The Power of Social Media Influencers: A Study of Public Perception of Credibility Among Kuwaitis

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Abstract : Objectives: This study aims to explore the perceived credibility of social media influencers and their effect on purchase intention. In addition, the study aims to investigate the relationship between satisfaction with content promoted via social media and its relation to purchasing intention. Methodology: This study uses an exploratory and quantitative methodology. It was implemented through a cross-sectional survey that asked respondents to identify the time they spend using social media, satisfaction with influencers' content, types of influencers they prefer, motivations to use social media, purchase intention of products promoted by influencers, as well as three credibility dimensions. Sample: the sample included 1184 Kuwaiti nationals, of which 50.4% (N=593) were males and 49.6% (N=584) were females. Results: The analysis of the data indicated that comedy and entertainment influencers are the most preferred type of influencers, while fashion influencers "fashionistas" are the least preferred. Based on the results of the regression analysis, the perceived credibility of influencers and satisfaction with their content is positively related to higher purchase intention. While all dimensions of credibility are positively related to higher purchase intention, attractiveness is the strongest predictor. Conclusion: The significant value of this study is the examination of the perceived credibility of influencers and the type of influencer social media users prefer to follow. The current research proves that the attractiveness of influencers is the highest dimension of their perceived credibility, which was prevalent in the findings.
Keywords : influencers, social media, mass media, credibility
Conference Title : ICDJSMA 2022 : International Conference on Digital Journalism and Social Media Applications
Conference Location : Tokyo, Japan
Conference Dates : December 02-03, 2022