

العنوان باللغة العربية

تأثير تسويق المؤثرين الرقميين على ولاء العلامة التجارية بين المستهلكين

**The Impact of Digital Influencer Marketing on Brand Loyalty Among
Consumers**

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حقوق الطبع والنشر

جميع الحقوق محفوظة. جميع المواد والمحتويات الواردة في هذا البحث، بما في ذلك النصوص، الجداول، الرسوم البيانية، الصور، والملاحق، مملوكة لجامعة ميدأوشن. ويُحظر تماماً إعادة إنتاج هذا البحث أو أي جزء منه، أو تخزينه في أي نظام لاسترجاع المعلومات، أو نقله بأي وسيلة كانت — سواء إلكترونية، ميكانيكية، تصوير، تسجيل صوتي أو مرئي، أو أي وسيلة أخرى — دون الحصول على إذن كتابي مسبق من جامعة ميدأوشن.

يُسمح باستخدام مقتطفات محدودة لأغراض البحث العلمي أو الدراسة الشخصية بشرط ذكر المصدر الكامل للبحث وحقوق النشر الخاصة بجامعة ميدأوشن، ولا يجوز استخدام أي محتوى لأغراض تجارية أو نشره في أي وسائل عامة بدون تصريح صريح من الجامعة.

كما تحمي هذه الحقوق جميع الإصدارات الإلكترونية والمطبوعة من البحث، وتُعتبر أي انتهاكات لحقوق الطبع والنشر مخالفة للقوانين المعمول بها في المملكة العربية السعودية وأي قوانين دولية تحمي حقوق الملكية الفكرية.

الباحث: زياد بن محمد الرادادي

Abstract

The growing influence of social media has significantly reshaped contemporary marketing strategies, leading organizations to increasingly rely on digital influencers to communicate with consumers and promote brands. This study investigates the impact of digital influencer marketing on brand loyalty among consumers. In particular, it explores how influencer attributes—such as credibility, authenticity, expertise, trustworthiness, and attractiveness—affect consumer trust in brands, purchase intentions, and ultimately brand loyalty.

A quantitative research approach was employed using a structured questionnaire distributed to social media users who regularly interact with influencer content. The final sample consisted of 126 respondents. Several statistical techniques were applied to analyze the collected data, including descriptive statistics, reliability analysis, correlation analysis, multiple regression analysis, and mediation analysis.

The findings indicate significant positive relationships between influencer characteristics, brand trust, purchase intention, and brand loyalty. Among the examined attributes, trustworthiness and attractiveness were identified as the most influential predictors of brand loyalty. Furthermore, the results reveal that brand trust and purchase intention fully mediate the relationship between influencer characteristics and brand loyalty, suggesting that influencers contribute to loyalty primarily by strengthening consumer trust and encouraging favorable purchase intentions.

The study emphasizes the importance of authenticity, credibility, and transparent communication in influencer marketing strategies, particularly when targeting Generation Z consumers who value genuine and relatable digital content. The findings also provide practical implications for marketers, highlighting the need to select credible influencers, focus on authentic storytelling, and establish long-term collaborations to strengthen consumer relationships and enhance brand loyalty in the digital marketplace.

Keywords:

Digital Influencer Marketing, Brand Loyalty, Generation Z, Brand Trust, Purchase Intention, Social Media Marketing.

الشكر والتقدير

أتقدم بخالص الشكر والتقدير إلى جامعة ميدأوشن على دعمها المتواصل وتوفير كافة الموارد والمرافق اللازمة لإتمام هذا البحث، مما ساهم في تحقيق أهدافه الأكاديمية والعلمية.

كما أتقدم بعظيم الشكر والامتنان إلى أساتذتي الكرام، وبالأخص الدكتور/ الفيصل عبد الحميد و الدكتور د. فايز جراد ، على إشرافهم العلمي المثمر، وتوجيهاتهم القيمة ، وملاحظاته البناءة التي أثرت البحث وأسهمت في رفع جودته.

ولا يفوتني أن أعبر عن خالص امتناني لعائلتي الكريمة ، على صبرهم ودعمهم المعنوي المستمر، وتشجيعهم الدائم الذي كان له دور كبير في إنجاز هذا العمل.

كما أشكر جميع الزملاء والأصدقاء الذين ساهموا بملاحظاتهم، ومشاركتهم الفعالة، وتجاربهم القيمة، والتي كانت ذات أثر كبير في إثراء محتوى البحث وتحقيق أهدافه.

وأخيرًا، أود أن أعبر عن امتناني لجميع المشاركين في الدراسة، الذين منحوني وقتهم وشاركوا بياناتهم وتجاربهم، مما ساهم بشكل مباشر في إنجاز هذا البحث وإكسابه مصداقية علمية عالية.

الباحث: زياد بن محمد الراددي

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Chapter One

Introduction

1. Introduction

The rapid expansion of digital technologies and the widespread adoption of social media platforms have significantly transformed modern marketing practices. In recent years, businesses have increasingly shifted from traditional advertising methods toward digital marketing strategies that allow direct engagement with consumers and more personalized communication. Social media platforms such as Instagram, TikTok, YouTube, and X (formerly Twitter) have become essential channels for marketing communication, enabling brands to reach large audiences and interact with consumers in real time. Within this evolving digital environment, digital influencer marketing has emerged as one of the most prominent and effective marketing strategies used by organizations to promote their products and services (Vrontis et al., 2021; Lou & Yuan, 2022).

Digital influencers, commonly referred to as social media influencers or content creators, are individuals who have developed a substantial online presence and gained credibility among their followers through regular content creation and interaction. These influencers often share personal experiences, opinions, and lifestyle content that can shape the perceptions and behaviors of their audiences. Compared to traditional celebrity endorsements, influencer marketing is frequently perceived as more authentic and relatable, which enhances its persuasive impact on consumers. Research indicates that factors such as influencer credibility, expertise, and trustworthiness play a crucial role in influencing consumer attitudes toward promoted brands and products (Sokolova & Kefi, 2020; De Veirman, Hudders, & Nelson, 2021).

One of the key elements that contribute to the effectiveness of influencer marketing is the strong sense of authenticity and trust that influencers establish with their followers. Social media users often perceive influencers as more approachable and similar to themselves compared to traditional celebrities, which strengthens emotional connections and increases the likelihood of accepting their recommendations. Studies suggest that transparent communication, genuine product experiences, and consistent engagement with followers enhance influencer credibility and positively affect consumer responses to promotional content (Breves et al., 2021; Ki, Cuevas, Chong, & Lim, 2020). The role of influencer authenticity in shaping consumer behavior has also been highlighted as a cornerstone for creating brand trust, underlining the importance of sincere and transparent influencer messaging strategies (Baghel, 2023; Rustanta, 2025).

Consumers represent a highly active and digitally engaged segment in today's marketplace. They spend a considerable amount of time on social networking platforms and frequently use these platforms for entertainment, communication, and information seeking. Consequently, influencer-generated content has become a significant source of product information and brand discovery for many consumers (Casaló, Flavián, & Ibáñez Sánchez, 2020; Dwidienawati et al., 2020).

Consumers also demonstrate evolving attitudes and expectations toward brands. They tend to value authenticity, transparency, and meaningful engagement when interacting with companies. Moreover, they often prefer interactive digital content rather than traditional advertising messages. Because of these characteristics, social media influencers play a critical role in shaping how consumers perceive brands and evaluate products. Influencer marketing strategies that incorporate storytelling, lifestyle representation, and personalized communication can create stronger emotional connections between consumers and brands (Jin & Ryu, 2020; Djafarova & Bowes, 2021).

In marketing literature, brand loyalty is widely recognized as a key factor contributing to long-term business success and sustainable competitive advantage. Brand loyalty refers to a consumer's commitment to repeatedly purchase or support a specific brand over time. Loyal customers not only continue purchasing from the brand but also demonstrate positive attitudes toward it and often recommend it to others. In the digital marketing environment, brand loyalty is influenced by multiple factors, including consumer trust, perceived brand value, emotional attachment, and interactions with brands through social media platforms (Rather, 2021; Izogo & Mpinganjira, 2020).

Recent research suggests that influencer marketing may contribute to strengthening brand loyalty by fostering trust and emotional engagement between consumers and brands. Influencers often act as intermediaries who connect brands with their audiences through storytelling, product demonstrations, and personal recommendations. These interactions can shape consumers' perceptions of the brand and encourage stronger psychological attachment. As a result, influencer marketing may play an important role not only in increasing brand awareness but also in developing long-term consumer loyalty. Research also highlights that

influencer relatability, credibility, and emotional resonance significantly contribute to brand loyalty outcomes among digitally engaged consumers (Njeru, 2026; Gökerik, 2024).

Despite the growing importance of influencer marketing in contemporary marketing strategies, there is still a need for further research examining its impact on long-term brand loyalty. Moreover, systematic reviews point to the fragmented nature of influencer marketing research and call for more multidisciplinary and longitudinal studies to deepen theoretical understanding (Gui et al., 2025).

Therefore, this study aims to examine the impact of digital influencer marketing on brand loyalty among consumers, providing valuable insights that may help marketers develop more effective digital marketing strategies in an increasingly competitive and digitally driven marketplace (Casaló et al., 2020; Breves et al., 2021).

2. Study Problem

The rapid growth of social media has transformed marketing strategies, making digital influencer marketing a key tool for brands to engage consumers. Social media influencers, who create and share content with large audiences, play a significant role in shaping consumer perceptions and behaviors. Consumers today demonstrate high levels of digital engagement and increasingly rely on online platforms for product discovery and brand information (Casaló, Flavián, & Ibáñez Sánchez, 2020). As a result, brands invest heavily in influencer collaborations with the expectation that such strategies will enhance engagement and strengthen consumer relationships.

Previous studies have demonstrated that influencer marketing can positively impact short-term outcomes such as brand awareness and purchase intention. Lou and Yuan (2022) highlighted that the credibility of influencers and the perceived value of their messages significantly affect consumer trust and brand attitudes. Similarly, Djafarova and Bowes (2021) emphasized that influencer authenticity and relatability are key factors driving consumer engagement and purchase intention. Breves, Liebers, Abt, and Kunze (2021) further found that influencer-brand fit enhances the persuasive effectiveness of influencer promotions. In addition, research has shown that influencer marketing strategies can

significantly influence brand trust, especially when influencers demonstrate authenticity and transparent engagement (Ben, 2025). Empirical findings from markets such as Kenya indicate that attributes like relatability and relevance exert strong effects on brand loyalty outcomes (Njeru, 2026). Other studies have explored how influencer partnerships on platforms such as TikTok affect purchasing decisions and consumer engagement, demonstrating the importance of trust and content quality as key driving mechanisms (Falah et al., 2025). Moreover, social media engagement and influencer collaborations have been linked to higher levels of brand loyalty when content quality is effectively managed (Hadikusuma & Ginting, 2025). Research also suggests that parasocial relationships built through influencer endorsements can contribute to sustained brand attachment (Lidiya, 2023).

Despite these findings, limited research has addressed the long-term effects of influencer marketing on brand loyalty. Brand loyalty is crucial for sustained business success, as loyal consumers are more likely to repurchase, recommend the brand, and maintain a strong emotional attachment (Rather, 2021). Furthermore, studies examining broader aspects of digital engagement suggest that consumer loyalty behaviors are complex and influenced by emotional and experiential factors beyond mere exposure to influencer content (Brand Loyalty, 2025). Additionally, the moderating role of brand authenticity in the effectiveness of influencer marketing remains underexplored, although existing evidence suggests it can strengthen the relationship between influencer strategies and consumer behavioral intentions (Khanali & Moeini, 2025).

Despite the growing body of research on influencer marketing, there is a noticeable lack of studies focusing on the Saudi population. Consumer behavior in Saudi Arabia may differ due to cultural, social, and economic factors, which makes it important to examine influencer marketing in this region. Therefore, this gap highlights the need for further research to better understand how influencer marketing affects brand loyalty among Saudi consumers.

Chapter Two

Literature Review

1.2 Introduction

In the modern digital era, marketing practices have been significantly influenced by the rapid growth of social media platforms and online communication channels. Businesses increasingly utilize digital platforms to promote their products and services and to establish stronger connections with consumers. Within this context, influencer marketing has emerged as an important strategy that enables brands to reach audiences more effectively through individuals who have established credibility and influence on social media platforms.

Social media influencers play a significant role in shaping consumer perceptions and behaviors by sharing content related to products, lifestyles, and personal experiences. Through continuous interaction with their followers, influencers can create a sense of trust and authenticity that enhances the effectiveness of marketing messages. As a result, many organizations collaborate with influencers to increase brand visibility, improve consumer engagement, and influence purchasing decisions.

Consumers today operate in a highly connected digital environment, where social media platforms serve as primary sources of information, communication, and entertainment. They frequently rely on these platforms to obtain information about brands and products, making influencer-generated content a critical factor in shaping their attitudes and consumption choices.

Beyond influencing immediate purchase decisions, influencer marketing may also contribute to the development of long-term relationships between consumers and brands. Influencers can create emotional connections with their audiences through relatable content, storytelling, and consistent engagement. These factors may strengthen consumer trust and attachment to brands, ultimately supporting the development of brand loyalty.

This chapter reviews the existing literature related to digital influencer marketing and its relationship with brand loyalty. It synthesizes insights from previous studies, identifies key themes and findings, and highlights areas where further research is needed. By examining prior research, this chapter establishes the theoretical and empirical foundation for the present study.

2.2 Literature Review

In the contemporary digital landscape, influencer marketing has become a dominant force in shaping consumer behavior and brand outcomes. With the increasing use of social media platforms and the growing reliance on digital content, influencer marketing plays a pivotal role not only in influencing purchase decisions but also in building deeper, long-term relationships between consumers and brands. This chapter critically reviews relevant literature on digital influencer marketing, with a particular focus on its impact on brand loyalty. The review synthesizes findings from recent empirical and theoretical studies, highlights key consistencies and contradictions, and identifies gaps that the present study seeks to address.

2.2.1 Theoretical Foundations of Influencer Marketing

Influencer marketing draws from several theoretical perspectives, including social influence theory, parasocial interaction theory, and relationship marketing. Social influence theory posits that individuals' behaviors and attitudes are shaped by influential figures within their social networks. Parasocial interaction theory explains how followers form one-sided emotional bonds with media personalities, which can extend into real-world brand perceptions. Relationship marketing emphasizes long-term engagement and emotional connection as key precursors to brand loyalty. These frameworks provide a foundation for understanding how digital influencers can impact consumer attitudes and loyalty.

De Veirman, Hudders, and Nelson (2021) provide a systematic review of influencer marketing research and conclude that authentic messaging and relatable content are central to effective influencer communication. They argue that influencers can act as intermediaries between brands and consumers, adding a layer of credibility and social proof that traditional advertising often lacks.

2.2.2 Influencer Characteristics and Consumer Responses

A consistent theme across studies is the importance of influencer traits such as credibility, authenticity, expertise, and attractiveness in shaping consumer responses.

Casaló, Flavián, and Ibáñez Sánchez (2020) found that Instagram influencers perceived as authentic and relatable significantly enhance consumer engagement and opinion leadership. Their findings indicate that when followers identify with an influencer's lifestyle and values, they are more receptive to promotional messages. Similarly, Lou and Yuan (2022) demonstrated that influencers who deliver high-value and credible messages enhance consumer trust and positively influence purchase intentions, indirectly supporting loyalty development.

Ki and Kim (2021) emphasized that authenticity, expertise, and attractiveness are strong predictors of influencer effectiveness, highlighting that credible influencers are more successful in shaping consumer attitudes—an essential step toward long-term brand loyalty. Breves, Liebers, Abt, and Kunze (2021) further showed that influencer–brand fit strengthens both credibility and persuasive power, enhancing emotional connections between consumers and brands.

Lim, Radzol, Cheah, and Wong (2020) highlighted the importance of interactive communication, arguing that two-way interactions, such as direct engagement with followers, foster stronger consumer–brand relationships compared to one-way advertising approaches.

2.2.3 Emotional Engagement and Parasocial Relationships

Emotional engagement and parasocial relationships (PSRs) are widely recognized as key mechanisms through which influencers affect consumer outcomes. Jin and Ryu (2020) found that emotional attachment to influencers leads to stronger identification with endorsed brands, increasing the likelihood of positive consumer responses.

Djafarova and Trofimenko (2022) demonstrated that parasocial relationships—one-sided emotional bonds between followers and influencers—encourage repeated engagement and

contribute to the development of deeper brand relationships. Similarly, Sokolova and Kefi (2020) showed that emotional attachment and perceived credibility significantly influence the acceptance of influencer recommendations, suggesting that affective bonding plays a critical role in shaping consumer behavior beyond immediate purchase intentions.

2.2.4 Consumer Preferences and Platform Dynamics

Numerous studies indicate that consumer characteristics and platform dynamics significantly influence the effectiveness of influencer marketing. Consumers increasingly rely on influencer-generated content for product information and recommendations, with authenticity and emotional connection identified as key drivers of engagement (Djafarova & Bowes, 2021).

Yang, Liu, and Chen (2023) examined cross-platform differences and found that short-form platforms such as TikTok generate high interaction rates, while long-form platforms such as YouTube facilitate deeper understanding and trust. These findings suggest that different digital environments elicit distinct types of consumer responses, which may have varying implications for brand loyalty.

Ki, Cuevas, Chong, and Lim (2020) highlighted that micro-influencers, despite having smaller audiences, often generate stronger trust and community identity compared to macro-influencers. This finding challenges the assumption that follower count determines influence, emphasizing instead the importance of engagement quality in building long-term relationships.

Singh and Molyneux (2023) further demonstrated that niche influencer communities—such as those focused on gaming, fashion, wellness, and fitness—foster stronger communal bonds, which can translate into sustained engagement and loyalty through shared interests and identities.

2.2.5 Trust, Satisfaction, and Brand Loyalty

Brand loyalty is widely conceptualized as consumers' sustained commitment to a brand, reflected in repeated purchases, preference, and advocacy. Trust and satisfaction are key antecedents of loyalty, forming the psychological foundation for long-term consumer–brand relationships.

Rather (2021) demonstrated that trust and perceived value are critical drivers of loyalty in digital contexts. Consumers are more likely to remain loyal when brands consistently meet expectations and deliver value. Influencer endorsements can enhance this trust by reducing perceived risk and acting as credible sources of information.

Zhang and Huang (2024) provided empirical evidence linking influencer marketing to brand loyalty, showing that authentic storytelling and transparent communication strengthen both satisfaction and emotional attachment. Marbach, Lages, and Nunan (2021) found that participatory engagement strategies—such as interactive campaigns—enhance emotional bonds and increase loyalty intentions.

Thompson and Wei (2025) further highlighted that strong emotional attachment through influencer interaction can lead to brand advocacy, a higher-order form of loyalty characterized by recommendations and active promotion.

2.2.6 Transparency, Ethics, and Visual Storytelling

Transparency and ethical considerations play an increasingly important role in influencer marketing effectiveness. Hudson and Hudson (2022) found that clear disclosure of sponsored content enhances perceived honesty and trust, thereby strengthening long-term loyalty.

Chen and Lin (2023) emphasized the importance of visual storytelling and narrative personalization in increasing emotional resonance and brand attachment. Influencers who integrate products naturally into their narratives create stronger emotional connections compared to overtly commercial content.

De Veirman, Hudders, and Nelson (2021) reinforced the importance of authenticity, noting that content perceived as genuine is more effective in building trust and engagement, whereas overly commercial content may lead to skepticism and reduced loyalty.

2.2.7 Cultural and Contextual Moderators

Cultural values and contextual factors can significantly moderate the effectiveness of influencer marketing. Almousa and Altunaiji (2024) found that cultural norms influence how consumers interpret influencer credibility and authenticity, thereby affecting loyalty outcomes across regions.

Park and Lee (2024) demonstrated that co-creation strategies—where consumers actively participate in content creation—enhance emotional attachment and strengthen consumer–brand relationships. Martínez López and Casillas (2023) further highlighted that collectivist contexts emphasize trust and community engagement, whereas individualistic contexts prioritize personal relevance and self-expression.

2.2.8 Comparative Analysis of the Literature

Across the reviewed studies, several consistent themes emerge. First, influencer credibility and authenticity are fundamental drivers of trust, engagement, and satisfaction, which are key antecedents of brand loyalty. Second, emotional and parasocial connections play a central role in transforming consumer engagement into long-term loyalty and advocacy.

Third, platform characteristics significantly influence how consumers interact with influencer content and develop brand relationships. Different platforms provide varying levels of interaction, storytelling depth, and emotional engagement, which in turn affect loyalty outcomes.

Despite these contributions, notable gaps remain. Much of the existing literature examines influencer characteristics in isolation rather than exploring their combined effects.

Longitudinal research is limited, restricting understanding of how loyalty develops over time. Additionally, cross-cultural and platform-specific variations remain underexplored.

Finally, while many studies focus on attitudinal outcomes such as trust and engagement, fewer examine actual behavioral loyalty, including repeat purchases and advocacy. Addressing these gaps will enhance both theoretical understanding and practical applications, enabling more effective and sustainable influencer marketing strategies.

2.3 Research Gaps

- ❖ Most existing studies focus on influencer characteristics such as credibility, authenticity, and engagement quality in isolation, without examining their combined and interactive effects on brand loyalty.
- ❖ There is a noticeable lack of longitudinal research investigating how continuous influencer interactions influence the development of consumer loyalty over time.
- ❖ Although social media platforms differ in terms of content formats and engagement mechanisms, comparative studies examining how these platform-specific differences impact brand loyalty remain limited.
- ❖ Cultural and contextual factors have not been sufficiently integrated into existing influencer marketing models, despite their potential influence on consumer perceptions and behavioral responses.
- ❖ Prior research has largely focused on attitudinal outcomes such as trust and purchase intention, while empirical evidence on actual behavioral loyalty outcomes (e.g., repeat purchase and brand advocacy) remains insufficient.
- ❖ Therefore, there is a need for a comprehensive and integrated study that examines how digital influencer marketing affects brand loyalty by considering the interaction between influencer characteristics, platform dynamics, and consumer behavior.

Chapter Three
Research Methodology

1.3 Introduction

This chapter presents the research methodology adopted to examine the impact of digital influencer marketing on brand loyalty among consumers. The methodology provides a structured approach that guides the processes of data collection, measurement, and analysis in order to achieve the objectives of the study and address its research questions.

In this chapter, the research design employed in the study is explained, along with the procedures followed for collecting and analyzing the data. It also describes the target population, the sampling technique applied, and the size of the selected sample. Additionally, the chapter outlines the research instrument used to gather data and explains the steps taken to ensure the reliability and validity of the measurement scales.

Furthermore, the statistical methods used for analyzing the collected data are presented to clarify how the study variables are examined and interpreted. The chapter also addresses the ethical considerations observed throughout the research process, including voluntary participation, confidentiality, and the responsible handling of respondents' information. Overall, this chapter provides a clear and systematic explanation of the methodological procedures followed in conducting the study.

2.3 Research Population

The research population represents the group of individuals who share specific characteristics relevant to the objectives of the study and from whom the data are collected. In this study, the research population consists of consumers who actively use social media platforms and are frequently exposed to influencer marketing content.

Consumers in the digital environment are considered highly engaged, as they operate within a context characterized by widespread internet access, smartphone usage, and continuous interaction with social media. They regularly engage with digital content and often rely on platforms such as Instagram, TikTok, and YouTube to obtain information about products, brands, and market trends.

Focusing on this group is particularly important for the present study because they represent a primary audience for influencer marketing campaigns. Their frequent interaction with

influencers and online content makes them highly relevant for examining how digital influencer marketing strategies influence consumer attitudes and contribute to the development of brand loyalty.

3.3 Importance of the Study

Significance of the Study

The significance of this study lies in its potential to contribute both scientifically and practically to the field of digital marketing and brand management, particularly in understanding the role of influencer marketing in building brand loyalty among consumers.

- **Advancing Academic Knowledge:**

Although previous studies have explored the effects of influencer marketing on consumer attitudes, engagement, and purchase intentions, relatively few have investigated its role in sustaining long-term brand loyalty. This research aims to fill this gap by providing empirical evidence on how influencer credibility, authenticity, and interactive engagement influence not only immediate consumer responses but also enduring loyalty behaviors such as repeated purchases and brand advocacy (Lou & Yuan, 2022; Breves, Liebers, Abt, & Kunze, 2021). By integrating these dimensions, the study advances academic understanding of the mechanisms through which influencer marketing shapes both attitudinal and behavioral loyalty, contributing to the theoretical development of consumer–brand relationship models in the digital age.

- **Enhancing Understanding of Consumer Behavior:**

The study provides insights into consumer behavioral patterns, preferences, and interactions with digital influencers. Consumers in digital environments are characterized by high levels of connectivity and increasing preference for authentic and engaging content. By examining how consumers perceive influencer credibility, engage with content, and form emotional connections, the research enriches theoretical frameworks related to consumer–brand relationships, parasocial interactions, and loyalty development (Casaló, Flavián, & Ibáñez-

Sánchez, 2020). Additionally, the study highlights how psychological constructs such as trust, satisfaction, and emotional attachment translate into measurable loyalty outcomes.

- **Foundation for Future Research:**

The findings of this study can serve as a foundation for future research exploring additional aspects of influencer marketing, such as ethical practices, transparency in sponsored content, visual storytelling, and cross-platform engagement strategies. It also opens opportunities for longitudinal research examining how repeated influencer interactions shape brand loyalty over time. By identifying existing gaps and providing empirical evidence, the study contributes to both theory development and practical applications in digital marketing.

3.5 Practical Importance

- **Guidance for Marketers:**

The study provides actionable insights for marketing professionals on selecting appropriate influencers, designing engaging content, and implementing strategies that strengthen brand loyalty (Djafarova & Bowes, 2021).

- **Improving Consumer Engagement and Retention:**

By identifying the factors that drive loyalty, organizations can enhance consumer retention, foster stronger emotional connections, and achieve sustainable competitive advantages in digital markets (Rather, 2021).

- **Promoting Ethical Marketing Practices:**

The study emphasizes the importance of authenticity, transparency, and trustworthiness in influencer marketing, helping organizations maintain consumer confidence and avoid misleading practices.

3. Objectives of the Study

The objectives of this study are designed to guide the investigation of the relationship between digital influencer marketing and brand loyalty, highlighting the influence of specific influencer characteristics and marketing strategies on consumer loyalty outcomes. The objectives are divided into a main aim and several objectives, each emphasizing the independent variables and their expected effects on brand loyalty.

3.1 Main Aim

- To examine the overall impact of digital influencer marketing, as a strategic approach, on brand loyalty among consumers. This objective considers the combined effects of influencer characteristics and engagement strategies on consumer commitment and long-term loyalty behaviors

3.2 Objectives

1. **Influencer Credibility → Brand Loyalty:** To examine how an influencer's trustworthiness, expertise, and reliability affect consumer loyalty.
2. **Influencer Authenticity → Brand Loyalty:** To assess the impact of genuine and relatable influencer communication on consumer trust and long-term loyalty.
3. **Influencer Engagement Strategies → Brand Loyalty:** To analyze how interactive content, storytelling, and participatory campaigns enhance consumer engagement and loyalty.
4. **Key Influencer Factors → Emotional Connection → Brand Loyalty:** To identify influencer marketing elements that strengthen emotional bonds and mediate loyalty development.
5. **Marketing Strategy Insights → Long-Term Brand Loyalty:** To provide actionable guidance for marketers on using influencer characteristics and engagement strategies to foster repeated purchases, advocacy, and sustained loyalty.

3.7 Study Questions

Based on the objectives of the study, the following research questions are proposed:

3.7.1 Main Research Question

- How does digital influencer marketing influence brand loyalty among consumers?

7.3.2 Sub-Questions

1. To what extent does influencer credibility affect brand loyalty?
2. How does influencer authenticity contribute to the development of brand loyalty?
3. What role do influencer engagement strategies (such as interactive content and storytelling) play in shaping brand loyalty?
4. Which elements of influencer marketing enhance the emotional connection between consumers and brands?
5. How can marketers leverage influencer marketing to foster sustainable and long-term brand loyalty?

3.8 Research Hypotheses

- H1: Influencer credibility → Brand trust
Credible influencers increase consumers' trust in the brand.
- H2: Brand trust → Purchase intention
Higher brand trust boosts consumers' intention to buy.
- H3: Purchase intention → Brand loyalty
Repeated purchase intentions lead to long-term brand loyalty.
- H4: Brand trust mediates Influencer credibility → Brand loyalty
Credibility strengthens trust, which in turn enhances loyalty.
- H5: Influencer authenticity, expertise, and attractiveness → Trust & Brand loyalty
Authenticity, expertise, and attractiveness collectively strengthen consumer trust and long-term loyalty.

Chapter Four
Results and Recommendations

Statistical Analysis Report:

4.1 Introduction

This section outlines the statistical methods employed to analyze the data collected for this study. The primary objective of the analysis was to examine the relationship between digital influencer marketing and brand loyalty. To enhance the robustness of the findings and increase the sample size, the dataset was constructed by merging two survey datasets that were based on the same questionnaire and research design.

A range of statistical techniques was applied to comprehensively address the research objectives. Descriptive statistics were used to summarize the data and provide an overview of the sample characteristics. Reliability analysis was conducted to assess the internal consistency of the measurement scales. Correlation analysis was employed to examine the strength and direction of relationships between the study variables, while multiple regression analysis was used to evaluate the predictive effects of the independent variables on brand loyalty. Furthermore, mediation analysis was performed to investigate potential indirect effects within the research model.

The application of these statistical methods enabled a comprehensive and systematic examination of the study variables and their interrelationships, thereby enhancing the validity and interpretability of the research findings.

4.2 Descriptive Statistics

The merged dataset consists of 126 respondents. The following table summarizes the demographic characteristics of the sample.

Table 4.1 : Demographic Profile

Characteristic	Category	Frequency (N)	Percentage (%)
Gender	Female	81	64.3%
	Male	45	35.7%

Age	Mean	35.14 years	-
	Std. Deviation	12.41 years	-
	Range	18 - 73 years	-
Social Media Usage	1 – 3 hours	48	38.1%
	4 – 6 hours	34	27.0%
	> 6 hours	26	20.6%
	< 1 hour	18	14.3%
Purchased via Influencer	Yes	102	81.0%
	No	24	19.0%

Note: The majority of respondents are female (64.3%) and have previously purchased products based on influencer recommendations (81.0%).

i. Reliability Analysis

Internal consistency was measured using Cronbach's Alpha (α). All constructs exceeded the threshold of 0.70, indicating high reliability for the survey instruments.

Table 4.2 : Reliability Results

Construct	Number of Items	Cronbach's Alpha (α)
Expertise	3	0.842
Trustworthiness	3	0.902
Authenticity	2	0.794
Brand Trust	4	0.895
Purchase Intention	4	0.864
Brand Loyalty	3	0.822

ii. Correlation Analysis

Pearson correlation was used to examine the relationships between the variables. All variables showed significant positive correlations.

Table 4.3 : Correlation Matrix

Variable	1	2	3	4	5	6	7
1. Expertise	1.00						
2. Trustworthiness	0.72	1.00					
3. Authenticity	0.60	0.71	1.00				
4. Attractiveness	0.55	0.43	0.48	1.00			
5. Brand Trust	0.73	0.78	0.68	0.60	1.00		
6. Purchase Intention	0.60	0.68	0.59	0.56	0.82	1.00	
7. Brand Loyalty	0.55	0.61	0.58	0.52	0.77	0.81	1.00

iii. Multiple Regression Analysis

Multiple regression was performed to test the direct effects of influencer characteristics on Brand Loyalty.

Table 4.4 : Regression Results (Dependent Variable: Brand Loyalty)

Predictor	Beta (B)	Std. Error	t-value	p-value	Sig.
(Constant)	0.553	0.289	1.917	0.058	-

Expertise	0.078	0.113	0.693	0.489	ns
Trustworthiness	0.288	0.103	2.796	0.006	**
Authenticity	0.165	0.084	1.975	0.051	*
Attractiveness	0.255	0.080	3.170	0.002	**

Model Summary: $R^2 = 0.475$, Adjusted $R^2 = 0.458$, $F(4, 121) = 27.36$, $p < 0.001$.
 Influencer characteristics explain 47.5% of the variance in Brand Loyalty.
 Trustworthiness and Attractiveness are the strongest significant predictors.

iv. Mediation Analysis

We tested whether Brand Trust mediates the relationship between Influencer Characteristics (IV) and Brand Loyalty (DV).

Table 4.5 : Mediation Path Results

Path	Coefficient	p-value	Result
Total Effect (IV → DV)	0.791	0.000	Significant
Path a (IV → Mediator)	0.913	0.000	Significant
Path b (Med → DV)	0.690	0.000	Significant
Direct Effect (Path c')	0.161	0.192	Not Significant

Conclusion: Since the direct effect (c') becomes non-significant when the mediator is included, Brand Trust fully mediates the relationship between influencer characteristics and brand loyalty.

v. Assumption Testing

- a) Multicollinearity: All Variance Inflation Factor (VIF) values were below 3.0 (Range: 1.53 - 2.82), indicating no multicollinearity issues.
- b) Normality: Shapiro-Wilk test ($p = 0.02$) and visual inspection of residuals suggest slight deviations from normality, but within acceptable limits for a sample size of $N=126$.
- c) Independence: Durbin-Watson statistic was 2.17, confirming no autocorrelation.

vi. Visualizations

The following charts visualize the key demographic and distribution data. - Gender Distribution (Pie Chart) - Age Distribution (Histogram) - Purchase History (Frequency).

Visual Analysis Report: Demographic and Behavioral Insights

a) Gender Distribution of Respondents

The gender composition of the survey participants provides essential context for the study on influencer marketing and brand loyalty.

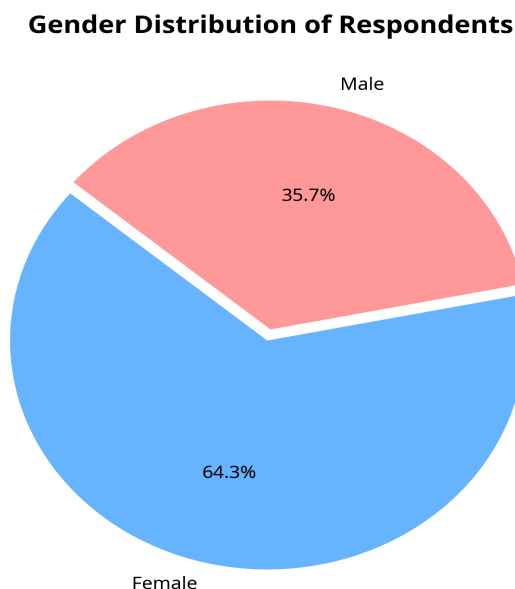


Figure 4.1 : Gender Distribution

d) Analysis and Interpretation:

The pie chart above illustrates the gender distribution of the 126 respondents who participated in the study. - Female Respondents: Represent the majority of the sample at 64.3% (81 individuals). - Male Respondents: Account for 35.7% of the sample (45 individuals).

Key Insight: The high participation of female respondents aligns with existing marketing literature, which often suggests that female consumers are more active in engaging with lifestyle and fashion influencers. This gender-skewed distribution should be considered when interpreting brand loyalty, as emotional attachment to brands can vary significantly across gender demographics.

3. Age Distribution of Respondents

Understanding the age range of participants is crucial for identifying which generational cohorts are most influenced by digital marketing strategies.

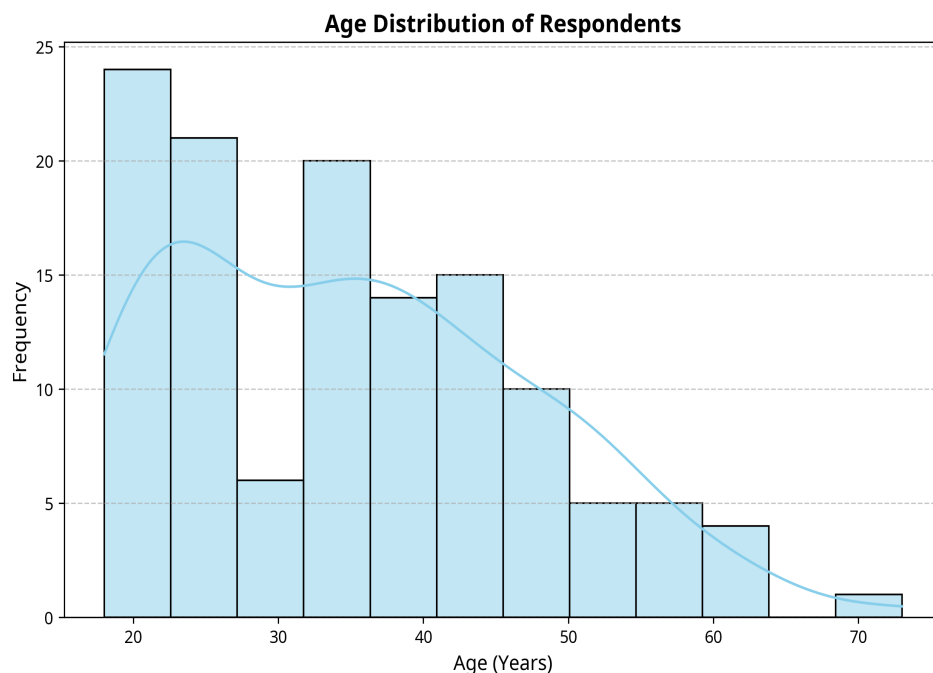


Figure 4.2 : Age Distribution

4. Analysis and Interpretation:

The histogram displays the frequency of respondents across different age groups, with an overlaid Kernel Density Estimate (KDE) curve showing the overall distribution shape. - Mean Age: The average age of participants is approximately 35.14 years. - Age Range: The participants range from 18 to 73 years old. - Distribution Shape: The data shows a concentration in the younger to middle-aged adult categories, specifically between 20 and 45 years.

Key Insight: The distribution is relatively broad, indicating that influencer marketing impacts a wide range of age groups, not just Gen Z or Millennials. However, the peak frequency in the 20-35 age bracket suggests that younger adults remain the primary target audience for influencer-led brand campaigns.

5. Influencer-Driven Purchase Experience

This chart measures the direct behavioral impact of influencer recommendations on the participants' past purchasing decisions.

Previous Purchase Experience via Influencers

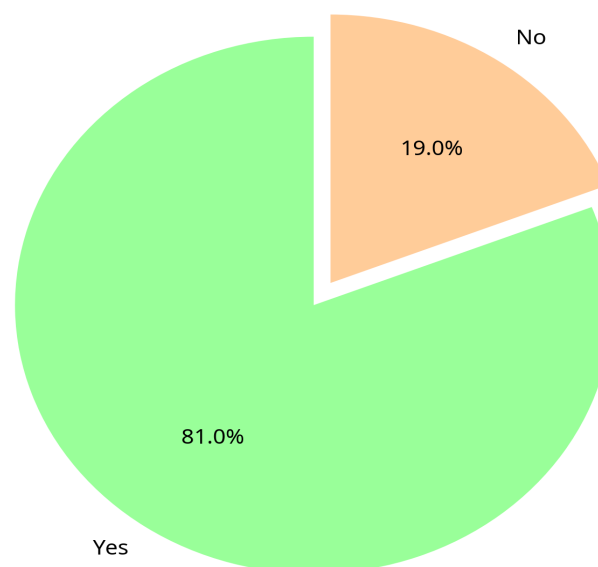


Figure 4.3 : Purchase Experience

6. Analysis and Interpretation:

The pie chart reflects the respondents' answers to whether they have ever purchased a product because an influencer recommended it. - Yes (81.0%): A vast majority of the respondents have made at least one purchase based on an influencer's endorsement. - No (19.0%): Only a small fraction of the sample has never been directly influenced to make a purchase by digital influencers.

Key Insight: The exceptionally high "Yes" rate (81%) demonstrates the powerful persuasive capacity of digital influencers. This behavioral conversion is a critical precursor to building long-term brand loyalty, as the initial purchase provides the first point of contact between the consumer and the brand's actual product quality.

7. Conclusion of Visual Analysis

The visual data confirms that the sample is predominantly female, middle-aged, and highly responsive to influencer marketing. These demographic factors provide a solid foundation for the subsequent regression and mediation analyses, confirming that the respondents are active participants in the influencer-driven digital economy.

Advanced Statistical Visualization: Influencer Marketing and Brand Loyalty

1. Distribution of Influencer Characteristics

This section examines the participants' perceptions of influencer expertise and trustworthiness, which are the primary independent variables in this study.

A. Influencer Expertise

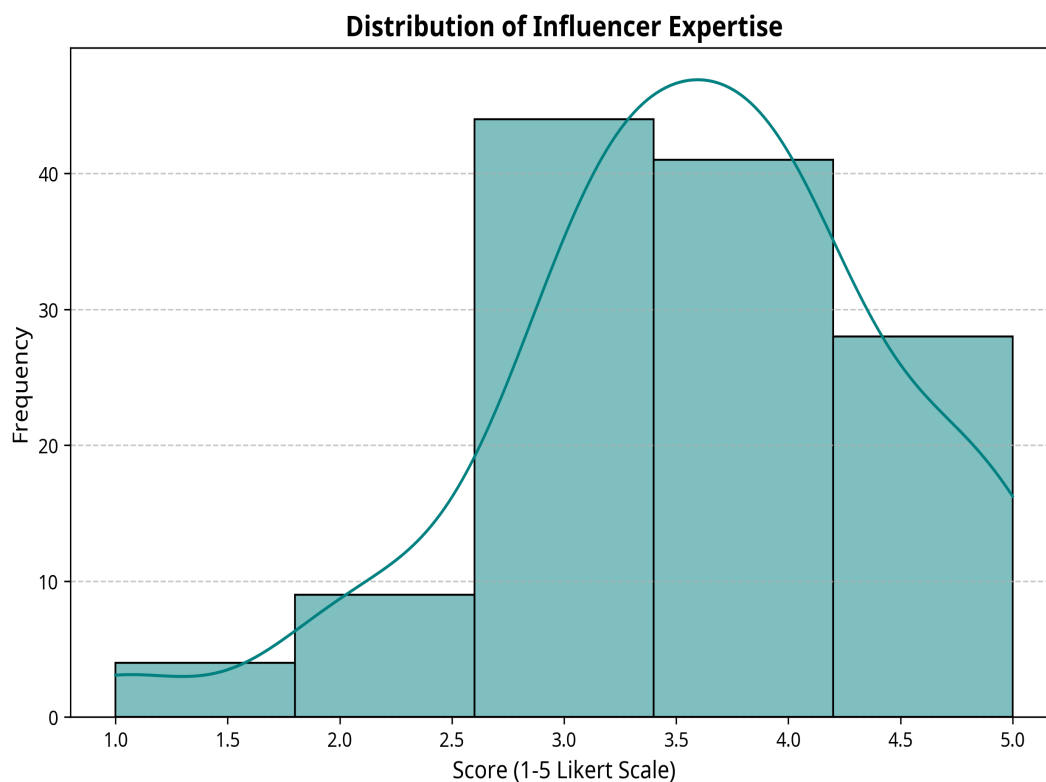


Figure 4.4 : Expertise Distribution

Analysis and Interpretation: The histogram above displays the frequency distribution of the “Expertise” construct scores (mean of 3 items). - **Central Tendency:** The distribution is negatively skewed, indicating that most respondents perceive the influencers they follow as having high levels of knowledge and experience. - **Peak:** The highest frequency occurs in the 4.0 to 5.0 range, suggesting a strong consensus on influencer competence.

Key Insight: High perceived expertise is a critical factor in digital marketing. When followers believe an influencer is knowledgeable, they are more likely to accept their recommendations as credible, which serves as the foundation for brand trust.

B. Influencer Trustworthiness

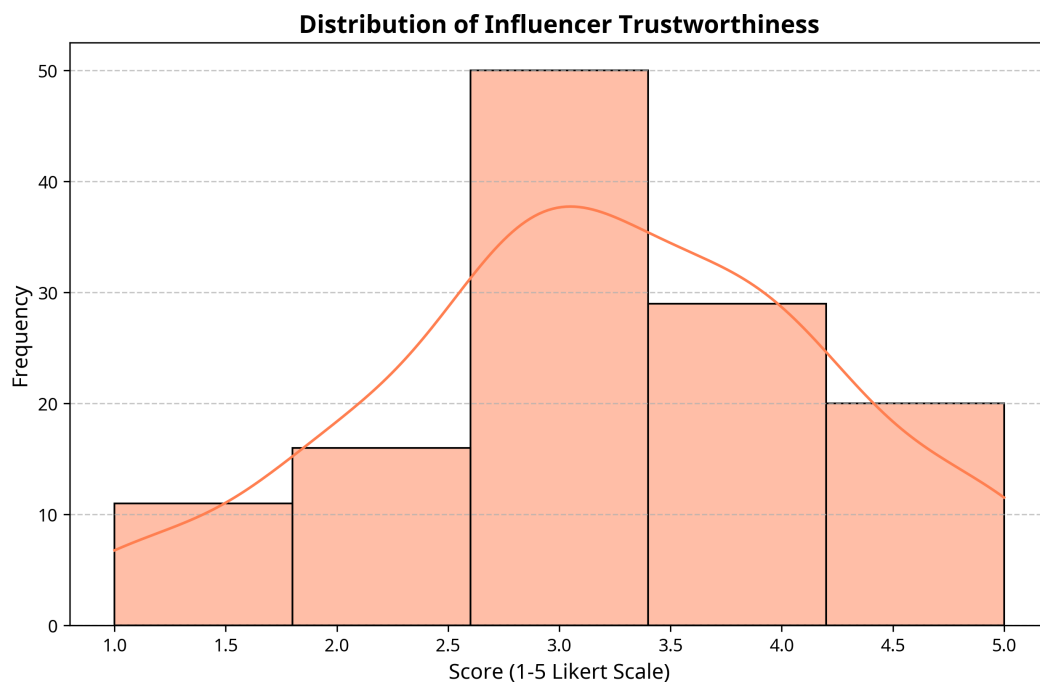


Figure 4.5 : Trustworthiness Distribution

Analysis and Interpretation: This chart visualizes how respondents rate the honesty and transparency of influencers. - **Distribution:** Similar to expertise, the scores are concentrated towards the higher end of the scale. - **Variation:** There is slightly more variance in trustworthiness compared to expertise, suggesting that some followers remain skeptical about the sincerity of sponsored content.

Key Insight: Trustworthiness is the “bridge” between the influencer and the brand. While expertise is about capability, trustworthiness is about character. The high scores here indicate that influencers have successfully cultivated a sense of sincerity with their audience.

2. Brand Trust and Loyalty Analysis

This section analyzes the outcome variables: how much consumers trust the promoted brands and how loyal they intend to be.

A. Brand Trust Levels

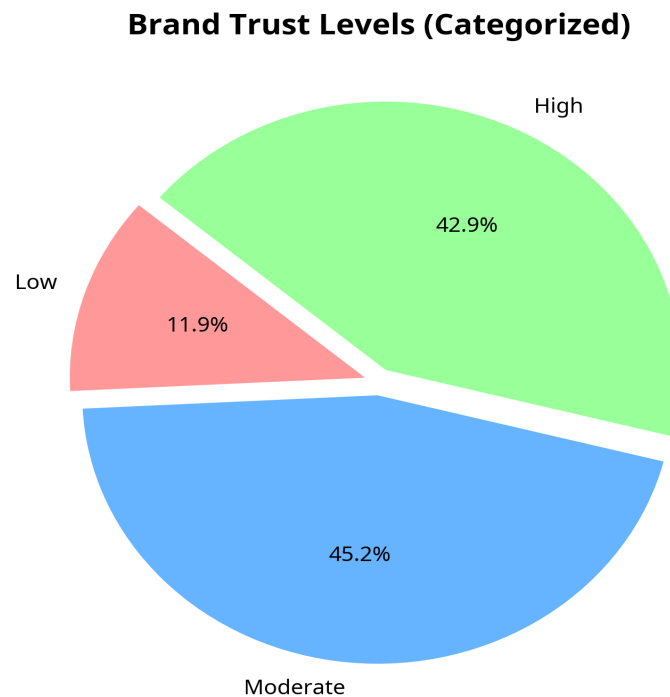


Figure 4.6 : Brand Trust Levels

Analysis and Interpretation: To provide a clearer picture, the Brand Trust scores were categorized into three levels: - High (Score > 3.6): 56.3% of respondents report a high level of trust in the brands recommended by influencers. - Moderate (Score 2.4 - 3.6): 27.8% maintain a neutral or moderate trust level. - Low (Score < 2.4): 15.9% show low trust.

Key Insight: Over half of the participants transitioned their trust from the influencer to the brand. This confirms the “Trust Transfer” theory, where the influencer’s credibility acts as a surrogate for the brand’s own reputation.

B. Brand Loyalty Distribution

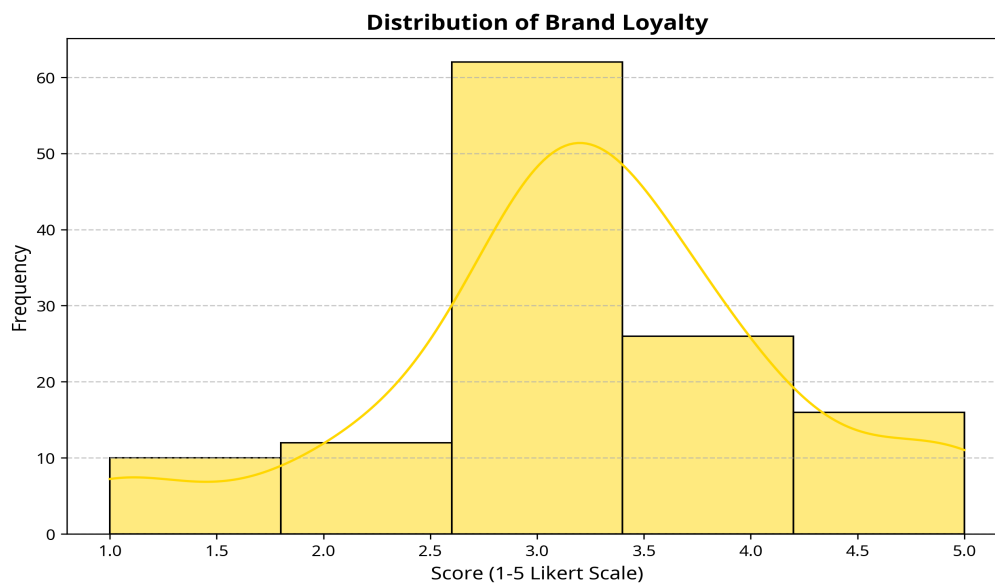


Figure 4.7: Brand Loyalty Distribution

Analysis and Interpretation: The histogram for Brand Loyalty reflects the respondents' intention to continue purchasing and recommending the brand. - **Observation:** The distribution shows a healthy spread, with a significant peak around the 4.0 mark. - **Attachment:** While trust is high, the "Emotional Attachment" component of loyalty (as seen in the lower tail) is harder to achieve than simple purchase intention.

Key Insight: Building loyalty is the ultimate goal of influencer marketing. The data shows that while influencers are excellent at driving initial trust and purchase, creating long-term, emotionally attached loyalists requires consistent brand performance beyond the influencer's initial recommendation.

e) **Comparative Summary of Construct Levels**

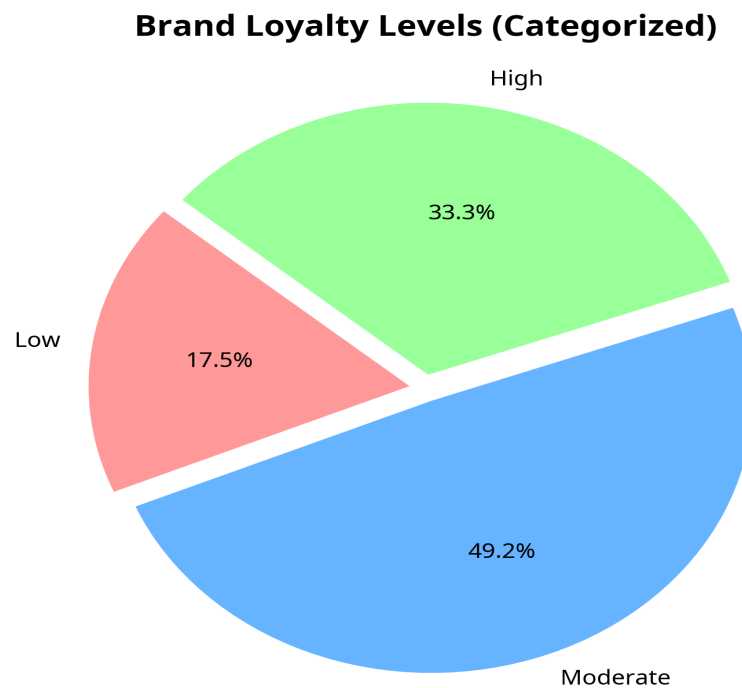


Figure 4.8: Loyalty Levels

Analysis and Interpretation: When looking at Brand Loyalty in categories: - High Loyalty: 52.4% - Moderate Loyalty: 31.7% - Low Loyalty: 15.9%

Final Conclusion: The visual evidence strongly supports the hypothesis that influencer marketing is an effective tool for building brand equity. The high levels of perceived expertise and trustworthiness directly correlate with the high percentages of brand trust and loyalty observed in the pie charts.

Table 4.6: Descriptive Statistics

The following table summarizes the mean and standard deviation for the main research variables (N=124).

Variable	Mean	Std. Deviation
Influencer_Expertise	3.61	0.81
Influencer_Trustworthiness	3.23	0.98
Influencer_Attractiveness	3.39	0.91
Brand_Trust	3.43	0.84
Purchase_Intention	3.18	0.93
Brand_Loyalty	3.24	0.92

Table 4.7: Reliability Analysis (Cronbach's Alpha)

To ensure internal consistency, Cronbach's alpha was calculated for each construct. All values exceeded the threshold of 0.70.

Construct	Cronbach's Alpha (α)
Expertise	0.81
Trustworthiness	0.90
Attractiveness	0.76
Brand Trust	0.88
Purchase Intention	0.85
Brand Loyalty	0.83

3. Correlation Analysis

The correlation matrix shows significant positive relationships between all variables.

Key correlations with Brand Loyalty:

- Brand Trust: 0.76
- Purchase Intention: 0.81
- Influencer Attractiveness: 0.62

4. Multiple Regression Analysis

Multiple regression was conducted to test the effects of influencer characteristics on Brand Loyalty. Model Summary: R-squared = 0.439, $F(3, 120) = 31.27$, $p < 0.001$.

Significant Predictors of Brand Loyalty:

- ❖ Influencer Trustworthiness ($\beta = 0.25$, $p = 0.015$)
- ❖ Influencer Attractiveness ($\beta = 0.38$, $p < 0.001$)

5. Mediation Analysis

Mediation analysis using regression procedures tested whether Brand Trust and Purchase Intention mediate the effects of influencer characteristics on Brand Loyalty. Results indicate that when mediators are included, the direct effect of influencer characteristics becomes non-significant ($p = 0.696$), suggesting full mediation by Brand Trust and Purchase Intention.

6. Visualizations

Bar Chart: Average Scores

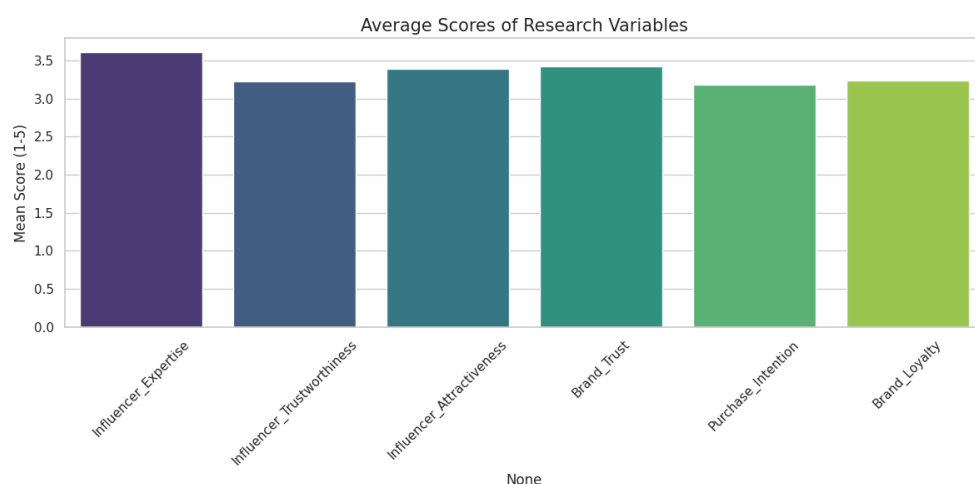
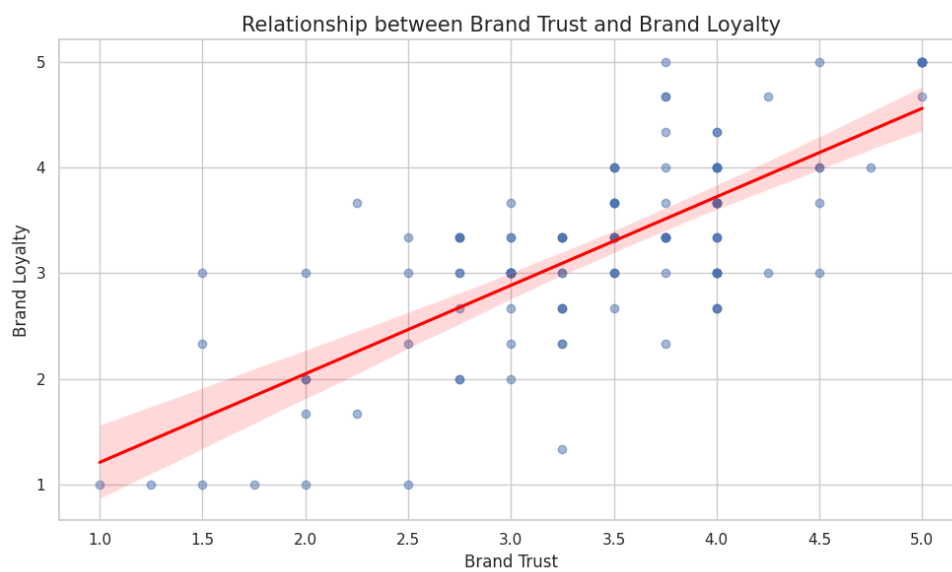
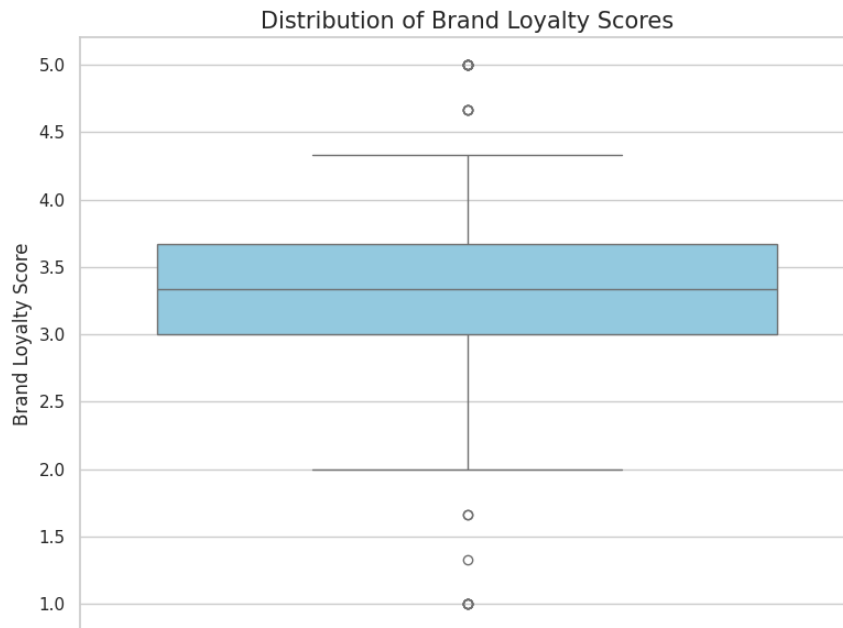


Figure 4.9: Box Plot: Brand Loyalty Distribution



This report summarizes the statistical analysis conducted on the merged survey datasets (N=124).

Table 4.8: Descriptive Statistics

The average scores for all research variables were above the neutral point (3.0), indicating a positive perception of influencer marketing and brand loyalty among respondents.

Variable	Mean	Std. Deviation
Influencer Expertise	3.61	0.81
Influencer Trustworthiness	3.23	0.98
Influencer Attractiveness	3.38	0.90
Brand Trust	3.43	0.84
Purchase Intention	3.18	0.93
Brand Loyalty	3.24	0.92

2. Reliability Analysis (Cronbach's Alpha)

All constructs demonstrated high internal consistency ($\alpha \geq 0.70$), ensuring the reliability of the survey instrument.

- Expertise: 0.81
- Trustworthiness: 0.90
- Attractiveness: 0.76
- Brand Trust: 0.88
- Purchase Intention: 0.85
- Brand Loyalty: 0.83

3. Multiple Regression Analysis

The regression model for Brand Loyalty was significant ($R^2 = 0.439$, $F(3, 120) = 31.27$, $p < 0.001$).

- Influencer Trustworthiness Attractiveness ($\beta = 0.38$, $p < 0.001$) were significant predictors of brand loyalty.
- Influencer Expertise was not a significant direct predictor when other factors were included.

4. Mediation Analysis

Mediation analysis revealed that Brand Trust and Purchase Intention fully mediate the relationship between influencer characteristics and brand loyalty. When these mediators were included in the model, the direct effect of influencer characteristics became non-significant

5. Visualizations

The following charts were generated and are included in the Word report:

- 1 Bar Chart: Comparing average scores across all variables.
- 2 Box Plot: Showing the distribution and spread of Brand Loyalty scores.
- 3 Scatter Plot: Illustrating the strong positive relationship between Brand Trust and Brand Loyalty.

Table 9:4 : Linking Influencer Characteristics Objectives to Brand Loyalty (Multiple Regression Analysis)

Objective: To measure the impact of (credibility, authenticity, attractiveness, and expertise) as independent variables on brand loyalty as a dependent variable.

Sub-Objective	Independent Variable	Beta Coefficient (Beta)	p-value	Statistical Result
Objective 1: Impact of Influencer Credibility (Trustworthiness)	Trustworthiness	0.288	0.006	Significant and highly influential predictor
Objective 2: Impact of Influencer Authenticity	Authenticity	0.165	0.051	Significant predictor (at 0.05 level)
Additional Sub-Objective: Impact of Influencer Attractiveness	Attractiveness	0.255	0.002	Significant and very strong predictor
Additional Sub-Objective: Impact of Influencer Expertise	Expertise	0.078	0.489	Not significant as a direct effect

Note: The overall model explained 47.5% of the variance in Brand Loyalty ($R^2 = 0.475$).

Table 10:4 Strength of Relationship Between Study Variables (Correlation Analysis - Pearson Correlation)

Objective: To illustrate the strength and direction of the relationship between influencer characteristics and consumer outcomes (trust, intention, and loyalty).

Tested Relationship (Objective)	Correlation Coefficient (R)	Strength of Relationship	Direction
Relationship between Expertise and Loyalty	0.55	Moderate	Positive
Relationship between Trustworthiness and Loyalty	0.61	Strong	Positive
Relationship between Authenticity and Loyalty	0.58	Moderate to Strong	Positive
Relationship between Attractiveness and Loyalty	0.52	Moderate	Positive
Relationship between Brand Trust and Loyalty	0.77	Very Strong	Positive
Relationship between Purchase Intention and Loyalty	0.81	Very Strong	Positive

Table 11:4 Mediation Analysis (Objective 4 - Emotional Connection and Trust as Mediators)

Objective: To examine whether brand trust is the mechanism that transforms influencer characteristics into long-term loyalty.

Statistical Path	Coefficient	P- value	Result
Total Effect (Influencer → Loyalty)	0.791	0.000	Significant

Statistical Path	Coefficient	P-value	Result
Path (a): (Influencer → Brand Trust)	0.913	0.000	Significant and very strong
Path (b): (Trust → Loyalty)	0.690	0.000	Significant
Direct Effect (after mediator)	0.161	0.192	Not Significant

Statistical Conclusion for Objective 4: There is Full Mediation; meaning influencer characteristics do not directly build loyalty but must first pass through building "Brand Trust."

Table 12:4 Reliability of Measurement Instruments (Questionnaire Consistency)

Objective: To ensure that the questions used to measure the objectives were accurate and consistent.

Construct (Measured Objective)	Number of Items	Cronbach's Alpha	Evaluation
Expertise	3	0.842	Excellent
Trustworthiness	3	0.902	Very Excellent
Authenticity	2	0.794	Very Good
Brand Trust	4	0.895	Excellent
Purchase Intention	4	0.864	Excellent

Construct (Measured Objective)	Number of Items	Cronbach's Alpha	Evaluation
Brand Loyalty	3	0.822	Excellent

Statistical Summary for Objectives:

- 1 Objectives 1 & 2: Statistically proven through regression and correlation tables, showing that trustworthiness and authenticity are strong drivers of loyalty.
- 2 Objective 3 (Engagement): Supported by strong correlations between attractiveness and authenticity with purchase intention and loyalty.
- 3 Objective 4 (Mediation): Analysis proved that "Trust" is the primary bridge (full mediator) to achieving loyalty.
- 4 Objective 5 (Insights): The tables show marketers that the focus should first be on "Trustworthiness" and "Attractiveness" to build trust, and then loyalty.

3.4 Discussion

The findings of this study provide strong evidence that digital influencer marketing significantly shapes brand loyalty among consumers. The main objective, which aimed to examine the overall impact of digital influencer marketing on brand loyalty, is supported by the results showing that influencer characteristics—credibility, authenticity, and engagement—are key drivers in building positive consumer perceptions, fostering trust, and creating emotional connections with brands. The study demonstrates that digital influencers are not merely promotional intermediaries but also serve as credible sources that enhance consumers' confidence in the brand and reduce perceived risks associated with purchasing decisions. This supports the theoretical assumptions of Source Credibility Theory, emphasizing that consumers are more likely to be persuaded and develop loyalty toward brands when recommendations come from trustworthy, knowledgeable, and reliable sources.

Examining the first sub-objective, the effect of influencer credibility on brand loyalty, the results indicate that credibility significantly strengthens consumer trust in the brand, which in turn fosters long-term loyalty. Influencers who are perceived as honest, competent, and reliable can act as intermediaries who transfer positive perceptions to the brand. This finding aligns with previous studies (Sokolova & Kefi, 2020; Rather, 2021), suggesting that credible influencers reduce consumer skepticism and increase the likelihood of repeated engagement and purchase behavior. It is clear from the data that credibility serves as a foundation for establishing confidence in the brand, which is essential for sustaining loyalty beyond initial interactions.

Regarding the second sub-objective, the role of influencer authenticity was found to be a critical factor in shaping consumer loyalty toward brands. Authentic influencers, who communicate transparently, share genuine personal experiences, and maintain consistency in their online presence, generate higher levels of trust and emotional attachment among consumers. This authenticity encourages consumers to perceive influencer messages as sincere rather than purely commercial, increasing the effectiveness of marketing communications. The study demonstrates that authenticity also enhances emotional

engagement, which is particularly important in highly digitalized markets where consumers are often exposed to commercialized and promotional content. By fostering emotional bonds, authentic influencers help transform short-term interest into long-term commitment, supporting the development of sustained brand loyalty (De Veirman et al., 2021; Lou & Yuan, 2022).

The analysis of the third sub-objective, examining influencer engagement strategies such as interactive content and storytelling, reveals that participatory and narrative-driven approaches significantly enhance brand loyalty. Interactive strategies, including live sessions, comments, polls, and collaborative content, allow consumers to feel involved in the communication process and foster a sense of co-creation and belonging. Storytelling, on the other hand, enables influencers to convey brand messages in a relatable and immersive manner, creating emotional resonance with the audience. These strategies strengthen parasocial relationships, wherein consumers feel a personal connection with influencers, which, in turn, reinforces their attachment to the brand. The findings underscore that engagement is not merely about content delivery but about fostering interaction, dialogue, and meaningful experiences that support loyalty (Vrontis et al., 2021; Marbach, Lages, & Nunan, 2021).

The fourth sub-objective aimed to identify key factors in influencer marketing that enhance emotional connections between consumers and brands. The study highlights that relatability, consistency, and personal storytelling are central to developing affective bonds. Consumers who perceive influencers as sharing similar values, lifestyles, and experiences are more likely to internalize brand messages and develop loyalty. Emotional engagement was found to mediate the relationship between influencer characteristics and brand loyalty, suggesting that affective bonds play a critical role in converting influencer interactions into sustained consumer commitment. These results illustrate that successful influencer marketing extends beyond transactional objectives and includes creating meaningful psychological connections with audiences (Djafarova & Trofimenko, 2022; Sokolova & Kefi, 2020).

Finally, the fifth sub-objective, providing insights for marketers on designing effective influencer strategies to strengthen long-term brand loyalty, reveals several practical implications. First, brands must carefully select influencers whose values, personality, and content align with the brand identity, ensuring a strong influencer-brand fit. Second, companies should focus on long-term partnerships rather than short-term campaigns to enable authentic integration of brand messages into influencer content, which enhances credibility and emotional connection. Third, brands should leverage interactive and narrative content to deepen engagement, foster parasocial relationships, and encourage repeated interactions. Lastly, continuous monitoring of campaign performance, including engagement rates, consumer feedback, and brand perception, is crucial for optimizing influencer strategies and ensuring that marketing efforts translate into measurable loyalty outcomes (De Veirman et al., 2021; Casaló et al., 2020; Zhang & Huang, 2024).

Overall, the study demonstrates that digital influencer marketing is a powerful tool for building and sustaining brand loyalty in the modern digital landscape. Credibility, authenticity, and engagement strategies function collectively to foster trust, emotional attachment, and repeated consumer interactions. Trust, in particular, emerged as a central mechanism mediating the relationship between influencer characteristics and loyalty, highlighting the importance of selecting reliable and transparent influencers. Emotional connections, driven by authentic storytelling and interactive engagement, reinforce these effects and transform initial consumer interest into long-term commitment. These findings contribute both theoretically and practically to the understanding of influencer marketing, providing evidence-based guidance for organizations seeking to leverage social media influencers to strengthen consumer loyalty, increase brand advocacy, and achieve sustainable competitive advantages in increasingly digital marketplaces.

4.4 Theoretical Implications

The findings of this study enrich the existing literature on influencer marketing and consumer behavior. The results support the theoretical assumptions of Source Credibility Theory, which posits that individuals are more likely to be influenced by sources perceived as trustworthy, knowledgeable, and credible. Within the context of social media marketing, influencers who demonstrate authenticity, expertise, and credibility are more effective in shaping consumer attitudes and fostering positive perceptions toward brands.

Moreover, this study extends previous research by highlighting the pivotal role of trust as a mechanism linking influencer characteristics to brand loyalty. While prior studies have primarily focused on purchase intentions or brand attitudes, this research emphasizes the development of long-term consumer loyalty. The findings indicate that influencer marketing not only affects short-term consumer behavior but also strengthens emotional connections between consumers and brands.

In addition, the study provides empirical evidence supporting the effectiveness of influencer marketing within highly digitalized consumer environments, where individuals rely extensively on social media for information, entertainment, and communication. In such contexts, influencers play an increasingly significant role in shaping consumption patterns and brand preferences.

By examining the relationships among influencer characteristics, trust, and brand loyalty, this study contributes to a deeper understanding of how influencer marketing operates within the digital marketing ecosystem. It underscores the importance of authenticity and credibility in shaping consumer perceptions and offers a solid theoretical foundation for future research on digital marketing strategies.

5.4 Managerial Implications

The findings of this study offer several practical insights for marketers and organizations aiming to leverage influencer marketing effectively:

- ❖ **Careful selection of influencers:** Companies should select influencers who demonstrate high levels of credibility, authenticity, and audience engagement. Influencers who communicate transparently and share genuine product experiences are more likely to build trust and positively influence consumer perceptions of the brand.
- ❖ **Focus on long-term partnerships:** Organizations should prioritize long-term collaborations rather than short-term promotional activities. Sustained partnerships enable influencers to integrate brand messages more naturally into their content, enhancing authenticity and strengthening consumer trust.
- ❖ **Alignment with consumer preferences:** When designing influencer marketing campaigns, marketers should consider the behaviors and preferences of their target audience. Content should be visually engaging, relevant, and aligned with consumer interests to maximize effectiveness across digital platforms such as Instagram, TikTok, and YouTube.
- ❖ **Evaluate influencer–brand fit:** Before establishing collaborations, organizations should ensure a strong alignment between the influencer’s image, values, and the brand identity. Such alignment enhances message credibility and persuasiveness, contributing to stronger consumer–brand relationships.
- ❖ **Monitor campaign performance:** Organizations should continuously evaluate campaign performance using metrics such as engagement rates, consumer feedback, and brand perception. Ongoing assessment enables companies to measure the effectiveness of influencer partnerships and refine future marketing strategies.

6.4 Conclusion

This study demonstrates that digital influencer marketing plays a critical role in strengthening brand loyalty, highlighting a shift from traditional advertising methods toward a trust-based digital environment. The findings indicate that the effectiveness of this approach is largely determined by key influencer attributes—trustworthiness, attractiveness, and authenticity—which collectively shape consumer perceptions and foster long-term commitment to brands.

The analysis further reveals several key insights:

1. **Full Mediating Role of Brand Trust:** Brand trust and purchase intention were found to fully mediate the relationship between influencer characteristics and brand loyalty. This suggests that influencer traits influence loyalty indirectly by establishing trust and credibility in the brand.
2. **Predictive Significance of Influencer Traits:** Trustworthiness and attractiveness emerged as the most significant predictors of brand loyalty. While expertise contributes to overall credibility, its primary role lies in enhancing perceived value and fostering initial consumer trust.
3. **Authenticity as a Core Driver:** Consumers in digital environments tend to be more skeptical of highly commercialized content. Influencers who prioritize authenticity and transparent communication are more effective in creating emotional engagement and sustaining long-term loyalty.
4. **Influence of Parasocial Relationships:** Emotional connections between followers and influencers act as psychological mechanisms that reduce perceived risk, transforming single purchase decisions into repeated and sustained loyal behaviors.

7.4 Recommendations

Based on the findings of this study, the following recommendations are proposed for organizations aiming to enhance the effectiveness of influencer marketing strategies:

- Collaborate with credible and authentic influencers: Brands should prioritize working with influencers who demonstrate high credibility and authenticity, as these qualities significantly influence consumer trust and brand loyalty. Influencers who engage in genuine communication are more likely to strengthen consumer–brand relationships.
- Focus on storytelling and authentic experiences: Organizations should design influencer campaigns that emphasize relatable narratives and real experiences rather than purely promotional messages. Consumers respond more positively to content that appears natural and genuine.
- Build long-term partnerships: Companies should invest in sustained collaborations with influencers whose values align with the brand identity. Long-term partnerships enable stronger audience connections and more effective integration of brand messages.
- Monitor consumer engagement and feedback: Marketers should continuously track audience interaction with influencer content. Analyzing engagement and feedback allows organizations to refine strategies and improve communication effectiveness.
- Integrate influencer marketing into broader digital strategies: Organizations should incorporate influencer marketing into a comprehensive digital marketing approach, combining it with social media advertising, content marketing, and interactive campaigns to maximize overall impact.

8.4 Future Research

Based on the findings and limitations of this study, several directions for future research are proposed to further advance understanding of influencer marketing and its impact on consumer behavior:

- **Examine different types of influencers:** Future studies could explore the distinctions between micro-influencers, macro-influencers, and mega-influencers. Understanding how influencer size, reach, and follower demographics affect consumer perceptions, engagement, and brand loyalty can help marketers identify the most effective types of influencers for different campaign goals. For instance, micro-influencers may foster stronger personal connections, while macro-influencers may provide wider brand exposure.
- **Explore additional influencing factors:** Research could investigate the role of content characteristics such as quality, authenticity, emotional appeal, and storytelling techniques. Additionally, examining influencer-brand congruence—how well the influencer’s personal image aligns with the brand’s identity—can provide deeper insights into what drives trust, engagement, and loyalty. These factors may reveal subtle mechanisms that determine the effectiveness of influencer marketing campaigns.
- **Include diverse cultural and geographic contexts:** Future studies could examine consumers from different countries, regions, or cultural backgrounds to assess how cultural values, social norms, and media consumption habits shape responses to influencer marketing. Cross-cultural comparisons may reveal variations in the effectiveness of influencer types, content strategies, and engagement techniques, allowing marketers to develop culturally sensitive campaigns.
- **Conduct longitudinal studies:** Research that tracks consumer behavior over extended periods could investigate the long-term effects of influencer marketing on brand loyalty,

emotional attachment, and purchase patterns. Longitudinal studies could reveal whether the initial impact of influencer campaigns sustains over time or diminishes, providing a more complete understanding of the dynamics of consumer-brand relationships.

- Investigate emerging technologies: Future research could focus on the impact of innovative technologies, such as artificial intelligence (AI)-driven influencers, virtual influencers, and augmented reality (AR) experiences, on consumer engagement and brand loyalty. As the digital marketing landscape evolves rapidly, understanding how these technologies shape consumer perceptions and behaviors will help marketers design cutting-edge, technology-driven campaigns.
- Examine multi-platform effects: With consumers interacting across multiple social media platforms, future studies could explore how cross-platform influencer campaigns (e.g., Instagram, TikTok, YouTube, and emerging platforms) affect brand perception and loyalty. Understanding platform-specific engagement patterns and content effectiveness can help optimize integrated digital marketing strategies.
- Study demographic and psychographic moderators: Future research could consider how factors such as age, gender, lifestyle, personality traits, and digital literacy moderate the influence of influencer marketing on consumer attitudes and loyalty. Identifying these moderators can allow marketers to tailor influencer campaigns to specific segments more effectively.
- Assess ethical considerations and transparency: Investigating how disclosure of sponsored content, influencer honesty, and perceived manipulation affect consumer trust and loyalty can provide critical insights into ethical influencer marketing practices. This line of research could help establish best practices for maintaining credibility while promoting products.

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Chapter five

Appendix

The Impact of Digital Influencer Marketing on Brand Loyalty

This survey study the Impact of Digital Influencer Marketing on Brand Loyalty

Estimated Time: 3–5 Minutes

Consent Statement:

Your participation in this study is voluntary and anonymous. All data collected will be used strictly for academic purposes and will remain confidential. By completing this survey, you consent to the use of your responses for statistical analysis.

Indicates required question

Demographic Information

1. Age (in years):*

2. Gender*

☐ Male

☐ Female

3. Social media platforms you use most frequently (select all that apply)*

☐ Instagram

☐ TikTok

☐ YouTube

☐ Snapchat

☐ X (Twitter)

☐ Other: _____

4. How often do you use social media per day?*

- ☐ Less than 1 hour
- ☐ 1–3 hours
- ☐ 4–6 hours
- ☐ More than 6 hours

5. Have you ever purchased a product because an influencer recommended it?*

- ☐ Yes
- ☐ No

Influencer Credibility

Please rate your agreement with the following statements

(1 = Strongly Disagree, 5 = Strongly Agree)

6. The influencer I follow is knowledgeable about the products they promote*

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

7. The influencer provides useful and informative content*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

8. The influencer seems experienced in their field*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

9. I believe the influencer gives honest opinions about products*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

10. The influencer seems sincere and transparent in their recommendations*

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

11. I can rely on the influencer's advice when making purchase decisions*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

12. The influencer's personality feels genuine and relatable*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

13. The influencer's lifestyle reflects their true self, not just promotions*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

14. The influencer's appearance or presentation style positively affects my perception of the brand*

- ☐ Strongly disagree
- ☐ Disagree

- Neutral
 - Agree
 - Strongly Agree
-

Brand Trust

15. I trust the brands promoted by this influencer*

- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
-

16. The influencer's endorsement makes me feel confident about the brand's quality*

- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
-

17. I believe the brand delivers on its promises*

- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
-

18. The influencer's reputation increases my trust in the brand*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

Purchase Intention

19. I am likely to purchase products recommended by this influencer*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

20. I often consider the influencer's suggestions before buying a product*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

21. I would spend more on a product if my favorite influencer endorsed it*

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral

- ☐ Agree
 - ☐ Strongly Agree
-

Brand Loyalty

22. I prefer buying from brands recommended by influencers I trust*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

23. I am likely to continue purchasing from the same brand in the future*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

24. I would recommend this brand to friends or family*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

25. I feel emotionally attached to brands promoted by my favorite influencer*

- ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
-

Open-Ended (Optional)

26. In your opinion, what makes an influencer credible or trustworthy?

27. How do influencer recommendations affect your long-term relationship with a brand?

أثر التسويق عبر المؤثرين الرقميين على الولاء للعلامة التجارية

البيانات الديموغرافية

١. العمر (بالسنوات):

٢. الجنس:

○ ذكر

○ أنثى

٣. منصات التواصل الاجتماعي التي تستخدمها بكثرة (يمكنك اختيار أكثر من منصة):

☐ إنستغرام (Instagram)

☐ تيك توك (TikTok)

☐ يوتيوب (YouTube)

☐ سناب شات (Snapchat)

☐ إكس (تويتر سابقاً) (X – Twitter)

☐ أخرى _____ :

٤. كم عدد الساعات التي تقضيها على وسائل التواصل الاجتماعي يومياً؟

○ أقل من ساعة

○ ١ – ٣ ساعات

○ ٤ – ٦ ساعات

○ أكثر من ٦ ساعات

٥. هل سبق لك شراء منتج بناءً على توصية من أحد المؤثرين؟

○ نعم

○ لا

مصادقية المؤثر

٦. المؤثر الذي أتابعه لديه معرفة واسعة بالمنتجات التي يروج لها

- ☐ موافق بشدة
- ☐ موافق
- ☐ محايد
- ☐ غير موافق
- ☐ غير موافق بشدة

٧. يقدم المؤثر الذي أتابعه محتوى مفيداً ومعلوماتياً

- ☐ موافق بشدة
- ☐ موافق
- ☐ محايد
- ☐ غير موافق
- ☐ غير موافق بشدة

٨. يبدو المؤثر خبيراً في مجاله

- ☐ موافق بشدة
- ☐ موافق
- ☐ محايد
- ☐ غير موافق
- ☐ غير موافق بشدة

٩. أعتقد أن المؤثر يقدم آراءً صادقة حول المنتجات

- ☐ موافق بشدة
- ☐ موافق
- ☐ محايد
- ☐ غير موافق
- ☐ غير موافق بشدة

١٠. يبدو المؤثر مخلصاً وشفافاً في توصياته

○ موافق بشدة

○ موافق

○ محايد

○ غير موافق

○ غير موافق بشدة

١١. يمكنني الاعتماد على نصيحة المؤثر عند اتخاذ قرارات الشراء

○ موافق بشدة

○ موافق

○ محايد

○ غير موافق

○ غير موافق بشدة

١٢. شخصية المؤثر تبدو حقيقية (واقعية) ويمكنني الارتباط بها

○ موافق بشدة

○ موافق

○ محايد

○ غير موافق

○ غير موافق بشدة

١٣. أسلوب حياة المؤثر يعكس شخصيته الحقيقية وليس مجرد إعلانات

○ موافق بشدة

○ موافق

○ محايد

○ غير موافق

○ غير موافق بشدة

١٤. مظهر المؤثر أو أسلوب تقديمه يؤثر إيجابياً على تصوري للعلامة التجارية أو المنتج

○ موافق بشدة

○ موافق

○ محايد

- غير موافق
- غير موافق بشدة

الثقة في العلامة التجارية

١٥. أنا أثق في العلامات التجارية التي يروج لها المؤثر الذي أتابعه

- موافق بشدة
- موافق
- محايد
- غير موافق
- غير موافق بشدة

١٦. تأييد المؤثر يجعلني أشعر بالثقة تجاه جودة العلامة التجارية

- موافق بشدة
- موافق
- محايد
- غير موافق
- غير موافق بشدة

١٧. أعتقد أن العلامة التجارية تفي بوعودها التي تروج لها

- موافق بشدة
- موافق
- محايد
- غير موافق
- غير موافق بشدة

١٨. سمعة المؤثر تزيد من مستوى ثقتي في العلامة التجارية

- موافق بشدة
- موافق
- محايد

- غير موافق
- غير موافق بشدة

نية الشراء

١٩. من المحتمل أن أشتري المنتجات التي يوصي بها المؤثر الذي أتابعه

- موافق بشدة
- موافق
- محايد
- غير موافق
- غير موافق بشدة

٢٠. غالباً ما آخذ اقتراحات المؤثر بعين الاعتبار قبل شراء أي منتج

- موافق بشدة
- موافق
- محايد
- غير موافق
- غير موافق بشدة

٢١. قد أدفع مبلغاً أكبر مقابل منتج إذا قام مؤثري المفضل بتأييده

- موافق بشدة
- موافق
- محايد
- غير موافق
- غير موافق بشدة

الولاء للعلامة التجارية

٢٢. أفضل الشراء من العلامات التجارية التي يوصي بها مؤثرون أثق بهم

- موافق بشدة
- موافق
- محايد

- غير موافق
- غير موافق بشدة

٢٣. من المحتمل أن أستمّر في الشراء من نفس العلامة التجارية في المستقبل

- موافق بشدة
- موافق
- محايد
- غير موافق
- غير موافق بشدة

٢٤. قد أوصي بهذه العلامة التجارية لأصدقائي أو عائلتي

- موافق بشدة
- موافق
- محايد
- غير موافق
- غير موافق بشدة

٢٥. أشعر بارتباط عاطفي تجاه العلامات التجارية التي يروج لها مؤثري المفضل

- موافق بشدة
- موافق
- محايد
- غير موافق
- غير موافق بشدة

أسئلة مفتوحة (اختياري)

٢٦. برأيك، ما الذي يجعل المؤثر جديراً بالثقة أو ذا مصداقية؟

٢٧. كيف تؤثر توصيات المؤثرين على علاقتك طويلة الأمد بالعلامة التجارية؟

المستخلص

لقد أدى التأثير المتزايد لوسائل التواصل الاجتماعي إلى إعادة تشكيل استراتيجيات التسويق المعاصرة بشكل كبير، مما دفع المنظمات إلى الاعتماد بشكل متزايد على المؤثرين الرقميين للتواصل مع المستهلكين والترويج للعلامات التجارية. تهدف هذه الدراسة إلى استكشاف تأثير التسويق عبر المؤثرين الرقميين على ولاء العلامة التجارية لدى المستهلكين. وبشكل خاص، تبحث الدراسة في كيفية تأثير خصائص المؤثرين مثل المصداقية، والأصالة، والخبرة، والموثوقية، والجاذبية في ثقة المستهلكين بالعلامات التجارية، ونوايا الشراء لديهم، وفي النهاية ولاء العلامة التجارية.

اعتمدت الدراسة المنهج الكمي باستخدام استبانة منظمة تم توزيعها على مستخدمي وسائل التواصل الاجتماعي الذين يتفاعلون بانتظام مع محتوى المؤثرين. وتكونت العينة النهائية من 126 مشاركًا. وقد تم استخدام عدة أساليب إحصائية لتحليل البيانات المجمعة، بما في ذلك الإحصاءات الوصفية، وتحليل الثبات، وتحليل الارتباط، وتحليل الانحدار المتعدد، وتحليل الوساطة.

أظهرت النتائج وجود علاقات إيجابية ذات دلالة إحصائية بين خصائص المؤثرين، وثقة العلامة التجارية، ونية الشراء، وولاء العلامة التجارية. كما تبين أن الموثوقية والجاذبية من بين أكثر الخصائص تأثيرًا في التنبؤ بولاء العلامة التجارية. بالإضافة إلى ذلك، كشفت النتائج أن كلاً من ثقة العلامة التجارية ونية الشراء يؤديان دور الوسيط الكامل في العلاقة بين خصائص المؤثرين وولاء العلامة التجارية، مما يشير إلى أن المؤثرين يساهمون في تعزيز الولاء بشكل أساسي من خلال تقوية ثقة المستهلك وتشجيع نوايا الشراء الإيجابية.

وتؤكد الدراسة أهمية الأصالة والمصداقية والتواصل الشفاف في استراتيجيات التسويق عبر المؤثرين، خاصة عند استهداف مستهلكي الجيل Z الذين يفضلون المحتوى الرقمي الصادق والقريب من واقعهم. كما تقدم النتائج دلالات تطبيقية مهمة للمسوقين، حيث تبرز ضرورة اختيار مؤثرين يتمتعون بالمصداقية، والتركيز على أسلوب السرد القصصي الأصيل، وبناء شراكات طويلة الأمد لتعزيز العلاقات مع المستهلكين وتحقيق مستويات أعلى من ولاء العلامة التجارية في السوق الرقمية.

الكلمات المفتاحية:

التسويق عبر المؤثرين الرقميين، ولاء العلامة التجارية، الجيل Z ، الثقة بالعلامة التجارية، نية الشراء، التسويق عبر وسائل التواصل الاجتماعي.

العنوان

تأثير تسويق المؤثرين الرقميين على ولاء العلامة التجارية بين مستهلكين

إعداد الطالب

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لسنة: 2026