

Article

Social media marketing—Rise of social media influencer marketing and Instagram

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Abstract: This research examines the rise of influencer marketing via Instagram celebrities and determines the impact of different variables such as social presence, brand attitude and trustworthiness on Jordanian local brand evaluation. The study examined the rise of social media influencer marketing and new Instagram celebrities, along with mechanisms that make them appealing to customers. To support the proposed model, a quantitative method was employed to collect data through online surveys. The sample consisted of 569 Instagram users who follow Jordanian social media influencers; participants were selected using volunteer sampling approaches. The data was analyzed using structural equation modelling which is considered the best technique to test the hypothesis and determine the relationship between different variables, as well as the mediation impact of social presence. The conceptual model was verified using AMOS 26. Hypotheses are tested using structural equation modeling to confirm the properties of the dimensions. The findings reveal the effectiveness of social media influencer marketing on Instagram as the Instagram celebrities develop more trust for customers and encourage them to enhance their attitude towards local Jordanian brands' products and services. Nonetheless, the experiential results reveal the role of social presence in evaluating the impact of Instagram celebrities on trustworthiness, positive brand attitude and direct interaction. It has been found that influencer marketing has a high impact on Instagram celebrities, as it leads to an increase in trust and a positive attitude. Other than this, the findings significantly contribute to the level of research regarding the rise of influencer marketing and its impact on Instagram posts and influencers.

Keywords: E-Marketing; social media; celebrities; branding; consumer behavior; Jordan

1. Introduction

Influencer marketing is considered as the social media marketing strategy that focuses on specific key individuals (Ali and Morshed, 2024). However, influencer marketing is referred to the procedure of recognizing, involving and assisting people who build discussions with customers of the brand (Glucksman, 2017). It is a rising trend in social media marketing that highly impact social media influencers. According to Forbes (2023), there are around 4.9 billion people as social media users around the world and this number would jump to approximately 5.85 billion users by 2027, nonetheless 88% of Millennials had valued the authenticity of the influencers that they follow, and this should guide marketers in their marketing strategies framework to market different brands (Jreissat et al., 2024). Since technology and media have become advanced, corporations and businesses can select from a variety of selections to market their goods and these selections led to the development of social media influencer marketing. Hence, the use and application of the internet and electronic platforms have brought critical transformation to the central activities of marketing programs (Yeboah et al., 2023). Haudi et al. (2021) suggested that boosted

product presence on social media leads to higher product mention rate which can drive promotion through peer recommendations. Moreover, internet business transactions are considered a new business phenomenon (Zahara et al., 2021). The increase of social media influencer marketing has opened up a new network for businesses to attach with customers directly. Consumers are lean to buy something due to emotional connection and relationship with the brand (Robertson et al., 2022), The increased usage of social media influencer marketing by the companies as a marketing strategy helps in attracting the targeted audience (Ramadan and Morshed, 2024). Consumers tend to follow influencers in different product categories such as fashion and beauty (Nafees et al., 2021). The intensification of social media in current years has formed the boom of social media influencer which has transformed the way of interacting with the customers (Guruge, 2018).

The social presence theory emerged due to telecommunication use and the theory explained how individuals engage with social media as they consider it as a form, behavior, or audiovisual experience that gives some form of intelligence and social acceptance (Tu, 2000). A theoretical perspective regarding social presence is introduced in this research to shed light on social media influencer presence and its effect on Jordanian local brands and how it affects consumer's trust and brand attitude (Morshed, 2024a). The social presence via social platforms will enhance consumers' feeling and learning through their interactions (Dunlap and Lowenthal, 2009).

Instagram is regarded as a platform based on filtered images and visual aesthetics which promote luxury brands and lifestyles (Sharabati et al., 2024). Instagram is a social media app that permits workers to collect supporters and facilitate social interaction among customers (Campbell and Farrell, 2020). Influencers are considered as the new celebrities and highly trusted by their followers (Morshed, 2024b). The influencers have a high influence on people and thus, there is an increase in the usage of influencer marketing throughout the market (Morshed, 2020). Instagram influencer marketing is recognized as an efficient branding approach in comparison to outdated celebrity strategy to increase engagement of customers with the brands on social media (Lin et al., 2019). Influencer marketing has become a major trend in the current year and thus, it encourages to examine its rise and influence on the social media platform (Ahmad et al., 2023).

The aim of the research was to examine the rise of influencer marketing via Instagram celebrities and to determine the impact of different variables such as social presence, brand attitude and trustworthiness on Jordanian local brand evaluation. Social media marketing is used as a way to allow brands and customers to connect to a personal level. Nonetheless, the study will examine the rise of social media influencer marketing and new Jordanian Instagram celebrities along with mechanisms that make them appealing to Jordanian customers of local brands.

The research has two practical contributions. Firstly, it can serve as a guide for marketers and advertisers for Jordanian local brands to understand the importance of influencer marketing via Instagram celebrities. Secondly, it provides valuable understanding into different variables such as social presence, brand attitude and trustworthiness on local brand evaluation where there is a lack of empirical research regarding Jordanian local brands. The article is structured as follows: First section discusses the theoretical background, including the concepts of influencer marketing

and social media trustworthiness and brand attitude, and the social presence. while the next section covers the research methods used. And the results of the data analysis and the subsequent discussion are presented in the last sections.

2. Literature review and hypotheses

2.1. Influencer marketing

Influencer marketing is considered a marketing strategy that include the coordination between brands or companies and individuals who has imposed influence and popularity on social media or within specific industries (Chopra et al., 2021). Social media includes several online platforms and services, including those related to online movies, also social media plays an important role in business operations and transactions through providing information on products and providing e-wallet payment processing (Basuki et al., 2022). People uses social media with publishing technology to create content containing information to be published and shared to communicate, influence, and interact with their peers and with the general public (Bernardo et al., 2020). Influencer marketing is consistently become popular and has the power to use as an approach for branding in social media environments. Due to consistent evolving as well as changing markets, the topic has been widely discussed by modern media and few scholarly researchers (Morshed, 2024c). Therefore, Social media influencers through the Instagram platform develop content to encourage specific brands in order to obtain the objective of brand recognition (Jarrar et al., 2020). Influencer marketing on Instagram endorse brands through their individual lives and make them connected to the regular customers. Instagram has been a significant platform for influencers to upload brand-associated posts.

Several previous studies have examined the influence of influencer marketing. When a trusted influencer recommends a product or service, consumers are more likely to purchase it, and this related to the influencers popularity and content quality which can have a significant effect on their followers. Some research suggests that influencers with a large number of followers (macro-influencers) can reach more people, but influencers with a more focused audience (micro-influencers) can have a stronger influence (Conde and Casais, 2023). Furthermore, influencer marketing is highly significant for increasing sales of products on social media. According to Argyris, Wang et al. (2020), influencer marketing allows to place of a message in front of the customers on the Instagram platform and enhance direct connection with the audience. In the modern era, many brands are investing in social media influencer marketing since it allows influencers to bridge the gap between celebrities and regular individuals. In addition to this, influencer marketing is highly effective as it allows influencers on Instagram to develop trustworthy content and thereby, build trust (Ramadan et al., 2024). Influencer marketing is on the rise because it connects brands and influencers to develop content together and as a consequence, drive more creativity as well as assist in increasing reach of the brand to broader audiences (Lee and Kim, 2020).

2.2. Influencer marketing on Instagram

In the contemporary period, customers acquire information related to products on social media by looking for recommendation postings posted by influencers. Social media influencers are using social media to cherish online connections to gain social capital through their ability to persuade their followers which in turn can benefit various businesses (Fowler and Thomas, 2023). The content on Instagram spreads very fast and can reach a lot of people, therefore brands that work in the fashion industry use Instagram very frequently (Cheung et al., 2022). Instagram users are allowed to analyze information visually instantly without the need of analyzing long texts (Djafarova and Bowes, 2021) Posts on Instagram reveal information about product features and offer links to the brand site to drive comments from viewers (Haenlein et al., 2020). Customers are accessing social media platforms like Instagram for educating one another regarding products, brands, and services since social media permit users to develop user-generated content. Instagram became the preferable social media platform for influencers that produce word-of-mouth advertising by permit users to share promotional postings (Naderer et al., 2021). A study by Johan et al. (2022) indicated that social media marketing on Instagram has a significant positive influence on buying interest. As markets are developing, marketers and business brands recognize the importance and need to conspire with a powerful social media influencer as an effective way to reach and engage with their target audiences (Shamim et al., 2024). Instagram celebrities are widely recognized influencers since they have a positive impact on the attitude of customers concerning purchasing behavior and brand. Consequently, individuals who have gained large audiences or followers, has built devoted supporters, and emerged as Social Media Influencers that have a crucial role in evolving the industry of online influencer marketing (Andonopoulos et al., 2023) Limited academic research related to Instagram encourages conducting research despite having over 50% influencers and generating more than \$3.3 billion in revenue (Anuar et al., 2020). In this regard, social media platforms have become a valuable and cost-effective tool for businesses to interact and engage with their customers Their usage range from product promotion activities, customer service, creating brand loyalty and brand recognition. (Abashidze, 2022). Influencers can influence the behaviors and opinions of their followers as they are considered as authorities in various fields, such as beauty, fashion, food, technology and lifestyle (Mahardhani, 2023; Suherlan, 2023). Moreover, social media influencers have gained a lot of attention, as a brand marketing tool (Cheung et al., 2022).

2.3. Trustworthiness and brand attitude

Trust is related to the emotion of consumers if they meet their expectations in uncertain situations. Social media has a considerable role on consumers' marketing experience and can improve their trust in brands. In the words of Kim et al. (2020), trustworthiness referred to the way the source is perceived to be dependable, reliable and honest. In addition to this, brand trust is the consumers desire to trust a brand and feel safe so that it can provide positive results according to their expectations (Amanah et al., 2021). However, Instagram celebrities might raise the level to which people perceive the source or posts to be reliable and honest. In addition, Instagram

influencers can be more efficient in echoing with customers as they have a high probability of interacting with people on social media. According to Pop et al. (2022), the social media influencers presence is increasingly improving consumer behavior in travel industry as trust building through influencers and tourism marketing is responsible for maintaining long-term relationships between consumers and organizations. Besides this, trustworthiness is recognized as a significant factor in making Instagram celebrities highly influential through influencer marketing strategy. Many customers assumed or perceived Instagram celebrities as more trustworthy and their connection can create strong emotional attachment and thus, increase trust (Jin et al., 2019). Moreover, the visual images of an Instagram celebrity with luxury or any other product develops a positive attitude among customers towards the brand. The positive outlook towards a recognizable celebrity help transfer into a more optimistic assertiveness towards the brand. Instagram celebrities or influencers are more welcoming towards their brand endorsed and recommendations when customers perceived them as trustworthy (Arora et al., 2019). The consumers perception of trust about the information, entertainment and reliability of branded posts is affected by what is shared by Influencers (Lou and Yuan, 2019).

2.4. Social presence

The social presence theory was originally developed by Short, Williams and Christie (1976) to estimate and interpret individual consumer behavior. The media can disseminate images and verbal clues, the theory claims that media has different ability to express the psychological perception that other audience are physically existence. The social presence theory involves social, personal thoughts so it is considered more practical for relationships (Shiyyab and Morshed, 2024). Moreover, the social presence theory assumes that consumer interaction outcome can be preplanned by the selected medium to encourage the type of required engagement (Yeboah et al., 2023). Social presence defined as “the extent to which the social commerce environment enables a customer to establish a personal, warm, intimate and sociable interaction with others” (Zhang et al. 2014). Many authors recommended several dimensions of social presence as social presence of web, social presence of interaction, perceptions of others (Lu et al., 2016). Social presence theory elucidates how the audience use social media as they deal with these platforms as a form, behavior or sense impressions that envision some form of intelligence and social acceptance (Osei-Frimpong and McLean, 2018). Social presence in this study refers to the brand visibility on Instagram via Instagram celebrities and the connections it builds with the audience. Previous studies have recognized that social presence has a significant positive effect on customers’ trust and therefore trust will affect their shopping intentions (Lu et al., 2016). Hence, this triggered a need for this research to further gain more understanding of the influence of social presence on social brand engagement in the context of influencer marketing.

2.5. Research hypotheses

Hypothesis 1—Instagram celebrities supposed to be more trustworthy on social media.

Hypothesis 2—Local Jordanian Brand posts by Instagram celebrity’s consequent in optimistic brand attitude.

Hypothesis 3—Influencer marketing has a high impact on Instagram influencers and posts.

Hypothesis 4—Social media influencer marketing transformed the way of interacting with customers.

3. Methodology

3.1. Sample and data collection

The online survey technique was used as the study collected primary data from participants of Instagram users in Jordan who follows Jordanian social media influencers. Participants were selected using volunteer sampling approaches since the random obligation is enough for trial research. The total number of respondents was approximately 569 respondents and their descriptive analysis is in **Table 1**.

Table 1. Descriptive statistics.

Variables	Mean	Standard deviation (SD)
Trustworthiness	4.32	1.55
Positive attitude	4.85	1.59
Social presence	4.45	1.68
Direct interaction	5.50	1.75

3.2. Measurement model evaluation

Structural equation modelling is considered the best technique to test the hypothesis and determine the relationship between different variables (Claesson and Tägt Ljungberg, 2018). The conceptual model was verified utilizing AMOS 26. Hypotheses are tested using structural equation modelling and confirm the properties of the dimensions. In the below **Table 2**, all aspect loadings of individually item are bigger than 0.7 and the composite consistencies differ from 0.929 to 0.951. The requirements are fulfilled to satisfy convergent validity.

Table 2. Factor loadings and critical ratios (CR) values.

Variables	Factors loading	CR
Trustworthiness	0.93	0.951
Positive attitude	0.95	0.929
Social presence	0.91	0.940
Direct interaction	0.85	0.945

Structural equation modelling was utilized for testing the hypothesized mediation impact of social presence. Moreover, four hypothesized relationships amongst variables were acquired statistically substantial in **Table 3**. Besides this, H1 appraisals the optimistic effect of trustworthiness on social media followers. A positive brand attitude was found to have a positive influence on customers and brand posts. Social presence has a significantly positive impact on Instagram celebrity which H3

supported. Direct interaction was found to have a constructive effect on brands and customers and drive more sales and thus, H4 supported. However, the structural equation model is perceived to have substantial capability to clarify the aspects that Instagram celebrity and influencer marketing form on social media followers and Jordanian local brands.

Table 3. Results and relationships.

Relationship	Standardized regression	Critical ratio	P value
H1—Trustworthiness = Instagram celebrity	0.37	5.586	0.00
H2—Positive attitude = Brand posts	0.40	7.110	0.00
H3—Social presence = Instagram influencer	0.43	7.101	0.00
H4—Direct interaction = Influencer marketing	0.47	6.696	0.00

The research study demonstrates an effective relationship between all the hypotheses as each variable has a significant impact on influencer marketing and users' attitude towards Instagram influencers and posts.

4. Discussing results

From the use of structural equation modelling, the study reveals the effectiveness of social media influencer marketing on Instagram. The Jordanian Instagram influencers develop more trust in customers and encourage them to enhance their attitude towards Jordanian local brands' products and services. In addition to this, Instagram influencer marketing has the power to introduce brands to a wider audience and makes the brand complementary and enhance the attitudes and behavior of followers (Barbe et al., 2020). A study by Johan et al. (2022) indicated that social media marketing on Instagram has a significant positive influence on buying interest. Hypothesis four states a significant relationship between social media influencer marketing and Instagram and as a consequence, enhance the way of interacting with customers. A study by Al mahdi et al., (2022) revealed a positive relationship between customers and social media influencers and the brand that they are promoting.

Nonetheless, the experiential results reveal the role of social presence in evaluating the impact of Instagram celebrity on trustworthiness, positive brand attitude and direct interaction. The vigorous results across diverse extents of influencer marketing on Instagram ensure the authority of social presence in describing the reaction of customers to brand influencers and celebrities on social media platforms (Morshed et al., 2024). The usage of structural equation modelling technique assists the researcher in determining the relationships between variables and bridge the gap amongst studies on Instagram celebrity and influencer marketing (Jílková, 2018).

Based on the outcomes, it is found that influencer marketing has a high impact on Instagram celebrities as they led to an increase in trust and positive attitude. There is a constructive relationship between Instagram celebrities, trustworthiness, social presence and direct interaction and thus, influencer marketing has a high influence on Instagram celebrities and posts. Other than this, the findings significantly contribute to the level of research regarding the rise of influencer marketing and its impact on Instagram posts and influencers. It is found that influencer marketing seems to be very

effective in getting customers and make the products more appealing to users. Instagram is identified as the fastest growing social media platform that delivers the opportunity to the users to explore appealing content and comment and share in the form of videos and images (Bognar et al., 2019). It shows that Instagram influencer marketing has high appeal among customers as it conveys the opportunity to develop actions.

Moreover, the findings of the research indicate that Instagram celebrities and influencer marketing are more efficient in generating people engagement and influencer marketing posts. Instagram celebrities can share the post with existing followers and reach the target audience (Ponirah, 2020). In addition to this, Instagram celebrities are viewed as physically attractive and related level which leads to trustworthiness level with the brand. The research model assists in gaining an understanding into the rise of influencer marketing and Instagram. Influencer marketing has a high impact on Instagram posts and branding consequences in Instagram-based social marketing (Jiwani, 2019). It is crucial for brands to adopt influencer marketing as the strategy or method to influence posts and customers.

4.1. Theoretical implications

The study is an attempt to create a theoretical agenda that describes the effect of social media influencer marketing on Instagram by giving some evidence that the audience follows Instagram celebrities positively. Social presence is regarded as a significant aspect in social media marketing which explains how users trust social media platforms (Vodák et al., 2019). A theoretical perspective regarding social presence is introduced to shed light on social media influencer presence and its effect on Jordanian local brands and also how it affects consumer's trust and brand attitude. Customers having a strong presence with Instagram celebrities and improved the perceived views regarding the products or services of brands. The investigation drew upon social presence theory in determining the reason individuals attach more strongly with Instagram celebrities. The arbitrating role of social presence in evaluating the impact of Instagram celebrity on trustworthiness and positive attitude. Instagram celebrity and influencer marketing is a cost-efficient tool or strategy used by brands for reaching clients or increasing followers.

4.2. Managerial implications

This study is significant for companies, marketing managers and local brands invested in content or Instagram celebrities as the new marketing strategy. Luxury brands taking advantage of Instagram celebrities due to their trustworthiness and ability to change the attitudes of the customers towards brands as the promotional strategy (Lou and Yuan, 2019). They need to consider the trustworthiness, positive attitude, direct interaction and Instagram posts in preparing influencer content. If local Jordanian brands, companies and marketing managers consider Instagram celebrities as per the findings, then the content and posts would be improved. Accordingly, the increased use of influencing content would create a positive attitude towards influencers who form a partnership with these brands (Morshed and Ramadan, 2023). It means that investment in influencer marketing on Instagram by local Jordanian

brands would not be a wastage of time as well as money. From the viewpoint of marketing planning, it is recognized that Instagram influencer marketing is an efficient branding strategy for brands (Belanche et al., 2021). Influencers are more efficient in targeting clients with diverse levels of appearance and attitude. Hence, the outcomes of the study would contribute to managerial implications. local Jordanian brands need to utilize Instagram in an efficient manner to reach targeted audiences and approach Instagram as a social media platform for bridging the gap between local Jordanian brands and targeted audience while focusing on storytelling via Instagram influencers.

5. Conclusion

The study concludes that influencer marketing is the emerging tool or method in social media marketing that has gained the attention of the researcher. Influencer marketing mainly focuses on the use of social media influencers for driving brand messages and reach target audiences. Instagram influencer marketing has become an effective strategy to increase the engagement of customers and transform their attitudes towards brands. Besides this, Instagram celebrities are more likely to develop trust among customers and build positive attitudes towards brands using influencer marketing strategy. The rise of social media marketing led to the evolution of influencer marketing on social media platforms to influence clients and raise their engagement. Furthermore, influencers are referred to the brand ambassadors or celebrities on Instagram as they incorporate diverse brands to own lives. It is recognized that the usage of social media influencer marketing closes the gap between customers and local Jordanian brand through social media content and influencer content. Through this research study, it is evident that social media influencer marketing has transformed the way of interacting with customers in positive manner. It is considered that influencer marketing is the major trend in the current period that enable brands and people to directly interact with each other and drive more sales.

6. Future research and recommendations

This paper contains some limitations like every research study. The first limitation is that the study considers only local Jordanian brands and their usage of influencer marketing on Instagram. The study does not represent the overall population make using of Instagram posts and following Instagram celebrities. The second limitation is that the study used a limited number of variables in the model evaluation. Hence, future research needs to use a range of variables in the model and theoretical framework in order to measure variables and obtain desired outcomes. Besides this, the future study must involve a large sample size and different types of brands in order to determine the impact of influencer marketing on Instagram users and posts. It is essential for the researcher to use different relevant theories and frameworks for examining the rise of social media influencer marketing and its impact on Instagram posts and celebrities. Further research is required to focus not only on attitudes towards brands via influencer marketing but also on the power of influencer marketing for branding in social media. Nonetheless, social media has offered consumers characters who are able to collect millions of followers which shows the way they respond to Instagram influencers or celebrities. Future research must contain

data set on diverse cultural backgrounds people and consider different social media platforms to determine the effect and popularity of influencer marketing. Future research is required to put emphasis on Instagram influencer marketing to examine its popularity and usage in the market. It is strongly recommended that brands must look to use user-generated content and influencer content through their campaigns in order to boost engagement as well as brand resonance. It is suggested that brands must celebrate their happy clients by using stories to better connect along with communicating about their business. However, experimentation with brand messaging can assist in determining the best mode for strategy while utilizing the experience of real individuals and thereby, boost brand presence on social media platforms such as Instagram (Martínez-López et al., 2020). Besides this, the implementation of Instagram influencer marketing is beneficial for promoting the latest products, acquiring new consumers and communicating directly with audiences. Through Instagram influencer marketing, one can obtain influencers in a niche with a large following to share posts. It is strongly suggested that the local brands must use Instagram influencer marketing in order to have a strong visual appeal for products and as a result, drive more sales.

Furthermore, the brands must identify the right influencers when executing influencer marketing on Instagram. It would help in increasing the possibility of making sales and engaging the followers. Instagram celebrities or influencers having a small number of followers are more likely to experience high engagement and thus, the brands need to consider such influencers for attracting and connecting with audiences (Santiago and Castelo, 2020). In addition to this, the increased use of influencer marketing must be considered by each brand for making their products appealing to customers and thus, facilitate Instagram and other influencer partnerships to build brand loyalty and understand the emotions of customers.

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