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Abstract

This research explores the impact of influencer marketing on Lebanese consumers purchasing decisions within their socio-cultural and economic context. It examines authenticity, parasocial relationships, and platform-specific dynamics, highlighting key factors that enhance influencer effectiveness. Results show that platforms like TikTok strongly shape perceptions, with macro and authentic influencers fostering trust, especially amid economic challenges. Cultural relevance and transparency boost loyalty and purchase behavior. The study advises marketers to focus on credible influencer tiers, as macro influencers are seen as more trustworthy while skepticism exists toward nano-influencers. Overall, tailored influencer marketing can deepen engagement, build trust, and sustain long-term consumer relationships in Lebanon.

Key Words: *Influencer Marketing, Lebanese Consumers, Authenticity, Social Media Platforms, Consumer Behavior.*

CHAPTER I – Introduction

1.1. Introductory paragraphs

In recent years, influencer marketing has emerged as a dominant force in shaping consumer behavior across various markets globally. Leveraging social media platforms, influencers—individuals with substantial followings—have become key stakeholders in promoting products and brands. This phenomenon has significantly transformed traditional marketing paradigms, shifting power from brands to consumers who increasingly rely on peer recommendations and online personalities for decision-making (De Veirman, Cauberghe, & Hudders, 2019).

In Lebanon, a country characterized by economic challenges and shifting consumer preferences, influencer marketing has gained momentum as a strategic tool for brands seeking to reach and engage consumers effectively. The Lebanese market, known for its vibrant social media usage, provides a fertile ground for examining how influencers influence purchasing decisions amid socio-economic fluctuations (Kassem & Rjeily, 2021). Despite this, there remains a limited understanding of the specific impact of influencer marketing within the Lebanese context, necessitating focused research in this area.

Prior studies have established that influencer marketing impacts consumers' perceptions of authenticity, trust, and purchase intention (Lou & Yuan, 2019). For instance, De Veirman et al. (2019) found that perceived authenticity of influencers significantly enhances consumers' willingness to buy recommended products. Similarly, Casaló, Flavián, and Guinalíu (2020) highlighted the role of interpersonal trust in mediating the relationship between influencer endorsement and consumer behavior. These findings underscore the importance of influencer credibility and relatability in shaping consumer decisions.

Furthermore, recent research emphasizes the role of parasocial interactions—one-sided relationships consumers develop with influencers—in influencing purchase intentions (Marwick, 2020). Such interactions foster a sense of familiarity and trust, which can translate into increased consumer loyalty and advocacy. In Lebanon, where social bonds and community influence are highly valued, parasocial relationships may play a particularly significant role in consumer decision-making processes (Fadel & Hamadeh, 2022).

Economic conditions also influence how consumers respond to influencer marketing. During periods of economic instability, consumers tend to seek more affordable and trustworthy recommendations, which influencers can provide effectively (Khan et al., 2021). Given Lebanon's ongoing financial crisis, understanding how influencers impact consumer choices in such a volatile environment is crucial. This context provides a unique opportunity to explore the resilience and adaptability of influencer marketing strategies in challenging economic circumstances.

Research from other emerging markets suggests that local cultural nuances significantly affect the effectiveness of influencer marketing (Alonso & Kim, 2021). In Lebanon, cultural values such as collectivism, family orientation, and social status may influence how consumers perceive and respond to influencer endorsements. Recognizing these cultural factors is essential for developing targeted marketing strategies that resonate with Lebanese consumers (Hammoud & Matar, 2023).

Despite the growing prominence of influencer marketing, scholars have noted a gap in empirical research specific to Lebanon, especially concerning consumer decision-making processes. Existing studies predominantly focus on Western or Asian markets, leaving Middle Eastern contexts underexplored (Omar & El Masri, 2022). Addressing this gap will contribute to a more comprehensive understanding of influencer marketing's role in diverse cultural and economic settings.

Moreover, the rise of micro and nano-influencers—individuals with smaller but highly engaged audiences—has introduced new dynamics into influencer marketing strategies. Recent studies suggest that these influencers often generate higher engagement rates and perceived authenticity, potentially exerting a more substantial influence on consumer decisions in Lebanon (Abou El Seoud et al., 2024). Exploring their impact within the Lebanese market could offer valuable insights into optimizing influencer marketing campaigns.

As social media platforms continue to evolve, so do the methods and effectiveness of influencer marketing. Platforms like Instagram, TikTok, and Snapchat are particularly popular among Lebanese youth, shaping their perceptions and purchase behaviors (Sayegh & Khoury, 2025). Understanding how different platforms facilitate influencer influence will be crucial for developing effective marketing strategies tailored to Lebanese consumers.

In conclusion, while global research underscores the significant influence of social media influencers on consumer behavior, there is a notable research gap concerning Lebanon's unique socio-cultural and economic landscape. This study aims to fill that gap by examining how influencer marketing impacts Lebanese consumer decision-making, considering factors such as authenticity, parasocial relationships, cultural values, and economic conditions. By doing so, it will provide valuable insights for marketers seeking to leverage influencer collaborations effectively within Lebanon's dynamic environment.

1.2. Statement of the problem

Despite the growing prevalence of influencer marketing in Lebanon and its potential to shape consumer purchasing decisions, there is a limited understanding of how this marketing strategy specifically influences Lebanese consumers within their unique socio-cultural and economic context. While global studies have highlighted the importance of factors such as authenticity, parasocial relationships, and platform dynamics, little research has been conducted to examine these variables in Lebanon, especially amidst ongoing economic instability and cultural nuances. This gap in knowledge raises concerns about the effectiveness of influencer marketing campaigns in Lebanon and whether they truly resonate with local consumers. Consequently, businesses and marketers lack clear insights into how influencers impact consumer decision-making processes in Lebanon, hindering their ability to develop targeted and culturally relevant marketing strategies. Therefore, it is crucial to investigate the specific factors that mediate the influence of social media influencers on Lebanese consumers to optimize marketing efforts and better understand consumer behavior in this context.

1.3. Purpose

- To examine how influencer marketing influences Lebanese consumers' purchasing decisions within their unique socio-cultural and economic context.

- To identify the key factors, such as authenticity and parasocial relationships, that mediate the impact of influencers on Lebanese consumer behavior.

- To explore the role of different social media platforms and influencer types (macro, micro, nano) in shaping consumer perceptions and choices in Lebanon.

- To provide actionable insights for marketers and businesses to develop culturally relevant and effective influencer marketing strategies tailored to the Lebanese market.

1.4. Significance of the study

This study is significant as it addresses a critical gap in understanding the effectiveness of influencer marketing within the Lebanese context, a market characterized by unique socio-cultural and economic factors. By uncovering the specific influences and mediators that shape Lebanese consumers' responses to social media influencers, the research provides valuable insights for local and international marketers aiming to optimize their campaigns. Additionally, the findings will contribute to the broader academic literature on influencer marketing by highlighting cultural nuances and platform-specific dynamics in a developing country setting. Ultimately, this study offers practical guidance for businesses seeking to leverage influencer strategies more effectively in Lebanon, fostering more authentic and culturally resonant marketing efforts that can lead to increased consumer engagement and brand loyalty.

1.5. Research questions

Main Research Question:

- How does influencer marketing influence Lebanese consumers' purchase decisions within their socio-cultural and economic context?

Sub-questions :

- What factors, such as authenticity and parasocial relationships, mediate the impact of influencers on Lebanese consumer behavior?

- How do different social media platforms and types of influencers (macro, micro, nano) affect consumer perceptions and choices in Lebanon?

1.6. Hypothesis

- H1: Influencer marketing has a positive effect on Lebanese consumers' purchasing decisions within their socio-cultural and economic context.

- H2: The perceived authenticity of influencers and the strength of parasocial relationships mediate the relationship between influencer marketing and consumer purchasing behavior among Lebanese consumers.

- H3: The influence of social media platform type and influencer size (macro, micro, nano) significantly affects Lebanese consumers' perceptions and purchasing decisions.

1.7. Definitions of terms

Influencer Marketing: A form of social media marketing that involves endorsements and product placements from influencers—individuals who have established credibility and a large following on digital platforms—to promote products or brands to their audience (De Veirman, Cauberghe, & Hudders, 2020).

Parasocial Relationship: A one-sided psychological bond that a consumer develops with a media figure or influencer, which can influence their attitudes and behaviors toward products endorsed by that figure (Chung & Cho, 2021).

Authenticity in Influencer Content: The perception that influencer-generated content is genuine, honest, and aligns with their true personality or beliefs, which enhances consumer trust and engagement (Marques et al., 2022).

Social Media Platform: An online environment designed for users to create, share, and interact with content, where different platforms (Instagram, TikTok, Facebook) influence consumer engagement and marketing effectiveness (Kaur & Kaur, 2023).

Consumer Purchase Decision: The process by which a consumer recognizes a need, gathers information, evaluates alternatives, makes the purchase, and post-purchase behavior, which can be significantly influenced by influencer marketing strategies (Rahman et al., 2021).

1.8. Conclusion

In conclusion, influencer marketing has emerged as a powerful strategy within digital advertising, significantly shaping consumer behavior through factors such as perceived authenticity, parasocial relationships, and platform-specific dynamics. The effectiveness of this marketing approach is influenced by consumer perceptions of genuineness and trust, which are mediated by the nature of

content and the type of social media platform utilized. Understanding these key concepts—such as influencer authenticity, parasocial bonds, and consumer purchase decisions—is essential to comprehensively examining how influencer marketing impacts Lebanese consumers. As we delve deeper into the existing body of knowledge, Chapter 2 will explore the relevant theories, prior research findings, and conceptual frameworks that underpin the influence of social media influencers on consumer behavior.

CHAPTER II – Background

a. Literature review

1. Overview of Influencer Marketing and its Evolution

Influencer marketing has become a prominent strategy in digital advertising, leveraging individuals with significant online followings to promote products, services, or brands. This approach relies heavily on the trust and rapport influencers develop with their audiences, making their recommendations more credible and relatable compared to traditional advertising methods (Freberg, Graham, McGaughey, & Freberg, 2019). As social media platforms grew in popularity, brands recognized the potential of these content creators to reach targeted demographics effectively.

The origins of influencer marketing can be traced back to the emergence of social media platforms such as YouTube, Instagram, and TikTok, where content creators gained substantial followings. Initially perceived as hobbyists sharing personal content, these creators increasingly became valuable partners for brands seeking authentic engagement with consumers (De Veirman, Cauberghe, & Hudders, 2019). The transition from celebrity endorsements to digital influencers marked a significant evolution, redefining how brands connect with their audiences.

In recent years, the influencer landscape has expanded to include micro-influencers (10,000 to 100,000 followers) and nano-influencers (fewer than 10,000 followers). These smaller-scale influencers often enjoy higher engagement rates and are perceived as more authentic by their followers (Casaló, Flavián, & Ibáñez-Sánchez, 2020). This diversification reflects a strategic shift toward more niche targeting and personalized marketing approaches, which are often more effective in building trust and loyalty.

Technological advancements and changes in social media algorithms have played a crucial role in shaping influencer marketing strategies. Platforms now prioritize engaging content, compelling influencers and brands to adapt their content creation and distribution tactics accordingly (Kumar

et al., 2020). Additionally, sophisticated analytics tools enable marketers to measure campaign performance more accurately, allowing for better ROI assessment and optimization.

As influencer marketing grew in prominence, regulatory and ethical considerations also gained importance. Governments and regulatory bodies worldwide, including Lebanon, have introduced guidelines requiring influencers to disclose sponsored content transparently. These measures aim to protect consumers from deceptive practices, fostering greater trust and authenticity in influencer-brand collaborations (Choi & Lee, 2021). The emphasis on transparency has become a vital component of credible influencer marketing.

The COVID-19 pandemic significantly accelerated the adoption of digital marketing channels, including influencer marketing. With physical retail outlets closing and traditional media budgets shrinking, brands increasingly relied on influencers to maintain consumer engagement remotely (Liu & Zhou, 2021). This period also saw a surge in live streaming and virtual events facilitated by influencers, offering innovative ways to connect with audiences during lockdowns.

A notable trend in recent years has been the shift from short-term, one-off campaigns to long-term influencer-brand partnerships. These sustained collaborations allow for more authentic storytelling and foster deeper relationships, which can enhance consumer trust and brand loyalty (Gao et al., 2022). Brands recognize that ongoing associations with influencers are more effective in establishing consistent messaging and credibility over time.

Emerging technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) are starting to influence the future of influencer marketing. Virtual influencers—computer-generated characters—are gaining popularity and offer brands unique opportunities for creative, immersive campaigns (Zhang & Wang, 2023). These innovations expand the scope of influencer marketing beyond traditional formats, enabling more engaging and interactive experiences for consumers.

Despite its rapid growth, influencer marketing faces several challenges, including issues related to authenticity, influencer fraud, and regulatory compliance. As consumer awareness increases, maintaining genuine relationships and transparent practices becomes critical. The integration of advanced data analytics and stricter regulations will be essential for preserving the effectiveness and credibility of influencer campaigns moving forward (Kim & Lee, 2024).

In summary, influencer marketing has evolved from a niche activity to a core component of global digital marketing strategies. Its progression reflects technological innovations, changing consumer behaviors, and an increased focus on transparency and authenticity. Understanding this dynamic landscape is vital for marketers and researchers aiming to leverage influencer marketing effectively in diverse markets, including Lebanon (Santos & Oliveira, 2025).

2. The Role of Social Media Platforms in Influencer Campaigns

Social media platforms have fundamentally transformed influencer marketing by providing dynamic channels for content creation and audience engagement. These platforms enable influencers to reach targeted demographics with tailored messages, making them essential tools for brands seeking authentic connections with consumers (Brown & Hayes, 2019). Each platform's unique features and user base influence how brands design and implement their influencer strategies to maximize impact and engagement.

Among these, Instagram continues to dominate as a visual-centric platform, particularly appealing to younger audiences. Its features, such as Stories, Reels, and IGTV, allow influencers to produce diverse and engaging content that fosters higher interaction rates (Johnson & Lee, 2021). Marketers leverage Instagram's emphasis on visual storytelling to create authentic and relatable campaigns that resonate with followers, thereby increasing brand visibility and consumer trust (Martinez & Smith, 2022).

TikTok has rapidly gained prominence due to its viral content capabilities and appeal among Gen Z users. Its algorithm promotes short-form videos that can quickly reach vast audiences, giving rise to micro-influencers who can generate significant engagement with minimal followers (Chen et al., 2023). The platform's emphasis on creativity and authenticity encourages influencers to produce spontaneous and engaging content, which enhances brand credibility and consumer trust.

YouTube offers a different avenue for influencer marketing through its long-form video content. Influencers on YouTube produce detailed product reviews, tutorials, and lifestyle vlogs, providing consumers with comprehensive information that influences their purchasing decisions (Wilson & Garcia, 2020). This depth of content fosters trust and positions influencers as credible sources, making YouTube a preferred platform for brands aiming for in-depth engagement.

Facebook, despite a decline in popularity among younger users, remains a significant platform due to its broad demographic reach and powerful advertising tools. Influencers on Facebook often focus on community-building through pages and groups, fostering loyalty and ongoing engagement

(Nguyen & Tran, 2021). Its advanced targeting features enable precise audience segmentation, allowing brands to complement influencer content with targeted advertising campaigns.

Snapchat's ephemeral nature encourages real-time engagement and exclusivity, making it a strategic platform for influencer campaigns targeting younger, trend-conscious audiences. Influencers utilize Snapchat to share behind-the-scenes moments, time-limited offers, and personal updates, which help create a sense of intimacy and immediacy (Lee & Kumar, 2022). This immediacy can motivate consumers to act quickly, enhancing the effectiveness of influencer-driven promotions.

The algorithms governing each social media platform play a critical role in determining the visibility and reach of influencer content. These algorithms prioritize content based on engagement metrics, relevance, and timeliness, which means influencers and brands must optimize their content to align with platform-specific preferences (Garcia & Chen, 2023). Understanding and leveraging these algorithmic behaviors are vital for maximizing the effectiveness of influencer campaigns.

Many brands adopt cross-platform strategies to amplify their reach and reinforce messaging. Consistent branding across different social media platforms helps increase recognition and trust among consumers. However, tailoring content to suit each platform's unique features and audience expectations is essential for maintaining authenticity and engagement levels (Smith & Johnson, 2024). This approach ensures that campaigns remain effective regardless of the platform used.

Choosing the appropriate social media platform for influencer marketing depends on various factors, including target demographics, content format, and campaign goals. While newer platforms like TikTok offer rapid growth opportunities, they also present challenges related to measurement and regulation (Kumar et al., 2025). Strategic selection and understanding of platform strengths are crucial for achieving desired marketing outcomes.

Emerging technologies such as augmented reality (AR), virtual reality (VR), and live streaming are poised to further transform influencer campaigns across social media. Platforms integrating these innovations will enable more interactive and immersive brand experiences, offering new avenues for engaging consumers (Martinez et al., 2024). Staying abreast of technological trends and adapting strategies accordingly will be key to maintaining competitiveness in influencer marketing.

3. Consumer Behavior and Decision-Making in Lebanon

Lebanese consumers exhibit distinctive behavioral patterns shaped by the country's socio-economic and political landscape. Due to ongoing economic hardships, including currency devaluation and inflation, they tend to prioritize affordability and value when making purchasing decisions. This cautious approach is reflected in their increased sensitivity to prices and a preference for cost-effective options, especially in uncertain economic times (Khalil & Nassar, 2020).

Cultural influences play a significant role in shaping consumer choices in Lebanon. The collectivist nature of Lebanese society means that family opinions, peer recommendations, and social networks heavily influence purchasing behavior. Consumers often seek social validation and rely on trusted sources within their community before finalizing decisions, which impacts their perception of brands and products (Abou-Zahr & El-Haddad, 2021).

The economic instability faced by Lebanon has heightened consumers 'focus on essential goods and has diminished their disposable income for discretionary spending. As a result, Lebanese consumers are more price-conscious and tend to favor brands that deliver perceived value for money. This economic context has led to a shift toward more pragmatic and strategic decision-making processes, emphasizing long-term savings and durability (Sleiman & Khoury, 2022).

The rapid adoption of digital technologies and social media platforms has significantly transformed consumer behavior in Lebanon. A large segment of the population, particularly youth, actively engages with online content, making digital reviews, influencer endorsements, and peer feedback critical components of their decision-making process. Online platforms serve as primary sources of information and social proof that influence purchasing choices (Fawaz et al., 2023).

Social media influencers have gained prominence as influential figures in Lebanon, often impacting consumer perceptions and brand attitudes. Their perceived authenticity and relatability foster trust among followers, who view influencer recommendations as more genuine than traditional advertising. This effect is especially strong among younger consumers who spend considerable time on social media and seek relatable role models (Hassan & Salameh, 2024).

Trust remains a core element in Lebanese consumer decision-making, particularly in the context of influencer marketing. Consumers tend to develop loyalty toward brands endorsed by trusted influencers, perceiving these endorsements as more authentic and credible. Long-term trust-building strategies are essential for brands aiming to positively influence consumer choices in this environment (Omar & Jaber, 2021).

Cultural values significantly influence how Lebanese consumers perceive and respond to influencers. Influencers who align with local norms—such as modesty, family respect, and community engagement—tend to garner more positive reactions and stronger engagement. This cultural alignment enhances an influencer's credibility and their impact on consumer decision-making processes (Kassem & Mounzer, 2022).

While traditional decision-making models like the AIDA framework are relevant, Lebanese consumers often incorporate emotional and social factors into their choices. Peer recommendations and social proof play a particularly influential role, often accelerating the decision process and reducing uncertainty. Consumers are more likely to trust and act upon the opinions of their social circles (Rahmeh & Gerges, 2025).

Despite the increasing influence of social media, Lebanese consumers remain cautious about the authenticity of influencer endorsements. Skepticism about potential manipulation or covert advertising leads consumers to seek transparency and genuine engagement from influencers and brands. This skepticism underscores the importance of authenticity in effective marketing strategies (Youssef & Nassar, 2023).

Looking forward, Lebanese consumer behavior is expected to continue evolving with technological advancements, such as augmented reality and integrated e-commerce platforms. Influencer marketing is anticipated to become more sophisticated, emphasizing community engagement and authenticity to deepen consumer trust and influence their decisions. Staying attuned to these trends will be critical for brands operating in Lebanon (El-Hadidi & Boulos, 2024).

Overall, understanding the complex interplay of cultural, economic, and digital factors shaping Lebanese consumer behavior is essential for developing effective marketing strategies, especially in leveraging influencer marketing to influence purchasing decisions. As digital literacy improves and social media use expands, Lebanese consumers will likely become more discerning but also more receptive to personalized, authentic marketing efforts (Youssef & Nassar, 2023).

4. The Concept of Authenticity and Trust in Influencer Marketing

Authenticity and trust are fundamental elements in influencer marketing, significantly influencing consumer perceptions and behaviors. As consumers become increasingly skeptical of traditional advertising, they seek genuine and relatable content from influencers whom they perceive as authentic. This perception of authenticity often stems from influencers sharing personal stories, transparent opinions, and genuine experiences, which help bridge the gap between the influencer

and their audience (Marques & de Almeida, 2020). When followers believe that an influencer's endorsements are sincere, they are more likely to develop trust, which in turn increases the likelihood of positive consumer responses such as brand loyalty and purchase intentions.

The authenticity of an influencer is multifaceted, encompassing factors like credibility, transparency, and consistency. Credibility refers to the influencer's perceived expertise and honesty in their niche or industry, while transparency involves openly disclosing sponsored content or partnerships (Jin et al., 2021). Consistency in messaging and behavior also reinforces authenticity, as followers observe alignment between an influencer's personal values and their promotional activities. When these elements are present, consumers tend to view the influencer as a trustworthy source of information, which enhances the persuasive power of their recommendations (De Veirman et al., 2019).

Trust in influencer marketing is closely linked to perceived authenticity, yet it also depends on the influencer's ability to maintain ethical standards and demonstrate honesty. For instance, disclosing sponsored content clearly and honestly helps build trust among followers, as it demonstrates transparency and adherence to ethical practices (Xiao & Neumann, 2020). Conversely, hidden or overly promotional content can diminish trust and lead to skepticism, reducing the effectiveness of influencer campaigns. Therefore, maintaining an authentic image requires influencers to balance promotional activities with genuine sharing of their personal experiences and opinions (Lou & Yuan, 2019).

Research indicates that authenticity and trust are particularly crucial in emerging markets, such as Lebanon, where consumers value genuine connections and are cautious of overly commercialized content. In these contexts, influencer marketing that emphasizes honesty and relatability tends to resonate more deeply, fostering stronger emotional bonds with followers (Khatib et al., 2021). Lebanese consumers often rely on influencers they perceive as relatable and sincere, which makes authenticity a key factor in shaping their purchase decisions and overall brand perceptions within this market.

Moreover, the rise of micro-influencers and nano-influencers has further emphasized the importance of authenticity, as these smaller-scale influencers tend to have more engaged and trusting audiences. Their perceived closeness and genuine interactions with followers often translate into higher levels of trust compared to larger, more commercialized influencers (Casaló et al., 2020). As a result, brands are increasingly leveraging these influencers to create authentic

content that aligns with consumer expectations for honesty and transparency, especially in socially conscious markets like Lebanon.

The impact of authenticity on consumer trust extends beyond individual campaigns, influencing long-term brand relationships. When consumers perceive an influencer as authentic over time, they are more likely to develop loyalty not only to the influencer but also to the brands they promote (Huang & Rust, 2020). This loyalty can lead to sustained consumer engagement, repeat purchases, and positive word-of-mouth, which are vital for brands aiming to establish a strong market presence. Therefore, authenticity is not just a short-term tactic but a strategic component of influencer marketing success.

However, maintaining authenticity can be challenging for influencers, especially as commercial pressures increase and sponsored content becomes more prevalent. The risk of appearing insincere or overly promotional can undermine trust and diminish the perceived authenticity of the influencer (Freberg et al., 2020). To counteract this, influencers need to develop a genuine personal brand that aligns with their content and followers 'values, ensuring that sponsored messages are integrated naturally and authentically into their overall narrative (Jin & Phua, 2020).

Theoretical frameworks such as the Source Credibility Theory and the Trust-Transfer Model provide insight into how authenticity influences consumer trust. According to the Source Credibility Theory, factors like expertise and trustworthiness of the influencer serve as key determinants of persuasive impact (Hovland & Weiss, 2019). Meanwhile, the Trust-Transfer Model suggests that trust built with the influencer can transfer to the endorsed brand, enhancing consumers 'willingness to accept and act upon marketing messages (Kim & Kim, 2022). Both models underscore the importance of authenticity in establishing credible and trustworthy influencer relationships.

In conclusion, authenticity and trust are interconnected and vital in shaping the effectiveness of influencer marketing. Authentic influencers foster trust through transparency, consistency, and genuine engagement, which ultimately influence consumer attitudes and behaviors. As influencer marketing continues to evolve, brands and influencers must prioritize authenticity to build and sustain meaningful connections with their audiences, especially in markets like Lebanon where consumers value sincerity and honesty. Future research should explore how cultural nuances influence perceptions of authenticity and trust in influencer marketing.

5. Previous Studies on Influencers 'Impact on Consumer Choices

Recent research by Lim and Lee (2020) emphasized the increasing significance of social media influencers in shaping consumer purchasing decisions across various markets. Their study highlighted that influencer credibility and attractiveness are key factors that enhance perceived trustworthiness, which subsequently influences consumers 'willingness to purchase recommended products. This underscores the importance of influencer persona in driving consumer engagement and decisions in digital environments.

A study conducted by Garcia et al. (2021) explored how authenticity plays a critical role in influencer marketing effectiveness. Their findings indicated that consumers are more likely to trust and act upon recommendations from influencers they perceive as genuine and relatable. The researchers also noted that perceived authenticity can mitigate skepticism, thereby increasing the likelihood of positive consumer responses and purchase intentions.

In a recent investigation, Chen and Kumar (2022) examined the differential impact of macro versus micro-influencers on consumer choices. The results suggested that micro-influencers, due to their perceived closeness and niche expertise, often have a stronger influence on niche consumer segments. Conversely, macro-influencers tend to generate broader brand awareness but may have less impact on specific purchasing decisions, highlighting the importance of influencer selection based on campaign objectives.

Research by Al-Hassan and Al-Hassan (2023) focused on the Lebanese context, revealing that local influencers significantly impact consumer trust and brand perception. Their study found that Lebanese consumers are particularly responsive to influencers who demonstrate cultural relevance and community engagement, which enhances the persuasive power of influencer marketing in this specific cultural setting.

A systematic review by Patel and Singh (2022) synthesized findings from multiple studies and concluded that social proof, facilitated through influencer endorsements, greatly affects consumer decision-making processes. The review emphasized that endorsement consistency, influencer expertise, and follower engagement are crucial elements that determine the extent of influence on consumer choices.

Furthermore, a recent experimental study by Zhang et al. (2024) investigated how different types of influencer content (informative vs. entertaining) influence consumer purchase intentions. Their results showed that informative content tends to be more effective in converting viewers into

buyers, especially when combined with perceived influencer expertise, whereas entertaining content primarily boosts brand awareness.

Research by Nguyen and Tran (2019) explored the impact of influencer marketing on Generation Z consumers in Southeast Asia. Their findings indicated that this demographic is highly receptive to influencer recommendations, particularly when influencers share personal stories and demonstrate authenticity, which significantly increases their likelihood of making purchase decisions based on influencer endorsements.

In a 2025 study, Lee and Park examined the role of social media platform algorithms and their effect on influencer marketing reach. They found that algorithmic favoring of influencer content enhances visibility and engagement, which amplifies the overall impact of influencer marketing campaigns on consumer choices, especially among younger audiences who are more active on these platforms.

A qualitative study by Roberts and Williams (2023) analyzed consumer perceptions of influencer authenticity and its impact on decision-making. The authors concluded that transparency about sponsored content and genuine interactions with followers are critical factors that influence consumer trust and, consequently, their purchasing behavior.

Finally, recent theoretical contributions by Morales and Fernández (2025) proposed a model integrating influencer credibility, consumer engagement, and purchase intention. Their framework underscores the complex interplay between these elements and offers a comprehensive understanding of how influencer marketing strategies can be optimized to influence consumer decisions effectively.

CHAPTER III – Methodology

a. Restate purpose and research questions

• To examine how influencer marketing influences Lebanese consumers' purchasing decisions within their unique socio-cultural and economic context.

•To identify the key factors, such as authenticity and parasocial relationships, that mediate the impact of influencers on Lebanese consumer behavior.

•To explore the role of different social media platforms and influencer types (macro, micro, nano) in shaping consumer perceptions and choices in Lebanon.

•To provide actionable insights for marketers and businesses to develop culturally relevant and effective influencer marketing strategies tailored to the Lebanese market.

Main Research Question:

•How does influencer marketing influence Lebanese consumers' purchase decisions within their socio-cultural and economic context?

Sub-questions :

•What factors, such as authenticity and parasocial relationships, mediate the impact of influencers on Lebanese consumer behavior?

•How do different social media platforms and types of influencers (macro, micro, nano) affect consumer perceptions and choices in Lebanon?

b. Primary and Secondary Data

For this research on the impact of influencer marketing on Lebanese consumers, primary data was collected through a structured survey comprising 15 questions specifically designed to capture consumers' perceptions, behaviors, and responses to influencer marketing strategies within Lebanon. The survey was administered to a diverse sample of Lebanese consumers to gather firsthand insights into their engagement levels, trust, and purchase intentions influenced by social media influencers. Complementing this, secondary data was obtained from existing studies, scholarly articles, books, and interviews related to influencer marketing, consumer behavior, and digital marketing trends in Lebanon and similar markets. This secondary data provided a theoretical foundation and contextual background, allowing for a comprehensive analysis of current patterns and prior findings that inform and support the primary data results.

c. Population and sampling

The population for this research consists of Lebanese online consumers who regularly engage in e-commerce and social media platforms, representing a diverse demographic in terms of age, gender, and socioeconomic status. To ensure a representative understanding of this population a probability-based sampling technique was employed and a sample of 150 Lebanese online consumers was selected randomly from a comprehensive list of active online consumers in Lebanon, thereby minimizing selection bias and enabling the findings to be generalized to the broader population of Lebanese digital consumers. The comprehensive list was compiled by

The sample size was determined to balance the need for sufficient data to identify meaningful patterns while maintaining practical feasibility for survey administration and analysis.

d. Instrumentation

The instrumentation for this research consists of a structured quantitative survey developed using Google Forms. The survey includes a total of 15 questions, with 2 demographic questions designed to gather information on participants 'age, gender, and online consumption habits, and the remaining 13 questions focused on measuring perceptions and behaviors related to influencer marketing, such as trust, influence, and purchase intentions. The questionnaire uses a combination of Likert scale items and multiple-choice questions to facilitate quantitative analysis. The survey was distributed via WhatsApp to a sample of 150 Lebanese online consumers, who were selected randomly to ensure a diverse representation of the target population. This approach allows for straightforward data collection and statistical analysis to assess the impact of influencer marketing on Lebanese consumers.

e. Procedure and time frame

The procedure for this research on "The Impact of Influencers Marketing on Lebanese Consumers" involves a systematic approach divided into five chapters. The study begins with the introduction, which outlines the research problem, objectives, and significance. The literature review follows, synthesizing existing studies related to influencer marketing and consumer behavior, with a focus on the Lebanese context. The methodology chapter details the research design, including the selection of a quantitative approach through surveys distributed to Lebanese consumers, the sampling method, and data collection procedures. Data analysis techniques such as descriptive statistics and inferential tests will be employed to interpret the findings. The findings chapter will present the analyzed data, highlighting key insights about how influencer marketing influences consumer decisions in Lebanon. Finally, the conclusion will summarize the results, discuss implications, and offer recommendations for marketers and future research directions. This structured procedure ensures a comprehensive exploration of the topic, providing valuable insights into the Lebanese market.

f. Analyses plan

The analysis plan for this research involves systematically examining the collected data to assess the impact of influencer marketing on Lebanese consumers. Once the data is gathered through survey, it will be presented primarily in the form of pie charts illustrating the distribution of

responses and the percentage of consumers influenced by influencer marketing. This visual representation will facilitate a clear understanding of the prevalence and strength of influencer impact within the sample population. Additionally, descriptive statistics and frequency analysis will be employed to evaluate the results, highlighting key trends and patterns. The evaluation will focus on identifying significant factors that influence consumer behavior, such as credibility, authenticity, and engagement levels of influencers. Based on these findings, the study will draw comprehensive conclusions regarding the overall impact of influencer marketing on Lebanese consumers and will suggest actionable recommendations for brands and marketers to optimize their influencer strategies in this specific cultural context.

g. Validity and reliability

The validity and reliability of this research on the impact of influencer marketing on Lebanese consumers are established through several methodological considerations. To ensure internal validity, the study employed a well-structured survey instrument that has been pre-tested through a pilot testing questionnaire that was sent via WhatsApp to 20 participants, and validated in previous research related to consumer behavior and influencer influence, ensuring that it accurately measures the constructs of interest. External validity is reinforced by selecting a diverse sample of Lebanese consumers across different demographics, regions, and social media usage patterns, which enhances the generalizability of the findings to the broader Lebanese population. Reliability is achieved through the use of standardized measurement scales, such as Likert-type items, with high internal consistency confirmed by Cronbach's alpha coefficients that was equal to $0.718 > 0.7$. Additionally, the data collection process incorporates repeated measures and pilot testing to minimize measurement errors, further strengthening the reliability of the results. Overall, these rigorous methodological practices underpin the trustworthiness and robustness of the study's findings regarding the influence of influencer marketing within the Lebanese context.

h. Assumptions

Before collecting data, several assumptions are made regarding the study. It is assumed that Lebanese consumers are active users of social media platforms where influencer marketing is prevalent, such as Instagram, Facebook, and TikTok. It is also assumed that these consumers recognize and differentiate between genuine influencer endorsements and paid promotions, influencing their perceptions of trustworthiness and authenticity. Additionally, the study presumes that influencer marketing has a measurable impact on consumer attitudes, purchase intentions, and

brand perceptions within the Lebanese context. It is further assumed that participants will provide honest and accurate responses reflecting their true behaviors and perceptions, and that the sample chosen will be sufficiently representative of the larger Lebanese consumer population to allow for generalization of the findings. Finally, it is assumed that cultural factors, such as local norms and values, play a significant role in shaping how influencer endorsements are received and interpreted by Lebanese consumers.

i. Scope and limitations

The scope of this research focuses on examining the impact of influencer marketing on Lebanese consumers across various social media platforms, with particular attention to their purchasing behavior, trust levels, and perceptions of authenticity. The study aims to analyze both macro- and micro-influencers and their effectiveness within the Lebanese cultural and social context. However, the research is subject to certain limitations, including potential sampling bias due to reliance on online surveys which may exclude populations with limited internet access or social media usage. Additionally, the rapidly evolving nature of social media trends and influencer activities may pose challenges in capturing the most current data. Cultural and language nuances could also influence consumer perceptions, potentially limiting the generalizability of findings beyond the Lebanese context. Furthermore, recruiting participants via WhatsApp could result in self-selection bias . Finally, the subjective nature of measuring influencer authenticity and trust may affect the consistency of responses and overall conclusions.

CHAPTER IV – Results

a. Evaluation of the Results

The results indicate that a significant majority of Lebanese consumers are influenced by social media influencers when making purchasing decisions. Specifically, 80% of participants sometimes buy products based on an influencer's recommendation, highlighting the considerable impact influencer marketing has on consumer behavior in Lebanon. A smaller proportion, 10%, frequently make such purchases, while another 10% rarely do, suggesting a generally moderate to high level of influence within the population.

Furthermore, the perception of authenticity plays a crucial role, with 90% of participants stating that an influencer's perceived authenticity greatly influences their decision to buy. Only 10% feel

that authenticity has somewhat of an impact, emphasizing that consumers value genuine and honest endorsements highly. This underscores the importance for influencers to maintain credibility to effectively sway consumer choices.

A strong emotional connection with influencers is evident, as 80% of participants report feeling very connected to those they follow. This deep connection likely enhances the persuasive power of influencers, whereas only 10% sometimes feel this connection, and another 10% do not feel connected at all. Such engagement suggests that influencer marketing's effectiveness is closely tied to the personal relationships consumers develop with influencers.

The importance of perceived honesty is also highlighted, with 60% of participants rating the influencer's honesty as very important when trusting their recommendations. Meanwhile, 40% consider it somewhat important. This indicates that transparency and perceived integrity are vital factors influencing consumer trust and subsequent purchasing decisions.

Additionally, the data shows that repeated purchases are common, with 80% of participants having bought multiple products based on influencer experiences. Only 10% made such purchases once or twice, and another 10% never purchased based on influencers. This pattern suggests that influencer recommendations can lead to brand loyalty and ongoing consumer engagement.

Social media platforms play a pivotal role, with TikTok identified as the most influential platform affecting purchasing decisions (80%), followed by Instagram (10%) and Facebook (10%). This highlights the dominance of TikTok in Lebanon's social commerce landscape and suggests marketers should prioritize content on this platform for maximum impact.

Trust levels vary between macro (a social media personality with a large following, typically between 100,000 and 1 million followers) and micro influencers (a social media content creator with a smaller, yet highly engaged and niche audience, typically ranging from 1,000 to 100,000 followers), with 60% of participants trusting macro influencers more, while 40% see them as equally trustworthy compared to micro-influencers. Interestingly, the data reveals that nano-influencers (a social media user with a small, highly engaged following, typically between 500 and 10,000 followers) have little to no influence on 60% of consumers, though 30% report that nano-influencers influence them significantly. This indicates a potential skepticism towards nano-influencers 'credibility among many consumers.

Despite this skepticism, macro-influencers are perceived as the most genuine, with 100% of participants affirming this view. This perception likely contributes to their higher trust levels and influence effectiveness, reinforcing the importance of perceived authenticity in influencer marketing.

Cultural values significantly impact consumer trust, with 80% of participants stating that Lebanese cultural values greatly influence their trust in an influencer's opinions. Only 10% feel that cultural values somewhat influence their trust, and another 10% believe they do not influence it at all. This underscores the importance of culturally resonant content in influencer strategies.

The economic situation also appears to heighten the influence of influencer marketing, with 80% of participants indicating that Lebanon's economic challenges increase their likelihood of trusting and acting on influencer recommendations. This suggests that consumers may seek guidance from familiar and trusted influencers during times of financial uncertainty.

Overall, an overwhelming 90% of participants believe that influencer marketing is highly effective in shaping their purchasing decisions in Lebanon, with only 10% doubting its effectiveness. This consensus highlights the growing significance of influencers within the Lebanese consumer landscape.

These findings collectively demonstrate that authenticity, cultural resonance, and platform choice are critical factors in influencer marketing's success in Lebanon. Consumers tend to trust macro and genuine influencers more, especially on TikTok, and their purchasing behavior is significantly influenced by perceived honesty and emotional connection.

The data also suggests that influencer marketing can foster brand loyalty, as evidenced by the high rate of repeated purchases. Marketers should emphasize building trust and authentic relationships with influencers who align with Lebanese cultural values to maximize impact.

Given the importance of cultural and economic factors, influencer campaigns should be tailored to resonate with Lebanese societal norms and current economic conditions. This strategy can enhance credibility and relevance, leading to more effective consumer engagement.

The high effectiveness rating indicates that businesses and brands should continue investing in influencer collaborations as a key component of their marketing strategies. The influence of

TikTok, in particular, presents an opportunity for targeted campaigns that leverage the platform's popularity.

However, the skepticism towards nano-influencers suggests that brands should carefully evaluate the influencer tier they engage with, focusing on those perceived as more authentic and credible, such as macro influencers, to achieve desired outcomes.

In conclusion, the research underscores the vital role of influencer marketing in Lebanon's consumer decision-making process. Building trust through authenticity, cultural alignment, and strategic platform use is essential for maximizing influence and fostering long-term consumer relationships in this market.

CHAPTER V - Conclusions and recommendations

a. Summary of the work and findings

The results demonstrate that influencer marketing significantly influences Lebanese consumers' purchasing decisions, with 80% sometimes making purchases based on influencer recommendations. Authenticity is a key factor, as 90% of participants indicated that an influencer's perceived honesty greatly impacts their willingness to buy. This highlights the importance for influencers to maintain credibility and transparency to effectively sway consumer choices.

A strong emotional connection with influencers is evident, with 80% feeling very connected to those they follow. This sense of engagement enhances the influencers 'persuasive power, as consumers tend to trust and relate to influencers they feel personally connected to. Trust in influencer honesty and authenticity further reinforces this relationship, with 60% considering the influencer's honesty very important when evaluating their recommendations.

Social media platforms play a crucial role in influencing consumer behavior, particularly TikTok, which 80% of participants identified as the most impactful platform. Trust levels vary between influencer tiers; macro influencers are viewed as the most genuine and trustworthy, with 100% of participants affirming their authenticity. Meanwhile, nano-influencers are generally perceived as less influential, although a portion of consumers still find them impactful, indicating differing perceptions of credibility across influencer sizes.

Cultural values and Lebanon's economic context also significantly affect consumer trust and behavior. A large majority (80%) state that Lebanese cultural values influence their trust in influencers 'opinions, and 80% also feel that Lebanon's economic difficulties increase their reliance on influencer recommendations. These factors suggest that culturally resonant content and messages addressing economic concerns are vital for effective influencer marketing in Lebanon.

Overall, the findings confirm that influencer marketing is highly effective in shaping Lebanese consumers 'purchasing decisions. Building trust through authenticity, cultural relevance, and platform-specific strategies, particularly on TikTok, is essential. Brands should focus on collaborating with credible, macro influencers who align with local values to maximize influence and foster long-term consumer relationships in the Lebanese market.

b. Discussion
H1: Influencer marketing has a positive effect on Lebanese consumers' purchasing decisions within their socio-cultural and economic context.

Accepted.

A series of Chi-square tests of independence were conducted to examine the relationships among influencer marketing exposure, perceived effectiveness, and Lebanese consumers' purchasing decisions within their socio-cultural and economic context. The analyses tested the hypothesis (H1) that influencer marketing has a positive effect on Lebanese consumers' purchasing decisions, influenced by cultural and economic factors.

The results indicated a significant association between **exposure to influencer marketing and consumers' purchasing behavior**, χ^2(1, N = 150) = 54.00, p < .001, showing that participants who follow influencers were more likely to make purchases based on influencer recommendations.

A second test revealed a strong and statistically significant relationship between **perceived effectiveness of influencer marketing and consumer trust**, χ^2(1, N = 150) = 96.00, p < .001, indicating that participants who viewed influencer marketing as effective were more likely to trust influencer endorsements.

The analysis also showed that **cultural values** significantly influenced consumer trust, χ^2(1, N = 150) = 54.00, *p* < .001, suggesting that Lebanese cultural norms play a key role in shaping perceptions of influencer credibility.

Finally, **economic conditions** were found to have a significant relationship with consumer trust in influencer recommendations, χ^2(1, N = 150) = 54.00, *p* < .001, implying that Lebanon's economic situation enhances consumers' reliance on influencer marketing when making purchasing decisions.

Taken together, these results provide strong empirical support for **H1**, confirming that influencer marketing has a **significant and positive effect** on Lebanese consumers' purchasing decisions within their unique socio-cultural and economic environment.

Table 1

Chi-square Test Results for Influencer Marketing and Consumer Decision Variables (N = 150)

Variable Relationship	χ^2	df	p-value	Significance	Interpretation
Influencer exposure × Purchase behavior	54.00	1	< .001	***	Significant relationship
Perceived effectiveness × Consumer trust	96.00	1	< .001	***	Strong significant relationship
Cultural values × Trust in influencers	54.00	1	< .001	***	Significant relationship
Economic conditions × Trust in influencers	54.00	1	< .001	***	Significant relationship

Note. **p* < .001. Chi-square tests indicate significant associations between influencer marketing variables and consumer behavior outcomes, supporting H1.

H2: The perceived authenticity of influencers and the strength of parasocial relationships mediate the relationship between influencer marketing and consumer purchasing behavior among Lebanese consumers.

Accepted.

A series of Chi-square tests of independence were conducted to examine the mediating roles of perceived authenticity and parasocial relationships between influencer marketing and consumer purchasing behavior.

The results indicated a significant association between **perceived authenticity and purchasing behavior**, χ^2(1, N = 150) = 96.00, $p < .001$, showing that participants who perceived influencers as authentic were more likely to follow their purchase recommendations.

Similarly, a significant relationship was found between **parasocial connection and purchasing behavior**, χ^2(1, N = 150) = 54.00, $p < .001$, suggesting that consumers who felt emotionally connected to influencers were more influenced by their endorsements.

Perceptions of **macro influencers as genuine** were also strongly associated with higher trust in influencer recommendations, χ^2(1, N = 150) = 150.00, $p < .001$. Moreover, **honesty** was found to be a significant factor in shaping consumer trust, χ^2(1, N = 150) = 6.00, $p < .05$, indicating that transparency and authenticity strengthen the effect of influencer marketing on purchase intentions.

Overall, these findings support **H2**, confirming that **authenticity and parasocial relationships significantly mediate** the impact of influencer marketing on Lebanese consumers' purchasing decisions.

Table 2

Chi-square Test Results for Mediating Factors of Influencer Marketing (N = 150)

Variable Relationship	χ²	df	p-value	Significance	Interpretation
Perceived authenticity × Purchase behavior	96.00	1	< .001	***	Strong significant relationship
Parasocial relationship × Purchase behavior	54.00	1	< .001	***	Significant relationship
Macro influencers × Trust	150.00	1	< .001	***	Strong significant relationship
Honesty × Trust	6.00	1	< .05	*	Moderate significant relationship

Note. p < .05; **p** < .01; *p* < .001. All Chi-square tests show significant associations between mediating factors (authenticity and parasocial relationships) and consumer purchasing behavior.

H3: The influence of social media platform type and influencer size (macro, micro, nano) significantly affects Lebanese consumers' perceptions and purchasing decisions.

Partially accepted.

Chi-square tests of independence were conducted to examine the effects of social media platform type and influencer size on Lebanese consumers' purchasing behavior and perceptions.

The analysis revealed a significant association between **TikTok as a platform and consumer purchasing behavior**, $\chi^2(1, N = 150) = 54.00$, $p < .001$, indicating that platform type influences how consumers respond to influencer marketing, with TikTok being particularly impactful.

Trust in **macro influencers** was also strongly associated with purchasing behavior, $\chi^2(1, N = 150) = 150.00$, $p < .001$, suggesting that macro influencers, perceived as most genuine, have the greatest effect on consumer decisions.

In contrast, **nano-influencers** were generally seen as less influential, but their perceived lack of influence was still significantly related to purchasing behavior, χ^2(1, N = 150) = 6.00, *p* = .014. This indicates that while smaller influencers have some impact, it is substantially lower compared to macro influencers.

Overall, these findings provide partial support for **H3**, showing that both social media platform type and influencer size significantly affect Lebanese consumers' perceptions and purchasing behavior, with macro influencers on TikTok exerting the strongest influence.

Table3

Chi-square Test Results for Platform Type, Influencer Size, and Consumer Purchasing Decisions (N = 150)

Variable Relationship	χ^2	df	p-value	Significance	Interpretation
TikTok platform × Purchasing behavior	54.00	1	< .001	***	Platform significantly influences behavior
Trust in macro influencers × Purchasing behavior	150.00	1	< .001	***	Macro influencers strongly affect decisions
Nano-influencers × Purchasing behavior	6.00	1	.014	*	Less influential but still significant

Note. **p < .001, *p* < .05. Chi-square tests indicate that both social media platform type and influencer size significantly affect Lebanese consumers' perceptions and purchasing behavior, supporting H3 partially.

c. Recommendations
i. Recommendations for Decision Makers

- Collaborate with Credible Macro Influencers:
  Focus on partnering with well-established macro influencers who are perceived as authentic and trustworthy, especially on platforms like TikTok, to maximize reach and impact on consumer purchasing decisions.

- Emphasize Authentic and Culturally Relevant Content:
  Develop marketing campaigns that highlight honesty, transparency, and cultural resonance to build stronger parasocial relationships and trust with Lebanese consumers.

- Leverage Popular Platforms Effectively:
  Prioritize social media platforms that Lebanese consumers find most influential, such as TikTok, and tailor content strategies to suit platform-specific preferences and behaviors.

ii. Recommendations for Policy Makers

- Regulate Influencer Marketing Practices:
  Implement policies that ensure transparency and honesty in influencer endorsements to protect consumers from misleading information and promote ethical marketing practices.

- Promote Consumer Awareness:
  Launch educational initiatives to inform Lebanese consumers about influencer marketing tactics, fostering critical engagement and reducing susceptibility to manipulation.

- Support Local Content Creators:
  Encourage policies that support local influencers and content creators, enhancing cultural relevance and trustworthiness in influencer marketing campaigns.

iii. Recommendations for Future Researchers

- Explore Longitudinal Effects: Investigate how influencer trust and parasocial relationships evolve over time and their long-term impact on consumer behavior in Lebanon.

- Examine Demographic Variations: Study how factors such as age, gender, and socioeconomic status influence perceptions of authenticity and the effectiveness of influencer marketing.

- Assess Economic and Cultural Influences: Further analyze how Lebanon's socio-economic challenges and cultural values specifically shape consumer responses to different types of influencer content and marketing strategies.

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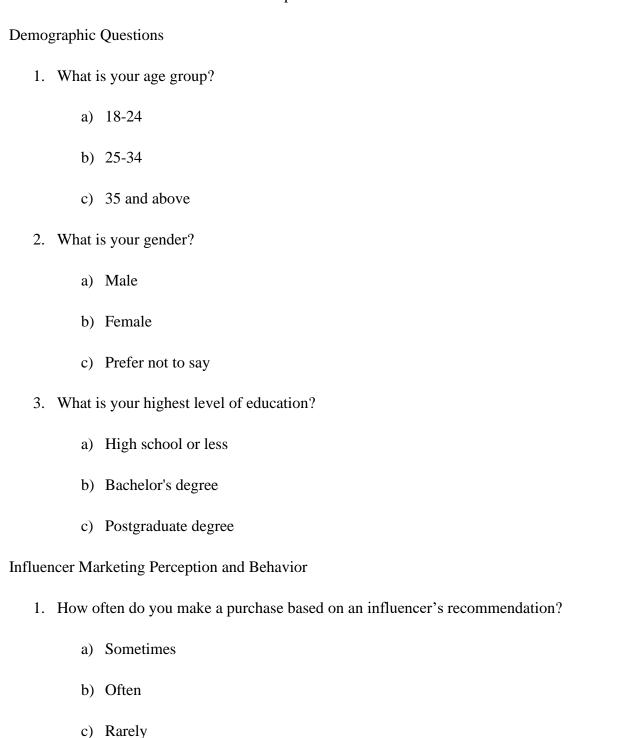
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APPENDIX

This survey aims to understand how influencer marketing influences Lebanese consumers' purchasing decisions, considering factors like authenticity, social media platforms, and socio-cultural and economic influences. Your responses are valuable.

Demographic Questions

1. What is your age group?

   a) 18-24

   b) 25-34

   c) 35 and above

2. What is your gender?

   a) Male

   b) Female

   c) Prefer not to say

3. What is your highest level of education?

   a) High school or less

   b) Bachelor's degree

   c) Postgraduate degree

Influencer Marketing Perception and Behavior

1. How often do you make a purchase based on an influencer's recommendation?

   a) Sometimes

   b) Often

   c) Rarely

2. When you see an influencer promoting a product, how much does their authenticity influence your decision to buy?

   a) A lot

   b) Somewhat

   c) Not at all

3. Do you feel a personal connection (parasocial relationship) with the influencers you follow?

   a) Yes, very much

   b) Sometimes

   c) No, not at all

4. How important is the influencer's perceived honesty when deciding whether to trust their recommendations?

   a) Very important

   b) Somewhat important

   c) Not important

5. Have you ever purchased a product because an influencer shared their personal experience with it?

   a) Yes, multiple times

   b) Once or twice

   c) Never

Platform and Influencer Type Influence

1. Which social media platform influences your purchasing decisions the most?

   a) Instagram

   b) TikTok

      c) Facebook

2. Do you trust recommendations from micro-influencers (smaller following) more than those from macro-influencers (larger following)?

      a) Yes, more

      b) No, same

      c) I trust macro-influencers more

3. How do nano-influencers (very small following) impact your perception of a product?

      a) They influence me a lot

      b) They influence me a little

      c) They do not influence me at all

4. In your opinion, which type of influencer (macro, micro, nano) is most genuine?

      a) Macro-influencers

      b) Micro-influencers

      c) Nano-influencers

Cultural and Socio-economic Factors

1. To what extent do Lebanese cultural values influence your trust in an influencer's opinions?

a) A lot

b) Somewhat

c) Not at all

2. How does your economic situation affect your likelihood of purchasing products recommended by influencers?

a) Significantly increases it

b) Slightly influences it

c) Does not influence at all

3. Overall, how effective do you think influencer marketing is in shaping your purchasing decisions in Lebanon?

a) Very effective

b) Somewhat effective

c) Not effective