

## The Impact of Influencer Marketing on Consumer Decisions in Gulf Cooperation Council (GCC) Countries

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### Abstract

This research aims to Focus on the importance of the influencers marketing to the consumers decisions, explain the role of influencers on affecting the consumers buying decisions and elaborate the influencers marketing tools that plays a major role on consumers buying decisions in gulf cooperation council countries. The main objective is to analyze the role of social media influencers in effecting the customers buying decisions gulf cooperation council countries. The used method approach will provide the best opportunities for answering the important research questions, the answers of which rely upon a variety of forms of data and the quantitative survey method - questionnaire survey – was chosen for the study.

The population is defined as all active users of social media (total of 106), who are also aware of the social media influencers in gulf cooperation council countries.

The results of the analysis indicate a strong agreement among participants regarding the influence of influencer reputation on buying decisions highlights the pivotal role that influencers play in shaping consumer preferences and behaviors. Consumers place a high value on influencers' attitudes, reputation, and content accuracy when making purchasing choices.

The researcher recommends collaborating with influencers to create high-quality, engaging content that resonates with the target audience. Moreover, encourage influencers to disclose sponsored content transparently and authentically. Prioritize honesty and integrity in influencer-brand partnerships to build trust with consumers and foster long-term relationships. Finally, implement robust tracking and analytics tools to monitor the performance of influencer marketing campaigns

### Keywords:

**Influencer, Influencer marketing, Purchase decision, consumer decision, social media, GCC, Gulf Cooperation Council Countries**

## Introduction

The emergence of social media influencers has fundamentally altered the marketing environment and how companies advertise their goods and services. Influencer marketing is becoming more and more popular as a way for companies to engage with their target audience on social media, and there is a lot of discussion about how it can impact customer demand and purchase behavior. The goal of this study is to comprehend how influencers affect the behavior and purchase decisions of consumers (Mishra, S., & Ashfaq, R. (2023).

Businesses may now use influencer marketing to reach a wider audience and alter client behavior. Influencers on social media have become more and more common, and corporations are now using them extensively in their marketing strategies. Influencers are persons who have a large social media following and who utilize their platform to advocate for brands' products and services. Thanks to the expansion of social media platforms, influencers can now communicate and engage with millions of people globally (Mishra, S., & Ashfaq, R. (2023).

Due to social media's immense impact, a sizable portion of Internet users now purchase goods after finding them on social media platforms. It should be mentioned that the majority of buyers typically follow recommendations on social media while making a

purchase. Furthermore, social media plays the role of a quality retention strategy by building and sustaining a strong and long-lasting client relationship. 62% of Internet users are active on at least one social network, 53% of users have purchased a product after seeing an advertisement online, and 78% of sellers report better sales than those who do not use social media to interact with their customers, according to studies on social media and e-commerce (Al-Nasser, A., & Mahomed, A. S. B. (2020). In Saudi Arabia and other developing nations, social media platforms—including Facebook, Twitter, WhatsApp, Instagram, Snapchat, and many more—Compared to other Arab countries, has a greater potential for successful electronic commerce (E-commerce) consumers due to its higher number of online shoppers, who are reported to have spent over \$3.0 billion annually on e-commerce transactions. An estimated 3.50 million people utilize e-commerce, which makes up 14.3% of Saudi Arabia's total population. It is a general belief that social media influencer's promotion of products could increase sales significantly (Alhafi, N., & Ahmed, M. (2021).

## Literature reviews

- **Saleh Shuqair, Philip Cragg, Amir Zaidan, Tijjay Mitchell (2016).**

The literature aimed to ascertain whether user generated content influences consumer purchasing intention, the elements influencing the Electronic Word of Mouth (eWOM) experience and their perceived attitude towards an associated brand. The quantitative methodology has been favored. The research survey was designed to be self-administered and encompasses focused questions that seek to evoke a set of measurable responses which with analysis can provide clear answers for the research questions through quantifiable data. A sample size of 170 respondents undertook the research survey. As a result, Individuals in the Kingdom of Bahrain are significantly influenced by eWOM and they perceive customers' posts, reviews and shares as more trustworthy than the companies' posts as they enhance the attitude towards the brand, increase the customer's trust and give them a stronger sense of confidence towards the brand.

- **Amandeep1, Dr. Seema Varshney2, Syed Aulia (2017).**

This literature aimed to investigate the impact on how different advertising strategies can influence the consumer decision regarding purchasing of consumer durables in sultanate of Oman. The study used Quantitative study done to understand the Impact of Advertising on Consumer Purchase Decision with reference to Consumer durable Goods in Oman. Descriptive research design was also used for the current research study using

Non-probability - Convenience Sampling. sample size comprised of 100 respondents and as a result it has been observed that Ad attractiveness, Adrecall, Attitude towards floor ads, Ad persuasiveness, and purchase intention make a significant contribution to Ad effectiveness and contribute heavily to purchase intention.

- **Faraj Mazyed Faraj Aldaihani (2018).**

This literature aimed to explore the impact of social customer relationship management (CRM) on customer satisfaction through customer empowerment using a sample of customers of Islamic banks in Kuwait. data were gathered using a questionnaire developed for the purpose of the present study based on previous relevant studies. A total of 700 questionnaires were distributed to the respondents. the results showed a statistically significant and positive impact of SCRM on customer satisfaction through customer empowerment. It was asserted that both traditional CRM and social media have significant effects on customer empowerment and satisfaction simultaneously.

- **Maria Francisca Lies Ambarwati, Herlina Damaryanti, Harjanto Prabowo, and Muhammad Hamsal (2019).**

This research aimed to investigate the impact of a beauty vlogger to the purchase intention of the viewers in the YouTube channel. This study uses quantitative research method with analysis techniques include tests of validity, reliability, normality, linearity, simple linear regression, statistic descriptive, and determination. The study

applied to 100 respondents using distributing questionnaires and the result shows the contribution of the digital influencer to the decision of purchasing cosmetic products is 87.6%. This result opens the opportunity to producers of life-style products to collaborate with the beauty vloggers to advertise their products.

▪ **Miglė ČERNIKOVAITĖ (2019).**

This research aimed to analyze the impact effect of Influencers marketing on consumer buying behavior by determining which partnership opportunities are most relevant. The study used the theoretical analysis of scientific literature and quantitative statistical analysis of empirical research results and. The quantitative survey method - questionnaire survey – was chosen for the study applied to 297 consumers. As a result, it shown that before making a decision to purchase a product or a service, most respondents are actively seeking information in social networks by reading other costumer's feedback. Moreover, the survey reveals that recommendations, comments, shared information about certain brands by Influencers are the most important factors in changing buying behavior.

▪ **Žaneta Kavaliauskienė, Haroldas Margis (2019).**

This research aimed to investigate whether influencers impact consumers' purchasing decisions and affect the consumers behaviors to buy Coca-Cola products. The quantitative research method used for the research – online questionnaire survey. 330 respondents were interviewed. The research was limited to

analyzing the impact of influencers as one of today's most effective promotional tools on consumer purchasing decisions. Consumers are found to be interested in influencers' promoted Coca-Cola products, but influencers only initiate the consumer's purchasing decision, and the company is recommended to use complex promotional tools for its final goals realization.

▪ **Asem Al-Nasser (2020).**

This research aimed to examines customers' engagement and evaluation of products via SMIs on Instagram as well as the role played by SMIs in influencing buyers purchasing decisions. The review highlighted the effect of SMIs on the buying intentions of Saudi Arabian Instagrammers using Instagram as a social commercial evaluation tool. As a result of the study it is apparent that purchasing decisions are highly influenced by SMIs through Instagram as a social media platform in the kingdom of Saudi Arabia.

▪ **Rebeka-Anna Popa, Zsuzsa Săplăcana, Dan-Cristian Dabija b and Mónica-Anetta Alta (2020).**

This research aimed to uses customer journey theory to explain the impact of SMI trust on customer travel decision-making and focuses on evaluating the role of customer journey constructs (including desire, information search, evaluating alternatives, purchase decisions, satisfaction and experience sharing) in mediating the interrelation between SMI trust and the dimensions of customer journeys. The study used Smart PLS to analyze the data collected. As a result of the study, it indicates that consumer trust in SMIs has a positive effect on each phase of travel decision-making and trustworthiness serves as a highly

important aspect to successfully influence tourists' destination decision making.

▪ **Stefan Zakl\*, Maria Hasprova (2020).**

This research aimed to study the systematization of knowledge about the position and roles of influencers as opinion leaders in the social media environment in order to identify their typology, influence factors and the intensity of their impact on consumer decision making process, based on the comparison of knowledge from the results of global research studies. The study used the quantitative online research processed by authors and as a result of quantitative method of inquiry - questioning using an online questionnaire, the survey showed the promotion of some products through influencers may be more advantageous than others. Influencers will have the greatest impact when buying clothes, shoes, cosmetics and, surprisingly, services.

▪ **Sara Javed, Md. Salamun Rashidin & Yun Xiao (2021).**

This research aimed to investigate the effects of fashion influencers on consumers decision-making processes and their content outreach on Instagram by embracing new behavioral consumption model dual AISAS model, which is upgraded version of AISAS Model. The research applied Both offline and online surveys were conducted involving 969 Pakistan Instagram users following digital influencers. findings demonstrate that every path in dual AISAS model is found significant and have profound effect

▪ **Nouf Alhafi and Manzar Ahmed (2021).**

This research aimed to examine the influence of social media celebrities on the buying decision of Saudi customers based on quantitative method. Questionnaire was utilized for data collection among a general population of 101 Saudi customers. The results showed that celebrities influence the customers purchase decision of product by endorsing the brands through the advertisements. The findings showed an attachment of the customers to the celebrities that they prefer. Hence it is concluded that the attractiveness of the celebrity, the use of the product by the celebrity, positive image of the celebrity and consumer seeing them as celebrities has significance influence of product purchase decision.

▪ **Alyahya M. (2021)**

This research aimed to explores the social advocacy, trustworthiness and perceived effectiveness of marketing influencers to predict the purchase intention from sociocultural perspective. The data was collected through a convenience sampling technique among Saudi consumers and analyzed on Smart-PLS. The results depicted a significant relationship between social advocacy, trustworthiness, perceived effectiveness and purchase intention.

▪ **Sraddhaa Mishra and Dr. Rubaid Ashfaq (2023).**

This research aimed to understand the role of influencers in shaping consumer behavior and purchasing decisions. The literature review provides a comprehensive account of the body of research on influencer marketing and its impacts on consumer behavior and purchasing decisions

by applying to several elements of influencer marketing, including the value and legitimacy of messages, the characteristics of influencers, and the accuracy of influencer content. This study employs both primary and secondary data sources to investigate the influencer impact on consumer behavior and purchase decisions. Specifically, a qualitative research approach with primary information gathered from surveys 358 respondents participated and resulted of evident that influencers hold significant power in shaping consumer behavior.

▪ **Margareta Nadanyiova1 and Lucia Sujanska (2023).**

This research aimed to determine the impact of influencer marketing on the decision-making process of Generation Z. This also includes providing the theoretical background and analysis of influencer marketing from the viewpoint of Slovak and foreign authors.

General scientific methods were applied for the processing of the data as well as mathematical-statistical methods to evaluate the data collated from the results of the questionnaire survey and to statistical hypothesis testing. Based on the analysis and results of the questionnaire survey, it is thus clear that the implementation of influencer marketing in marketing communication of Slovak companies targeted at Generation Z brings many benefits, including building relationships with Generation Z, increasing their loyalty and improving the company image.

▪ **Tasnim ALHELALI (2023).**

This research aimed to show how digital marketing plays a vital role in affecting the consumer purchasing

decision and the study investigated digital marketing strategies for marketers, including online advertising, mobile marketing, email marketing, and social media marketing. It examines how these strategies affect how consumers in the United Arab Emirates make purchasing decisions. The study applied to 392 consumers of residents in the UAE using quantitative research method to support the hypotheses. This dissertation demonstrates that the most important factor influencing consumer purchasing decisions is social media, which influences consumer purchasing decisions in a significantly positive way. Additionally, online advertising has a significant impact on consumers purchasing decisions.

▪ **NAWAL NASSER R H ALMARRI (2024).**

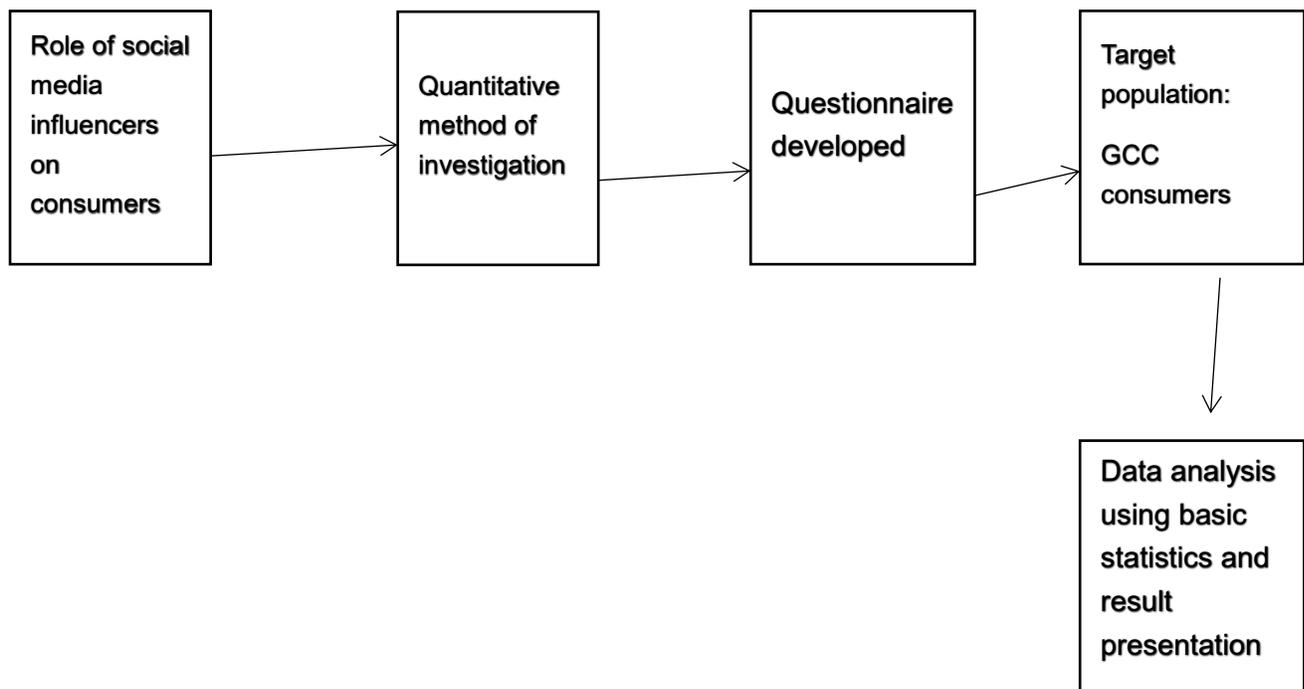
This research aimed to examines the extent of influence of social media marketing on consumer purchase decisions in Qatar and the challenges that could prevent the full utilization of social media marketing in Qatar. This study applied to online users in Qatar based on a link shared on social media platforms using survey. As a result of the study, it shows that there is a significant impact exerted by social media in molding consumer buying behaviors in Qatar. Although the nation has a high rate of social media participation, it lags behind worldwide trends in terms of online sales, indicating a notable discrepancy. Additionally, it highlights the need of tailored marketing strategies that connect the online portrayal of a product or service with the actual number of sales. This involves resolving any differences that have been detected and making the most of the opportunities provided by social media to influence customer behavior.

### Methodology and research methods

The main objective of this study is to analyze the role of social media influencers in effecting the customers buying decisions gulf cooperation council countries. The used method approach will provide the best opportunities for answering the important research

questions, the answers of which rely upon a variety of forms of data. The quantitative survey method - questionnaire survey – was chosen for the study. The questionnaire was conducted online for the chosen sample.

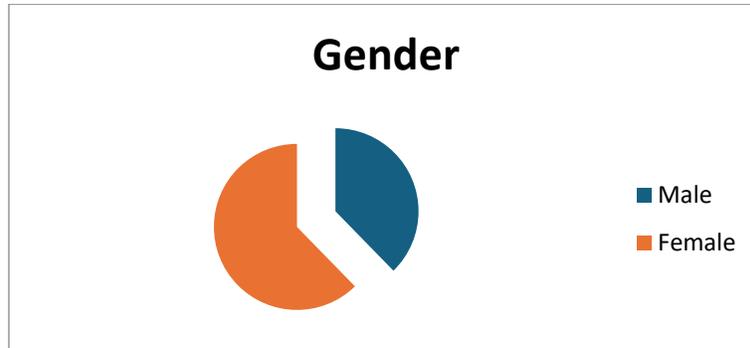
Figure 1: Summarized workflow of this study



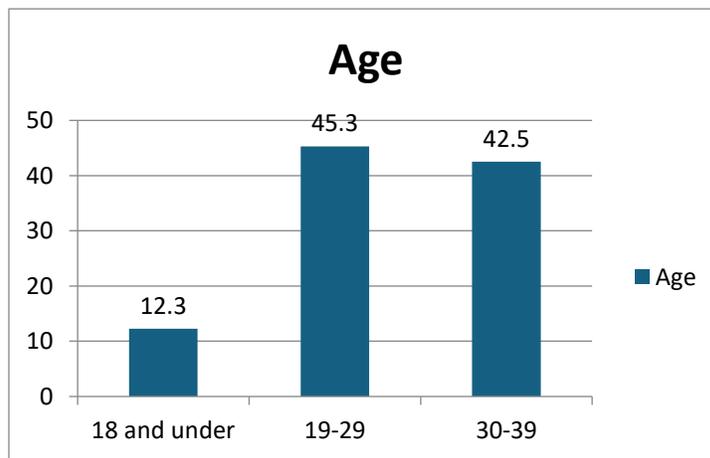
## Research results

### a) Demographics results

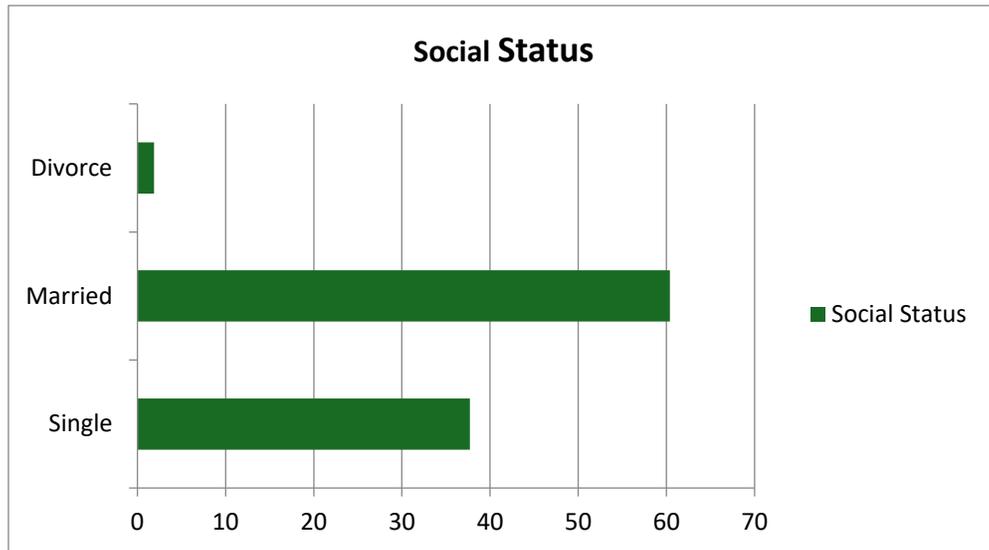
**Gender:** The table indicates a fairly balanced representation of gender, with 40 Males (37.7%) and 66 Females (62.3%) comprising the sample.



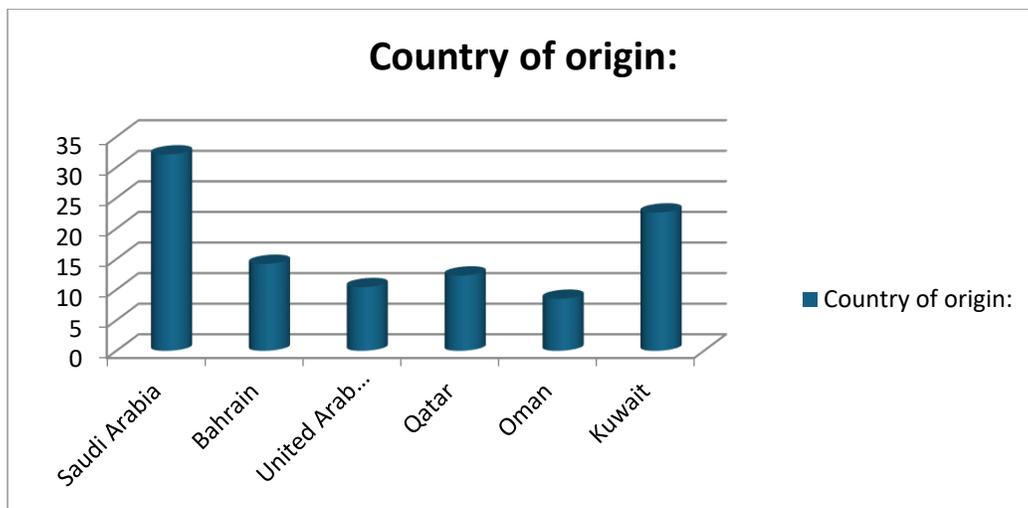
**Age:** Participants span various age groups, with the majority falling within the 19-29 age range (45.3%), followed closely by the 30-39 age group (42.5%). A smaller portion of participants are aged 18 and under (12.3%).



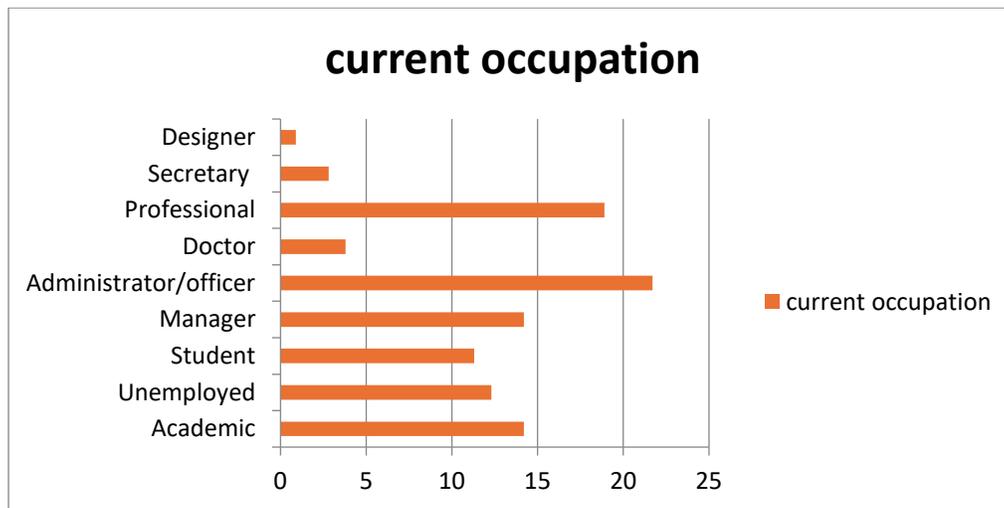
**Social Status:** The majority of participants are married (60.4%), while a significant portion are single (37.7%). A smaller percentage are divorced (1.9%).



**Country of Origin:** Participants hail from various countries within the Gulf Cooperation Council (GCC), with Saudi Arabia being the most represented (32.1%), followed by Kuwait (22.6%), Bahrain (14.2%), Qatar (12.3%), United Arab Emirates (10.4%), and Oman (8.5%).



**Current Occupation:** The sample includes participants with diverse occupations, including academic roles (14.2%), managerial positions (14.2%), and professional roles (18.9%). Additionally, there are participants who are unemployed (12.3%), students (11.3%), administrators/officers (21.7%), doctors (3.8%), secretaries (2.8%), and designers (0.9%).



## B) Hypotheses

- **Sub-hypotheses 1: There is a significant effect where it is statistically studied between the influencers attitude and the consumer decisions in gulf cooperation council countries.**

Table 2. Mean, Standard Deviation (SD), and arrangement of items in the influencers attitude and the consumer decisions

Items	Mean	SD	Arrangement of items	Meaning*
5-You rely on the social media influencers personal experience	3.54	1.289	3	agree

9-Social media influencer attitude affects your buying decisions	3.92	1.127	2	agree
10-Social media influencer reputation affects your buying decisions	4.46	.538	1	Strongly Agree
OVERALL	3.97	0.985		agree
*Categorization of the attitude or agreement level expressed by participants.				

The hypothesis posits that there is a significant relationship between influencers' attitudes and consumer decisions in Gulf Cooperation Council (GCC) countries. The arrangement of items in the table aligns with this hypothesis by examining specific aspects of influencers' attitudes and their impact on consumer behavior.

Item 10 delves into the impact of influencer reputation on consumer decisions. The significantly higher mean score of 4.46 indicates a strong agreement among participants that influencer reputation strongly affects their buying decisions. This suggests that consumers place a high value on the reputation of influencers when making purchasing choices.

Item 9 explores the influence of social media influencers' general attitudes on buying decisions. With a mean score of 3.92, participants tend to agree that influencer attitudes play a role in shaping their

purchasing choices, indicating that consumers consider influencers' overall demeanor when making decisions

Item 5 investigates the reliance on social media influencers' personal experiences, which is crucial in understanding how individuals perceive and trust influencer content. The mean score of 3.54 suggests a moderate level of agreement among participants, indicating that many consumers do rely on influencers' personal experiences to some extent.

- **Sub-hypotheses 2: There is a significant effect where it is statistically studied between the accuracy of influencer content and the consumer decisions in gulf cooperation council countries.**

**Table 3.** Mean, Standard Deviation (SD), and arrangement of items in the of influencer content and the consumer decisions

Item No.	Item	Mean	SD	Arrangement of items	Meaning*
1	You trust the recommendation of social media influencers	2.78	1.042	3	neutral
4	Social media influencers accurately represent the quality of the product	2.54	.987	5	Disagree
6	Social media influencers promoting products for financial gain only	2.76	1.000	4	neutral
3	Negative reviews from social media influencers affect your purchasing decisions	2.95	1.245	2	neutral
7	Social media influencers are honest and transparent about the products reviews	2.42	.883	6	Disagree
8	Number of followers for the social media influencer endorsed the accuracy of promoting the product	3.84	1.088	1	agree
	OVERALL	2.88	1.041		neutral

\*Categorization of the attitude or agreement level expressed by participants.

Sub-hypothesis 2 proposes that there is a significant relationship between the accuracy of influencer content and consumer decisions in Gulf Cooperation Council (GCC) countries. The table provided presents data on mean scores, standard deviations, and the arrangement of items related to influencer content accuracy and its impact on consumer decisions.

The arrangement of items in the table covers various dimensions of influencer content accuracy and its influence on consumer behavior. Each item explores different aspects of trust, representation of product quality, promotional motives, influence of negative reviews, honesty, transparency, and the significance of influencer follower count.

Looking at the arrangement of items, there is a mix of agreement levels expressed by participants, ranging from "disagree" to "neutral" to "agree." This suggests

a diverse range of opinions regarding the accuracy of influencer content and its impact on consumer decisions.

For instance, item 1 indicates a neutral sentiment towards trusting social media influencers' recommendations, while item 4 shows disagreement regarding influencers accurately representing product quality. Item 7 also reflects disagreement regarding influencers' honesty and transparency about product reviews. On the other hand, item 8 suggests agreement that the number of followers for the influencer endorses the accuracy of promoting the product.

The overall mean score of 2.88 falls within the "neutral" range, indicating a lack of strong agreement or disagreement across all items analyzed. This suggests a mixed perception among participants regarding the accuracy of influencer content and its influence on consumer decisions in GCC countries

➤ **Sub-hypotheses 3: There is a significant effect where it is statistically studied between the influencers marketing and the consumer satisfaction in gulf cooperation council countries.**

**Table 4.** Mean, Standard Deviation (SD), and arrangement of items the influencers marketing and the consumer satisfaction

Item No.	Item	Mean	SD	Arrangement of items	Meaning*
6	Sometimes you regretted making a purchase based on social media influencers recommendations	3.87	.947	1	agree

	You purchased a product from an influencer review then it turned out to				
11	be disappointing despite the positive recommendation from the social media influencer	3.46	1.079	2	agree
<b>OVERALL</b>		<b>3.67</b>	<b>1.013</b>		<b>agree</b>

Sub-hypotheses 3 suggests a significant relationship between influencers' marketing and consumer satisfaction in Gulf Cooperation Council (GCC) countries. The provided table outlines the mean, standard deviation, arrangement of items, and their corresponding meanings, shedding light on this relationship.

The arrangement of items in the table appears to focus specifically on consumer experiences and satisfaction related to influencer marketing. Both items 6 and 11 delve into instances where consumers have experienced regret or disappointment after making purchases based on influencer recommendations. These items likely aim to gauge the prevalence of such occurrences and their impact on consumer satisfaction.

The mean scores for both items indicate a general agreement among participants, with scores above the neutral point. Item 6, with a mean score of 3.87, suggests that many consumers have experienced regret after purchasing products recommended by influencers. Similarly, item 11, with a mean score of 3.46, indicates that consumers have encountered disappointment despite positive influencer recommendations.

The overall mean score of 3.67 further supports the notion that there is a significant relationship between influencers' marketing and consumer satisfaction in

GCC countries, as it reflects an overall agreement among participants regarding the influence of influencer marketing on their satisfaction levels.

- **Sub-hypotheses 4: There is a significant effect where it is statistically studied between the digital marketing and the consumer decisions in gulf cooperation council countries.**

**Table 5.** Mean, Standard Deviation (SD), and arrangement of items the digital marketing and the consumer decisions

Item No.	Item	Mean	SD	Arrangement of items	Meaning*
2	You research the product before purchasing it	4.07	.759	1	Agree
1	You bought a product based on a recommendation of social media influencers	2.96	1.242	4	neutral
2	Social media influencers reviews affect your purchasing decisions	3.23	.998	3	neutral
3	Negative reviews from social media influencers affect your purchasing decisions	2.95	1.245	5	neutral
12	You will buy a product based on your favorite social media influencer even if the price is unreasonable	2.11	.747	7	neutral
4	You use the discount/offers provided from social media influencers to buy the product	2.40	1.177	6	neutral
5	You buy the limited-Edition products offers from the social media influencers	4.46	.620	2	completely agree
	OVERALL	3.17	0.970		neutral

Sub-hypotheses 4 posits a significant relationship between digital marketing and consumer decisions in Gulf Cooperation Council (GCC) countries. The provided table presents the mean, standard deviation, arrangement of items, and their corresponding meanings, aiming to elucidate this relationship.

The arrangement of items in the table appears to cover various aspects of consumer behavior influenced by digital marketing strategies, particularly those employed by social media influencers.

Starting with item 1, which explores purchasing decisions based on influencer recommendations, and item 2, which assesses the influence of influencer reviews on purchasing decisions, both reflect neutral sentiments among participants. This suggests a lack of strong agreement or disagreement regarding the impact of influencer content on purchasing choices. Item 3 examines the influence of negative influencer

### C) Discussion

The finding of strong agreement among participants regarding the influence of influencer reputation on buying decisions highlights the pivotal role that influencers play in shaping consumer preferences and behaviors. Businesses and marketers can leverage this insight by strategically partnering with influencers who possess strong reputations and align with their target audience's values and preferences, thereby enhancing the effectiveness of influencer marketing campaigns and driving consumer engagement and loyalty.

These findings are consistent with Mussa's (2023) study, which highlights the influential role of social media influencers, particularly on platforms like TikTok. Mussa emphasizes how TikTok influencers can shape followers' attitudes toward brands through

reviews on purchasing decisions, also reflecting a neutral sentiment among participants. Similarly, item 12, which assesses the willingness to purchase a product based on a favorite influencer's recommendation despite unreasonable pricing, also garners a neutral response.

Items 4 and 5 delve into specific digital marketing tactics, such as offering discounts/offers and limited-edition products, respectively. While item 4 receives a relatively low mean score, indicating a neutral sentiment towards utilizing discounts/offers from influencers, item 5 receives a high mean score, suggesting strong agreement with purchasing limited-edition products offered by influencers.

The overall mean score of 3.17, falling within the neutral range, indicates a lack of consensus among participants regarding the influence of digital marketing on consumer decisions in GCC countries.

the engaging stories, videos, and content they share on their profiles. Similarly, Alexander's (2024) research corroborates these findings by emphasizing the substantial impact of social media influencers on public opinion and consumer behavior. Alexander underscores how influencers wield the power to sway public perception, influencing various aspects of individuals' lives, including political attitudes, lifestyle choices, and purchasing decisions. Together, these studies underscore the significant influence and importance of social media influencers in contemporary digital marketing landscapes.

The discovery of varied perspectives among participants underscores the intricate nature of consumer attitudes toward influencer marketing in Gulf Cooperation Council (GCC) countries. It indicates the necessity for businesses and marketers in

this region to acknowledge and address this diversity of opinions. By doing so, they can craft influencer marketing strategies that effectively connect with their target audience, fostering genuine engagement and ultimately driving conversions. This finding resonates with the research conducted by Chekima et al. (2020), which elucidates that the differences in consumers' intentions to purchase can be better understood through factors such as the personality of social media influencers, the quality of their content, and the level of trustworthiness they convey.

The substantial correlation observed between influencers' marketing and consumer satisfaction in Gulf Cooperation Council (GCC) countries highlights the criticality of integrating influencer marketing strategies into businesses' promotional endeavors. Harnessing the influence of influencers to augment

## Conclusion

In conclusion, the impact of influencer marketing on consumer decisions in Gulf Cooperation Council (GCC) countries is significant and multifaceted. Through our examination of various sub-hypotheses and research findings, several key insights have emerged.

Firstly, we have observed a strong agreement among participants regarding the influence of influencer marketing on consumer decisions, highlighting the pivotal role that influencers play in shaping purchasing behaviors within the GCC region. Consumers place a high value on influencers' attitudes, reputation, and content accuracy when making purchasing choices, underscoring the importance of cultivating trust and authenticity in influencer-brand partnerships.

consumer satisfaction enables businesses to fortify their brand image, foster heightened customer loyalty, and pave the way for sustained success within the GCC market. This finding resonates with the research conducted by Ali & Haque (2023), which underscores the pivotal role played by influencers in the decision-making journey. Influencers serve as key facilitators in introducing customers to novel products and services, thereby exerting a significant influence on consumer preferences and choices.

Secondly, while influencer marketing is recognized as a powerful tool for driving consumer engagement and satisfaction, our analysis has revealed a mixed perception among participants regarding the accuracy of influencer content and its influence on consumer decisions. This suggests the need for businesses and marketers to navigate the nuances of consumer attitudes towards influencer-generated content and tailor their marketing strategies accordingly.

Furthermore, our findings indicate a significant relationship between influencer marketing and consumer satisfaction in GCC countries. By leveraging the power of influencers to enhance consumer satisfaction, businesses can strengthen their brand reputation, increase customer loyalty, and drive long-term success within the GCC market.

In light of these insights, it is clear that influencer marketing holds immense potential for businesses

operating in the GCC countries. However, to capitalize on this potential, it is essential for businesses to prioritize authenticity, relevance, and trust in their influencer marketing efforts. By forging genuine connections with influencers and their audiences,

businesses can effectively navigate the complex landscape of consumer decisions and drive meaningful engagement and conversions in the GCC market.

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