.

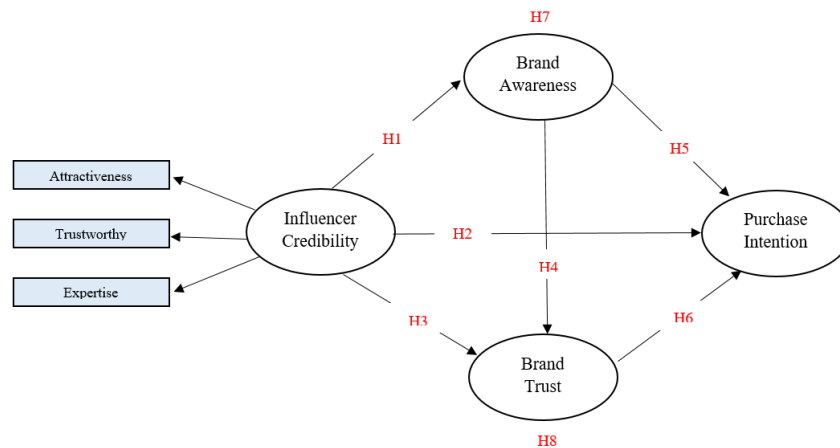


Figure 1. Conceptual Framework.

3.1. Hypothesis Development

3.1.1. The Impact of IC on BA

Previous studies show us that in this topic, brand awareness increases by ensuring the credibility of influencers^[39]. Studies conducted by Kosim and Pasaribu also showed that influencers have a noticeable positive and significant impact on the growth and awareness of the consumer of the brand^[51]. According to Lou and Yuan^[39], brand awareness can be affected by the experience and credibility of influencers in marketing principles and methods. AlFarraj et al. also indicated that the effectiveness of communication aimed at enhancing consumer awareness of the brand directly through influencers is related to their experience and credibility^[23]. Research conducted by Ferina et al. (2021) shows that influencers enhance and increase consumer brand awareness, engagement, and sales^[52]. In addition, research by Patmawati and Miswanto showed that influencers significantly have a positive impact on consumer brand awareness^[44]. Based on this, we propose the following hypothesis:

H1. *IC has a positive impact on BA.*

3.1.2. The Impact of IC on PI

Research on this topic shows that consumers develop

positive buying intentions because of the influencer's credibility^[53]. Tarabieh verified that the influencer's credibility shapes the most decisive element that influences consumer buying decisions^[3]. Research shows expertise combined with credibility and attractiveness creates positive and statistically significant effects on purchase intentions^[27]. Research findings demonstrate that positive effects on consumer purchase intentions exist but these effects rely on the influence levels and professional skills of the influencer^[54]. The research by Mainolfi and Vergura (2022) demonstrated that social media influencers who establish credibility achieve directly measurable positive impacts on customer purchase instincts^[55]. According to Ao et al.^[56], charismatic influencers have the ability to sway their followers' willingness to buy items. Based on this, we propose the following hypothesis:

H2. *IC has a positive impact on PI.*

3.1.3. The Impact of IC on BT

Brand managers should concentrate on the credibility and attractiveness of influencers because these attributes have a good effect on customer happiness and brand trust, according to research by Von Mettenheim and Wiedmann^[57]. Influencer marketing is necessary to establish relationships between brands and customers^[38]. Because an influencer who

is considered an idol has a significant correlation with the actions of customers regarding brand loyalty ^[3]. Brand trust is based on the personality traits of the brand ambassador ^[31]. Brands promoted by trustworthy, preferred social media influencers have a higher chance of establishing or deepening a relationship with consumers ^[5]. By presenting a reliable and engaging online presence, social media influencers can affect their followers' trust in the recommended business.

Transferring influencer qualities to the brand does this ^[38]. As a result, it was assumed that:

H3. IC has a positive impact on BT.

3.1.4. The Impact of BA on BT

A powerful brand starts first from brand awareness because consumers feel more trust toward brands they already know. Brand launch maintains essential importance for consumer trust since it establishes brand value perception ^[58]. Research conducted by Bernarto et al. showed how brand awareness dramatically strengthens brand trust levels ^[40]. According to Bilgin and Kethüda ^[59], brand awareness holds a strong influence on how much customers trust the brand. The research by Hasan and Elviana demonstrates that brand trust has a substantial relationship with brand awareness ^[60]. Brand awareness strongly determines how much trust consumers place in brands according to Febrin et al. ^[61]. Therefore, based on the previous findings, the research hypothesizes:

H4. BA has a positive impact on BT.

3.1.5. The Impact of BA on PI

Brand awareness drives consumer purchasing behaviors because customers make better decisions about products for establishments they recognize ^[62]. A study by Reynaldi et al. showed that brand awareness creates positive effects on purchase intention so people tend to choose one brand from comparable products because they recognize its brand ^[63,64]. According to Dabbous and Barakat ^[65], well-known brands excel in branding competitions to obtain consumer preferential selection status thus boosting purchase intent. Studies by Hruska and Maresova established the relationship between consumer brand awareness and purchase intention ^[34]. The study from Febrin et al. found that increased brand accessibility enhances

purchase predisposition since informed consumers tend to buy recognized brands ^[61]. Based on this, we propose the following hypothesis:

H5. BA has a positive impact on PI.

3.1.6. The Impact of BT on PI

Consumers demonstrate increased purchase motivations toward authentic brands they trust, as indicated by research from Tarabieh et al. and Galdón-Salvador et al., who hypothesized that brand trust will increase consumers' purchase intentions ^[3,38]; according to Salhab et al. ^[66], consumers' purchase intentions can be enhanced by enhancing brand trust, which indicates that the brand may benefit from enhancing consumer trust for purchase intentions ^[67,68]. There is a relationship between consumer trust in the brand and purchase intentions, which means that if brand trust increases, consumer purchase intentions will also increase ^[69]. Based on these results, the researcher in this research hypothesized the following hypothesis:

H6. BT has a positive impact on PI.

3.1.7. Influencer Credibility, Brand Awareness and Purchase Intention

Social media influencers drive consumer-generated brand awareness, which leads people to pay attention to particular products they might want to buy. The correct utilization of social media influencer marketing by companies leads to increased brand visibility among their customers resulting in higher purchase probabilities. Previous studies by Patmawati and Miswanto confirm that consumer brand awareness acts as a variable that connects advertising with customer purchase interest ^[44]. These findings confirm the work which showed that brand awareness acts as a positive mediating variable between social media marketing and purchase intention. Based on the results of previous studies, the following can be concluded:

H7. BA functions as a positive force, which strengthens the connection between IC and PI.

3.1.8. Influencer Credibility, Brand Trust and Purchase Intention

Previous research underlines how influencer credibility and brand trust work together to create purchase intent. Brands

increase consumer brand trust by using influencers according to findings by Cao et al. ^[70]. A study by Galdón-Salvador et al. proves social media influencers help organizations create brand trust as companies leverage their efforts to establish direct relationships with target customers ^[38]. The level of brand trust among customers directly influences their online purchase behaviour according to Jadil et al. ^[71]. Alfraihat et al. showed that brand trust generates consequences for purchase intention whereas Tarabieh noted that increased brand trust accompanies greater purchase intention ^[3,30]. Based on this, we propose the following hypothesis:

H8. *BT functions as a positive mediation factor connecting IC to PI.*

4. Methodology

4.1. Measurement

A 5-point Likert scale served as the tool for assessing variables across this investigation. **Table 2** displays all the studied variables accompanied by their measurement scales that stem from different data sources. An expert-rating measure for influencer credibility initially developed by Ohanian underwent successful adaptation for influencer marketing due to findings presented by Tarabieh et al. and Ohanian ^[3,29]. The study adapting five survey elements from Galdón-Salvador et al. examined brand trust factors ^[38]. According to Patmawati and Miswanto ^[44], three questions measured brand awareness through their scale. Survey questions assessed purchase intention responses by adapting five items from Vejačka's measurement tool ^[72].

Table 2. Item Scale for the All Constructs.

Construct	Dimensions	Items	Sources
Influencer Credibility	Attractiveness	1. Attractive – unattractive	Ohanian ^[29]
		2. Classy – not classy	
		3. Beautiful – ugly	
		4. Elegant – plain	
		5. Sexy – not sexy	
	Expertise	1. Expert – not an expert	
		2. Experienced – inexperienced	
		3. Knowledgeable – unknowledgeable	
		4. Qualified – unqualified	
		5. Skilled – unskilled	
	Trustworthy	1. Dependable – undependable	
		2. Honest – dishonest	
		3. Reliable – unreliable	
		4. Sincere – insincere	
		5. Trustworthy – untrustworthy	
Brand Trust	Unidimensional	1. I trust this brand.	Galdón-Salvador et al. ^[38]
		2. I feel I can completely trust this brand.	
		3. This brand cares about its customers.	
		4. The brand would be honest and sincere in responding to my concerns.	
		5. I felt confident when I bought this brand because I know it will never disappoint me.	

Construct	Dimensions	Items	Sources
Brand Awareness	Unidimensional	1. The brand's product features quickly came to mind.	Patmawati and Miswanto ^[44]
		2. I can quickly recognize this brand's products among competing brands.	
		3. I am familiar with this brand's products.	
Purchase Intention	Unidimensional	1. Do influencers who post on social media encourage you to buy and try a recommended product/service?	Vejačka ^[72]
		2. Have you actually purchased products/services used and recommended by influencers?	
		3. Do you intend to purchase a product/service recommended by an influencer in the future?	
		4. Have you recommended products (or services) to other people, used and recommended by an influencer?	
		5. When choosing between competing products (or services), do you base your decision on the recommendation of an influencer?	

4.2. Sample Characteristics

With a 91.0 percent internet penetration rate at the beginning of 2024, Jordan had 10.33 million internet users^[73]. Because of these elements, Jordan is a useful place to examine how influencer credibility affects brand awareness, brand trust, and purchase intention. The research was conducted in Amman, Jordan, and its participants were Instagram users who resided in Amman and had seen influencer-generated content. Instagram users were selected as the research target demographic since it's a well-liked way for influencers to interact and engage with their followers. One of the social media sites with the quickest rate of growth is Instagram^[34]. Additionally, Instagram is one of the most popular social media platforms in Jordan, with 3.70 million users as of early 2024^[73].

Since the sample's population consists of people who follow Instagram influencers, the convenience sampling method was employed to choose the sample. Because of this method, data is gathered from the appropriate individuals until the necessary sample size is reached^[74]. Of all the sample procedures, convenience sampling is the least expensive and time-consuming. Sample units are readily available and simple to choose. Notwithstanding these benefits, there are significant drawbacks. Reaching the population may not always be simple for researchers. The vastness of the population, the vast locations that need to be investigated, and the researcher's lack of time and opportunity to reach the entire population may all limit access to the population. Reaching the entire population and gathering data gets more challenging as it grows and

diversifies^[75]. This research can be described as a restricted work in this regard. Bougie and Sekaran^[50] state that 384 is the sample size for a population of one million (1000000) people. Jordan is classified as an emerging market since its population is predicted to reach 11,587 by 2024, according to the Department of Statistics. Thus, 384 individuals were established as the lower limit.

4.3. Data Collection Procedures

An online poll was used to gather data for the research. As a result, there were enough sample units, and prompt feedback was guaranteed. Surveys were used to acquire the data during September and October of 2024. Instagram users in Amman, Jordan, who have seen influencer-generated material, were given an online questionnaire to complete in order to collect the necessary data. Given the high number of social media users in Jordan, this participant group was deemed appropriate. Starting with the research title, the questionnaire asks the crucial filtering question, "Have you ever followed an influencer on Instagram and interacted with their content?" Respondents would be urged to stop if their response was negative. If so, they would move on to the following inquiries. 390 of the 460 questionnaires that were sent out had accurate answers, yielding an 84.7% response rate. The research conducted adhered to all accepted ethical principles for research methodologies. Before beginning the survey, all participants voluntarily chose to participate and provided their formal informed consent. The introduction section of the survey explained its purpose,

guaranteed complete confidentiality and anonymity, and clearly stated their voluntary participation. The research team did not collect any sensitive personal data, and all participants had the option to withdraw from the study without penalty.

5. Data Analysis and Results Descriptive Statistics

The descriptive statistics analyses were conducted in this research to summarise the demographic characteristics of the target sample. Most participants who completed the survey were young adults (39.6%) between 20 and 30 years old. Fifty-two percent of respondents hold a university degree level. When asked about their gender, approximately 61% of the respondents were male.

5.1. Measurement Model

5.1.1. The Confirmatory Factor Analysis (CFA)

The current research used Confirmatory Factor Analysis (CFA) to assess construct reliability and validity together with a measurement model evaluation for model suitability. Model selection builds upon multiple indicators such as chi-square ratio (CMIN) and degree of freedom (DF) as well as goodness-of-fit index (GFI) and normed fit index (NFI) and comparative fit index (CFI) and root mean square error of approximation (RMSEA) to achieve suitable model standards ^[76]. The measurement model exhibited adequate fit with the observed data based on indices at their recommended levels where CMIN/DF = 3.770, TLI = 0.900, NFI = 0.898, CFI = 0.912, and RMSEA = 0.079. The confirmatory factor analysis (CFA) results in **Table 3** show acceptable fit indices indicating an almost perfect match between the data and model.

Table 3. Fit Indices of Measurement.

Fit Indices	Recommended Value	Measurement Model
CMIN/DF	≥5.00	3.770
TLI	≥0.90	0.900
CFI	≥0.90	0.912
NFI	≥0.90	0.898
RMSEA	≤0.080	0.079

5.1.2. Construct Reliability and Validity

Table 4 shows that the measured constructs met the necessary composite reliability standards exceeding 0.70. The analysis showed the experience variable registering the most significant value at 0.94 while brand trust measured at 0.93. The assessment disclosed brand awareness produced the lowest score of 0.79 with all other constructs achieving values exceeding the minimum standard of 0.70 ^[77]. All

measured latent variables demonstrated average variance extracted (AVE) values exceeding the essential threshold value of 0.50 ^[78]. The research revealed experience had the highest AVE (0.78) score and brand trust followed with 0.74 but brand awareness had the lowest value of 0.56. The research constructs attained both discriminant validity and convergent validity through confirmatory factor analysis (CFA) as part of the research validity verification.

Table 4. Reliability and Validity.

	CR	AVE	ATT	TRUST	EXP	BA	BT	PI
ATT	0.90	0.64	0.800					
TRUST	0.92	0.70	0.380	0.836				
EXP	0.94	0.78	0.671	0.571	0.883			
BA	0.79	0.56	0.450	0.503	0.819	0.748		
BT	0.93	0.74	0.444	0.510	0.672	0.652	0.860	
PI	0.88	0.62	0.452	0.444	0.653	0.751	0.619	0.787

Note: ATT= attractiveness; TRUST=trustworthy; EXP=expertise; BA= brand awareness; BT=bran trust; PI=purchase intention.

Standardized regression weights for all factor loadings were determined to be over the acceptable threshold value of 0.50, as illustrated in Figure 2^[78]. Additionally, Table 4 demonstrates that each latent construct's root mean square value of variance extracted (AVE) was greater than the estimations of cross-correlation with the other comparable constructs^[77].

Harman's one-factor test was used to test for bias resulting from the common technique. According to the

findings, 28 scale items from Harman's one-factor test were used to examine six constructs: attractiveness, reliability, experience, brand awareness, brand trust, and purchase intention. An unrotated factor solution was used to evaluate each of the 28 items that were loaded into the exploratory factor analysis. According to the findings, one component might account for 41% of the variance, which is below the 50% threshold that is advised^[79].

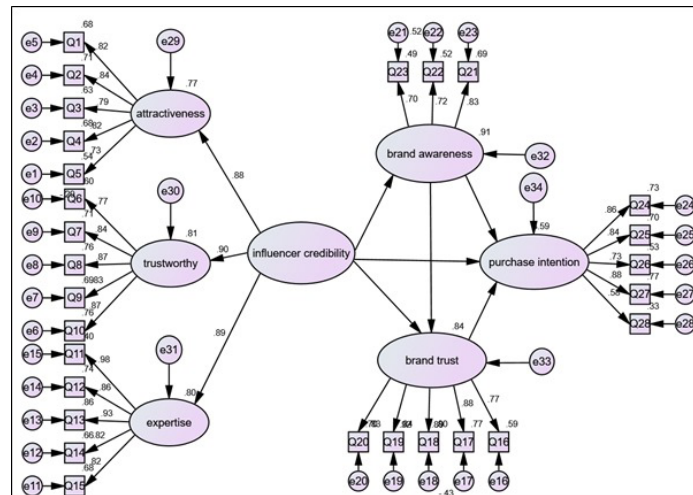


Figure 2. Factor Loadings of Items.

5.2. Structural Model and Hypotheses Testing

The structural model and the mediating role were then assessed using the bootstrapping test following the validity and reliability assessments. In order to evaluate the research hypotheses and validate the conceptual model, the structural model was reviewed overall^[78]. The primary statistical

findings demonstrated that the model's fit indices fell within the suggested threshold values, as displayed in Table 3. This suggests that the data was suitably fitted by the model. Additionally, the data findings, which explained 91% of brand awareness (BA), 84% of brand trust (BT), and 59% of purchase intention (PI), respectively, strongly corroborated the conceptual model (Figure 3).

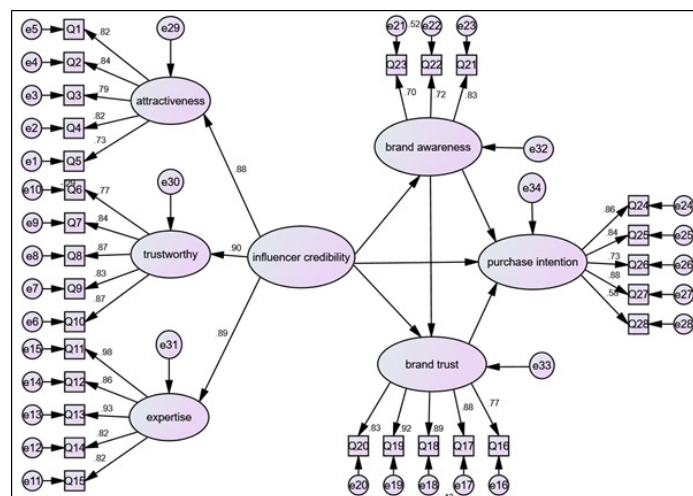


Figure 3. Structural Model.

As presented in **Table 5**, the influencer credibility coefficient values have an effect on brand awareness, purchase intention, and brand trust in relation to the path coefficients studies ($\beta = 1.393, p < 0.001$) ($\beta = 6.996, p = 0.003$), and ($\beta = 0.289, p = 0.039$) were determined to have a positively significant impact and to accept H1, H2, and H3, respectively. Furthermore, brand trust and purchase intention are impacted by the coefficient values of the pathways that include brand awareness ($\beta = 1.111, p < 0.001$) and ($\beta = 8.472, p < 0.001$) were determined to have a positively significant impact and to accept H4 and H5,

respectively. Additionally, the impact of brand trust and other path coefficient values on purchase intention ($\beta = 2.740, p = 0.003$) was determined to accept H6 and have a positively significant impact. Additionally, the bootstrapping test was used to investigate the indirect effect in order to determine the mediating role of brand awareness. In terms of mediating effects, the findings demonstrated that the impact of influencer credibility on purchase intention was significantly mediated by brand awareness and brand trust ($\beta = 1.354, p < 0.001$; and $\beta = 1.082, p < 0.001$, respectively). Consequently, the theories of mediation H7 and H8 were approved.

Table 5. Summary of Study Hypotheses.

Path	Estimate	C.R	p Value	Result
IC ----> BA	1.393	14.201	0.000	Supported
IC ----> PI	6.996	2.981	0.003	Supported
IC ----> BT	0.289	0.039	0.039	Supported
BA ----> BT	1.111	10.759	0.000	Supported
BA ----> PI	8.472	4.598	0.000	Supported
BT ----> PI	2.740	2.934	0.003	Supported
IC ----> BA ----> PI	1.354	2.098	0.000	Supported
IC ----> BT ----> PI	1.082	2.101	0.000	Supported

Note: IC = influencer credibility; BA = brand awareness; BT=brand trust; PI=purchase intention.

6. Discussions and Conclusions

Products within the business are marketed through influencer marketing which involves celebrity endorsements on digital media platforms. Modern technological advancements together with digitization have brought more influence-based product promotion into brand communication methods. When influencers promote products, they function as faithful representatives to enhance both product recognition and customer confidence levels. Through social media platforms influencers demonstrate their specific field knowledge which causes followers to trust them and remain involved. Creators of social media content aim at establishing consumer confidence through personalized communication which leads them to endorse minimal products and services. The analysis of both concepts and variables presented in this research section functions dependent on these variables. Brand awareness depends significantly on an influencer's perceived level of authenticity according to the research's central hypothesis. Özbölük and Akdoğan also found this to be the case^[80]: A trustworthy quality in influencers expands

their followers' brand familiarity while simultaneously increasing their purchase inclination. According to the work of Ngo and Nguyen^[33], the combining variables of experience along with credibility and attractiveness in influencers leads to enhanced brand awareness for their followers. The research published by Weismueller et al. demonstrates that an influencer's credibility measured through expertise and trustworthiness and attractiveness creates a powerful positive effect on consumer purchase intentions^[27]. The research verifies that influencers' credibility stands as a critical factor that shapes purchase decisions.

Research findings show that brand trust significantly increases because of the credibility of social media influencers which leads consumers to create stronger brand relationships according to Leite and Baptista^[5]. Social media influencers transform their traits into brand qualities which assist in creating trust among their followers about the respected position and marked appeal of that brand online. In congruence with Voramontri and Klieb^[81], the research demonstrated brand awareness generating substantial positive effects on brand trust. The investigation established that

brand awareness creates a positive correlation with purchase intentions. The research of Patmawati and Miswanto supports this discovery which demonstrates brand awareness drives client preference for familiar brands because greater brand consciousness creates better brand selection preferences leading to improved brand experiences therefore motivating purchase decisions^[44]. The research found that brand awareness leads to a direct positive effect on purchase intention. According to Galdón-Salvador et al.^[38], customers exhibit purchase intentions towards brands they recognize because brand choice positively responds to brand awareness thus impacting purchase intention. Through social media influencers companies can boost consumer awareness about brands while simultaneously drawing consumer purchasing interest toward specific products. The correct use of social media influencer marketing creates heightened customer brand awareness that drives increased purchase likelihood. Rahmat et al. established through research that consumer brand awareness functions as the variable that connects advertising efforts to customer purchasing interest^[82]. Results from Huzaen et al. match studies by Rahmat et al. that demonstrate social media marketing leads to purchase intention through consumer brand awareness having a positive significant impact^[82-85].

6.1. Theoretical and Managerial Implications

This examination of influencer credibility functions for purchase intention adds new scientific insight to the developing influencer marketing field and to the academic community. Theoretical analysis of this work builds upon previous studies about source credibility research which mostly studies celebrities while advancing our understanding of source credibility science. We adapted the original source credibility model to examine influencers in this investigation. The research stands as one of the pioneering works to analyse how business trust and consumer market awareness act as intermediaries for purchase intent and influencer's trustworthiness. The research explores influencer marketing knowledge further by showing constructive relationships with measurable significance which confirms past research findings. The research addresses existing gaps in quickly progressing marketing activities by exploring the relationships between brand trust and influencer credibility and brand awareness

along with purchase intentions^[23,53]. The research findings verify earlier research within influencer marketing which demonstrates that better brand trust and increased brand knowledge spring from trustworthy influencers. The model reveals that brand trust and brand awareness create positive and significant effects on purchase intentions which influencer credibility shapes directly. This research makes an original scientific advancement because it examines brand awareness mediation in the causal relationship between influencer credibility and purchase intention.

Since social media is entirely different from traditional media, managing social media outlets requires a distinct approach. Customers are exposed to influencers' messages more frequently, and their trustworthiness affects the things they decide to buy. Therefore, in order to embrace the new marketing environment, new approaches to collaborating with influencers are required. The research conclusions advise brand managers to exercise caution when selecting the ideal influencer for their company. Since purchase intentions are greatly impacted by brand awareness and brand trust established through influencers' reputations, the research findings suggest that brand managers should take influencer credibility into account when developing a brand marketing plan. Future social media usage is expected to continue to climb, and many people were compelled to go online due to the pandemic's interruptions. This constant online engagement causes habits to change, such as switching from in-store to online shopping. Since this is a market worth billions of dollars, influencer marketing will undoubtedly receive more attention in future research since this trend will continue and purchasing behaviors will shift in tandem with it.

6.2. Limitation and Future Research

Although this research finding make a substantial contribution to the scientific literature and offer practical marketing practitioners advise, it still contains shortcomings that can be addressed and improved upon by future researchers. First, given that this research uses a quantitative approach, future research could make a significant contribution by using a more qualitative approach and speaking with marketing managers to learn about their perspectives on the importance of purchase intention, brand awareness, influencer credibility, and

brand trust. Second, investigating the mediating function of additional variables, such loyalty programs and on-line customer reviews, may also shed more light on the characteristics of the elements influencing purchase intention. A convenience sampling approach has been used for sample selection in this research, which has limitations in terms of generalizability; participants were selected based on their availability and willingness to respond. As a result, the sample may not fully represent a larger group of social media users. Future research should investigate using probability sampling approaches to improve the representativeness and external validity of findings. Future research could also look at how using many social media platforms differs from one another, despite the fact that the research construct has been verified and tested in Jordan. Future research may also benefit from testing the concept in different nations and assessing the impact of influencers in diverse cultural contexts.

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