

## **Effectiveness of Influencer Marketing Tactics and Our Understanding of Consumers Psychology in the Digital Era**

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### **Abstract**

Social media became very popular lately and social media influencers became a main driver in the marketing strategies in the last years, they also have the ability to influence a wild numbers of audience behaviours and their preference when it comes to purchasing decisions and all this became possible because of social media platforms such as Facebook, Instagram, YouTube and TikTok, This paper aims to improve our knowledge of marketing through social media influencers by studying how influencer attributes effects customers behaviour, attributes such as expertise, trustworthiness, similarities, and attractiveness , this paper will provide some important ideas on how to improve influencers marketing strategies and will make us understand customers purchasing behaviour, the results of this paper might deliver a very useful insights on how to develop brands ethical marketing and will provide suggestions to help brands in implementing influencers marketing in their marketing strategies to be able to reach their target audience through better and real cost efficient manner

**Keywords:** Marketing, Social Media Influencers, Influencer Attributes, Customers Behaviour.

### **1. INTRODUCTION**

Previous studies shows that the most important factors that affect audience purchasing behaviour and define their perception and behaviour are influencers reputation and influencer suitability and compatibility with the brand (Dhun & Dangi, 2023). And since they have the effect on the message's authenticity and the audience engagement with the information provided by them, these influencers relatability and trustworthiness are very important (Masuda et al.,2022) another crucial elements on the influencer marketing strategy are also the influencer genuineness and reputation. And because of their ability to raise the perceived value of the products promoted by them, influencers must keep a sincere relationship with their audience (farivar & wang, 2022).

We found that past research provides a deep understanding for the factors and variables that make the influencers have more influence on the purchasing behavior of their audience, but beside these past research we found a new variables that effects the purchasing decisions of the audience such as experience and reliability and entertainment value ( saima & khan,

2020), and beside this new factors had shown up which we found that it effects the success rates of influencer marketing campaigns because of the rise up of new kind of influencers like nano influencers which has small numbers of followers but highly engaged, these type of influencers provides a new powerful marketing strategies that didn't exist before and yet highly effective (ki et al.,2020),and we will conduct this study to examine and specify the most effective variables and factors of the influencers that leads to the success of the influencer marketing campaigns, and a research like this is highly needed in order to understand the complex nature of the influencer marketing and its relation with the audience purchasing behavior .

### **Influencer Marketing:**

Influencer marketing started to dominate the scene of digital marketing landscape, and its leveraging the popularity and the credibility of the influencers on social media to promote for brands and products and with the growth of the social media platforms such as Facebook, Instagram, YouTube and TikTok, these influencers became a key players in shaping the perception and the behavior of their audience about specific brands and products, the main reason behind the effectiveness and the success of the influencer marketing is in the influencers ability of connecting with their followers on a personal level and creating emotional ponds with them and this increase the loyalty and trust of their audience which is what all traditional marketing often struggle to achieve

### **Behavioral Intention:**

One of the important results in the influencer marketing is the behavioral intention, which is the intention of customer to do a specific behavior, which indicates the possibility for customers to do a specific behavior after engaging with some of the influencers like buying a product or supporting a brand, and there's numbers of elements like the attractiveness of the influencer or its credibility and also the quality of the content all these are elements that effects the behavioral intention of the customers

### **Parasocial Interaction:**

Understanding the parasocial interaction (PSI) is very important to understand the effectiveness of influencer marketing, the term PSI describe the connection between the audience and the influencers specially the social media influencers, the emotional ponds and personal relations between influencers and their audience are created through these connections , even though its done through mobile and computer screens through consistently encouraging the audience to support their influencers and have a personal connections with them and their recommendations, we found that PSI can dramatically increase the impact of influencer marketing (Bhattacharya, 2023).

### **Perceived Influence:**

In this case perceived influence is yet another important factor, it tells the degree of the believe from the audience side that this influencer can change their opinions and influence their behavior, the customers behavior cand change dramatically with a good influencer who have a high perceived influence, which leads to stronger behavioral intention, this factor mostly depends on the expertise and the trustworthiness of the influencer, which is an essential traits on any successful influencer fore developing his credibility toward his audience (Martinez Lopez et al., 2020).

### **Influence Attributes:**

Perceived influence and PSI are both highly affected by influencer traits like trustworthiness, expertise, attractiveness, and similarity. These variables impact how the audience views the influencer and the recommendations they make. According to Dhun and Dangi (2023), an influencer who is considered reliable and knowledgeable have a higher chance of creating strong PSI and being viewed as a highly influential influencers, this leads to the increase of the behavioural intentions of their audience.

How Influence Attributes Affect Behavioral Intention, PSI, and Perceived Influence Influencer characteristics have a direct effect on the audience behavioral intentions through the perceived influence and PSI, an attractive and credible influencer can boost PSI by showing up as a trustworthy and relatable influencer, and this will lead to an increase at the perceived influence audience will be more likely to accept his recommendations and advices, for example , influencers with high level of expertise can influence their audience of the advantage of specific product which will increaser the likelihood that the audience will purchase this product (Shah et al., 2023).

Although there is a big amount of research on influencer marketing, yet few is known about how influence characteristics combine with perceived influence and PSI to lead to behavioral intentions. By offering an in-depth look of these connections, our study aims to close this gap. The study's significance comes from its potential to provide marketers and brands with helpful guide on how to identify and work with influencers who may successfully impact customer behaviors.

And one of the most important metrics to measure the effectiveness of influencers marketing campaigns is the behavioral intention because its gives us clear insights about how the influencers marketing campaigns had a direct effect on the sales and the customers loyalty for brands, and businesses and marketers can create a very successful and effective influencer marketing campaigns and target their targeted audience and generate excellent results if they can understand the factors that effects the behavioral intention (Sami and Khan 2020)

## **2. CONCLUSION**

in the end this study aims to discover the relationship between, influencers attributes, PSI, the perceived influence and the behavioral intention in the frame of influencer marketing, by providing new understanding about these dynamics, and the goal from this study is to increase the effectiveness of influencer marketing tactics and enrich our understanding of consumers psychology in the digital era (Masuda et al., 2022).

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