

Impact of YouTube Influencers on Consumer Purchase Intention with the Mediating Influence of Brand Awareness: an Applied Study on University Students in Tabuk

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Abstract

This paper aims to study the impact of YouTube influencers on consumer purchase intention with the role of brand awareness as mediator evidence from Tabuk. The key objectives include (1) to examine the impact of YouTube influencers on consumer purchase intention; (2) to examine the impact of YouTube influencers on brand awareness; (3) to examine the impact of brand awareness on purchase intention; (4) to examine the impact of Influencers on YouTube who can affect consumer behavior through brand awareness. The research hypotheses, which were based on prior studies and the study's factors, were adopted for the study at the University of Tabuk in Saudi Arabia. The researcher used the descriptive analytical method; The Data was collected through Field research (questionnaire) among 150 respondents.

The results showed that there was a positive correlation between YouTube influencers credibility dimensions and consumer purchase intention of university students.

The finding showed that there was a positive correlation between brand awareness and consumer purchase intention of university students. This study recommends that influencers play a significant role in shaping consumer purchase intention, the study suggested to the marketing managers to select attractive influencers to represent their brands, thus brands should choose influencers who have strong personalities, good physical appearances and have the reputation of being trustworthy. The study recommends that Influencers marketing is useful for creating Brand awareness.

Keywords: YouTube influencers; brand awareness; purchase intention; YouTube influencers credibility.

Introduction

According to predictions, Saudi Arabia will have 36.2 million internet users in 2025, up from about 28.8 million in 2019. In 2025, there will be 36.17 million mobile internet users in Saudi Arabia, according to predictions. (2022; Statista research). Between 2021 and 2022, Saudi Arabia's 34.84 million internet users increased by 505 thousand (Digital Global Overview, Report,2022). In Saudi Arabia, there were 29.30 million social media users in January 2022. At the beginning of 2022, the percentage of Saudi Arabia's population using social media was 82.3 percent. YouTube tops the list of social channels with 31.40 million viewers, which is a whopping 89.50 percent of the total social media users. (Global media insight ,2022).

Consequently, the electronic market in the Kingdom of Saudi Arabia is considered one of the most growing markets in the Middle East, especially in recent years, which made Brand owners ac-

celerate or race to make partnerships with influencers to share their products electronically through social media.

Consequently, social media have changed the way of communication between brands and consumers (Vinerean et al.,2013., p66) as they enable direct and two- way communication. Now, individuals can react to brand content instead of only absorbing information as it used to be before. what is more, they are active creators of brand content (Stewart & Pavlou ,2002) . they are engaged in marketing done by brands, which is influenced by more aware consumers (Heinonen ,2011,p356).

In this era, the internet enables people to express themselves on social media such as Facebook, you tube, twitter, and Instagram. Consumers' thoughts are significantly influenced by content creators on social media platforms, such as bloggers and vloggers. (Chen,2019). Global influencer marketing trends are also growing at the same time (Schomer, 2019; Singh, Crisafull & Xue, 2020). moreover, the digital age has introduced newer and more effective marketing strategies, among them influencer marketing. With this type of strategy, companies use influencers as independent validators from third parties by allowing them to communicate certain marketing messages to them (Freberg et al., 2011; Gross & Wangenheim, 2018; Woods, 2016). These influential individuals are best known for the term 'influencers', which is distinguished by its extensive follow-up and documentation of their lives (Abidin & Ots, 2016). As a result of this large number of followers, companies can reach newer audiences and thus increase their outreach (Childers, Lemon, & Howe, 2019). The perceived credibility of influencers has become a main issue that has resulted in an extensive literature considering the source effects, especially the association to purchase intention (Sharma et al ,2017; lim et al ,2017). This was supported by a new survey published in Obero , 2020 which indicated that recommendations and suggestions made by social media influencers were taken into account by about 49% of customers in the buying decision process.

Influencer marketing may seem similar an entirely new field in marketing, but it is word of mouth that is taking on a new shape and form in the digital space. The essence of word-of-mouth marketing is to reach a wide range of possible customers and attract high interest through social interactions (Li, Lai & Chen, 2011). In influencer marketing, social interactions are initiated by the influencer. An influencer is anyone who has the ability to influence the purchasing decisions of others because of their (real or perceived) power, knowledge, position or relationship (Bladow & Laura, 2018).

In fact, consumers often tend to recognize influencers as a credible and trusted source of information more than motivated sources, especially classical sellers (Lim et al. ,2017). so, business use YouTube influencers in many areas, from promotion to brand awareness. In addition to advertising via other YouTube channels, business can create their own YouTube channels.

In addition, the importance of branding in consumer marketing has increased as a result of the virtualization and democratization of marketing in the internet age. A brand is defined as "a name, word, sign, symbol, or design, or a combination of them, designed to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitors," by the American Marketing Association (AMA) (Gnann, 2008). Brands create a feeling of togetherness and differentiate social groups. Brands also reduce psychological sensitivity and perceived social risks (Court et al., 2009). They the importance of branding in consumer marketing has increased as a result of the virtualization and democratization of marketing in the internet age. A brand is defined as "a name, word, sign, symbol, or design, or a combination of them, designed to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competi-

tors," by the American Marketing Association (AMA) (Gnann, 2008). Brands are created by both provider and customer (Herrmann and Schaffner, 2005).

Consumers increasingly contribute to the formation of brands by their consumption behavior and by communicating brand image through electronic word of mouth (EWOM) above all via social media. Thus, brands gain strength in a dialogue involving both parties, customers and providers (Janson, 2012). In this context, brand awareness, i.e., the conscious perception and reflection of a brand, is probably the most crucial factor in the communication process between consumer and provider (Fournier, 1998, p. 368). Shaping brand awareness is crucial in corporate brand marketing and evokes brand image, buying intention and consumer loyalty (Meyer and Schwager, 2007).

Nowadays, influencer marketing is a powerful instrument of brand communication in the age of internet and social media. Although there is no homogenous definition of influencer marketing, the term basically refers to the effect that influential communicators contribute to create awareness for a product in social media and in this way make consumption trends emerge (Evans et al., 2017; Biaudet, 2017; Baker, 2014). Influencers control and guide eWOM among their followers and are recognized as opinion leaders in their social ingroup (Dalstam et al., 2018). Influencer messages expressing positive attitudes towards brands or passion for particular brands or products, (Baker, 2014), "manipulate consumers' buying decisions" (Hu et al., 2015) and exert significant influence on prone users (Woods, 2016). Perceiving influencers trustworthy and experienced, consumers develop positive brand attitudes (Breves et al., 2019). EWOM initiated and promoted by influencers, in whom consumer trust, contributes to consumers brand knowledge (Lock, 2016). Consumers thus transfer their positive sentiments for the influencer to the brand (Evans et al., 2017). The spread of positive brand attitudes and brand involvement influences the development of a positive brand image among a majority of consumers, which again increases individual consumers brand awareness (Lock, 2016), which finally motivates consumers' purchase intention (Gadalla et al., 2019). The aim of this study is to investigate the impact of YouTube influencers on consumer purchase intention with mediating effect of brand awareness evidence from Tabuk. The key objectives include (1) to examine the impact of YouTube influencers on consumer purchase intention (2) to examine the impact of YouTube influencers on brand awareness; (3) to examine the impact of brand awareness on purchase intention ;(4) to examine the impact of YouTube influencers on purchase intention with mediating effect of brand awareness.

Specific problem statement

Over the years there has been extensive growth in digital usage worldwide. Internet and social media are used by billions of people worldwide. In April 2022, there will be 4.65 billion social media users worldwide, or 58.7% of the world's population, according to research from Kepios. With 326 million new users joining social media since this time last year, the number of social media users has increased over the past 12 months as well. Data report, year 2022. According to research from the Global Web Index, 2022, 58.4% of people worldwide use social media. Utilization is 2 hours and 27 minutes per day on average (January 2022). A typical Saudi uses the internet for seven hours and forty-five minutes each day. Normally, He or she typically uses the internet for things like social media, online shopping, entertainment, and health. The amount of time spent online is excessive. Every day, 3 hours and 24 minutes of this are used for social media. (Worldwide statistics, 2022). Due to increased product accessibility through numerous and different online platforms, particularly social media, and a growing worldwide digital population, the online buying environment has grown extremely competitive (Chaffey, 2019). Furthermore, social media sites are used by 98% of digital consumers (Global Web Index, 2018). In order to successfully reach consumers, marketers must develop a more comprehensive understanding of digital marketing (Chaffey,

2019). Thus, it is essential that businesses are up to date on marketing tactics and strategies that will enable them to reach their audience. The study of the impact of YouTube influencers on consumer intention with mediating effect of brand awareness, due to the increasing importance of these individuals for the Marketing area. Social media has become an important tool to create and maintain relationships with consumers, and its relevancy for the Marketing world has become increasingly important. The widespread of online opinion leaders represent an immense opportunity for brands and the development of their relationship with consumers. Thus, the rising importance of digital influencers, and the opportunities they present for the field of digital marketing make the study of their contributions necessary, considering the scarcity of existing literature and the innovative perspective that it can offer for digital marketing theory. As consumers take on the mantle of online content creators and possible opinion leaders, they present new opportunities and challenges for the development of Marketing, seeing as traditional techniques rapidly become obsolete in the face of new technologies, and that the continuous production of advertisement “noise” does little to move consumers (Brown & Hayes, 2008). Studying the relationship between these new individuals’ influence – which stand between consumers and companies – and consumers’ attitudes towards brands and brand attachment can solidify and evolve companies’ communication strategies, while the impact of these individuals on purchase intention can highlight their importance in marketing strategies.

So, we formulate the research problem as follows

"To analyze the impact of YouTube influencers on consumer purchase intention with mediating effect of brand awareness: empirical study on university Students in tabuk"

Research questions

Based on background, research gap and problem statement, following research questions have been formulated:

- What is the impact of YouTube influencers credibility on Brand awareness?
- What is the impact of you tube influencer credibility on purchase intention?
- What is the impact of Brand awareness on purchase intention?
- What is the mediating role of brand awareness on the relationship between YouTube influencers and consumer purchase intention in Tabuk?

Research objectives:

1. The main objective of the current study is to identify the impact of YouTube influencers on consumer purchase intention with mediating effect of brand awareness: empirical study on university Students in tabuk"
2. To study the influencer marketing and YouTube influencers credibility dimensions.
3. To examine the impact of YouTube influencers credibility dimensions on online purchase intention
4. To examine the impact of brand awareness (brand recognition – brand recall) on on-line purchase intention
5. To find out what are the most effective dimensions of YouTube influencers credibility on online purchase intention.

Research importance

• The emergence of digital media has created significant opportunities for many businesses to sell their goods. Regarding WOM, YouTube has developed into a fantastic option for posting video links on various social networking platforms. It is also useful for a variety of other interactions that are taking place on or off the website. With an average visit time of 10 minutes in 2022, YouTube became the second-most viewed website in the world (after Google) (Similar Web, 2022).

YouTube offers a forum for brand and product dialogue at the point where social networks and social media converge (Burgess and Green, 2018) In this environment, YouTubers create and disseminate content that actively influences online communities, building strong bonds with their peers as well as with businesses who use their videos to implement new marketing methods (Sabich and Steinberg, 2017). YouTubers are able to produce a lot of videos that is viewed by millions of people, so (SocialBlade, 2020).

- There are not many studies conducted in Saudi Arabia (Tabuk) in the area of influencer marketing.

- Closing the gap in the academic research that investigates the Impact of YouTube influencers on consumer purchase intention with mediating effect of brand awareness: empirical study on university Students in tabuk"

- Saudi Arabia is witnessing many changes recently. One such change is the advancement in the digital space. The last two or three decades have completely refined the digital landscape of the Kingdom of Saudi Arabia. The Kingdom of Saudi Arabia has become one of the Middle East's most digitally friendly nations as a result of its advantageous infrastructure and regulations for digital technologies. By supporting innovators, the digital technology revolution was made feasible. The digital transformation in KSA boosted profitability and thus boosted client happiness. The Middle East region's most populous nation is thought to be Saudi Arabia. Due to their preference for digital, the nation's citizens have accepted digital technologies. The anticipated population of KSA in 2022 is 35.59 million people. 34.84 million people are currently using the internet regularly, or 98% of the population. (Worldwide statistics, 2022).

- There are 29.3 million social media users in Saudi Arabia, or 82% of the country's entire population. The average internet user has 10.4 social media accounts, and as a result, smartphone usage is continuously rising. One of the highest smartphone sales in the region is in KSA. Social media is used by 46.2% of internet users to keep in touch with friends and family. Consequently, having a fast internet connection is crucial. One of the reasons is the availability of advanced internet infrastructure like 4G at a very reasonable price that is affordable to all. An average Saudi Arabian uses the internet on a daily basis for roughly 7 hours and 45 minutes. He or she typically uses the internet for things like social media, online shopping, entertainment, and health. The amount of time spent online is excessive. Every day, 3 hours and 24 minutes of this are used for social media. Results indicate that 98% of those now enrolled in college use social media frequently when examining how the younger generation uses it (Svenskarna och, internet, 2019). This target market may thus be a good fit for influencer marketing.

- No studies have been found on the direct impact the Impact of YouTube influencers on consumer purchase intention with mediating effect of brand awareness: empirical study on university Students in Tabuk".

Limitation of study

- This research is limited by the nature of the participants where it was conducted on university students in Tabuk who are regular online users in Saudi Arabia.

- Another limitation is the sampling technique where this study depended on a convenience

Hypotheses

Based on the previous studies, the researcher proposes the following hypotheses:

H₁: YouTube influencers credibility dimensions have a significant impact on Online purchase intention

H₁₁: attractiveness has a significant impact on online purchase intention

- H₁₂: trustworthiness has a significant impact on online purchase intention
 H₁₃: expertise has a significant impact on online purchase intention
 H2: Brand awareness has a significant impact on online purchase intention
 H21: Brand recognition has a significant impact on online purchase intention
 H22: Brand recall has a significant impact on online purchase intention
 H3: YouTube influencers credibility dimensions and brand awareness have a significant impact on online purchase intention

Methodology

The descriptive – analytical approach was used in the research, the population consisted on Tabuk University students together with professionals. Convenience sampling was used to select the sample size of participants. Total 150 respondents were selected from the population. The questionnaire included 16 statements about YouTube influencers credibility dimensions (6 statements about attractiveness- 5 statements about trustworthiness- 5 statements about expertise) 9 statements about brand awareness and 8 statements about online purchase intention. A 5 -point Likert scale was used to enable the respondents to indicate their level of agreement or disagreement regarding each statement. The study was conducted over 4 months' time period.

Statistical analysis

The gathered data was interpreted through SPSS 20.0. The relationship between variables was tested through regression, correlation and other descriptive analysis. Whereas, the data collecting tools were also checked for reliability and validity using SPSS 20.0.

Previous studies

1. Kholod Khalid Aggad et al. 2021, "Investigating the Impact of Influencers', Characteristics, Contents, and Trustworthiness on Consumers' Purchase Intention", Review of International Geographical Education, ISSN: 2146-0353

(In Saudi Arabia, the goal of this study is to evaluate how influencer traits, material produced by influencers, and influencer trustworthiness affect consumers' purchase intentions. A cross-sectional study approach was employed to gather information from 260 randomly selected shoppers from several Saudi Arabian shopping centers. Smart PLS structural equation modelling was used for the data analysis. The findings indicate that brand attitude, influencer content, and influencer attributes all have a favorable impact on customers' propensity to buy. In contrast, consumer purchase intention is unaffected by an influencer's credibility. However, brand attitude interacts in a negative way between influencer and consumers' buy intentions while positively mediating the relationship between influencer and consumers' content, influencer trustworthiness, and purchase intentions. The results of this study can help fashion brand marketers select the charismatic social media influencer personality to promote their products in order to create a brand attitude and earn the most money. Finally, by comprehending the impact of influencers on customers' purchase intention, our study contributed fresh insights to the literature. Additionally, research helps fashion brand marketers understand how influencers change how consumers see businesses through their endorsement.)

2. Thanh Vi LE et al, 2021, "How YouTube Influencers Impact Customers' Purchase Intention: An Empirical Study of Cosmetic Brands in Vietnam "

This study explores the relationship between customers' perceptions of information credibility and brand attitudes, brand credibility, and purchase intentions of cosmetic products in Vietnam. It also examines the impact of heuristic factors on customers' perceptions of information credibility of influencers on YouTube channels. A quantitative technique is used, and 270 females who frequently watch beauty-related content on YouTube channels were polled. Numerous statistical tests, such as

exploratory factor analysis (EFA) and confirmatory factor analysis, are performed to determine the data validity and reliability (CFA). In order to test the hypotheses, structural equation modelling (SEM) is also used. The findings show that heuristic elements and the perception of information credibility are positively correlated. Customers' sentiments regarding the brand and brand credibility are positively impacted by this notion of information credibility. Additionally, it is discovered that the two latter factors and purchase intention are strongly correlated. The study's key conclusions not only provide guidance to practitioners on how to pick the best product evangelists and advertising venues but also provide fresh insight from the Vietnamese context that may help to further develop the heuristic-systematic model and customers' behavior with regard to buy intention.

3. Kai Dominik Renchen, 2020, "Influencer Impact on Brand Awareness: A Mixed Method Survey in the German Fashion Segment", *European journal of business science and technology*, vol 6, issue 2.

This study assesses how influencer marketing has affected consumers. Despite the fact that internet influencers are well-established in German B2C markets, little study has been done in this area. To maximize their marketing efforts at the consumer level, marketing managers are confused about how influencer marketing plans should be created and which influencers should be hired. To determine the effect of influencer activity on consumer followership, brand awareness, and purchase intention, a mixed-method empirical study is conducted, which includes semi-structured interviews with three German fashion influencers and a consumer survey (N = 385) among these influencers' followers. The results show that the dependent variables are increased by the degree of influencer network engagement, intrinsic motivation of influencers, authenticity of communication style, and real-life nature of influencer posts. As a result, the empirical study has helped to pinpoint the key factors that drive the German B2C fashion influencer category. Marketing managers are highly recommended to structure their marketing strategy in accordance with their firm and products and to choose influencers carefully. The study has shown that the choice of influencers is essential to the success of the campaign. First, influencers' personal engagement is decisive to motivate consumers to follow the influencer.

4. Rang Wang et al., 2018, (Factors affecting YouTube influencer marketing credibility: a heuristic systematic model).

The main focus of this study is to explore how heuristic and systematic information cues influence individuals' evaluation on the credibility of information provided by YouTube influencers. Two structural models analyzed in the study revealed that expertise trustworthiness, and homophily of source credibility as well as social advocacy and interactivity were significant heuristic cues when people evaluate the credibility of contents in the heuristic information processing mode. Argument quality and involvement were identified as important systematic cues that expedited a similar process of credibility evaluation. The introduction of systematic information cues into the second model rendered most of the heuristic cues (e.g., expertise, homophily, interactivity) insignificant. The finding reveals an attenuation influence of systematic cues on heuristic cues when both are presented the significance of heuristic cues (e.g., trust and social advocacy) and systematic cues (e.g., argument quality and involvement) in the second model also suggests an additivity effect of the co-occurrence of both types of cues (Chaiken, 1980; Maheswaran et al., 1992; Zhang et al., 2014). Finally, perceived information credibility was positively correlated with attitudes towards video and brand. The result is consistent with extant studies and reaffirms the significant role played by perceived information credibility in attitude formation (Goldsmith et al., 2000; Greer, 2003; Wang et al., 2008). The finding also implicates a possibility of using the perceived credibility of YouTube videos to predict a consumer's purchase intentions for buying a product mentioned in the video be-

cause of the close relationship between attitudes and behavioral intentions (Ajzen & Fishbein, 1977).

5-Anas Nugraha & Refius Pradipta Setyanto, 2018, (The Effects of Vlogger Credibility as Marketing Media on Brand Awareness to Customer Purchase Intention)

The purpose of this research is to know and analyze the effect of vlogger credibility as a marketing media on social media YouTube on brand awareness to customer purchase intention study on Traveloka with Arief Muhammad as a vlogger on YouTube. The sample in this study there are 150 respondents who are active on social media YouTube. The research methodology used for this study is a case study with survey research method. Convenience sampling technique derived from non-probability sampling techniques are used for sample selection. Data were analyzed using Structural Equation Modeling (SEM) with SPSS and AMOS statistical software. The results of this study show that, (1) Credibility of vlogger has a positive effect on brand awareness. (2) Attractiveness of vlogger has a positive effect on brand awareness. (3) Expertise of vlogger has a positive effect brand awareness. (4) Brand awareness has a positive effect on consumer purchase intention

6-Marius Rygg Ekeland & Nicolai Arntzen Borenstein” Influencer Endorsements Effect on Brand Attitude and Purchase Intention”, 2020,

This paper examines the use of influencer endorsement by brands in the sustainable food sector on Instagram and the effect it has on their followers. To do so, the researchers build a model that can be used to get the most out of influencer endorsements. Furthermore, this paper aims to answer the question: “why and how influencer’s content on Instagram affect their follow’s brand attitudes and purchase intention toward sustainable food brands.” The model that is used stems from Heider’s balance theory, and the inclusion of the TEARS model, match-up hypothesis and customer-based brand equity to explore the connection between follower-influencer, influencer-brand, and brand-follower through a qualitative multi-method technique of data collection. The data is gathered from two in-depth interviews of influencers, one influencer manager, one focus group of Instagram users and a netnography following two different sized influencers for 82 days. The main findings derived from this paper suggest; (1) Authenticity is a dimension that should be incorporated into the TEARS model as a driver for trustworthiness and credibility, (2) Brands should aim to choose influencers with attributes that they want to be associated with. Consistency in attributes in the endorser-brand relationship provides a strong match-up effect on followers, (3) Perceived quality from influencers had a substantial impact on the consumer’s judgment about the brand’s overall quality and attitudes *Comment on previous studies*

The results of many studies confirmed that the credibility of the influencer positively effects on consumers purchase intention. (Thanh Vi LE et al, 2021; Rang Wang et al ,2018, Kholod Khalid Aggad et al. 2021).

The results of some studies have found that Credibility of vlogger has a positive effect on brand awareness, Attractiveness of vlogger has a positive effect on brand awareness. And Expertise of vlogger has a positive effect brand awareness, Brand awareness has a positive effect on consumer purchase intention (Anas Nugraha & Refius Pradipta Setyanto, 2018).

The results of some studies have found that perceived attractiveness and expertise have a positive effect on purchase intention. (Van der Walt et al., 2009: 104).

Influencer marketing

There are different definitions of influencer marketing, for example “a type of marketing that focuses on using main leaders to drive a brand’s message to the larger market” (Byrne, Kearney & MacEvill, 2017, p.1). Li & Du (2011) also believe that an influencer is similar to an opinion leader, they define it as an influential person with a strong personal brand. Together with the two mentioned

definitions, the author believe that it could be specified even further to describe influencer marketing in an online environment. Previous research has shown that influencers are more likely to be seen as credible and trustworthy compared to a paid advertisement, due to that it fits with the other content on the platform (Abidin, 2016). The authenticity leads to lower resistance towards the message communicated (De Vries et al., 2012). The fact that consumers can choose which influencers to follow, they allow which influencers to influence them, and that the consumers trust their influencer and their opinion should be seen as relevant within the subject (Hsu, Chuan-Chuan Lin & Chiang, 2013). De Veirman et al. (2017) state that one major challenge for brands still is to identify and choose the right influencers. In comparison to direct marketing, influencer marketing uses the power of Word-of-Mouth (WOM) to market their products or services indirectly (De Veirman et al., 2017; Araujo,

Neijens & Vliegenthart, 2017). Even though most of the influencers do not have any dietitians' education or certificate (Byrne et al., 2017). This shows that influencers have the power to influence other people with their content. By virtue of the increase of using influencers as a marketing tool, companies have understood this opportunity to market their brand and products to their desired target audience. Nowadays, influencer marketing is a powerful tool of brand communication in the age of internet and social media. Marketing uses influencers to explicitly develop brand awareness of particular target groups. (Kai Renchen,2020). in this study,

In the Kingdom of Saudi Arabia, the extent to which influencers are constantly influenced by YouTube and their influence on consumers' purchase intention has been observed.

Source Credibility Theory

Marketers seek to change the behavior of consumers through three methods:

Information, changing consumer desires and changing consumer preference for different brands, this cannot happen without the credibility of the content Advertising, which plays an important role in persuading the target audience with product brands and its preference over other competing brands. Credibility represents the variable The most important thing in persuasion and the desired influences. (Lou and yuan, 2019).

Credibility is the most important variable in persuasion and the required influences.

Ohanian (1990), suppose that source credibility is an acceptable trait for advocates that leads to acceptance of the message being disseminated to the target audience.

In 1999 Erdogan pointed out that the credibility of a famous person leads to Positively influenced the attitude towards the brand, the product and purchasing behavior, and explained that Trustworthiness denotes the honesty, credibility, reliability and integrity of the supporter as perceived by the public the target or consumers, and that the hereafter is the extent to which the proponent is viewed as a source Correct information.)- (Erdogan, 1999, pp.295). The theory of source credibility states that certain communicator traits (trustworthiness, expertise, and attractiveness, have significant effect on the message's persuasiveness (Metzger& flanagan,2013). Lou and yuan (2019) found that the better an influencer has embraced these characteristics, the more customers are accepting the messages.

Influencer credibility

No one can argue that the concept of credibility has forever played an important role in the area of marketing (Dwivedi et al., 2018). Conceptually, credibility describes how credible the information presented and its providers are (Rebelo, 2017).

In other words, the conception of a party as credible means that that person is believable and trustworthy. Accordingly, credibility has been formulated to have a number of dimensions

It relates to “the individual’s ability (experience and trustworthiness) to remain faithful to the performance improvement credentials” (Dwivedi et al., 2018, p.101).

Thus, in this study, the credibility of an influencer is measured in three dimensions, which are composed of influencers’ attractiveness, trustworthiness and expertise, as proposed by Ohanian (1990).

Attractiveness

Attractiveness as dimensions of source credibility is based on the idea that consumers are more likely to accept information from attractive people because they want to identify themselves with the attractive believer. According to Erdogan (1999: 299), attractiveness is the “pattern of positive associations to a person and not only require physical attractiveness but also other characteristics such as personality and athletic ability”. Physically beautiful influencers are more frequently believed, loved, and desired to have a favourable impact on products than unattractive influencers, according to Joseph (1982), who gave some evidence on their impact on various dependent metrics. Influencers are those “whose attractiveness is viewed as leading the purchasing intent” (van der Walt et al., 2009: 104). Another important consideration for creating powerful messaging is attractiveness (Schlecht, 2003). Influencers who are more attractive typically have greater power over consumers than those who are less handsome (Kahle and Homer, 1985; Joseph, 1982). However, Baker and Churchill (1977) found that while attractiveness has a positive impact on assessments, it has little bearing on consumers' intentions to make a purchase. In order to influence consumer attitudes, influencers have frequently been selected by advertisers based on their physical attractiveness (Chaiken, 1979). However, according to many researchers (Joseph, 1982; Kahle and Homer, 1985), an influencer's attractiveness may only be significant if the product increases the user's attractiveness. In a nutshell, YouTube users who find an influencer attractive will regard them to be stylish, sophisticated, attractive, or gorgeous. (2017) Marta Rebelo.

Trustworthiness

The trust model in communication is the listener’s level of confidence in, and level of acceptance of the influencer and the message (Abdulmajid-Sallam and Wahid, 2012). Ohanian (1990) declared that the trustworthy influencer was more persuasive, whether an expert or not. Trustworthiness can be defined as “the honesty, integrity and believability the endorser possesses” (van der Waldt et al., 2009: 104). Trustworthiness is also defined as the degree of confidence that consumers place on influencers’ intent to convey the assertions, they consider most valid (Ohanian, 1990). Much literature executed supports

The positive impact of trustworthiness on effectiveness (Chao et al., 2005). To conclude, the trustworthiness of an influencer is considered when YouTube users perceive them as dependable, honest, reliable, sincere or trustworthy (Ohanian, 1990).

Expertise

This dimension summarizes the youtuber’s knowledge and experience with the subject.” Hence, it is assumed that an expert in this field presents more reliable information about a subject than those who are unfamiliar with the field. Expertise is presented as “authoritativeness” (McCroskey, 1966), experience, (Whitehead, 1968), “expertness” (Applbaum and Anatol, 1972), or “qualification” (Berlo et al., 1969). Expertise is also defined as “the degree to which the endorser is perceived to have the adequate knowledge, experience or skills to promote the product” (van der Waldt et al., 2009: 104). The expertise of the endorser is not important unless consumers perceive it to be so (Erdogan, 1999: 298). Expertise is accepted as the most important component for endorsement to be successful, as Daneshvary and Schwer (2000: 104) indicated. Influencers might be perceived as having more expertise than created spokespersons (van der Waldt et al., 2009: 104). In-

fluencers' expertise is "the extent to which a communicator is perceived to be a source of valid assertions" (Erdogan, 1999: 298).

To sum up, the expertise of an influencer is considered when YouTube users perceive them as expert, experienced, knowledgeable, qualified or skilled (Ohanian, 1990)

Youtubers (vlogger)

A person who interacts with its audience through their video content, expressing their own experience and feelings with several kinds of topics they choose (Kadekova & Oliencinova, 2018). According to (Strauss & Poecze, 2018), Youtubers are seen as market leaders in video content sharing as they were provided with tools and self-marketing techniques global recognition. Youtubers seem like actors, each of whom hold cultural capital, which consists of behavioral and attitude characteristics that are important for their self-representation in their YouTube content. (Ljubjana, 2020).

Brand Awareness.

According to Spacey (2017), Brand awareness refers to a customer's level of awareness of factors associated with a brand, such as reputation, culture, and value. Brand awareness includes all the information about the brand that when the brand is mentioned, the customer can remember the information, emotions, experience and overall impressions of the brand.

According to McDowell (2005 p.39), Brand awareness has been defined as "the ability of an audience member to correctly identify a brand through recognition or recall" while Keeler (2001) saw brand awareness as the consumer's ability to remember and recognize a brand under different circumstances as well as being able to associate the brand name, logo, pattern, symbol etc. with some association in memo Brand awareness involves the association of a brand's characteristics, such as brand name, logo, style, etc. with a category need. In brand awareness, there is unassisted brand awareness, also known as brand recall, and aided brand awareness, also referred to as brand recognition. (Keller 1993) There is one thing to note is that in some cases, the brand name may not be necessarily simply identifying features like logo or package are important. The aspired awareness goal depends on the situational circumstances in which the product or brand is bought.

Brand awareness plays an important role in consumer decision making. This is due to three main reasons. The first one is that it is crucial that the consumer can instantly recall the brand when they think about a category of product. There are higher chances that the brand will become part of the consideration set, which is a bundle of brands seriously considered by the consumer for purchasing, if brand awareness is enhanced (Keller 1993).

Secondly, brand awareness can influence how consumers consider other brands, even if there are no brand-associated factors. In low-level involvement, customers can make the purchasing decisions with minimum brand awareness, even if the consumer has not formed an attitude towards the brand. (Keller 1993). Finally, brand awareness affects how consumers make purchasing decisions by forming and strengthening brand-associated factors in their brand image. (Keller 1993) Brand awareness should be built in a way that brand associations can be easily formed and how easily different types of information become attached to the brand. According to Keller (1993), brand awareness is part of brand knowledge along with brand image. Not only brands, but also customers can create brand awareness and bring reassurance to new customers. (Aaker 1991).

The role of brand awareness in brand equity depends on the level of awareness achieved in the minds of customers.

There are four levels of brand awareness: (Yemeni et al., 2020).

1. Unaware of the Brand. The lowest level in the brand awareness pyramid is where customers are not aware of the brand.

2. Brand Recognition. The minimum level of brand awareness is the introduction of a brand reappears after aided recall.

3. Brand Recall. Brand recall works without assistance (unaided recall)

4. Top of mind. Brands are mentioned first by customers or firstly, appear in the minds of customers as the main brand out of many other brands.

Therefore, in this study, the Brand awareness is measured in two dimensions

Brand recognition and brand recall.

Purchasing intention

As Hsu and Tsou, 2011, mentioned purchasing intention is consumer's intention to purchase products. so, it can be defined as purchasing intention is tendency to purchase when the advertised product / service /brand is needed. Intentions can be defined as "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior" (Eagly & Chaiken, 1993). Purchase intent is a conscious plan made by an individual who decides to purchase a product, service, or brand (AMA, 1995; Spears & Singh, 2004). With the popularity of the Internet, the influence of interpersonal communication on buying decisions is growing rapidly. Geissler and Edison (2005) introduced the concept of "market mavens," consumers who are shopping experts and can influence other buyers to purchase certain products by sharing their recommendations. The product review videos (vlogs) they post on YouTube and help other consumers make purchase decisions can be considered "market mavens." Previous studies have demonstrated that consumers are influenced by online reviews generated by other users who believe their opinions are considered the most reliable for consumers who are searching for product information (Bae & Lee, 2011). The power of recommendations on purchase intention may be considered a hidden marketing communication tool (Liljander, Gummerus, & Söderlund, 2015). Therefore, it can be relatively assumed that vloggers, as market mavens, can influence the future purchase intentions of viewers. Yuksel (2016) who investigated the effect of user-generated content in YouTube videos on consumer's purchase intention found that perceived credibility, perceived usefulness' and perceived video characteristics of information in YouTube have a positive affect purchase intention. Dehghani and tumer, 2015, determined that Facebook adv influenced the purchasing intention by affecting brand value and brand image.

Nowadays, consumers usually log on to SM in order to look for product information and prior influencers' feedback previously deciding to purchase, as they rely more on the content generated by other users, especially on Instagram (Brown et al., 2003, Horst et al., 2007; Harris, 2012; Racherla & Friske, 2012). Authors like Bahtar & Muda (2016) have also stated that this happens regularly, because several product-related photos and videos can be found on Instagram.

Purchase intention, is therefore, a relevant indicator of an actual purchase and is used to measure consumers' actions (Kim et al., 2008; Lee et al., 2015; Pavlou, 2003). In addition, purchase intention can also be considered a consumer's goal intention toward a product (Fishbein & Ajzen, 1975). Spears & Singh (2004) define it as a consumer's conscious plan or intention to make an effort in order to purchase a product. Moreover, purchase intention is considered to be "the mental stage" in the development of a decision where the consumer has built up a genuine willingness to perform toward a product (Wells et al., 2011; Dodds et al., 1991).

Results and discussion

The descriptive analysis

- was done based on the management methods of the respondents. The descriptive statistical analysis utilized to determine the impact of YouTube influencers on customer purchase in-

tention and the mediating role of brand awareness is shown in Table(1) below. The mean of the items was higher than 2.5 which shows non-neutral stance from respondents on all items. The higher mean values represent that the respondent's strong values for all the items.

Table 1. The descriptive statistics of YouTube influencers credibility (X1)

Variable	Mean	SD	N
Attractiveness (x11)	2.44633	1.074829	150
Trustworthiness(x12)	2.43467	1.072849	150
Expertise(x13)	1.69733	.820783	150

From table (1) the mean of all the items was higher than 2.5 which shows non-neutral stance from respondents on all items.

Table 2. The descriptive statistics of Brand awareness (x2)

Variable	Mean	SD	N
Brand recognition (x21)	2.93167	1.073982	150
Brand recall (x22)	2.79200	1.066860	150

From table (2) we can show the highest mean of the table is brand recognition (2.93), which indicates that it is one of the most effective forces on consumer purchase intention.

Correlation Analysis

The association between all the variables is determined using the Pearson correlation, and SPSS is a useful tool for running the correlation between variables to gain understanding of the relationship and strength. To examine the relationship and strength between the various variables in our study, we employed correlation analysis.

Table 3. The correlation between (Y, X₁₁)

Correlations			
		Consumer purchase intention	Attractiveness
Consumer purchase intention	Pearson Correlation	1	.966**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	167.475	163.986
	Covariance	1.124	1.101
	N	150	150
Attractiveness	Pearson Correlation	.966**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	163.986	172.133
	Covariance	1.101	1.155
	N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 3 shows the correlation between (Y, X₁₁)

Table (3) shows that There is a significant positive correlation between dependent variable (consumer purchase intention (Y) and independent variable (Attractiveness) with 96.6%, indicating a high correlation.

hence it is proved by majority that Attractiveness impact on consumer purchase intention.

Table 4. The correlation between (Y, X₁₂)

Correlations			
		Consumer purchase intention	Trustworthiness
Consumer purchase intention	Pearson Correlation	1	.958**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	167.475	162.294
	Covariance	1.124	1.089
	N	150	150
Trustworthiness	Pearson Correlation	.958**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	162.294	171.500
	Covariance	1.089	1.151
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows that there is a significant positive correlation between dependent variable (consumer purchase intention (Y) and independent variable (**Trustworthiness**) (x₁₂) with 95.8%, indicating a high correlation.

Hence it is proved by majority that **Trustworthiness** impact on consumer purchase intention.

Table 5. The correlation between (Y, X₁₃)

Correlations			
		Consumer purchase intention	Expertise
Consumer purchase intention	Pearson Correlation	1	.853**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	167.475	110.629
	Covariance	1.124	.742
	N	150	150
Expertise	Pearson Correlation	.853**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	110.629	100.379
	Covariance	.742	.674
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5 shows that there is a significant positive correlation between dependent variable (consumer purchase intention (Y) and independent variable (**Expertise**) (x13) with 85.3%.

Indicating a high correlation, hence it is proved by majority that is (**Expertise**) **impact** on consumer purchase intention.

The most independent variable correlated with (Y) is (X₁₁) (**Attractiveness**) then (X₁₂) (**Trustworthiness**).

So, we conclude that, there is a statistically significant relationship between consumer purchase intention and YouTube influencer’s credibility, it is clear to us that there is a positive correlation between YouTube influencers and consumer purchase intention.

Table 6. The correlation between (Y, X₂₁)

Correlations			
		Consumer purchase intention	Brand recognition
Consumer purchase intention	Pearson Correlation	1	.950**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	167.475	161.095
	Covariance	1.124	1.081
	N	150	150
Brand recognition	Pearson Correlation	.950**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	161.095	171.862
	Covariance	1.081	1.153
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Table 6 shows that there is a significant positive correlation Between dependent variable (consumer purchase intention) (Y) and independent variable (Brand recognition) (x21) with 95%.

Table 7. The correlation between (Y, X₂₂)

Correlations			
		Consumer purchase intention	Brand recall
Consumer purchase intention	Pearson Correlation	1	.948**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	167.475	159.838
	Covariance	1.124	1.073
	N	150	150
Brand recall	Pearson Correlation	.948**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	159.838	169.590
	Covariance	1.073	1.138
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Table 7 shows the correlation between (Y, X₂₂)

Table (7) shows that there is a significant positive correlation Between dependent variable (consumer purchase intention) (Y) and independent variable (Brand recall) (x₂₂) with 94.80%.

From The correlation analysis we show

- that there is a significant positive correlation between (Y) and (X₂₁) with 95%. hence it is proved by majority that Brand recognition impact on consumer purchase intention.

- that there is a significant positive correlation between (Y) and (X₂₂) with 94.80%. hence it is proved by majority that (Brand recall) impact on consumer purchase intention

- The most independent variable correlated with (Y) is (X₂₁) (Brand recognition)

So, we conclude that, there is a statistically significant relationship between consumer purchase intention and Brand awareness, it is clear to us that there is a positive correlation between brand awareness and consumer purchase intention.

Test the research hypotheses:

- *Regression Analysis*

- Regression could be used as a bivariate to predict two variables or as a multiple regression for checking multiple variables at the same time. To examine the study hypotheses in this paper, the simple linear regression technique was employed.

- Hypothesis one

- H₁: YouTube influencers credibility dimensions have a significant impact on consumer purchase intention

- H₁₁: attractiveness has a significant impact on consumer purchase intention

- H₁₂: trustworthiness has a significant impact on consumer purchase intention

- H₁₃: expertise has a significant impact on consumer purchase intention

Table 8. R square -value which represents the correlation between the observed values and predicted values of dependent variable

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.989 ^a	.979	.978	.156450
Predictors: (Constant), Expertise, Attractiveness, Trustworthiness				
Dependent Variable: Consumer purchase intention				

Table 8 gives us the R square -value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the Coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.979 which that the independent variable of the model can predict 97.9% of variance in dependent variable.

Table 9. ANOVA^b

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	163.901	3	54.634	2232.088	.000 ^a
	Residual	3.574	146	.024		
	Total	167.475	149			
a. Predictors: (Constant), Expertise, Attractiveness, Trustworthiness						
b. Dependent Variable: Consumer purchase intention						

The above table gives the test results for the analysis of one-way ANOVA. The results are given in three rows. The first row labeled as Regression gives the variability in the model due to known reasons. The second row labeled residual gives variability due to random error and unknown reasons. F-value in this case is 2232.088 and the p-value is given by 0.000 which is less than 0.05 so we conclude that YouTube influencers credibility dimensions have a significant impact on consumer purchase intention of university students.

From regression tables we can conclude:

- The R squared, was (97.9%) also called coefficient of determination, is a statistical calculation that measures the degree of interrelation and dependence between two variables. In other words, it is a formula that determines how much a variable's behavior can explain the behavior of another variable.

- The regression model, variables can be independent, which are used as the predictor or causal input and dependent, which are used as response variables. In experimental studies, independent variables X_{11} , X_{12} , X_{13} , are the variables that can be controlled and variable Y is the variable that reflects the changes in the independent variables X's. and the regression model in our research will be:

$$Y = -0.796 + 1.722 X_{11} - 1.128 X_{12} - 0.883 X_{13} + E$$

Where:

- Y is Consumer purchase intention.
- X_{11} is Attractiveness.
- X_{12} is Trustworthiness.
- X_{13} is Expertise.
- E is the error term
- The finding showed that there is a positive correlation between YouTube influencers credibility dimensions and consumer purchase intention of university students.

- *Hypothesis two:*

H2: Brand awareness has a significant impact on consumer purchase intention

H21: Brand recognition has a significant impact on consumer purchase intention

H22: Brand recall has a significant impact on consumer purchase intention

Table 10. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952 ^a	.906	.905	.326406

a. Predictors: (Constant), Brand recall, Brand recognition

b. Dependent Variable: Consumer purchase intention

Table 10 gives us the R square -value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the Coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.905 which that the independent variable of the model can predict 90.6% of variance in dependent variable.

Table 11. ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	151.813	2	75.907	712.463	.000 ^a
	Residual	15.662	147	.107		

Model	Sum of Squares	Df	Mean Square	F	Sig.
Total	167.475	149			
a. Predictors: (Constant), Brand recall, Brand recognition					
b. Dependent Variable: Consumer purchase intention					

The above table gives the test results for the analysis of one-way ANOVA. The results are given in three rows. The first row labeled as Regression gives the variability in the model due to known reasons. The second row labeled residual gives variability due to random error and unknown reasons. F-value in this case is 712.463 and the p-value is given by 0.000 which is less than 0.05 so we conclude that Brand awareness has a significant impact on consumer purchase intention of university students.

From regression tables we can conclude:

The R squared, was (90.6%) also called coefficient of determination, is a statistical calculation that measures the degree of interrelation and dependence between two variables. In other words, it is a formula that determines how much a variable's behavior can explain the behavior of another variable.

The regression model, variables can be independent, which are used as the predictor or causal input and dependent, which are used as response variables. In experimental studies, independent variables X_{21} , X_{22} are the variables that can be controlled and variable Y is the variable that reflects the changes in the independent variables X's. and the regression model in our research will be:

$$Y = 0.486 + 0.514 X_{21} + 0.431 X_{22} + E$$

Where:

- Y is Consumer purchase intention.
- X_{21} is Brand recognition.
- X_{22} is Brand recall.
- E is the error term.

Hypothesis three:

H3: YouTube influencers credibility dimensions and brand awareness have a significant impact on consumer purchase intention

Table 12. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.989 ^a	.979	.978	.156319
a. Predictors: (Constant), Brand recall, Expertise, Brand recognition, Attractiveness, Trustworthiness				
b. Dependent Variable: Consumer purchase intention				

The table (12) gives us the R square -value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the Coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.979 which that the independent variable of the model can predict 97.9% of variance in dependent variable

Table 13 gives the test results for the analysis of one-way ANOVA. The results are given in three rows. The first row labeled as Regression gives the variability in the model due to known reasons. The second row labeled residual gives variability due to random error and unknown reasons. F-value in this case is (1341.937) and the p-value is given by 0.000 which is less than 0.05 so we

conclude YouTube influencers credibility dimensions and brand awareness have a significant impact on consumer purchase intention of university students.

Table 13. ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	163.956	5	32.791	1341.937	.000 ^a
	Residual	3.519	144	.024		
	Total	167.475	149			
a. Predictors: (Constant), Brand recall, Expertise, Brand recognition, Attractiveness, Trustworthiness						
b. Dependent Variable: Consumer purchase intention						

From regression tables we can conclude:

The R squared, was (97.9%) also called coefficient of determination, is a statistical calculation that measures the degree of interrelation and dependence between two variables. In other words, it is a formula that determines how much a variable's behavior can explain the behavior of another variable.

The regression model, variables can be independent, which are used as the predictor or causal input and dependent, which are used as response variables. In experimental studies, independent variables X_{11} , X_{12} , X_{13} , X_{21} , X_{22} are the variables that can be controlled and variable Y is the variable that reflects the changes in the independent variables X 's. and the regression model in our research will be:

$$Y = 0.886 + 1.695 X_{11} + 0.118 X_{12} - 0.863 X_{13} + 0.008 X_{21} - 0.244 X_{22} + E$$

Where:

- Y is Consumer purchase intention.
- X_{11} is Attractiveness.
- X_{12} is Trustworthiness.
- X_{13} is Expertise.
- X_{21} is Brand recognition.
- X_{22} is Brand recall.
- E is the error term.

The finding showed that there is a positive correlation between YouTube influencers credibility dimensions and brand awareness and consumer purchase intention of university students.

Results of hypothesis tests

• In this article, the simple linear regression technique was used to test the research hypotheses

Hypothesis one

• H_1 : YouTube influencers credibility dimensions have a significant impact on consumer purchase intention

- H_{11} : attractiveness has a significant impact on consumer purchase intention
- H_{12} : trustworthiness has a significant impact on consumer purchase intention
- H_{13} : expertise has a significant impact on consumer purchase intention

The findings showed that there is a positive correlation between YouTube influencers credibility dimensions and consumer purchase intention of university students - which means accepting the null (H_0) Hypothesis and rejecting the alternative. (H_1).

Hypothesis two:

H2: Brand awareness has a significant impact on consumer purchase intention

H21: Brand recognition has a significant impact on consumer purchase intention

H22: Brand recall has a significant impact on consumer purchase intention

The findings showed that there is a positive correlation between Brand awareness and purchase intention of university students - which means accepting the null (H0) Hypothesis and rejecting the alternative. (H1).

Hypothesis three:

H3: YouTube influencers credibility dimensions and brand awareness have a significant impact on consumer purchase intention.

The findings showed that there is a positive correlation between YouTube influencers credibility dimensions and brand awareness and purchase intention of university students - which means accepting the null (H0) Hypothesis and rejecting the alternative. (H1).

Conclusion

The findings of this study show what companies may need to take into consideration before adopting influencer marketing, as a tool to market the brand or a product.

This study analysis the impact of YouTube influencers on consumer purchase intention with mediating effect of brand awareness: empirical study on university Students in tabuk"

Pilot study finds evidence that a positive and significant correlation exists between YouTube influencers credibility dimensions and brand awareness and purchase intention of university students, and this confirmed by the study.

There is a significant positive correlation between dependent variable (consumer purchase intention (Y) and independent variable x11: (Attractiveness) with 96.6%, indicating a high correlation. Hence it is proved by majority that (attractiveness) impact on consumer purchase intention, and this confirmed by the s (kamins,1990; Brain et al,2000; Lim et al,2017; silva et al,2019) , However, this differed with the following studies, (Chen , 2019; Joseph, 1982; Kahle and Homer, 1985) .

There is a significant positive correlation between dependent variable (consumer purchase intention (Y) and independent variable(x12) trustworthiness with 95.8%. indicating a high correlation. Hence it is proved by majority that (trustworthiness) impact on consumer purchase intention, and this confirmed by (Abdulmajid-Sallam and Wahid, 2012; Ohanian,1990; chao et al,2005; Choi & Rifon, 2012; Chung & Cho, 2017) .

there is a significant positive correlation between dependent variable (consumer purchase intention (Y) and independent variable (Expertise) (x13) with 85.3%. indicating a high correlation, hence it is proved by majority that is (Expertise) impact on consumer purchase intention, and this confirmed by (Ohanian, 1990; omayma et al,2020; van der Waldt et al., 2009).

According of the result of this study, The most independent variable correlated with (Y) is (X₁₁) (Attractiveness) then (X₁₂) (Trustworthiness), and this confirmed by this study and this confirmed by (kamins,1990; Brain et al,2000; Lim et al,2017;silva et al,2019), However, this differed with the following studies, (Tarhini et al., 2019; Ohanian, 1990; Wang and Scheinbaum,,2018; omayma et al,2020; van der Waldt et al., 2009).they did not find any impact of the attractiveness on the PI , but they found that the expertise is mainly impact on consumer purchase intention.

there is a significant positive correlation between dependent variable (consumer purchase intention (Y) and independent variable (X₂₁) with **95%**. hence it is proved by majority that Brand recognition impact on consumer purchase intention, this confirmed by this study and this confirmed by(Gunawan and Dharmayanti, 2014, Dewi and Jatra,2018, Dewi and suslistyawati,2018) .

there is a significant positive correlation between (Y) and (X_{22}) with **94.80%**. hence it is proved by majority that (Brand recall) impact on consumer purchase intention, this confirmed by this study and confirmed by (kai Domini,2020; Anas,2018; Mc Quarrie et al ,2013; Dlodlo,2014).

The most independent variable correlated with (Y) is (X_{21}) (Brand recognition)

The finding showed that there is a positive correlation Between brand awareness and consumer purchase intention of university students, this confirmed by this study and confirmed by (Pratiwi and rahanatha,2016, kai Dominik,2020, Lim et al,2017, Gadalla et al 2019).

The findings showed that there is a positive correlation between YouTube influencers credibility dimensions and brand awareness and purchase intention of university students in Tabuk.

Brand Awareness, as a mediating variable, affects the relationship between YouTube influencers credibility dimensions and purchase intention of university students in Tabuk.

Recommendation

- Influencer marketing enjoy a wide population of extremely loyal followers who are active in various websites like Instagram, YouTube.

- Less than half of the population make purchase based on recommendation by influencer but at the same time they use influencers to discover new trends and brands, this implies that influencers play a significant role in shaping consumer purchase intention.

- YouTube, as a platform, continues to grow, and marketers are seeking new ways to integrate their brands with high profile YouTubers in terms of subscriber count to influence the potential target audience. Since the YouTubers interactions with their subscribers are continuous, this platform can be considered as a highly convenient marketing activity. YouTube is currently seen as a revenue generating platform for both companies and YouTubers. For benefits, companies. are entering into social media platforms, and on the other hand YouTubers are generating extra income from such companies with which they tie up. It is important to investigate more about social media and specifically the YouTube. YouTube can easily provide benefits to the marketers, YouTubers as well as consumers.

- The study finds that there is a positive correlation between (attractive, trustworthiness and expertise) and consumer purchase intention), The most independent variable correlated with (Y) is (X_{11}) (Attractiveness) then (X_{12}) (Trustworthiness), so it is suggested to the marketing managers to select attractive influencers to represent their brands, thus brands should choose influencers who have strong personalities, good physical appearances and have the reputation of being trustworthy.

- The main reason for growth of influencer marketing is the increasing reach of social media, it very important for brands to have.

- Influencers marketing is useful for creating Brand recall.

- Statistical analysis of survey results proved that YouTube influencers have a positive statistically significant effect on brand awareness, I concluded that social media users like to see whom their favorite are working with and what is more. They get inspired to follow the brands their favorite influencers are collaborating with brands that are noticed on influencers profiles are considered as trusted, and people can recall them, this was also proved by literature itself (Switala, Gammrot ,Reformat & Bilinska ,reformat,2018) .

Future research:

- examining the mediating role of other variables such as EWOM and loyalty programmers could also provide further insights onto the nature of the factors affecting the consumer intention.

- In addition, future studies should examine the differences of using more than one social media platform.
- This research was conducted only on university students and did not include consumers with different demographic structures. Different results can be obtained by selecting a different sample such as age, education, income groups in future studies.

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