

The impact of influencer credibility on consumer behavior



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In the digital age, influencers play a central role in brands' marketing strategies. Their perceived credibility significantly affects consumer behavior, especially on social media platforms. This theoretical study explores the impact of influencer credibility on consumer behavior through three key dimensions: attractiveness, expertise, and trustworthiness. Attractiveness refers to the influencer's physical appearance, charisma, or personal style—factors that can capture attention and foster emotional connection. Expertise refers to the perceived knowledge or competence of the influencer in a specific domain, which enhances the audience's trust in their recommendations. Trustworthiness involves the influencer's honesty, sincerity, and consistency in speech and behavior. These dimensions are analyzed to assess their influence on consumer attitudes—toward the brand, the product, and the influencer—as well as on purchase intention. By combining literature review and empirical analysis, this research aims to understand the psychological mechanisms linking influencer credibility to consumer decision-making. The anticipated findings could provide practical insights for brands in selecting suitable ambassadors and designing more effective and targeted campaigns.

Biography:

This theoretical study explores the role of influencer credibility in shaping consumer purchase intentions, drawing upon key research in influencer marketing. Building on Safiani & El Hassouni (2021), the study examines how influencers' credibility, through dimensions like attractiveness and expertise, affects consumer behavior. Additionally, studies by Djafarova & Rushworth (2017) and Kanwar & Huang (2022) offer valuable insights into the impact of social media influencers on purchase decisions. The research aims to establish a framework for understanding these dynamics, while contributing to the growing literature on influencer marketing and consumer behavior in digital platforms.