

Filipino Influencer Effect: Purchasing Decisions Among Generation Z and Non-Generation Z Consumers in Bahrain

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Abstract

This study examined the effect of Filipino Influencer, Richard Martinez, on purchasing behaviors among Gen Z and Non-Gen Z consumers in the Kingdom of Bahrain. It aimed to assess levels of influencer marketing attributes, determine their relationship with purchasing decisions, and compare behaviors across generations. Using a descriptive-correlational design, data were collected from 108 respondents equally divided between Gen Z and Non-Gen Z groups. Results showed that consumers perceive Richard Martinez as trustworthy, attractive, and an expert in his field, with attractiveness emerging as the strongest contributing factor. Findings revealed a statistically significant and strong positive correlation between overall influencer credibility and purchasing decisions, though attractiveness demonstrated a moderately positive relationship. On the other hand, no significant difference was found between the purchasing behaviors of Gen Z and Non-Gen Z consumers. Based on the findings, it is recommended that Richard Martinez and other influencers maintain authenticity and expertise through honest and emotional content, while consumers are encouraged to make informed and responsible decisions by practicing media literacy and critical thinking.

Keywords: Influencer Marketing; Trustworthiness; Attractiveness; Expertise; Purchasing Decisions

1. Introduction

1.1. Problem and Background of the Study

In today's interconnected world, consumers extend within and beyond transactions. Consumers play a vital role in the functioning of any economy. They are not merely end-users of goods and services, but a catalyst of production, trends, and growth. Through their purchasing decisions, they drive the path of what businesses shall perform in order to meet their needs in the market.

To meet the standards of consumers, companies look for innovative ways such as influencer marketing to directly communicate with their target consumers in the digital market. Influencer marketing is a communication strategy in which a firm selects and incentivizes online influencers to engage their followers on social media in an attempt to promote the firm's offering (Leung et al. 2022). The use of the internet and social media certainly has a significant influence in reaching a border market. In examining the dynamics between influencers and consumers, it becomes essential how intended purchases shape perceptions and influencers image. Such insights could inform how brands select influencers, and how influencers themselves can maintain long-term relationships with the audience.

The unprecedented development of social media utilized by different organizations in the world, have an opportunity to connect with customers through accessible platforms. Among many innovative strategies used by businesses, 84% of marketing professionals find influencer marketing to be highly effective and believe that it delivers good results to management (Attri & Bhagwat, 2022 and Barker, 2020). This plays a major

role in consumer behavior, providing accessibility of the market in various areas, and influence in the purchasing decisions of individuals.

Purchasing decisions refers to the stage where the consumer is in the decision-making process, choosing to buy a product/service or not. It is shaped by factors such as product, quality, price, and reputation. The internet has opened doors to firms to explore incredible digital marketing chances by using a variety of digital channels and strategies, businesses can share their products and services online (Al-Azzam & Al-Mizeed, 2021). Consequently, purchasing decisions have changed drastically with the rising use of social media and digital advertising.

In addition, the purchasing decision process begins when a consumer recognizes a need or desire. This prompts information gathering and comparison of product options, where influencer opinions can strongly shape preferences. During evaluation and decision-making, influencer promotions such as discounts and endorsements can increase product appeal. In the post-purchase stage, the consumer's experience determines future behavior, where positive outcomes may lead to brand loyalty, repeat purchases, and recommendations, while negative experiences may result in brand switching or disengagement (Chapman & Gale, 2025).

Purchasing decisions are influenced by the digital market and differ across the world. For instance, countries in the Middle East such as Yemen, Saudi Arabia, and the United Arab Emirates are testing the use of influencer marketing. As a business hub in the region, the UAE is among the top countries with a number of mega influencers, resulting in demand for media agencies (Souhail, 2022). Whereas, Saudi Arabia and Yemen are starting to open their borders for modernization allowing locals to create content and use the potential of influencer marketing for the community (Al-Sakkaf, 2025 and Yee, 2020).

Richard Martinez, a licensed Filipino influencer based in Bahrain, has emerged as a significant figure in the realm of digital marketing (Bahrain Goodvibes, 2025; Martinez, 2024). His content, which frequently highlights lifestyle and consumption patterns, has the potential to shape individuals' perceptions. As a result, his visibility extends beyond the digital space, resonating with the everyday lives of young audiences in Bahrain. This influence raises questions regarding how his online presence affects consumer behavior, particularly in relation to purchasing decisions. Given this impact, the researchers designated Martinez as an appropriate subject for examining the role of social media influencers in shaping consumer perceptions and behaviors.

This study aims to assess the extent of Richard Martinez's influence on the consumer community in Bahrain, focusing on how his content and advertising shape financial decisions and consumer behavior. It seeks to provide insights into the effects of attractiveness, trustworthiness, and expertise in influencer marketing, particularly among Gen Z and Non-Gen Z, while identifying strategies that drive engagement and influence purchasing behavior in the digital market.

Furthermore, this study seeks to collect data on the purchasing decisions of consumers residing in Bahrain. As well as identifying what factors influence the consumers to initiate financial decision-making. Moreover, it will explore a digital landscape where interactions are frequent, yet interests and opinions among users vary widely. Informing future marketing strategies, enhancing consumer-targeting methods, and guiding ethical standards in online advertising, ultimately promoting more informed purchasing behaviors in the digital age.

1.2. Review of Related Literature

Influencer Marketing

Influencer marketing has been used by numerous brands to reach out to the target audience resulting in increased sales development of new marketing strategies. Numerous studies explain that influencer marketing have reported the credibility of the influencer, the content of the message, and the congruence of

the influencer with the brand as key factors leading to effective influencer marketing (Kim & Kim, 2021; Campbell & Farrell, 2020; Jasrotia, 2019; Lou & Yuan, 2019; De Veirman et al., 2017).

Likewise, these studies further suggest that an influencer is credible when they have a high follower count conveying perceived expertise (De Veirman et al., 2017). Furthermore, factors such as clarity, engagement, and relevance of content made by the influencer results in making a product more appealing and believable (Lou & Yuan, 2019). Also, according to the study of Kim & Kim (2021) findings indicate that aligning the influencer with the product can improve consumers' attitudes toward the product and make the promotion feel less like an advertisement by creating stronger emotional motives.

Substantially, these findings can be further grounded on Hovland's theory of source credibility theory which states that the value of a message could be influenced by the endorser's acknowledgement level of trustworthiness and expertise through an analysis of celebrity testimonial advertising and endorsement (Hovland & Weiss, 1951). According to the source credibility theory, the three factors are as follows:

- A. Trustworthiness. This factor explains the influencers perceived willingness to provide accurate information about a product from the viewpoint of consumers, it stands as the credibility of the source presenting factors that can affect consumer attitudes (Chekima et al., 2020). A study conducted by Al-Sakkaf (2025) adds that trustworthiness is the central driver in influencing purchasing behaviors. In addition, micro-influencers such as Richard Martinez usually have higher engagement from online consumers and be more successful than other influencers in establishing trust.

On the other hand, Relao et al. (2024) shares that there is no significant relationship between trustworthiness and customer engagement through influencer marketing. It may appear contradicting because trustworthiness, as stated previously, is essential to influencer marketing effectiveness. Additionally, De Veirman et al. (2017) further emphasizes how followers of influencers play a role in consumer trust, the study reveals that consumer trust has an inverse relationship with the number of followers.

- B. Attractiveness. The source attractiveness model links similarity, familiarity and likeability of an endorser to the effectiveness of a message. This theory, with source credibility theory, explains the effects of a source's attractiveness (McGuire, 1985). A study by Lim et al. (2017) suggested that the physical engaging quality of online media influencers is seen to have a high inclination in driving the acknowledgment pace of publicizing and saw more alluring when they have a lot of similarities.

Furthermore, the study of Chekima et al. (2020) found out that their respondents were more likely to trust the media influencer, as well as feel delighted with their product-fit and attractiveness with whom they perceived as a resemblance of themselves. In addition, the study of Wilkie et al. (2022) further expounds that influencer characteristics, such as popularity and attractiveness, become mental shortcuts that inform judgments of influencer efficacy.

- C. Expertise. As defined by Hovland (1953), the endorser is viewed as capable enough to convey legitimate and exact information or conscious of a specific subject. A study by Jang et al. (2021) found that the total number of followers of travel social influencers better predict the effectiveness of advertising messages delivered by them and their perceived expertise when consumers are not skeptical about influencer messages.

In the contrary, however, Bogoevska-Gavrilova & Ciunova-Shuleska (2022) discussed that whether an influencer is an expert or knowledgeable to a product, it does not affect Macedonians' purchase intentions. Acknowledging that expertise has different relationships with consumers pertaining to their purchase intentions and decisions.

Purchasing Decisions

Social media has become a major aspect in shaping how people decide what to buy, otherwise known as their purchasing decisions. According to Kidane & Sharma (2016) purchasing decision refers to the process whereby consumers identify a need, gather information, and evaluate alternatives influenced by both personal preferences and external factors such as marketing and peer influence. Influencer marketing and allow brands to connect with audiences through personalities who share relatable and authentic product experiences. These influencers can influence purchasing choices by building trust and appealing to their followers' preferences. Traits such as attractiveness, trustworthiness, and expertise are key in creating this impact, especially among Gen Z and Non-Gen Z, who may value these qualities differently.

Through affected purchasing decisions, the study of Miklošik (2015) notes that digital technology has changed the way consumers make decisions, with people now gathering information online, comparing products instantly, and considering social proof like reviews and influencer recommendations. In this fast-paced, information-rich environment, influencers can guide choices by presenting themselves as appealing, credible, and knowledgeable. This study supports the present research by reinforcing the idea that influencers' attractiveness, trustworthiness, and expertise can be decisive factors in influencing purchasing behavior.

Additionally, Al Sukaini (2022) examined how digital marketing channels, particularly social media and mobile platforms, affect purchasing decisions among students in Iraq. Survey results from respondents showed that these platforms significantly increase product awareness, shape brand perception, and motivate purchases. Additionally, Nadanyiova & Sujanska (2023) adds that Generation Z do not notice that engaging in influencer promotion shapes the way of their purchasing decisions. These findings directly support the current study's premise that social media content, especially influencer-led marketing, has a measurable and positive impact on consumer behavior.

Influencer Marketing in Purchasing Decision

Influencer marketing has become a dominant force in shaping consumer purchasing decisions, leveraging the trust, relatability, and perceived expertise of online personalities to drive engagement and sales. Although a study by Johansen & Guldvik (2017) found that influencer marketing has no direct effect on consumer purchasing decisions, and that influencer marketing is not an effective marketing strategy. Research conducted by Wilis & Faik (2022) contradicts these results and found that influencer marketing has a positive relationship with purchasing decisions. The attention grabbing of influencer marketing was reviewed positively by consumers and was vowed as a more favorable strategy to increase the purchasing decisions for products in Indonesia.

According to a study conducted by Attri & Bhagwat (2022) the credibility of an influencer does not affect the expertise of one's decision. Moreover, Relao et al. (2024) further explains that factors such as expertise, trustworthiness, and attractiveness do not substantially affect customer engagement. Despite this, there was still a high positive relationship between engagement and purchase intention. A study by Al-Sakkaf (2025) found that trust, as a mediator through perceived credibility, authenticity, and emotional affinity, is a central driver in influencing purchasing behaviors. However, Han & Balabanis (2024) argues that credibility is not solely ensured by possessing expertise; additional factors, including goodwill, also contribute to a source's trustworthiness.

Moreover, as the influencer marketing matures, studies discover that transparency or advertising disclosure does not have a negative impact on purchasing behaviors. Instead, it mitigates the negative effects of ad recognition and has a positive impact on perceived purchase decisions (De Jans et al., 2020; Woodroof et al., 2020; Evans et al., 2019). By understanding the impact of influencer marketing on purchasing

decisions, businesses can develop more effective strategies to connect with their target audience and foster brand loyalty.

Non-Gen Z and Gen Z Decision Behavior

Influencer marketing has become one of the go-to strategies for brands in today's digital world, using the reach and personality of social media figures to connect with audiences and encourage them to try products or services. Instead of feeling like a traditional advertisement, influencer content blends naturally into everyday posts, making it easier for followers to trust and relate to. This approach plays a role in many stages of a purchase decision, from sparking interest to building loyalty after the sale. In fact, studies by Sharma & Sanu (2025) highlight how influencer marketing substantially impacts the buying and decision behavior of Millennials and Generation Z, by amplifying emotional resonance and trust.

Additionally, Nadanyiova & Sujanska (2023) pointed out that Millennials and Generation Z are responsive to influencer marketing, but for different reasons. Millennials, who witnessed the change from traditional media to digital, often value authenticity, credibility, and brands that share their values, and they like to research before buying. Gen Z, on the other hand, has grown up surrounded by digital content, making them quick to respond to eye-catching, trend-based, and interactive posts. Both generations care about trust in influencers, but Millennials lean more toward long-term credibility, while Gen Z looks for relatability, creativity, and quick engagement. These differences mean that brands need to adapt their influencer strategies to match each group's style, interests, and online habits if they want to connect and encourage purchases effectively.

However, Pokharel & Maharjan (2024) found that influencer marketing significantly impacts Millennials and Generation Z by fostering trust and emotional connections. Their study emphasizes that younger consumers are more likely to purchase products recommended by influencers they find authentic and relatable. The interactive nature of social media also increases engagement and builds brand loyalty among followers. These findings support this research by confirming that influencer marketing influences purchasing decisions through trust, authenticity, and ongoing interaction, highlighting its importance in shaping consumer behavior in these generations. Additionally, a study by the Novita & Lina (2024) reveals that both Generation Z and Millennials are similarly influenced by authentic reviews, affecting purchasing behaviors.

1.3. Research Gap

For While numerous studies have examined the impact of social media on consumer behavior, very few have focused on how specific influencers and its marketing strategy affect purchasing decisions among Non-Gen Z and Generation Z consumers. Moreover, although influencer marketing has been widely studied in other Middle Eastern countries, there is limited research exploring its impact on consumer purchasing decisions in the Kingdom of Bahrain. These gaps make it unclear whether influencer marketing strategies are successful and equally effective in the context of Filipino influencers to consumers living in the Kingdom of Bahrain.

Additionally, Richard Martinez has established a notable presence as a Filipino influencer in Bahrain; no scholarly study has yet examined his influence on the purchasing decisions of Non-Gen Z and Gen Z consumers. His lifestyle-oriented content and perceived credibility among diverse audiences underscore a significant knowledge gap, particularly in understanding how non-localized influencer marketing operates within communities. Addressing this gap essentially advances insights into consumer behavior and the broader dynamics of influencer-driven marketing in non-Western contexts.

1.4. Statement of the Problem

This research aims to answer the following:

1. What is the perceived level of perceived influencer attributes described in terms of:
 - 1.1. trustworthiness;
 - 1.2. attractiveness; and
 - 1.3. expertise?
2. What is the level of purchasing decision behavior among consumers influenced by Richard Martinez's content?
3. Is there a significant relationship between the perceived influencer marketing factors and the purchasing decisions of consumers?
4. Is there a significant difference in purchasing decision behavior between Gen Z and Non-Gen Z?

2. Methodology

2.1. Research Design

This study used a descriptive correlational approach to this quantitative research. Descriptive correlational research design is used to uncover relationships between variables without manipulating them. In this method, researchers can observe and analyze how two or more characteristics interact in their natural settings (Barooah, 2025). This approach describes relationships among variables without establishing causal connection. It is appropriate for this study because it aims to examine how the perceived influencer factors of attractiveness, trustworthiness, and expertise relate to the purchasing decision behavior of consumers in Bahrain, focusing on Generation Z and Non-Gen Z.

The quantitative data covered the statistical measurements used in analyzing the relationship between perceived influencer factors and purchasing decision behavior. Spearman Rho's correlation was applied to determine the strength and direction of the relationship between the independent variables and the dependent variable, as it provided a non-parametric measure suitable for ranked or non-normally distributed data (Lincoln, n.d.). In addition, descriptive statistics such as frequency, percentage, mean, and standard deviation were used to summarize the data, provide an overview of participants' responses, and measure the levels of the various factors.

2.2. Data Collection Instrument and Procedures

A survey questionnaire was constructed as a data gathering instrument to draw answers to the problems. The questionnaire consisted of questions to answer influencer marketing through factors of trustworthiness, attractiveness, and expertise. Also, respondents answered how they evaluate their purchasing decisions affected by influencer marketing.

The primary data source for this data source is the distribution of Likert scale surveys to responders using Google Forms. The questionnaire consisted of a set of inquiries with response options pertaining to the research variables and the subject of the investigation. Furthermore, this research study adapted an existing survey questionnaire by Relao et al. (2024) in their study of social media influencers to the fast-food industry. This survey is based on the indicators contained in the theoretical basis that has been written by the researcher. The questionnaire used a 4-point Likert scale (4 – Strongly Agree to 1 – Strongly Disagree) to gauge responses.

Right after, the adapted questionnaire was distributed to the study's target respondents consisting of Generation Z and Non-Gen Z. The survey was then shared to peers until the given deadline to organize the ordinal data. The researchers utilized statistical tools such as central tendency, spearman rho correlation, and independent t-test to interpret and conclude the results of the research.

2.3. Research Locale and Participants

This study was conducted exclusively in the Kingdom of Bahrain, targeting consumers residing within the country, both local and non-local individuals who belong to Non-Gen Z and Generation Z age groups. These respondents were chosen because they represent the most active users of social media and are highly engaged in digital marketing content, making them relevant to the study's focus on influencer-driven purchasing decisions. Table 1 presents the profile of the respondents of this study.

Table 1. Profile of Respondents

Profile	Group	Counts	Proportion
Age Group	Gen Z	54	50.00%
	Non-Gen Z	54	50.00%
Nationality	Bahraini	9	7.41%
	Filipino	93	86.11%
	Other Nationalities	6	5.56%
Social Media Platforms Used to Engage in Promotional Content	Facebook	36	33.33%
	Instagram	46	42.59%
	Tiktok	23	21.30%
	All Platforms	2	1.85%
Do you know Richard Martinez?	Yes	108	100%
	No	0	0%

All 108 participants know Richard Martinez, of which 54 are Gen Z and 54 are Non-Gen Z, who are mostly Filipinos, and are engaged in Facebook, Instagram and TikTok. They were surveyed using a non-probability convenience sampling method because it allows the selection of respondents who are easily accessible and willing to participate within the available time and resources. This method was chosen for its practicality in reaching enough participants without requiring complex sampling techniques.

2.4. Treatment of the Data

After receiving the data from the data collection instrument, the data was calculated to different statistical methods to answer the statements of the problem. This research followed a descriptive-correlational design that allowed the researcher to utilize these statistical tools to answer specific problems.

First, central tendency was used to calculate the mean based on the data in the questionnaire. This statistical tool determined the levels of the factor of influencer marketing and purchasing decisions, then was ranked in order of interpretation carried out by the respondents. This statement of the problem is based on SOP number 1 and 2 that asks how the level of the variables was measured.

Second, Spearman Rho Correlation was used to determine the relationship based on the structure of the conceptual framework. This statistical tool determines if there is a statistically significant relationship between the independent variable and dependent variable. The formula answered the question based on the fourth statement of the problem of this study.

Lastly, an individual T-test was conducted to calculate the difference in experiences of Non-Gen Z and Generation Z based on their purchasing decisions. This statistical tool decides if there is a significant

difference in the purchasing decision experiences of the respondents, Non-Gen Z and Generation Z. Additionally, the tool helped answer the fifth statement of the problem of this research study.

Additionally, the data collected were interpreted to a 4-point likert scale, the given intervals are presented below:

Table 2. Scale and Interpretation of Responses

Interval Scale	Trustworthiness	Attractiveness	Expertise	Credibility	Purchasing Decision Behavior
3.50 – 4.00	Very Trustworthy	Highly Attractive	Very Expert	Slightly Credible	Very Good Behavior
2.50 – 3.49	Trustworthy	Attractive	Expert	Moderately Credible	Good Behavior
1.50 – 2.49	Moderately Trustworthy	Moderately Attractive	Moderately Expert	Credible	Moderate Behavior
1.00 – 1.49	Slightly Trustworthy	Slightly Attractive	Slightly Expert	Very Credible	Poor Behavior

2.5. Ethical Consideration

In conducting this research on the effect of Filipino influencer marketing to consumer purchasing decisions, ethical considerations were thoroughly addressed to protect the rights and well-being of participants. Before distributing the surveys, the research provided a formal letter or directly asked for their consent to participate. Informed consent was obtained by clearly explaining the study's purpose, procedures, and data usage. To ensure confidentiality and anonymity, all personal information was kept private. Additionally, to minimize potential harm, the study avoided intrusive questions in the survey, allowing participants to withdraw at any time without consequences, and provide a supportive environment for open expression. Moreover, the collected data from the survey questionnaire was shared exclusively with research advisors and panelists. These measures ensured that the research will be conducting the data collection responsibly while respecting the respondents' rights and privacy.

3. Results and Discussion

3.1. Discussion

Level of Perceived Influencer Attributes in Terms of Trustworthiness

Table 3 presents the respondents' perception of Richard Martinez's trustworthiness as a social media influencer in promoting products online. Overall, the results show that respondents consider him trustworthy (2.85), indicating a generally positive level of trust toward his product endorsements and the information he conveys.

Among the items, respondents expressed that when it comes to product recommendations, Richard Martinez is a trustworthy source of information (2.90). This suggests that Martinez is perceived as a credible figure whose endorsements carry persuasive weight. Trustworthiness plays a pivotal role in influencer marketing, as highlighted by Putri et al. (2023), who also found that consumers are more likely to be influenced by individuals they perceive as honest and dependable. This present study and the mentioned

emphasizes that trustworthiness enhances the effectiveness of promotional messages, making audiences more receptive to product recommendations.

Table 3. Level of Perceived Trustworthiness Towards Filipino Influencer Among Gen Z and Non-Gen Z

Items	Mean	Interpretation
1. I trust promotions made by Richard Martinez because he is social media influencer with a large following.	2.89	Trustworthy
2. I am willing to rely on conveyed information by Richard Martinez when making purchase-related decisions.	2.81	Trustworthy
3. When it comes to product recommendations, I believe that Richard Martinez is a trustworthy source of information.	2.9	Trustworthy
4. The recommendations of Richard Martinez who discloses his affiliations with brands are more trustworthy in his product endorsements.	2.84	Trustworthy
5. I believe Richard Martinez when he recommends products that are consistent with his values and beliefs.	2.8	Trustworthy
Overall Trustworthiness	2.85	Trustworthy

Interval Scale: 3.50 – 4.00: Very Trustworthy; 2.50 - 3.49: Trustworthy; 1.50 - 2.49: Moderately Trustworthy; 1.00 - 1.49: Slightly Trustworthy.

Meanwhile, the respondents believe that Richard Martinez is consistent with his values and beliefs in regards to recommending products (2.80). While still relatively high, this suggests that trust is slightly dependent on perceived authenticity and beliefs. Chekima et al. (2020) found that trustworthiness is influenced not only by credibility, but also by how consistent and authentic the influencer is, highlighting that consumers are more likely to trust influencers whose content aligns with their values. Moreover, a previous study by Jenkins et al. (2020) found that there is a strong link between authenticity and purchase intention implying that effective endorsements align with the influencer's personal values.

Trust in Richard Martinez is shaped by perceptions of authenticity, relatability, and value. Respondents expressed confidence in his product endorsements and see Martinez as a reliable individual as seen that all interpretations are trustworthy especially in items 1, 2, and 5, which focuses on trusted promotions, conveyed information, and recommendations rated as being trustworthy (2.80 - 2.89). because he is seen as a genuine and growing influencer whose recommendations reflect his personal beliefs. Belanche et al. (2021) shares that because there is a strong alignment between consumer and promotional content, this leads to positive attitudes and increased purchase intentions. His expanding presence on social media contributes to a sense of credibility, while his consistent messaging reinforces the perception that he promotes products he truly supports. This trust is further reflected in participants' willingness to rely on his opinions when making purchase decisions. These findings are consistent with Thamik & Wu (2020), who found that influencer credibility and alignment between personal and brand values significantly enhance consumer trust and engagement in digital marketing environments.

In addition to authenticity, transparency plays a critical role in shaping trust. Participants indicated that Richard's product recommendations are more trustworthy as shown in items 3 and 4, which talks about him being a reliable source and his affiliation with brands, with a mean of (2.84 - 2.90). This openness helps reduce perceived bias and strengthens the credibility of his endorsements. The study AlFarraj et al. (2021) supports this view, emphasizing that transparent communication and perceived integrity are essential components of trust in online influencer marketing. Their study shows that consumers trust influencers who are transparent about brand affiliations, enhancing promotional effectiveness and audience connection. Several studies show that advertising transparency does not harm purchasing behavior; instead, it reduces negative ad recognition effects and enhances perceived purchase decisions (De Jans et al., 2020; Woodroof et

al., 2020; Evans et al., 2019). Understanding this allows businesses to craft strategies that strengthen audience trust and brand loyalty.

The findings reveal that respondents perceive Richard Martinez as a trustworthy influencer (2.85), reflecting a generally positive level of confidence in his product endorsements and online promotions. His credibility is reinforced by perceived authenticity, consistency with personal values, and transparent disclosure of brand affiliations. Overall, the results suggest that trust in influencer marketing is strengthened when audiences view the influencer as genuine, honest, and open—qualities that enhance both engagement and purchasing decisions.

Level of Perceived Influencer Attributes in Terms of Attractiveness

Table 4 presents the respondents' perception of Richard Martinez's attractiveness and how it affects their interest and engagement with his online promotions. The data show that respondents generally find him attractive (3.04), indicating that his physical appeal, personality, and authenticity positively influence audience attention and curiosity toward his endorsements.

Table 4. Level of Perceived Attractiveness Towards Filipino Influencer Among Gen Z and Non-Gen Z

Items	Mean	Interpretation
1. I am more likely to be interested in Richard Martinez because he has a pleasing personality	2.97	Attractive
2. Products promoted by Richard Martinez increase my curiosity.	3.08	Attractive
3. I am more likely to engage in the suggestions from Richard Martinez who keeps a visually pleasing profile on social media.	2.93	Attractive
4. I prefer Richard Martinez's promotions because he expresses himself authentically and genuinely.	3.17	Attractive
Overall Attractiveness	3.04	Attractive

Interval Scale: 3.50 – 4.00: Very Attractive; 2.50 - 3.49: Attractive; 1.50 - 2.49: Moderately Attractive; 1.00 - 1.49: Slightly Attractive.

Among the items, respondents strongly prefer when Richard Martinez expresses himself authentically and genuinely (3.17). This suggests that respondents are most influenced by his perceived sincerity, which contributes to his overall attractiveness as a communicator. Attractiveness, in this context, refers not only to physical appeal but also to qualities like likability, relatability, and authenticity. According to Wiedmann & Von Mettenheim (2021), these traits significantly enhance an influencer's persuasive power, as consumers are more receptive to messages from individuals, they find appealing and genuine. The results contradict in AlFarraj et al. (2021) study wherein they discussed that Jordanian consumers are more likely to consider influencers with physical appeal and identify them as credible sources of information.

However, Orenca (2023) highlighted that consumers focus on the importance of relatability and identity of an influencer in interacting with influencer marketing strategies. Moreover, a contradicting study by Wang et al. (2024) emphasizes on how visual elements of a promotional content significantly enhances engagement. This suggests that while visual features can capture attention in certain contexts, Martinez's followers may prioritize authenticity and credibility over purely aesthetic presentation.

Meanwhile, respondents exhibit lower likeliness in engaging in the suggestions from Richard Martinez even when keeping a visually pleasing profile (2.93). AlFarraj et al. (2021) further supports these findings by explaining that customers are more inclined to engage with and purchase from influencers they perceive as both attractive and knowledgeable about the products they endorse.

Additionally, a pleasing personality online can make a content creator more relatable and stand out, which sparks curiosity about the products they endorse, as seen in items 2 and 4, where it is rated as attractive

(3.08 - 3.17). When consumers find someone likable and interesting, they're more inclined to explore the information and products of that person. As supported by Alshobaib (2024), emotional appeal and personality play a key role in driving consumer curiosity, which often leads to in depth engagement and effective consumer behavior. This suggests that his audience values authenticity and credibility more than visual appeal when interacting with his promotional content.

Respondents generally perceive Richard Martinez as attractive (3.04), indicating that his physical appeal, personality, and authenticity positively influence audience interest and curiosity. While his visual appearance contributes to engagement, the findings suggest that authenticity, genuineness, and relatability are stronger factors driving audience interaction with his promotions. Overall, Martinez's attractiveness encompasses more than physical appeal, highlighting the importance of personality and credible communication in influencer marketing.

Level of Perceived Influencer Attributes in Terms of Expertise

Table 5 presents the respondents' perception of Richard Martinez's expertise in promoting products online. The results reveal that respondents generally view him as an expert (2.88) in his profession, indicating that they believe in his knowledge, reliability, and credibility in product endorsements.

Table 5. Level of Perceived Expertise Towards Filipino Influencer Among Gen Z and Non-Gen Z

Items	Mean	Interpretation
1. Richard Martinez is knowledgeable about the products they advertise.	2.93	Expert
2. I believe Richard Martinez has proven track records when promoting specific types of products.	2.93	Expert
3. I believe Richard Martinez provides extensive information about products that are more reliable and trustworthy.	2.94	Expert
4. I value Richard Martinez because I believe he tries the products he recommends.	2.74	Expert
5. I consider Richard Martinez as an expert in his profession.	2.87	Expert
Overall Expertise	2.88	Expert

Interval Scale: 3.50 – 4.00: Very Expert; 2.50 - 3.49: Expert; 1.50 - 2.49: Moderately Expert; 1.00 - 1.49: Slightly Expert.

Respondents perceive Richard Martinez as an influencer with expertise because they believe he provides extensive information about products that are more reliable and trustworthy (2.94). This suggests that respondents highly value the depth and accuracy of information he shares, perceiving his recommendations as dependable and well-informed. According to Bogoevska-Gavrilova & Ciunova-Shuleska (2024), expertise is a key component of source credibility, but its influence on purchasing decisions can vary depending on context. Richard's perceived expertise appears to contribute significantly to enhanced trust and reliability, supporting his credibility as an informed influencer.

Moreover, respondents demonstrate that they value Richard Martinez as an expert because they believe he tries the products he recommends (2.74). This suggests that while respondents still perceive him as an expert, they are less certain about the depth of his personal experience with the products. Expertise, defined as the influencer's perceived competence and knowledge, plays a crucial role in shaping consumer attitudes. Iqbal (2023) found that perceived expertise significantly and positively affects attitudes toward influencers, which in turn influences purchase intention. Their study highlights that when influencers are seen as knowledgeable and professionally engaged, their endorsements are more persuasive and credible.

Martinez's professionalism and expertise are shaped by his ability to convey knowledgeable product information. Specifically, items 1, 2, and 3, which focus on his product knowledge, proven track records, and ability to provide reliable information, received high scores (2.93 - 2.94), suggesting that his audience

recognizes the depth and credibility of the information he shares. However, this study contradicts the findings of Jang et al. (2021), who discovered that an influencer's number of followers more strongly predicts the perceived effectiveness and expertise of their advertising messages—particularly when audiences are less skeptical of influencer content. This contrast implies that while follower count can enhance perceived credibility in some contexts, Martinez's audience places greater importance on informational reliability and authenticity over mere popularity.

Item 4, which measures whether respondents value him for personally trying the products he recommends, received a slightly lower mean (2.74), indicating that while this factor contributes to perceptions of expertise, it is less influential than knowledge and informational reliability. Similarly, item 5 reflects the general perception of Martinez as a professional expert (2.87), reinforcing that his followers view him as a credible figure in his field.

In general, respondents perceive Richard Martinez as an expert (2.88), indicating a positive level of knowledge, credibility, and reliability in his product endorsements. His expertise is most strongly recognized through the depth and accuracy of the information he provides, while personal experience with the products is slightly less emphasized. Overall, Martinez's competence and professionalism enhance his credibility, making his recommendations persuasive and trustworthy to his audience.

Summary of Level of Perceived Influencer Attributes

Table 6 presents the summary of the respondents' overall perception of Richard Martinez's influencer attributes in terms of trustworthiness, attractiveness, and expertise. The data reveal that all three dimensions were rated as credible (2.92), indicating that respondents generally perceive Richard Martinez as a dependable and authentic influencer whose qualities positively shape their impression of him and his endorsements.

Among the three attributes, attractiveness contributes most to the influencer's persuasive appeal (3.04). Richard Martinez's visual appeal and charisma enhance audience engagement, making his promotional content more compelling and relatable.

Table 6. Summary of Levels of Perceived Influencer Attributes

Items	Mean	Interpretation
1. Overall Trustworthiness	2.85	Credible
2. Overall Attractiveness	3.04	Credible
3. Overall Expertise	2.88	Credible
Overall Credibility	2.92	Credible

Interval Scale: 3.50 – 4.00: Very Credible; 2.50 - 3.49: Credible; 1.50 - 2.49: Moderately Credible; 1.00 - 1.49: Slightly Credible.

On the other hand, trustworthiness (2.85), still reflects a positive perception. It implies that while Martinez is seen as reliable, respondents' confidence in his honesty may vary slightly depending on context or brand association. While expertise (2.88), indicates that respondents recognize his competence in presenting and promoting products. According to Sari et al. (2021), credibility is shaped by the combined influence of these three dimensions, with expertise emerging as the most dominant factor in this case.

Overall, the findings conclude that Richard Martinez is perceived as a credible influencer (2.92), with his attractiveness (3.04) serving as the strongest contributor to his credibility, supported by his expertise (2.88) and trustworthiness (2.85), which together enhance his overall persuasive impact on audiences.

Level of Purchasing Decision Behavior

Table 7 presents the respondents' purchasing decision behavior in relation to Richard Martinez's online product endorsements. It shows how his influence affects their interest, consideration, and actual purchasing

tendencies. The overall trend reveals that respondents generally demonstrate good purchasing behavior toward the influence of Richard Martinez (2.59), indicating that his endorsements have a positive yet moderate impact on their purchasing decisions. This is further supported by studies of Zhao et al. (2022) confirming that brand awareness, created by significant marketing campaigns and content creations, substantially predicts increasing engagement and positive buying behavior among consumers.

Table 7. Level of Purchasing Decision Behavior Towards Filipino Influencer Among Gen Z and Non-Gen Z

Items	Mean	Interpretation
1. I am more likely to consider buying products recommended by Richard Martinez online.	2.49	Moderate Behavior
2. Richard Martinez's recommendations have a beneficial influence on my interest in trying new products.	2.59	Good Behavior
3. I am more likely to visit places or place an order online when I see a brand endorsed by Richard Martinez.	2.77	Good Behavior
4. I am more likely to buy from brands after seeing Richard Martinez's product promotions.	2.62	Good Behavior
5. Richard Martinez has an impact on my impulse to purchase products advocated by him.	2.5	Good Behavior
Overall Purchasing Decision Behavior	2.59	Good Behavior

Interval Scale: 3.50 – 4.00: Very Good Behavior; 2.50 - 3.49: Good Behavior; 1.50 - 2.49: Moderate Behavior; 1.00 - 1.49: Poor Behavior.

The respondents exhibit the highest likelihood to visit places and place an order when they engage with a brand endorsed by Richard Martinez (2.77), and highest likelihood to purchase a product after seeing an ad by Richard Martinez (2.62). This suggests that respondents are most influenced by his endorsements when it comes to exploring or ordering from promoted brands, reflecting his strong persuasive appeal in encouraging engagement with endorsed products or places. The findings of this study is supported by the study of Zeqiri et al. (2025) that the purchase intentions of social media users in Eastern Europe are influenced by social media marketing which motivates consumers to engage and most likely purchase products endorsed.

Similarly, a study by Dabbous & Barakat (2020) has validated through millennial Facebook users that the positive influence of building brand awareness through social networks positively influences consumers' purchase intentions in physical stores. Revealing that brand awareness serves as a mediator between content quality, online interactivity, and purchasing intentions. In addition, the study of Chen et al. (2021) found that the engagement of Chinese consumers using WeChat platforms significantly impacts purchase intentions toward South Korean brands—with the strong effectiveness of media content marketing.

On the other hand, respondents are less likely to consider buying products recommended by Richard Martinez (2.49). Also, although respondents exhibit good purchasing behavior when Richard Martinez impacts their impulse to purchase products (2.50) results border the scale between moderate and good purchasing behavior. This indicates that while respondents recognize his influence, they tend to be more cautious in making actual purchase decisions and less committed to buying a product solely based on his recommendations.

The findings are supported by Wijekoon & Sabri (2021) wherein they discussed that although customers express favorable attitudes towards eco-friendly products, there lacks a feeling of responsibility to help the environment, thus does not show willingness to actually buy eco products. This result is further supported by a study by Grimmer & Miles (2017) that identified a gap between consumers' intention to purchase eco-friendly products and actual purchase intentions— suggesting that there are contextual factors that weaken the relationship between intention and behavior. Moreover, the study of Haida & Rahim (2020) explained that

advertisements may be intrusive and repetitive, due to social media algorithms, which can reduce product awareness and ad effectiveness.

It can be concluded that the respondents have good purchasing behavior due to Richard Martinez's online marketing (2.59). The behavior is positively influenced by motivating consumers to visit and engage with promoted brands. While his endorsements positively influence the purchase behavior, consumers remain thoughtful before making actual purchases. External and contextual factors such as personal preference, product relevance, and advertising saturation, may moderate the extent of his impact on consumer buying behavior.

Relationship Between Influencer Marketing Attributes and Purchasing Decisions

Table 8 presents the relationship between influencer marketing and purchasing decisions. The findings of this study reveals that the attributes of influencer marketing have a statistically significant strong positive relationship to purchasing decisions ($r = 0.72$, $p\text{-value} = <0.01$). It is also notable that the relationship is positively strongly correlated, while in attractiveness it is moderately correlated. This means that as one variable increases—such as the perceived credibility, trustworthiness, or influence of Richard Martinez—the likelihood of favorable purchasing decisions also increases. In other words, consumers who hold a more positive perception of the influencer tend to show stronger purchasing intentions and behaviors.

Table 8. Relationship between Influencer Marketing Attributes and Purchasing Decisions

Items	Test Statistic		Interpretation
Overall Attractiveness	Spearman's Rho	0.6	Moderate Positive Relationship
	P-Value	< .01	Significant
Overall Expertise	Spearman's Rho	0.68	Strong Positive Relationship
	P-Value	< .01	Significant
Overall Trustworthiness	Spearman's Rho	0.66	Strong Positive Relationship
	P-Value	< .01	Significant
Overall Credibility	Spearman's Rho	0.72	Strong Positive Relationship
	P-Value	< .01	Significant

Results contradict the findings of Johansen & Guldvik (2017) who argued that influencer marketing has no direct effect on purchasing decisions. Instead, the present data support the findings of Wilis & Faik (2022), which demonstrated a positive relationship between influencer marketing attributes and purchase decisions. The high correlation value in this study reinforces the view that influencer marketing effectively captures consumer attention and influences buying behavior.

In terms of attractiveness, findings reveal that attractiveness has a statistically significant and moderate positive relationship to purchasing decisions of consumers in Bahrain ($r=0.60$, $p\text{-value}= <0.01$). This implies that attractiveness moderately affects the decision-making process of a consumer. A previous study by Ikawati et al. (2021) suggests that attractiveness is also statistically significant and has a positive relationship with the purchasing decisions of Indonesians. This is further supported by AlFarraj (2021) wherein, in the context of Jordanian consumers, the findings resulted in the attribute being not the main motivator that supports the willingness to make the purchase decision, but the service quality and values and benefits. Moreover, Wang et al. (2024) emphasized that viewers are more influenced though the central route of information processing, highlighting that the contents of the message matters more than surface-level features.

In terms of expertise, findings reveal that expertise has a statistically significant and strong positive relationship to purchasing decisions of consumers in Bahrain ($r=0.68$, $p\text{-value}= <0.01$). Indicating that the plausible information and knowledge of an influencer matter when purchasing certain products prior to advertising. A previous study by Sari et al. (2021) adds that the more expertise a celebrity endorser has, the

more the decision to buy Korean skincare products will increase. Research shows that perceived expertise has a positive impact on both attitudes toward the influencer and the associated brand (Chetioui et al., 2020). According to Blanche et al. (2021), perceived knowledge enhances the effectiveness of advertising and influencer marketing by strengthening the influencer's credibility and trustworthiness. Moreover, Iqbal (2023) suggests that perceptions of an influencer's expertise are closely linked to favorable attitudes toward both the influencer and the brand.

In terms of trustworthiness, findings indicate that expertise has a statistically significant and strongly positive correlation with consumers' purchasing decisions in Bahrain ($r = 0.66$, $p\text{-value} = < 0.01$). This implies that consumers place high importance on the trustworthiness of influencers or brands when making purchasing decisions. These outcomes are not aligned with AlFarraj (2021) wherein results show that trustworthiness does not correlate with the purchasing decisions of consumers. But results align with Guesh (2019), which found that trustworthiness significantly affects consumers' purchasing decisions for fast-moving consumer goods. Similarly, the findings are consistent with Park & Lin (2020), who also concluded that trustworthiness plays a key role in influencing consumer purchase behavior. Establishing credibility and authenticity can therefore enhance consumer confidence.

Furthermore, these findings are consistent with previous research indicating that influencer marketing significantly shapes consumer behavior. A study by Evania et al. (2023), found that influencer marketing significantly affects customer engagement and purchase decisions. Specifically, influential figures that are trusted and persuasive, shape the desires and behaviors of their followers, ultimately guiding their purchasing decisions. Also, Hodijah et al. (2021) provided additional insights that influencers serve as intermediaries between consumers and brands, with their content and recommendations affecting consumer judgment. In addition, a similar study conducted by Zeqiri et al. (2025) emphasizes that social media marketing impacts consumers' purchase intention which facilitates quick and viral delivery of advertisements that grab their attention—generating increased purchase intention.

Overall, the results reinforce prior research asserting that trusted and engaging influencers effectively shape consumer attitudes, drive engagement, and enhance purchase intentions.

Difference in Purchasing Decisions Between Gen Z and Non-Gen Z Consumers

Table 9 presents the difference in purchase decisions between a Gen Z and Non-Gen Z respondent. The results indicated that there is no statistically significant difference in the overall purchase behavior between Gen Z and Non-Gen Z ($p\text{-value} = 0.34$). The same is observed across all purchase behavior items ($p\text{-value} = \text{all greater than } 0.05$). This means that both generational groups respond similarly to Richard Martinez's product endorsements.

However, a closer look at the mean scores reveals a noticeable gap between groups, wherein Gen Z (2.53) deems a lower purchasing intentions than Non-Gen Z (2.66). This indicates that although both groups demonstrate positive purchasing behavior, Non-Gen Z consumers tend to be more influenced by Richard Martinez's endorsements than their Gen Z counterparts. Although not statistically different, results suggest that Gen Z consumers may exhibit a more discerning and selective approach toward online endorsements, possibly due to higher exposure to digital content and awareness of persuasive marketing strategies.

Conversely, a study by Cabeza-Ramirez et al. (2022) discussed that millennial consumers may perceive influencer promotions as more trustworthy compared to younger audiences, leading to slightly strong purchasing intentions. These implications are further supported by studies by Sharma & Sanu (2025) and Pokharel & Maharjan (2024) emphasizing that influencer credibility and emotional connection remain as key factors in shaping purchasing behavior, regardless of generational differences.

In addition, when visiting places or placing orders endorsed by Richard Martinez, Gen Z (2.74) and Non-Gen Z (2.79) consumers share similar behaviors. This suggests that both generations are positively influenced

by Richard Martinez, implying that his content effectively encourages brand engagement among Gen Z and Non-Gen Z audiences. But, the slightly higher mean of Non-Gen Z may indicate that they are more inclined to act on such endorsements, potentially due to having greater purchasing power and established trust in the influencer's credibility. Results align with previous Results aligned with a previous study by Pokharel & Maharjan (2024) that discussed consumers are impacted by trust and emotional connection which increases engagement and builds brand loyalty among audiences. Similarly, Novita & Lina (2024) revealed that both generational groups are similarly influenced by authentic reviews, affecting purchasing behaviors.

Table 9. Difference in Purchasing Decisions Between Gen Z and Non-Gen Z Consumers

Items	Group	Mean	Interpretation	p-value	Sig.
1. I am more likely to consider buying products recommended by Richard Martinez online.	Gen Z	2.44	Moderate Behavior	0.57	NSD
	Non-Gen Z	2.53	Good Behavior		
2. Richard Martinez's recommendations have a beneficial influence on my interest in trying new products.	Gen Z	2.52	Good Behavior	0.38	NSD
	Non-Gen Z	2.66	Good Behavior		
3. I am more likely to visit places or place an order online when I see a brand endorsed by Richard Martinez.	Gen Z	2.74	Good Behavior	0.75	NSD
	Non-Gen Z	2.79	Good Behavior		
4. I am more likely to buy from brands after seeing Richard Martinez's product promotions.	Gen Z	2.54	Good Behavior	0.31	NSD
	Non-Gen Z	2.7	Good Behavior		
5. Richard Martinez has an impact on my impulse to purchase products advocated by him.	Gen Z	2.39	Moderate Behavior	0.23	NSD
	Non-Gen Z	2.6	Good Behavior		
Overall Purchasing Decision Behavior	Gen Z	2.53	Good Behavior	0.34	NSD
	Non-Gen Z	2.66	Good Behavior		

Interval Scale: 3.50 – 4.00: Very Good Behavior; 2.50 – 3.49: Good Behavior; 1.50 – 2.49: Moderate Behavior; 1.00 – 1.49: Poor Behavior NSD = No Significant Difference; SD = Significant Difference

On the other hand, the impact of Richard Martinez on the impulse buying behavior and likeness of buying the endorsed product is moderately observed in Gen Z (2.39 and 2.44) consumers than Non-Gen Z (2.60 and 2.53). This implies that while both generations are affected by Martinez's endorsements, Non-Gen Z consumers are slightly more prone to impulse buying, possibly due to stronger emotional engagement and trust. A previous study by Cabeza-Ramirez et al. (2022) explained that millennial consumers are more cautious and sensitive to perceived risks when buying fashion products than Gen Z. Furthermore, a study by Lina et al. (2022) found that the reason why consumers perceive impulse buying occurs is due to its close link on emotive judgements rather than cognitive judgements.

Findings reveal no significant difference in the overall purchasing decisions between Gen Z and Non-Gen Z respondents ($p = 0.34$), indicating that both groups respond similarly to Richard Martinez's endorsements. However, Non-Gen Z consumers exhibit slightly higher purchasing intentions (2.66) compared to Gen Z (2.53), suggesting that they are more receptive to influencer promotions—possibly due to greater purchasing power and established trust. Overall, while both generations show positive engagement with influencer

marketing, Gen Z tends to be more critical and selective, emphasizing authenticity and credibility over emotional or impulsive appeal.

3.2. Summary of Findings

1. Gen Z and Non-Gen Z Consumers in Bahrain perceive influencer, Richard Martinez, attributes as trustworthy (2.85), attractive (3.04), and an expert (2.88) in terms of his credibility, personality, and knowledge towards the products he endorses. These attributes exhibit Martinez as a credible influencer, with the strongest contributor being attractiveness, enhancing his overall impact on consumers.
2. Gen Z and Non-Gen Z consumers in Bahrain exhibit good purchasing decision behavior (2.59). However, even when displaying positive purchasing decision behavior, respondents were found to be moderately impacted on the likeliness to consider buying products endorsed by Richard Martinez.
3. The relationship between influencer credibility and purchasing decisions is statistically significant and exhibits a strong positive relationship ($r = 0.72$; $p = <0.01$). Among the influencer marketing attributes, attractiveness showed a moderate positive relationship ($r = 0.60$; $p = <0.01$), while expertise ($r = 0.68$; $p = <0.01$) and trustworthiness ($r = 0.66$; $p = <0.01$) demonstrated strong positive correlations. It is also notable that the attributes perceive a statistically significant relationship with purchasing decisions. This indicates that the higher the influencer credibility, the stronger the consumers' purchasing decisions become.
4. The difference of purchasing decisions behavior between Gen Z (2.53) and Non-Gen Z (2.66) consumers has no statistically significant difference (0.34) in how they respond to Richard Martinez's promotions, showing positive engagement. Moreover, results show that Non-Gen Z consumers show slightly higher purchasing decisions suggesting that they are more receptive to influencer promotions due to greater purchasing power and trust. On the other hand, Gen Z tends to be more critical, emphasizing authenticity over emotional judgement.

4. Conclusion and Recommendations

4.1. Conclusion

This study concludes that Richard Martinez positively affects the purchasing decision behaviors of both Gen Z and Non-Gen Z consumers in Bahrain. Respondents view Richard Martinez as a credible influencer, with expertise and authenticity being the strongest factors driving engagement and purchase intentions.

While both groups display good purchasing behavior, Non-Gen Z consumers show slightly higher purchasing intentions, likely due to greater trust and purchasing power. Gen Z respondents, however, appear more selective, valuing credibility and genuine content over visual appeal. Overall, Richard Martinez's aspects as an influencer effectively encourage consumer engagement and brand interaction in Bahrain.

This research also proves Hovland's Theory that trustworthiness, attractiveness, and expertise are essential for sustaining trust and influencing purchasing decisions across generations.

4.2. Recommendations

Based on the findings and conclusions of the study, the following were recommended:

1. Richard Martinez may strengthen his influence by consistently sharing honest, value-driven content that reflects his pleasing personality. The trustworthiness table highlights honesty, reliability, and sincerity as key traits that shape consumer purchasing decisions. So, the study recommends that Martinez may stay true to his values and maintain transparency, for audiences feel more confident relying on his recommendations.
2. Martinez may consider promoting trust through transparent brand disclosures, authentic product experiences, and accurate, informative content that aligns with brand values. This involves clearly labeling sponsored content, sharing personal experiences with products, and avoiding exaggerated claims. Responding to audience feedback and addressing questions or concerns also helps build credibility and long-term loyalty.
3. By focusing on trustworthiness, attractiveness, and expertise and presenting himself in a relatable, likable manner, he is advised to deepen emotional connections and increase the effectiveness of his endorsements. This can be achieved by sharing personal stories, maintaining a consistent and authentic tone, and highlighting his knowledge through comparisons, tutorials, or behind-the-scenes content that shows his familiarity with the products. Other influencers may also adopt these practices to enhance their credibility and foster stronger relationships with their audiences, ultimately influencing purchasing decisions more effectively.
4. For consumers, they are encouraged to develop media literacy and critically evaluate influencer content before making purchasing decisions. This includes identifying signs of authenticity such as detailed product demonstrations, honest reviews, and responsiveness to audience questions. By becoming more aware of marketing tactics and emotional appeals, consumers can make more informed, confident, and responsible choices.
5. Future study researchers may explore other variables that may affect purchasing decisions, such as specific marketing strategies, brand engagement, and brand awareness. Moreover, they may adapt cross-cultural research, differentiating various cultural perspective towards an influencer could demonstrate how consumers perceive them through the influencer marketing attributes. By exploring these variables, studies could provide deeper insights onto the nature of the factors affecting purchasing decisions.

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