Investigating the Impact of Influencers Content Value on Followers Purchase Intentions: An Application on Youtube Influencers in Developing Countries

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ABSTRACT: The purpose of this study is to investigate the impact that different content value dimensions have on the purchase intentions of people who follow YouTube influencers in Egypt. Due to the fact that the issue of influencer marketing is still relatively new, especially in less developed nations. In the field of influencer marketing, a conceptual model was established. This model is based on the theory of consumption values as well as the theory of advertising values, which were found in the previous literature. An online questionnaire was used to gather data from 749 respondents in Egypt. This helped researchers validate their study hypotheses and test the conceptual model they had developed. For the purpose of doing the data analysis, the partial least square structural equation modelling (PLS-SEM) technique was used. According to the research, the purchase intention of followers is affected by the entertainment value, the functional value, and the social value of the content. However, the value of informativeness had no effect on the followers' intention to make a purchase. This post makes a contribution by giving the influencer content value dimensions that impact followers' purchase intention in Egypt. Additionally, the article offers some tips for influencer marketing on YouTube.

KEYWORDS: influencer marketing; purchase intention; theory of consumption values; theory of advertising values; influencer content value; YouTube influencers; youtubers; Egypt

1   INTRODUCTION

The Internet has revolutionized conventional business methods, consumer relationships, and the manner in which organizations and consumers connect and do business. As a technique of getting products and services, online shopping is gaining recognition and gaining in popularity. Because of the rise of e-commerce, making purchases on the internet has become a relatively new phenomenon that is destined to become the dominant purchase of commerce in the age of digital technology (Bourlakis, Papagiannidis and Fox, 2008). As a consequence, social media has become an essential platform for communicating marketing messages on a worldwide scale, boosting the attention of organizations, researchers, and marketers in the value of advertising and the potential for impact across various platforms (Saxena and Khanna, 2013). Thus, influencer marketing is a lately recognized activity that may be described as the cultivation of relationships with individuals who have the ability to influence prospective buyers (Tan *et al.*, 2018).

It is based on Brown and Hayes's (2007) notion of a "trusted adviser" and mirrors previous television advertisements in which celebrities are employed to pitch a brand by leveraging their reputation. Producing content that has the potential to go viral and achieve significant marketing success is widely regarded as the most challenging task (Watts, Peretti and Frumin, 2007; Vinet and Zhedanov, 2011). By utilizing influencer marketing, businesses may encourage people to purchase their items, resulting in a big retail lift. Brown and Hayes (2007) provide three unique approaches to using influencers in your marketing. Marketing "to" influencers will boost brand recognition within the influencer's network of connections. Second, marketing "through" influencers, in which you make use of them to increase brand recognition among your target consumers; and third, marketing "with" influencers, in which you turn them into brand ambassadors (Carr and Hayes, 2014; Trivedi and Sama, 2020).

However, what precisely do we mean when we talk about influencers? There are many different ways to define the term "influencers." In spite of this, the following definition will suffice for the purpose of this thesis: Microcelebrities in the realm of social media often take the form of influencers. People who are active on a number of different social media platforms at the same time are known as influencers. Some examples of these platforms include Instagram (where users are referred to as Instagrammers), YouTube (where users are referred to as YouTubers), Twitter (where users are referred to as Tweeters), and a wide range of professional and/or commercial bloggers (Abidin, 2016), and who are renowned "to a niche group of people" (Marwick, 2015b,

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2015a) as opposed to mainstream celebrities. Marwick (2015a) Describes microcelebrities as ordinary people who use celebrity culture to enhance their status within a network via internet means. This is not accomplished by chance; rather, it takes the thoughtful curation of identities that are self-aware and precisely crafted, with the assistance of deliberate information exchange and the end goal of developing a particular connection with followers (Marwick, 2015b). This relationship is Parasocial in nature, since it creates the sense of face-to-face contact between the follower/fan and the influencer (Horton and Wohl, 1956; Hartmann, 2016).

The content that can be found on YouTube is varied and sourced from all over the world, providing users with the ability to share their creations with a large number of site visitors. As a result, the site functions as a platform that is appealing to both individual users who create content and media businesses (Xu *et al.*, 2016). Besides, YouTube incorporates social networking capabilities, such as the ability to subscribe to and comment on the user-generated content of others. Individuals may engage in social interaction by uploading videos to their channels and subscribing to and commenting on the channels of others. Due to these social networking tools, YouTube has become a forum for a vast number of virtual relationships (Hwang and Zhang, 2018).

Over the last several years, Egypt has seen a considerable growth in the number of people using the internet as well as the popularity of mobile phones. According to data provided by the Egyptian Ministry of Communications and Information Technology in October 2021, the nation had more than 61.79 million internet users, representing an annual growth rate of 19.90%. In addition to this, there were 101.34 million mobile clients, which corresponds to a penetration rate of 98.04 percent throughout the nation (MCIT, 2020). Like those in other nations, Egyptians have seen a remarkable surge in the use of social media in recent years. The vast majority of Egyptian internet users (93.9%) watch online video content. Additionally, YouTube is the most widely utilized social media network in Egypt on a daily basis. According to the World Telecommunication/ICT Indicators Database maintained by the International Telecommunication Union (ITU), the number of internet users in Egypt reached 59.17 million in 2021, which is equivalent to 57.3 percent of the country's population. Of these internet users, 40.50 million watched online videos on YouTube (We Are Social and HootSuite, 2021). Developing a strategy for sampling requires consideration of a number of factors, the most important of which are the sampling technique and the sample size (Bell, Harley and Bryman, 2022).

The ability to share videos online in a variety of formats has been more popular over the last several years. When it comes to acquiring knowledge in this day and age, watching videos on YouTube, which is one of the many social media platforms available, is by far the most effective method. YouTube was first released in 2005 and is now the second most viewed website in the world, after Google. YouTube's popularity as a social media platform is second only to that of Facebook; whereas 77 percent of those who use the internet are on Facebook, just 63 percent use YouTube (Shapiro and Park, 2015). YouTube has become the video-sharing market leader (Kurtin *et al.*, 2018). YouTube is ranked second in the most visited websites in Egypt after Google. While ranked first in average time per visit with 21 minutes per visit compared to the most visited website, google for 8 minutes, and the third most visited website Facebook 13 minutes (Hootsuite and We Are Social, 2020).

2   LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT
2.1   Influencer Content Value

Influencer Content value defined as the customer's subjective evaluation of the relative value or utility of the content (Lou and Kim, 2019). Therefore, the Influencer, which is characterized by its lack of content, has the ability to prevent building the relationship between the influencer and followers (Ducoffe and Curlo, 2000). Moreover, it could build a negative evaluation upon the followers towards the influencer (Lou and Kim, 2019). On the other hand, the high value content helps in building positive attitude among followers (Lou and Kim, 2019). According to that studies examined the influence of content (advertising) value on purchase intentions (Van-Tien Dao *et al.*, 2014), brand awareness (Boerman *et al.*, 2018), trust (Jeremy and Antonio, 2021) and brand loyalty (Lou and Kim, 2019).

Advertising value was often used in the literature to understand content value (Lou and Yuan, 2019; Stubb, Nyström and Colliander, 2019; Gupta and Mahajan, 2020; Schouten, Janssen and Verspaget, 2020). Advertising value is comprised of three dimensions: advertising informativeness, entertainment, and irritation (Dix *et al.*, 2012; Burnaz and Acikgoz, 2021). The informativeness of advertising reflects the value of advertising to aid educated decision-making and subsequent purchase satisfaction (Ducoffe R.H., 1996). Advertising entertainment value captures the advertising's capacity to amuse customers (Ducoffe R.H., 1996). Advertising irritation refers to the intrinsic propensity of advertising to be bothersome, offensive, or distracting to consumers, hence impeding consumers' ability to achieve worthwhile objectives (Ducoffe and Curlo, 2000). Therefore, advertising that is informative and entertaining captures advertising's good cognitive and emotional traits, but advertising that irritates consumers portrays consumers' negative reactions to advertising, not advertising's value (Lou and Yuan, 2019). Nevertheless, it is possible that this two-dimensional definition of the value of branded content does not effectively capture the value that is seen to be associated with branded content (Lou and Xie, 2020).

In applying the conceptualisation of advertising value to influencer content value, researchers have explored its role in purchase intentions (Van-Tien Dao *et al.*, 2014). For instance, the investigation of the function played by content value, whether in terms of informativeness or entertainment, in The fact that followers trust the sponsored content that social media influencers post indicates

that the only factor that positively influences the followers' trust in the sponsored content that is produced by the influencers is the informativeness value of the content that is generated by the influencer (Lou and Yuan, 2019). Sheth et al. (1991) classified a total of five different values. In the beginning, the accumulated benefits of making certain purchasing selections were described. It has been used to a wide range of situations and topics, such as the value of the internet as a platform for doing retail business (Cheng *et al.*, 2009; Van-Tien Dao *et al.*, 2014), the value of information and entertainment for mobile services (Pihlström and Brush, 2008), and Value of streaming apps (Oyedele *et al.*, 2018).

Furthermore, previous literature not only provided inconsistent findings on the effects of influencer content value, but it also demonstrates a lack of fundamental knowledge of the processes by which content value and influencers influence consumer purchase intentions (i.e., the process of persuasion) (De Jans, Cauberghe and Hudders, 2018; Dhanesh and Duthler, 2019; Lou and Kim, 2019; Kay, Mulcahy and Parkinson, 2020). In other words, the mediating role of the perceived value of content that influencers provide in shaping consumer purchasing intentions is still unclear (Chung and Cho, 2014; Shan, Chen and Lin, 2020).

2.2   Purchase Intention

Over the course of the last several years, social networking sites have garnered a growing amount of attention from advertisers who are looking to capitalize on chances to influence the purchasing intentions of consumers (Weismueller *et al.*, 2020). Purchase intention is a cognitive behavior that refers to the intention to buy a certain brand (Carr, 2018). In addition, the term "purchase intention" refers to a person's intentional purpose to make an attempt to purchase a certain brand of product. The process of consumers making purchase choices is a dynamic one, and purchase motivations are an integral element of this process (Mainolfi and Vergura, 2021). The term "purchase intention" refers to the state of mind of a customer in which they have the purpose to acquire a certain item or service (Wu et al., 2012). The purchase intention can also be defined as the conscious plan that an individual puts forth regarding making an effort in order to buy a particular brand (Spears and Singh, 2004; Mainolfi and Vergura, 2021). According to this definition, the purchase intention is dependent on the conscious of the person; therefore, the purchase intention represents a personal behavioral tendency (Tsai and Men, 2017).

It is of utmost importance to have an understanding of customer purchase intentions due to the fact that this connects to consumer behavior, consumer perception, and consumer attitude, and may thus be utilized to anticipate the process of purchasing (Pihlström and Brush, 2008; Schouten, Janssen and Verspaget, 2020; Miranda, Cunha and Duarte, 2021). The significance of a consumer's desire to make a purchase may be summed up in a single sentence: purchase intent is the most important predictor of actual use behavior (Miranda, Cunha and Duarte, 2021). The fact that a large number of studies have shown that there are factors that might influence the connection between consumer intention to buy and actual behavior (such as De Cannière et al., 2010 and Rausch and Kopplin, 2021), demonstrates that this is a topic that has received a lot of attention in recent years. However, in the case of influencer marketing, it is not yet obvious how influencers might affect the purchase intention of followers for a particular product. This is something that needs more investigation.

It was discovered that the value of the content that influencers provide has a substantial effect on the customers' intentions to make purchases online (Van-Tien Dao *et al.*, 2014). According to the findings of a research, consumers' views of the content value of advertising have been characterized by advertising's informativeness, entertainment value, and reputation; as a result, consumers' purchase intentions have been changed (Van-Tien Dao *et al.*, 2014). Posts that are published by influencers supply their followers with information about product alternatives as well as other content that is informative (Van-Tien Dao *et al.*, 2014; Lou *et al.*, 2019). In addition, influencers add unique aesthetic flourishes and personality twists to their postings, which often provide the people who follow them with a delightful experience that has some kind of entertainment value (Dao *et al.*, 2014). It has been shown that users' perceptions of the value of content have a favorable effect on their intentions to make purchases online (Dao *et al.*, 2014).

Some previous studies investigated this relationship as social media has added a new concept of intent to purchase through the continuous increase in users' tendency towards social media to search for information and make purchasing decisions (van Reijmersdal and van Dam, 2020). Thus, today's social media influencers are considered more interactive, exciting and accessible to the audience on social media, and they can attract the attention of their followers with their real personalities, as they express themselves through interactive and real content, so commercial companies realize the importance of using influencers, because of their role in taking consumers (Schouten, Janssen and Verspaget, 2020).

According to these previous studies, they had the same application and the sector in which the studies were applied, as well as the country in which the research is applied almost in developed countries. Therefore, the researcher examined this relationship in developing countries (Egypt). Based on the previous studies that were illustrated, this study can develop the forth hypothesis of the study, which is that Perceived influencer content value positively influences followers purchase intentions.

H$_1$: Perceived influencer content entertainment value positively influences followers purchase intentions.

H$_2$: Perceived influencer content informativeness value positively influences followers purchase intentions.

H$_3$: Perceived influencer social content value positively influences followers purchase intentions.

H$_4$: Perceived influencer functional content value positively influences followers purchase intentions.
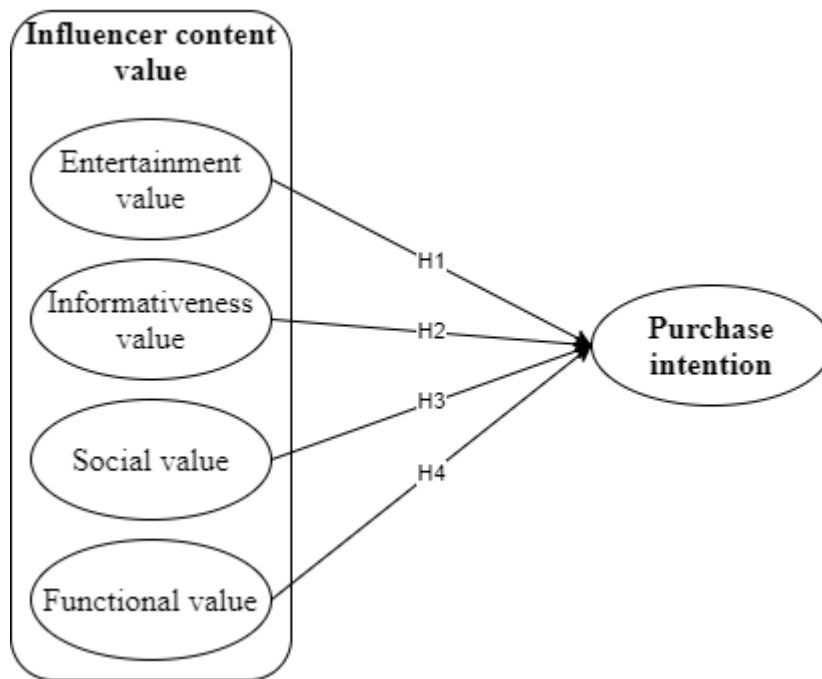
3   METHODOLOGY OF THE EMPIRICAL STUDY

3.1   Data Collection and Sampling Method

The population of interest in the current study was defined as all Egyptian consumers who are subscribers to YouTube channels maintained by Egyptian influencers. The subsequent parts will provide a more in-depth explanation of this topic. This article used a quantitative research approach, where a questionnaire was developed based on previously validated scales in the marketing literature. Specifically, Purchase intentions was measured using three items Adopted from (Yuan, Jang and Soocheong, 2008; Lou and Kim, 2019; Trivedi and Sama, 2020).. Informativeness value was measured as a reflective construct using four items Adopted from (Ducoffe R.H., 1996). Entertainment value was measured as a reflective construct using five items Adopted from (Ducoffe R.H., 1996). Social value was measured using as a reflective construct four items Adopted from (Sheth, Newman and Gross, 1991; Cheng *et al.*, 2009; Oyedele *et al.*, 2018; Lou and Xie, 2020). Functional value was measured as a reflective construct using four items Adopted from (Sheth, Newman and Gross, 1991; Cheng *et al.*, 2009; Oyedele *et al.*, 2018; Lou and Xie, 2020).

A five-point item Likert scale ranging from strongly disagree to strongly agree was used to capture all the research constructs. The questionnaire consisted of two sections. The first section contained some questions about the demographic characteristics of the samples. Conversely, the second section contained the questions that captured the main research constructs. The questionnaire items are shown in Table 1. For the purpose of collecting data, the researchers used an online questionnaire (Malhotra, Nunan and Birks, 2016). The link to the online questionnaire was posted on a number of Facebook pages and youtube communities that was maintained by Egyptian influencers Egypt. The sampling method in this study was a self-selection sampling. This sampling method has the advantage of gaining access to participants who are committed and informative about the research topic (Saunder, Lewis and Thornhill, 2019). To ensure that the participants are familiar with the YouTube influencers, two screening questions were included in the survey to ask about their awareness and familiarity with influencers and especially YouTube influencers After three months of multiple posting, 749 complete responses were collected. According to Stevens (1996), a sample size of at least 15 respondents should be used for each variable, and the model that will be used in this research with roughly 5 variables would employ around 75 individuals (Stevens *et al.*, 1996). The current study used a sample size of 30 respondents for the pilot stage and 749 respondents for the main study.

Variable	Dimensions	Operational Definition	Scale
Content value	Informativeness value	Those videos provide relevant content	Adopted from (Ducoffe, 1996)
		Those videos provide timely content	Participants will indicate their
		Those videos provide useful content	agreement with each of the
		Those videos provide valuable content	statements, with options varying
	Entertainment value	Those videos provide enjoyable content	from "strongly disagree" to "strongly
		Those videos provide exciting content	agree" on a 5-point scale.
		Those videos provide pleasing content	

		Those videos make me feel relaxed content	
		Those videos provide entertaining content	
	Social value	Those videos make me more popular	Adopted from (Cheng *et al.*, 2009; Lou and Xie, 2020; Oyedele and Simpson, 2018; Sheth *et al.*, 1991)
		Those videos help me stay in touch	
		Those videos build relationships	
		Those videos my peers may like	Participants will indicate their agreement with each of the statements, with options varying from "strongly disagree" to "strongly agree" on a 5-point scale.
	Functional value	Those videos are reliable medium	
		Those videos are satisfactory medium	
		Those videos are good medium	
		Those videos provide timely info.	
			Adopted from
Purchase intentions		Likely to buy certain products because of his/her posts	Adopted from (Lou and Kim, 2019; Trivedi and Sama, 2020; Yuan and Jang, 2008).
		Possible that I will visit some online stores or actual stores because of his/her posts	Participants will indicate their agreement on a 5-point scale.
		Probable that I may purchase the products/brands that he/she has promoted if I happen to need one	

The analysis was carried out using the software SmartPLS3.3.5. The data was analysed using partial least square structural equation modelling, and the study hypotheses were validated using the results of the analysis. This approach of analysis is superior to others that are based on covariance since PLS-SEM does not call for a normal distribution and has strong estimation of models that are dependent on small samples. In addition to that, it may be used for the analysis of complex models.

4   FINDINGS
4.1   Descriptive Statistics of the Study Sample

There were a total of 749 respondents who took part in the survey; 366 of them were female, and 384 of them were male. The age range of participants ranging from 16 to 25 years old comprised the largest proportion (420 respondents), while those older than 45 years old made up the smallest proportion of those who took part in the research (41 respondents). The following table provides a breakdown, in both frequency and percentage terms, of the respondents' various demographic details.

Demographic Criteria		Frequency	Percentage
Gender	male	384	51.2%
	female	366	48.8%
Ages	16 to less than 25	420	56%
	26 and less than 35	156	28%
	36 and less than 45	85	11.3%
	46 to less than 55	41	5.5%
	older than 55	48	6.4%
Job Status	Students	367	48.9%
	Seeking for work	34	4.5%
	Part time	33	4.4%
	Full time	37	4.9%
	Self employed	228	30.4%
	Retired	51	6.8%
Average Income per month	less than 5000	354	47.2%
	between 5000 and less than 10,000	196	26.1%
	from 10,000 to less than 20,000	84	11.2%
	from 20,000 to less than 30,000	48	6.4%

	from 30,000 to less than 40,000	42		5.6%	
	lastly over 40,000	26		3.5%	
Time Spent on Youtube	Less than 10 min	153		20.4%	
	From 11 to 30 min	184		24.5%	
	From 31min to 1 hour	111		14.8%	
	More than 1 hour	302		40.3%	

4.2   Assessment of the Model

In order to assess the proposed conceptual model, the analysis was conducted on two steps using Smart PLS 3.3.5 In the first step, the reliability and validity of the model were examined to assess the study's measurements. In the second step, the hypotheses testing was conducted using a bootstrapping approach using PLS-SEM.

4.3   Measurement Model

As can be seen in the table, the Cronbach's alpha values within the context of this study ranged from 0. 799 to 0.877, which demonstrates that the measuring scales had very high levels of reliability (Hair *et al.*, 2019; Sarstedt *et al.*, 2019) As a result of this, the responses will be consistent if the measurements are performed on each scale several times. On the other hand, the values of the composite reliability ranged from 0. 799 to 0.877, which is higher than the cut-off criterion of 0.70 (Hair *et al.*, 2019; Sarstedt *et al.*, 2019), which is a positive sign of the scales' reliability (Henseler, Ringle and Sarstedt, 2015).

When figuring out the reliability of certain items, the outer loadings are an essential factor to consider (Henseler, Ringle and Sarstedt, 2015; Sarstedt *et al.*, 2019). A loading that is more than 0.7 provides evidence of the item's reliability (Henseler, Ringle and Sarstedt, 2015). As can be seen in the table, all of outer loadings have values greater than 0.7, which was determined by the findings of this test.

To check the convergent validity, the average variance extracted (AVE) of the study's constructs was examined to ensure that was above the recommended threshold of 0.5 As can be seen in Table, the researcher looked at the average variance extracted (AVE) to evaluate the convergent validity of the study's constructs. In the present investigation, AVE values that were more than the threshold value varied anywhere from 0.630 to 0.899. (0.5) (Henseler, Ringle and Sarstedt, 2015; Hair *et al.*, 2019; Sarstedt *et al.*, 2019).

Variable	Dimensions	Manifest variable	Outer Loading	Cronbach's alpha (α)	Composite Reliability (CR)	AVE
Content value	Informativeness value	iv1	0.809	0.877	0.877	0.796
		iv2	0.812			
		iv3	0.814			
		iv4	0.767			
	Entertainment value	ev1	0.642	0.862	0.862	0.899
		ev2	0.814			
		ev3	0.762			
		ev4	0.802			
		ev5	0.757			
	Social value	sv1	0.707	0.799	0.799	0.666
		sv2	0.737			
		sv3	0.743			
		sv4	0.648			
	Functional value	fv1	0.790	0.853	0.854	0.830
		fv2	0.778			
		fv3	0.717			
		fv4	0.794			
Purchase intentions		PI1	0.809	0.836	0.837	0.630
		PI2	0.760			
		PI3	0.812			

This study conducted an analysis to establish the discriminant validity of the research variables by comparing the square root of the average variance extracted from each construct to the correlation of the construct with the other components in the study

sample (Henseler, Ringle and Sarstedt, 2015; Hair *et al.*, 2019; Sarstedt *et al.*, 2019). In the current study, the table that follows displays the correlations that were found between each variable and the other variables. According to the results, the fact that the mean correlation between variables is lower than the square root of the AVE of each individual variable indicates that the study constructs have discriminant validity. In other words, it cannot be refuted that the respondents are in a position to differentiate between each of the research variables (Henseler, Ringle and Sarstedt, 2015; Hair *et al.*, 2017, 2019; Hair, Page and Brunsveld, 2019; Sarstedt *et al.*, 2019)

	Entertainment value	Functional value	Informative value	Purchase intentions	Social value
Entertainment value	0.841				
Functional value	0.768	0.833			
Informative value	0.799	0.770	0.873		
Purchase intentions	0.651	0.669	0.597	0.868	
Social value	0.548	0.657	0.551	0.577	0.913

4.4   Structural Model Assessment

Furthermore, the study examines the direct impact of influencer content value on consumers' purchase intentions. After the measurements of the study's model were validated, the researchers used a bootstrapping approach using PLS-SEM to assess the research hypotheses (Hair, Risher, *et al.*, 2019; Sarstedt *et al.*, 2019). The testing of H1 indicates that perceived influencer content entertainment value has a positive direct effect on followers purchase intentions (t= 5.207, β= 0.300, p= 0.000). The testing of H2 shows insignificant relationship between Perceived influencer content informativeness value and followers purchase intentions (t= 0.422, β= -0. 024, p= 0. 673). The findings also indicated that perceived influencer content social value has a positive direct effect on followers purchase intentions (t= 4.808, β= 0.217, p= 0.000). The findings also indicated that perceived influencer content functional value has a positive direct effect on followers purchase intentions (t= 4.615, β= 0.278, p= 0.000).

Regarding the R-square values of the dependent variables, the findings showed that the R-square of purchase intentions was (0.520) which indicates that 52% of the change in followers intentions to buy productst was explained by influencer perceived entertainment value, influencer perceived social value and influencer perceived functional value.

	β	T Statistics	P Values	Conclusion
Entertainment value -> Purchase intentions	0.300	5.207	**0.000**	**Supported**
Informative value -> Purchase intentions	0.024	0.422	**0.673**	**Rejected**
Social value -> Purchase intentions	0.217	4.808	**0.000**	**Supported**
Functional value -> Purchase intentions	0.278	4.615	**0.000**	**Supported**

5   DISCUSSION, CONTRIBUTION AND MANAGERIAL IMPLICATIONS

The results of this research provide more evidence that demonstrates the purchase that influencers have on the purchasing choices of customers. The high degree of entertainment value that influencers deliver via their content is defined by a high level of content value, which leads in a high level of purchase intentions from followers. This is shown by the fact that there was found to be a positive influence that entertainment value has on the consumer's intentions to buy. This discovery is consistent with the findings of many other studies that have been published (Gagnon, 2014; Holliman and Rowley, 2014; Van-Tien Dao *et al.*, 2014; Ahmad, Musa and Harun, 2016; Du Plessis, 2017; Hutchins and Rodriguez, 2018; Lou *et al.*, 2019; Abdullah *et al.*, 2020; Kim, 2020; Lin *et al.*, 2021). For instance, Lou et al. (2019) conducted tests on hypotheses that included both high and low product envolvment brands, and they came to consistent conclusions. When compared to their initial baseline responses and those of participants in the post-control condition, participants who had been exposed to branded content for two days exhibited more positive brand attitudes, better brand loyalty, and higher purchase intentions. This was the case regardless of whether or not participants were in the post-control condition.

In addition, The Vietnam-based field research reveals that the informativeness and entertainment value of influencer material have positive impacts on consumers' perceived value of social media influencer, which in turn favorably affects their online purchase intention (Van-Tien Dao *et al.*, 2014). Furthermore, The perceived value of social media advertising by influencers positively increases followers intention to make an online purchase (Van-Tien Dao *et al.*, 2014). On social media advertising, the impacts of advertising informativeness and entertainment are smaller than on Content Community Sites (Van-Tien Dao *et al.*, 2014). It verifies and extends the findings of Dao et al. (2014) about the indirect influence of entertainment value on purchase intentions, demonstrating that entertainment value has a direct effect on purchase intentions (Annamalai et al., 2021). Moreover, this research explored the moderating impact of sports influencer credibility on the mediation effect of ad content value in the relationship

between team identification and purchase intention. One of the study's key conclusions is the value of ad content has a positive effect on purchase intention (Lee, 2021). Consumers are more inclined to purchase products supported by social media-followed sports influencers (Lee, 2021).

Similarly, three dimensions of influencer content value which were entertainment, social and functional value had significant impact on followers purchase intentions. These results are consistent with many studies (Ducoffe R.H., 1996; Pavlou, Liang and Xue, 2007; Vinet and Zhedanov, 2011; Rathore *et al.*, 2016; Yuan, Kim and Kim, 2016; Lou and Kim, 2019; Mohd Thas Thaker *et al.*, 2021).

Despite the fact that previous studies have shown that informativeness value has a positive influence on customer behavior and/or brand loyalty across a variety of circumstances. The results indicated that informativeness value had an insignificant impact on followers purchase intentions. This is a surprising finding as a number of studies, such as Ducoffe (1996), Jung et al. (2016), Lee and Hong (2016), Pavlou et al. (2007), and Rathore et al. (2016), concur that informativeness plays a significant role in influencing customers to purchase or subscribe to various products via electronic platforms, such as social media and other electronic ones. This is because customers are more likely to make purchases or subscriptions when they are provided with relevant information (Lou and Yuan, 2019). In addition, a study conducted in china found that the impact of informativeness value on purchase intentions was some what greater than that of entertainment value (Lou and Kim, 2019). Similarly, another research proposes that if individuals watch unboxing videos to learn about certain things they are considering purchasing, the informativeness of the video has a direct effect on their intention to buy (Kim, 2020). Moreover, a study conducted in Malaysian Islamic banking sector found that perceived relevance, perceived informativeness, and perceived expectation have a statistical relationship with the intention to purchase Islamic banking goods through social media (Mohd Thas Thaker et al., 2021).

On the other hand, previous studies have shown that social value has a positive influence on customer behavior and/or brand loyalty across a variety of circumstances, such as the usage of streaming apps (Oyedele et al., 2018), online retailing platform (Cheng et al., 2009), and travel destination (Luo et al. 2019), our findings indicated that social value had significant effect on purchase intention. This is consistent with the findings of a study that examined the value experiences of travel website users (Mohd-Any, Winklhofer and Ennew, 2015). Thus, social value contributes to the improvement of one's self-image within their social network (Sheth et al., 1991), exposure to branded content marketing may not immediately correlate to an improvement in image or status. Social value contributed to customers' purchase intentions on YouTube lower other categories of value, such as entertainment and functional value .

In addition, a research including Internet-savvy Malaysian high school graduates conceptualized and analyzed a consumption value model as a predictor of intention to purchase online (Ramayah, Rahman and Ling, 2018). The relationship between consumer desire to utilize the internet as a retail platform and functional value is highest when functional value is high (Ramayah, Rahman and Ling, 2018). This is consistent with the results of Hur et al. (2012) and Engström et al. (2015). In accordance with a previous study (Ming-Sung Cheng et al., 2009), lou and xie (2020) discovered that the functional value of a brand's social media channel (i.e., YouTube) correlates to an increase in customers' purchase intention. Similarly, functional value was the second most significant predictor of customers' purchase intention. This indicates that, despite the fast dispersion of information, the credibility of brands' owned media (e.g., social media platforms) may give customers with value that can strengthen their brand experiences and connection.

Content in video format should be published on the influencer's YouTube channel, and newsletter content referencing the brand's official website or page should be disseminated via email. To widen the circulation of content and raise the number of page fans, so enhancing brand awareness (Coelho *et al.*, 2016), The organization should seek collaborations with influencers who identify with it. A crucial part of every plan is to assess its effectiveness and act accordingly. The organization should seek collaborations with influencers who identify with it. A crucial part of every plan is to assess its effectiveness and act accordingly. The organization should seek collaborations with influencers who identify with it. Evaluating a plan's viability and making adjustments in accordance with the results is an essential component of any strategy (Järvinen and Taiminen, 2016). The next step is to ascertain whether or not the content that was seen incited the user to do some kind of activity. Therefore, it is very important to evaluate the click-through rate (the ratio of the number of clicks to the number of impressions) as well as the proportion of site visitors who, in general, make a purchase. In the end, it is important to find out whether or not people connect with and share the content that an influencer posts on social media. This is an indirect indicator of how engaged people are with the brand that the influencer is trying to promote (Balio and Casais, 2021).

6   RESEARCH LIMITATIONS AND DIRECTION FOR FUTURE STUDIES

Although the bulk of papers do not investigate Social Media Influencers within the context of a single industry, the available literature clearly favors the fashion and beauty industries. Due to visual aesthetics and filters, social media networks and YouTube in particular, the top platform for influencer marketing (Reinikainen et al., 2020), offer a good ecology for advertising beauty products and promoting affluent lifestyles and luxury companies (Jin et al., 2019). Therefore, care should be given when generalizing

to other product categories and industries. Further research is required to examine a wide range of product categories, such as wearables, jewelry (Trivedi & Sama, 2020), beverages (Xiao et al., 2018), fast-moving consumer goods, and food (Fink et al., 2020), in order to identify differences between product types (De Veirman et al., 2017) and reflect the potentials of such campaigns across various industries.

Despite the important insights that this study provides to both theory and practice, it has some shortcomings that can provide directions for future research studies. First, this article only examined the impact of influencer content value on followers' purchase intention on youtube, is Egypt; thus, the results cannot be generalized to other countries. Further research can examine the factors that affect followers' purchase intention in other developing and developed countries, where it can include some cultural factors to explain consumers' consumption. Another limitation can be attributed to the quantitative nature of the study. Despite that quantitative studies can be used to conduct research on big samples, further research can be conducted qualitatively using focus groups or in-depth interviews with consumers to explore further reasons that can enhance customers' purchase intentions of products promoted by influencers

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