

The Impact of SMEs' Influencer Endorsement on Social Media Platforms on Tweens' Purchase Intentions in the Context of Egypt

Yasmin Mostafa Refaat¹, Mohamed A. Ragheb², Ahmed El-Samadicy³

Arab Academy for Science, Technology and Maritime Transport, Graduate School of Business

Abstract: *The focus of this research is to investigate the impact of influencer marketing adopted by SMEs' on online social media platforms on Tweens' purchase intentions in the context of Egypt. Marketing practices have shifted to the digital environment and new techniques have been developed in the field of online social media marketing. With the limited resources many organizations face in the form of either financial or human capital marketing practitioners have to utilize new and updated cost efficient marketing tools for achieving both brand loyalty and profit generation. Influencer marketing has been perceived as a low-cost and high reach influencing factor affecting consumer intentions on social media platforms. Another area this research is tackling is the segment of the Tween market which is the age from nine years old to 15 years old. This segment is not deeply investigated in the field of consumer behaviour in Egypt. And to present is ignored by enterprises in the Egyptian market although they are recognized as the most spending age segment in past researches. Thus this research aims to investigate the impact of influencer marketing endorsed by SMEs' on Tweens' purchase intentions in the context of Egypt.*

Keywords: Influencer marketing, influencers, purchase intentions, Tweens, brand image, brand attitude, influencer-product fit, peers' pressure

1. Introduction

The emergence of social media has amended the marketer-customer base, fulfilling their need of participating and engaging, as it allows the engagement of customers and cooperation directly in personal and real time interactions (Harrigan et al., 2012). New concepts were highlighted from those concept is the concept of Tweens. (Seigel et al., 2004; Cook and Kaiser, 2004) argued that a Tween is based on being between childhood and teen-hood. In literature the term Tween was a synonymous to more than one term, e.g "Pre-teen" or "Tween age" (Cook and Kaiser, 2004; Dibley and Baker, 2001; Grant and Stephan, 2005; Lindstorm, 2004; Siegel et al., 2004). Adding to that, one of the important factors influencing this age segment is role model. The role model was identified by (Bandura, 1977) by anyone with whom a child is interacting either directly or indirectly influencing his/her purchasing decisions. Based on (Martin and Bush, 2000) this role model could be a family member, a friend or even an entertainer. Celebrities and influencers have therefore a major influence on the purchasing behaviour of a child (Martin and Bush, 2000).

According to (Facenda, 2006; Dobrow, 2006) marketers are still having difficulty in segmenting tweens' age group. And since little research was found on motivational factors affecting This research overall aims and objectives are to investigate the role of influencer endorsement utilized by SMEs as a tool of social media marketing practice on social media platforms. The objective of the research is the advanced and deep understanding of some of the factors affecting Tweens' purchase intentions when exposed to online influencer endorsement by SMEs in Egypt. Of those factors the researcher will be examining influencer characteristics, influencer-product fit, brand image, brand attitude and peers pressure.

The objective will be covering the following areas:

- 1) Evaluating the influencer marketing concept in Egypt
- 2) Investigating the impact of influencer characteristics and traits on Tweens' purchase intentions
- 3) Exploring the moderating effect of peers' pressure and Influencer- product fit on Tweens' purchase intentions when exposed to online influencer endorsement.
- 4) Exploring the mediating effect of brand image and brand attitude on Tweens' purchase intentions
- 5) Developing a framework that was developed from past theories in the field of consumer behaviour and social media marketing highlighting the impact of influencer marketing on Tweens' purchase intentions in a general scope and the impact of the mediating and the moderating factors mentioned before on Tweens' purchase intentions in the context of Egypt

No consensus was found by researchers as to why and what affects Tweens' purchase intentions towards social media marketing campaigns utilized by SMEs generally and towards influencer marketing in specific.

Research problem could be summarized in the following question:

- RQ: Is there a relationship between influencer marketing utilized by SMEs in Egypt and Tweens' purchase intentions?

The research question will be split to the following sub-questions

- RQ1: What effect does exposure to influencer marketing campaigns have on Tweens' purchase intentions?
- RQ2: What effect does the peers' pressure imposed on Tweens have on the relationship between SMEs' influencer marketing and Tweens' purchase intentions?
- RQ3: What effect does influencer-brand fit have on the relationship between SMEs' influencer marketing and Tweens' purchase intentions?

- RQ4: What effect does brand image have on the relationship between SMEs' influencer marketing and Tweens' purchase intentions?
- RQ5: What effect does brand attitude have on the relationship between SMEs' influencer marketing and Tweens' purchase intentions?

2. Research Background

Social media marketing is constructed on the concept of integrating social media principles on online social platforms within the communication elements of marketing; for the creation of strong and long term relationships between two parties. Social media marketing is a technique that marketers and practitioners use to engage, collaborate, communicate and increase the intelligence crowd for marketing objectives (Bonson and Flores, 2011).

2.1.1 Online Social Media Marketing Practices

The tools of communication had to change due to the evolution of social media (Aladwani, 2014). Thus there is an urge by marketers especially small and medium enterprises to implement and integrate social media marketing within the marketing activities; as the firms are now able to communicate with their current or targeted customers at much lower cost than before (Hainla, 2017; Neti 2015), fast online content generation and cheap development of brand presence (Ashley and Tuten, 2015). Although the phenomenon of social media has been growing in popularity over the past years (Boyd and Ellison, 2008), not much work has been done on SMEs' usage of social media marketing practices in the form of influencer marketing towards Tweens' age segment in the Egyptian context. This research will be helping practitioners and academics with a better understanding and knowledge on the means SMEs in Egypt could take advantage of such marketing practices for attracting the Tweens segment.

2.1.2 Influencer Endorsement the New Form of Celebrity Endorsement

Celebrity endorsement was defined by (Bergkvist and Zhou, 2016 P:644) as the agreement between a person who is considered well known to the public and is enjoying public attention by a group of people and an organization for the purpose of promoting products and services of the organization. Influencers have a major impact on shaping followers' attitudes and behaviour towards commodities in the same effectiveness as celebrity endorsement in shaping attitudes and behaviour of their fans (Knoll and Mathes, 2017).

2.1.3 Influencer Endorsement- Brand Image- Brand Attitude

Brand image is composed of many attributes such as brand traits, character, concept, the feelings consumers possess towards a product. Thus formation of feelings towards a brand arises from brand associations formed and kept in consumers' memory (Keller, 1993; Shan et al., 2012). (Keller, 1993) suggested that brand image motivates consumers' association of certain brands and accordingly consumer's attitudes towards a brand are created. Most researchers believe that there is a positive relation between

brand image and brand attitude (Dodds, Monroe and Grewal, 1991).

For the purpose of risk reduction consumers tend to rely on brands they are familiar with. Thus the higher brand image the lower Tweens' perceived purchasing risk. When Tweens perceive a product being of good added value, brand attitudes are promoted and the higher purchase intentions are created (Kotler, 2000). Based on the stated literature, the higher the brand image, the higher Tweens' brand attitude and the higher the motivated online purchase intentions. This research will be investigating the mediating effect of brand image and brand attitude on the relationship between Tween's exposure to influencer endorsed SMEs' products and purchase intentions in the context of social media platforms.

2.1.4 Theoretical Framework for Influencer Endorsement and Purchase Intentions

This research seeks to fill this theoretical gap in knowledge by increasing the insights of the below mentioned theories as they highly affect the social media marketing practices adaptation by SMEs in Egypt. The research aims to explore the theoretical framework of influencer marketing as a form of social marketing practice and its effect on Tweens' purchasing intentions.

2.1.4.1 Consumer Socialization Theory

Social learning approach focuses on the influencing sources (agents of socialization) who interchange information with learners on a specific media. This information exchange might be attitude, norms, behaviours or promotional messages (Morschis and Churchill, 1978 P:600). Thus in this research influencers on social media platforms are to be considered social agents creating a source of influence on media users specially Tweens'. Adding to that socialization theory emphasizes the importance of the communication process between individuals on certain environment (Aladwani, 2018), the researcher argues that during Tweens' interactions with others on social media platforms are exposed to pressure from their peers or even their parents' perception of social media influencers that might affect their brand attitudes and purchase decisions. Finally, socialization theory proposes that individuals learn from the observation of others. Thus the researcher expects that influencers will impact Tweens' attitudes and thus purchase intentions.

2.1.4.2 Uses and Gratification Theory- TAM Theory

In 2015 the researcher (Lim, 2015) developed an integrated theory integrating the U and G theory and TAM theory. The integrated theory was proposed by the aim of understanding the motivating factors of young generation's brand engagement behaviour. Researchers made development to U and G and TAM examining communication and interactions on social media platforms have recognized the social factor to their conceptual models (Aluri et al., 2016; Choi, 2016; Holton et al., 2014; Vale and Frenandes, 2018). It was argued by (Stafford et al., 2004 P: 259) that social gratification is a new and unique dimension of internet. First, the proposed conceptualization proposes that the theory could be extended to social media marketing practices on social media platforms in the form of influencer endorsement. Second, the suggested framework considers

and examines Tweens' attitudes on social media platforms when exposed to influencer marketing activities. Thirdly, the online peer effect on Tweens is new in research. The proposed framework highlights the effect of online peer effect on Tweens' purchase intentions as new phenomena. These factors are relevant to active young users on social media platforms and whose purchase intentions are influenced by them.

2.1.4.3 TEARS Model

The TEARS model represented five main attributes for celebrity endorsement: trustworthiness, expertise, attractiveness, respect and similarity (Shimp, 2003). In the study conducted by (Syed Mat Dom, Ramli, Lim and Tan's, 2016) the researchers identified that trustworthiness had a positive effect on the effectiveness of celebrity endorsement in the advertisement context. Adding to that Ohaiman study in 1995, also prevailed that high expertise had higher impact than lower expertise on the effectiveness and success of the advertisement. In a near study (Parmar and Patel, 2015) the researchers agreed with Ohaiman's study in the concept that celebrity endorsement process effectiveness is affected by the level of expertise the celebrity possesses. Adding to that in the study conducted by (Syet Mat Dom, Ramli, Lim and Tan, 2016) it was clarified that the good looking celebrities showed higher impact than less good looking celebrities when being used as celebrity endorsers in advertising. In an old study (Kahle and Homer, 1985) proved that advertisements with attractive celebrities were likely to affect purchase more than advertisements with less attractive ones. The TEARS model will be used by the researcher in this research to support the effect of the TEARS variables on influencer endorsement as it is a new form of celebrity endorsement on the relationship between influencer endorsement by SMEs advertisement on social media and Tweens' purchase intentions. This research investigated the influencers' trustworthiness, attractiveness and experience impact on Tweens' purchase intentions.

2.2 Influencers' Impact

Extending the definition to social media era, influencers are media users who either began as regular people who are well known in a certain field and they became followed by a big amount of followers on one or more of the online social media platforms. Influencers are often using authentic messages to persuade their followers on social media platforms (Lou and Yoan, 2019). There was no one standard definition found on past researches for describing social media influencers, yet researchers agreed that the concept of influencer/blogger is built on the principle that the influencer is "an individual or a group of individuals who built their own audience through social media platforms" (Gross and Wangenheim, 2018, P.2). Influencers were regarded by (Cha et al., 2010; Kim et al., 2017) as individuals creating valuable contents and who are having high reputations in specific areas. Social media influencers were also defined by (Freberg et al., 2011) as a third party between firms marketing on social media platforms and online users shaping the attitudes of their followers through their blogs, statuses, Tweets, posts and other uses of the social media. (Lou and Yoan, 2019) added in their research that the reason for the popularity of influencers is their

expertise in a specific field such as life patterns, fashion or even food.

2.3 SMES' Adoption of Influencer Endorsement

Due to their flexibility in adapting to the continuous change in the external environment, SMEs are more likely to enjoy influencer marketing than big brands (Sammis et al., 2015). Yet their limitations of resources could influence the dimensions of the influencer marketing programs. Due to their financial limitations SMEs could not be able to go for tools of influencer marketing that requires big budgets. SMEs might be able to go for other techniques within their limited financial resources such as giving a way of free products from the firm or even giving influencers more attention. Yet there was no disclosure in the previous tools on influencer marketing when applied by SMEs. Adding to that little research was investigating the need of creativity in the designing of the influence marketing to overcome their financial limited resources.

3. Hypotheses Development

3.1 Social Media Influencer Marketing and Tweens' Purchase Intentions

Beside families and friends, children use influencers as role models referring to them in their identity formation (Liyod, 2002; Hoffner and Buchanan, 2005). In addition, when advertising sources and that might be an influencer are paired with a product or service, the positive attitudes towards those influencers would be transformed to purchasing acts (Acuff and Reiher, 1999; Mc Neal, 2007; De Droog et al., 2012). Parasocial relationship was defined by (Rubin et al., 1985) as the strong relationship consumers create with media characters (promoters-influencers-bloggers); making them the main and important source of information. In the stage of childhood, children engage in the information of Parasocial interactions as they need companionship which is considered an important and main driver for relationship creation (Hoffner, 2008). This research will be trying to fill the gap available in scholars regarding the influencer marketing practices addressing the Tweens' segment by proposing the following hypothesis:

H₁: There is a significant positive relationship between online influencer endorsement by SMEs on Tweens' purchase intentions

3.1.1 Main Effect of Influencer's Attractiveness

Consequently, followers might cling to brand messages exposed by attractive influencers building an association with them. (Lorenzo et al., 2010) in his research suggested that influencers who possess a high level of attractiveness are perceived as being more in-line with a more desirable normative profile. Thus attractive bloggers/influencers might be favoured with aspiration power, exerting influence power on others (Raven, 1965). The researcher found little research on the effect of influencer's attractiveness on Tweens' purchasing intentions in the context of SMEs' and in Egypt. Thus, the following hypothesis is proposed by the researcher:

H₁₁: There is a positive significant relationship between influencer's attractiveness and Tweens' purchase intentions

3.1.2 Main Effect of Influencer's Expertise

In the context of online social media practices and specially in the field of influencer marketing, there is a positive relationship between the expertise and behavioural intentions towards firms' product (Uribe, Buzeta, and Velasquez 2016). In a sponsored blogging environment, online social users would prefer endorsed products promoted by an expert influencer/blogger, as the message is perceived as more credible and persuasive (Kiecker and Cowles 2002; Zhu and Tan 2007). Little research was found on the effect of influence expertise on Tweens' purchasing intentions in the context of SMEs' and in Egypt. Thus, the following hypothesis is proposed by the researcher:

H₁₂: There is a positive significant relationship between influencer's expertise and Tweens' purchase intentions

3.1.3 Main Effect of Influencer's Trustworthiness

There was a debate on the effect of influencer trustworthiness on influence to purchase by the researchers in the past. (Martensen et al., 2018) found that there is a positive relationship between influencer's trustworthiness and consumers' behavioural intentions. Whereas Balabanis and Chatzopoulou (2019) debated the impact of influencer's/blogger's trustworthiness on influence to purchase. Therefore, the following hypothesis is proposed by the researcher:

H₁₃: There is a positive significant relationship between influencer's trustworthiness and Tweens' purchase intentions

3.1.4 Social Media Influencer Marketing and Peer Pressure

Peer communication on social media platforms entails interactions between users about products on social media environments (Dhar and Chang, 2009). The process of peer interactions through social media is a new form of consumer socialization, imposing impacts on users' decision making and thus firms to be applied marketing strategies (Casteleyn, Mottart and Rutten, 2009; Okazaki, 2009). Peer pressure tends to increase as children grow, imposing more influence on attitudes and decision making. There is a gap in literature regarding the impact of Tween peer pressure regarding influencers on social media platforms and the purchasing intentions towards SMEs' products. To investigate the influence of Tweens' peers' pressure regarding influencers on Tween's purchasing intentions towards SME's products the researcher proposes the following hypothesis

H₂: Peers of Tweens moderate the relationship between online influencer endorsement and Tweens' purchase intentions.

3.1.5 Fitness Effect and Tweens' Purchase Intentions

When it comes to influencers, literature reviews assured that endorsers being relevant to the promoted product is considered important to the success of the endorsement process (Djafavora and Rushworth 2017). Since influencers have categorized themselves based on the scope of interest e.g Fashion bloggers and they perform the information sharing process regularly with their followers; product-endorser fit is easily established (Balog et al., 2008). Accordingly, Tweens' purchase intentions are subject to the effect of fitness existing between the influencer and the endorsed product. This research advances the past

researchers by proposing the following hypothesis concerning the relationship between product-influencer fit and Tweens' purchase intentions

H₃: Product-influencer fit has a significant moderating effect on the relationship between online influencer endorsement and Tweens' purchase intentions

3.1.6 Brand Image and Tweens' Purchase Intentions for Influencer Endorsed Products

Very few literatures addressed the Tween segment and their relationship with online social media marketing campaigns in Egypt and the effect of brand image on the mentioned relationship. Thus this research will be investigating the effect of brand image on Tweens' purchasing intentions in the context of influencer marketing in Egypt. The researcher is proposing the following hypothesis

H₄: Brand image has a positive mediating effect on the relationship between online influencer endorsement and Tweens' purchase intentions after good reviews by social media influencers.

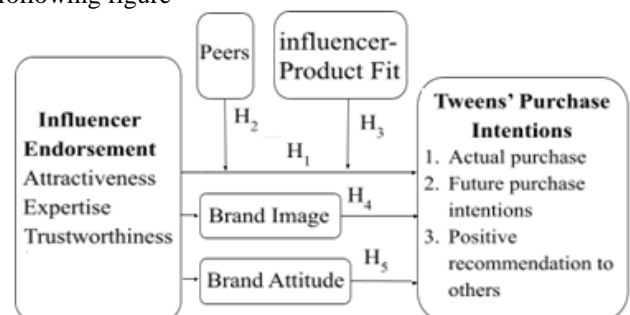
3.1.7 Brand Attitude and Tweens' Purchase Intentions for Influencer Endorsed Products

Researchers suggested that familiar brands showed better consumers' brand attitude and thus higher purchase intentions (Kamins and Marks, 1991). Thus based on the previous stated literature reviews, Tweens are believed to show higher purchase intentions towards products possessing high brand attitude on online social platforms. This research will be investigating the mediating effect of brand attitude on Tweens' online purchase intentions towards SMEs' products endorsed by influencers based on the following hypothesis:

H₅: Brand attitude has a positive mediating effect on the relationship between online influencer endorsement and Tweens' purchase intentions after good reviews by social media influencers.

4. Conceptual Framework

The research conceptual framework is expressed in the following figure



5. Measurements

The researcher will use a questionnaire on parental approval for gaining Tweens' opinions about influencer endorsement. The questionnaires will be introduced upon confidentiality. The questionnaire is constructed of two parts. The first part included data about the respondent in the form of (gender-age-education type). The other part included statements measuring research variables. Liked scale was defined by

(Victor Jupp, 2006) as being a scale employs a graded response to each of the statements, and these are usually five in number; Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) and strongly disagree (SD). Each statement is then scored according to the meaning of the statement. Scaling involved creating continuum upon measured variables under investigation are located for testing and further analysis. In the scope of marketing research, numbers are usually used for statistical analysis of the data results and for facilitating the interpretation and communication of results. The numbers are assigned to the variables under investigation. The researcher used a widely used and accepted software application that is used to analyse quantitative data known as statistical package for social science, IBM SPSS (Bryman and Bell, 2015).

6. Data Analysis

A descriptive statistic used to gather the range, minimum, maximum, means and standard deviation for each variable. Table 6.1 shows the range, minimum, maximum, mean, and standard deviation of 410 respondents in ascending order. The highest mean (4.0195) is for brand image factor followed by peer pressure factor with (3.8988) mean. The third highest mean (3.8091) is for purchase intentions factor, the fourth highest mean (3.7585) is for brand attitude factor. Finally, the fifth highest mean (3.6445) is for influencer endorsement factor, while the lowest mean (3.2716) is for fitness effect factor. Table 6.1 shows that the result agreed positively on all variables stipulated in the questionnaire, because their means are more than the virtual mean (3) in all of the questions.

Table 6.1: Descriptive analysis of all variables

Descriptive Statistics						
	N	Range	Min	Max	Mean	Std. Deviation
Fitness Effect	410	4.00	1.00	5.00	3.2716	1.06181
Influencer Endorsement	410	4.00	1.00	5.00	3.6445	0.83173
Brand Attitude	410	4.00	1.00	5.00	3.7585	0.95318
Purchase Intentions	410	4.00	1.00	5.00	3.8091	0.80266
Peer Pressure	410	3.75	1.25	5.00	3.8988	0.88719
Brand Image	410	4.00	1.00	5.00	4.0195	0.90211

7. Hypotheses Testing

7.1 Testing of the First Main Hypothesis

H₁: There is a significant positive relationship between online influencer endorsements by SMEs on Tweens' purchase intentions.

Table 7.11: ANOVA test results: (online influencer endorsement and Tweens' purchase intentions)

ANOVA ^a							
Model	Sum of Squares	Df	Mean Square	F	Sig.		
1	Regression	71.450	1	71.450	151.791	.000 ^b	
	Residual	192.053	408	.471			
	Total	263.503	409				

a. Dependent Variable: Purchase Intentions
b. Predictors: (Constant), Influencer Endorsement

According to Table 7.11 there is a significant relationship between the independent variable (online influencer

endorsement) and the dependent one (Tweens' purchase intentions). Regression model summary is shown in Table 7.12, including R, R-squared and adjusted R-squared, and the standard error of the estimate.

Table 7.12: Model summary (online influencer endorsement and Tweens' purchase intentions)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.521 ^a	.271	.269	.68609

a. Predictors: (Constant), Influencer Endorsement

7.2 Testing of First Sub Hypothesis

H₁₁: There is a significant positive relationship between influencer's attractiveness and Tweens' purchase intentions.

Table 7.21: ANOVA test results: (influencer's attractiveness and Tweens' purchase intentions)

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	62.432	1	62.432	126.683	.000 ^b
	Residual	201.071	408	.493		
	Total	263.503	409			

a. Dependent Variable: Purchase Intentions
b. Predictors: (Constant), Attractiveness

According to Table 7.21 there is a significant relationship between the independent variable (influencer's attractiveness) and the dependent one (Tweens' purchase intentions).

Table 7.22: Model summary influencer's attractiveness and Tweens' purchase intentions)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.487a	.237	.235	.70201

a. Predictors: (Constant), Attractiveness

Table 7.23: Coefficient analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.121	.154		13.775	.000
	Attractiveness	.453	.040	.487	11.255	.000

a. Dependent Variable: Purchase Intentions

Table 7.23: Tests of Effects between purchase intentions and influencer's attractiveness

Dependent Variable: Purchase Intentions					
Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	72.527 ^a	12	6.044	12.564	.000
Intercept	1665.593	1	1665.593	3462.416	.000
Attractiveness	72.527	12	6.044	12.564	.000
Error	190.977	397	.481		
Total	6212.438	410			
Corrected Total	263.503	409			

a. R Squared = .275 (Adjusted R Squared = .253)

Finally, 7.23 indicates that the relationship between purchase intentions as a dependent variable and influencer's attractiveness as independent variable is a positive,

moderate, and linear relationship with a significant statistical correlation ($r = 0.478$, $p < 0.01$).

Table 7.24: Correlations analysis between influencer’s attractiveness and purchase intentions

Correlations				
			Purchase Intentions	Attractiveness
Spearman's rho	Purchase Intentions	Correlation Coefficient	1.000	.478**
		Sig. (2-tailed)	.	.000
		N	410	410
	Attractiveness	Correlation Coefficient	.478**	1.000
		Sig. (2-tailed)	.000	.
		N	410	410

** . Correlation is significant at the 0.01 level (2-tailed).

7.3 Testing of Second Sub Hypothesis

H₁₂: There is a significant positive relationship between influencer’s expertise and Tweens’ purchase intentions.

7.31: ANOVA test results: (influencer’s expertise and Tweens’ purchase intentions)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	45.916	1	45.916	86.099	.000 ^b
	Residual	217.587	408	.533		
	Total	263.503	409			

a. Dependent Variable: Purchase Intentions
b. Predictors: (Constant), Expertise

According to Table 7.31 there is a significant relationship between the independent variable (influencer’s expertise) and the dependent one (Tweens’ purchase intentions).

Table 7.32: Model summary influencer’s expertise and Tweens’ purchase intentions)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.417 ^a	.174	.172	.73027

a. Predictors: (Constant), Expertise

Table 7.33: ANOVA coefficient analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.628	.132		19.872	.000
	Expertise	.335	.036	.417	9.279	.000

a. Dependent Variable: Purchase Intentions

Table 7.34: Tests of Effects between purchase intentions and influencer’s expertise

Dependent Variable: Purchase Intentions					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	49.277 ^a	8	6.160	11.530	.000
Intercept	3276.855	1	3276.855	6133.791	.000

Expertise	49.277	8	6.160	11.530	.000
Error	214.226	401	.534		
Total	6212.438	410			
Corrected Total	263.503	409			

a. R Squared = .187 (Adjusted R Squared = .171)

Finally, 7.34 indicate that the relationship between purchase intentions as a dependent variable and influencer’s expertise as independent variable is a positive, moderate, and linear relationship with a significant statistical correlation ($r = 0.409$, $p < 0.01$).

Table 7.35: Correlations analysis between influencer’s expertise and purchase intentions

Correlations				
			Purchase Intentions	Expertise
Spearman's rho	Purchase Intentions	Correlation Coefficient	1.000	.409**
		Sig. (2-tailed)	.	.000
		N	410	410
	Expertise	Correlation Coefficient	.409**	1.000
		Sig. (2-tailed)	.000	.
		N	410	410

** . Correlation is significant at the 0.01 level (2-tailed).

7.4 Testing of Third Sub Hypothesis

H₁₃: There is a positive significant positive relationship between influencer’s trustworthiness and Tweens’ purchase intentions.

Table 7.41: ANOVA test results: (influencer’s trustworthiness and Tweens’ purchase intentions)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	59.783	1	59.783	119.730	.000 ^b
	Residual	203.720	408	.499		
	Total	263.503	409			

a. Dependent Variable: Purchase Intentions
b. Predictors: (Constant), Trustworthiness

According to Table 7.41 there is a significant relationship between the independent variable (influencer’s trustworthiness) and the dependent one (Tweens’ purchase intentions).

Table 7.42: Model summary influencer’s trustworthiness and Tweens’ purchase intentions)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.476 ^a	.227	.225	.70662

a. Predictors: (Constant), Trustworthiness

Table 7.43: ANOVA coefficient analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.357	.137		17.181	.000
	Trustworthiness	.399	.036	.476	10.942	.000

a. Dependent Variable: Purchase Intentions

Table 7.44: Tests of Effects between purchase intentions and influencer’s trustworthiness

Dependent Variable: Purchase Intentions					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	75.269 ^a	12	6.272	13.229	.000
Intercept	2823.805	1	2823.805	5955.627	.000
Trustworthiness	75.269	12	6.272	13.229	.000
Error	188.234	397	.474		
Total	6212.438	410			
Corrected Total	263.503	409			

a. R Squared = .286 (Adjusted R Squared = .264)

Finally, 7.45 indicate that the relationship between purchase intentions as a dependent variable and influencer’s trustworthiness as independent variable is a positive, moderate, and linear relationship with a significant statistical correlation ($r = 0.470$, $p < 0.01$).

Table 7.45: Correlations analysis between influencer’s expertise and purchase intentions

Correlations				
			Purchase Intentions	Trustworthiness
Spearman's rho	Purchase Intentions	Correlation Coefficient	1.000	.470**
		Sig. (2-tailed)	.	.000
		N	410	410
	Trustworthiness	Correlation Coefficient	.470**	1.000
		Sig. (2-tailed)	.000	.
		N	410	410

** . Correlation is significant at the 0.01 level (2-tailed).

7.5 Testing of Second Hypothesis

H₂: Peers of Tweens moderate the relationship between online influencer endorsement and Tweens’ purchase intentions.

Table 7.5.1: Two-way ANOVA result for peers of tweens

Dependent Variable: Purchase Intentions					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	175.596 ^a	170	1.033	2.808	.000
Intercept	1917.790	1	1917.790	5214.024	.000
Influencer Endorsement	26.983	31	.870	2.366	.000
Peer Pressure	23.352	15	1.557	4.233	.000
Influencer Endorsement * Peer Pressure	54.031	124	.436	1.185	.034
Error	87.908	239	.368		
Total	6212.438	410			
Corrected Total	263.503	409			

a. R Squared = .666 (Adjusted R Squared = .429)

Table 7.51 indicates that the interaction “Influencer Endorsement × Peer Pressure” had a statistically significant interaction at the $p = 0.034$, which indicates that Peer Pressure had a significant moderating effect on the relationship online influencer endorsement and Tweens’ purchase intentions.

7.6 Testing of Third Hypothesis

H₃: Influencer-Product fit moderates the relationship between online influencer endorsement and Tweens’ purchase intentions.

Table 7.61: Two-way ANOVA result for fitness effect

Dependent Variable: Purchase Intentions					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	200.440 ^a	202	.992	3.257	.000
Intercept	2431.179	1	2431.179	7980.150	.000
Influencer Endorsement	38.188	31	1.232	4.044	.000
Fitness Effect	35.402	12	2.950	9.684	.000
Influencer Endorsement * Fitness Effect	68.008	159	.428	1.404	.011
Error	63.063	207	.305		
Total	6212.438	410			
Corrected Total	263.503	409			

a. R Squared = .761 (Adjusted R Squared = .527)

Table 7.61 indicates that the interaction “Influencer Endorsement × Fitness Effect” had a statistically significant interaction at the $p = 0.011$, which indicates that Fitness Effect had a significant moderating effect on the relationship online influencer endorsement and Tweens’ purchase intentions.

7.7 Testing of Fourth Hypothesis

H₄: Brand image mediates the relationship between online influencer endorsement and Tweens’ purchase intentions after good reviews by social media influencers.

Table 7.7.1: Two-way ANOVA result for brand image

Dependent Variable: Purchase Intentions					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	153.406 ^a	123	1.247	3.240	.000
Intercept	1420.416	1	1420.416	3689.816	.000
Influencer Endorsement	41.396	31	1.335	3.469	.000
Brand Image	8.945	8	1.118	2.905	.004
Influencer Endorsement * Brand Image	46.302	84	.551	1.432	.016
Error	110.097	286	.385		
Total	6212.438	410			
Corrected Total	263.503	409			

a. R Squared = .582 (Adjusted R Squared = .402)

Table 7.7.1 indicates that the interaction “Influencer Endorsement × Brand Image” had a statistically significant interaction at the $p = 0.016$, which indicates that Brand Image mediates the relationship online influencer endorsement and Tweens’ purchase intentions.

7.8 Testing of Fifth Hypothesis

H₅: Brand Attitude mediates the relationship between online influencer endorsement and Tweens’ purchase intentions after good reviews by social media influencers.

Table 7.8.1: Two-way ANOVA result for brand attitude

Tests of Between-Subjects Effects					
Dependent Variable: Purchase Intentions					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	141.852 ^a	129	1.100	2.531	.000
Intercept	1515.900	1	1515.900	3489.084	.000
Influencer Endorsement	28.031	31	.904	2.081	.001
Brand Attitude	9.848	8	1.231	2.833	.005
Influencer Endorsement * Brand Attitude	35.969	90	.400	.920	.045
Error	121.651	280	.434		
Total	6212.438	410			
Corrected Total	263.503	409			

a. R Squared = .538 (Adjusted R Squared = .326)

Table 7.8.1 indicates that the interaction “Influencer Endorsement × Brand Attitude” had a statistically significant interaction at the $p = 0.045$, which indicates that Brand Attitude mediates the relationship online influencer endorsement and Tweens’ purchase intentions.

7.9 Hypotheses Test Summary

Table 4.33 below shows summary of the hypotheses test.

Table 4.33: Hypotheses test summary

No	Hypotheses	Supported/not supported
H1	There is a positive significant relationship between online influencer endorsement by SMEs on Tweens’ purchase intentions	Supported
H ₁₁	There is a positive significant relationship between influencer’s attractiveness and Tweens’ purchase intentions	Supported
H ₁₂	There is a positive significant relationship between influencer’s expertise and Tweens’ purchase intentions	Supported
H13	There is a positive significant relationship between influencer’s trustworthiness and Tweens’ purchase intentions	Supported
H2	Peers of Tweens moderate the relationship between online influencer endorsement and Tweens’ purchase intentions.	Supported
H3	Product-influencer fit has a significant moderating effect on the relationship between online influencer endorsement and Tweens’ purchase intentions	Supported
H4	Brand image has a positive mediating effect on the relationship between online influencer endorsement and Tweens’ purchase intentions after good reviews by social media influencers	Supported
H5	Brand attitude has a positive mediating effect on the relationship between online influencer endorsement and Tweens’ purchase intentions after good reviews by social media influencers.	Supported

8. Findings

The research suggested that there is a positive relationship between SMEs’ influencer endorsements on social media platforms and Tweens’ purchase intentions in Egypt. The research highlighted that influencers’ dimensions in the form of influencers’ attractiveness, trustworthiness and expertise showed a positive impact on Tweens’ purchase intentions towards the products being endorsed. The research also suggested that peer pressure and influencer-product fit moderates the mentioned relationship while brand image and brand attitude mediates the relationship between SMEs’ influencer endorsement on social media platforms and Tweens purchase intentions in Egypt.

9. Research Limitations

The main limitation is the difficulty for the researcher to gather data from Egypt due to limited resources. Thus, data will be gathered from only Cairo and Alexandria. Adding to that it was difficult to include all education sectors in the study hence, the study focused on international sectors only.

10. Contribution and Recommendations

The research will be providing practitioners with the dimensions for the effective and efficient tools for building a successful relationship between influencer endorsement and

Tweens’ purchase intentions in the context of Egypt. Accordingly, the enterprises will be able to improve brand image and sales by efficient influencer marketing, human and financial investments. Academia will be benefiting from these updated findings as the Tween market is still to present ignored by researchers related to the Egyptian context and the factors concerning their attitudes towards influencer marketing. SMEs could use social media marketing practices on online social media platforms in the form of influencer marketing practices for their marketing and promotional objectives. By using attractive, experienced and trustworthy influencers that fits with their brand image positive brand attitudes are to be created and thus motivating Tweens’ purchase intentions in Egypt at a cost efficient form compared to the traditional means of communication. Academically, this research attempted to fill the gap found in literature about the impact of influencer marketing adopted by SMEs on Tweens’ purchase intentions in Egypt. Adding to that more highlight was proposed by the researcher on the mediating effect of both brand image and brand attitudes and the moderating effect of both peers’ pressure and Influencer-product fit on the mentioned relationship.

References

[1] Ahmad, A., Idris, I., Mason, C. and Chow, S., (2019). “The Impact of Young Celebrity Endorsements in

- Social Media Advertisements and Brand Image Towards the Purchase Intention of Young Consumers”. *International Journal of Financial Research*, 10(5), p.54.
- [2] Allen, K., Ryan, T., Gray, D., McInerney, D. and Waters, L., (2014). Social Media Use and Social Connectedness in Adolescents: The Positives and the Potential Pitfalls. *The Australian Educational and Developmental Psychologist*, 31(1), pp.18-31.
- [3] Brito, P. (2012). Tweens' characterization of digital technologies. *Computers & Education*, 59(2), pp.580-593
- [4] Brown, R. (2004). Children's eating attitudes and behavior: A study of the modelling and control theories of parental influence. *Health Education Research*, 19(3), 261-271.
- [5] Grant, I. and Stephen, G. (2005). Buying behavior of “tween age” girls and key societal communicating factors influencing their purchasing of fashion clothing. *Journal of Fashion Marketing and Management: An International Journal*, 9(4), pp.450-467.
- [6] Guthrie, M. R. (2005). Somewhere in-between: Tween queens and the marketing machine (doctoral dissertation).
- [7] Harridge-March, S. (2004). Electronic marketing, the new kid on the block. *Marketing Intelligence & Planning*, 22(3), 297-309.
- [8] Kotler, P., & Keller, K. L. (2008). A framework for marketing management. Upper Saddle River: Prentice Hall.
- [9] Konstantopoulou, A., Rizomyliotis, I., Konstantoulaki, K. and Badahdah, R., (2019). Improving SMEs' competitiveness with the use of Instagram influencer advertising and E-WOM. *International Journal of Organizational Analysis*, 27(2), pp.308-321.
- [10] Moraes, M., Gountas, J., Gountas, S. and Sharma, P., (2019). Celebrity influences on consumer decision making: new insights and research directions. *Journal of Marketing Management*, 35(13-14), pp.1159-1192.
- [11] Wiedmann, K. and von Mettenheim, W., (2020). Attractiveness, trustworthiness and expertise – social influencers' winning formula? *Journal of Product & Brand Management*.
- [12] Yadav, M., (2017). Social Media as a Marketing Tool: Opportunities and Challenges. *Indian Journal of Marketing*, 47(3), p.16.