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The Impact of Brand Awareness, Digital Influencers, and Word of Mouth on Purchase Intentions: Evidence from Jordanian SMEs

El impacto del conocimiento de marca, los influencers digitales y el boca a boca en las intenciones de compra: datos de las pymes jordanas

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ABSTRACT

Introduction: this study examines the definitional linkages between brand awareness, digital influencer marketing, word-of-mouth (WOM) communication, and purchase intentions within digital marketing contexts. The primary goal is to explore how these elements influence consumer purchasing decisions in the era of digital marketing. As the digital landscape continues to evolve, understanding the interplay between these factors becomes increasingly critical for marketers aiming to enhance customer engagement and drive sales.
Method: an online survey was distributed to 344 MSME (Micro, Small, and Medium Enterprises) owners, collecting data relevant to their perceptions of digital marketing, brand awareness, and their interactions with digital influencers and WOM communication. The research employed Partial Least Squares Structural Equation Modeling (PLS-SEM) for statistical analysis, using SmartPLS software to evaluate the relationships among the studied variables.
Results: the findings indicate that digital influencer promotions, brand awareness, and WOM communication all exert strong positive effects on consumer purchase intentions. Specifically, digital influencer marketing and WOM interactions are significantly correlated with heightened brand awareness, which in turn positively influences consumer decisions to purchase. These results highlight the importance of leveraging digital marketing strategies that incorporate these elements to drive consumer buying intentions.
Conclusions: the study demonstrates that digital marketing strategies based on brand awareness, influencer promotions, and WOM interactions can significantly enhance consumer purchase intentions. The findings offer new insights into how digital marketing approaches shape user behavior, providing valuable guidance for marketers to optimize their online marketing efforts. Further research should explore how these factors interact across different cultures and geographic regions, offering a broader understanding of their impact on global consumer behavior.

Keywords: Brand Awareness; Digital Influencers; Word Of Mouth; Purchase Intention; Digital Marketing; Consumer Behavior.

RESUMEN

Introducción: este estudio examina los vínculos entre el conocimiento de marca, el marketing digital de influencers, la comunicación boca a boca (WOM) y la intención de compra en el contexto del marketing digital.

El objetivo principal es explorar cómo estos elementos influyen en las decisiones de compra de los consumidores en la era del marketing digital. A medida que el panorama digital continúa evolucionando, comprender la interacción entre estos factores se vuelve cada vez más crucial para los profesionales del marketing que buscan mejorar la interacción con el cliente e impulsar las ventas.

Método: se distribuyó una encuesta en línea a 344 propietarios de MIPYMES (Micro, Pequeñas y Medianas Empresas), recopilando datos relevantes sobre sus percepciones del marketing digital, el conocimiento de marca y sus interacciones con influencers digitales y la comunicación boca a boca. La investigación empleó el Modelo de Ecuaciones Estructurales de Mínimos Cuadrados Parciales (PLS-SEM) para el análisis estadístico, utilizando el software SmartPLS para evaluar las relaciones entre las variables estudiadas.

Resultados: los hallazgos indican que las promociones de influencers digitales, el conocimiento de marca y la comunicación boca a boca ejercen importantes efectos positivos en la intención de compra del consumidor. En concreto, el marketing digital con influencers y las interacciones boca a boca se correlacionan significativamente con un mayor conocimiento de marca, lo que a su vez influye positivamente en las decisiones de compra del consumidor. Estos resultados resaltan la importancia de aprovechar las estrategias de marketing digital que incorporan estos elementos para impulsar la intención de compra del consumidor.

Conclusiones: el estudio demuestra que las estrategias de marketing digital basadas en el conocimiento de marca, las promociones con influencers y las interacciones boca a boca pueden mejorar significativamente la intención de compra del consumidor. Los hallazgos ofrecen nuevas perspectivas sobre cómo las estrategias de marketing digital influyen en el comportamiento del usuario, proporcionando una valiosa guía para que los profesionales del marketing optimicen sus estrategias de marketing online. Se recomienda que futuras investigaciones exploren cómo estos factores interactúan en diferentes culturas y regiones geográficas, ofreciendo una comprensión más amplia de su impacto en el comportamiento del consumidor global.

Palabras clave: Conocimiento de marca; Influencers digitales; Boca a boca; Intención de compra; Marketing digital; Comportamiento del consumidor.

INTRODUCTION

Business marketing strategies have experienced fundamental adjustments because digital platforms now drive substantial changes in consumer-business relations. Organizational marketing strategies adapt to new digital technology developments because they need to affect consumer behavior and purchasing choices. Purchasing behavior needs brand awareness as an essential element that describes how well consumers remember or recognize brands. An increase in brand visibility leads to better trust from customers which creates more purchase-driven intentions (Kotler & Keller, 2016). The pursuit of brand awareness presents critical importance to Small and Medium Enterprises (SMEs) operating in Jordan because these businesses must establish their positions amid market competition. The economy of Jordan depends heavily on SMEs which now use digital marketing methods to position themselves better while enlarging customer reach. Research about brand awareness continues to expand whereas the influence of digital influencers and electronic word-of-mouth (E-WOM) on consumer actions particularly within SME markets holds minimal visibility in academic discourse.

Social media users who achieved increased popularity on digital platforms serve as essential figures which form consumer opinions about brands. Modern marketing strategies highly depend on digital influencers because they effectively lead their followers toward purchasing decisions. Homely social media influencers use their accessible character to develop trust in brands which expands brand visibility resulting in increased purchase intention. These digital personalities influence buyers more powerfully than traditional media does because their followers trust and emotionally bond with them (Freberg, Graham, McGaughey, & Freberg, 2011). The examination of social media influencers' consumer Behavioral impact becomes essential for Jordanian SMEs to enhance their marketing operations since they operate in intensive digital competition.

The decision-making process of customers is greatly influenced by electronic word-of-mouth (E-WOM). Customers use E-WOM as an important method for sharing product-related information online which has established itself as a strong influence on purchasing intentions (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Social media has provided consumers with many assessment reports and peer feedback which now heavily influences their purchasing decisions for products and services.

E-WOM information exchange speed provides consumers access to peer experiences that reduces their purchase decision uncertainty (Kapoor, Tamilmani, Rana, Patil, & Dwivedi, 2018). The research investigates how brand awareness relating to digital influencers and E-WOM influence purchase intentions among Jordanian SMEs during this study. The research explores the combined effect of these three separate variables on consumer buying choices. The research findings will give essential knowledge to Jordanian SMEs which allows them to optimize marketing approaches to build customer relations and boost brand recognition leading to higher

sales outcomes. This research explores multiple factors to strengthen knowledge about digital marketing and consumer conduct with specific emphasis on Jordanian small business markets.

LITERATURE REVIEW

In the marketing world brand awareness functions as an essential principle because it defines how much people recognize or remember particular brands. The initial step to establish robust brands influences consumer understanding through which they choose their purchases. Kotler and Keller (2016) explain brand awareness represents consumer recognition ability as well as their capacity to recall the brand during purchasing decisions. When a product gains superior brand recognition this raises substantial opportunities for consumers to include it during their purchase decision phase. Grammatical Ferrility occurs when one recognizes a brand beyond recognition points since it determines brand equity growth through driving trust development (Keller, 2013). In the competitive marketplace of Jordan small medium enterprises need a notable brand identity to make their products stand out because consumers must find their brands among existing market options. As SMEs operate with small marketing funds they must leverage digital marketing tactics that extend their brand exposure. SMEs can utilize social media tools to create brand visibility among many people through low-price solutions addressed to their target market. SMEs enhance brand recollection among consumers by using maintaining strong branding with compelling material to stay relevant despite various competing alternatives.

Digital influencers with their electronic word-of-mouth marketing strategies have become critical influencers of brand awareness as the year's pass. Digital influencers possess large social media audiences on platforms such as Instagram TikTok and YouTube which makes them highly effective for marketing purposes. Digital influencers play an essential role in the digital marketing space because they can influence perceptions of brands through promotional activities alongside real content production (Freberg, Graham, McGaughey, & Freberg, 2011). Through product endorsements influencers enhance brand recognition by delivering brand messages that specific audiences endorse and empathize with instead of traditional commercial approaches. E-WOM stands as a vital channel for brand awareness spread because it involves user-generated social media content such as opinions and recommendations (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Modern consumers widely rely on feedback from social media to decide their purchases so beneficial E-WOM helps businesses build higher market credibility along with better recognition among consumers. Accounting for SMEs is digital influencer partnerships together with positive electronic word of mouth which efficiently develops brand recognition after that moves consumer buying inclinations. Through strategic implementation of digital approaches Jordanian SMEs build robust consumer relationships while strengthening their brand reputation thus increasing purchasing decisions of customers.

Digital Influencers

Digital influencers function as a vital marketing instrument through their capability to modify consumer conduct when assisting choice-making about purchases. Such influencers take advantage of their extensive presence on Instagram and YouTube and TikTok platforms by using their established trustworthiness and authentic persona to advertise products. Digital influencers build stronger connections with their followers because they display real and trustworthy characteristics (Freberg, Graham, McGaughey, & Freberg, 2011). Their marketing influence grows because their followers consider them more than advertisers but view them as peers because of this intimate bond which creates powerful outcomes in marketing campaigns. Digital influencers use authentic content together with personalized endorsements to create stronger brand awareness which makes consumers feel more comfortable with choosing the brand for purchases (Chaffey & Ellis-Chadwick, 2019). Corporate digital influencers serve a vital function in stimulating purchase choices because modern consumers heavily depend on social media for making their decisions. The research of Kapoor et al. (2018) demonstrates how influencer marketing engages electronic word-of-mouth (E-WOM) processes which boosts brand exposure while creating trustee social validations. The endorsements of influencers drive more credibility to their brands while stimulating customers to buy products since their followers re-share their testimonials. Small and Medium Enterprises (SMEs) in Jordan obtain an efficient and affordable way to connect with broad audiences while developing lasting customer relationships through appropriate influencer partnerships. SMEs improve awareness among their specific audience segments while growing customer engagement when they match with influencers who serve their target market.

Word of Mouth

Word of mouth communication functions as a powerful marketing tool which influences consumer behaviors as well as determines their purchase choices. WOM describes the unsolicited information transfer between people regarding products services or brands which operates both in person and through online mediums. The extension of traditional face-to-face word of mouth has brought about electronic word of mouth (E-WOM) that takes place through digital platforms including social media platforms and review websites and blogs (Hennig-

Thurau et al., 2004). E-WOM has emerged crucially important because consumers now use online platforms for research before buying items. Research shows that WOM benefits from superior credibility because consumers view such communication as more authentic information. sendo essential in brand marketing. E-WOM serves as a reliable instrument which helps companies to boost their customer base while establishing better reputations and altering buying preferences (Kapoor et al., 2018).

WOM positively affects purchasing choices substantially especially when SMEs are the target market. Brand trust and customer loyalty rise from positive WOM but negative WOM speeds up the decline of brand reputation. Phelps et al. (2004) explain that WOM functions as social proof since people base their choices upon the real-life experiences and recommendations of others. The digital influencer phenomenon demonstrates the strong influence of E-WOM because these influencers transmit their personal testimony about products through their extensive online connections. SMEs in Jordan should consider implementing strategies to foster organic and influencer-endorsed positive word-of-mouth because this practice builds credibility while driving consumer interaction. SMEs can improve their brand presence through E-WOM marketing while establishing higher customer trust which leads to increased purchase desire.

Purchase Intention
Consumer behavior research depends on purchase intention as a fundamental idea to determine how likely consumers will buy goods or services in upcoming times. The purchase intention depends on several elements that include recognition of specific brands together with product quality beliefs as well as digital promoters and interpersonal recommendations. Kotler and Keller (2016) explain that purchase intention functions as an indicator of real buying patterns because knowing what shapes it allows businesses to develop strategic marketing approaches. Consumer buying decisions result from attitudes that grow from individual perceptions together with emotional experiences and beliefs toward brand offerings. A positive brand attitude from consumers results in significant increases of product purchase intentions (Keller, 2013). Knowing how SMEs evolve their purchase intentions helps the company understand advertising and brand engagement mechanisms that drive consumer choice decisions toward increased sales activities.

The present digital era causes purchase intentions to evolve so brands now need to consider factors including digital influencers and electronic word of mouth (E-WOM). Studies show consumers tend to form positive buying decisions after receiving positive sponsorships from trusted individuals such as social media influencers and their immediate social circle (Freberg et al., 2011). The promotion of positive E-WOM enhances brand credibility thus encouraging potential buyers to feel more confident about their buying choices. Buyer purchase intentions get directly influenced when digital influencers create genuine content because they build strong relationships with their audiences (Kapoor et al., 2018). SMEs who utilize the right digital tools to improve their online visibility and stimulate positive Word-of-Mouth online can gain more consumer faith along with better brand reputation and stronger customer purchase motives. In markets like Jordan, where SMEs often face challenges in establishing brand visibility, focusing on factors that influence purchase intention can be an essential strategy for driving sales and fostering long-term customer loyalty.

Relationship Between Brand Awareness And Purchase Intention
Brand awareness together with purchase intention represents a fundamental research topic in marketing that shows how clients recognize brands which affects their buying choices. Brand awareness levels describe how well customers remember and recognize a brand and this ability strongly influences their selection choices. Kotler and Keller (2016) explain that well-established brands generate familiarity through awareness and this leads customers to trust the brand more and therefore purchase from it. Consumers increased by brand awareness because they will put brand names under consideration especially when positive associations with the brand exist. Brand awareness serves as a critical variable for purchase intention specifically in competitive consumer markets that offer various options to consumers seeking guidance for their choices. A brand with established popularity strengthens its trustworthiness factor which makes the transition from awareness to product sales more likely (Keller, 2013).

Brand awareness fosters brand equity which creates consumer loyalty and encourages repeated purchases even though it does not directly affect purchase intention. People favor familiar brands because recognition builds confidence in brand reliability according to Chaffey and Ellis-Chadwick (2019). Small and Medium Enterprises in Jordan face market competition challenges because they have limited marketing budgets. Strategy implementations to raise brand visibility through digital platforms and social media networks alongside collaborating with influencers will help SMEs build enhanced ties with their market segments thus increasing purchase intention. Brand awareness that generates positive perceptions leads both novices and loyal customers to increase their purchase likelihood thereby fueling business growth.
H1: Brand awareness has a positive and significant effect on purchase intention.

The Relationship Between Digital Influencers And Purchase Intention

Social media users depend on trusted digital influencer recommendations to make their purchasing choices because these recommendations affect their purchase intentions substantially. Modern digital marketing strategies incorporate digital influencers per Freberg et al. (2011) because they enhance brand awareness and boost purchase intentions through their authentic credible content provision. The direct relationship develops because influencers succeed at establishing genuine bonds with audience members which makes their endorsements more reliable than conventional marketing advertisements. Academic research demonstrates that digital influencers achieve much more than promoting products because they establish trust-based relationships which leads consumers toward making purchasing choices. Brand digital visibility enhances significantly as Kapoor et al. (2018) explain that working with suitable influencers strengthens social proof elements and leads to higher purchasing decision probabilities. These promotional approaches help increase brand recognition while stimulating customers to execute purchase decisions.

H2: Digital Influencers has a positive and significant effect on buying intention.

Relationship Between Word Of Mouth And Purchase Interest

Word of Mouth (WOM) functions as one of the strongest behavioral influences which consumers rely on for purchase intention decisions. Digital platforms have triggered the growth of electronic word of mouth (E-WOM) which now exhibits greater influence on consumers. Hennig-Thurau et al. (2004) explain that WOM holds greater credibility than conventional advertising because consumers perceive messages from friends and family alongside online reviewers as genuine authentic sources of information. When consumers trust information or recommendations they receive their purchasing intentions for a product or service greatly improve. E-WOM specifically increases this effect by quickly spreading across social media platforms as well as review sites and forums which develops brand exposure while modifying how consumers choose between options.

WOM serves as an influential factor in driving purchase intention because it influences both brand trust development and customer loyalty establishment. Positive WOM increases consumer-brand relationships so consumers will consider purchasing products (Kapoor et al., 2018). When consumers trust the opinions of others they create purchase intentions because they find recommendations from people they trust to have strong social validation effects. WOM strategies represent a fundamental component that businesses including SMEs need to use for directing consumer choices toward product purchases and generating revenue.

H3: Word of Mouth has a positive and significant effect on buying intention.

METHOD

This study tests hypotheses which reveal the relationships between brand awareness and digital influencers and their effects on electronic word-of-mouth (E-WOM) and purchase willingness in Jordanian Small and Medium Enterprises (SMEs). This research gathers its data through the primary data method with an online questionnaire approach. An online questionnaire uses Likert-scale questions as interval scale measurements ranging from 1 to 7. The research included 380 owners of MSMEs based in Jordan who provided complete and proper responses through questionnaires amounting to 344 valid responses.

The researcher will use SmartPLS software to run Partial Least Squares (PLS) data processing procedures on the gathered information. Inner relationships between multiple factors can be studied with PLS because it functions as SEM and works with small samples. The data processing consists of evaluating both the measurement model referred to as the outer model along with the structural model known as the inner model. The measurement model's validity and reliability assessment depends on tests which evaluate standardized loading factor, Cronbach's Alpha and Average Variance Extracted (AVE). Reliability assessment in constructs depends on two criteria – Cronbach's Alpha needs to be above 0,7 for validity and AVE must be above 0,5. Assessment of the measurement model will come before building the structural model to test research hypotheses related to variable interconnectivity. This study will evaluate construct relationships through path coefficient calculations in order to test their significance. The research considers path coefficients as significant when their t-statistic equals 1,96 or higher and their p-value amounts to 0,05 or below. The study will evaluate complex interrelations between brand awareness and digital influencers and E-WOM and purchase intention through the implementation of PLS-SEM with SmartPLS. The chosen methodology enables a complete analysis of purchase intention determinants between variables while producing essential knowledge that helps Jordanian SMEs develop effective marketing approaches.
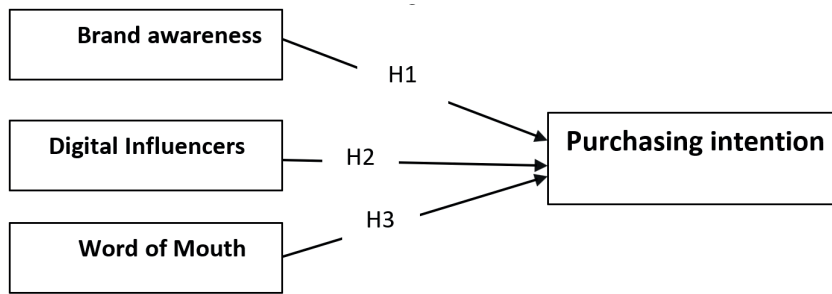
Figure 1. Research Model

RESULTS

The results of the study provide robust evidence supporting the convergent validity, reliability, and internal consistency of the constructs under investigation, namely brand awareness, digital influencers, word of mouth (WOM), and purchasing intention. The findings are presented and discussed below:

Convergent Validity

The convergent validity was assessed by examining the Standardized Loading Factor for each indicator. The results, as shown in table 1, indicate that all the factor loadings are above the threshold value of 0,7; which suggests that the measurement model demonstrates good convergent validity.

Table 1. Convergent Validity				
	Brand awareness	**Digital Influencers**	**Word of Mouth**	**Purchasing intention**
BA1	0,812			
BA2	0,845			
BA3	0,876			
BA4	0,853			
DF1		0,890		
DF2		0,823		
DF3		0,840		
DF4		0,811		
WM1			0,876	
WM2			0,894	
WM3			0,832	
WM4			0,800	
PI1				0,877
PI2				0,809
PI3				0,901
PI4				0,833

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) values for all constructs were above the threshold of 0,50; indicating that the constructs have adequate convergent validity. As shown in table 2, the AVE values for Brand Awareness, Digital Influencers, Word of Mouth, and Purchasing Intention were all above 0,50; confirming that the constructs capture sufficient variance.

Table 2. Average Variance Extracted (AVE)			
Variable	**AVE**	**Criteria**	**Result**
Brand awareness	0,576	> 0,500	Valid
Digital Influencers	0,565	> 0,500	Valid
Word of Mouth	0,543	> 0,500	Valid
Purchasing intention	0,579	> 0,500	Valid

Composite Reliability

Composite Reliability was also assessed, and the results in table 3 show that all constructs have composite reliability values greater than 0,700; meeting the acceptable threshold for reliability.

Table 3. Composite Reliability			
Variable	**Composite Reliability**	**Criteria**	**Result**
Brand awareness	0,786	> 0,700	Reliable
Digital Marketing	0,787	> 0,700	Reliable
Word of Mouth	0,787	> 0,700	Reliable
Purchasing intention	0,781	> 0,700	Reliable

Cronbach's Alpha

The Cronbach's Alpha values, as shown in table 4, also indicate good reliability for each construct, as all values are above the threshold of 0,700; suggesting that the constructs have high internal consistency.

Table 4. Cronbach's Alpha			
Variable	**Cronbach's Alpha**	**Criteria**	**Result**
Brand awareness	0,901	> 0,700	Reliable
Digital Influencers	0,878	> 0,700	Reliable
Word of Mouth	0,911	> 0,700	Reliable
Purchasing intention	0,903	> 0,700	Reliable

The combination of convergent validity tests together with AVE along with composite reliability and Cronbach's Alpha demonstrates that the measurement model is effective and accurate. All measurement indicators fulfill their necessary thresholds which confirms their effective assessment of their designated latent variables. The results enable researchers to establish a strong basis for exploration of the structural model along with hypothesis evaluation throughout the study. The findings validate the suitability of the measurement model for studying brand awareness together with digital influencers and word of mouth with purchasing intention in the Jordanian SME sector.

Inner Model Test Results

The structural model (inner model) was evaluated to examine the predictive power of the model and test the hypothesized relationships between the constructs. The results are presented and discussed below:

Table 5. Structural Model Test Results (Inner Model)			
Purchasing intention	R-Square	0,69	High
	Q-Square	0,67	High

R-Square Test (R²)

The R-square (R^2) value was used to assess the explanatory power of the model. As shown in table 5, the R^2 value for the dependent variable, purchasing intention, is 0,69. This indicates that 69 % of the variance in purchasing intention is explained by the independent variables, namely brand awareness, digital influencers, and word of mouth (WOM). According to Cohen (1988), an R^2 value of 0,69 is considered high, suggesting that the model has strong predictive power.

Q-Square Test (Q²)

The Q-square (Q^2) value was calculated to evaluate the predictive relevance of the model. As presented in table 5, the Q^2 value for purchasing intention is 0,67. Since this value is greater than zero, it confirms that the model has high predictive relevance and is capable of predicting the dependent variable effectively.

Path Coefficient Test Results and Hypothesis Testing

The path coefficients were analyzed to test the direct effects of the independent variables on purchasing intention. The significance of these relationships was determined using t-values and p-values. A relationship is considered significant if the t-value is greater than or equal to 1,96 or the p-value is less than or equal to 0,05. The results are summarized in table 6.

Brand Awareness - Purchasing Intention: The findings indicate that brand awareness has a significant positive

effect on purchasing intention. This suggests that higher levels of brand awareness among consumers lead to a greater likelihood of purchase intention.

Digital Influencers - Purchasing Intention: The results show that digital influencers have a significant positive influence on purchasing intention. This implies that the presence and engagement of digital influencers play a crucial role in shaping consumers' purchase decisions.

Word of Mouth (WOM) - Purchasing Intention: The analysis reveals that word of mouth (WOM) has a significant positive impact on purchasing intention. This highlights the importance of electronic word-of-mouth (E-WOM) in influencing consumers' intentions to purchase products or services.

Table 6. Path Coefficient Results or Direct Effects			
Hypothesis	t-value	p-value	Result
Brand awareness has on purchasing intention.	5,01	0,001	Supported
Digital Influencers on purchasing intention.	4,127	0,001	Supported
Word of Mouth on purchasing intention	3,91	0,000	Supported

The results of the structural model analysis demonstrate that the model has high explanatory power (R^2 = 0,69) and high predictive relevance (Q^2 = 0,67). Furthermore, all hypothesized relationships are supported, indicating that brand awareness, digital influencers, and word of mouth (WOM) significantly and positively influence purchasing intention. These findings provide valuable insights into the factors driving consumer behavior in the context of Jordanian SMEs and underscore the importance of leveraging brand awareness, digital influencers, and E-WOM in marketing strategies to enhance purchase intentions.

DISCUSSION
Relationship Between Brand Awareness And Purchase Intention
The conducted research establishes a strong positive connection between brand visibility and buying intentions based on a path coefficient value of 0,501 along with a t-value of 5,01 and a p-value level of 0,001. Brand awareness leads to a direct rise in consumer intent to buy the products of a particular brand. Former research by Kotler and Keller (2016) agrees with these findings by emphasizing brand awareness as a critical factor in consumer purchasing choice. Brand recognition together with customer familiarity acts as a powerful force to strengthen trust between consumers and brands thus affecting purchasing decision intentions. Keller (2013) states that brand awareness serves as a vital foundation for brand equity so consumers tend to evaluate brands they recognize during their purchasing process. Market-dominant brands show a direct link between their prominent visibility and growing consumer interest and a growing intent to buy products.

This research establishes how brand awareness serves SMEs in Jordan at a particular level. The market visibility of SMEs faces numerous hurdles because of their smaller size compared to well-known established brands. Sensible marketing strategies to create brand visibility through digital campaigns and social media participation help businesses build trust with customers while increasing business performance. The research by Alqudah (2023) supports this conclusion when it reveals that Jordanian SMEs benefit from using digital marketing to make their brand more noticeable thus driving higher consumer purchasing willingness.

Relationship Between Digital Influencers and Purchase Intention
The study revealed a highly significant positive link between digital influencers and purchase intent because path coefficient reached 0,4127 at t-value 4,127 and p-value equaled 0,001. The study demonstrates that digital influencers drive positive effects which motivate consumers to buy products. Digital influencers significantly affect purchasing decisions according to Freberg et al. (2011) and other earlier studies because consumers value their authenticity together with their personal relationships with followers.

Digital influencers currently function as dependable sources of information to users who determine preferences and behaviors through their recommendations. The study results correspond to research conducted by Chaffey and Ellis-Chadwick (2019) and Kapoor et al. (2018) which demonstrates how digital influencers dominate social media interactions. Influencers succeed in reaching their audience better than traditional advertising methods because they use personal content that feels familiar to viewers. By establishing trust with their followers influencers create recommendations that become more effective at increasing purchase decisions. SMEs in Jordan find digital influencers essential because they enable effective brand marketing at reasonable costs despite market competition.

Relationship Between Word of Mouth and Purchase Intention
The research established word of mouth (WOM) as a vital driver of purchase intention through its path coefficient value of 0,391 and its associated t-value of 3,91 as well as p-value of 0,002. WOM has been

extensively studied for its effectiveness and this research finding specifically confirms electronic word of mouth (e-WOM) as it influences consumer behavior. Hennig-Thurau et al. (2004) together with other preceding studies have proven that people's purchases can be profoundly shaped by both in-person and online word of mouth communication (WOM). The trust consumers have in hearing recommendations from others creates social proof because positive WOM surpasses traditional advertising (Phelps et al., 2004).

The results from this study demonstrate how e-WOM has become progressively important during the digital age. User-generated content establishes strong purchase intention effects in e-WOM according to Kapoor et al. (2018) because customers view it as trustworthy. Small and medium enterprises in Jordan should utilize both word-of-mouth and electronic word-of-mouth to improve their brand image and boost customer conversions. The combination of positive customer review promotion and social media interaction development enables trust creation which results in sustained customer loyalty and increases both sales and retention levels.

The research findings demonstrate that purchase intention heavily depends on brand awareness and digital influencer endorsements and word of mouth interactions. The research results match previous studies to highlight the expanding necessity of digital marketing techniques in consumer purchase decision making. The findings are advantageous for Jordanian SMEs because they should emphasize brand awareness development alongside establishing digital influencer partnerships alongside positive word-of-mouth to boost consumer trust along with buying intentions. Through digital tools SMEs can build relationships with their customer base at reduced costs while achieving improved selling performance along with strengthened brand dedication.

CONCLUSION

A research project analyzed the influence pattern between brand recognition and digital ambassador presence and verbal customer interaction in addition to purchase motivation particularly in the case of Jordanian Small and Medium Enterprises. The research outcome confirms that these four factors strongly impact consumer decision to buy products. Brand awareness demonstrates a positive connection to purchase intention making it vital for companies to achieve brand visibility because it enables customer trust and loyalty development. Brand awareness leads consumers to select brands for purchase because familiarity emerges as an essential driver of consumer behavior.

Useful research data demonstrates how digital influencers maintain significant power in motivating consumers to make purchasing decisions. Online social platforms have elevated digital influencers to become essential agents who determine what consumers want and advocate for products. Digital influencers who possess credibility along with their personal connections to followers create particularly powerful marketing tools which benefit SMEs in developing their marketplace visibility. Digital influencers provide small businesses with an economical approach to connect with their marketplace targets and make them more likely to buy products.

The study established that purchase intentions receive substantial influence from word of mouth specifically from electronic sources (e-WOM). Customer buying decisions heavily depend on positive evaluations shared by their peers through reviews and recommendations. Customers looking for authentic perspectives rely on personal recommendations as one of the most important factors in determining what they will buy. The conclusions from this research give Jordanian SMEs valuable insights to focus on brand awareness development while partnering with digital influencers and directing their customers towards positive word of mouth. Digital marketing strategies enable SMEs to develop their market standing and gain consumer confidence which leads to higher sales figures. The complex relationships between these variables help SMEs develop marketing initiatives that specifically appeal to their audiences to drive business expansion.

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CONFLICT OF INTEREST
None.

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