

# EXAMINATION OF THE IMPACT OF TRUST IN INFLUENCERS AND PERCEIVED CONTENT QUALITY ON BRAND AWARENESS, CONSUMER INTERACTION, AND PURCHASE INTENT: THE CASE OF TÜRKIYE

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## ABSTRACT

Nowadays, many brands are increasing their collaboration with Influencers. For this reason, many social media celebrities appear before social media users with new content every day. The ability of influencers to gain response is undoubtedly closely related to gaining the trust of users and the quality of the content they share. Otherwise, it will not be possible for Influencers to be effective through their followers. The aim of this study is to examine the impact of social media users' trust in Influencers and their quality perception of the content shared by these celebrities on brand awareness, consumer interaction and purchase intentions for the promoted products. Research data was obtained through an online survey form in January 2024. As part of the research, data was collected from a total of 350 participants across Türkiye. As a result of the research, it was determined that most participants purchased between 1-6 products because of influencer promotions. Although the participants largely follow Influencers in the fields of education, entertainment, food and beverage, technology and travel, one of the important research findings is that nearly half of the participants do not purchase any products. Again, because of the research, it was determined that most of the participants watched the promotional content of Influencers for a period of 1-3 hours. As a result of the research, it was determined that trust in Influencers and perception of content quality have a significant and strong effect on brand awareness, consumer interaction and purchase intention. It is evaluated that the research results will be useful for brands that consider collaborating with researchers and influencers working in this field.

## KEY WORDS

trust in influencers, content quality, brand awareness, consumer interaction

## CLASSIFICATION

JEL: M31, Q55

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## **INTRODUCTION**

Presently, brands increasingly prefer collaborating with social media celebrities, mainly due to the vast user base of social media platforms and the influence influencers hold over their followers. Consequently, brands endeavor to increase consumer awareness, engagement, and ultimately influence product purchases by sharing content either independently or through influencer partnerships. Two types of content can be distinguished here: content shared by the brand itself and content shared by influencers with whom the brand collaborates. This study focuses on the content shared by influencers, which encompasses all content indicating an influencer's clear support for a luxury brand. Collaborating with influencers is commonly employed in social media content strategies by marketers because influencers exert varying degrees of influence over their numerous followers who emulate their behaviors and shape fashion trends [1, 2]. Influencer marketing has become one of the most popular and effective forms of online marketing. With millions of internet users browsing social media platforms for entertainment, inspiration, and product recommendations daily, it is no surprise that marketers are harnessing the power of social media's most recognizable faces for promotion. The global influencer marketing market value stood at 21,1 billion U.S. dollars as of 2023, having more than tripled since 2019. As influencer endorsement continues to mature as an industry, the size and value of influencer marketing platforms also continue to expand every year, making collaborations between brands and creators more profitable than ever [3]. During a global 2024 survey carried out among PR agencies, marketing agencies, brands, and other relevant professionals, 37,6 % of respondents stated that their organizations worked with up to 10 influencers, whereas 14,7 % said they worked with over a thousand influencers [4]. Influencer marketing activities are mostly carried out on social platforms such as Facebook, Instagram and Twitter [5]. Overall, 78 % of marketers find influencer marketing to be an effective strategy for increasing brand awareness. Instagram is the preferred platform for 87 % of influencers to collaborate with brands. Influencer campaigns outperform traditional advertising methods, resulting in an average engagement rate of 4,2 %. More than 60 % of consumers say they trust influencer recommendations when making purchasing decisions [6].

However, it is deemed necessary to further explore the characteristics of content created by influencers and the impact of trust in influencers in marketing campaigns conducted with influencers. Therefore, this study aims to contribute to the literature and provide insights to brands by examining the influence of social media users' trust in influencers and their perceived content quality on brand awareness, consumer engagement, and purchase intention concerning promoted products, with a focus on the Turkish context.

## **THE CONCEPT OF INFLUENCERS**

The emergence of social media networks has provided opportunities for brands to utilize these platforms to achieve marketing and business objectives. Today, social media marketing is generally understood as an interdisciplinary and interfunctional process that often incorporates social media alongside other communication channels to deliver value to stakeholders and achieve corporate goals [7].

Social media influencers are defined as individuals who can communicate with social media users and promote products to target consumers. Influencers strive to develop close, long-term relationships with their followers while consistently producing valuable content on social media to inform and provide recommendations to their audience [8]. Influencers have emerged as a new type of marketing communication channel, functioning as content creators who receive monetary or non-monetary support in exchange for the content they create and share [9]. They are described as 'a new type of independent third-party validator shaping attitudes of their followers through the use of blogs, tweets, and other social media platforms' [10] and as

‘individuals with a broad following network’. Today, influencers create content on a wide range of topics, including but not limited to fashion, childcare, construction, food, travel, hobbies, among others.

Prominent influencers in their field can contribute to the value and customer loyalty of the brands they collaborate with and help a company stand out against its competitors. They can positively impact the sales of the collaborating brand and even influence their stock market values [11]. Therefore, many brands today view collaboration with influencers as an indispensable part of their marketing efforts.

## **TRUST IN INFLUENCERS**

Trust is the willingness of one party to be vulnerable based on the expectation that the other party will perform a specific action. It is also an act of vulnerability towards the actions of the trusted party without the ability to monitor or control them. A common consensus among various definitions of trust is that it involves the willingness of the trustor to be vulnerable to the actions of the trusted party based on the expectation that they will perform a specific action [12]. Trust in influencers undoubtedly influences followers’ valuation of the content shared by influencers, their interest in the collaborating brand, and their perspective. According to researchers [13], trust is one of the most significant aspects of the relationship between influencers and their target audience, implying that influencers can only influence consumers when they trust them. Indeed, trust in influencers has been reported to have a positive effect on the credibility of the collaborating brand and subsequently leads to purchase intention [14]. An influencer perceived as more credible tends to have higher levels of competence and reliability, thus exerting a greater influence on the purchase behavior and intentions of the target audience. In this regard, content created by influencers may appear more trustworthy when based on shared values with consumers [15].

Researchers, [16], identified trustworthiness, social influence, argument quality, and information involvement as the most important factors influencing perceived information credibility by consumers. Their research results also indicate a strong and positive relationship between perceived information credibility and brand/video attitudes. Therefore, the reliability of provided product information and its endorsement by experts are of paramount importance.

In a study [17], it was found that messages created by influencers have informative value, and influencer reliability positively influences followers’ trust in branded content created by influencers, which in turn positively affects brand awareness and purchase intention. Researchers [18], examined influencer posts and highlighted the importance of long-term relationships in gaining followers’ trust, noting that trust in influencers develops over time. As a result, influencers, whom consumers see as reliable and sincere sources of information, bring together the sponsored content they produce online with their followers [19].

## **SOCIAL MEDIA CONTENT QUALITY**

Approaching social media content quality from the perspectives of customers is crucial for organizations to establish and maintain positive online relationships with their social media customers. This is because when followers perceive that the content shared by influencers is not beneficial or does not contribute, they will stop following those influencers. Undoubtedly, this situation will also have a negative impact on the brands with which influencers collaborate.

Social media content quality can be defined as the perception of the accuracy, completeness, relevance, and timeliness of brand-related information on the social media pages of consumers, brands, or influencers [20]. Content quality encompasses comprehensiveness, accuracy, clear and actionable information. When it comes to content quality, headings such as competence,

accuracy, timeliness, and comprehensiveness stand out [21]. Additionally, it is known that innovative and engaging content increases consumer interaction and helps attract their attention to brands [22].

For example, the richness of content (images and videos) and the length of the message can increase the interaction and popularity of a post, while the originality and uniqueness of the content can influence influencer-follower relationships. The liveliness of shared content can contribute to the sharing of posts. Consequently, content quality can be considered an important factor influencing users' preferences and behaviors [23].

## **BRAND AWARENESS**

Brand awareness is the fundamental and most crucial constraint in any search related to a brand and is a factor directly influencing consumers' purchasing decisions [24]. Brand awareness denotes consumers' ability to recognize and recall a brand in different situations. It comprises brand recall and brand recognition; the former represents customers' ability to recall a brand name, while the latter refers to customers' ability to identify a brand in the presence of a brand cue [25]. According to researcher [26], companies utilizing social media platforms can create awareness by promoting their brands and can convert this awareness into purchase behavior. Social media channels such as Instagram, Facebook, Twitter, and YouTube have increasingly become central in sharing and spreading information, leading brands to heavily invest in establishing a strong presence on these channels for awareness. Consequently, it is known that the quality of content brands publishes on social media influences individuals' brand awareness levels over time and facilitates their recognition and recall of the brand [27]. It is also known that brand awareness has an impact on consumer interaction on social media [28]. Within this context, the following hypotheses have been formulated:

**H<sub>1</sub>:** Trust in influencers has a significant effect on brand awareness.

**H<sub>2</sub>:** Perceived quality of social media content has a significant effect on brand awareness.

## **CONSUMER INTERACTION**

Consumer interaction refers to the intensity of individual engagement initiated by consumers or businesses towards a brand's marketing activities [29]. Consumer interaction comprises cognitive, emotional, and behavioral dimensions. The cognitive and emotional dimensions of consumer involvement encompass customers' experiences, attitudes, intentions, and emotions towards a brand. Behavioral involvement, on the other hand, reflects a consumer's proactive efforts towards a brand. Researchers, [30] state that online consumer interaction is based on motivational factors such as initiating and sustaining word-of-mouth communication, providing recommendations, assisting other consumers, creating blogs, and writing comments. Additionally, consumer involvement is considered as behavioral responses developed by consumers towards a brand beyond purchasing. In behavioral involvement, consumers' voluntary contributions (such as sharing brand knowledge and experience with others, spending time, etc.) constitute extra-role behavior. Social media brand interaction, defined as a space for help, discussion, and idea exchange, has fundamentally transformed communication between brands and customers [31]. Consumer interaction has positive outcomes; for instance, it enhances perceived credibility [32]. Researchers [33], underscore the importance of regular updates and incentives on social media to generate interest in a brand. Moreover, it has been found that consumer interaction has a positive impact on business performance [34]. Regardless of its nature, content created by businesses supports user-generated content [35]. Within this context, the following hypotheses have been formulated:

**H<sub>3</sub>:** Trust in influencers has a significant effect on consumer interaction.

**H<sub>4</sub>:** Perceived quality of social media content has a significant effect on consumer interaction.

## **PURCHASE INTENTION**

Purchase intention refers to the combination of consumers' interest in a brand or product and the likelihood of purchasing these products. It is strongly associated with attitudes and preferences towards a particular brand or product [36]. Consumer purchase intention is part of consumer cognitive behavior that reveals how a specific brand is expected to be purchased [37]. From social media brand communication, which creates its own celebrities like any other medium, to influencing consumer preferences, marketing is heavily focused on making its presence felt. Today, it is possible to encounter influencers on dozens of different topics ranging from personal care to decoration, from cars to agricultural tools and equipment. Influencers, who have millions of followers due to their popularity on social media, are known to influence consumer purchasing behavior. As the influence of traditional celebrities diminishes on consumer behavior, the influence of influencers increases [8]. It is known that high-quality content shared by influencers on social media can influence consumer beliefs and purchasing behavior [38]. Within this context, the following hypotheses have been formulated:

**H<sub>5</sub>:** Trust in influencers has a significant effect on purchase intention.

**H<sub>6</sub>:** Perceived quality of social media content has a significant effect on purchase intention.

## **RESEARCH METHODOLOGY**

### **RESEARCH PURPOSE**

In today's context, influencers, due to their millions of followers, play a fundamental role in brand communication efforts by brands. Influencers, which hold a highly significant position in brand communication, have been the subject of numerous studies. In this research, the impact of trust in influencers and the perceived quality of content created by influencers on consumer interaction, brand awareness, and purchase intention is examined.

### **SCOPE AND SAMPLE OF THE STUDY**

This study was conducted in Turkey between January and February 2024. Convenience sampling, a non-probability sampling method, was employed to collect data. A link containing the survey form was shared on various social media platforms for data collection. The study reached 350 participants.

A 5-point Likert scale was used for the questions related to the scale in the prepared survey form. In the 5-point Likert scale, the evaluations were coded as follows: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree.

### **DATA ANALYSIS**

The first section of the survey included demographic questions. The second section contained statements related to trust in influencers, perceived quality of influencer-generated content, consumer interaction scale, brand awareness, and purchase intention scale. Data analysis in the study was conducted using the SPSS package program. Cronbach's Alpha coefficient was used to assess the reliability level of the scales in the study. Cronbach's Alpha coefficient is a statistical method that measures the internal consistency of a scale. Generally, values above

0,70 represent a good level of reliability, while values between 0,60 and 0,70 indicate acceptable reliability [39].

The scales used in the study, including content quality perception scale [20], consumer interaction scale [40], brand awareness scale [41] purchase intention scale [42], and trust in influencers scale [43], were obtained from previous studies. Before proceeding to factor analysis, a reliability analysis was conducted to evaluate the internal consistency of the scales, and Cronbach’s Alpha value for all scales used was found to be 0,886 and above, indicating good reliability. A normality test was conducted to determine whether the data showed a normal distribution. The normality test examines the skewness and kurtosis values of the data groups. According to the literature, groups with skewness and kurtosis measures between +2 and -2 are considered to exhibit normal distribution [44]. The normality test conducted in this study revealed that all tests in the research showed normal distribution. Therefore, parametric tests were deemed appropriate for the analysis. To test the hypotheses of the study, Pearson correlation coefficient was calculated to examine the relationship between trust in influencers, perceived quality of influencer-generated content, consumer interaction, brand awareness, and purchase intention. Subsequently, simple linear regression analysis was applied to determine the impact of trust in influencers and perceived quality of influencer-generated content on consumer interaction, brand awareness, and purchase intention.

## FINDINGS AND ANALYSIS

This section includes information on participants’ demographic characteristics, the number and domain of influencers they follow, and their product purchasing behavior due to influencer influence. Additionally, this section presents the results of factor analyses, validity and reliability analyses of the scales, and regression analysis testing the hypotheses.

**Table 1.** Demographic characteristics of participants.

<b>Education</b>	<b>F</b>	<b>%</b>	<b>Income</b>	<b>F</b>	<b>%</b>
Primary School	7	2,0	12,000 TL and below	112	32,0
High School	112	32,0	12001- 18000	52	14,9
University	193	55,1	18001-24000	48	13,7
Master’s/Ph.D.	38	10,9	24001-30000	49	14,0
<b>Occupation</b>	<b>F</b>	<b>%</b>	30001-36000	41	11,7
Private Sector Employee	106	30,2	36001-40000	17	4,9
Public Sector Employee	94	26,8	40,0001 TL and above	31	8,9
Student	75	21,4	<b>Age</b>	<b>F</b>	<b>%</b>
Self-Employed	34	9,7	18-24	108	30,8
Homemaker	21	6,0	25-31	80	22,8
Retired	15	4,2	32-38	56	16,0
Unemployed	6	1,7	39-45	50	14,2
<b>Gender</b>	<b>F</b>	<b>%</b>	46 and above	56	16,0
Female	187	53,4			
Male	163	46,5			

Table 1 provides information on the demographic characteristics of the participants. Upon reviewing the table, it can be observed that many of the participants are university graduates, have a monthly income of 12 000 TL or less, are mostly employed in the private sector, fall within the age range of 18-24, and females are predominant in the study. Table 2 contains information about the participants’ attitudes and behaviors towards Influencers.

**Table 2.** Participants’ attitudes and behaviors towards influencers.

<b>Product Purchase Status Following Influencer Promotion</b>	<b>F</b>	<b>%</b>	<b>Followed Influencer Field</b>	<b>F</b>	<b>%</b>

Purchased 1-3 products	137	39,1	Education	196	56
Purchased 4-6 products	41	11,7	Entertainment	165	47,2
Purchased 7 or more products	27	7,7	Food & Beverage	159	45,4
Did not purchase any products	145	41,4	Technology	154	44
<b>Duration of Watching Influencer Promotions</b>	<b>F</b>	<b>%</b>	Travel	146	41,7
Less than 1 hour	172	49,1	Fashion	139	39,7
1-3 hours	125	35,7	Personal Care	137	39,1
4-6 hours	48	13,7	Cosmetics	111	31,7
7 hours or more	5	1,4	Automotive	88	25,1
<b>Number of Influencers You Follow</b>	<b>F</b>	<b>%</b>	Hunting	22	6,3
Follow 1-3 influencers	187	53,4	Other	5	1,5
Follow 4-6 influencers	74	21,1	I do not follow	1	0,3
Follow 7-10 influencers	37	10,6			
Follow 11 or more influencers	52	14,9			

Table 2 presents participants' attitudes and behaviors towards Influencers' promotional activities. Upon examining the table, it is evident that the majority of participants have purchased 1-6 products as a result of Influencer endorsements. Although participants predominantly follow Influencers in the fields of education, entertainment, food and beverage, technology, and travel, it is apparent that nearly half of the participants have not made any purchases. Furthermore, upon reviewing the table, it is noted that the majority of participants watch Influencers' promotional content for a duration of 1-3 hours. Table 3 presents information about the factor analysis results of consumers' purchase intention, brand awareness and consumer interaction scales.

**Table 3.** Factor analysis results of purchase intention, brand awareness, and consumer interaction scales.

	<b>Factors</b>		
	1	2	3
PI3	0,842		
PI4	0,773		
PI2	0,770		
PI1	0,719		
BA3		0,773	
BA		0,772	
BA1		0,746	
BA2		0,728	
CI2			0,848
CI1			0,783
CI3			0,594
<b>Explained Variance</b>	<b>31,061</b>	<b>30,74</b>	<b>24,074</b>
<b>Total Explained Variance</b>	<b>85,290</b>		
<b>KMO (Kaiser-Meyer-Olkin) Sample Adequacy</b>	<b>0,944</b>		
<b>Bartlett's Sphericity Test Chi-Square value</b>	<b>4207,594</b>		
<b>Sd (Degrees of Freedom)</b>	<b>55</b>		
<b>p value</b>	<b>0,001</b>		

Table 3 presents the results of the factor analysis of the Purchase Intention, Brand Awareness, and Consumer Interaction scales. According to the table, it has been determined that the

eigenvalues of the three factors are greater than 1. The criterion of eigenvalues greater than 1, as determined through factor analysis, is a commonly used criterion for determining the number of factors to be included in the scale [45]. This criterion emphasizes that eigenvalues are associated with the structural integrity of the scale and the compatibility of the factors. During the factor analysis process, the Kaiser-Meyer-Olkin (KMO) value was first calculated, and Bartlett's Sphericity test was examined. According to the KMO test, if the calculated value is less than 0,50, it indicates that continuing with the factor analysis is not appropriate [46]. This finding is considered an important criterion for evaluating the structural integrity and relationship between factors. In the present study, the KMO value is found to be greater than 0,50. The total explained variance is 85,290 %. According to the results of the factor analysis, it is observed that the factor loading values of the items underlying the factors range from 0,594 to 0,848. Table 4 contains information about the factor analysis results of the participants' trust in influencers and content quality perception scales.

**Table 4.** Factor Analysis Results of Trust in Influencers and Content Quality Perception Scales.

	<b>Factors</b>	
	1	2
TI6	0,859	
TI5	0,853	
TI4	0,839	
TI3	0,834	
TI1	0,822	
TI2	0,805	
CQP1		0,873
CQP3		0,826
CQP2		0,741
<b>Explained Variance</b>	<b>51,995</b>	<b>32,037</b>
<b>Total Explained Variance</b>	<b>84,032</b>	
<b>KMO Sample Adequacy</b>	<b>0,940</b>	
<b>Bartlett's Sphericity Test Chi-Square value</b>	<b>3447,096</b>	
<b>Sd (Degrees of Freedom)</b>	<b>36</b>	
<b>p value</b>	<b>0,001</b>	

According to the data in Table 4, it was determined that the eigenvalues of the two factors are greater than 1. In the conducted study, the KMO value is found to be greater than 0,50. The total explained variance is 84,032 %.

**Table 5.** Information about the Scales.

<b>Factor name</b>	<b>Cronbach alfa</b>	<b>Number of variants</b>	<b>Mean</b>
Factor 1. Trust in Influencers	0,964	6	2,43
Factor 2. Content Quality Perception	0,888	3	2,40
Factor 3. Brand Awareness	0,945	4	2,54
Factor 4. Consumer Interaction	0,886	3	2,47
Factor 5. Purchase intentions	0,945	4	2,42

Table 5 presents the results of the reliability analysis of the scales used in the study. According to these results, all scales used in the research have Cronbach's Alpha values above 0,70, indicating high reliability.

## HYPOTHESIS TESTING

At this stage of the research, the direction and strength of the relationships were analyzed using correlation analysis. Correlation analysis provides information about the direction and strength

of the relationship between two different variables. In correlation analysis, values in the range 0,00-0,30 indicate a low-level relationship, values in the range 0,30-0,70 indicate a medium-level relationship, and values in the range 0,70-1,00 indicate a high-level relationship [45]. The amount of relationship between the variables used in the research and the direction of the relationship were examined through correlation analysis, and the correlation coefficients between each variable were calculated, with the analysis results presented in Table 6.

**Table 6.** Correlation analysis results between the variables used in the research.

		Consumer Interaction	Content Quality Perception	Brand Awareness	Purchase intentions	Trust in Influencers
Consumer Interaction	Pearson Correlation	1				
Content Quality Perception	Pearson Correlation	0,828**	1			
Brand Awareness	Pearson Correlation	0,810**	0,843**	1		
Purchase intentions.	Pearson Correlation	0,782**	0,813**	0,832**	1	
Trust in Influencers	Pearson Correlation	0,697**	0,766**	0,731**	0,772**	1

\*\*significant at the 0,01 level (2-tailed)

According to the correlation analysis conducted in the research, all the correlation coefficients between variables were found to be significant ( $p < 0,01$ ). Consequently, it can be stated that there is a strong positive relationship between consumers' trust in influencers and their perceptions of content quality with consumer interaction, brand awareness, and purchase intentions.

At this stage of the research, the test results of the formulated hypotheses are presented. Due to the hypotheses consisting of one independent and one dependent variable, simple linear regression analysis was employed for hypothesis testing.

Table 7 shows the simple linear regression analysis results on the effect of trust in influencers on brand awareness. Upon examining the analysis' results, it is evident that there is a statistically significant, positive linear relationship between the independent variable, trust in influencers, and the dependent variable, brand awareness, at a level that could be considered strong ( $R = 0,731$ ,  $t = 19,959$  and  $p = 0,001$ ). When reviewing the table, it can be stated that 75 % of the total variance in brand awareness is explained by participants' levels of trust in influencers. Therefore,  $H_1$ , stating that trust in social media influencers positively affects brand awareness, is accepted.

**Table 7.** Results of simple linear regression analysis on the effect of trust in influencers on brand awareness.

Independent	Dependent	B	Std. Error	$\beta$	$t$	$p$
Trust in Influencers	Constant	0,662	0,104		6,364	0,001
	Brand Awareness	0,770	0,039	0,731	19,959	0,001
$R = 0,731$	$R^2 = 0,7534$	$F = 398,348$			$p = 0,001$	

Table 8 shows the simple linear regression analysis results on the effect of content quality perception on brand awareness. Upon examining the analysis results, it is evident that there is a statistically significant, positive linear relationship between the independent variable, content quality perception, and the dependent variable, brand awareness, at a level that could be considered strong ( $R = 0,843$ ,  $t = 29,223$  and  $p = 0,001$ ). When reviewing the table, it can be stated that 71 % of the total variance in brand awareness is explained by participants' levels of content quality perception. Therefore,  $H_2$ , stating that social media content quality perception positively affects brand awareness, is accepted.

**Table 8.** Results of simple linear regression analysis on the effect of content quality perception on brand awareness.

Independent	Dependent	<i>B</i>	Std. Error	$\beta$	<i>t</i>	<i>p</i>
Content Quality Perception	Constant	0,354	0,083		4,285	0,001
	Brand Awareness	0,911	0,031	0,843	29,223	0,001
$R = 0,843$	$R^2 = 0,710$	$F = 853,966$			$p = 0,001$	

Table 9 shows the simple linear regression analysis results on the effect of trust in influencers on consumer interaction. Upon examination of the analysis results, it is evident that there is a statistically significant, positive linear relationship between the independent variable, trust in influencers, and the dependent variable, consumer interaction, at a level that could be considered strong ( $R = 0,697$ ,  $t = 18,140$  and  $p = 0,001$ ). When reviewing the table, it can be stated that 48,6 % of the total variance in consumer interaction is explained by participants' levels of trust in influencers. Therefore,  $H_3$ , stating that trust in social media influencers positively affects consumer interaction, is accepted.

**Table 9.** Results of simple linear regression analysis on the effect of trust in influencers on consumer interaction.

Independent	Dependent	<i>B</i>	Std. Error	$\beta$	<i>t</i>	<i>p</i>
Trust in Influencers	Constant	0,768	0,104		7,410	0,001
	Consumer Interaction	0,698	0,038	0,697	18,140	0,001
$R = 0,697$	$R^2 = 0,486$	$F = 329,061$			$p = 0,001$	

Table 10 shows the simple linear regression analysis results on the effect of content quality perception on consumer interaction. Upon examination of the analysis results, it is evident that there is a statistically significant, positive linear relationship between the independent variable, content quality perception, and the dependent variable, consumer interaction, at a level that could be considered strong ( $R = 0,828$ ,  $t = 27,556$  and  $p = 0,001$ ). When reviewing the table, it can be stated that 68.6% of the total variance in consumer interaction is explained by participants' levels of content quality perception. Therefore,  $H_4$ , stating that content quality perception on social media positively affects consumer interaction, is accepted.

**Table 10.** Results of simple linear regression analysis on the effect of content quality perception on consumer interaction.

Independent	Dependent	<i>B</i>	Std. Error	$\beta$	<i>t</i>	<i>p</i>
Content Quality Perception	Constant	0,082	0,104		5,271	0,001
	Consumer Interaction	0,031	0,038	0,828	27,556	0,001
$R = 0,828$	$R^2 = 0,686$	$F = 759,335$			$p = 0,001$	

Table 11 shows the simple linear regression analysis results on the effect of trust in influencers on consumer purchasing intention. Upon examining the analysis results, it is evident that there is a statistically significant, positive linear relationship between the independent variable, trust in influencers, and the dependent variable, consumer purchase intention, at a level that could be considered strong ( $R = 0,772$ ,  $t = 22,622$  and  $p = 0,001$ ). Upon reviewing the table, it can be stated that 60 % of the total variance in consumer purchase intention is explained by participants' levels of trust in influencers. Therefore, **H<sub>5</sub>**, stating that trust in influencers positively affects purchase intention, is accepted.

**Table 11.** Results of simple linear regression analysis on the effect of trust in influencers on consumer purchase intention.

Independent	Dependent	<i>B</i>	Std. Error	$\beta$	<i>t</i>	<i>p</i>
Trust in Influencers	Constant	0,497	0,094		5,283	0,001
	Consumer Purchase Intention	0,790	0,035	0,772	22,622	0,001
$R = 0,772$	$R^2 = 0,595$	$F = 511,761$			$p = 0,001$	

Table 12 shows the simple linear regression analysis results on the effect of content quality perception on consumer purchasing intention. Upon examining the analysis results, it is evident that there is a statistically significant, positive linear relationship between the independent variable, Content Quality Perception, and the dependent variable, consumer purchase intention, at a level that could be considered strong ( $R = 0,813$ ,  $t = 26,049$  and  $p = 0,001$ ). Upon reviewing the table, it can be stated that 66 % of the total variance in consumer purchase intention is explained by participants' levels of Content Quality Perception. Therefore, **H<sub>6</sub>**, stating that social media content quality perception positively affects purchase intention, is accepted.

**Table 12.** Results of simple linear regression analysis on the effect of content quality perception on consumer purchase intention.

Independent	Dependent	<i>B</i>	Std. Error	$\beta$	<i>t</i>	<i>p</i>
Content Quality Perception	Constant	0,376	0,087		4,328	0,001
	Consumer Purchase Intention	0,854	0,033	0,813	26,049	0,001
$R = 0,813$	$R^2 = 0,661$	$F = 678,552$			$p = 0,001$	

Table 13 presents the Acceptance/Rejection status of the research hypotheses. Upon examination of the table, it is observed that all six hypotheses are accepted.

**Table 13.** Acceptance/Rejection status of research hypotheses.

Hypothesis	Accepted/ Rejected
<b>H<sub>1</sub></b> : Trust in influencers has a significant effect on brand awareness.	Accepted
<b>H<sub>2</sub></b> : Perceived quality of social media content has a significant effect on brand awareness.	Accepted
<b>H<sub>3</sub></b> : Trust in influencers has a significant effect on consumer interaction.	Accepted
<b>H<sub>4</sub></b> : Perceived quality of social media content has a significant effect on consumer interaction	Accepted
<b>H<sub>5</sub></b> : Trust in influencers has a significant effect on purchase intention.	Accepted
<b>H<sub>6</sub></b> : Perceived quality of social media content has a significant effect on purchase intention.	Accepted

## RESULTS AND DISCUSSION

In recent years, research conducted on Influencers, with whom brands have been collaborating extensively, revealed that most participants made purchases ranging from 1 to 6 products as a result of influencer promotions. Although participants predominantly follow Influencers in the fields of education, entertainment, food and beverage, technology, and travel, it is also noteworthy that nearly half of them did not make any purchases. Furthermore, the research indicated that most participants watched influencer promotional content for a duration of 1-3 hours.

Additionally, the study aimed to examine the impact of consumers' trust in Influencers and their perceptions of content quality created by Influencers on brand awareness, consumer engagement, and purchase intention. All hypotheses formulated in this regard were accepted. The research findings demonstrated a significant positive relationship between consumers' trust in Influencers and their brand awareness, consumer engagement, and purchase intention. Researchers, [47] similarly found in their research that influencer credibility significantly influences attitudes toward products and services. Researchers [48], also found in their research that trust in Influencers has a positive effect on consumers' purchasing behavior. Likewise, according to researchers [49], an influencer perceived as trustworthy may have a greater impact on target groups' purchasing behavior and intentions due to their higher perceived competence and reliability. Researchers [50], indicated in their research that the credibility of Influencers positively influences consumers' purchase intentions, with brand trust having a positive effect. However, researchers, [51] found in their research that the hypothesis stating that trust in Influencers has a direct positive impact on followers' purchase decisions was rejected, suggesting a potential difference within the sample context.

Furthermore, the research revealed that consumers' perception of content quality created by Influencers has a strong positive effect on their brand awareness, consumer engagement, and purchase intention. These findings align with those of researchers [52], who emphasized the significance of content in consumer engagement. Researchers [20], found in their research that the perception of content quality positively affects brand awareness. Dabbous and Barakat [53] demonstrated in their research that the perception of content quality has a positive indirect effect on brand awareness and a direct positive effect on consumer engagement and purchase intention. Researchers [53], found in their study that content shared by Influencers containing understandable, reliable, innovative, interesting, and high-quality information has a strong positive impact on consumer engagement.

In conclusion, consumers follow social media Influencers with the expectation of providing them with useful information. It should be noted that having many followers does not necessarily mean unconditional trust from followers. Therefore, it should be recognized that the path for an influencer to sustain this profession in the long term lies in gaining the trust of their followers. Undoubtedly, the alignment between an influencer and their followers will increase the trust of followers and contribute to an increase in their willingness to purchase advertised products. Therefore, before collaborating with Influencers, brands should conduct research on their credibility among their followers and the quality of the content they share, which will significantly enhance the outcomes of the collaboration.

Finally, in terms of limitations of the study, the relatively small sample size and the use of convenience sampling method for determining the sample are the most significant constraints.

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