(Article)

The relationship between Influencer Marketing and Consumer Behaviour in the Food Industry in Egypt

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ABSTRACT

This study explores how influencer marketing affects consumer behaviour within the Egyptian food industry, focusing on the customer's perspective. A quantitative approach was adopted, using an online questionnaire targeting Egyptian consumers who engage with food-related brands and companies on social media. Convenience sampling was utilized, with a total sample size of 400 respondents, out of which 384 valid responses were analyzed. The data were processed using IBM SPSS v22 for Windows. The results indicate a strong relationship between influencer marketing and shifts in consumer behaviour, particularly in how customers perceive and choose food products. The model demonstrated a strong predictive capacity for consumer choices driven by influencer endorsements. This study recommends that Egyptian food companies incorporate influencer marketing as a core strategy to influence purchasing behaviour and build deeper customer relationships. However, this research is confined to the Egyptian food sector, limiting the generalizability to other industries.

Keywords: Customer Perception, Purchasing Decisions, Digital Advertising, Brand Endorsements.

1. Introduction

1.1. Background

The marketing landscape is evolving, and Influencer marketing has become a leading approach that leverages social media influencers—individuals with large audiences on platforms like TikTok, YouTube, and Instagram. Social media influencers are regarded as reliable experts and pioneers in their respective domains [1&2]. Influencer marketing can play a significant role in increasing credibility and promoting brands and products to their dedicated audiences [3]. This rise reflects the changing tides of advertising and consumer behaviour. Traditional advertising methods, like television and print ads, are losing their effectiveness in attracting consumer interest and shaping purchasing choices. Meanwhile, social media has evolved into a powerful channel for businesses to engage with their audience and cultivate brand awareness [4]. These platforms are deeply integrated into consumers' lives, serving as sources of information, entertainment, and social connections [5]. Consequently, companies have adopted influencer marketing to stand out in the competitive social media space and engage with consumers in a more authentic and interactive manner.

1.1.1. Research problem

This study addresses a particular question and bridges a research gap: How does influencer marketing impact consumer behaviour in Egypt's food industry? And how are consumers' behaviours affected by their demographics?"

1.1.2. Research objective:

A. To examine the relationship between influencer marketing and consumer behaviour.

B. To analyze variations in consumer behaviour based on demographic factors such as age, nationality, gender, and education level.

1.1.3. Research question:

This study aims to address the following questions:

A. Does a relationship exist between influencer marketing and consumer behavior?

B. Do consumer behavior patterns significantly differ based on demographic factors such as age, nationality, gender, and education level?

2. Literature review.
2.1. Influencer Marketing

Influencer marketing can be defined as the practice of using popular influencers on social media to promote a brand or a product to their followers [6]. Influencers can be grouped into different categories based on the reach and engagement of their audience. Mega influencers have more than 1 million followers, while mega influencers have between 100 to 1 million followers. Micro-influencers have a following of 10,000 to 100,000, and nano-influencers have a following of less than 10,000 [7]. Research shows that nano and micro-influencers can have higher engagement rates than mega and macro influencers, making them a cost-effective option for budget brands [8]. On the other hand, the choice of a social media platform for influencer marketing can affect the reach and effectiveness of the campaign. Instagram is the most popular influencer marketing platform with over a billion active users [9]. However, influencer marketing effectiveness can differ across different platforms. For example, research shows that YouTube is more effective at increasing purchase intent than Instagram [10].

Businesses increasingly utilize influencer marketing as an effective strategy to engage their target audience through social media influencers. However, the credibility of these influencers has been the subject of debate. While some argue influencers can increase brand credibility, others suggest the opposite may be true. The credibility perceived by consumers is positively linked to the utilization of influencers in advertising, the influencer's perceived experience and reliability were key factors in determining advertising credibility [11], the influencer's perceived credibility was positively associated with attitude and purchase intent towards the product being promoted, where perceived credibility is positively associated with the perceived value of the product [12]; however, other studies have indicated that the use of influencers can reduce brand credibility. In addition, the use of influencers in advertising resulted in a decrease in perceived brand authenticity, which in turn reduced brand credibility [7]

Conveyance is critical to the effectiveness of influencer marketing. Studies have shown that a source's perceived credibility is positively associated with purchase intent. Factors such as the perceived expertise, trustworthiness, and attractiveness of influencers can influence the credibility of a message. Research has also found that the credibility and transparency of influencer-sponsored content can enhance the message's credibility and increase trust among consumers [13]. The brand-influencer relationship can influence the authenticity and credibility of a campaign. A strong and authentic relationship with the brand can enhance the campaign's effectiveness. Studies have found that influencers with genuine brand interest and similar brand values can positively influence consumer attitudes and behaviour [14]. Finally, understanding consumer behaviour beyond influencers can help design effective influencer marketing campaigns. Research has shown that consumers who follow influencers are more likely to engage in social comparison and self-presentation [15]. They may also be influenced by the influencer's followers' perceived social norms and the influencer's social identity.

2.2. Influencer Marketing and Social Media

Influencer marketing primarily occurs on social media platforms like Instagram, YouTube, and TikTok. Among these, Instagram stands out as a leading platform due to its highly visual format and extensive user base [7]. YouTube is another popular influencer marketing platform, especially for product reviews and demos [10]. TikTok is also increasingly being used for influencer marketing, particularly to promote fashion and beauty products [16]. Social media influencer marketing has several advantages over traditional advertising methods. One of the key advantages is that it allows brands to reach a highly engaged and targeted audience, as influencers have built a loyal following that trusts their recommendations (Maringe & Kraman, 2021). Another advantage is that it enables brands to create authentic and relevant content that aligns with the interests of their target audience [15]. Measuring the effectiveness of influencer marketing on social media can be difficult, but there are several metrics that brands can use to assess the impact of their campaigns. These include reach, participation rate, follower growth, and conversion rate [8]. Research shows that engagement rate, which measures the number of likes, comments, and shares, is a particularly important metric for evaluating the effectiveness of influencer marketing campaigns [17]. Like product reviews, sponsored posts, and freebies. Research has found that sponsored posts that include personal experiences and opinions tend to

be more effective at promoting products and building brand awareness [16]. Giveaways, which involve offering free products or services to followers, can also be an effective way to increase engagement and social media reach [15].

2.3. Mega-Influencers, Micro-Influencers, and Nano-Influencers.

Mega influencers are social media personalities with millions of followers across various platforms, like Instagram or YouTube. These individuals often have a wide reach, but their engagement rates may be lower because of the size of their followers. The average engagement rate for mega influencers on Instagram is 1.21%. However, micro-influencers, on the other hand, have a smaller following, usually between 10,000 and 100,000 followers. While their reach may be smaller, their engagement rates are often higher than that of the mega influencers. Moreover, micro-influencers on Instagram have an average engagement rate of 2.4%. Finally, Nano-influencers have the smallest following, usually between 1,000 and 10,000 followers. While they have limited reach, their engagement rates are often the highest due to their close relationships with their followers, they have an 8.7% engagement rate on Instagram. The effectiveness of influencer marketing varies based on the influencer's follower count. While mega influencers offer broad reach, micro and Nano influencers tend to achieve higher engagement rates due to their closer connections with their audience [18&19].

2.4. The Role of Machine Learning in the Influencer Selection Process

Influencer marketing has emerged as a widely adopted strategy in recent years. With advancements in big data and artificial intelligence, machine learning is increasingly utilized to enhance the effectiveness and efficiency of campaigns. In influencer selection, machine learning algorithms analyze social media data to identify influencers with the highest potential impact, and those which are relevant to a specific brand or campaign. This can include analyzing factors like the influencer's follower demographics, interests, engagement rate, and historical performance. Machine learning algorithms can accurately predict campaign effectiveness based on the characteristics of influencer and audience [20]. Additionally, machine learning can assess influencers' content to detect key themes, sentiments, and trends relevant to a brand or campaign. This enables brands to evaluate the effectiveness of influencer marketing efforts and identify opportunities for improvement. In addition, machine learning can identify the most effective

types of influencer content formats and topics for different brands and target audiences, and this can improve campaign performance [21]. Moreover, Machine learning can be used to forecast the potential performance of influencer campaigns based on historical data and other factors such as the characteristics of the influencer and the audience. This can help brands to improve influencer marketing strategies, improve their ROI, and optimize their campaigns [22].

2.5. The Brand-Influencer Relationship

Influencer marketing has become a powerful strategy for brands to connect with and engage their target audience. However, the effectiveness of these campaigns largely hinges on the strength of the relationship between the influencer and the brand. Establishing a positive and authentic partnership is crucial for success, making it essential for brands to prioritize long-term collaborations over one-time engagements [23]. Moreover, trust, transparency, and authenticity play a vital role in fostering successful influencer relationships. Consumers are more likely to engage with influencer content when they perceive the brand-influencer relationship as genuine [24]. Additionally, the perceived alignment between an influencer and a brand is key to campaign success. Brands should carefully select influencers whose values, beliefs, and interests align with their own to enhance the impact of their influencer marketing efforts [25]. Cultivating strong relationships with influencers is fundamental to achieving long-term success in influencer marketing campaigns.

2.6. Consumer Behavior

Consumer behavior is a dynamic and multifaceted field that has been extensively explored in psychology, sociology, and marketing. It encompasses individuals' decisions and actions when purchasing, using, and disposing of goods and services [26]. Understanding these behaviours is essential for businesses to craft effective marketing strategies and develop products that align with consumer needs and preferences. Over the years, consumer behavior has undergone significant transformations, driven by technological advancements and evolving purchasing habits. The rise of e-commerce and social media has expanded consumer choices while providing easier access to product information and peer reviews, influencing purchasing decisions more than ever before [5]. As a result, consumers are more informed, empowered, and

demanding in their purchasing decisions. Also is a constantly evolving field of study, and the year 2021 has seen a number of trends and changes in consumer behavior.

One notable trend is the increasing importance of social and environmental responsibility in consumer decision-making. Research indicates that consumers are increasingly drawn to companies that prioritize social and environmental responsibility [27]. Notably, 60% of consumers are willing to pay a premium for sustainable products [28]. Another key trend in consumer behavior is the growing reliance on digital channels, particularly online reviews and ratings, which play a crucial role in purchasing decisions. This influence is especially pronounced for complex or high-risk products and services [29]. Consequently, businesses invest more in digital marketing and reputation management to shape consumer perceptions and drive engagement. Moreover, the COVID-19 pandemic has significantly impacted consumer habits, accelerating shifts toward online shopping and contactless payment methods [30]. However, it remains uncertain whether these changes will persist in the long term, as consumer behaviours continue to adapt to evolving global circumstances.

2.6.1. Factors affect Consumer Behaviour

Personal factors are a key dimension of consumer behaviour; personal factors in terms of age, can influence consumer behaviour. Research has found that the age of individuals influences their attitudes and preferences toward products and services, as well as their purchasing behavior [31]. For example, younger consumers tend to be more interested in innovative and technologically advanced products, while older consumers prioritize reliability and familiarity [32], and another important personality factor is personality traits. Studies suggest that personality traits, including extraversion, openness to experience, and neuroticism, can influence consumer preferences, attitudes, and behaviours [33]. For instance, individuals with high levels of openness to experience are more inclined to explore new products and brands, while people who are neurotic may be more risk-averse and cautious in their purchasing decisions. Influence consumer behavior. Research has found that consumers with higher incomes and higher levels of education tend to have more positive attitudes toward luxury products and are more likely to engage in environmentally conscious consumer behaviour [34].

Psychological factors represent a crucial aspect of consumer behaviour and have been widely examined by researchers, they encompass motivation, cognition, learning, beliefs, and personality, all of which shape consumer decisions and preferences and can greatly influence how consumers act and make purchasing decisions. Motivation is an underlying psychological factor that drives consumer behaviour by creating a need or desire for a specific product or service [35]. On the other hand, perception describes how consumers interpret and process information about a product or service, with influences ranging from cultural background to past experiences. The beliefs and attitudes play a significant role in shaping consumer behaviour, particularly with regard to environmental and ethical considerations. Moreover, personality traits such as extraversion, openness, and conscientiousness have been found to impact consumer behavior, as people with specific personality traits can be more prone to making impulsive or risk-averse purchasing decisions. Overall, psychological factors remain a critical dimension of consumer behaviour that can greatly influence the way consumers think, feel, and act in relation to products and services [36].

Cultural factors, in particular, play a crucial role in affecting consumer behaviour, as individuals are influenced by cultural norms and values from an early age. Cultural factors include the beliefs, customs, and values shared by members of a society and influence how individuals act as consumers. These factors can influence various aspects of consumer behaviour, such as attitudes toward products, purchasing decisions, and brand loyalty. For example, In collectivist cultures, individuals are more likely to purchase products favoured by their social group, reflecting a preference for shared norms and group harmony, while in individualistic cultures, personal preferences may have a greater influence on purchasing decisions. As such, marketers must consider cultural factors and adapt their strategies accordingly to engage diverse cultural groups and meet their preferences effectively [37].

Consumer behavior is affected by the marketing mix that researchers have extensively studied. The marketing mix serves as a strategic framework that enables companies to develop and execute effective marketing strategies tailored to consumer needs and preferences. The marketing mix is a key tool companies can use to differentiate their products from their competitors and create a sustainable competitive advantage. In recent years, the role of digital marketing and e-commerce in shaping the marketing mix has gained significant attention. In

addition, integrating both online and offline channels within the distribution strategy to enhance customer reach and satisfaction [38]. Moreover, digital platforms and social play a crucial role in promotion, significantly influencing consumer behaviour—particularly in shaping brand awareness and purchase behaviour. In general, the marketing mix remains an important factor affecting consumer behaviour, which evolves as new technologies emerge and consumer preferences change [39].

2.7. Influencer Marketing and Consumer Behaviour Relationship

Researchers have studied the relationship between influencer marketing and consumer behaviour extensively. Influencer marketing can affect likeability, and purchase intention [40]. Additionally, consumers perceive influencer-generated content as more credible and trustworthy than traditional advertising [41]. However, other studies have shown that influencer marketing effectiveness can also depend on factors such as information disclosure and endorsement compatibility [42]. Overall, scientific research indicates that influencer marketing can be an effective tool for companies to influence consumer behaviour. Also, personalisation is becoming an increasingly important aspect of marketing, as It enables companies to customize their marketing efforts to align with the specific needs and preferences of their target audience Extensive research has been done on the effect of personalisation on consumer behaviour. Personalised content is more effective in attracting and retaining consumers compared to non-personalised content [43]. Moreover, personalised recommendations can significantly increase customer satisfaction and purchase intention [44]. However, the use of personalisation in marketing also raises consumer privacy and data protection concerns. Scientific research suggests that personalisation can be an effective tool for companies to influence consumer behavior, but it must be done thoughtfully and responsibly.

Hence, the hypotheses are formulated based on the preceding discussion:

H1: There are relationships between Influencer marketing and consumer behaviour

H2: Consumer behaviour varies significantly based on their demographics (age, nationality, gender, and education level).
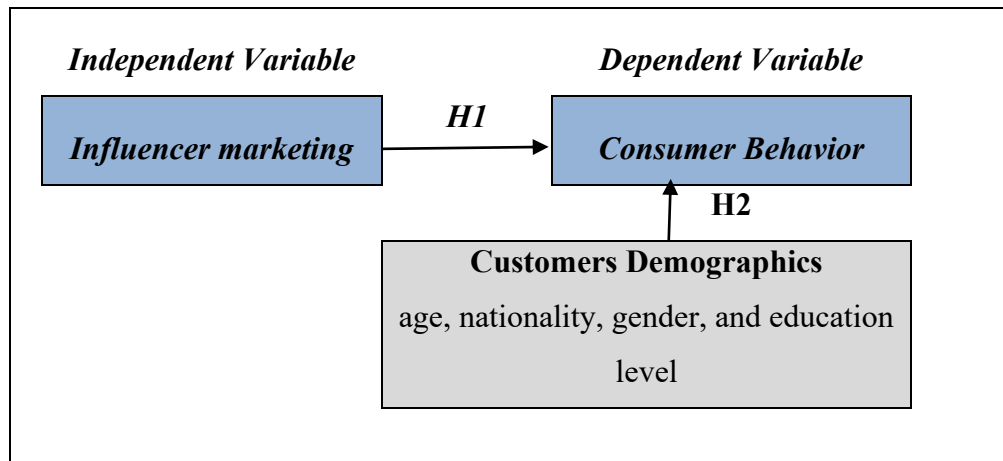
Figure (1): The Conceptual Framework

3. Research Design

This study utilizes a quantitative methodology to examine the impact of influencer marketing on consumer behaviour within Egypt's food sector. The target population encompasses all hypermarket customers in Egypt capable of making independent purchasing decisions, aged between 20 and 55 years old .Due to practical limitations, the sample was drawn from Carrefour in Cairo, which is considered one of the city's largest hypermarkets in terms of size and attracts a diverse range of shoppers [45]. A convenience sampling method was utilized, selecting a total of 400 respondents. The sample size was chosen to maintain a 95% confidence level with a 5% margin of error. The researcher was physically present within the hypermarket to collect data to enhance the sample's representativeness of the target population. Inclusion criteria ensured respondents were regular shoppers at this targeted hypermarket. The primary data collection method involved a structured questionnaire survey. The questionnaire was developed based on existing literature and consisted of four main sections: Influencer Marketing; This section measured influencer marketing using ten items [46&47] (Items 1-10). Consumer Behaviour; This section measured consumer behaviour using 10 items [48] (Items 11-20). Demographics: This section collected demographic information regarding gender, age, education level, and nationality (Items 21-24). All sections, except demographics, a five-point Likert scale for measurement, ranging from "strongly disagree" (1) to "strongly agree" (5). The completed questionnaire is available in the Appendix.

3.1. Descriptive Analysis

The descriptive analysis concluded that most of the respondents is females (60%), aged from 17 to 25 years old (86%), and undergraduate (79%), and Egyptian (97%). These percentages indicate that most respondents are youth, who are familiar with social media platforms and follow the influencers on such platforms, and have the minimum level of cultural differences, where the majority are Egyptian.

3.2. Reliability Testing for the Constructs.

Table (1): Reliability Test for the Constructs

Constructs	*Cronbach's alpha*	*N of Items*
Influencer marketing	0. 865	10
Consumer behaviour	0.839	10

According to Table (1), it can be concluded that the two constructs with the highest reliability coefficients are; influencer marketing and consumer behaviour, which demonstrated reliability coefficients of 0.865 and 0.839. The surveys are considered reliable, as the Cronbach's alpha for all constructs exceeds the 0.5 threshold [49].

3.3. Validity Testing for The Constructs

    3.3.1. Exploratory Factor Analysis of Influencer Marketing

Table (2): EFA of Influencer Marketing

Items	Communality
1. I consider social media influencers a trustworthy reference for insights on products and services.	*0.780*
2. I am more inclined to purchase products or services when endorsed by a social media influencers.	*0.805*

3. The genuineness of influencers' endorsement matters to me when evaluating the products or services.	*0.786*
4. I follow social media influencers for their content and not just their product endorsements.	*0.723*
5. The influencers in advertising do not influence my purchasing decisions.	*0.818*
6. I engage with brands on social media when they depend on social media influencers in their advertising.	*0.821*
7. I trust products or services that have been promoted by a social media influencer I follow.	*0.823*
8. I share content from brands that incorporate influencers in their advertising.	*0.813*
9. I perceive influencers as playing a crucial role in shaping a brand's overall marketing strategy.	*0.816*
10. I am more inclined to buy products or services when influencers I follow share discount codes or affiliate links.	*0.801*
A single component was extracted, making rotation unfeasible	**Rotated Factors Loading**

Rotation Sums of Squared Loadings	Total	6.370
	% of Variance	79.622
	Cumulative %	79.622

In the previous Table (2), all communalities above .400 indicate that the extracted component represents the variables well. In addition, the factor analysis by using Varimax rotation with Kaiser-Meyer-Olkin to retain factors with Eigen values >1, derived a single component, as the only dimension of influencer marketing in the model.

The Rotation Sums of Squared Loadings show that the factor explains 79.62% of the total variance in the model, which is > 60% and a variance of 60% and sometimes less, is acceptable in social science research [49]. Therefore, it is a pretty good figure, because only (20.38%) of approx. of the information, the content was lost in the study.

The results of KMO and Bartlett's Test for all measures indicate acceptable values, The KMO test result is 95.2%, which exceeds the minimum acceptable threshold of 0.6. Bartlett's Test's significance level is also zero, below the 0.05 threshold. This suggests that the correlation matrix contains meaningful information, supporting the validity of factor analysis and confirming its suitability for the dataset according to the Table (3).

Table (3): KMO and Bartlett's Test of Influencer marketing

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.952
Bartlett's Test of Sphericity	Approx. Chi-Square	3290.758
	df	28
	Sig.	0.000

3.3.2. Exploratory Factor Analysis of Consumer Behaviour

Table (4): EFA of Consumer Behaviour

Items	**Communality**
1. I buy products that have positive reviews online.	0.845
2. I buy the environmentally friendly products.	0.848
3. I prefer buying from brands that align with my personal values and beliefs.	0.815
4. I am influenced by social media when making purchasing decisions.	0.779
5. I buy the product that is on sale or discounted.	0.809
6. I buy the product that has a good warranty or return policy	0.832
7. I buy the product that friends or family recommend.	0.826
8. I buy products that are associated with positive emotions.	0.814
9. I buy the product that has a high level of quality.	0.822
10. I am willing to wait longer for a product if it is of higher quality.	0.724

A single component was extracted, making rotation unfeasible		Rotated Factors Loading
Rotation Sums of Squared Loadings	Total	6.569
	% of Variance	82.114
	Cumulative %	82.114

From the above Table (4), all commonalities above .400 indicate that the extracted component represents the variables well.

In addition, the factor analysis by using Varimax rotation with Kaiser-Meyer-Olkin to retain factors with Eigen values >1, derived a single component, as the only dimension of consumer behaviour in the model.

The Rotation Sums of Squared Loadings reveal that the factor accounts for 82.11% of the total variance in the model, a variance of 60%—or even lower in some cases—is acceptable in social science research [49]. Therefore, it is a good figure, where approximately 17.89% of the information was lost in the study.

The results of KMO and Bartlett's Test for all measures indicate acceptable values,, The KMO test result is 93.9%, it exceeds the minimum acceptable threshold of 0.6. . Additionally, Bartlett's Test's significance level is zero, below the 0.05 threshold. This suggests that the correlation matrix contains meaningful information, supporting the validity of factor analysis and confirming its suitability for the dataset according to the Table (5).

Table (5): KMO and Bartlett's Test of Consumer Behavior

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.864
Bartlett's Test of Sphericity	Approx. Chi-Square	0.939
	Df	28
	Sig.	0.000

3.4. Correlation Analysis

Table (6): Pearson Correlations between Constructs

	Influencer Marketing	Consumer Behaviour
Influencer Marketing		
Sig. (2-tailed)		
Consumer Behaviour	0.936**	
Sig. (2-tailed)	0.000	

Table (6) demonstrates a positive correlation between the variables, with a statistically significant relationship at the 0.01 level.

3.5. Hypotheses Testing

3.5.1. Testing the First Hypothesis H$_1$

H1: There are significant relationships between influencer marketing and consumer behaviour.

A simple regression model was constructed to examine the first hypothesis (H1), with influencer marketing as the independent variable and consumer behaviour as the dependent variable.

Table (7): Analysis of Variance between Influencer Marketing and Consumer Behaviour

Dependent Variable	Model	Sum of Squares	df	Mean Square	F	P-value
Consumer behavior	Regression	294.801	2	147.401	2935.34	0.000
	Residual	19.132	381	.050		
	Total	313.934	383			

Table (7) shows that the simple regression model demonstrated statistical significance. This was evidenced by a P-value of 0.000 below the threshold of 0.05, indicating a significant relationship between influencer marketing and consumer behaviour. Furthermore, the calculated F-value of 2935.345 exceeded the tabulated F-value of 3.867, further confirming the model's significance. In addition, Table (8) confirms the significance of the simple regression model's coefficient for influencer marketing. This is supported by a P-value of 0.000, below the 0.05 threshold,

demonstrating the significance of the influencer marketing coefficient. Furthermore, the calculated T-value of 59.165 exceeded the tabulated T-value of 1.967, further validating the coefficient's significance.

Table (8): Analysis of Simple Regression between Influencer Marketing and Consumer Behaviour

Model	Unstandardized Coefficients		Standardized Coefficients	T	P-value
	B	Std. Error	Beta		
(Constant)	.213	.050		4.307	000
Influencer Marketing	.399	.067	.396	5.969	.000

With a coefficient of determination (R-Sq) of 0.939, it is evident that influencer marketing accounts for 93.9% of the changes observed in consumer behaviour.

3.5.2. Testing the Second Hypothesis (H2)

H2: Consumer behavior varies significantly based on their demographics (age, nationality, gender, and education level).

Non-parametric tests were employed to evaluate the second hypothesis (H2), including the Mann-Whitney U test and the Kruskal-Wallis One-Way Analysis of Variance. These tests were used to compare differences between two independent groups. Specifically, the Mann-Whitney U test was applied to analyze variations in respondents' answers based on their gender and nationality, examining potential differences in consumer behaviour.

Table (9): Results of Analysis of Mann-Whitney Test for Consumer Behaviour According to Gender

Variable	Gender		Mann-Whitney U	Wilcoxon W	Z	Significance
	Male	Female				
	Mean Rank					
Consumer Behaviour	132.50	197.04	3199.500	3577.500	-2.921	0.003

Table (9) shows that the Sig value of 0.000 is less than the 0.05 threshold. This indicates that the null hypothesis (H0: the two groups are equal) should be rejected, while the alternative hypothesis (H1: the two groups are not equal) is supported, confirming the hypothesis that consumer behaviour varies significantly based on gender.

Table (10): Results of Analysis of Mann-Whitney Test for Consumer Behaviour According to Nationality

Variable	Nationality		Mann-Whitney U	Wilcoxon W	Z	Significance
	Egyptian	Non-Egyptian				
	Mean Rank					
Consumer Behavior	200.30	128.95	4513	5416	-3.942	0.000

Table (9) shows that the Sig value of 0.000 is less than the 0.05 threshold. This indicates that the null hypothesis (H0: the two groups are equal) should be rejected, while the alternative hypothesis (H1: the two groups are not equal) is supported, which confirms the hypothesis that consumer behavior varies significantly based on nationality. The Kruskal-Wallis H test (a nonparametric alternative to one-way ANOVA) was employed to analyze differences in consumer behavior (dependent variable) based on respondents' age and educational level (independent variables).

Table (11): Results of Analysis of Kruskal-Wallis Test for Consumer Behaviour According to Age

Variable	Age			(Chi-Square)	df	Significance
	From 17 to 25	from 25 to 40	41 or above			
	Mean Rank					
Consumer behaviour	261.85	155.24	53.10	89.663	2	0.000

Table (12): Results of Analysis of Kruskal-Wallis Test for Consumer Behaviour According to Educational Level

Variable	Educational Level			(Chi-Square)	df	Significance
	Secondary	Undergraduate	Post-graduate			
	Mean Rank					
Consumer behaviour	137.02	256.4	108.63	22.81	2	0.000

As shown in Tables (11), and (12), the Sig value of 0.000 is less than the 0.05 threshold. This indicates that the null hypothesis (H0: the groups are equal) should be rejected, while the alternative hypothesis (H1: the groups are not equal) is supported, which confirms the hypothesis that consumer behaviour varies significantly based on age and educational level.

3.6. Descriptive Results of Independent and Dependent Variables

The following Table (13) shows the descriptive results of the constructs

Table (13): Descriptive Results of Constructs

Constructs	Mean	SD	C.V
Influencer marketing	3.7901	0.89308	0.798
Consumer behaviour	3.8514	0.98846	0.977

From Tables (13), it can be noted that all three constructs have a strong scale mean with a strong coefficient of variance. The value of the scale mean for influencer marketing is (3.7901) with a coefficient of variance of 79.8%). It is inferred that the audience showed a high level of agreement toward the influencers they follow. Further, the value of the scale mean for consumer behaviour is (3.8514) with a coefficient of variance (97.7%). It is inferred that the audience showed a high level of agreement with their behaviour, which was affected by their influencers.

4. Discussion and Conclusion

The findings confirmed a significant relationship between influencer marketing and consumer behaviour. It can be concluded that influencer marketing plays a substantial role in shaping

consumer behaviour. Overall, the results of this study validate the conceptual framework, which positions influencer marketing as a key factor with a significant impact on consumer behaviour.

The structured model is both valid and reliable, offering several advantages. All constructs within the model exhibit a high degree of reliability. Additionally, influencer marketing and consumer behaviour are positively correlated, with a significant and positive relationship at the 0.01 level. The model also demonstrates a strong ability to predict and explain consumer behaviour through the lens of influencer marketing. Furthermore, consumer behaviour is influenced by demographic factors, such as age, nationality, gender, and education level. Finally, descriptive analysis of the independent and dependent variables revealed that audiences expressed a high level of agreement regarding the influencers they follow and the impact of these influencers on their behavior.

Recommendations

1) The model indicates that influencer marketing accounts for 93.9% of the variation in consumer behaviour. This high percentage implies that additional dimensions or factors, not explored in this study, could play a role. Investigating these factors may be essential to further increasing this percentage. Additionally, the impact of the current dimensions might be strengthened by identifying and addressing elements that could enhance their influence.
2) Food organisations should implement the structured model outlined in this study as a strategic framework. This approach enables them to utilize influencer marketing to effectively shape consumer behaviour and build stronger connections with their target audience.
3) This study suggests that the food industry should prioritize understanding consumer demographics, such as gender, age, educational level, and nationality, as these elements play a crucial role in shaping consumer behaviour.

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