

A Content marketing and its impact on consumer purchasing intention: presentation of the results of the quantitative study based on structural equation modeling

Le marketing de contenu et son impact sur l'intention d'achat des consommateurs : présentation des résultats de l'étude quantitative basée sur la modélisation d'équations structurelles

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Abstract

Social networks are rapidly developing communication outlets and sharing information with the most indispensable people in the world of millions of people worldwide. In a social network, on a trove of memories that diffuse information and those that are sensitive and redundant. This allows you to diffuse the maximum amount of information at low temperatures and close ranges. The first members of the source of information are called "influencers". The detection of influencers is very important and used in different domains This is why some of us are interested in this through social marketing, to save influencers.

This research uses a quantitative approach based on surveys to study the influence of content shared via social networks on consumers' purchasing intention, the major objective of the survey is to generalize and deduce certain characteristics of the sample to the population studied. more concrètement, we have some focal points and focus on the rôle of influencers in the decision-making of consumers and the facts that influence the information. For this reason, we have real estate for the first time of a detailed analysis of the book on the subject and conduit a quantitative study to understand and explain certain features and complications and determine the factors that affect this intention.

Keywords : social media, influencers, purchase intent, engagement

JEL classification : M31

Paper type : Empirical Research

Résumé

Les réseaux sociaux développent rapidement des moyens de communication et de partage d'informations avec les personnes les plus indispensables au monde parmi des millions de personnes dans le monde. Dans un réseau social, à la découverte des mémoires qui diffusent des informations et de celles qui sont sensibles et redondantes. Cela permet de diffuser le maximum d'informations à basse température et à courte distance. Les premiers membres de la source d'information sont appelés « influenceurs ». La détection des influenceurs est très importante et utilisée dans différents domaines. C'est pourquoi certains d'entre nous s'y intéressent à travers le marketing social, pour sauver les influenceurs.

Cette recherche utilise une approche quantitative basée sur des enquêtes pour étudier l'influence des contenus partagés via les réseaux sociaux sur l'intention d'achat des consommateurs, l'objectif majeur de l'enquête est de généraliser et déduire certaines caractéristiques de l'échantillon à la population étudiée. Plus objectivement et plus concrètement, nous avons quelques points focaux et nous concentrons sur le rôle des influenceurs dans la prise de décision des consommateurs et sur les faits qui influencent l'information. Pour cette raison, nous avons réalisé dans un premier temps une analyse détaillée du livre sur le sujet et mené une étude quantitative pour comprendre et expliquer certaines caractéristiques et complications et déterminer les facteurs qui affectent cette intention.

Mots-clés : réseaux sociaux, influenceurs, intention d'achat, engagement

Classification JEL : M31

Type de papier : Recherche empirique

Introduction

In recent years, social media has become a popular channel through which customers and businesses can take action and interact. Thanks to their characteristics, these networks are used by individuals because they offer the possibility of searching for information online (Chua and Banerjee, 2013), expressing themselves, reacting, and engaging in a discussion or debate within a community. We are increasingly witnessing a widespread digital transformation in all sectors and spheres where the majority of the population goes online, subscribes to social networks, and shares online. It's a gigantic digital revolution in which everyone can only participate. Companies must then communicate differently to convince prospects of their products and retain customers already acquired. However, marketing has evolved significantly from product-centric marketing (1.0) to customer-centric marketing (2.0) to human-centric marketing (3.0). For five years, we have only been talking about Marketing (4.0).

However, a consumer's purchasing decision process is often made up of seven stages: recognition of the need, search for information, evaluation of alternatives before the act of purchase, purchase, consumption, evaluation after the purchase, and finally disinvestment. Communities formed on social networks can impact and influence each of these stages. However, four of them are strongly impacted: need recognition, information search, and evaluation before and after the purchase (Blackwell et al., 2001). Online communities are made up of an influencer and several followers who share common values, beliefs, and interests. The influence on the different stages of the purchasing decision process can vary depending on the degree of belonging to these communities.

In the context of the digital and digital revolution, taking into account the evolution of the social web which challenges the balance of relationships between consumers and organizations, the content published by influencers and content creators has become today increasingly seen as an alternative to traditional advertising and influences consumers' purchasing intentions

The central problem of our thesis seeks to study: To what extent does content published on social networks influence consumers' purchasing intention?

Answering this question pushes us to seek to understand and explain the role of influencers and content creators in consumer purchasing decisions.

1. Digital social networks

1.1. Social media history

Etymologically, the term “network” goes back to the Latin “rates”, a variant of “rete”, it designates a set of combined and attached lines. In the Middle Ages, it draws its root from the specific “resel, rete” (net for hunting) or the more general “resell, reticulum” (net, trap). In the 17th century, it evolved into “interweaving of fibers” before taking on its current meaning in the middle of the 19th century to indicate “groups of individuals and the relationships they maintain with each other.”. Current usage makes it a multivocal term designating various realities in several disciplines (mathematics, engineering, sociology, biology, industry, history, etc.). If according to the Larousse dictionary, the “network” is a “set formed of lines or elements which communicate or intersect” or a “set of roads, waterways, airlines or railways which connect different regions and which belong to the same company”, it indicates in anatomy, an “intertwining of vessels, nerves...” while in literature, it means a “set of links, attachments of all order. » Let us remember, moreover, that figuratively or metaphorically, it is a “set of everything which can confine and imprison man, prevent his freedom, threaten and alarm his personality”, meaning to be taken into consideration for explain interpersonal relationships in the context of social networks. A social network represents a set of actors (groups, individuals,

or organizations) linked by several social interactions. These can be of several types (friendly, sentimental, economic, professional, etc.) and are established through direct contact (face-to-face) or information and communication technologies (telephone, Internet), emails, chats, digital social networks, etc.).

For Lazega (1998), the social network evokes and challenges social relationships that are easy to schematize, while Baechler (1992) considers it "as the set of links established between people" and not as the set of people with whom the individual is interdependent and interacting.

1.1.1. The precursors

It should be noted that the theory of social networks draws its source and its origin from structural approaches since a genesis and conception of the network without clear and explicit mention of the term "social network" is found in the writings that have been studied in a manner detailed the relational dynamics and helped in the construction of the structural theory. Further extrapolating, we can even qualify the authors of these writings as "precursors": this applies to Nicolas Machiavelli, creator of the theory of coalitions that he developed in *The Prince*, Thomas Hobbes, known for his conception of friendship ("to have friends is to have power") (1651) and Fritz Heider, theorist of structural balance. On the other hand, we all agree that the father of structural theory remains Georg Simmel who is considered "the most systematically invoked or summoned by the proponents of social network analysis". This great sociologist and philosopher affirm that interactions and relationships between individuals constitute "the elementary objects of sociology". His work has been taken up by several researchers in the field of investigation of social networks and assured and convinced by the advantage and interest of two characteristics specific to his theory:

- Simmelian sociology is "formalist" to the extent that it is more precisely interested in the forms of social interactions than in their content. Simmel believes that these social forms of relationships exist at all times and in all places, their study allows us to understand social relationships.
- It is "dualist" since it considers that social forms are determined by social interactions, thus constituting a framework where these interactions are formed. "Structures emerge from interactions, and put a formal constraint into action on them."

1.1.2. The pioneers of social networks

For the Anglo-Saxons, social network analysis began with Jacob L. Moreno (1934), the father of sociometry, who introduced and developed the sociometric test by defining it as "an instrument which studies social structures in the light of the sequences and disinterests that have manifested themselves within a group. »

There are several evaluation methods to be carried out in the analysis of social networks and Sociometry is not the only evaluation method used, other methods have constituted the current literature linked to social networks. Let us cite, for example, the work in anthropology, especially that of Claude Lévi-Strauss (1958) at the origin of structural anthropology, which has enriched the discussion and debate while demonstrating the weight and importance of the binary nature of relationships. John A. Barnes (1954), of the Manchester School, was the pioneer or the first to introduce the term "social network" into the field of Social Sciences. He tried to treat and analyze the social organization of a small community, as well as the variety of relationships established between its members. His research today constitutes an essential reference in network analysis. As for Elizabeth Bott, who has worked on discrimination and segregation of marital relations, she asserts that the density of the network makes it possible to indicate and explain the behavior of the individuals who are part of it.

1.1.3. The founders of social network analysis

The founders of social network analysis have well developed two modalities and two aspects

that will appear advantageous and very important:

- Graph theory and the application of linear algebra to relational data are pretentious in social network analysis.
- Structural analysis, as a perspective of social network analysis, attempts to find continuity, conformity, and regularities of behavior within a social group. It requires several criteria such as cohesion (which is based on the density of relationships), connectedness (“that is to say, identifying groups because of direct or indirect connections” between them, equivalence (grouping individuals based on their similarities), and finally the position of an actor in the network

1.2. Definition of social network

“A social network represents the set of actors (individuals, groups or organizations) linked by social interactions of different natures: family, sentimental, friendly (strong ties) or more distant, that is to say, affinities, relationships business associates, work colleagues (weak ties). Links can be created through direct contacts (through a multitude of technological media such as digital social networks, chat, discussion forums, emails, etc.). These observations led Lazega to affirm that the social network “contributes to structuring the social field by allowing actors to maintain emotional, friendly or corporate links”. Assens, for his part, believes that the network is always made up of nodes, that is to say, several interconnection points capable of transmitting or receiving communications and participating in exchanges and interactivities. identifies some key principles:

- ⇒ The node economy. The term “nodes” refers to the different actors who are part of the network and who represent individuals, groups, or entities, in short, independent and autonomous nodes since they are free in their judgments and decisions and their behavior. This room for maneuver depends above all on the nature of the network and its mode of operation.
- ⇒ The interdependence of the nodes. The autonomous network nodes by definition are interdependent since they are linked and associated around material (procedures, standards, resources,) or immaterial (languages, knowledge, values, culture, emotions, etc.) elements conferring a certain stability to the social structure formed by these same nodes.
- ⇒ The distance from the nodes. The network is made up of people (or groups) who are not located in the same position because they are separated by material distances (geographical, territorial, etc.)

Classically, a social network represents an entity made up of individuals and the relationships they maintain with each other, directly or indirectly through chains of relationships. However, there are other definitions of social networks, we present some of them:

- ⇒ According to Tichy:

“A social network describes a society as a system of participants “individuals, groups, organizations” connected by a variety of relationships. Each pair of participants is not necessarily joined and some are joined by several relationships. (Tichy, 1981)

- ⇒ According to Giles Hogben and ENISA:

“A social network consists of a finite set of actors and the defined relationships between them. An actor can be a single person or a group of people. Actors in a social network are linked by relationships. The type and level of trust of these relationships can vary depending on the actors involved. Friends, family, or even colleagues are all examples of types of relationships.” (Giles Hogben & ENISA, 2007)

- ⇒ According to Dajana Kapusova Leconte:

“A social network is a structure formed by relationships between people. This social structure is composed of nodes, generally represented by individuals or organizations. The nodes are linked together by various social acquaintances which can range from a simple acquaintance to a very strong family bond.” Thus, we can present our definition: a social network represents a link of meeting and exchange between several actors (groups and individuals, etc.) linked by social interactions between them (family, friends, professionals, etc.). (Dajana Kapusova Leconte, 2008)

1.3. Consumer purchasing behavior on social media

A consumer's purchasing decision process is often made up of seven stages: recognition of the need, search for information, evaluation of alternatives before the act of purchase, purchase, consumption, evaluation after the purchase, and finally disinvestment. Communities formed on social networks can impact and influence each of these stages. However, four of them are more strongly influenced: recognition of the need, search for information, and evaluation before and after the purchase (Blackwell et al., 2001). Online communities are made up of an influencer and several followers who share common values, beliefs, and interests. The influence on the different stages of the purchasing decision process can vary depending on the degree of belonging to these communities. However, a stronger link leads to a level of influence Higher interpersonal⁷ (Richard Ladwein 2003). However, consumers use social media for a variety of purposes and purposes. According to Kristina Heinonen (2011), there are three main categories of motivation for people's activity on social networks: information processing, social connection, and entertainment activities. She explains that this new form of user-created services, such as forum reviews about a product, plays a supremely important role in consumers' purchasing decisions. Numerous studies relating to electronic Word-of-mouth (eWOM), electronic word-of-mouth in French, found Heinonen's first category. This phenomenon, due to the emergence of online social media, has become a primordial and indispensable resource for consumers. Indeed, consumers use social networks before making a purchasing decision to gather information, opinions, or advice from experts or peers, but also after a purchase, to share their distinctive experiences with other users. Activity on social networks also represents a search for entertainment whose main objective is the search for inspiration and mood management. Indeed, it has been established that the search for interesting and new information has a positive effect on consumer mood. Many accounts on social networks offer inspiring content to encourage and motivate their subscribers to surpass themselves in real life (Heinonen, 2011). In addition, a study conducted by Gonzales and Hancock (2011) found that the consumption of social networks improves the user's self-esteem. However, he controls the information circulating on his profiles and thus has the permission and the possibility to publish only positive information about himself. However, it has been studied that the consumption of social networks immediately influences conspicuous consumption, that is to say, the consumption of so-called conspicuous goods (Arreba Toor, Mudassir Husnain). These flashy goods are described as goods that “display wealth through luxury spending that satisfies a person's need for prestige.” In other words, consumers tend to increase their consumption of luxury products following extreme and intense use of social media which favors irrational and hedonistic choices rather than utilitarian ones.

1.4. Impact of digital influencers on consumer behavior 2.0

Dana is an environment characterized by speed and immediacy, A study conducted by the Argus-press agency of the Cision¹⁴ group in 2017 on the influence of digital leaders on the behavior of Internet users with 1003 Internet users aged 15 and over has allowed us to obtain the following results:

- “They found that one in three Internet users follows at least one influencer on social networks”
- “One in two people who follow an influencer or less usually consult the latter’s content”

- the results of the study confirmed that 75% of Internet users have already made a purchase following a publication from an influencer, and 3 out of 4 Internet users say that they are very satisfied with their purchases.
- 41% of Internet users have already used a promo code communicated by an influencer to make a purchase.
- Internet users subscribe to influencers on social networks for several reasons: the first thing is that 48% to have very useful information for consumption, 33% to know and know the promotions on the different brands offered, 29% to follow news in all areas, 28% to be entertained.
- The results show that two out of three Internet users think that influencers represent a lasting phenomenon. This study only confirms, verifies, and approves the powers of influencers on consumer behavior. Along the same lines, several marketing researchers have been interested in this phenomenon (Temessek-Behi and Laribi, 2017; Song et al. 2017).

However, when decisions are made during travel, digital word of mouth and online interpersonal influence are the main sources and origins of pre-purchase information (Couture et al. 2015). Reviews, opinions, and recommendations shared on social media can also influence tourists' behaviors and attitudes, even after their trip (Song et al. 2017). Still in the tourism sector, Tsao et al. (2015) found that approximately 80% of travelers say they read hotel reviews before traveling and 53% say they will not book a hotel without reading reviews. In the fashion industry, consumers use content published on networks as a source of inspiration for clothing, so these technologies directly affect their purchasing behavior.

The influence of online opinion leaders on the purchasing behavior of Internet users has affected several areas of activity. Previous studies have revealed the influence of user-generated content on the sales of products such as CDs, books, and films (Ye et al. 2011).

Influencers have become inevitable and irreplaceable for many businesses. Nowadays, it is impossible for a business not to be present on social networks. Some have understood the greatness and effectiveness of influencers and do not hesitate to use them, others have not yet adopted this strategy. There is a category that works with

Influencers inappropriately and exaggeratedly create discontent and dissatisfaction among the "connected consumer" by seeing the same product with the same speech among ten influencers. The ultimate objective is therefore for companies to know how to choose these influencers, to prepare an indisputable digital marketing strategy, and to use "networking" agencies if necessary.

2. Profile of influencers

2.1. The specifics of the influencers

The influencer as a well-known person plays a transitional role or what is called a mediating role between brands and consumers while creating sympathy and interaction with their community. However, in influencer marketing, the importance of identifying influencers represents a key and favorite concern for companies to ensure the success of their strategies. In 2018, a study claimed that a professional in two did not feel capable of targeting and calling on the best influencers to integrate into their marketing initiatives with the main objective of influencing the behavior of their target clientele (marketer, 2019). So, we can affirm that a Better understanding of the phenomenon and profiles of influencers as well as their impacts on their followers represents a strong and significant determinant for companies wishing to carry out influencer marketing. However, within the framework of this study, it is necessary to differentiate and distinguish between the two main types of influencers, namely macro-influencers and micro-influencers. First of all, we can qualify all influencers according to three

essential characteristics, namely that they are the representation and reflection of the values that they share on their networks, that they are perceived as having specificities and skills in one or several domains, and ultimately that they are followed by a community that loves them (Uzunoğlu and Misci Kip, 2014). However, the two types of influencers can be differentiated by other characteristics

2.2. Profile of the influenced

Influencers or influential people can maximize the sharing and dissemination of information or a message through their network (Facebook, Instagram, Twitter) (Vermain et al, 2017). Shared information generates word-of-mouth credible and reliable ear since the message or content shared is often integrated seamlessly into their Instagram account. Given that influencers have a strong power over the impressions and behaviors of audiences, it is desirable and very desirable for brands to call on influencers and partner with them given their credibility, legitimacy, and authenticity. (De Vries et al, 2012). However, it should be mentioned that influencers have a strong and very variable power over the behaviors and impressions of their audience. According to a 2019 study, American adults who pay more attention to influencer recommendations and reviews are specifically women. 22% of men are interested in recommendations from influencers and 30% of women do the same. According to this same study, the youngest are those who would be the most open and sympathetic to their recommendations: 38% of 18 to 22-year-olds, 29% of 23 to 38-year-olds, 20% of 39 to 54-year-olds and finally 9% of people aged 55.64 (eMarketer, 2019). However, the percentage of Americans who purchased after seeing a recommendation from an influencer on social media in 2019 was 17%. Of these, 22% come from Generation Z, a generation which is characterized by speed and immediacy (16 to 22 years old), 20% of millennials are more mature than Generation Z (23-36 years old), 16% of Generation 37 to 55 years old), then 6% of Baby Boomers (56-64 years old).

3. Online communities

3.1. Definition

The advent of Web 2.0, social networks, and the evolution of communication technologies have enabled our society to evolve towards a world more connected than ever. This is how online or virtual communities developed. The latter are groups of individuals with common interests, who interact with each other around specific activities through socio-technical devices connected to the internet.

These communities allow their members to interact with each other in two ways, either offline or in real-time (Pereira, 2020), allowing them to satisfy four different needs, namely exchanging information around a center of common interest, creating virtual relationships, carrying out transactions or simply have fun (Gaillard, 2016), thus creating a real sense of belonging among its members. Wellman and Wortley (1990) characterize online communities as spatially disenclaved, meaning that members of these online communities are not geographically bound and can interact regardless of their geographic location. Moreover, the exemption from geographical barriers often results in the fact that members of online communities have a plurality of digital identities about what they do and are in “real life” (Cardon, 2008).

Online communities rely on the active participation of their members, otherwise, they would no longer be nourished and therefore doomed to disappear due to lack of interest.

3.2. Types of Online Communities

Online communities are one of the bases and foundations on which the Internet has developed and improved in recent years (Benghazi, 2006). Today, online communities have become

democratized and are an integral part of our lives. They exist in several forms that Gensollen (2006) proposes to classify as follows:

- File exchange communities, which are communities, which refer their existence to the developments and evolutions of information and communication technologies, which, through their technological prowess and success, allow to transform works into digital files and share them between users. This type of community is based more on complicity between users than on interaction between them.
- Communities of experience or exchange of opinions, which are communities in which consumers search on the web for information on “works” (which we consider here to be any product or service) and which are particularly based on word of mouth from other users.

3.3. Consumer engagement with influencers

The notion of engagement also applies to influencers. On social networks, we observe an interaction between the influencer and the Internet user. This exists when consumers react and interact in one way or another (like, Comment, share) on the influencer's content. Internet user engagement will result in trust, satisfaction, attachment, and loyalty towards the influencer (Brodie, Ilic, Juric & Hollebeek, 2013).

For an influencer, the engagement rate of its subscribers represents crucial data, because it will be the factor on which a brand focuses to choose the influencer with which it will collaborate. This rate corresponds to the proportion of subscribers who will interact with the influencer on a social network. It represents the requirement, complicity, and involvement of a community through all publications, Stories (a photo or video visible to users for 24 hours only), IGTVS (longer video content), Real (15-second sequences enhanced with effects and/or music on Instagram) and any other type of content published by an influencer.

However, influencers have transformed into serial advisors. They recommend dozens or even hundreds of products from heterogeneous and different brands every day.

3.4. Theories mobilized (Theory of Planned Behavior)

To remedy the inadequacies of the theory of reasoned action, Ajzen (1991) adds a third component to take into account behaviors that are not entirely under the control of the individual. As this is a variation of the original theory,

this adapts to the postulate specifying that the more intense the intention of the behavior, the more the individual tends to adopt it (Ajzen 1991). The intentions of the individual to emit a given behavior constitute the major and central factor of the theory of planned behavior developed, they make it possible to grasp the motivational factors which influence the behavior.

They indicate how people prepare to experiment

and to put a lot of effort into planning, to carry out a behavior (Ajzen 1991). According to the theory of planned behavior, individual behavior is determined through three conceptually independent factors; it is about the attitude towards a behavior, subjective norms, and also, the perceived control of the behavior. The first two variables are previously defined. The third reflects the degree of perceived control of behavior which corresponds to the factors that facilitate or inhibit the performance of a Behavior.

4. Factors influencing purchase intention and sharing intention content

4.1. Perceived usefulness:

Perceived usefulness is defined as “the degree to which an individual believes that using a system will help them obtain performance gains at work” and has been demonstrated by several

works as being a very clear and significant determinant in explaining the intention to adopt a technology (Kouakou, 2014). Perceived usefulness also refers to the stage at which technology increases the user's performance in the organization. This construct constitutes a theoretical substitute for the concept of relative advantage developed in adoption theory. "

H1 Perceived trust of comments mediates the relationship existing between usefulness and the intention to share the content

4.2. Perceived trust

"Trust represents a fundamental and capital element in any exchange relationship. It becomes even more significant because of the lack of face-to-face interaction, the indirect nature of the exchange, and the use of an open medium for transactions. Trusting means above all agreeing to take a risk by relying on another whom we judge to be competent and well-intentioned towards us" "Trust and perceived security in social networks play an essential and preponderant role in attitudes towards stores." However, trust plays a very special role in the proposed model of this research. "Usefulness is regularly positive and trust increases certain characteristics of perceived usefulness" (Gefen et al. 2003). Previous research shows that trust will positively affect perceived utilities, Additionally, trust plays a key role in determining both purchasing intentions and a consumer's actual behavior (Lehuédé Franck, 2016), Nevertheless, "Trust is a crucial and determining factor in the consumer's purchasing intention. The more trust consumers perceive, their purchasing intentions will likely increase.

H2a: Perceived Trust has a significant impact on consumer engagement

H2b: Trust has a considerable impact on the intention to share content

4.3. Attitude:

According to Triandis (1979), "attitude is defined as the feeling of joy, cheerfulness, pleasure, disgust, discontent or hatred that the individual adapts to a behavior given ". Petrof (1988) indicates that a given attitude increases the probability that behavior will follow a predictable pattern or an achievable path. Duhaime et al. (1996) classify attitude as being a factor internal to the individual that impacts his behavior. Hénault (1973) states that the behaviors of individuals can be either described, understood, and predicted by attitudes.

For their part, Ajzen and Fishbein (1980) share Triandis' opinion and affirm that the consumer's attitude is not directly linked and correlated with his behavior but rather with his intention. Indeed, Gattiker et al (2000) believe that online behavior is influenced by the individual's attitude toward information technology tools.

However, "Attitude is defined as the description of consistent evaluations, feelings, and tendencies toward Internet shopping." (Bressoud Etienne, 2017).

Attitudes are characterized by the complexity and difficulty of changing them, hence the importance of their role in marketing. According to Petrof (1988), they also allow to increase and increase the likelihood that behavior will follow a predictable pattern. However, "Limayem et al. (2000) show that attitude toward Internet shopping has the greatest effect and impact on Internet shopping intentions. A positive attitude towards the virtual environment would then contribute significantly to the adoption of Internet shopping"

Together, consumers are increasingly looking for reliable sources of information on products or services of all kinds before proceeding with the purchasing phase to minimize and reduce risk and uncertainty. A report showed that 82% of users of smartphones consult their phone about the purchases they are about to make in-store, and 45% read reviews before purchasing according to The ROBO Economy report (Ellet, 2018).

All this explains precisely why influencers must be very careful and very attentive to the products and services they recommend, as well as the brands with which they work. If followers did not like and are not satisfied with the recommended product they purchased, this could have an influence and impact on other brands recommended by the influencer. Subscriber

engagement is not inevitably and fatally affected by dissatisfaction with a recommendation, but the convincing power of the influence is impaired and can further reduce if dissatisfaction is repeated -towards others recommended products.

H3 The individual's attitude towards the content shared on social media influences consumer engagement

4.4. Appreciation

Some individuals, without expecting social return or improvement in their reputation, perceive the act of broadcasting and sharing content on their social network as a source of personal satisfaction. The act of contributing in itself represents pleasure and then the foundation and the source of sufficient satisfaction, more than knowing that the shared content was useful, approved, or appreciated. Appreciation is therefore defined as the simple fact of liking to share advertising content. This altruistic and very dedicated notion translates into the fact that an individual likes to arouse, entertain, attract, and surprise various types of emotions (fear, joy, doubt, etc.), not because he thinks he will gain and benefit from it, but quite simply because he finds sharing content (videos, photos, states of mind, etc.) encouraging, stimulating, intellectually or socially. An individual who generally experiences a form of satisfaction naturally to share content will be more naturally and logically inclined to want to share content of an advertising nature.

H4 Content appreciation has a significant influence on the intention to share content

4.5. Connective efficiency

Connective Effectiveness represents the degree perceived by an individual, that their contribution will reach or not, the members of their social network. Connective efficiency reflects the propensity of an individual to estimate whether or not, thanks to the media used, the content they share will be admissible and likely to reach the members of their social network, and whether the latter will be able to view shared content. However, connective efficiency takes into account both functionalities perceived as valuable and effective of the media, and the skills perceived by an individual, of their entire social network, to the power or not to reach and access the transmitted information, using the functionalities of said media. Like any networking tool, the sharing features are multiple and numerous. Ability to move and transfer content to your wall from someone else's wall, the ability to insert and integrate a video simply by indicating the link where it is located, the possibility of posting and publishing content directly on someone else's wall... Thus, would be more able to be active contributors, the individuals who are used to using the tool, and whose members of their social network would be perceived as being capable of: a) using the functionalities of the site and b) finding shared content.

H5b: The degree of connective effectiveness of character content advertising perceived by an individual, has an influence on his intention to share said content on a social network.

4.6. Informative effectiveness

If connective efficiency represents the propensity of an individual to estimate the capabilities of their social network to use to find the content they share there, informative effectiveness represents the capacity of an individual to estimate the importance, usefulness, or degree of hedonism, provided to his social network, by the content he shares, if they can consult them. "Informative Efficiency reflects the propensity of an individual to estimate whether or not, and generally speaking, the members of their social network grant importance, gain, interest, and recognition to content he shares. Individuals, in general, will be more inclined, more willing, and more inclined to share content if they perceive that it will generate a positive reaction within the receiving community. Where the content shared in a utilitarian context is considered by the

individuals making up the social network of the sender, as more or less carrying value depending on their identity of experience

H5b: The degree of informative effectiveness perceived by an individual towards the shared content influences one's intention to share content

H6 The connective effectiveness of content influences consumer engagement

H7 The relevance of the content influences the engagement of the consumer

4.7. Commitment

“Engagement is the degree of involvement of an individual within their online social network” (Wasko and Faraj 2005). It is the product and result of frequent interactions within a social network and can be considered as a requirement and a form of obligation of an individual, towards the members making up his network, a form of habit, of expectations and responsibilities towards the latter. Commitment, in the relational sense established here, is divergent and different from simple social interaction in the sense that the latter represents not a simple degree of strength in a social bond created during an exchange, but also a representation and a perception of the relationship established between a transmitter and its receivers, and the attitude of said sender towards the emotional dimension of the contribution, from a perspective of proactive effort. In a collective framework, commitment is therefore represented by a motivated obligation

by an intrinsic and proper feeling of belonging. “Hsu and Lin (2008) studied how belonging to a certain category of specialized blogs can influence the editor’s willingness to update their blog.”

H8 The degree of commitment felt by an individual has an influence positive about his intention to share content

4.8. Sharing intention

The intention to share advertising content on a social network is considered here as the intention to carry out a “transfer” of content, possibly to all users.

friends of an individual on the platform, via the “wall”. This character, this specificity, and this particularity imply several important points. Thus, this intention is not a vector of recommendation, unlike several forms of traditional word of mouth (for example consumer comments on Amazon). Transferring and sharing

a video on one’s “wall” adds no tangible and real value to the content, other than a mark of appreciation of it, implicit in the action of transferring. Likewise, it must be considered that, without being resistant and refractory to such a practice, the members of the network

social network of an individual wishing to share content are not in an active and permanent search for precise information. However, we can consider that there is a form of implicit and tacit agreement between individuals using the social network, to receive content of all kinds.

‘In fact, we agree with Modzelewski (2000) for whom, in the “real” viral effort, the satisfaction generated by a similar act, for

the Internet user, is not linked only to the content, but potentially to the number of other individuals that he exposes by transferring it. Thus, the definition of a “transfer” of information, by an individual, is here similar to that developed by Huang et al. (2008), and we define the construct as an individual's willingness to broadcast and share an advertising video in their social network.

H9 Sharing Intention on social networks influences purchasing intention

H10 Sharing intention mediates the relationship existing between relevance and purchase intention

5. Research Methodology

The quantitative phase of the research:

This research uses a quantitative survey-based approach to study the influence of content shared via social media on consumers' purchase intention, the objective

The major part of the investigation is to generalize and deduce certain characteristics of the sample from the population studied.

A survey is an ideal method of data collection, in this case, because it makes it easier to collect data from a large group of people, quickly and at a comparatively lower cost. There are several advantages to obtaining details about a large population from a smaller sample.

Henry (1990) states that the use of sampling allows the researcher to achieve higher levels of overall accuracy than when dealing with a census due to the availability of time to focus on the verification and testing of a few carefully selected cases.

In this research, to obtain data on the influence of published content on purchase intention, the researcher uses closed questions in the questionnaire, which is adapted to the similar research that was conducted by Fauziah. Each question has five alternative answers, namely: Strongly disagree; Disagree; Neutral; All right; and agree.

Depending on the research object, the questionnaire was filled in such a way that the questionnaire item expresses the indicator of the variables

- **Quantitative analysis using Smart PLS software**

This research uses a quantitative approach based on surveys to study the influence of content shared via social networks on consumers' purchasing intention, we took a sample of 250 which we then analyzed with PLS software the major objective of the survey is to generalize and deduce certain characteristics of the sample to the population studied. A survey is an ideal method of data collection, in this case, because it makes it easier to collect data from a large group of people, quickly and at a comparatively lower cost. There are several advantages to obtaining details about a large population from a smaller sample. Our choice of the PLS method was based on the fact that the model explains the causal mechanism validates the theoretical hypotheses and applies oriented techniques and measurements.

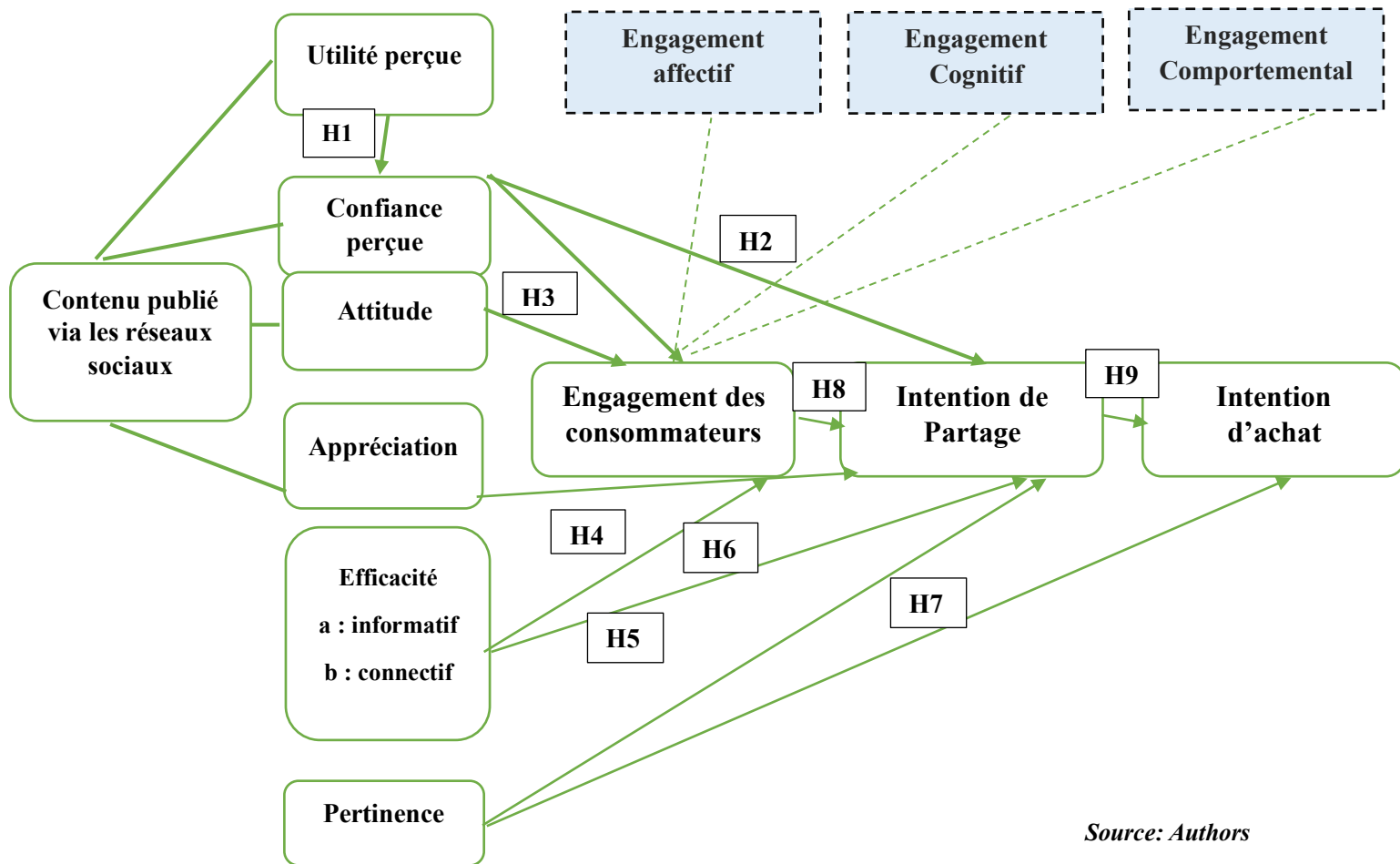
The interest of structural equation modeling by PLS lies essentially in its ability to test simultaneously the existence of causal relationships between several latent variables. A latent variable is a variable that is not observable and cannot be measured directly.

while Lisrel allows you to specify, estimate, compare, and evaluate models to confirm a theory. Lisrel is therefore a confirmatory (or "a priori") method that requires a strong theoretical substrate to think in terms of models and hypotheses. Model specification is, therefore, a crucial phase in the modeling work

toward prediction, therefore PLS-SEM is consistent with the objective of our problem. This is why it is necessary to use this instrument and test it. Therefore, this study will be a very novel approach in this field of study, Smart PLS is a useful tool that is used in management science to calculate, create, and validate models, smart PLS is a second-generation technique of MY.

Furthermore, Smart PLS offers the path model which is capable of describing the relationship between variables and indicators. These constitute a crucial point in providing an understandable image and support to demonstrate the results of our research. The validation and reliability testing of the models is done in two stages, the first level is the quality of the measurement model, the second is the quality of the structural model and the last is a structural regression equation.

Figure 1: Conceptual model



Source: Authors

6. Result

• Building validity and reliability:

For the AP assessment, the value of alpha is 0.807 which is greater than 0.7. So, we can say that our AP variable has excellent reliability.

For the second construct of our study which is attitude, the alpha value is 0.872, it is greater than 0.7 so the ATT attitude has excellent reliability. However, alpha is an older way to calculate reliability.

For the third construct of our study which is trust, the alpha value is 0.697 which is very close to 0.7 but it remains lower than 0.7 so we can say that trust has average reliability.

For the fourth construct of our study which is affective commitment EA, the value of alpha is 0.821, it is strictly greater than 0.7, therefore we affirm that EA has excellent reliability.

For the EC connective efficiency, the value of alpha is 0.825, which is higher than 0.7, so the connective efficiency has excellent reliability.

For AI purchase intention, the alpha value is 0.776, which is greater than 0.7, so we can say that AI has excellent reliability.

For the intention to share IPC content, the alpha value is 0.758, which is truly greater than 0.7 so we confirm that the IPC has excellent reliability.

And finally, for relevance P, the value of alpha is 0.874, which is much higher than 0.7 so we affirm that P has excellent reliability or better reliability.

In this table, we see Cronbach's Alpha, Composite Reliability, Average Variance Extracted.

Table 1: exploratory analysis

	Cronbach alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AP	0.807	0.808	0.912	0.838
ATT	0.872	0.880	0.921	0.797
C	0.697	0.712	0.803	0.451
EA	0.821	0.823	0.894	0.737
EC	0.825	0.832	0.895	0.741
ECL	0.673	0.752	0.802	0.578
ECf	0.671	0.675	0.858	0.752
EI	0.935	0.935	0.958	0.885
IA	0.776	0.798	0.855	0.596
IPC	0.758	0.787	0.845	0.579
P	0.874	0.878	0.923	0.799
U	0.778	0.791	0.855	0.597

Source: Authors

The composite reliability for AP is 0.912; for ATT is 0.922; for C is 0.802; for EA is 0.894; for EC is 0.895; for IA is 0.855; for IPC is 0.845; for P is 0.923 so we don't have a reliability problem because the composite reliability values are all greater than 0.7 so we don't have any reliability or composite reliability problem.

To check the reliability of our constructs, we call on the reliability of the alpha crown batch To check the accuracy of validity or to know if our variables and items measure what they intended to measure, we will need an average extracted variance and this variance must be greater than 0.5.

In this case, AVE= 0.838 for AP; AVE=0.797 for ATT; AVE=0.737 for EA; AVE=0.741 for EC; AVE=0.596 for IA; AVE=0.579 for IPC; AVE=0.799 for P, all these AVE values are greater than 0.5; So we don't have any problem with converging led.

From the analysis of the table above, it appears that our composite reliability (CR) indicators vary between 0.712 and 0.935 (all are above the acceptance threshold of 0.7): sufficient reliability justifying a level of internal consistency is very high. The Cronbach alpha values of our constructs are very satisfactory and are greater than 0.82 except for cognitive engagement which is

(0.675). The Cronbach alpha of this variable has a value slightly below the acceptance threshold (Nunnally 1978). We can accept this value because, in structural equation methods, the interpretation of Cronbach's alpha must be more flexible as Bagozzi and Yi (2012) point out.

• **Path coefficient**

The particular relationship between appreciation and trust is significant because T statistic=4.929 greater than 1.96 and P values <0.05.

The particular relationship between appreciation and informative effectiveness is significant because T statistics= 5.026 Greater than 1.96 and P values=0<0.05.

The particular relationship between attitude and affective commitment is significant given that T statistics=3.799 and P values=0<0.05.

The particular relationship between trust and affective commitment is significant given that T statistics=3.018 and P values=0.003<0.05.

The particular relationship between trust and the intention to share content is significant given that T statistics=4.143 and P values <0.05.

The particular relationship between affective engagement and cognitive engagement is significant given that T statistics=4.827 and P values=0<0.05.

Table 2: Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
AP -> C	0.298	0.294	0.060	4.929	0.000
AP -> EI	0.343	0.340	0.068	5.026	0.000
ATT -> EA	0.297	0.311	0.078	3.799	0.000
C -> EA	0.250	0.245	0.083	3.018	0.003
C -> IPC	0.277	0.273	0.067	4.143	0.000
EA -> ECf	0.326	0.332	0.068	4.827	0.000
EC -> ECf	0.337	0.335	0.067	5.017	0.000
ECf -> ECL	0.454	0.467	0.060	7.530	0.000
IPC -> IA	0.404	0.410	0.057	7.086	0.000
P -> IPC	0.381	0.395	0.073	5.232	0.000
U -> C	0.347	0.359	0.058	6.002	0.000

Source: Authors

The relationship between connective efficiency and cognitive engagement is significant given that T statistics=5.017 and P values=0<0.05.

The relationship between cognitive engagement and behavioral engagement is significant given that T statistics=7.530 and P values=0<0.05.

The relationship between the intention to share content and the intention to purchase is significant given that T statistics=7.086 and P values=0<0.05.

The relationship between relevance and intention to share content is significant given that T statistics=5.232 and P values=0<0.05.

The relationship between usefulness and trust is significant given that T statistics=6.002 and P values=0<0.05.

- **R square:**

The variable confidence (C) is influenced by usefulness (U), appreciation (AP), and relevance (P) and has an R-squared value of 0.354

This would mean that 35.4% of the change in Confidence (C) can be explained by usefulness (U), liking (AP) and relevance (P)

Table 3: R-square

	R-square	R-square adjusted
C	0.354	0.354
ECL	0.361	0.358
ECf	0.191	0.187
IA	0.190	0.184
IPC	0.353	0.337

Source: Authors

The variable Behavioral engagement (ECL) is influenced by affective engagement (EA) and has an R-squared value of 0.361. This would mean that 36.1% of change in behavioral engagement (ECL) can be explained by affective engagement (EA).

The variable Cognitive engagement (ECf) is influenced by behavioral engagement (ECL) and has an R-squared value of 0.191. So this would mean that 19.1% change in cognitive engagement (ECf) can be explained by behavioral engagement (ECL).

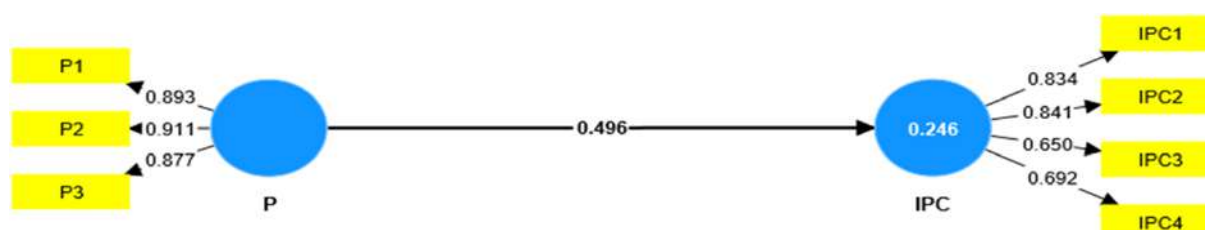
The purchase intention (IA) variable is influenced by cognitive engagement (ECf) and the intention to share content (IPC) has an R-squared value of 0.190. This would mean that 19% of change in purchasing intention (AI) can be explained by cognitive engagement (ECf) and intention to share content (IPC)

• Results of the quantitative analysis based on the structural equation modeling

In this part, we present the results of the analysis of all research variables, based on structural equation modeling using smart PLS software. This confirmatory analysis is used to estimate the qualities of the adjustments, the reliability and validity of measurement models for all variables that make up the conceptual model

• Relevance and purchase intention

Figure 2: Conceptual model



Source: Authors

After having retained the number of items satisfactory for the quality of adjustment of the models measuring relevance and sharing intention, we move on to testing the reliability and validity of the measures. We start with the calculation of the Jöreskog Rhô which we will compare to the Cronbach alpha obtained during the exploratory factor analysis, then the Rhô of the convergent validity

Table 4: Results of testing the reliability and validity of measures of the constructs of the first-order model of relevance and sharing intention.

	Cronbach alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
IPC	0.758	0.801	0.843	0.576
P	0.874	0.878	0.923	0.799

Source: Authors

In this table, we see Cronbach's Alpha, Composite Reliability, Average Variance Extracted, Crown alpha or Cronbach alpha allows us to measure the reliability of our variables.

For Intention to share content, the value of alpha is 0.758 which is greater than 0.7, So we can say that our IPC variable has excellent reliability.

For the second construct of our study which is relevance, the alpha value is 0.874, it is greater than 0.7 so relevance has excellent reliability. But alpha is a older way to calculate reliability In this case, the composite reliability is 0.843 for IPC and 0.923 for P.

Rho is another measure of reliability, it must be between the value of alpha and the value of reliability and this is the case for IPC, the value of $0.758 < \rho = 0.801 < 0.843$. So we can say that the IPC variable has reliability.

The composite reliability is 0.843 for IPC and 0.923 for P so we do not have a reliability problem and it is greater than 0.7 so we do not have any reliability or composite reliability problem. To check the accuracy of validity or to know if our variables and items measure what they intended to measure, to do this we will need an average extracted variance and this variance must be greater than 0.5.

• Attitude and Emotional Engagement

We want to know if the Attitude variable (ATT) has a significant impact on affective commitment (EA).

Table 5: Results of attitude and Emotional Engagement.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
ATT -> EA	0.291	0.303	0.080	3.655	0.000

Source: Authors

We have T statistics=3.655 greater than 1.96 and P values less than 0.05. So, we can accept this hypothesis and affirm that attitude has a significant impact on engagement with shared content.

- **Relevance and Sharing Intention**

We want to know if the relevance variable (P) has a significant impact on the sharing intention (IPC).

Table 6: Results of Relevance and Sharing Intention.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
P -> IPC	0.382	0.395	0.073	5.212	0.000

Source: Authors

We have T statistics=5.212 greater than 1.96 and P values less than 0.05. So, we can accept this hypothesis and affirm that relevance has a significant impact on content sharing intention.

- **Content sharing intention and purchase intention**

We want to know if the sharing intention variable (IPC) has a significant impact on purchasing intention (AI).

Table 7: Results of Content sharing intention and purchase intention.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
IPC -> IA	0.404	0.410	0.057	7.086	0.000

Source: Authors

We have T statistics=7.086 greater than 1.96 and P values less than 0.05. So, we can accept this hypothesis and affirm that sharing intention has a significant impact on purchasing intention.

- **The Relationship between Confidence, Usefulness, Engagement, Relevance, Sharing intention and Purchase intention**

We can say that Confidence is a mediator that mediates the existing relationship between usefulness and affective commitment because T statistics=2.967 greater than 1.96.

We can say that the intention to share the content is a mediator that mediates the existing relationship between relevance and purchase intention because T statistics=3.970 greater than 1.96

We can affirm that Confidence is a mediator that mediates the existing relationship between usefulness and the intention to share the content because T statistics=3.955 greater than 1.96. It can be affirmed that the intention to share content is a mediator that mediates the existing relationship between trust and purchase intention.

Table 5: Results of Relationship between Confidence, Usefulness, Engagement, Relevance, Sharing intention and Purchase intention.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
U -> C -> EA	0.123	0.124	0.042	2.967	0.003
P -> IPC -> IA	0.154	0.162	0.039	3.970	0.000
U -> C -> IPC	0.135	0.136	0.034	3.955	0.000
C -> IPC -> IA	0.111	0.111	0.031	3.534	0.000

Source: Authors

7. Discussion

This experimental study aimed to find out the influence of content marketing on consumers' purchasing intention. Following all the hypotheses tested, a test of integration of the variables is carried out with the main aim of proposing an integrative model that brings together and understands the advances made within the framework of the previous research axes. Thus, only variables whose moderating role is demonstrated are included, except the dimensions of the strength of attitude, included in this construct. It should be remembered that the proposed problem relates specifically to understanding the link between the different variables, namely trust, appreciation, relevance, effectiveness purchasing intention, and sharing intention. This objective seems to be achieved by validating the hypotheses. The desire to present a model integrator is therefore essentially based on an attempt to simultaneously operationalize the different variables allowing a better explanation of the intention. Indeed, several analyses were therefore carried out, to enrich the discussion around the hypotheses tested, as well as the managerial implications they raise. The role of trust is crucial when the consumer finds himself in a situation of uncertainty or dependence and perceives a high risk.

The empirical results thus demonstrate relationships between perceived usefulness and purchase and recommendation intention, recalling that perceived usefulness represents the degree to which a person believes that the help of a particular system would increase their performance at work.

The analysis of the results made it possible to validate that attitude and the relevance of the content Influence consumer engagement. The variable having the most influence on engagement is relevance. This result obtained agrees with the authors Ducoffe and Curlo (2000) maintaining that the relevance of a publication or content guides consumer behavior and impacts the intention to purchase and share.

8. Conclusion

With the arrival of the Internet, social networks allow consumers to access information at low cost, information which is generally very difficult and very expensive to collect, especially when it comes to new products. Consumers are therefore increasingly integrating social networks as a source of information in the purchasing process. 9 out of 10 Internet users prepare their purchase by first consulting the accounts of influencers and content creators and 77% practice ROPO (Research online/ Offline Purchase), that is to say by searching the web for information before purchasing in store. Thus, 77% of Internet users say they are influenced by the comments of other consumers online before purchasing a product.

The conclusions of our research affirm that the notion of engagement, in an online context, remains a fundamental and much-discussed issue; positive messages and opinions positively

influence the sharing intention while negative comments and opinions negatively influence the sharing intention. intention to share

Indeed, when the argument is weak, it is the negative messages and opinions that most influence the purchasing intention and when the argument is strong with very specific attributes, the consumer can form their idea on the qualities and defects of the product, Likewise, our research allowed us to test the relationships, which to our knowledge have not been previously tested, these relationships concerning the effect of appreciation, relevance, and effectiveness of content on purchase intention, as well as the effect of engagement on sharing intention and purchase intention.

Trust affects information exchange and sharing because it allows individuals to justify, evaluate their decisions, and obtain more useful information.

Taking all of our results into account makes it possible to respond to the general problem and to highlight the importance of influencers and content creators who share quality, effective, and relevant content to impact the intention of buying and sharing.

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