IMPACT OF SOCIAL MEDIA STORYTELLING ON MOROCCAN CONSUMER BEHAVIOR

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Abstract:
This article explores the impact of social media storytelling on the behavioral patterns of Moroccan consumers, through four key hypotheses related to purchase intention and its drivers. This study makes the claim that social media storytelling, emotional appeal, usage frequency and alignment with normative beliefs jointly impact the purchase intention of Moroccan consumers. A representative sample of 300 Moroccan participants was given the opportunity to fill out a survey comprising 20 questions. After that, a thorough analysis using SPSS software was conducted on the obtained dataset. The empirical findings show strong evidence of the influence that social media storytelling has on Moroccan consumer behavior, validating all four assumptions. In summary, this study underscores the critical function of social media storytelling in shaping Moroccan consumers' decision-making, notably in purchases. The findings hold practical relevance for marketers seeking to influence Moroccan consumer behavior and can help them improve their strategies in the Moroccan market.

1. Introduction

In today's digital age, the widespread adoption of social media platforms made the interaction between businesses and their target audiences more developed. Social media is offering currently platforms for immersive storytelling. With the rise of social media storytelling, marketers are trying to understand the dynamics between social media storytelling and consumer behavior which is crucial before setting strategies in order to influence consumers' purchase intention. With its ability to captivate and establish meaningful connections with audiences, storytelling has become a powerful instrument to shape consumer attitudes and behaviors. By analyzing theoretical foundations and practical implications, this article provides a critical evaluation of the influence of social media storytelling on purchase intention. The aim of this study is to provide marketers with valuable insights on how to leverage social media storytelling to improve consumer engagement and stimulating purchase behavior.

2. Literature Review

2.1. Social media

Over the last ten years, there has been a remarkable evolution in the realm of social media. A case in point is Facebook, with over 1.3 billion active users on the platform each day (Facebook, 2017). Concurrently, the modern digital media landscape has experienced the ascent of other prominent platforms like Instagram and Twitter. Due to these developments, there is now more demand for using social media in sports marketing purposes (Abeza et al., 2015). As indicated in the term "social media", users engage in a wide range of activities that extend above the sharing of material and include reciprocal engagement, connection and social interaction. (cf. Correa et al., 2010; Kaplan and Haenlein, 2010). According to a claim made by Filo et al. (2015) in the framework of sports marketing

literature, social media represents advanced media technology designed to promote interaction. Their assertion sheds light on the notion that social media allows for the "[…]" creation and interchange of content that originates from users, encompassing a range of entities (e.g., teams, governing bodies, agencies and media groups) as well as individuals (e.g., consumers, athletes and journalists) (Filo et al., 2015, p. 167). Social media's profound impact, which is widely recognized worldwide, has changed our surroundings. We all possess the ability to connect with a multitude of individuals by sharing our perspectives and viewpoints through a simple process of clicking a button. What started out as a small action has grown into an enormous impact with political, social and economic benefits. Million-dollar charity donations may seem easier to be collected with it, as well as transforming companies and brands, and even propel people into positions of presidential responsibility. Customer recommendations obtained through "word of mouth" are the most powerful marketing tool available for businesses. According to Hennig-Thurau et al. (2004), online word of mouth is defined as feedbacks, whether favorable or unfavorable made by prospective, current or previous customers about an item or a business that are shared with people and entities over the internet. Based on the kind of communication that users of this application or website engage in, several social media channels and types can be used (Weinberg & Pehlivan, 2011). The following lists the various types:

• Sharing media networks: the domain of media-sharing networks comprises an array of web-based platforms and applications that enable users to exchange a range of media formats such as live broadcasts, pictures, clips and other content categories. Prominent examples that fall within this category of social media classification include platforms like Tiktok, Snapchat, Youtube and Instagram. One of these platforms' most noteworthy features is their ability to tailor material for various audiences according to their own tastes.

• Social media platforms: Serving as virtual landscapes that enable users to exchange ideas, produce content and create groups and pages based on similarities on interests. These contributions cultivate active participation in debates and conversations. Some of the most prominent examples are Facebook, Twitter and LinkedIn. These channels are interesting because of the way they have evolved gradually thanks to user input.

• Forums discussions: Serving as venues for a range of news, ideas and information with the aim of facilitating discovery, assessment and discussion. Sites like Reddit and Quora, which use a question-and-answer format to provoke the exchange of questions and experiences as well as the collection of reviews and responses.

• Content and bookmarking networks: With the help of the tools offered through these networks, individuals and communities may talk about, discover, and bookmark carefully picked collections including the latest topics and trends in the world of social media. Platforms like Flipboard and Pinterest serve as good illustrations of how content and bookmarking networks work since they function identically to graphical and visual search engines.

2.2. Consumer behavior and consumer purchase intention

The act of deciding, acquiring, using and rejecting goods and services to fulfill one's desires and necessities is known as consumer behavior (Wilkie, 1995). The ability to recognize how clients experience, evaluate and pick items and marques is rendered achievable when understanding consumer behavior. This can also assist with emphasizing how marketers and consumers' close surroundings affect those decisions (Anderson and Golden, 1984). According to Madhavan and Kaliyaperumal (2015), the main focus of consumer behavior is on the methods that people or businesses apply during a process of selection, confirmation and decision on goods, services or experiences that would meet their desires. Consumer behavior also assists in the examination of these actions effects on consumer particularly and on society generally. Consumer decision-making process is discussed in consumer behavioral models. The purchase intention, the Howard Sheth Model and Engel Kollat Blackwell Model are the main topics of this article. It is possible to examine consumer behavior by looking at the steps preceding the purchase decision, which enables to understand why people choose to buy and under what circumstances.

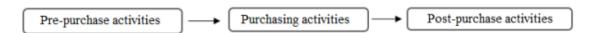The three crucial phases in this process appear in Figure 1:

Figure 1: Consumer purchase activities
Source: ODABAŞI, Y., & Barış, G. (2019). Tüketici Davranışı, 20. Baskı, İstanbul: MediaCat.

2.3. Models of consumer buying behavior
2.3.1. Traditional models
> • Learning model: This paradigm is predicated on the notion that the urge to fulfill both learnt and basic drives consumer behavior. While nutrition, clothes and safety are fundamental necessities, needs like shame and dread are considered as learned needs. A buyer will therefore have an urge to purchase items that will meet their desires and make them pleased (Jisana, 2014).
> •Sociological model: According to this model the position of people in society plays the main role in affecting their purchasing behavior patterns (Jisana, 2014).
> • Economic model: This model emphasizes the belief that purchase decisions are based on reducing expenses and optimizing benefits. Consequently, the economic factors such as buyers' capacity to spend and the cost of similar products are the main indicators affecting consumer behavior (Jisana, 2014).
> • Psychoanalytic model: The psychoanalytic model takes into account the levels of consciousness that Sigmund Freud described all affecting people's behaviors and choices while making a purchase. This model considers that conscious and unconscious minds both possess a direct effect on consumer behavior (Jisana, 2014).

2.3.2. Contemporary models
In this chapter, we will delve into the contemporary models of consumer behavior. By focusing on these influential models, we are going to gain access to valuable data into the underlying processes that drive consumer decisions. There are 4 contemporary models:
> • Nicosia Model
> • Stimulus-Response Model
> • Howard-Sheth Model
> • Engel-Kollat-Blackwell Model.

This article will focus only on the last two models, since they provide a more detailed understanding of consumer decision-making processes.

Howard Sheth Model
According to this model, the method of making decisions during the purchasing process is extremely analytic and logical. Each stage is affected by many factors. As claimed by Howard and Sheth (1969), the model's four main parts are as follows:
> • Input variables: During the decision making process, environmental input factors provide more details on the item's features. In this process key factors like cost and quality have an actual impact. Advertising and other conceptual stimuli, on the other hand, possess an indirect impact. Consumers also absorb social indicators from sources like peer networks or social networks before enabling them affect their choices.
> • Output variables: The model's right hand section incorporate five output variables, which monitor the consumer's reactions to inputs. These reactions progress in a linear pattern from attention to actual purchase. Consumers' perception of the brand, their intention to buy when the time is right as well as their concern are all factors affecting the final phase of buying process, which is the purchase.
> • Exogenous variables: Few exogenous variables that aren't specified but are assumed to be steady are also incorporated in this model. They have an enormous effect on what people buy. Behavioral characteristics,

level of education, the relevance of the purchase, disposable income and cultural background are a few of the main exogenous variables taken into account in this model.

• Hypothetical constructs: Perceived and educational structures are the two types of hypothetical constructs. People reactions to information and perceptions are affected by sensory conceptions, which take confusion and biases into consideration. All stages from purchasing motivations until fulfillment are encompassed by learning constructs. The brand comprehension and attitude, selection criteria, buying choice certainty and combination of motivations leads to purchase intention. The readiness to buy is shaped by perspectives which affect brand picking, and motivations which define objectives (Howard & Sheth, 1969).
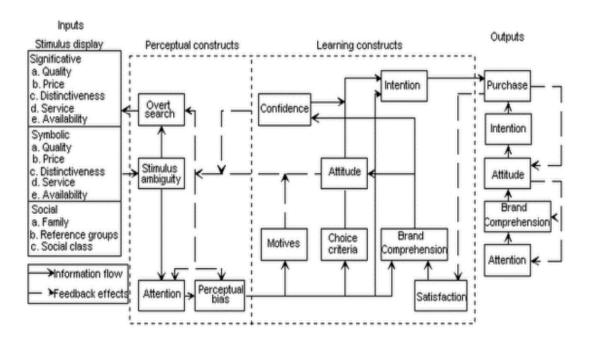

Figure 2: Howard-Sheth Model
Source: Jayachandran, Marketing management, Excel Books, 2004

Engel Kollat Blackwell Model

When explaining how consumers make their decisions, Engel Kollat Blackwell Model takes into account many items such as lifestyle, values, personality and culture. In order to comprehend how and why customers behave, this model lays a major focus on the decision-making process during a sale. Internal and external factors affecting the purchase decision as well as the decision processes are all grouped together in this model (Huang and Hsueh, 2010). According to Jayachandran (2004), the EKB model is generally evaluated through:

• Problem recognition: in this phase consumers are able to detect the problem and to distinguish between current and perfect scenario (Longart et al., 2016).

• Information search: At first, consumers' information may be in line with other viewpoints and beliefs that they may have. The consumer will try to find more details from a variety of sources when going through search phase. The individual is exposed to multiple triggers, some of which may grab their attention and remain in their minds. The consumer will comply with any relevant data because this approach is based on selection.

• Alternative evaluation: The individual will now assess the rival products. The assessment methods will vary depending on consumer's attitude, primary objectives and reasons. In terms of the features linked to different brands, the consumer has also some already established ideas about them.

• Choice: The choice made by consumers will be affected by their mindset and intent. The choice will be based on predicted conditions and standard compatibility. Standard compatibility relates to the degree to which the buyer is affected by others.

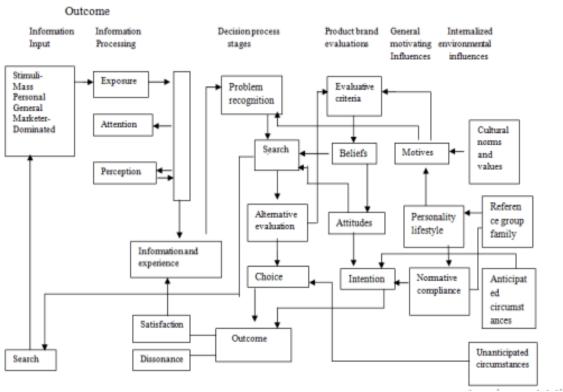• Outcome: The result could be either beneficial or detrimental (Longart et al., 2016).

Figure 3: Engel-Kollat-Blackwell Model
Source: Jayachandran, Marketing management, Excel Books, 2004

The combination of these 2 previous models with the influence of storytelling is an attractive route for research in consumer behavior field. In order to fully understand the complex systems that drive consumer decision-making, both models have been utilized for years as theoretical frameworks. Storytelling's function in transmitting information and increasing consumers' awareness aligns with the EKB model, which focuses on the value of consumers' learning and understanding (Engel et al., 1978). By using stories to convey brand values, unique selling propositions and details about items, marketers can improve the mental interpretation as well as the comprehension of these concepts. On the other hand, the Howard Sheth Model supports this combination by understanding how storytelling can create relationships with brands or items and trigger people's emotions (Escalas, 2004). This fluid integration can be helpful for marketers if they wanted to craft stories that relates to the constantly evolving needs of consumers (Berger & Milkman, 2012). The value of storytelling goes beyond informational purposes; it also has the ability to build deep connections with consumers. This, in turn, can alter their purchasing intentions via the complex connections among thoughts and feelings observed in these models.

2.4. Social media and its influence on consumer behavior
According to Wilkie (1995), consumer behavior is the complex mix of thoughts, actions and emotions that people show when they seek for, reject or utilize products and services to meet their demands and fulfill their desires. Adams (2011) asserts that people are using social media platforms more often and the exchange of personal stories

has a big impact on how they act, such what to purchase and where to purchase. Due to the widespread of usage of social media platforms as interaction and knowledge exchange tools, they have grown in popularity as primary sources for potential customers looking for information on access, producers, costs and product features (Buhalis & Foerste, 2015). Social media has given consumers fresh channels for interacting with each other impacting their behaviors and attitudes. According to Kaplan & Haenlein (2010), social media has developed into a vital marketing channel. Notably, a fixed budget is increasingly allotted by nearly 60% of destination marketing organizations (DMOs) for social media practices (Barnes, 2015). The influence of social media on consumer behavior is undeniable, as it has completely changed the way people engage with brands. As social media continue to gain popularity, brands are forced to adapt their marketing strategies to prioritize consumers as the center of their business.

There have been several studies aimed at analyzing the impact of social media on consumer behavior. For instance, Meslat (2018) 's research on the impact of social media in craft food industry. The study highlighted the necessity of having a well-defined communication strategy to understand customer's behavior in relation to social media. Additionally, a research by Kim and Srivastava (2007) on "the impact of social influence in e-commerce decision-making" demonstrates that social media influence can be utilized by e-commerce websites to assist users and facilitate the decision-making process. Businesses are becoming more aware of social media and its importance not only in acquiring new customers but also engaging them with their offerings in order to establish brand loyalty. As Coon (2010) elucidates in his research that relevant and popular content in social media has a positive impact on customer loyalty. Hence, the characteristics of content in businesses social media profiles is decided with the help of social media experts. To cultivate loyalty toward a particular brand, building a solid foundation of trust is a must. According to a research conducted by Hajli, M.N (2014), consumers' purchasing intention is directly impacted by their level of trust. Forming consumer-business connections, built on truthfulness, credibility and positive interactions, is imperative for marketers. According to a research done by Abdel-Qader, M. (2015), factors such as the assessment and the exchange of information have been highlighted as critical in molding decision-making process. According to prior research conducted by Schlosser (2005), it has been proven that, regardless the number of reviews, unfavorable content in specific consumer reviews can affect consumer opinions. Certainly, the advent of social media has completely changed how companies approach their marketing strategies. It has driven companies to reconsider the value of their customers and shift more focus to them. By providing a platform for consumers to share their opinions and engage in discussions and reviews about certain products or services, social media has empowered them to express both criticism and praise. Consumer interaction has risen considerably in recent years, with consumers expressing helpful brand ratings and testimonials about their products (Tirpude, R. R., 2022).

2.5. The Power of Storytelling in Marketing

Human history has always included the art of storytelling, predating recorded accounts. However, in recent years a significant change in how narratives are explored, tales are told and messages are expressed. Video games, social media and interactive novels are just few of the new mediums that have emerged as a result of storytelling's growth as a form of communication. Across a multitude of platforms, these stories are now being narrated. They provide users with captivating and engaging experiences that allow them to actively participate in the story and have an influence in how it turns out. Digital storytelling, according to Davis (2004), is a compressed narrative displayed in a compact film format. In order to present the author's tale, this kind of storytelling utilizes technology and digital images, as Porter (2005) has highlighted. According to Wang and Zhan (2010), the digital storytelling product may be utilized for a variety of different purposes, such as compelling, retelling history, teaching or reflection. The primary aim of storytelling, as underscored by Dessart (2018), is to express brand values through emotive material unlike traditional tactics that only emphasize factual features of a product. By narrating and exchanging a creative and authentic story, brands can create a strong bond with consumers, leading to a meaningful connection with them .This connection, in turn, motivates customers to take action (Lim and Childs, 2020). As noted by Escalas (2004), this process becomes a critical element that contributes to achieving success and building strong brand positioning. According to Anaza et al. and Kim et al. (2020), storytelling not only helps businesses to form a human relationship with their customers, but also makes real online interaction possible. Understanding how customers receive information when it is given in a story format or what is known as narrative processing is essential to comprehend how storytelling in marketing works. Stories are an effective tool when compared to other communication formats

since they have the potential to access consumer's thinking processes and provide meaning to ordinary actions (Twitchell, 2004). The field of marketing and management has witnessed a growing fascination with storytelling, especially in the context of online communication, as an effective tool for brands in order to convey their values and foster consumer-brand engagement (Lundqvist et al., 2013).

2.6. Social media storytelling and consumer purchase intention

For businesses to survive, building solid connections with their audiences and learning about their perspectives on products has become crucial. Nowadays, Businesses regularly ask for feedback from their audiences through a variety of channels, including polls and surveys on their social media profiles asking for opinions on new products or seeking packaging preferences, or even recommendations for new items. Due of each company's desire to position its products as superior in the market, traditional marketing is unable to describe items accurately. Consequently, the environment of business has been completely transformed by social media, which has shaped customer purchasing habits. Since social media is widely considered as a trustworthy source of information, customers are allowed to share their feedbacks about products, whether they are positive or negative. As a result, customers have the ability to use a variety of social media platforms in order to support or criticize companies' products and services. To illustrate, a potential customer encounters many unfavorable reviews when reading customer feedbacks, they may decide to forego their intended purchase and explore alternative choices. From pre-purchase research to post purchase evaluations, social media plays an important role in the whole decision-making journey. It gives customers instant information access about products and best times and places where to purchase items and assist in product selection (Powers et al., 2012). Currently, the storytelling marketing strategy, in which commercials are created as captivating narratives, has been recently utilized by Indonesian companies.

In marketing communication, storytelling has a long history and has been found to be a successful approach for spreading brand messaging (Moin, 2020). As firms begin to emphasize captivating narrative in their marketing strategies, this trend anticipates a change in the Indonesian advertising context. Advertisers have come to understand the benefits of storytelling in marketing as an approach that can improve brand recall, forge psychological bonds and enhance the engagement of consumers (Joshi et al., 2022). In support of this notion, Hsiao et al. (2013) underlined the value of storytelling in improving customer involvement in marketing activities. As a result, the need to study how marketers might successfully impact audiences' purchasing intentions through the usage of stories is consequently growing. Tam and Jeong-Nam (2019) stress the growing dependence on social media platforms for data collection and purchasing during the consumer purchasing process. They highlighted that this tendency has been driven by both modifications in social standards and enhanced technology. Social media today is currently considered as a crucial source of data by consumers, providing them a wide range of qualities and options to take into account during their purchase decisions. The contribution of social media platforms to the identification of new consumer needs is highlighted by Jashari and Rrustemi (2017). They contend that the discovery of unsatisfied needs might be triggered by material on these platforms such visuals and comments. To elaborate on this, Thota (2018) claims that businesses may use social media to stimulate consumers' needs by intentionally highlighting the benefits of their products and increasing brand recognition. Businesses may do this by uploading videos and reviews in well-known platforms such as Facebook and Instagram in order to generate the need for their products. In addition to using social media content, Wertz (2019) contends that companies may increase brand recognition and generate customer needs through collaborations with influencers. Businesses may easily boost their visibility while increasing customer interest by actively looking for endorsements from famous people and gaining favorable feedback on their products.

3. Research Methodology

Unlike many previous studies that usually concentrate on a single social media platform, this study investigates a wide range of platforms that are popular in Morocco such as Facebook, Instagram and Tiktok. This provides a deeper knowledge of how social media storytelling impacts buyer intentions through different websites by taking into consideration many platforms. The study sample includes a wide range of participants in terms of gender, age, location, education level. This variety makes sure that the study's findings are representative of the Moroccan online community and can provide recommendations applicable across multiple segments of the population. By focusing particularly on Morocco, this research covers a context that may have unique market trends and specific customer

needs. The focus of this study was on the components of storytelling marketing which included social media usage, alignment with normative beliefs and emotional appeal. Due to the inconsistent results about their impact, these three dimensions were chosen in order to examine the influence of storytelling marketing on consumer's purchasing intention.

Hypothesis:
H1: Social media storytelling has a positive impact on purchase intention among Moroccan consumers.
H2: The emotional appeal of social media storytelling is positively related to its impact on purchase intention among Moroccan consumers.
H3: Higher levels of social media usage are positively related to the impact of social media storytelling on purchase intention among Moroccan consumers.
H4: Social media storytelling that aligns with an individual's normative beliefs has a positive impact on purchase intention among Moroccan consumers.

3.1. Questionnaire Design

As it is based on the Likert Scale format, the questionnaire plays a significant role in the success of this study. According to Jamieson (2004), the Likert scale is well known and well-organized tool that enables researchers to measure perspectives and behaviors. This scale, introduced by Likert (1932), provide participants with series of statements in which they are able to indicate whether they agree or disagree with options varying between strongly disagree to strongly agree.

Additionally, this scale was a perfect fit for the current study due to its versatility in assessing different fields (Boateng et al., 2018). Each scale and component of the questionnaire emphasizes on a particular aspects related to social media usage, the way brands are perceived and the intention to purchase. Along with that, participants were also asked demographic questions about their gender, age, monthly income.

The questionnaire used in the research was developed based on multiple sources:

Scales	Sources
Social Media Usage	(Ellison et al., 2007) ; (Lin & Lu, 2011)
Social Media Engagement	(Muntinga et al., 2011) ; (Calder et al., 2009)
Perceived authenticity	(Moulard et al., 2015)
Emotional Appeal	(Bagozzi et al., 1999)
Normative Beliefs & Subjective Norms	(Bearden et al., 1989); (Smock et al., 2011) (Himberg, 1996) ; (Peslak et al., 2011)
Storytelling Effectiveness	(Escalas & Bettman, 2005)
Purchase Intention	(Spears & Singh, 2004)

3.2. Research Design

The study's primary focus was on storytelling marketing components which included social media usage, normative beliefs and emotional appeal. In order to fully investigate the associations between variables, this research was

conducted carefully. First, data were obtained at a specific period adopting a cross-sectional approach (Fink, 2019). By employing this approach, we will be able to gain insight into Moroccan customers' actual extent of desire to buy after viewing stories in social media platforms.

Some examples of the questions used in the questionnaire are as following:

- To what extent do you agree with the statement "I spend a lot of time on social media each day"?
- How emotionally connected do you feel to the stories you see on social media?
- To what extent do you agree with the following statement: "I engage with story messages shown on social media because everyone else does"?
- You are likely to buy a product if you see a compelling story about it on social media next time you need it?

The data gathered through the questionnaire was handled and analyzed through a commonly-used statistical software program called SPSS or Statistical Package for the Social Sciences (SPSS, 2013). Statistics have been examined to comprehend the patterns and variables that were incorporated into the study model were then compared through a correlation analysis to check if they were indeed linked (Hair et al., 2010). The One-Way Analysis of Variance (ANOVA) Test was used to assess the hypothesis of the study (Field, 2013).

3.3. Sampling Method

By employing the purposive sampling technique, introduced by Patton (2002), the study will guarantee data reliability by targeting 300 Moroccan consumers who actively use social media platforms. Age, gender diversity will be included in the sample to ensure a realistic distribution.

3.4. Data Collection Tool

The data collection tool employed in this study was a structured online survey. Self-administered in nature, this online survey allows respondents to fill it whenever they are ready in an easily accessible digital environment (Dillman et al., 2014). There were two main parts in the survey. The first one contained demographic questions. The second section was comprised of questions regarding social media, storytelling marketing components and purchase intention. The validity and reliability of the scale was checked using Cronbach's Alpha (Cronbach, 1951). After ensuring that the survey provides reliable outcomes, it was used to collect 300 responses from Morocco. Data gathering has been in the months of June and July 2023.

4. Data Analysis and Interpretation of Results:

4.1. Descriptive Statistics:

In order to sum up the data gathered for this study and present them in a clear and concise way, descriptive statistics were required. The central tendency and variance have been analyzed using metrics such as Mean and Standard Deviation (Kotler & Armstrong, 2016). The mean is crucial when determining the typical extent of agreement or disagreement among consumers with what was stated in the survey (Salkind, 2010). On the other hand, standard deviation helps in identifying the variation of answers by providing details about the degree of answers' dispersion (Salkind, 2010).

The following table shows a fairly tight dispersion, and this shows the choice of the sample and the nature of questions elaborated in the survey:

Table 1: Statistical Summary of the sample

Country	Mean	Median	Standard Deviation	Variance
Morocco	1.04	1.012	0.048	0.0023

Robustness analysis by iteration:

In the previous analysis we took the entire sample to perform the Cronbach ϱ test, which gave a value close to 1 ($\varrho = 0.896$), which shows that the survey design reflects reality and respects the principle of objectivity. However, to reinforce the robustness of the work we will proceed with an iteration method, by which, for each iteration we will subtract the value of a section and we will repeat the test again, to be able to know if there are any components that are useless:

Test Value:

Table 2: Cronbach's Alpha score

Cronbach Alpha	N
0.896	20

Table 3: Contribution of sections in explaining the dependent variable

	SCORE OF MEAN POST SUBSTRACTION	SCORE OF VAR POST SUBSTRACTION	TEST AFTER DELETION
S1	1.12	0.389	0.716
S2	1.00	0.239	0.740
S3	1.31	0.359	0.801
S4	0.98	0.216	0.856
S5	0.90	0.314	0.613
S6	0.69	0.118	0.791
S7	1.00	0.421	0.896
S8	0.88	0.711	0764
S9	0.95	0.233	0.813
S10	1.10	0.214	0.786
S11	1.07	0.312	0.778
S12	1.13	0.653	0.878
S13	1.00	0.322	0.875
S14	1.02	0.764	0.883
S15	0.85	0.983	0.878
S16	1.00	0.733	0.806
S17	1.13	0.404	0715
S18	0.87	0.447	0.672
S19	1.00	0.931	0.726
S20	1.00	0.723	0.832

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Iterations:
In this step, we will try to make iterations that will allow us to measure the contribution of each section in explaining purchasing behavior among participants via the social network channel as well as the contribution score of each section:

From the results obtained shown in the table above, we can deduce that each section contributes significantly in the formation of the ALPHA TEST, and this confirms two hypotheses, the first which is the strong relationship between the impact of social networks on consumer behaviors and the second that was also justified by the first hypothesis, the choice of questions which was well developed. Ultimately, the contribution of each section indeed differs from one another. However, each one of them has a weight in the test.

4.2. Validation of Hypotheses:

To analyze and validate the hypotheses we have developed, we carry out an ANOVA Analysis.
H1: Social media storytelling has a positive impact on purchase intention among Moroccan consumers
To determine the validity of this hypothesis, we used questions that evaluate what respondents think of social media storytelling and its impact on their purchase intentions:
> • How much does social media storytelling help you understand the value of a product?
> • You are likely to buy a product if you see a compelling story about it on social media next time you need it?

ANNOVA

	Sum of Squares	Freedom Degree	Mean Square	F
Within Groups	10.675	8	1.334	**4 .172**
Between Groups	278.124	292	0.952	
Total	288.799	300		

According to the ANOVA table which gives the following result (F=4.172), we can accept the hypothesis which stipulates that the purchase intention of Moroccan consumers is affected by social media storytelling.
H2: Emotional appeal of social media storytelling is positively related to its impact on purchase intention among Moroccan consumers
Questions that correspond to these hypotheses are the following:
> • How emotionally connected do you feel to the stories you see on social media?
> • To what extent do the stories you see on social media make you feel happy?

ANNOVA

	Sum of Squares	Freedom Degree	Mean Square	F
Within Groups	5.675	8	0.709	**3.156**
Between Groups	212.344	292	0.727	

Total	**216.534**	**300**		

Taking into consideration that the test is sufficiently superior, we can therefore accept the hypothesis stipulating that there is a positive correlation between the emotional appeal of storytelling and the purchasing intention of Moroccan consumers.

H3: Higher levels of social media usage are positively related to the impact of social media storytelling on purchase intention among Moroccan consumers

To test this hypothesis, we took into consideration respondents' social media habits in questions like:
- To what extent do you agree with the statement "I spend a lot of time on social media each day"?
- To what extent do you agree with the statement "I enjoy interacting with others on social media"?

ANNOVA

	Sum Squares	**Freedom Degree**	**Mean Square**	**F**
Within Groups	**3. 336**	**8**	**0.417**	**3.856**
Between Groups	**290.514**	**292**	**0.995**	
Total	**293.85**	**300**		

According to the ANOVA table which gives the following result (F=3.856), we can accept the hypothesis which indicates higher levels of social media usage are positively related to the impact of social media storytelling on purchase intention among Moroccan consumers.

H4: Social media storytelling that aligns with an individual's normative beliefs has a positive impact on purchase intention among Moroccan consumers.

Questions that are relevant to this hypothesis include questions like:
- How much do you trust the information presented in social media stories?
- To what extent do you agree with the following statement: "People normally respond to brand stories presented on social media."?

ANNOVA

	Sum Squares	**Freedom Degree**	**Mean Square**	**F**
Within Groups	**3. 101**	**8**	**0.388**	**4.192**
Between Groups	**295.187**	**292**	**1.018**	
Total	**298.28**	**300**		

According to the ANOVA table which gives the following result (F=4.192), we can accept the hypothesis which indicates that Social media storytelling that aligns with individual's normative beliefs has a positive impact on the intention to buy among Moroccan consumers.

Correlation Analysis

Table 5: Correlation Matrix

	01	**02**	**03**	**04**
01: Purchase Intention of Moroccan Consumers	**1**			
02: Emotional Appeal	_**0.91**_	**1**		
03: Social Media Usage	_**0.67**_	0.17	**1**	
04: Storytelling Alignment with Normative Beliefs	_**0.89**_	0.35	0.20	**1**

The association between the variables was determined using correlation analysis. With a score that is superior to 0.5 in the correlation coefficient in all factors. We can say that there is a significant positive link between consumers' purchase intentions and the other three variables. This indicates that all the hypotheses are accepted as true.

Findings

The findings of this study provide compelling insights into how important social media storytelling is in influencing Moroccan consumers' purchase intention. This marketing strategy's effectiveness is demonstrated by the positive correlation between purchase intention and exposure to brand stories on social media. Furthermore, it was discovered that stories which include emotional appeal are considered as a significant factor impacting Moroccan consumers' intentions to purchase. Additionally, the study shows the usefulness of prioritizing active social media users by emphasizing that the higher the rates of social media usage the greater is the impact of social media storytelling on purchase intention. The study also underscores the importance of matching brand stories to consumers' conventional beliefs since trustworthiness and authenticity have a significant effect on purchase intention of Moroccan consumers. For the demographic variables, it is found that some of them have an impact in shaping some of the survey questions. For example, with younger respondents participating in social media platforms more frequently, it revealed that age had an effect on the level of social media usage and engagement. On the other hand, the effect of social media storytelling on purchase intention did not seem to be greatly affected by gender, indicating an almost similar impact on both sexes. Another significant factor was also respondents' monthly income, with those in higher income categories indicating a greater correlation between social media storytelling and purchase intention more than those with lower monthly income. Lastly, these findings offer valuable data for marketers looking to influence the purchase intention of Moroccan consumers and take their marketing strategies to the next level.

Limitations and recommendations

It is crucial to be aware of some limitations that restricted this study while providing valuable insights into the influence of social media storytelling on consumer purchase intention in Morocco. The study's first limitation is that

it used data that was self-reported from an online survey which is vulnerable to error and response bias. Additionally, the lack of time needed to analyze and distribute the survey to a larger sample in Morocco. The findings may not be directly applicable to other countries and cultures because they are restricted to a single country which is Morocco. Moreover, the sample used for this study also excluded respondents with limited internet access and people with different media usage patterns.

As for recommendations, it is suggested to understand how the impact of social media storytelling changes over time. Academics should think about conducting longitudinal studies. Future research should also examine how different social media platforms operate, as their various storytelling abilities may provide new perspectives on platform-specific practices. Finally, using this information will enable marketer to generate and customize their social media storytelling campaigns to their target audiences' behaviors, putting an emphasis on conformity of stories with normative beliefs and creating emotional appeal.

5. Conclusion

Considering the influence of social media storytelling on purchase intention, this study provides valuable insights into the realm of consumer behavior within the Moroccan context. A deeper knowledge of the complicated relationships underlying consumer decision-making processes in the age of technology has been made possible by this research which has led by four clearly stated hypotheses. The findings have shown the effectiveness of social media storytelling in influencing Moroccan consumers' purchase intentions shedding light on the role of social media usage, emotional appeal and alignment with normative beliefs.

However, this study only narrowed its focus on the effect of social media storytelling on purchase intention leaving other potential aspects and variables that might influence customer behavior. Consumer decision-making is a complex process that is affected by a wide range of factors that might extend beyond the scope of this study. In order to provide a deeper understanding of the complexities involved, future studies should take a wider range of aspects into account. Furthermore, the study's methodology mainly revolves around statistical data analysis, providing a quantitative perspective on the phenomena. Although quantitative methods provide valuable insights into correlations and trends, a deeper understanding of the fundamental reasons and perceptions that influence consumers' responses to social media storytelling may be offered by a supporting qualitative approach. The research also faced some restrictions concerning data collection and measurement. Self-reported data may be susceptible to responses biases or errors despite the fact that they are useful. Although the restrictions this study faced, the findings are important for marketer and companies doing business in the Moroccan market. In addition to the importance of emotional appeal and alignment with normative beliefs, social media storytelling has been proved to have a positive impact on Moroccan consumers' purchase intentions. These findings advance the understanding of this phenomenon and point to potential strategic opportunities to enhance consumer engagement and influence purchasing behavior. Finally, it is obvious that dynamic nature of consumer behavior in this digital era requires ongoing research and adaptation to successfully interact with a variety of consumer groups in an ever-evolving social media environment. There should be more scholarly research on the impact of artificial intelligence on consumer purchasing patterns and how marketing methods might be integrated into them. To monitor the shifts in consumer behavior over time and how they are influenced by external factors, longitudinal studies should be conducted.

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