The Effect of Instagram Influencer Ads on Female Students' Purchasing Behavior at Jordanian Universities

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Abstract

The study aimed to identify the impact of Instagram influencers' ads on purchasing behavior of Jordanian university students, an electronic questionnaire was distributed to an equal quota sample of 450 female students at at Yarmouk University, the University of Jordan, and Mutah University. The study found that the largest percentage of respondents (40%) follow the pages of influencers for an hour to less than two hours, and that most products advertised through influencers via Instagram are interested in clothes, and the most prominent elements of attention included in influencers' ads were natural and realistic images of the product. The most interesting elements of influencers' ads were the logic and accuracy of the information in proportions and figures about the advertised product, while the most prominent influential elements in creating a desire for the respondents were: Clarifying the price of the product in the advertisement, and the percentage of respondents who buy the advertised products (43.8%), and the lack of confidence in the products advertised by influencers is one of the most prominent reasons for not buying for them.

Keywords: digital Ads, effect, influencer Ads, Instagram, purchasing behavior

1. Introduction

Electronic advertising is one of the most important media activities through social networking sites, because it is distinguished by its rapid access to audiences, its interaction with them, its integration of multimedia, and its spread among them compared to traditional advertising. Social networking sites are considered one of the most means that publish ads due to the large number of tools and advantages they enjoy. One of the most important sites is Instagram, and many international companies have relied on it to advertise their products in different ways. Advertising through influencers is one of the most important forms of electronic advertising that appears through Instagram, where influencers show the product in their way. It is generally accepted that the primary objective of commercial advertisements is to encourage consumers to purchase goods or buy services. Therefore, there are ads with a clear objective to purchase a product or a service after observing the steadily growing number of commercial ads in the media (Alzyoud, 2022; Makharesh, Alharethi, & Campbell, 2022). Studies have shown that advertising using influencers on Instagram increases the chance of exposure and selling the product among young people, especially females (Al-Rashidi, 2019, p. 174).

This type of advertising is an effective tool for building consumer awareness of the brand, and a strategy adopted in electronic advertising campaigns planned by advertisers, due to the huge number of followers of influencers, and their high credibility for consumers (Hamed, 2018; Safori, 2018). In addition to the ease of interaction with them, advertisers can benefit from influencers via Instagram in different ways, including the spoken word about the product, their publication of ads designed by advertisers, and other ways. Instagram is one of the most important and powerful social networking sites used, due to its use by approximately 1.3 billion users in Jan 2023 around the world (DataReportal, 2023), making it a suitable environment for advertisers and large companies looking for the most effective methods and means. Hence, the importance of this study is highlighted by identifying the impact of influencer ads on Instagram on the purchasing behavior of female students in Jordanian universities.

Influencer ads through Instagram have a strong impact on the interests, desires, and purchasing behavior of young university women, commensurate with their needs and monthly income, as users of the application perceive influencers as real and similar people in terms of lifestyle (Tafesse & Wood, 2021). Influencer ads on Instagram have a strong impact on the interests, desires, and purchasing behavior of young university women, commensurate with their needs and monthly

income, as users of the application perceive influencers as real and similar people in terms of lifestyle (Tafesse & Wood, 2021).

Statement of Problem

The main goal of commercial advertising is to persuade viewers to buy products or services (Alzyoud & Makharesh, 2023). Instagram has evolved in recent years from sharing photos and videos to being attractive to influencers, advertisers, and consumers because of its advantages and marketing tools. The number of Instagram users in Jordan reached 3.05 million for the year 2022, where the percentage of males reached 51.9%, and the percentage of females 48.1%. Moreover, the use of Instagram for ads in Jordan increased by 8.0% for the year 2021 compared to 2020, and the percentage of Instagram users in searching for products and services reached 81% (Hootsuite, 2021). Recent studies have shown that women consume more Instagram ads than men (Messina & Lindell, 2020; Huang & Su, 2018).

In light of the above, the problem of the study is to answer the following question: What is the impact of Instagram influencer ads on the purchasing behavior of female students in Jordanian universities ?

Significance of the Study

There are several reasons to conduct this study, which are:

1- The lack of studies concerned with studying the impact of influencers in Instagram ads on the purchasing behavior of university students in general, and students in Jordanian universities in particular, within the limits of the researchers' knowledge.

2- Directing the attention of researchers to study the subject of digital advertising, due to technological development and the increase in the use of social networking sites in advertisements by advertisers and individuals.

3- Know the ways that enhance the purchasing behavior of consumers, especially female students in Jordanian universities.

4- Knowing the products that young Jordanian women buy the most, especially those in which influencers appear, to benefit from them advertisers and influencers.

Study Goals

The main objective of this study is to identify how Instagram influencer ads affect the purchasing behavior of female students in Jordanian universities. Under this goal falls a set of sub-objectives, which are to identify:

1- The degree to which female students in Jordanian universities follow up on influencer ads via Instagram.

2- The type of products that they are interested in following in Jordanian universities, which influencers advertise on Instagram.

3- The degree of attention of female students in Jordanian universities to the elements presented in influencer ads via Instagram.

4- The degree of interest of female students in Jordanian universities in influencer ads via Instagram.

5- The level of desire of female students in Jordanian universities to buy products advertised by influencers on Instagram.

6- The type of products they bought in Jordanian universities and advertised by influencers on Instagram.

7- Factors affecting the purchase of products advertised by influencers in Jordanian universities in Jordanian universities.

Previous studies

There are many studies have looked at influencers' ads on Instagram, and online purchasing behaviors; for instance, Assaf's study (2022) found a positive correlation between the level of influencers' use in social media marketing and the levels of purchasing response, and emotional grooming came to the forefront of the methods of persuasion that influencers relied on in their ads, and Instagram came to the forefront of social media by 41.6%, then Facebook, and then YouTube.

Da Costa (2022) concluded that there were no statistically significant differences in age between men and women and that 49% of respondents were affected by their purchasing decisions after hearing the opinions of influencers, and it was found that influencer marketing helps the brand gain more customers and that the likelihood of buying increases after recommending a specific product from an influencer.

Boerman and Muller (2022) showed that the "paid partnership" tag is an effective signal of transparency that can help people recognize the influencer. Dhun and Dangi (2022) also showed that influencers' experience and similarity and conformity in their attitudes with the brand leads to creating a positive relationship for audiences.

Atiq et al. (2022) found that more dynamic social media formats (such as Instagram stories) enhance users' attitudes

towards this content, that engagement and trust play an important role in building a strong relationship between storytelling content and audience engagement, and that professionals should be more creative while creating content on Instagram to engage the millennial market.

Abu Abaya's study (2021) concluded that the most efficient marketing methods are marketing the product through the use of multimedia and that the most prominent methods of making the product within the influential lifestyle were to link the product to occasions and holidays, and opinions were divided into two parts: the first is that marketing through influencers is an effective tool, and the second is deceptive marketing that does not affect marketing goals and does not achieve sales and profits.

The study of Aqeedah (2021) indicated a difference in the impact of the behavioral response stages of the AIDA model, as the interests of the research sample focused on the third stage of the model stages of arousing desire and then the fourth stage of motivation, while their interest decreased in the attention and attention stages, and mental grooming came to the forefront of the most influential grooming on the Yemeni consumer than emotional grooming in electronic advertising.

The study by Ibn Hillel (2021) showed that Instagram and Snapchat are among the best means that can be used in fashion advertising and that the clearer, introductory, and competitive the advertisement through these means regarding the advertised fashion product, the higher the impact on purchasing behavior, and it also became clear that taking advantage of the appropriate times for advertising contributes to motivating consumers to buy, and that culture and social level have an effective role in creating purchasing decisions for the research sample.

Moreover, Mohanty (2021) indicated that the human appearance of virtual influencers enhances social feelings (i.e., individuals feel the presence of another social entity), which improves the perception of the quality of the invited message and the position of the brand, and that influencers may be non-human reduces feelings of perceived social presence. Li (2021) proved that the LGBTQ-identified influencer raised more perceived credibility, and less hypocrisy for the brand, especially among LGBTQ participants, and that the non-homosexual influencer provoked more positive advertising attitudes and behavioral tendencies among heterosexual and non-gay participants. The effects of the theory are discussed.

Salama's study (2020) also showed that most of the study's respondents actually made purchases due to social media influencers' advertisements, and it was also proven that there was a statistically significant relationship between the extent to which respondents were exposed to social media influencers' pages and their evaluation of the marketing methods carried out through these influencers.

According to the decision to shop online, Badawi's study (2020) found that 85% of respondents admitted that advertising offers published through Facebook and Instagram attract their attention and that the most motivating element for them in the decision to shop for cosmetics is good design, and the most reasons why women preferred the ads displayed on Facebook and Instagram over the rest of the electronic ads were the suitability of the goods offered to taste, and cosmetic ads came to the forefront of ads that arouse women's interest.

In Saudi Arabia, Laïdi (2018) indicated that the rate of ads exposure of Saudi women through social networking sites permanently came in first place with a rate of (62.2%), which is a high percentage that indicates females were more likely to use social networking sites for shopping purpose than males.

Questions and Hypotheses:

This study addresses seven questions and three hypotheses, which are:

> **Q1:** What is the degree to which female students in Jordanian universities follow influencer ads on Instagram?

> **Q2:** What kind of products are female students in Jordanian universities interested in following, and which influencers advertise on Instagram?

> **Q3:** What is the degree to which female students in Jordanian universities pay attention to the elements presented in Instagram influencer ads?

> **Q4:** What is the degree to which female students in Jordanian universities are interested in Instagram influencer ads?

> **Q5:** What is the level of desire of female students in Jordanian universities to buy products advertised by influencers on Instagram?

> **Q6:** What kind of products did female students in Jordanian universities buy, and which influencers advertised on Instagram?

> **Q7:** What are the factors that affect female students in Jordanian universities to buy products advertised by influencers on Instagram?

> **H1**: There are statistically significant differences in the degree to which respondents follow the ads of influencers in the Instagram application due to their demographic factors.

H2: There is a statistically significant correlation between the products advertised by influencers on the Instagram application and the type of products that the respondents purchased in Jordanian universities.

H3: There is a statistically significant correlation between the degree of follow-up of respondents to influencer ads in the Instagram application and each of the:

  A. The degree of attention to the elements of the advertisement.

  B. The level of interest in advertising elements.

  C. The effect of ad elements on the desire to buy.

  D. Factors affecting the purchase decision**.**

2. Methodology

This study is a quantitative studies that use the descriptive approach, as the approach aims to record, analyze and interpret phenomena in their current state after collecting sufficient and appropriate data about them (Ahmad et al., 2023; Ahmad, 2022). The study is based on identifying how Instagram influencers' ads affect the purchasing behavior of young Jordanian university women, their attitudes, opinions, and behaviors toward what is advertised by Instagram influencers, and their impact on purchasing decisions**.**

Population and Sample of Study

The population of this study is represented by all female students studying at Yarmouk University, the University of Jordan, and Mutah University, at the bachelor's, master's, or doctoral levels, and a non-probability sample of equal quotas of (n=450) female students were selected evenly distributed to the three universities by (150) respondents from each university, and Table (1) shows the characteristics of the sample**:**

Table (1). Demographic Data of the Study Sample

Variables	Percentage	Frequency	Type
University	33.33%	150	Yarmouk University
	33.33%	150	University of Jordan
	33.33%	150	Mutah University
Age	52.4%	236	18 years old – under 24 years old
	33.6%	151	24 years old – less than 30 years old
	14%	63	**30**years and more
Education Approach	46.9%	211	Scientific
	53.1%	239	Humanistic
Degree	72.9%	328	Bachelor
	20.4%	92	Master
	6.7%	30	PH D

n= 450

Data Collection Instrument

The online questionnaire was used to collect data and information from the study sample, and it was designed to obtain the data and achieve the goals of the study. The questionnaire in the current study includes several axes; demographic data, the degree of interest (what is the degree of your interest in following the product ads through Instagram influencers), and the degree of attention (what is the degree of your attention to the elements), types of Instagram influencer ads (how interested are you in following the items they include?) Instagram influencer ads effects(what is the level of influence of advertising elements in creating the desire to buy the products that influencers advertise on Instagram?**).**

The questionnaire was used to measure the axis of digital applications used by the respondents, where the scale included four levels (large, medium, low, I do not care/do not pay attention / do not influence), and to determine the level of estimates of averages, the questionnaire was calculated by subtracting the upper limit (3) from the minimum (0), then dividing the result by the number of required categories, which are (3) categories (high, medium, low) and thus the equation becomes according to For the following: (3-0)/3 = 1 so that one score was added to the end of each category according to the following: 0-1.00 = low / 1.01-2.00 = medium / 2.01-3.00 = high**.**

Validity and Reliability

To examine the validity of the research instrument, a pre-questionnaire test was conducted by presenting it to a group of (12) female students (4 from each university), to identify any aspects that should be corrected, such as the presence of some phrases that need further clarification or simplification, and they were excluded from the study sample. The statistical analysis program (SPSS/V25) was used, and the Cronbach Alpha stability coefficient was used or the so-called internal reliability to measure the reliability of paragraphs. The study instrument with the axis or field that the researchers is trying to measure, and the Cronbach alpha coefficient showed that the value of the stability of the axes ranged between (77.5%) and (87.4%), and the value of the total stability of the instrument (94.3%), and these values are acceptable in media research, and Table (2) shows the value of the stability coefficient for each variable of the study**.**

Table (2). Cronbach Alpha stability coefficient

Axis	Stability coefficient
The degree of respondents' attention to the elements included in the ads through Instagram influencers.	87.4%
The level of interest of respondents in the elements of ads through Instagram influencers.	77.5%
The level of influence of advertising elements in creating the desire of respondents to buy products advertised by influencers through Instagram.	87.4%
Factors affecting the respondents' decision to buy products whose ads they saw through Instagram influencers.	85.9%
Total Stability reliability	**94.3%**

3. Results and Discussion

- **The number of hours following influencers' pages on Instagram**

Table (3). Number of hours of follow-up of respondents to the pages of influencers in the Instagram application per day

Number of daily follow-up/ hours	Frequency	Percentage
Less than an hour	138	30.7**%**
One hour – less than two hours	180	40**%**
Two hours – less than 3 hours	82	18.2**%**
3 hours and more	50	11.1**%**
Total	**450**	**100%**

The data of Table (3) indicates that the largest percentage of respondents follow the pages of influencers in the Instagram application for "an hour - less than two hours" and their number reached (180) respondents and (40%), followed by those who follow the pages of influencers for a period of "less than an hour" and their number reached (138) respondents and by (30.7%), then those who follow these pages for "two hours - less than 3 hours" and their number reached (82) respondents and by (18.2%), and in the last place those who follow the pages of influencers in the Instagram application for a period of "3 hours or more" and their number reached (50) respondents, and (11.1%) of the total respondents. The coming of those who follow the pages of influencers in the Instagram application for "an hour - less than two hours" can be explained in the first place because influencers can attract users to follow them through the use of various methods, and raise multiple topics, as some of them focus on entertainment topics related to entertainment, passing the time and getting rid of boredom, and some focus on serious topics related to daily life affairs, and topics that directly affect the public, while others run on the marketing and promotional aspect and compare products with each other, to provide a service of advertising and marketing. Assaf (2022) also examined how people behave toward social networking sites' ads in general, and found that people spend more than 5 hours per day on SNS ads, especially after COVID-19 pandemic.

- **Follow influencer ads on Instagram**

Table (4). Follow-up of respondents to influencer ads via Instagram application

Follow-up rate	Frequency	Percentage
Always	68	15.1%
Sometimes	255	56.7%
Scarcely	127	28.2%
Total	**450**	**100%**

- The results in Table (4) reveal that the respondents who sometimes follow influencer ads through the Instagram application came in first place, and their number reached (255) individuals (56.7%), followed by those who rarely follow influencers' advertisements, and their number reached (127) individuals by (28.2%), and in the last place those who always follow these ads, and their number reached (68) individuals by (15.1%) of the total respondents. These results may be attributed to the ads' meeting the desires and interests of the respondents due to their multiplicity and diversity of advertised products (Hamed, 2018). In addition, the influencers' use the Instagram as "personal ads" in which the user feels that the ads are directed to him/her personally, for example: When the user search for a specific product through the Internet, the Instagram application will show it ads associated with the same product as soon as they enter the application, which led to an increase in the exposure of the respondents to influencer ads through the application Instagram, and the establishment of electronic markets through Instagram, and the spread and multiplicity of electronic payment methods have led to raising the levels of follow-up among respondents**.**

- **The degree of interest in following product ads through Instagram influencers.**

Table (5). The degree of interest of respondents in following up on product ads through influencers in the Instagram application

Type of advertised products	SD	Mean
Apparel	0.875	2.35
Food & Restaurants	0.852	2.17
Shoes	0.897	2.06
Cosmetology (Makeup & Skin Care)	0.933	2.05
Accessories & Perfumes	0.875	2.05
Medical Products	0.906	1.86
Tourism and traveling	0.901	1.81
Sports	0.905	1.69
Home Appliances	0.991	1.65
Cars	0.936	1.60
Home Decor	0.918	1.59
Average	0.908	1.90

Table (5) shows that the most advertised products that the respondents follow through influencers in the Instagram application were "clothes" with an average (of 2.35), followed by "Food and Restaurants" with an average (of 2.17), then "shoes" with an average (2.06), while the least advertised products followed by the respondents were "household appliances" with an average (1.65), followed by "cars" with an average (1.60), then "home decorations" with an average (1.59).

The advent of clothes, food, restaurants, and shoes can be explained to the forefront of the most followed products by the respondents in light of the spread of advertisements that address these products and the focus of influencers on them specifically, especially since the respondents are university students who are the most targeted and use social media platforms in general, this result also explained by Assaf (2022). The Instagram application in particular, and therefore clothes, shoes, cosmetics, and accessories are among the products that may be among the most prominent interests of the respondents, and the advent of cars and home décor may be attributed to the last list of products which is followed by Jordanian university students (respondents) that these goods and products do not fall within the scope of their interests,

especially since this type of products needs a high income and the majority of respondents are from the age group (less than 30 years) and undergraduate students, which means that they are of limited income or do not have a stable job or a stable source of income, and therefore these products and goods are expensive for the respondents and are not commensurate with their monthly income**.**

- **The degree of attention to the elements included in ads via Instagram influencers**

Table (6). The degree of respondents' attention to the elements included in the ads through influencers in the Instagram application

Attention elements for advertising	SD	Mean
Natural and realistic images of the product.	0.781	2.16
Visual effects (e.g. graphics)	0.742	2.15
Sound effects.	0.766	2.12
Colors used in advertising.	0.756	2.11
Strange ways to communicate the idea of advertising.	0.770	2.10
Display the ad in story mode	0.817	1.96
Repeat Instagram ad serving.	0.800	1.88
Advertisements in the form of a publication	0.775	1.80
Ads that indicate the manufacturer of the product.	0.815	1.80
Advertising served as (Reels).	0.798	1.76
Advertising via women influencers.	0.817	1.73
Advertising via male influencers.	0.863	1.57
Live Stream ads	0.937	1.51
Average	**0.803**	**1.89**

The data of Table (6) indicates that the most prominent attention elements included in the ads through influencers in the Instagram application for the respondents were "natural and realistic images of the product" with an average (of 2.16), followed by "visual effects (such as graphics)" with an average (2.15), then "sound effects" with an average (2.12), while the least attention elements for the respondents were "advertising through women influencers" with an average (1.73), followed by "advertising through male influencers" with an average (1.57), then " Live Stream ads" with an average of (1.51).

The advent of natural and realistic images of the product" at the forefront of the elements of attention for the respondents may be because this type of image leads to an increase in the reliability and credibility of influencer ads on Instagram due to the lack of exaggeration in the display of product characteristics or images, and the advent of visual effects (such as graphics)" in second place is because images, drawings and designs attract users more than other effects since they do not require effort in reading or listening such as text effects or audible, where a complete message can be conveyed through a single image or a complete visual effect (Atiq et al., 2022). The advent of "live broadcast ad" can be interpreted in the last place among the elements of attention because live broadcasting limits the freedom of respondents to choose the appropriate timing for exposure to influencer ads, and this type of advertising may be longer in terms of time than pre-prepared ads that allow respondents to choose the appropriate timing for exposure**.**

- **The level of interest in following the elements included in influencer ads on Instagram**

Table (7). The level of interest of respondents in following up on the elements included in influencer ads through the Instagram application

Elements of interest in advertising	SD	Mean
An ad that contains logical and accurate information about the advertised product.	0.697	2.34
Advertisement that displays various product images.	0.714	2.31
Advertisement showing how the product is used.	0.731	2.28
Advertising that provides scientific analysis and evidence that supports the product (statistics, results of studies, etc.).	0.709	2.21
Advertising that offers solutions to product non-use problems.	0.796	2.12
Comic advertising.	0.766	2.08
The ad contains the recommendation of the influencers themselves.	0.792	2.06
Advertising that highlights the recommendation of experts and specialists to purchase the product.	0.761	2.05
The ad appears on my page by tagging.	0.828	1.86
The ad uses my favorite celebrities and stars.	0.893	1.82
Average	**0.769**	**2.11**

It appears from the data of Table (7) that the most prominent elements included in the influencers' ads in the Instagram application that arouse the interest of the respondents in the advertisement were "the advertisement that contains logical and accurate information about the advertised product" with an average of (2.34), followed by "the advertisement that

displays various images of the product" with an average (2.31), then "the advertisement that shows how to use the product" with an average (2.28), while the least elements that arouse the interest of the respondents were "the advertisement that highlights the recommendation of experts and specialists." by purchasing the product" with an average (2.05), followed by "The ad appears on my page by mentioning me (Mention) or tagging from friends" with an average (1.86), and then "The ad that uses my favorite celebrities and stars" with an average (1.82).

These results can be explained because influencer ads that contain logical and accurate information accompanying the real and diverse images of the product or commodity can lead to an increase in the attraction of exposure to them, as the information and images work to give a kind of accuracy and realism to the characteristics of the product, and also help increase the persuasive grooming included within the ads. In addition, they work to focus the attention of users on a specific part or feature of the advertised commodity, as shown in the table. The respondents see that advertisements that explain how to use the product may be more attractive and interesting to them than others, and this may be because many products need to be explained and detailed about the correct ways to use them, and you need to clarify the consequences of them, which is part of the guidance for using products, as products that are difficult to use may not interest respondents such as products that are easier to use, which explains the advent of "clarifying ways to use the product" in advanced ranks among advertising elements that the respondents are interested in.

Abu Abaya (2021) indicates that the most efficient marketing methods are marketing the product through the use of multimedia, in addition to linking the product to events and holidays, and making the product within the lifestyle of the influencer. In addition, Ibn Hillel (2021) found that the more advertising through these means is clear, informative, and competitive with regard to the advertised fashion product, the higher the impact will be on purchasing behavior.

- **The level of influence of advertising elements in creating the desire to buy products advertised by influencers on Instagram.**

Table (8). The level of influence of advertising elements in creating the desire of respondents to buy products advertised by influencers through Instagram

Advertising elements for creating a desire to buy	SD	Mean
When clarifying the price of the product in the advertisement.	0.653	2.46
If the ad succeeds in providing the price of the product in line with its advantages.	0.670	2.31
If the ad offers discounts when purchasing the product.	0.702	2.24
ٱ If the advertisement offers free delivery of the product.	0.750	2.22
When the ad includes many positive comments that support the purchase of the product.	0.691	2.09
If the advertisement is clarified to the points of sale of the product near a residential place.	0.748	2.04
If the ad happens to be displayed during the promotional offers period to purchase the product.	0.744	2.04
If the ad shows the results of the influencer's experience with the product.	0.790	2.02
When presenting contests and prizes in advertising.	0.859	1.99
If the advertisement includes ways to communicate with the advertiser who owns the product.	0.740	1.98
Average	**0.735**	**2.14**

The data of Table (8) indicates that the effects of the advertising elements in creating the desire of the respondents to buy the products advertised by the influencers through the Instagram application were represented in "when clarifying the price of the product in the ad" with an average of (2.46), followed by "if the advertisement succeeds in presenting the price of the product in line with its advantages" with an average (2.31). Then "if the advertisement provides discounts when buying the product" with an average (of 2.24), while the least of these effects was "if it shows The ads is the results of the influencer's experience of the product" with an average of (2.04), followed by "when submitting competitions and

prizes in the ad" with an average (1.99). Then "if the advertisement includes ways to communicate with the advertiser and the owner of the product" with an average (of 1.98).

These results can be explained because the price of the product usually affects the levels of purchase or the creation of the desire to buy, especially if this price is commensurate with the advantages and characteristics of the product, as many advertisers and influencers set appropriate prices for the advertised products in line with the income of the audience to which these ads are directed. Thus the desire to buy the product increases, especially in the event of discounts or free delivery service to the buyer, and on the contrary, the ads which do not declare the price of products or set prices that do not suit the product itself or with the target group may lead to users' aversion to ads and products themselves, and the advent of "including advertising methods of communication with the advertiser who owns the product may be attributed to the last place among the elements of creating the desire to buy" because most ads include this information, or include methods of electronic purchase or ordering through the ad itself by clicking on it or ordering from the pages of the influencers themselves, as it explained in Aqeeda's (2021) study.   Thus, the multiplicity of ways of buying, communicating, and obtaining the product led to the advent of this phrase in the last elements included in the advertisements to create the desire to buy for the respondents.

- **Buying products advertised through Instagram influencers**

Table (9). Buying Respondents for Products Advertised through Instagram Influencers

Buy products advertised through influencers in the Instagram app	Frequency	Percentage
Yes	197	%43.8
No	253	%56.2
Total	**450**	**%100**

The data of Table (9) indicates that the largest percentage of the respondents did not buy the products advertised through influencers in the Instagram application, and their number reached (253) respondents, (56.2%), while the number of those who purchased these products reached (197) respondents, by (43.8%). Through the previous table, it can be noted that the percentage of those who made purchases of the products advertised through influencers in the Instagram application is close to the percentage of those who did not make purchases of those products, which indicates that many reasons may push the respondents to buy, such as conviction in products, appropriate prices, and being affected by the experience of influencers, and other reasons. At the same time, some reasons may push respondents not to buy, such as a lack of confidence in the quality of products, lack of confidence in Instagram content in general, and other reasons illustrated in Table (10).

- **Reasons for not to buy products advertised through Instagram influencers**

Table (10). Reasons why respondents do not buy products advertised through influencers in the Instagram application

Reasons not to buy	Frequency	Percentage
Because I don't trust its quality.١.	114	%45.2
Because I don't trust the content of the ads that influencers show on Instagram.	108	%42.9
Due to the difficulty of accessing the advertised products ١.	100	%39.7
Because their prices don't suit my income level.	99	%39.3
Because influencers take advantage of our trust in them and their popularity with people to earn money from advertising, regardless of the quality of the product or lack thereof.	77	%30.6
Total of frequencies	**498**	---

Note: The respondents could choose more than one alternative.

Table (10) shows that the reasons for the respondents' failure to purchase the products advertised through influencers on the Instagram application were in the following order: "Because I do not trust their quality" by (45.2%), followed by "Because I do not trust the content of the ads displayed by influencers on Instagram" by (42.9%), then "Because of the difficulty of accessing the advertised products" by (39.7%), then "Because their prices do not suit my income level" by (39.3%), and in last place "Because influencers take advantage of our trust" and their popularity among people in the material gain from advertising, regardless of the quality of the product or lack thereof" by (30.6%) of the total respondents to this question.

The advent of the reason for "lack of confidence in their quality" and the reason for "lack of confidence in the content of influencers' ads on Instagram" at the forefront of the reasons why respondents do not buy products advertised through influencers may be attributed to many electronic products following an exaggerated method in promoting them or using visual effects, images and graphic elements that do not suit the reality of the product, which leads to the non-purchase of those products. The inability to inspect, review or verify the product except when buying may lead to a decrease in Trust in him, and the online

purchases of products offered by influencers on Instagram. In addition to the above, the experience of other people that are posted through comments posted on ads may affect levels of trust in both the product and the ads. Assaf (2022) explained that the respondents did not trust the products offered via the Internet, in addition to the lack of a sense of security.

- **Products purchased by respondents after viewing influencer ads on Instagram**

Table (11). Products purchased by respondents after viewing influencer ads on Instagram

Type of advertised products	Frequency	Percentage
Food & Restaurants	171	%86.8
apparel	158	%80.2
Cosmetology (Makeup & Skin Care)	135	%68.5
Medical products	119	%60.4
Accessories & Perfumes	108	%54.8
shoes	85	%43.1
Tourism and traveling	84	%42.6
Home Appliances	78	%39.6
Sports	72	%36.5
Home Decor	61	%31
cars	49	%24.9
Total	**1120**	---

Note: The respondents could choose more than one product.

It is clear from Table (11) that the most prominent products purchased by the respondents after seeing their ads through influencers on the Instagram application were "Food and Restaurants" by (86.8%), followed by "Clothes" by (80.2%), then "Beauty (Makeup and Skin Care)" by (68.5%), while the least purchased products by the respondents were "Sports and its accessories" by (36.5%), followed by "Home Decoration" by (31%), then "Cars" by (24.9%) of the total respondents to this question.

The advent of "sports and its accessories, home and car decorations" in the last list of products that the respondents purchased after watching the influencers' ads on the Instagram application may be attributed to the fact that these products and goods are expensive and the respondents cannot afford them, especially since the majority of them are under the age of (30 years) and are still in the bachelor's stage, which means that they do not have a job or a stable source of income that enables them to buy such products, and the advent of clothes, food, restaurants and beauty products can be explained in the forefront. The most purchased products for them to the spread of pages that promote these products, and to the focus by advertisers and influencers on them because they have a low cost or commensurate with the income of the respondents, in addition to the high demand for this type of products.

- **Factors influencing the decision to buy products advertised through Instagram influencers**

Table (12). Factors affecting the decision to purchase the products advertised through Instagram influencers

Factors affecting the purchase decision	SD	Mean
Because of the experience of my family and friends with these products.	0.801	2.22
Because influencers recommend buying and trying them out.	0.732	2.12
Because I trust the content of the ads that influencers show on Instagram.	0.775	2.08
Because influencers helped me learn more details about the product I bought.	0.788	2.07
Because their prices suit my income level.	0.779	2.05
Due to easy access to the points of sale of advertised products.	0.805	2.03
Because the ads for the products I purchased, were more attractive to me.	0.769	2.02
Because I trust its quality ١.	0.773	1.93
Because of the ads for the products I purchased, I was interested to know more details about it ١.	0.877	1.81
The success of the ads for these products in creating the desire for me to buy them.	0.840	1.78
Due to the free delivery service for the products you have purchased.	0.875	1.58
Average	**0.801**	**1.97**

The data of Table (12) indicates that the most prominent factors affecting the decision to buy the products advertised

through influencers on Instagram were "because my family and friends tried these products" with an average of (2.22), followed by "because influencers recommend buying and trying them" with an average (2.12). Then "because I trust the content of the ads displayed by influencers on Instagram" with an average (of 2.08), while the least of these factors affecting the purchase decision was "because the ads of the products that I By buying them, I was interested in knowing more details about them" with an average (1.81), followed by "because of the success of the advertisements for these products in creating the desire for me to buy them" with an average (1.78), and then "because of the free delivery service for the products I purchased" with an average (1.58).

The advent of the "family and friends experience" factor at the forefront of the factors affecting the purchase decision can be explained because family, friends, and acquaintances are more reliable and credible for respondents than other people, especially since many of the ads published on Instagram are fake, unreal or do not conform to the specifications displayed by the ad. Therefore the experience of family and friends can be trusted when making a purchase decision, as can be seen through the results; that influencers play a role in influencing the purchase decision, where respondents believe that the recommendation of influencers may push them to make a purchasing decision due to their confidence in the experience of influencers, and the content of the ads they provide, especially those ads that display product details, how they use them, its positives and the effects of using it.

According to **H1,** there are statistically significant differences in the respondents' follow-up to the influencers' ads on the Instagram application due to their following demographic factors (age group, university, college major, degree, monthly personal income).

    1.   Age Group

Table (13). ANOVA test to study the difference in the follow-up of respondents to influencer ads in the Instagram application according to the age group

Sources of variation	Significance	F	Mean of squares	Sum of Squares
Between groups			2.627	5.253
Within groups	0.002	6.451	0.407	182.011
Total				187.264

The use of one-way ANOVA analysis in Table (13) showed that there were statistically significant differences in the respondents' follow-up of influencers' ads on Instagram according to their age group variable, where the value of F (6.451) at the significance level (0.002), which is statistically significant at the level of (0.05) and to find out the sources of these differences, the dimensional variance analysis was performed as shown in Table (14).

Table (14). LSD to study the difference in the follow-up of respondents to influencer ads in the Instagram application according to the age group

Age	Significance	Difference between the two averages	N	Comparison with other categories
30 years and above	0.090	-0.321	236	18 years - under 24 years old
	0.096	-0.291	151	24years old – less than 30 years old

The data of Table (14) indicates that the respondents aged (18 years – less than 24 years) came in first place as the most followed respondents to influencer ads on the Instagram application, followed by those aged between (24 years - less than 30 years), than those aged (30 years and over) ranked last as the least followed by these ads.

    2.   University

Table (15). ANOVA to study the difference in the follow-up of respondents to influencer ads in the Instagram application according to the university

Sources of variation	Significance	F	Average of squares	Sum of squares
Between groups			0.169	0.338
Within groups	0.668	0.404	0.418	186.927
Total				187.264

The use of one-way ANOVA analysis in Table (15) showed that there were no statistically significant differences in the respondents' follow-up of influencers' ads on Instagram according to the variable of the university in which they study, where the value of F (0.404) at the significance level (0.668), which is not statistically significant at the level of (0.05).

3. Education Approach

Table (16). The difference in the follow-up of respondents to influencer ads in the Instagram application according to the Education Approach

Education Approach	Sig.	T	SD	M	N
scientific	0.158	1.415	0.656	1.91	211
humanistic			0.635	1.83	239

The (T-Test) test in Table (16) showed that there were no statistically significant differences in the respondents' follow-up of influencers' ads on Instagram according to the variable of the education approach in which they study, where the value of T (1.415) at the level of significance (0.158), which is not statistically significant at the level of (0.05).

4. Degree

Table (17). ANOVA to study the difference in the follow-up of respondents to influencers' ads in the Instagram application according to the degree

Sources of variation	Significance	F	Average of squares	Sum of squares
Between groups	0.255	1.371	0.571	1.142
Within groups			0.416	186.123
Total				187.264

The use of one-way ANOVA analysis in Table (17) showed that there were no statistically significant differences in the respondents' follow-up of influencers' ads on Instagram according to their degree variable, where the value of F (1.371) at the significance level (0.255), which is not statistically significant at the level of (0.05).

According to **H2,** there is a statistically significant correlation between the products advertised by influencers on the Instagram application and the type of products that the respondents purchased in Jordanian universities.

Table (18). Pearson's correlation coefficient to measure the relationship between the products advertised by influencers on the Instagram application, and the type of products purchased by respondents in Jordanian universities

Products advertised by influencers on Instagram			
Type of products purchased by respondents	Sig.	Pearson Correlation	Frequency
	0.000	0.506	197

The Pearson correlation coefficient shows in Table (18) that there is a statistically significant positive correlation between the products advertised by influencers on the Instagram application, and the type of products purchased by the respondents in Jordanian universities, where the value of the correlation coefficient was (0.506) at a level at the significance (0.000), which is statistically significant at the level of (0.01), which indicates that the more influencers advertise about different products through the Instagram application, the more respondents buy those Advertised products**.**

Finally **H3,** there is a statistically significant correlation between the respondents' follow-up of influencers' ads in the Instagram application, and each (the degree of attention to the elements of the advertisement, the level of interest in the elements of the advertisement, the impact of the elements of the advertisement on the desire to buy, the factors affecting the purchase decision.

Table (19). Pearson's correlation coefficient to measure the relationship between the respondents' follow-up of influencers' ads in the Instagram application

Degree of attention to advertising elements	Sig.	Pearson Correlation	Frequency
	0.000	**0.257**	**450**
Level of interest in advertising elements	Sig.	Pearson Correlation	Frequency
	0.000	**0.284**	**450**
The impact of ad elements on the desire to buy	Sig.	Pearson Correlation	Frequency
	0.000	**0.270**	**450**
Factors affecting the purchase decision	Sig.	Pearson Correlation	Frequency
Degree of attention to advertising elements	**0.009**	**0.185**	**197**

The Pearson Correlation Coefficient shows in Table (19) the following: The existence of a statistically significant correlation between the respondents' follow-up of influencers' ads on the Instagram application, and the degree of their attention to the elements included in those ads, where the value of the correlation coefficient (0.257) at the level of significance (0.000), which is statistically significant at the level of (0.01), which indicates that the more respondents follow the ads of influencers in the Instagram application, the more they pay attention to the elements included in those Declarations.

The existence of a statistically significant correlation between the respondents' follow-up of influencers' ads in the Instagram application, and the degree of their interest in the elements included in those ads, as the value of the correlation coefficient reached (0.284) at the level of significance (0.000), which is statistically significant at the level of (0.01), which indicates that the more respondents follow the influencers' ads in the Instagram application, the greater their level of interest in the elements included in those ads.

The existence of a statistically significant correlation between the respondents' follow-up of influencers' ads in the Instagram application, and the impact of the elements of these ads on creating their desire to buy the advertised products, as the value of the correlation coefficient reached (0.270) at the level of (0.000), which is statistically significant at the level of (0.01), which indicates that the more respondents follow the influencers' ads in the Instagram application, the greater the impact of the elements of these ads on their desire to buy.

The existence of a statistically significant correlation between the respondents' follow-up of influencers' ads in the Instagram application, and the factors affecting their purchase decision for the products they saw their ads, where the value of the correlation coefficient (0.185) at the level of significance (0.009), which is statistically significant at the level of (0.01), which indicates that the more respondents follow the influencers' ads in the Instagram application, the greater the impact of various factors on their purchasing decision for the advertised products.

Based on the results of the study, the researchers propose directing advertising companies to focus on the use of advertising through influencers in advertising campaigns via Instagram to reach the largest category of audiences more effectively and efficiently to increase sales, and the need to pay attention to digital ads in the academic field, specifically the techniques used more and taught to students of media colleges in the Kingdom due to the continuous technological development in general, and in the tools and characteristics in social networking sites in particular, as it suggests.   The researchers conducted in-depth studies to analyze the ethical aspect of the content of advertisements related to women on social networking sites, and study the impact of unethical advertisements through social networking sites on their credibility, in addition to studying the methods used in advertising companies and comparing the effects of influencer ads of men and women to attract more attention to work to build greater trust by influencers with the masses in the first place, by making videos that indicate their credibility, in addition to conducting studies that measure the credibility of the products they advertise.

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