

**THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER  
PURCHASE BEHAVIOUR**

**BY**

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BENIN CITY**

**NOVEMBER, 2025.**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF  
MARKETING, FACULTY OF MANAGEMENT SCIENCES, UNIVERSITY OF  
BENIN, BENIN CITY IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.) DEGREE IN  
MARKETING.**

**NOVEMBER, 2025.**

## **DECLARATION**

I, **CHIOMA JOY OKECHUKWU**, hereby declare that this project is undertaken by me in the department of Marketing, faculty of Management Sciences, University of Benin, Benin City, Edo State under the supervision of Dr. Ebun O. Imouokhome

This project has not been previously submitted for the award of bachelor of science degree in Marketing.

All ideas and views are products of my personal research and that of others have been duly referenced, appreciated and acknowledged.

Any litigation or liability arising from the work is to be wholly borne by me and not the supervisor.

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**CHIOMA JOY OKECHUKWU**

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**DATE**

## CERTIFICATION

We certify that **CHIOMA JOY OKECHWUKWU**, with the matriculation number MGS2104995 submitted this research work to the department of Marketing, Faculty of Management Sciences, University of Benin, Benin City.

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## **DEDICATION**

I dedicate this project to God Almighty, my creator, my strong pillar, my source of inspiration, wisdom, knowledge and understanding.

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## **ABSTRACT**

This study examined the influence of social media influencers on consumer purchasing behaviour in Benin City, Edo State, Nigeria. Specifically, it explored how influencer characteristics: influence credibility (trustworthiness, expertise, attractiveness), self-disclosure, content quality (aesthetic coherence, visual appeal, and message clarity), and endorsement consistency impact the purchasing decisions of social media users. The research adopted a quantitative survey design, and data were collected from 385 valid respondents using structured questionnaires. Descriptive and inferential statistical analyses were performed with SPSS version 22, using regression analysis to test the hypotheses. The findings revealed that trustworthiness, expertise, and attractiveness significantly influence consumer purchasing behaviour, with trustworthiness having the strongest effect. Self-disclosure emerged as a moderately strong predictor, highlighting the role of personal and authentic communication in enhancing consumer engagement. Content quality dimensions also significantly impacted consumer decisions, with aesthetic coherence being the most influential. Endorsement consistency had a statistically significant, though modest, effect on purchasing behaviour. The study concludes that social media influencers significantly shape consumer purchasing patterns through personal attributes and content strategies. It recommends that brands should engage credible and authentic influencers, encourage genuine self-disclosure, prioritise high-quality and visually appealing content with clear messaging, and ensure consistent brand endorsement to build trust and foster long-term consumer loyalty.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

The increasing ubiquity of digital connectivity has profoundly reshaped consumer behaviour in Nigeria. Recent figures indicate that by 2024, the country had over 126 million active internet users, with more than 33 million engaged on platforms such as Facebook, Instagram, TikTok, and YouTube (DataReportal, 2024). These platforms have become embedded in the everyday routines of Nigerian consumers, altering the modalities through which they discover, assess, and ultimately acquire goods and services. As digital interactions intensify, consumer purchasing patterns shaped by how individuals identify, evaluate, and use products are being progressively influenced by the content encountered online (Kotler, Keller, Hoon, & Wee, 2022). This transformation has prompted brands to adopt more tailored and immersive digital strategies aimed at cultivating consumer engagement.

Within this evolving digital framework, social media influencers (SMIs) have emerged as critical actors in guiding consumer preferences and behaviours. These individuals, through the cultivation of substantial followings and strategic content curation, have assumed a pivotal role in the digital marketing ecosystem by building trust, relatability, and perceived authority (Boerman, 2023). Their influence spans diverse consumer sectors ranging from fashion and electronics to wellness and travel positioning them as prominent facilitators in the decision-making process. Unlike traditional advertising

figures, influencers foster peer-like interactions and authenticity, enhancing their capacity to engage consumers on a more personal level (Jin, Ryu, & Muqaddam, 2022). This distinctive communicative approach underscores their growing relevance in the digital purchase journey.

Crucial to understanding the influence of SMIs is an examination of specific attributes that determine their persuasive efficacy namely, credibility, self-disclosure, content quality, and endorsement consistency. The credibility of an influencer, grounded in perceptions of trustworthiness and expertise, is a dominant predictor of consumer responsiveness. It is suggested that followers are more likely to act upon recommendations from influencers regarded as authentic and knowledgeable (Casaló, Flavián, & Ibáñez-Sánchez, 2023). Furthermore, self-disclosure where influencers share personal narratives and intimate details fosters parasocial relationships that amplify emotional resonance and perceived closeness, thereby enhancing persuasive potential (Lee & Kim, 2021). Complementing these is the role of content quality, evaluated through dimensions such as visual appeal, clarity, relevance, and emotional impact, all of which significantly shape consumer engagement and message retention (Sokolova & Kefi, 2023). Moreover, endorsement consistency, reflecting alignment in the types of brands and products an influencer promotes over time, reinforces their perceived integrity and strengthens consumer-brand associations (Xiao, Wang, & Chan-Olmsted, 2022).

These dynamics are particularly salient in the Nigerian digital marketplace, where influencer marketing has experienced accelerated growth. This trend is bolstered by high

smartphone penetration and a consumer base increasingly open to social media-based recommendations. Findings from the 2024 Nigeria Digital Consumer Insight Report reveal that 88 percent of consumers have discovered products through SMIs, with 71 percent indicating they have made purchases based on these endorsements (NOI Polls, 2024). Notably, platforms such as Instagram, TikTok, and YouTube have become dominant arenas for influencer activity, accommodating both macro- and micro-influencers who cater to segmented consumer interests. In light of these developments, understanding the specific mechanisms through which influencers shape purchasing behaviour is essential. Accordingly, this study seeks to investigate how social media influencers impact consumer purchasing behaviour within Nigeria's increasingly digitised and influencer-driven consumer landscape.

## **1.2 Statement of the Research Problem**

Despite the increasing adoption of influencer marketing by brands across Nigeria, there remains a limited understanding of how specific influencer attributes affect consumer behaviour in a structured and measurable way. While influencer marketing is widely recognized for improving brand visibility and enhancing consumer engagement, most studies focus on general outcomes such as brand awareness, social engagement, or purchase intention (Lim, Mohd Radzol, Cheah, & Wong, 2020; Phua, Jin, & Kim, 2020). There is a noticeable gap in the literature that specifically isolates the effects of influencer credibility, the degree of personal self-disclosure, the perceived quality of content produced, and the consistency of brand endorsements on consumer decision-making.

These dimensions are critical to understanding how influencers cultivate trust and persuade consumers in digital environments (Djafarova & Bowes, 2021; Lou & Kim, 2019). Without targeted empirical analysis of these attributes, brands risk implementing ineffective influencer campaigns that fail to build long-term consumer trust or drive sustained behavioural change.

Moreover, most existing literature has been based on consumer populations in North America, Europe, or East Asia, with relatively few empirical studies exploring the experiences of African consumers, particularly in Nigeria. Social media platforms such as Instagram, TikTok, WhatsApp, and YouTube are among the most popular in Nigeria, yet little is known about how influencer marketing on these platforms influences Nigerian consumer perceptions of authenticity, brand credibility, or purchase intent (Obi-Ani, Anikwenze, & Isiani, 2021; Ohiagu & Okonkwo, 2022). Much of the previous work has generalized influencer traits and effectiveness without examining how coherence in endorsements or the strategic use of personal narratives shapes consumer loyalty. This oversight is especially pressing in Nigeria, where brand loyalty is often fragile, and consumer switching behaviour is high due to an overcrowded and digitally saturated market (Kemp, 2023). This study addresses these gaps by investigating how influencer credibility, self-disclosure, content quality, and endorsement consistency influence consumer purchasing behaviour in Nigeria's dynamic digital marketplace.

### **1.3 Research Questions**

Arising from the above statement of research problem, the following questions were raised:

- i. How does influencer credibility affect consumer purchase behaviour?
- ii. What is the influence of influencer self-disclosure on consumer purchase behaviour?
- iii. To what extent does content quality impact consumer purchase behaviour?
- iv. How does endorsement consistency shape consumer purchase behaviour?

### **1.4 Research Objectives**

The broad objective of this study is to examine social media influencers and consumer purchase behaviour. Specifically, the study sought to:

- i. examine the effect of influencer credibility on consumer purchase behaviour;
- ii. analyze the influence of influencer self-disclosure on consumer purchase behaviour;
- iii. investigate the impact of content quality on consumer purchase behaviour; and
- iv. assess the extent to which endorsement consistency affects consumer purchase behaviour.

### **1.5 Research Hypotheses**

The following null hypotheses shall be tested:

$H_{01}$ : Influencer credibility does not significantly affect consumer Purchase behaviour.

Ho<sub>2</sub>: Influencer self-disclosure does not significantly influence consumer Purchase behaviour.

Ho<sub>3</sub>: Content quality does not have a significant impact on consumer Purchase behaviour.

Ho<sub>4</sub>: Endorsement consistency does not significantly affect consumer Purchase behaviour.

### **1.6 Significance of the Study**

This study is significant to a broad range of stakeholders who are actively involved in, or impacted by, the dynamics of influencer marketing and consumer behaviour in Nigeria as follows:

This study offers practical insights into how specific influencer characteristics influence consumer purchasing behaviour. By understanding the role of influencer credibility, marketers can identify personalities that are perceived as trustworthy and knowledgeable by consumers. Findings related to self-disclosure and content quality will enable businesses to assess which influencer communication styles foster deeper emotional engagement. Additionally, insights into endorsement consistency will help marketers select influencers who maintain coherent and long-term brand messaging, thereby improving brand recall and loyalty. Overall, the study will assist businesses in optimizing influencer selection, campaign design, and resource allocation for improved marketing outcomes.

The findings will assist influencers in refining their content strategies by highlighting which personal and professional attributes most significantly affect consumer behaviour. Insights into credibility and self-disclosure will help influencers understand how to build stronger parasocial relationships with their audiences. Knowledge about content quality and endorsement consistency will guide influencers in maintaining professionalism and thematic coherence, which are crucial for retaining both follower trust and brand collaborations. Ultimately, the study provides influencers with data-driven strategies to enhance their relevance and long-term sustainability in the digital marketplace.

This study will empower consumers by increasing their awareness of the psychological techniques employed in influencer marketing. By understanding how credibility, personal storytelling, quality of content, and consistent endorsements shape their decisions, consumers can make more informed and critical purchasing choices. The research promotes consumer literacy, helping individuals to evaluate influencer messages with greater discernment, thereby encouraging ethical consumption and reducing the likelihood of impulsive or manipulated buying behaviour.

The study provides a basis for formulating regulatory policies aimed at improving transparency and accountability in influencer marketing. By revealing how influencer characteristics affect consumer decisions, the findings can support the development of standards around sponsored content disclosure, deceptive advertising, and influencer accountability. These insights are critical for protecting consumers from unethical

marketing practices and for ensuring that digital marketing ecosystems remain fair, transparent, and well-regulated.

This research contributes to the existing body of literature by offering a focused analysis of the relationship between specific influencer attributes and consumer purchasing behaviour in a Nigerian context. It provides a theoretical foundation for further studies on digital marketing, influencer psychology, and consumer decision-making. Researchers can extend this work by exploring contextual variables, cross-cultural differences, or platform-specific dynamics. Moreover, marketing educators can incorporate the findings into curriculum development to better prepare students for careers in digital marketing.

### **1.7 Scope of the Study**

This study focuses on examining the relationship between social media influencer attributes and consumer purchasing behaviour within Benin City, with particular emphasis on Oredo Local Government Area in Edo State, Nigeria. The research targets adult consumers who actively engage with influencer content across various social media platforms, providing a localized yet insightful view into the dynamics of influencer marketing in a digitally connected urban environment.

The content scope of the study is restricted to four key independent variables: influencer credibility, influencer self-disclosure, content quality, and endorsement consistency, all of which are examined in relation to their effect on consumer purchasing behaviour. These variables have been selected for their theoretical and empirical relevance in shaping digital consumer responses. The temporal scope of the research is cross-

sectional, as data will be collected within a single time frame, and the study is expected to be completed in the year 2025.

### **1.8 Limitation of the Study**

The study may face limitations such as respondents' unwillingness to participate, incomplete questionnaires, refusal to participate, and missing responses. These issues can arise due to a lack of interest, time constraints, or concerns about privacy and data security. Additionally, incomplete or missing responses can result from unclear questions or respondents' misunderstanding of the survey. Such limitations can compromise the validity and reliability of the data collected, ultimately affecting the study's findings and conclusions.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

This chapter focuses on the review of literature relevant to this study. This chapter is in four major sections, including conceptual review, theoretical review, empirical review, and gap of the study.

#### **2.1 Conceptual Review**

This section reviews relevant concepts related to the study, commencing with consumer purchasing behaviour.

##### **2.1.1 Consumer Purchase Behaviour**

Consumer purchasing behaviour is a complex and multifaceted process that encompasses the identification of needs, the search for information, the evaluation of alternatives, the purchase of goods and services, and post-purchase interactions. Solomon (2018) defines it as the actions undertaken by individuals or groups in selecting, acquiring, utilizing, assessing, and disposing of products or services to satisfy their needs. Expanding on this, Babin and Harris (2023) examine the broader decision-making processes through which individuals and collectives seek to fulfill their desires, whether through tangible products, services, experiences, or concepts. This dynamic process is shaped by various psychological, social, and economic factors that influence decision-making at every stage (Singh, 2023).

One of the most widely recognized theoretical frameworks for understanding Consumer purchase behaviour is the Engel-Kollat-Blackwell (EKB) model. This model delineates

five sequential stages: problem or need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour (Blackwell, Miniard & Engel, 2006; Mwaisaka, 2017). These stages provide a structured approach to analyzing how consumers navigate their purchasing decisions (Figure 2.1).

**Figure 2.1: The Five-Step Buyer Decision Process**



(Mwaisaka, 2017)

The first stage, *problem or need recognition*, occurs when an individual perceives a discrepancy between their current state and a desired state, prompting the realization of a need (Oliveira, 2021). Various factors can trigger this recognition, including social influences, lifestyle changes, marketing efforts, or exposure to external stimuli. For instance, an individual may recognize the need to purchase a new household appliance after an existing one malfunctions or feel the necessity to upgrade electronic devices due to advancements in technology (Boardman, Parker-Strak, & Henninger, 2020). Businesses strategically stimulate this stage through targeted advertising and promotions, using persuasive techniques to create awareness of potential needs (Jacobson & Harrison, 2022). However, consumers may not always consciously recognize their needs,

underscoring the importance of marketing strategies that effectively highlight latent demands (Chernev, 2022).

Once a need has been identified, consumers proceed to the *information search* stage, during which they seek relevant details to aid in decision-making. This search process can involve consulting various sources, including online reviews, social media, advertisements, word-of-mouth recommendations, and expert opinions (Bartschat, Cziehso & Hennig-Thurau, 2022). The extent of information gathering depends on factors such as the complexity of the product, the perceived financial risk, and prior consumer knowledge. For example, when purchasing a high-involvement product like a car or an electronic gadget, individuals tend to conduct extensive research, comparing technical specifications, user reviews, and brand reputations (Chuprapawan, 2023). In contrast, routine purchases, such as household essentials, may involve minimal information search due to established brand preferences (Zhang, Cao, & Liu, 2023). Despite the availability of vast digital resources, consumers often face challenges such as information overload, misleading advertisements, and biased reviews, which can complicate their decision-making process (Bartschat, Cziehso & Hennig-Thurau, 2022).

The *evaluation of alternatives* follows the information search phase, during which consumers compare different products or brands based on specific criteria such as price, quality, durability, and perceived value (Fuller, Stocchi, Gruber & Romaniuk, 2023). This assessment may be influenced by personal preferences, past experiences, cultural norms, and economic considerations. For instance, when purchasing household

appliances, a consumer may compare energy efficiency ratings, warranty coverage, and customer service reputation before making a final decision (Abalkhail, 2023). Organizations attempt to influence this stage by emphasizing unique selling propositions such as product differentiation, sustainability, and superior customer service (Sarokin & Bocken, 2024). However, intangible factors such as ease of use, long-term reliability, and overall satisfaction may be difficult to evaluate prior to purchase, especially in online transactions, necessitating innovations like virtual demonstrations or trial periods (Gallery & Conlon, 2024).

The *purchase decision* stage marks the point at which the consumer selects a specific product or service and proceeds with the transaction (Sujono, Wiyandi, Wibowo, Yunadi, Wibowo & Salam, 2023). Several factors influence this decision, including product availability, price promotions, perceived brand credibility, and the convenience of the purchasing process. In the context of e-commerce, businesses optimize this stage by offering seamless checkout processes, multiple payment options, and personalized recommendations (Istiqomah & Alfansi, 2024). However, barriers such as last-minute hesitation, cart abandonment, or concerns over product authenticity can prevent consumers from finalizing their purchases, necessitating strategic interventions such as limited-time discounts, free shipping incentives, or simplified return policies (Rajib & Roy, 2023).

Finally, *post-purchase behaviour* encompasses the consumer's experience following the purchase, which significantly influences future buying decisions and brand loyalty

(Dobre, Milovan, Preda & Naghi, 2023). Positive post-purchase experiences, characterized by product satisfaction, efficient customer support, and strong after-sales service, can lead to repeat purchases and positive word-of-mouth recommendations (Wang, Yu, & Chen, 2023). Conversely, dissatisfaction—resulting from unmet expectations, defective products, or poor service—may lead to product returns, complaints, or negative reviews, affecting the company's reputation (Ologunibi, 2023). Organizations enhance customer retention by offering loyalty programs, responsive customer service, and hassle-free return policies, thereby fostering long-term engagement and trust (Tata, Prashar, & Parsad, 2021).

While the EKB five-step buyer process provides a structured model for understanding Consumer purchasing behaviour, it does not fully account for variations in purchasing patterns across different contexts (Olumekor & Polbitsyn, 2022). In many cases, consumers deviate from the linear sequence due to factors such as habitual purchasing, impulse buying, or high-involvement decision-making. For example, *routine buying behaviour*, which involves repeated purchases of familiar products, often bypasses extensive information search and alternative evaluation stages due to established brand loyalty and past experience (Abadi, Mustafa & Aslam, 2023). A consumer purchasing essential household goods, such as detergents or groceries, may make decisions based on habit rather than detailed analysis (Deldjoo, Nazary, Ramisa, Mcauley, Pellegrini, Bellogin & Noia, 2023).

Conversely, *high-involvement purchases*, such as luxury items or long-term investments, tend to involve an extended evaluation process due to the higher financial and emotional stakes involved (Luo & Park, 2024). Consumers investing in high-value products, such as automobiles or real estate, engage in extensive research, comparing features, warranties, and resale values before committing to a decision (Hur & Ha, 2023). Additionally, *impulse buying*, driven by emotional triggers or situational factors such as promotional offers, can cause consumers to skip stages and proceed directly from problem recognition to purchase without thorough evaluation (Lee, Gan, & Liew, 2023). These deviations highlight the complexity and variability in Consumer purchasing behaviour, reinforcing the need for flexible and adaptive marketing strategies that cater to different purchasing patterns (Bickley, 2023).

### **2.1.2 Social Media Influencers**

Social media influencers (SMIs) have emerged as pivotal figures in contemporary digital communication, particularly within marketing and consumer engagement contexts. These individuals, who accumulate large followings on platforms such as Instagram, YouTube, TikTok, and Twitter, leverage their online presence to shape audience attitudes and behaviors through curated content and perceived authenticity. De Veirman, Hudders, and Nelson (2021) define social media influencers as individuals who “built a significant social network of followers and are perceived as opinion leaders in their niche domains,” often through the continuous production of lifestyle or brand-related content. Their influence derives not merely from follower count but from the trust and relatability

cultivated over time, which makes them effective at swaying the decisions of their audiences (Lou & Yuan, 2019; Djafarova & Trofimenko, 2021).

SIMs differentiate themselves from traditional celebrities in that their appeal is rooted in accessibility and authenticity rather than conventional fame. Abidin (2021) asserts that the influence of SIMs stems from their perceived ordinariness and ability to create parasocial relationships with their followers—emotional connections that mimic real-life friendships. Unlike corporate advertisements, influencer-generated content often feels personalized and organic, making consumers more receptive to the embedded marketing messages. According to Balaban and Mustăța (2022), influencers play dual roles as both media producers and brand ambassadors, and this duality enhances their persuasive power in digital economies. These roles are intricately tied to platform algorithms that reward engagement, thus making influencer visibility partially dependent on their ability to elicit interaction from audiences (Boerman, Willemsen, & Van Der Aa, 2020).

In addition to their social positioning, SIMs also represent a strategic marketing tool for brands seeking to connect with specific consumer demographics. Jin, Muqaddam, and Ryu (2019) argue that SIMs are perceived as credible sources of information due to their consistent interaction with followers, which contributes to their status as opinion leaders. The trustworthiness and expertise of influencers are central to the source credibility theory, which posits that communication effectiveness is directly influenced by the audience's perception of the communicator's reliability and competence (Ohanian, 1990; Sokolova & Perez, 2021). Furthermore, the commercial value of influencers is

underscored by their integration into the influencer marketing ecosystem, a sector projected to reach \$24 billion by the end of 2025 (Statista, 2024). This underscores the growing institutionalization of influencer roles and their significance within broader consumer culture.

### **2.1.2.1 Social Media Influencers' Credibility**

The credibility of social media influencers plays a critical role in shaping consumer attitudes and purchasing intentions, functioning as a central mechanism in the persuasion process. Credibility, often conceptualized through dimensions such as expertise, trustworthiness, and attractiveness (Erz & Christensen, 2018), has been empirically reaffirmed in digital contexts (Reinikainen, Munnukka, Maity & Luoma-aho, 2020). SMIs gain perceived credibility not from formal qualifications but from sustained content production within niche domains that signal informal expertise (Lim, Radzol, Cheah & Wong, 2020). For instance, consumers are more inclined to trust beauty influencers who consistently review cosmetics, as their exposure to products signals experience and reliability (Schouten, Janssen, & Verspaget, 2020). Moreover, trustworthiness—the perception that an influencer is honest and unbiased—strongly influences how persuasive an endorsement will be (Erz & Christensen, 2018). In digital spaces, these dimensions are heightened by visual cues, consistency in messaging, and follower engagement, which collectively establish a public persona aligned with authenticity and dependability (Lee & Kim, 2020).

The parasocial interaction theory (Horton & Wohl, 1956) also provides insight into how audiences perceive credibility in SMIs. These one-sided emotional relationships foster a sense of intimacy and trust, reinforcing the influencer's persuasive power (Casaló, Flavián, & Ibáñez-Sánchez, 2020). Audiences often perceive SMIs as more relatable than traditional celebrities, which contributes to higher levels of source credibility (Van Der Heide, D'Angelo & Schumaker, 2021). Importantly, empirical studies suggest that influencer credibility is directly associated with increased purchase intention and brand loyalty (Tafesse & Wood, 2021). The convergence of authenticity, subject-matter familiarity, and interpersonal engagement elevates the influencer from a mere content creator to a persuasive opinion leader. Thus, the effectiveness of influencer marketing relies not only on reach or popularity but fundamentally on how credible the influencer appears to their audience, mediated by the strength of the parasocial bonds formed through repeated digital interactions (Hou, Li, & Wu, 2020).

#### **2.1.2.2 Social Media Influencers' Self-Disclosure**

Self-disclosure, the act of revealing personal information to others, is central to the social construction of an influencer's online persona and perceived authenticity. In the influencer economy, strategic self-disclosure fosters emotional intimacy, reduces psychological distance, and enhances audience engagement (Mardon, Molesworth, & Grigore, 2020). Influencers who reveal aspects of their personal lives—relationships, struggles, or routines—are perceived as more genuine, thus deepening followers' parasocial relationships and loyalty (Shin, Kim & Jung, 2020). This perceived openness

contributes to what Altman and Taylor (1973) called the "social penetration theory," where gradual disclosures increase interpersonal closeness. In influencer-follower dynamics, this manifests through curated disclosures that humanize the influencer without compromising their aspirational image (Michopoulou & Moisa, 2022). Notably, followers tend to reward influencers who balance promotional content with personal narrative, interpreting them as more sincere and less commercially driven (Chen, Das, & Viswanathan, 2021).

Moreover, self-disclosure positively influences perceived trust, credibility, and engagement, all of which correlate with increased consumer responsiveness to product endorsements. Studies show that higher levels of influencer self-disclosure increase engagement metrics such as likes, comments, and shares, which in turn enhance content visibility due to social media algorithms (Liu, Jin, & Shen, 2021). However, authenticity perception hinges on the degree to which self-disclosure appears organic rather than strategic (Choi & Lee, 2020). Excessive or poorly timed disclosures may backfire, damaging the influencer's image and reducing their persuasive impact. The complexity of self-disclosure in influencer marketing thus lies in striking a balance between relatability and aspirational appeal. As observed by Djafarova and Bowes (2021), the commercial success of influencers is closely tied to how they manage their personal narratives, selectively revealing intimate details that resonate emotionally with followers while preserving their role as lifestyle curators.

### **2.1.2.3 Social Media Influencers' Content Quality**

Content quality is a pivotal determinant in the effectiveness of social media influencers' engagement and marketing outcomes. High-quality content—characterized by clear messaging, aesthetic coherence, visual appeal, and informativeness—enhances consumer engagement and brand perception (Ki, Cuevas, Chong, & Lim, 2020). In an attention economy where content saturation is rampant, influencers distinguish themselves by crafting posts that are not only visually compelling but also contextually relevant to their audience's preferences and values (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito & Singh, 2021). Consistent production of high-quality content strengthens the influencer's brand and positions them as a credible source of lifestyle guidance or product recommendations (Muntinga, Moorman, & Smit, 2019). This consistency, in turn, supports deeper consumer trust and increases message retention. Additionally, studies have shown that content perceived as valuable—whether through educational, entertainment, or inspirational value—boosts follower interaction and conversion intentions (Park & Lin, 2020).

Importantly, content quality also influences algorithmic favorability, which determines an influencer's visibility across social platforms. Platforms like Instagram and TikTok prioritize content that generates higher user interaction, effectively rewarding influencers whose content maintains high engagement rates (Papacharissi, 2022). Furthermore, high-quality content mitigates the perception of commercial manipulation by making promotional material more seamless and aesthetically integrated into the influencer's

regular output (Jung, Kim, & Yoon, 2020). Influencers with higher content quality are also more effective in evoking emotional responses, thereby increasing brand recall and favorable attitudes toward the endorsed product (Kim & Song, 2021). Ultimately, the influence of SMIs is not merely a product of their follower count but is significantly enhanced by the strategic design and delivery of content that meets the cognitive and affective expectations of their audience.

#### **2.1.2.4 Social Media Influencers' Brand Endorsement Consistency**

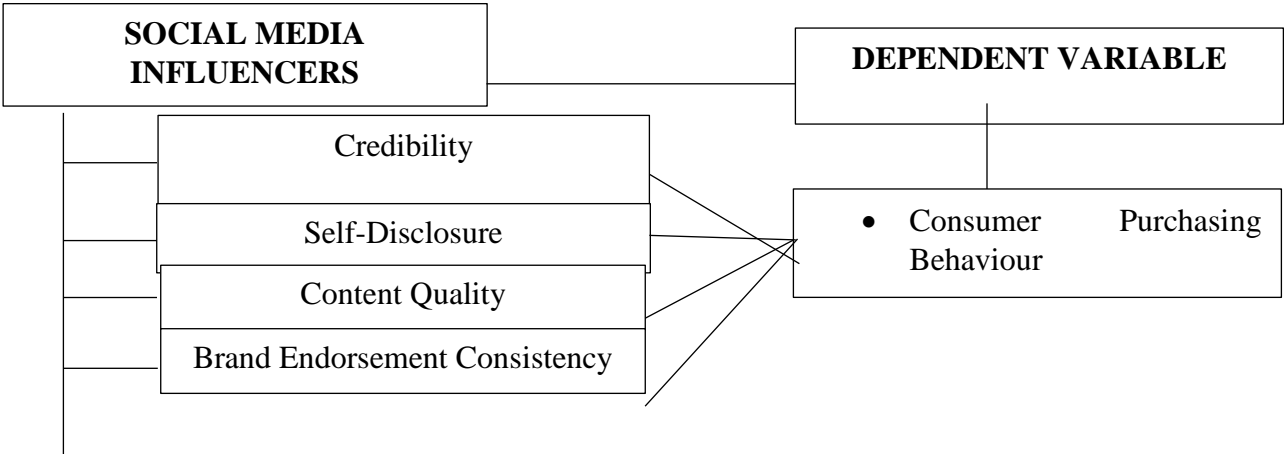
Brand endorsement consistency refers to the alignment between an influencer's personal brand and the products or services they promote. This alignment is crucial in maintaining follower trust and the overall effectiveness of promotional content. Research has shown that when influencers endorse brands congruent with their content niche, values, or lifestyle, followers are more likely to perceive the endorsement as authentic and persuasive (Breves, Liebers & Kunze, 2021). In contrast, inconsistent or overtly commercial endorsements can generate skepticism and decrease both engagement and purchase intention (De Jans, Van de Sompel, Daems & Hudders, 2020). The theory of congruence posits that alignment between a celebrity (or influencer) and a brand enhances the perceived credibility and effectiveness of the advertisement (Till & Busler, 2000). This concept translates directly into the influencer domain: for example, fitness influencers promoting athletic wear are more persuasive than when the same influencers endorse unrelated products like financial services (Fernandes, Moreira, & Silva, 2021).

Consistency in brand endorsements also affects long-term influencer-follower relationships, which are essential for repeated consumer behavior and brand loyalty. Audiences tend to form expectations around the type of content an influencer shares; deviation from this perceived identity risks eroding trust (Ghafoor, Rehman & Jebran, 2023). Influencers who frequently promote diverse and unrelated products may be perceived as financially motivated rather than genuinely enthusiastic about the brands they represent. Conversely, consistent brand partnerships reinforce a cohesive image and allow for deeper brand storytelling (Yilmaz & Enginkaya, 2020). This consistency strengthens the perceived integrity of both the influencer and the brand, enhancing the effectiveness of influencer marketing as a long-term strategic approach. Ultimately, brand endorsement consistency not only preserves the influencer's identity but also supports sustainable brand relationships and reinforces consumer perceptions of authenticity in increasingly skeptical digital environments.

### **2.1.3 Conceptual Framework**

The conceptual framework which links the independent variables of the study (Social Media Influencers Credibility, Social Media Influencers Self-Disclosure, Social Media Influencers Content Quality, and Social Media Influencers Brand Endorsement Consistency) to the dependent variable (consumer purchasing behaviour) is presented in figure 2.1.

**Figure 2.1 Conceptual Framework**



**Source: Researcher’s conceptual framework (2025).**

**2.2 Theoretical Literature Review**

**2.2.1 Social Proof Theory**

Social Proof Theory was first propounded by Robert Cialdini in 1984, offering a foundational explanation for how individuals rely on the behaviour and choices of others when forming judgments or making decisions in uncertain contexts. It posits that individuals tend to adopt the actions and beliefs of others particularly those perceived as similar or authoritative when navigating uncertain decision-making contexts. In the context of the digital era, this psychological tendency has been amplified by the structure and dynamics of social media, where individuals are constantly exposed to the behaviors, preferences, and endorsements of peers, influencers, and broader communities (Cialdini & Goldstein, 2004; Bond, 2021). Platforms like Instagram, TikTok, and YouTube have effectively become arenas for observational learning, where social cues such as likes, shares, comments, and influencer endorsements shape consumer preferences and actions

through perceived social validation (Berger, 2014; Aral, 2021).

Social proof operates on the principle that individuals are more likely to engage in a behaviour if they observe others doing the same, particularly when those others are perceived as credible, relatable, or influential within a given social context. In digital environments, this dynamic is most visible through the phenomenon of influencer marketing, where social media influencers act as both informational and normative referents (De Veirman, Cauberghe, & Hudders, 2017). Their perceived expertise, lifestyle representation, and social capital function as implicit endorsements that stimulate conformity and reinforce purchasing intentions among followers (Djafarova & Rushworth, 2017; Jin, Muqaddam, & Ryu, 2019). Unlike traditional advertising, influencer content is often integrated into everyday narratives, making it more persuasive due to its alignment with perceived peer behaviour and social norms (Boerman, 2023).

Further, the persuasive impact of influencers is heightened by their ability to create parasocial relationships; one-sided emotional bonds where followers feel connected to influencers despite the lack of reciprocal interaction. These relationships increase susceptibility to influence as followers view influencers not only as aspirational figures but also as authentic social referents (Munnukka, Maity, Reinikainen, & Luoma-aho, 2019). In this context, social proof is enacted when consumers interpret influencer behaviors and endorsements as indicative of what is socially acceptable or desirable. This is particularly potent among younger, digitally native demographics who perceive social media as a primary source of product discovery and evaluation (Hudders, De Jans, & De

Veirman, 2021).

However, the effectiveness of social proof in influencer marketing is not without limitations. As Audrezet, de Kerviler, and Moulard (2018) argue, the over-commercialization of influencer content may dilute the perceived authenticity of social cues, thereby weakening the influence of social proof. Similarly, when influencers endorse a wide range of unrelated products, followers may question the sincerity of their recommendations, reducing conformity and trust (Casaló, Flavián, & Ibáñez-Sánchez, 2023). These issues highlight the importance of perceived authenticity, endorsement consistency, and content relevance in sustaining the persuasive impact of social proof.

In the context of this study on the effect of social media influencers on consumer purchasing behaviour, Social Proof Theory provides a foundational framework for understanding the mechanisms through which influence is exerted in digital environments. The theory elucidates how individuals, particularly within the consumer sphere, are swayed by the observed behaviors and endorsements of influencers whom they perceive as credible, authentic, and socially proximate. By conceptualizing influencer marketing as a contemporary manifestation of social proof, this study positions influencers not merely as content creators but as key referents whose social capital and perceived trustworthiness significantly shape purchasing intentions.

### **2.2.2 Source Credibility Theory**

Source Credibility Theory was propounded by Carl I. Hovland and Walter Weiss in 1951 (later expanded by Hovland, Janis, & Kelley in 1953). The theory posits that the

effectiveness of a communication depends significantly on the perceived credibility of the source (Hovland, Janis, & Kelley, 1953). The advent of social media has amplified the relevance of this theory, especially as the landscape of influence has shifted from traditional media to digital platforms (Metzger & Flanagin, 2015; Eastin, 2016). Source credibility is now evaluated through a complex interplay of expertise, trustworthiness, and attractiveness, each of which impacts how messages are received and acted upon by audiences (Ohanian, 1990; Pornpitakpan, 2004).

The operation of this theory is particularly pronounced in the realm of social media and influencer marketing. Social media influencers, often perceived as credible sources due to their expertise, relatability, or attractiveness, have become central to marketing strategies (Lou & Yuan, 2019). Djafarova and Rushworth (2017) discuss how influencers' perceived credibility can significantly impact their followers' attitudes and behaviors. This influence is further augmented by the para-social relationships that followers develop with influencers (Munnukka, Maity, Reinikainen, & Luoma-aho, 2019). However, the credibility of these influencers can be a double-edged sword. As studies by Audrezet, de Kerviler, and Moulard (2018) suggest, over-commercialization can lead to skepticism and reduced effectiveness.

In relation to consumer buying behavior, the impact of social media influencers can be directly linked to the principles of the source credibility theory. Influencers who are perceived as credible can sway consumer decisions significantly (Lou & Yuan, 2019; Chae, 2018). This is particularly evident in how consumers perceive endorsements and

recommendations from influencers they trust, aligning closely with the trustworthiness component of the theory (Xu & Pratt, 2018). However, as Chang, Eckman, and Yan (2019) note, the effectiveness of this influence is contingent on the alignment of the influencer's credibility with the audience's needs and expectations. Thus, understanding the nuances of Source Credibility Theory is essential for comprehending the dynamics of influencer marketing in contemporary consumer behavior.

### **2.2.3 Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA), proposed by Ajzen and Fishbein in the 1970s, serves as a foundational framework in understanding the relationship between attitudes, intentions, and behaviors (Ajzen & Fishbein, 1980). This theory postulates that an individual's behavior is directly influenced by their intention to perform that behavior, which in turn is shaped by their attitudes towards the behavior and subjective norms. TRA has been extensively applied across various disciplines, including marketing and consumer research, to decipher the underpinnings of behavioral intentions (Fishbein & Ajzen, 1975; Ajzen, 1991).

In the context of this study, TRA's relevance and dynamics are particularly significant. The theory aids in understanding how consumers form intentions towards purchasing, influenced by their attitudes towards products and the influence of societal norms (Bagozzi, 2000; Ajzen, 2011). This becomes increasingly relevant in the era of social media, where subjective norms and attitudes are heavily impacted by online communities and influencers (Lee & Koo, 2015). Scholars have applied TRA to investigate how social

norms and attitudes developed through social media platforms influence consumer intentions and decision-making processes (Martin & Todorov, 2010).

Moreover, social media influencers often shape the subjective norms and attitudes of their followers, thereby influencing their behavioral intentions, including purchasing decisions (De Veirman, Cauberghe, & Hudders, 2017). Studies have demonstrated that the credibility and relatability of influencers significantly affect consumers' attitudes towards products, which in turn impacts their buying intentions (Lou & Yuan, 2019; Djafarova & Rushworth, 2017). This aligns with the premises of TRA, highlighting the role of influencers in forming subjective norms and shaping attitudes, ultimately guiding consumer behavior in the digital marketplace (Chae, 2018; Freberg, Graham, McGaughey, & Freberg, 2011).

#### **2.2.4 Information Adoption Model (IAM)**

The Information Adoption Model (IAM), an extension of the Technology Acceptance Model, was proposed by Cheung, Luo, Sia, and Chen (2009) to explain how individuals process information and the factors influencing their acceptance of online information. The IAM incorporates the concepts of argument quality and source credibility as key determinants of information usefulness and adoption, contextualizing it within the realm of online environments (Erkan & Evans, 2016). This model, primarily used in the domain of online consumer behavior and e-commerce, focuses on how individuals process and adopt information they encounter online, making it a pertinent framework for analyzing the impact of social media influencers on consumer behavior (Cheung, Luo, Sia & Chen,

2009; Erkan & Evans, 2016).

In relation to this study, the IAM provides a robust framework for understanding how consumers process information provided by social media influencers. The dynamics of argument quality and source credibility are particularly relevant in this context. According to Lou and Yuan (2019), social media influencers often possess high levels of perceived credibility due to their expertise or attractiveness, thereby impacting the adoption of the information they share. The model also supports the understanding of how consumers engage in cognitive elaboration of content shared by influencers, as suggested by Freberg, Graham, McGaughey, and Freberg (2011), aligning with the IAM's emphasis on the thoughtful consideration of information.

Also, in line with the theory, social media influencers often leverage high argument quality (useful and relevant content) and source credibility (trustworthiness and expertise) to affect consumer attitudes and purchase intentions (De Veirman, Cauberghe, & Hudders, 2017; Lou & Yuan, 2019). This impact is further reinforced by the interactive nature of social media, which enhances the persuasiveness of the influencers' messages (Chu & Kim, 2011). However, as argued by Lim, Chung, and Weaver (2012), the model could be expanded to include the emotional connection between influencers and their followers, which plays a significant role in influencing consumer behavior in the social media context. This highlights the need for an extended IAM that encapsulates emotional factors in addition to cognitive processes.

### **2.3 Empirical Review**

Lim, Radzol, Cheah, and Wong (2017) conducted a study in Kuala Lumpur, Malaysia, to assess the effectiveness of social media influencers on consumer attitudes and purchase intentions. The study focused on the variables of source credibility, source attractiveness, product match-up, and meaning transfer, with consumer attitude serving as a mediating variable. The researchers targeted active social media users in Malaysia and adopted a purposive sampling technique, gathering data from 200 respondents. The analysis was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results showed that all the independent variables except source credibility had significant effects on consumer attitude and, by extension, purchase intention. The study also confirmed the mediating role of consumer attitude in the influencer-purchase relationship.

In Oslo, Norway, Johansen and Guldvik (2017) explored the influence of influencer marketing on consumer purchase intentions using the Theory of Reasoned Action. The study compared the efficacy of influencer marketing with traditional online advertising. A total of 180 participants were surveyed through an online questionnaire disseminated via Facebook, employing convenience sampling. The study analyzed variables such as attitude toward behavior, subjective norms, and purchase intention. Results revealed that while influencer marketing positively affected consumers' attitudes toward purchase behavior, it had no significant effect on subjective norms or direct purchase intention. Moreover, the study concluded that influencer marketing was not more effective than

traditional online advertisements, thus questioning prevailing assumptions about its superiority in digital marketing.

Nurhandayani, Syarief, and Najib (2019) investigated the influence of social media influencers and brand image on purchase intentions among female millennials aged 15–34 in Jakarta, Indonesia. Using structured questionnaires, data was collected from a sample of 342 millennial social media users using random sampling. The study applied Structural Equation Modeling (SEM) for data analysis. The independent variables were social media influencer characteristics and brand image, while purchase intention served as the dependent variable. The results indicated that social media influencers significantly impacted brand image, which in turn had a positive effect on purchase intention. However, the direct effect of influencers on purchase intention was found to be statistically insignificant, suggesting that brand image functions as a key mediating factor.

In a large-scale study conducted across Brazil, Nascimento (2019) examined how different dimensions of influencer credibility including expertise, trustworthiness, attractiveness, and popularity affect purchase intention in relation to product involvement levels. The study was both exploratory and quantitative, involving a survey with 1,924 valid responses collected using non-probability sampling. Data was analyzed using regression analysis. Findings revealed that for low-involvement products, all dimensions of influencer credibility had a significant impact on consumer purchase intention. However, for high-involvement products, only trustworthiness and attractiveness

remained significant. This suggests that product type moderates the relationship between influencer credibility and consumer behavior.

In Warsaw, Poland, Młodkowska (2019) explored how influencers on YouTube and Instagram affect consumer behavior. The research employed a quantitative survey method, gathering data from 160 social media users selected through convenience sampling. The study assessed variables such as perceived credibility, trustworthiness, platform preference, and purchase decisions. The data was analyzed using descriptive statistics and correlation analysis. Results demonstrated that Instabloggers and YouTubers were perceived as trustworthy and credible sources of product information. Positive influencer reviews, especially on YouTube, significantly influenced consumers' buying decisions. The study concluded that influencer marketing is a potent tool for reaching young consumers, particularly those who engage with digital content daily.

In Delhi NCR, India, Saima and Khan (2020) investigated how influencer characteristics affect their credibility and how this, in turn, influences consumer purchase intention. The study used an online questionnaire via Google Forms, gathering data from a sample of 76 participants through quota sampling. Key variables included trustworthiness, information quality, entertainment value, influencer credibility, and purchase intention. The data was analyzed using Structural Equation Modeling (SEM) via SmartPLS 3. The results indicated that all three influencer attributes significantly affected influencer credibility, which subsequently influenced purchase intentions. Trustworthiness and credibility had

the most direct and substantial impact, underlining their central role in shaping consumer behavior.

Serman and Sims (2020) carried out their study in the United States, aiming to identify the key factors that influence consumers' intentions to adopt influencer recommendations, particularly from blog content. Using a quantitative survey, the researchers collected 202 responses, applying explanatory factor analysis, linear regression, and Structural Equation Modeling (SEM). The sample was derived using a non-probability sampling method, focusing on blog readers. Variables examined included trust, credibility, prior experience, perceived usefulness, sponsorship, social attractiveness, and subjective norms. Findings confirmed that these variables significantly influenced adoption intentions. Furthermore, social attractiveness was found to have a mediating effect between attitude and intention, emphasizing the importance of interpersonal appeal in influencer-consumer relationships.

Marjerison, Huang, and Chen (2020) conducted an experimental study in Shanghai, China, examining how Key Opinion Leaders (KOLs)—influencers active on Little Red Book (Xiaohongshu)—affect product perception and purchase intention among college-aged female consumers. The study used a between-subject design with three groups exposed to different combinations of product information and reviews: product info only, product info with a celebrity review, and product info with a KOL review. The sample size was not explicitly stated, but participants were asked to assess product attitude and purchase intention. The researchers used ANOVA for statistical analysis. Results showed

that celebrity KOLs significantly influenced consumer perception and purchase intention, whereas the popular blogger KOLs did not. The findings also confirmed a strong correlation between product attitude and purchase intention, suggesting that not all influencers wield equal impact.

Es-Safi and Sağlam (2021) conducted a cross-national study in Morocco and Turkey, exploring the predictive effects of influencer characteristics on brand equity and purchase intention. The study employed a survey method using both English and Arabic versions of the questionnaire. A total of 213 respondents participated, selected through convenience sampling. The variables examined included expertise, authenticity, influence, and communication skills (as influencer characteristics), and the dimensions of brand equity—perceived quality, brand associations, brand loyalty, and brand awareness—with purchase intention as the dependent variable. Data were analyzed using path analysis via AMOS 24.0. The findings revealed that expertise and authenticity significantly influenced perceived quality, while authenticity also impacted brand loyalty, brand associations, and purchase intention. Influence was a strong predictor of brand awareness and associations, and communication skills affected all brand equity components and purchase intention. Among brand equity dimensions, only brand loyalty had a significant effect on purchase intention.

Dalangin, McArthur, Salvador, and Bismonte (2021) conducted a study in Metro Manila, Philippines, to assess consumers' perceptions of the advertising effectiveness of social media influencers in relation to purchase intention. Utilizing the “Social Media Influencer

Questionnaire” developed by Xin Jean Lim, the study sampled 200 respondents from the National Capital Region (NCR) using a descriptive survey method. The demographic distribution included 129 females and 71 males, primarily aged 18 to 24 years. Data analysis focused on variables such as trustworthiness, honesty, attractiveness, and product congruence. The results demonstrated a significant positive relationship between influencer advertising efficacy and consumers’ purchase intentions. Female respondents displayed a stronger perception of influencer effectiveness, attributed to higher internet usage among women. The study concluded that honesty and trustworthiness are the most influential attributes driving purchase behavior.

Pop, Săplăcan, Dabija, and Alt (2022) investigated the influence of social media influencer (SMI) trust on consumer travel decision-making using the Customer Journey Theory in Romania. The study adopted a quantitative research design and analyzed data using SmartPLS. The study distributed 203 questionnaire randomly to respondents. The key variables included SMI trust, desire, information search, evaluation of alternatives, purchase decision, satisfaction, and experience sharing. Findings confirmed that SMI trust significantly affected every stage of the travel decision-making process. Additionally, each stage of the journey mediated the influence of trust on the next, indicating a spillover effect throughout the consumer journey. The authors advised travel marketers to actively integrate SMIs into campaigns to stimulate travel desire and consumer engagement across touchpoints.

In the Middle East region, Kurdi, Cadenas, Choum, Lim (2022) conducted a study focusing on TikTok users to explore the influence of influencer characteristics on consumer attitudes and purchase intentions, while also examining the moderating effect of vloggers. The research used a quantitative survey design, distributing research questionnaire to 418 randomly selected respondents. The study applied PLS-SEM for data analysis. Variables included source credibility, relatability, trustworthiness, and entertainment value, with vloggers examined as moderators. Results indicated that all influencer characteristics significantly impacted both consumer attitudes and intentions, except for source relatability, which did not significantly affect attitudes. Moreover, the moderating role of vloggers was not statistically significant.

Olasanmi (2022) investigated the impact of influencer marketing on customer loyalty and purchase intention in Southwestern Nigeria, focusing specifically on Instagram users. Employing a descriptive survey research design, the study collected data from 400 respondents, selected using non-probability sampling. The key variables included influencer marketing, brand trust, loyalty, and purchase intention. ANOVA was employed for data analysis. The findings revealed a significant positive relationship between influencer marketing and customer loyalty, suggesting that social media influencers contribute meaningfully to long-term consumer engagement and brand commitment. The study concluded that influencer endorsements build trust, which in turn fosters loyalty and repeated purchasing behavior.

Kanwar and Huang (2022) carried out a study in Taiwan to examine the sequential mediating effects of parasocial interaction, perceived value, and brand image on the relationship between social media influencer credibility and purchase intention. A total of 384 respondents were recruited via convenience sampling. Data were analyzed using variance-based Structural Equation Modelling (SEM) through SmartPLS 3.0. The study focused on the following constructs: influencer credibility, parasocial relationship, perceived value, brand image, and purchase intention. The results indicated that influencer credibility significantly enhances parasocial interactions, which in turn positively affect perceived value and brand image, ultimately leading to higher purchase intentions. The findings underscore the importance of cultivating emotionally resonant relationships with audiences to drive brand outcomes.

Satpathy, Samal, Madhavi, and Agrawal (2022) explored the effectiveness of influencer marketing in shaping consumer buying behavior in India. The study used primary data collected from 66 participants, of which 50 provided complete responses, and employed a descriptive research design. Sampling was done using a convenience approach, and data were analyzed using descriptive statistics and content analysis. The variables explored included influencer follower count, domain expertise, nationality, and paid versus organic promotions. Findings revealed that while some consumers made purchases directly based on influencer endorsements, the majority engaged in further research, such as reading reviews and comparing prices. Influencers with domain-specific expertise and higher credibility had greater impact, while paid promotions were seen as less convincing. The

study concluded that the effectiveness of influencer marketing is moderated by consumer skepticism and the perceived authenticity of the influencer.

Chan (2022) conducted a study in the United Kingdom to examine how social media influencers shape consumer decision-making, with a focus on personality traits and content characteristics that lead to consumer choice imitation. The research employed a survey methodology, collecting responses from a broad demographic aged 18 to 65 via Amazon Mechanical Turk (MTurk). The sample size was 317 respondents selected using purposive sampling, representing a diverse cross-section of online consumers. Key variables included consumer skepticism, brand loyalty, income level, gender, and education, with purchase intention serving as the primary outcome. Data were analyzed using multiple regression analysis and structural equation modeling (SEM) to determine both the direct and indirect relationships among the variables. Analysis revealed that influencer content significantly reduces skepticism and enhances brand loyalty, both of which in turn increase purchase intention. Notably, higher-income consumers were more susceptible to influencer marketing, whereas gender and education were not significant predictors of purchase behavior.

Jide (2022) explored the impact of social media influencer marketing on perceived authenticity, trust, and purchase intention among female consumers of cosmetic products in Nigeria. Utilizing a quantitative and exploratory research design, data were collected via Google Forms from a sample of 300 female respondents. The study employed descriptive statistics and correlation analysis to assess the relationships among the

variables. The findings indicated a weak but statistically significant correlation between influencer authenticity, trustworthiness, attractiveness, and purchase intention. While the results affirmed the role of influencer marketing in shaping consumer perceptions, the study also identified gaps in the Nigerian influencer marketing landscape, particularly in the cosmetics sector, and recommended strategies to improve campaign effectiveness and authenticity.

In a study conducted in Ibadan, Oyo State, Nigeria, Olalekan and Irele (2023) investigated the relationship between influencer marketing, purchase intention, and buying behavior among undergraduate students at Lead City University. Grounded in the Source Credibility Theory and the Theory of Planned Behavior, the study utilized a survey research design with a total of 347 respondents. The primary variables included brand awareness, brand appeal, price sensitivity, and influencer exposure, with purchase intention and actual buying behavior serving as dependent variables. The data were analyzed using descriptive statistics and regression analysis. Results revealed that students were not only aware of the Pepsi brand but also of the influencers associated with its digital marketing campaigns. Influencer marketing, along with brand appeal and pricing, significantly influenced purchase intention. Nonetheless, the study emphasized that traditional advertising methods continue to play a complementary role in shaping consumer behavior, suggesting a hybrid model of digital and traditional marketing for optimal impact.

Etim, James, Nnana, Inyang, and Celestine (2024) conducted a study in Calabar, Nigeria to assess the impact of influencer marketing strategies on consumer purchase behavior in the context of new smartphone brands. Employing a cross-sectional survey design, the study gathered data from 232 smartphone users using a structured questionnaire. The variables investigated included celebrity endorsements, giveaway contests, and pre-release campaigns, while consumer purchase behavior was the dependent variable. Data analysis was carried out using multiple linear regression via SPSS version 23. The findings confirmed that all three influencer strategies had a statistically significant and positive effect on purchase behavior. The study concluded that digital influencer campaigns are highly effective tools for driving product adoption, particularly in the competitive and innovation-driven smartphone industry. The researchers recommended increased use of pre-launch engagements and celebrity influencers to foster product visibility and consumer trust.

**Table 2.1 Summary of Literature Review**

S/N	Author	Year	Topic	Region	Methodology	Sample Size	Findings
1	Lim et al.	2017	Effectiveness of social media influencers on purchase intentions	Kuala Lumpur, Malaysia	PLS-SEM; purposive sampling	200	All variables except source credibility significantly influenced consumer attitude and purchase intention.
2	Johansen & Guldvik	2017	Influence of influencer	Oslo, Norway	Online survey;	180	Influencer marketing

			marketing vs traditional advertising		convenience sampling		affected attitudes but not subjective norms or purchase intention; not superior to traditional ads.
3	Nurhandayani et al.	2019	Influence of influencers and brand image on millennials' purchase intentions	Jakarta, Indonesia	SEM; random sampling	342	Influencers impact brand image, which mediates purchase intention; direct effect on intention is insignificant.
4	Nascimento	2019	Influence of influencer credibility on purchase intention by product involvement	Brazil	Regression analysis; non-probability sampling	1,924	All credibility traits influenced low-involvement purchases; only trustworthiness and attractiveness for high-involvement.
5	Młodkowska	2019	Impact of YouTube and Instagram influencers on consumer behavior	Warsaw, Poland	Survey; descriptive & correlation analysis; convenience sampling	160	Influencers are seen as credible; positive reviews affect young consumers' buying decisions.
6	Saima & Khan	2020	Influence of influencer characteristics on	Delhi NCR, India	SEM via SmartPLS 3; quota	76	Trustworthiness, information quality, and

			credibility and purchase intention		sampling		entertainment value significantly affect influencer credibility and purchase intention.
7	Serman & Sims	2020	Factors influencing adoption of influencer recommendations	USA	SEM, linear regression; non-probability sampling	202	Trust, credibility, and social attractiveness affect adoption; social attractiveness mediates attitude and intention.
8	Marjerison et al.	2020	KOL influence on brand perception and purchase intention	Shanghai, China	Experimental design; ANOVA	Not stated	Celebrity KOLs influence purchase intention; blogger KOLs do not. Product attitude mediates purchase intention.
9	Es-Safi & Sağlam	2021	Influencer characteristics and brand equity on purchase intention	Morocco & Turkey	Path analysis via AMOS; convenience sampling	213	Authenticity and communication skills strongly influence brand equity and purchase intention.
10	Dalangin et al.	2021	Influence of SMIs on advertising effectiveness and	Metro Manila, Philippines	Survey; descriptive analysis	200	Trustworthiness and honesty strongly

			purchase intention				influence purchase behavior; female respondents more receptive.
11	Pop et al.	2022	SMI trust and travel decision-making	Romania	SmartPLS; quantitative design; random sampling	203	SMI trust affects all customer journey phases; each phase mediates trust to the next phase.
12	Kurdi et al.	2022	Influence of influencer characteristics and vloggers on attitude and intention	Middle East	PLS-SEM; survey method; random sampling	418	All characteristics significant except source relatability; vloggers did not moderate consumer intention.
13	Olasanmi	2022	Influence of influencer marketing on loyalty and purchase intention	Southwestern Nigeria	Descriptive survey; ANOVA; non-probability sampling	400	Influencer marketing positively affects loyalty and purchase behavior through brand trust.
14	Kanwar & Huang	2022	Influence of SMI credibility via parasocial interaction and brand image	Taiwan	SEM via SmartPLS; convenience sampling	384	Credibility enhances parasocial interaction and perceived value, leading to stronger purchase intention.
15	Satpathy	2022	Effectiveness of	India	Survey;	50 (66	Influence

	et al.		influencer marketing on buying behavior		descriptive stats & content analysis; convenience sampling	approach)	stronger with domain expertise; skepticism reduces trust in paid promotions.
16	Chan	2022	Influence of influencer personality and content on consumer choice	United Kingdom	Survey via MTurk; purposive sampling	317	Influencers reduce skepticism, increase brand loyalty and purchase intention; income level moderates influence.
17	Jide	2022	Influence of SMI on trust and purchase intention in cosmetics	Nigeria	Survey via Google Forms; exploratory design	300	Weak but significant relationship between authenticity, trustworthiness, and purchase intention.
18	Olalekan & Irele	2023	Influencer marketing and buying behavior among students	Ibadan, Nigeria	Survey; regression analysis	347	Influencers affect purchase intention; traditional marketing still relevant.
19	Etim et al.	2024	Impact of influencer strategies on smartphone purchase behavior	Calabar, Nigeria	Multiple regression; cross-sectional survey	232	Celebrity endorsements, giveaways, and pre-releases positively affect purchase behavior.

**Author's Construction (2025)**

## **2.4 Gaps in Literature**

Despite the growing reliance on influencer marketing by brands in Nigeria, there remains a significant gap in understanding how specific influencer attributes influence consumer behaviour in a structured, context-specific, and measurable manner. While existing studies have established a general link between influencer marketing and outcomes such as brand visibility, consumer engagement, or purchase intention (Lim et al., 2017; Johansen & Guldvik, 2017; Phua, Jin, & Kim, 2020), there is a paucity of research that deconstructs and empirically tests discrete influencer attributes such as credibility, self-disclosure, content quality, and endorsement consistency and their individual and collective effects on consumer decision-making. These attributes are critical to how influencers build trust and shape perceptions in digital environments (Djafarova & Bowes, 2021; Lou & Kim, 2019), yet are often aggregated into broader constructs without examining their nuanced influence on purchasing behaviour.

Moreover, the geographic concentration of much of the extant literature presents an additional limitation. As evidenced by the majority of studies conducted in Europe, North America, and parts of Asia (e.g., Nascimento, 2019; Kanwar & Huang, 2022; Chan, 2022), there is a clear underrepresentation of African contexts, particularly Nigeria, in empirical investigations of influencer marketing. While platforms like Instagram, TikTok, YouTube, and WhatsApp have become deeply integrated into Nigerian consumer life, few studies have explored how influencers on these platforms shape perceived authenticity, brand credibility, or consumer loyalty within the local market

(Obi-Ani, Anikwenze, & Isiani, 2021; Ohiagu & Okonkwo, 2022). Existing Nigerian studies tend to focus on aggregate outcomes such as brand awareness or general purchase intention (Jide, 2022; Olasanmi, 2022; Olalekan & Irele, 2023), without unpacking how strategic communication elements such as coherence in endorsements or depth of personal narrative mediate consumer trust and long-term behavioural commitment.

This oversight is particularly salient in the Nigerian context, where consumer loyalty is volatile, and brand switching is prevalent due to economic uncertainty, high competition, and digital oversaturation (Kemp, 2023). Consequently, there is a critical need for empirical studies that adopt multi-variable models to explore how influencer-specific attributes influence purchasing decisions. This study seeks to fill this gap by investigating the effects of influencer credibility, self-disclosure, content quality, and endorsement consistency on consumer purchasing behaviour within Nigeria's evolving digital marketing landscape.

## **CHAPTER THREE**

### **METHODOLOGY**

The focus of this chapter was on research methodology. This involved discussing pertinent issues related to the research design, population of the study, sample size and sampling techniques, sources of data, operationalisation and measurement of variables, research instrument, method of data collection, method of data analysis and model specification.

#### **3.1 Research Design**

This study adopts a quantitative research design, employing a cross-sectional survey methodology to examine the effect of social media influencers on consumer buying behaviour. This design is justified as it facilitates the collection of data from a large sample within a specific timeframe, enhancing the generalizability of the findings (Sue & Ritter, 2012). Distributing questionnaires will enable the efficient gathering of data on consumers' perceptions, attitudes, and behaviours related to social media influencers, ensuring a broad representation of the population (Bryman, 2016). This research design and methodology are coherent with studies in the field of consumer behaviour and marketing, where understanding the dynamics of social media influencer's impact on consumer choices is paramount (Kaplan & Haenlein, 2010).

### **3.2 Population of the Study**

A population refers to the entire group of individuals, elements, or units that possess common characteristics relevant to a particular research inquiry (Saunders, Lewis, & Thornhill, 2019).

The target population for this study comprises residents of Oredo Local Government Area (LGA), located within the Benin Metropolis of Edo State, Nigeria. According to the 2006 National Population Census, Oredo LGA had a total population of 374,671 individuals. This figure serves as the basis for determining the sampling frame and represents the entire population from which the study sample is drawn.

### **3.3 Sample Size and Sampling Technique**

A sample size is the number of elements selected from the population to represent the characteristics of the entire group (Creswell & Creswell, 2018), while a sampling technique refers to the procedure or method employed to select the elements that constitute the sample (Kumar, 2019).

The sample size for this study was determined using the Taro Yamane (1967) formula for finite population sampling. This formula is particularly useful for social science research where the population is known and the researcher aims to achieve a specified level of precision. The formula is expressed as:

$$n = \frac{N}{1 + N(e)^2}$$

In the formular above;

n is the required sample size from the population under study

N is the whole population that is under study

e is the precision or sampling error which is usually 0.05 for management sciences

Therefore;

$$\begin{aligned}n &= \frac{374,671}{1 + 374,671(0.05)^2} \\n &= \frac{374,671}{1 + 374,671(0.0025)} \\n &= \frac{374,671}{1 + 936.6775} \\n &= \frac{374,671}{937.6775} \\n &\approx 399.48\end{aligned}$$

n= 400 (approximately)

The sample size of the study was determined to be 400. The study will employ a simple random sampling technique, which involves selecting respondents in such a way that every individual in the population has an equal chance of being chosen. This technique is considered appropriate for this study because it helps to eliminate bias in the selection process, ensuring that the sample truly represents the population. By using simple random sampling, the study can accurately capture the opinions and behaviors of the target population without favoring any particular group. This method also simplifies data analysis and allows for the generalization of findings to the larger population, which is crucial for drawing valid conclusions about the impact of the variables under investigation.

### 3.4 Operational and Measurement of Variables

Variables measured in this study focused on information about consumer purchasing behaviour, social media influencers credibility, social media influencers self-disclosure, social media influencers content quality, and social media influencers brand endorsement consistency. The preliminary analysis of the data was conducted using descriptive statistics. The questions were in statement format and participants will answer with their options on the statements given. The responses were done using a 5-point Likert scale of “Strongly Agree, Agree, Undecided, Disagree, or Strongly Disagree”.

**Table 3.1: Operationalization of Variables**

S/N	Variables	Operationalization	Measurement Scale	Question Number(s)
<b>Demographic Data (Section A)</b>				
1	Gender	Sex of the respondent	Two-point categorical scale	Q1
2	Marital Status	Current marital status	Five-point categorical scale	Q2
3	Age	Age group of the respondent	Four-point ordinal scale	Q3
4	Educational Level	Highest educational qualification attained	Five-point ordinal scale	Q4
5	Employment Status	Current work status of the respondent	Three-point categorical scale	Q5
6	Monthly Income Level	Average monthly earnings	Five-point ordinal scale	Q6
<b>Dependent Variable (Section B)</b>				
7	Consumer Purchasing Behaviour	The extent to which influencer-related attributes affect purchase decisions	Five-point Likert-type scale	Q7–Q10
<b>Independent Variables (Section B)</b>				
8	Social Media Influencers’ Credibility	Perceived trustworthiness, expertise, and attractiveness of	Five-point Likert-type scale	Q11–Q19

		influencers		
8.1	Trustworthiness	Honesty and reliability of influencers	Five-point Likert-type scale	Q11–Q13
8.2	Expertise	Perceived knowledge and competence of influencers	Five-point Likert-type scale	Q14–Q16
8.3	Attractiveness	Physical appeal and charm of influencers	Five-point Likert-type scale	Q17–Q19
9	Self-Disclosure	Extent of personal experiences and stories shared by influencers	Five-point Likert-type scale	Q20–Q22
10	Content Quality	Usefulness, clarity, and visual appeal of influencer content	Five-point Likert-type scale	Q23–Q31
10.1	Aesthetic Coherence	Consistency in visual presentation and thematic alignment	Five-point Likert-type scale	Q23–Q25
10.2	Visual Appeal	Quality and attractiveness of images, videos, and design	Five-point Likert-type scale	Q26–Q28
10.3	Clarity of Message	Simplicity, structure, and coherence of product-related information	Five-point Likert-type scale	Q29–Q31
11	Brand Endorsement Consistency	Alignment between influencers' persona and the brands they promote	Five-point Likert-type scale	Q32–Q34

**Source:** Researcher's Field Instrument (2025)

### 3.5 Research Instrument

The instrument of data collection is a questionnaire, developed by the researcher. The questionnaire was used to obtain information about the study by linking all the items to the specific objectives. It contained items with a combination of closed-ended questions. The Likert's five-point scale and summated scale were used for measuring responses (Kothari, 2009). The questionnaire is in two sections. Section A solicited information on

the respondents' demography. Section B consisted of questions on the variables of the study. Responses was rated on a 5 point Likert scale for which 1 (one) is strongly disagree and 5 (five) is strongly agree.

### **3.5.1 Validity of the Research Instrument**

The validity of the research instrument, particularly the questionnaire, is crucial for ensuring the accuracy and relevance of the data collected in the study of social media influencers and consumer purchasing behaviour. To establish the validity of the questionnaire, a content validity procedure is recommended, involving expert evaluations to ascertain that the questionnaire items comprehensively cover all relevant aspects of social media influencers and consumer purchasing behaviour (Creswell & Creswell, 2017). The content validity of the instrument (questionnaires) was affirmed by the researchers' supervisor who is an expert in the field of marketing and other experts. Their opinion, suggestions and recommendations were used to produce the final instrument.

### **3.5.2 Reliability of the Research Instrument**

Ensuring the reliability of the research instrument, particularly in the context of a questionnaire designed to assess the impact of social media influencers on consumer purchasing behaviour, involves implementing systematic procedures to achieve consistency in responses across different administrations of the instrument. This study adopts the Cronbach's alpha for ascertaining the reliability of the research instrument. The Cronbach's alpha is a widely accepted statistical measure used to assess the internal

consistency of the questionnaire, indicating how well the items that compose the scale are correlated to each other, with a value of 0.7 or above generally considered acceptable for social sciences research (Tavakol & Dennick, 2011).

<b>VARIABLES</b>	<b>QUESTIONS</b>	<b>CRONBACH ALPHA</b>
Consumer Purchasing Behaviour	Q7–Q10	0.815
Social Media Influencers’ Credibility	Q11–Q19	0.767
Trustworthiness	Q11–Q13	0.822
Expertise	Q14–Q16	0.734
Attractiveness	Q17–Q19	0.746
Self-Disclosure	Q20–Q22	0.723
Content Quality	Q23–Q31	0.796
Aesthetic Coherence	Q23–Q25	0.901
Visual Appeal	Q26–Q28	0.765
Clarity of Message	Q29–Q31	0.721
Brand Endorsement Consistency	Q32–Q34	0.743

### **3.6 Method of Data Collection**

A self-administered data collection approach was employed, wherein the questionnaires were personally distributed to selected respondents within Oredo Local Government Area of Benin Metropolis, Edo State. To ensure a high response rate and minimize the risk of non-return, the questionnaires were administered and retrieved on the spot. This method allowed the researcher to provide necessary clarifications when needed and ensured the completeness and accuracy of responses. The face-to-face interaction also helped in building rapport and encouraging participation, which is particularly useful in community-based survey research.

### **3.7 Method of Data Analysis**

The responses from the questionnaire administered will be analysed using descriptive statistic, Pearson moment correlation matrix and linear regression. The descriptive method described the demography of respondents using frequency and percentage. Linear regression test was conducted for the study's hypotheses testing. The analysis was conducted using the Statistical Packages for Social Sciences (SPSS 20) econometric software.

The choice of Linear regression in this study is appropriate because it serves as the estimation technique for the multiple linear regression model specified in section 3.8. In practical terms, both refer to the same analytical framework: while multiple linear regression expresses the relationship between the dependent and independent variables in mathematical form, Linear regression provides the procedure for obtaining the numerical estimates of that relationship. Through the Linear regression approach, the study is able to determine how variations in social media influencers' credibility, self-disclosure, content quality, and brand endorsement consistency jointly and individually affect consumer purchasing behaviour. The use of Linear regression ensures that the estimated coefficients are unbiased and efficient under standard assumptions, thereby making the findings statistically reliable for interpretation.

### 3.8 Model Specification

The model specification considered suitable by the researcher is a multiple linear regression model. This model will be used to examine the relationship between consumer purchasing behaviour and social media influencers variables as follows:

$$\text{Consumer purchasing behaviour} = f(\text{Social media influencers})\text{-----}$$

-----(3.1)

$$\text{Consumer purchasing behaviour} = f(\text{social media influencers credibility, social media influencers self-disclosure, social media influencers content quality, and social media influencers brand endorsement consistency})\text{-----}$$

-----(3.2)

$$\text{CPB} = \beta_1\text{SMC} + \beta_2\text{SMS} + \beta_3\text{SMQ} + \beta_4\text{SMB} + \varepsilon\text{-----}$$

-----(3.3)

Where;

CPB – Consumer purchase behaviour.

SMC – Social media influencers credibility.

SMS – Social media influencers self-disclosure.

SMQ – Social media influencers content quality.

SMB – Social media influencers brand endorsement consistency.

$\beta_1, \beta_2, \beta_3, \beta_4$ - Coefficients

$\varepsilon$  – Error term

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

In this chapter, we delve into the empirical evaluation of data gathered from the field survey. Specifically, 400 online responses were sought from residents of Oredo Local Government Area (LGA), located within the Benin Metropolis of Edo State, Nigeria. Impressively, 385 responses were retrieved, cleaned, and utilized in our analysis, reflecting a 96.25% response rate.

#### 4.1 Demographic Analysis

The demographic data of the respondents, comprising gender, marital status, age, educational level, employment status, and monthly income, are presented in Table 4.1. This distribution reflects the socio-economic background of the surveyed population and provides a basis for further statistical analysis.

**Table 4.1: Demographic Distribution of Respondents**

<b>Demographic Variables</b>	<b>Categories</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	184	47.8%
	Female	201	52.2%
	<b>Total</b>	<b>385</b>	<b>100.0%</b>
<b>Marital Status</b>	Single	288	74.8%
	Married	79	20.5%
	Divorced	7	1.8%
	Widowed	11	2.9%
	<b>Total</b>	<b>385</b>	<b>100.0%</b>
<b>Age</b>	18–25 years	269	69.9%
	26–35 years	93	24.2%
	36–45 years	19	4.9%
	46 years and above	4	1.0%
	<b>Total</b>	<b>385</b>	<b>100.0%</b>
<b>Educational Level</b>	SSCE/WAEC	79	20.5%

	OND/NCE	50	13.0%
	HND/BSc	205	53.2%
	MSc/MBA	39	10.1%
	PhD and above	12	3.1%
	<b>Total</b>	<b>385</b>	<b>100.0%</b>
<b>Employment Status</b>	Employed	111	28.8%
	Unemployed	96	24.9%
	Self-Employed	178	46.2%
	<b>Total</b>	<b>385</b>	<b>100.0%</b>
<b>Monthly Income Level</b>	Below ₦50,000	108	28.1%
	₦50,000–₦100,000	116	30.1%
	₦101,000–₦200,000	87	22.6%
	₦201,000–₦300,000	40	10.4%
	Above ₦300,000	34	8.8%
	<b>Total</b>	<b>385</b>	<b>100.0%</b>

**Source:** Researcher’s Field Survey, 2025

### **Gender**

Out of the 385 respondents surveyed, 201 (52.2%) were female, while 184 (47.8%) were male. This indicates a slightly higher representation of females in the sample population. The gender distribution suggests a relatively balanced but female-dominated sample, which may influence gender-related patterns in the subsequent analysis.

### **Marital Status**

A significant majority of the respondents, 288 individuals representing 74.8%, were single. Married individuals constituted 79 (20.5%) of the sample, while those who were divorced and widowed accounted for 7 (1.8%) and 11 (2.9%) respondents, respectively. The predominance of single participants implies a youthful or unmarried demographic, which aligns with the observed age structure of the sample.

## **Age**

The age distribution reveals that the largest proportion of respondents fell within the 18–25 years age bracket, totalling 269 individuals or 69.9% of the population. This is followed by 93 respondents (24.2%) aged 26–35 years, while 19 (4.9%) were within the 36–45 years range. Only 4 individuals, constituting 1.0%, were aged 46 years and above. This data reflects a youthful population, with nearly three-quarters of the respondents aged below 26, suggesting that the study primarily captured perspectives of younger adults.

## **Educational Level**

Among the respondents, the majority—205 individuals or 53.2%—had attained a Higher National Diploma (HND) or a Bachelor’s degree (BSc). Those with secondary school qualifications (SSCE/WAEC) accounted for 79 respondents (20.5%), while 50 individuals (13.0%) held Ordinary National Diploma (OND) or Nigerian Certificate in Education (NCE). Furthermore, 39 respondents (10.1%) possessed a Master’s degree (MSc or MBA), and 12 (3.1%) had attained a PhD or higher academic qualification. This distribution suggests a well-educated sample, with over two-thirds having completed tertiary education.

## **Employment Status**

In terms of employment, 178 respondents (46.2%) identified as self-employed, indicating a strong presence of entrepreneurial activity within the sample. Employed individuals made up 111 respondents (28.8%), while 96 respondents (24.9%) were unemployed. The

high proportion of self-employment may reflect informal sector dominance or limited access to formal employment opportunities, especially among younger participants.

### **Monthly Income Level**

The income distribution shows that 116 respondents (30.1%) earn between ₦50,000 and ₦100,000 monthly, making this the most common income bracket. A slightly smaller group, 108 individuals (28.1%), reported earnings below ₦50,000. Meanwhile, 87 respondents (22.6%) earn between ₦101,000 and ₦200,000. Those earning between ₦201,000 and ₦300,000 accounted for 40 individuals (10.4%), and the highest income category—above ₦300,000—comprised 34 respondents (8.8%). This data suggests that a majority of respondents fall within low to middle-income ranges, with only a small fraction earning higher monthly incomes.

## **4.2 Descriptive Analysis of Social Media Influencers and Consumer Purchasing Behaviour**

This section presents descriptive analysis on the data retrieved from respondents using frequency count, percentage (%) and mean.

### **4.2.1 Data Presentation and Analysis for the Dependent Variable**

The table below presents the descriptive analysis on the dependent variable (Consumer Purchasing Behaviour) using frequency count, percentage and mean.

**Table 4.2: Descriptive Analysis of Consumer Purchasing Behaviour**

S/N	Statement	Total Responses	SA (5) f/(%)	A (4) f/(%)	U (3) f/(%)	D (2) f/(%)	SD (1) f/(%)	Mean ( $\bar{x}$ )
7	The credibility of social media influencers influences my purchase decision.	385	88 (22.9%)	114 (29.6%)	84 (21.8%)	76 (19.7%)	23 (6.0%)	3.43
8	The self-disclosures of social media influencers influence my purchase decision.	385	65 (16.9%)	209 (54.3%)	74 (19.2%)	25 (6.5%)	12 (3.1%)	3.75
9	The content quality of social media influencers influences my purchase decision.	385	83 (21.6%)	229 (59.5%)	43 (11.2%)	17 (4.4%)	13 (3.4%)	3.91
10	The brand endorsement consistency of social media influencers influences my purchase decision.	385	68 (17.7%)	114 (29.6%)	117 (30.4%)	55 (14.3%)	31 (8.1%)	3.34
	<b>Average</b>		<b>76 (19.8%)</b>	<b>167 (43.3%)</b>	<b>80 (20.7%)</b>	<b>43 (11.2%)</b>	<b>20 (5.9%)</b>	<b>3.61</b>

**Source:** Researcher's Field Survey, 2025

Table 4.2 presents the descriptive statistics on consumer purchasing behaviour influenced by social media influencers across four key dimensions: credibility, self-disclosure, content quality, and endorsement consistency. For the credibility statement, 88 respondents (22.9%) strongly agreed and 114 (29.6%) agreed, suggesting that over half (52.5%) of the participants positively linked influencer credibility to their purchase decisions, yielding a moderate mean of 3.43. On self-disclosure, a notable 209 (54.3%) agreed and 65 (16.9%) strongly agreed, bringing the agreement level to 71.2%, with a higher mean score of 3.75, indicating a stronger consensus on the influence of self-revealing behaviour.

Regarding content quality, 229 (59.5%) agreed and 83 (21.6%) strongly agreed, with only 30 respondents (7.8%) disagreeing overall. This dimension recorded the highest mean score of 3.91, indicating that the perceived quality of influencer content is a significant driver of purchase intention. Lastly, brand endorsement consistency had a relatively balanced distribution: 114 (29.6%) agreed and 68 (17.7%) strongly agreed, while a substantial portion remained neutral (117 or 30.4%) or disagreed (22.4% combined), resulting in the lowest mean of 3.34. On average across all items, agreement (SA + A) stood at 243 respondents or 63.1%, while the overall mean score across statements was 3.61, showing that respondents moderately agree that social media influencers impact their purchasing behaviour, especially through content quality and self-disclosure.

#### 4.2.2 Data Presentation and Analysis for the Independent Variable

The table below presents the descriptive analysis on the independent variables (Social Media Influencers Credibility [Trustworthiness, Expertise, and Attractiveness], Social Media Influencers Self-Disclosure, Social Media Influencers Content Quality [Aesthetic Coherence, Visual Appeal, and Clarity of Message], and Social Media Influencers Brand Endorsement Consistency) using frequency count, percentage and mean.

**Table 4.3: Descriptive Analysis of Social Media Influencers Credibility**

S/N	Statement	Total Responses	SA (5) f/(%)	A (4) f/(%)	U (3) f/(%)	D (2) f/(%)	SD (1) f/(%)	Mean ( $\bar{x}$ )
	<b>Trustworthiness</b>							
11	Influencers who are honest and transparent influence my purchase behaviour.	385	114 (29.6%)	207 (53.8%)	33 (8.6%)	16 (4.2%)	15 (3.9%)	4.01
12	Influencers who avoid misleading claims influence me to buy the product.	385	107 (27.8%)	219 (56.9%)	31 (8.1%)	17 (4.4%)	11 (2.9%)	4.03
13	I rely more on influencers whose opinions appear unbiased in making purchase decisions.	385	116 (30.1%)	215 (55.8%)	30 (7.8%)	15 (3.9%)	9 (2.3%)	4.07
	<b>Expertise</b>							
14	Influencers with knowledge in a particular field influence my decisions to	385	108 (28.1%)	206 (53.5%)	34 (8.8%)	19 (4.9%)	18 (4.7%)	3.96

	make a purchase.							
15	I prefer influencers who provide in-depth and factual content in making my buying decision.	385	104 (27.0%)	232 (60.3%)	29 (7.5%)	11 (2.9%)	9 (2.3%)	4.07
16	An influencer's level of expertise increases my trust in their recommendations of a particular product.	385	107 (27.8%)	218 (56.6%)	35 (9.1%)	17 (4.4%)	8 (2.1%)	4.03
	<b>Attractiveness</b>							
17	I follow influencers whose appearance or lifestyle appeals to me when making purchase decisions.	385	96 (24.9%)	204 (53.0%)	44 (11.4%)	25 (6.5%)	16 (4.2%)	3.88
18	Attractiveness influences how I perceive the influencer's content.	385	90 (23.4%)	224 (58.2%)	41 (10.6%)	20 (5.2%)	10 (2.6%)	3.95
19	Physically appealing influencers grab my attention more easily in making purchase decisions.	385	88 (22.9%)	216 (56.1%)	47 (12.2%)	22 (5.7%)	12 (3.1%)	3.90
	<b>Average</b>		<b>104 (27.0%)</b>	<b>221 (57.5%)</b>	<b>36 (9.4%)</b>	<b>18 (4.6%)</b>	<b>12 (3.1%)</b>	<b>3.98</b>

Source: Researcher's Field Survey, 2025

Table 4.3 presents the descriptive statistics on social media influencers' credibility across three major constructs: trustworthiness, expertise, and attractiveness. Under trustworthiness, respondents showed strong agreement with statements relating to honesty (SA = 29.6%, A = 53.8%), rejection of misleading claims (SA = 27.8%, A = 56.9%), and unbiased opinions (SA = 30.1%, A = 55.8%), with mean scores of 4.01, 4.03, and 4.07 respectively. These figures suggest that consumers place significant value on the integrity and honesty of influencers when making purchasing decisions. Agreement levels (SA + A) in this section consistently exceeded 80%, reinforcing the importance of ethical conduct among influencers.

For expertise, the highest levels of agreement were also evident, with respondents favouring influencers with field-specific knowledge (SA = 28.1%, A = 53.5%), those offering in-depth content (SA = 27.0%, A = 60.3%), and those whose expertise builds trust (SA = 27.8%, A = 56.6%). Mean scores across these items ranged between 3.96 and 4.07. On attractiveness, although slightly lower, responses still showed strong agreement: SA + A exceeded 75% in each item, with means ranging from 3.88 to 3.95. Overall, average agreement across all statements was 325 respondents (SA + A), representing 84.5%, with an overall mean of 3.98, indicating that influencer credibility—across trust, expertise, and appearance—significantly affects consumer purchasing behaviour.

**Table 4.4: Descriptive Statistics of Social Media Influencers Self-Disclosure**

S/N	Statement	Total Responses	SA (5) f/(%)	A (4) f/(%)	U (3) f/(%)	D (2) f/(%)	SD (1) f/(%)	Mean ( $\bar{x}$ )
20	Influencers who share personal experiences appear more trustworthy when it comes to making purchase decisions.	385	90 (23.4%)	220 (57.1%)	46 (11.9%)	13 (3.4%)	16 (4.2%)	3.93
21	I relate more with influencers who disclose personal struggles and achievements in making my purchase decisions.	385	98 (25.5%)	210 (54.5%)	45 (11.7%)	17 (4.4%)	15 (3.9%)	3.93
22	Personal stories from influencers about a particular product increase my interest in their product.	385	92 (23.9%)	232 (60.3%)	40 (10.4%)	14 (3.6%)	7 (1.8%)	4.02
	<b>Average</b>		<b>93 (24.3%)</b>	<b>221 (57.3%)</b>	<b>44 (11.3%)</b>	<b>15 (3.8%)</b>	<b>13 (3.3%)</b>	<b>3.96</b>

**Source:** Researcher's Field Survey, 2025

Table 4.4 illustrates the descriptive statistics on respondents' perception of self-disclosure by social media influencers and its effect on their purchase behaviour. For the first item,

220 respondents (57.1%) agreed and 90 (23.4%) strongly agreed that influencers who share personal experiences appear more trustworthy, yielding a mean of 3.93. Similarly, 210 (54.5%) agreed and 98 (25.5%) strongly agreed that they relate more with influencers who disclose personal struggles and achievements, also with a mean of 3.93. The third item, concerning the use of personal stories to increase product interest, recorded the highest mean (4.02), with 232 (60.3%) in agreement and 92 (23.9%) strongly agreeing.

Across all three statements, the data reflect high levels of agreement (average SA + A = 314 respondents or 81.6%), while disagreement and neutrality remained low. The average mean score of 3.96 further reinforces that self-disclosure is perceived positively and contributes significantly to building trust and relatability with consumers. These findings suggest that the personal narratives shared by influencers serve not only as engagement tools but also enhance the perceived authenticity of the influencer and the products they promote.

**Table 4.5: Descriptive Statistics of Social Media Influencers Content Quality**

S/N	Statement	Total Responses	SA (5) f/(%)	A (4) f/(%)	U (3) f/(%)	D (2) f/(%)	SD (1) f/(%)	Mean ( $\bar{x}$ )
	<b>Aesthetic Coherence</b>							
23	I value influencers who maintain a consistent aesthetic style in	385	88 (22.9%)	229 (59.5%)	45 (11.7%)	12 (3.1%)	11 (2.9%)	3.96

	relating a particular product.							
24	Coherent themes across an influencer's posts concerning a particular product make their content more appealing.	385	82 (21.3%)	231 (60.0%)	53 (13.8%)	10 (2.6%)	9 (2.3%)	3.96
25	I am more likely to follow influencers with organized and visually consistent profiles.	385	111 (28.8%)	215 (55.8%)	42 (10.9%)	10 (2.6%)	7 (1.8%)	4.07
	<b>Visual Appeal</b>							
26	High-quality images and videos about a particular product enhance my interest in the product.	385	108 (28.1%)	216 (56.1%)	35 (9.1%)	12 (3.1%)	14 (3.6%)	4.02
27	I prefer influencer content that is aesthetically pleasing in making purchase	385	100 (26.0%)	220 (57.1%)	42 (10.9%)	13 (3.4%)	10 (2.6%)	4.01

	decision.							
28	Visual design of a particular product influences my engagement with influencer posts.	385	96 (24.9%)	240 (62.3%)	34 (8.8%)	9 (2.3%)	6 (1.6%)	4.06
	<b>Clarity of Message</b>							
29	Influencers who communicate clearly about a particular product are more convincing in making purchase decisions.	385	122 (31.7%)	222 (57.7%)	21 (5.5%)	11 (2.9%)	9 (2.3%)	4.14
30	I prefer influencers who explain product details in a simple manner.	385	130 (33.8%)	218 (56.6%)	24 (6.2%)	4 (1.0%)	9 (2.3%)	4.20
31	Clear messaging makes me more likely to consider a product.	385	129 (33.5%)	224 (58.2%)	21 (5.5%)	6 (1.6%)	5 (1.3%)	4.21
	<b>Average</b>		<b>110 (28.6%)</b>	<b>224 (58.1%)</b>	<b>35 (9.1%)</b>	<b>10 (2.7%)</b>	<b>9 (2.5%)</b>	<b>4.07</b>

**Source:** Researcher's Field Survey, 2025

Table 4.5 illustrates how consumers perceive content quality from social media influencers in terms of aesthetic coherence, visual appeal, and message clarity. Across the aesthetic dimension, respondents showed strong agreement that consistency in style and organized profiles increase appeal, with mean scores of 3.96 for the first two statements and 4.07 for the third. In terms of visual appeal, a majority agreed that high-quality images and visually engaging content influence their interest and engagement, with means ranging from 4.01 to 4.06. These findings highlight that structured, visually appealing content significantly contributes to consumers' attention and retention.

For clarity of message, the strongest agreement was recorded, with mean scores of 4.14, 4.20, and 4.21 across the three items indicating that simple, clear communication is a decisive factor in consumer purchasing decisions. Overall, the average level of agreement (SA + A) was 334 respondents or 86.7%, and the mean score across all nine items was 4.07, signifying that high-quality content especially that which is coherent, visually appealing, and clearly communicated plays a substantial role in influencing consumer buying behaviour.

**Table 4.6: Descriptive Statistics of Social Media Influencers Brand Endorsement Consistency**

S/N	Statement	Total Responses	SA (5) f/(%)	A (4) f/(%)	U (3) f/(%)	D (2) f/(%)	SD (1) f/(%)	Mean ( $\bar{x}$ )
32	Influencers that stand on a consistent message	385	98 (25.5%)	221 (57.4%)	45 (11.7%)	13 (3.4%)	8 (2.1%)	4.01

	about a particular product influence my buying behaviour.							
33	Consistent messages about the features of a product influence my purchase decision.	385	96 (24.9%)	211 (54.8%)	48 (12.5%)	16 (4.2%)	14 (3.6%)	3.93
34	An influencer's reassurance of the same message about a product convinces me to make a purchase.	385	85 (22.1%)	227 (59.0%)	39 (10.1%)	24 (6.2%)	10 (2.6%)	3.92
	<b>Average</b>		<b>93.0 (24.2%)</b>	<b>219.7 (57.1%)</b>	<b>44.0 (11.4%)</b>	<b>17.7 (4.6%)</b>	<b>10.7 (2.8%)</b>	<b>3.95</b>

**Source:** Researcher's Field Survey, 2025

Table 4.6 presents descriptive statistics on respondents' perception of brand endorsement consistency by social media influencers. The first statement shows a high level of agreement, with 221 respondents (57.4%) agreeing and 98 (25.5%) strongly agreeing that influencers who deliver consistent product messages influence their purchase behaviour, yielding a mean of 4.01. For the second item, 54.8% agreed and 24.9% strongly agreed that consistency in describing product features impacts their decision-making, though this

statement had a slightly lower mean of 3.93. The third item also reflected strong agreement, with 227 respondents (59.0%) agreeing and 85 (22.1%) strongly agreeing, producing a mean of 3.92.

On average, 219.7 respondents (57.1%) agreed and 93 (24.2%) strongly agreed with the three statements, amounting to a total agreement rate of approximately 81.3%. Neutral responses were relatively low at an average of 44 individuals (11.4%), while disagreement was minimal, with combined averages of 4.6% (disagree) and 2.8% (strongly disagree). The overall mean score across all items was 3.95, indicating that brand endorsement consistency is perceived positively and moderately influences consumer purchase behaviour. This suggests that repetitive, stable messaging from influencers can enhance persuasion and build trust among followers.

### **4.3 Correlation Analysis of Social Media Influencers and Consumer Purchasing Behaviour**

The results from the correlation analysis provide insights into the character and orientation of the connection between the dependent and independent variables. While the correlation coefficient doesn't denote a direct functional dependence, it serves as a preliminary indicator of the strength and trend of this relationship. The details of these findings will be elaborated upon in the subsequent discussion.

**Table 4.7: Correlation Results of Social media influencers and Consumer Purchasing Behaviour**

Correlations											
	CPB	TRT	EXP	ATT	SMC	SMS	AEC	VIS	CLA	SMQ	SMD
<b>CPB</b>	1										
<b>TRT</b>	.530**	1									
	.000										
<b>EXP</b>	.486**	.594**	1								
	.000	.000									
<b>ATT</b>	.477**	.514**	.573**	1							
	.000	.000	.000								
<b>SMC</b>	.591**	.830**	.856**	.836**	1						
	.000	.000	.000	.000							
<b>SMS</b>	.505**	.487**	.542**	.613**	.653**	1					
	.000	.000	.000	.000	.000						
<b>AEC</b>	.489**	.434**	.611**	.568**	.641**	.591**	1				
	.000	.000	.000	.000	.000	.000					
<b>VIS</b>	.484**	.523**	.636**	.570**	.686**	.627**	.686**	1			
	.000	.000	.000	.000	.000	.000	.000				
<b>CLA</b>	.421**	.551**	.570**	.444**	.619**	.412**	.552**	.664**	1		
	.000	.000	.000	.000	.000	.000	.000	.000			
<b>SMQ</b>	.535**	.577**	.697**	.608**	.746**	.628**	.860**	.905**	.843**	1	
	.000	.000	.000	.000	.000	.000	.000	.000	.000		
<b>SMD</b>	.342**	.472**	.442**	.389**	.515**	.471**	.405**	.495**	.513**	.540**	1
	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	

\*\* . Correlation is significant at the 0.05 level.

**Source: Author's Estimation from SPSS 22, 2025.**

Table 4.7 presents the Pearson correlation coefficients showing the strength and direction of relationships between Consumer Purchasing Behaviour (CPB) and various dimensions of Social Media Influencer (SMI) attributes, including Trustworthiness (TRT), Expertise (EXP), Attractiveness (ATT), Social Media Credibility (SMC), Self-Disclosure (SMS),

Aesthetic Coherence (AEC), Visual Appeal (VIS), Clarity (CLA), Social Media Content Quality (SMQ), and Social Media Brand Endorsement Consistency (SMD).

All variables exhibit positive and statistically significant relationships with CPB at the  $p < 0.01$  level. The strongest correlation is observed between CPB and Social Media Credibility (SMC) with  $r = 0.591$ , followed closely by Social Media Content Quality (SMQ) at  $r = 0.535$ , and Trustworthiness (TRT) at  $r = 0.530$ , indicating that these dimensions are the most influential in shaping consumer purchasing behaviour. Other notable positive correlations include Self-Disclosure (SMS) at  $r = 0.505$ , Expertise (EXP) at  $r = 0.486$ , Visual Appeal (VIS) at  $r = 0.484$ , and Attractiveness (ATT) at  $r = 0.477$ , which suggests that influencer characteristics related to appearance, credibility, and content presentation meaningfully contribute to consumer decisions.

On the lower end, Clarity (CLA) and Brand Endorsement Consistency (SMD) show weaker but still significant correlations with CPB, with  $r = 0.421$  and  $r = 0.342$  respectively. Although these values are comparatively lower, they still imply a moderate relationship, emphasizing the importance of clear messaging and consistent product promotion in fostering purchase intent. The fact that all correlation coefficients are significant and positive reinforces the conclusion that social media influencer attributes across personal traits and content characteristics play a critical role in influencing consumer purchasing behaviour.

Furthermore, none of the variables have a coefficient value greater than 0.80, indicating the presence of a multicollinearity problem, which denotes a situation in which some of

the explanatory variables in a model are correlated, limiting and altering the efficiency of the regression results.

#### 4.4 Hypothesis Testing

The research hypotheses were tested utilising regression analysis in order to achieve the current study's objectives. The hypotheses were evaluated with an Alpha level of significance of 0.05 (Decision rule: computed level of significance <0.05, reject null hypothesis; computed level of significance >0.05, accept null hypothesis).

**Hypothesis One (Ho<sub>1</sub>):** *Influencer credibility, and the dimensions (trustworthiness, expertise, and attractiveness) do not significantly affect consumer purchasing behaviour.*

**Table 4.8a Model Summary**

##### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.595 <sup>a</sup>	.354	.349	.61763

a. Predictors: (Constant), ATT, TRT, EXP

##### Source: Researcher's Field Survey, 2025

The model summary in Table 4.8a indicates that Trustworthiness (TRT), Expertise (EXP), and Attractiveness (ATT) collectively explain 35.4% of the variance in Consumer Purchasing Behaviour (CPB), as reflected in the R Square value of 0.354. The Adjusted R Square of 0.349 confirms a relatively stable model with minimal shrinkage after adjusting for the number of predictors. The R value of 0.595 suggests a moderate positive

correlation between the predictors and the dependent variable, while the standard error of 0.61763 denotes the average deviation of observed values from the regression line, reflecting acceptable model fit.

**Table 4.8b Analysis of Variance (ANOVA)**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.742	3	26.581	69.681	.000 <sup>b</sup>
	Residual	145.337	381	.381		
	Total	225.079	384			

a. Dependent Variable: CPB

b. Predictors: (Constant), ATT, TRT, EXP

**Source: Researcher’s Field Survey, 2025**

The ANOVA results in Table 4.8b reveal that the regression model is statistically significant, as indicated by the F-statistic of 69.681 and a p-value of 0.000 ( $p < 0.01$ ). This means that the combined influence of TRT, EXP, and ATT on CPB is not due to random chance and the model as a whole reliably predicts consumer purchasing behaviour. The significant F-test confirms that the predictors together have a meaningful impact on the dependent variable.

**Table 4.8c Coefficients<sup>a</sup>****Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.722	.203		3.560	.000
	TRT	.331	.056	.315	5.931	.000
	EXP	.183	.058	.177	3.181	.002
	ATT	.209	.051	.214	4.102	.000

a. Dependent Variable: CPB

**Source: Researcher's Field Survey, 2025**

Table 4.8c presents the coefficients and hypothesis test results. All three predictors—Trustworthiness ( $B = 0.315$ ,  $p = 0.000$ ), Expertise ( $B = 0.177$ ,  $p = 0.002$ ), and Attractiveness ( $B = 0.214$ ,  $p = 0.000$ ) are statistically significant. This implies that, holding other variables constant, a one-unit increase in Trustworthiness is associated with a 0.315 unit increase in Consumer Purchasing Behaviour, making it the strongest predictor among the three.

Based on these results, the null hypotheses that Trustworthiness, Expertise, and Attractiveness have no significant effect on consumer purchasing behaviour is rejected and the alternative hypothesis accepted. The findings support the alternative hypothesis that each of these influencer credibility attributes exerts a statistically significant positive impact on CPB.

**Hypothesis Two ( $H_{02}$ ):** *Influencer self-disclosure does not significantly influence consumer purchasing behaviour.*

**Table 4.9a Model Summary****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 <sup>a</sup>	.255	.253	.66158

a. Predictors: (Constant), SMS

**Source: Researcher's Field Survey, 2025**

The model summary in Table 4.9a indicates that Self-Disclosure (SMS) explains 26% of the variance in Consumer Purchasing Behaviour (CPB), as shown by an R Square value of 0.255. The Adjusted R Square is nearly identical at 0.253, suggesting a stable and generalizable model. The R value of 0.505 reflects a moderate positive correlation between SMS and CPB, and the standard error of the estimate (0.66158) signifies a reasonable level of prediction accuracy within the model.

**Table 4.9b Analysis of Variance (ANOVA)****ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.442	1	57.442	131.238	.000 <sup>b</sup>
	Residual	167.637	383	.438		
	Total	225.079	384			

a. Dependent Variable: CPB

b. Predictors: (Constant), SMS

**Source: Researcher's Field Survey, 2025**

The ANOVA results in Table 4.9b confirm that the model is statistically significant, with an F-statistic of 131.238 and a p-value of 0.000 ( $p < 0.01$ ). This indicates that the regression model, with Self-Disclosure as the sole predictor, significantly improves the ability to predict consumer purchasing behaviour compared to a model with no predictors. Therefore, Self-Disclosure has a meaningful and non-random influence on CPB.

**Table 4.9c Coefficients<sup>a</sup>**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.494	.188		7.951	.000
	SMS	.536	.047	.505	11.456	.000

a. Dependent Variable: CPB

**Source: Researcher’s Field Survey, 2025**

As shown in Table 4.9c, the regression coefficient for Self-Disclosure (SMS) is  $B = 0.505$ , with a standard error of 0.047, and the relationship is statistically significant ( $t = 11.456$ ,  $p = 0.000$ ). This indicates a moderately strong positive effect, implying that a one-unit increase in self-disclosure leads to a 51% unit increase in consumer purchasing behaviour, holding other factors constant. This substantial effect size underscores the importance of authenticity and personal sharing in influencer content, as it fosters emotional connection and trust among followers, key drivers of purchasing behaviour.

Based on these findings, Hypothesis Two ( $H_{o2}$ ) which posits that influencer self-disclosure does not significantly influence consumer purchasing behaviour is rejected.

The evidence strongly supports the alternative hypothesis that self-disclosure has a significant and positive effect on CPB.

**Hypothesis Three (Ho<sub>3</sub>):** *Content quality, and the dimensions (aesthetic coherence, visual appeal, and clarity of message) do not have a significant impact on consumer purchasing behaviour.*

**Table 4.10a Model Summary**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539 <sup>a</sup>	.290	.285	.64758

a. Predictors: (Constant), CLA, AEC, VIS

**Source: Researcher’s Field Survey, 2025**

The model summary in Table 4.10a reveals that Content Quality, measured through Aesthetic Coherence (AEC), Visual Appeal (VIS), and Clarity of Message (CLA), collectively accounts for 29.0% of the variance in Consumer Purchasing Behaviour (CPB), as shown by the R Square value of 0.290. The Adjusted R Square (0.285) suggests the model maintains predictive accuracy when adjusted for the number of predictors. The R value of 0.539 indicates a moderate positive correlation between the combined content quality dimensions and CPB, while the standard error of the estimate (0.64758) reflects an acceptable level of deviation between predicted and observed values.

**Table 4.10b Analysis of Variance (ANOVA)****ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.303	3	21.768	51.907	.000 <sup>b</sup>
	Residual	159.776	381	.419		
	Total	225.079	384			

a. Dependent Variable: CPB

b. Predictors: (Constant), CLA, AEC, VIS

**Source: Researcher's Field Survey, 2025**

According to the ANOVA results in Table 4.10b, the model is statistically significant with an F-statistic of 51.907 and a p-value of 0.000 ( $p < 0.01$ ). This confirms that the regression model, comprising AEC, VIS, and CLA, significantly predicts consumer purchasing behaviour and that the results are not due to random variation. Thus, collectively, these aspects of content quality play a meaningful role in influencing consumer decisions.

**Table 4.10c Coefficients<sup>a</sup>****Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.850	.233		3.652	.000
	AEC	.304	.067	.273	4.530	.000
	VIS	.226	.072	.210	3.123	.002
	CLA	.153	.069	.131	2.228	.026

a. Dependent Variable: CPB

**Source: Researcher's Field Survey, 2025**

Table 4.10c, the coefficient reveals an overall significance of 0.000 which is less than the p.value 0.05 significant level. Also, the significant level of Aesthetic, visual appeal, and

clarity of message is equal to 0.000, 0.002, and 0.006 respectively. This implies that there is a significant effect of content quality on consumer purchasing behaviour. Therefore, the null hypothesis is rejected and the alternative hypothesis accepted.

Furthermore, the beta value of Aesthetic coherence, visual appeal, and clarity of message are 0.273; 0.210; and 0.131 respectively. This implies that an increase in the Aesthetic coherence, visual appeal, and clarity of message will lead to a 27.3%, 21%, and 13.1% increase in consumer purchasing behaviour respectively. The positive values of the three variables representing content quality further buttress the relationship between the independent and the dependent variable.

**Hypothesis Four (Ho<sub>4</sub>):** *Endorsement consistency does not significantly affect consumer purchasing behaviour.*

**Table 4.11a Model Summary**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.342 <sup>a</sup>	.117	.114	.72047

a. Predictors: (Constant), SMD

**Source: Researcher’s Field Survey, 2025**

The model summary in Table 4.11a indicates that Endorsement Consistency (SMD) accounts for 12% of the variance in Consumer Purchasing Behaviour (CPB), as shown by an R Square value of 0.117. The Adjusted R Square (0.114) suggests the model retains its explanatory strength after adjusting for the single predictor. The R value of 0.342 signifies a weak to moderate positive correlation between endorsement consistency and

consumer purchasing behaviour. The standard error of the estimate (0.72047) implies a relatively wider spread of residuals, indicating more variability in CPB not captured by SMD alone.

**Table 4.11b Analysis of Variance (ANOVA)**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.273	1	26.273	50.614	.000 <sup>b</sup>
	Residual	198.806	383	.519		
	Total	225.079	384			

a. Dependent Variable: CPB

b. Predictors: (Constant), SMD

**Source: Researcher's Field Survey, 2025**

The ANOVA results in Table 4.11b confirm that the regression model is statistically significant, with an F-statistic of 50.614 and a p-value of 0.000 ( $p < 0.01$ ). This result implies that endorsement consistency meaningfully contributes to the explanation of consumer purchasing behaviour, and that the observed relationship is not due to random chance.

**Table 4.11c Coefficients<sup>a</sup>**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.176	.205		10.608	.000
	SMD	.363	.051	.342	7.114	.000

a. Dependent Variable: CPB

**Source: Researcher's Field Survey, 2025**

As shown in Table 4.11c, the regression coefficient for SMD is  $\beta = 0.342$ , with a standard error of 0.051, and the result is statistically significant ( $t = 7.114$ ,  $p = 0.000$ ). The standardized beta coefficient ( $\beta = 0.342$ ) indicates that endorsement consistency exerts a moderate positive influence on consumer purchase behaviour. This suggests that when influencers consistently promote a brand or product over time rather than switching between competing brands or engaging in sporadic promotion it strengthens consumer trust and increases the likelihood of purchase.

Therefore, Hypothesis Four ( $H_{o4}$ ) which asserts that endorsement consistency does not significantly affect consumer purchasing behaviour is rejected and alternative hypothesis accepted. The findings provide strong empirical evidence that consistent and reliable brand promotion by influencers positively and significantly influences consumer purchasing decisions.

## **4.5 Discussion of Findings**

### **4.5.1. Influence of Influencer Credibility (Trustworthiness, Expertise, and Attractiveness) on Consumer Purchasing Behaviour**

The findings from Table 4.8 indicate that trustworthiness, expertise, and attractiveness are significant predictors of consumer purchasing behaviour (CPB), explaining 35.4% of the variance in CPB. Trustworthiness emerged as the most influential variable ( $\beta = 0.315$ ), followed by attractiveness ( $\beta = 0.214$ ) and expertise ( $\beta = 0.177$ ), suggesting that the credibility and appeal of influencers substantially shape consumer purchase decisions. These results strongly align with the empirical findings of Saima and Khan (2020), who

reported that influencer attributes such as trustworthiness and credibility have a significant direct effect on purchase intentions. Likewise, Nascimento (2019) corroborated this outcome, showing that trustworthiness and attractiveness significantly influenced purchasing behaviour for high-involvement products. However, this contradicts the findings of Lim, Radzol, Cheah and Wong (2017), who found that source credibility did not significantly impact consumer attitude, though attractiveness did. The divergence may stem from contextual differences, such as cultural variations in the perception of credibility. Additionally, Jide (2022) found that while the relationship between these attributes and purchase intention was statistically significant, it remained weak, suggesting that in some markets like Nigeria, other mediators such as product type or consumer sophistication may dilute the direct impact of influencer attributes. Nonetheless, the present findings substantiate the Source Credibility Theory, asserting that influencers who are perceived as honest, skilled, and physically appealing are more persuasive in shaping consumer decisions.

#### **4.5.2. Role of Self-Disclosure in Influencing Consumer Purchasing Behaviour**

The regression results in Table 4.9 demonstrate that self-disclosure (SMS) has a moderately strong and statistically significant effect on CPB, with a beta coefficient of  $\beta = 0.505$ , significant value of 0.000 which is less than the p-value of 0.05. And the  $R^2$  of .255 which indicate that self-disclosure (SMS) accounts for 25.5% of the variations in the dependent variable. This underscores that when influencers share personal experiences or behind-the-scenes content, they foster stronger emotional connections and increase their

persuasive influence on consumer decisions. This result is highly consistent with the findings of Kanwar and Huang (2022), who confirmed that parasocial interaction, fostered through intimate self-disclosure, enhances perceived value and brand image, ultimately influencing purchase intention. It is also supported by Reinikainen et al. (2020), who emphasized that influencer transparency builds trust and relatability. These findings align with the Parasocial Interaction Theory, which explains that when influencers engage in self-revealing behaviour, they simulate authentic relationships, strengthening consumer loyalty and responsiveness. Interestingly, Kurdi et al. (2022) reported that relatability, a construct closely tied to self-disclosure, did not significantly affect attitudes. This contrast may suggest that while self-disclosure can foster connection, its effectiveness may depend on the type of content disclosed and its perceived authenticity. Additionally, Chan (2022) found that personality traits and content transparency reduced skepticism and improved purchase intention—further supporting that self-disclosure enhances influencer impact by reducing consumer defensiveness. Thus, the current study confirms that personal and emotionally resonant content is a strategic tool for influencing consumer behaviour.

#### **4.5.3. Impact of Content Quality (Aesthetic Coherence, Visual Appeal, Clarity) on Consumer Purchasing Behaviour**

The third finding, based on Table 4.10, demonstrates that content quality comprising aesthetic coherence, visual appeal, and message clarity significantly predicts consumer purchasing behaviour, with the model having an  $R^2$  value of .290 implying that content

quality explains 29.0% of the variance in CPB. Among these, the beta coefficient and significant value of aesthetic coherence ( $\beta = 0.273$ ;  $p = 0.000$ ), visual appeal ( $\beta = 0.210$ ;  $p = 0.002$ ), and clarity ( $\beta = 0.131$ ;  $p = 0.026$ ) implies that all three variables fall within the p.value of 0.05, thus, they all have positive and significant effects on consumer purchasing behaviour. This finding supports the conclusions of Lou and Yuan (2019), who found that high-quality content improves consumer trust and enhances the effectiveness of branded content on social media. Similarly, Es-Safi and Sağlam (2021) concluded that communication skills—a proxy for content clarity and coherence—positively influenced all dimensions of brand equity and purchase intention. This evidence aligns with De Veirman et al. (2017) who observed that influencers who present content in a visually engaging and thematically consistent manner create a stronger impact on brand attitudes and consumer actions. On the other hand, Satpathy et al. (2022) noted that some consumers remained skeptical and conducted additional research, implying that while content quality can attract attention, it may not always suffice to convert interest into purchase without supporting cues like reviews or endorsements. This reflects the importance of integrating high-quality content with informational credibility to fully actualize consumer intent. Hence, the current findings reinforce the growing consensus that well-curated, clear, and aesthetically appealing influencer content significantly enhances consumer purchasing behaviour.

#### **4.5.4. Effect of Endorsement Consistency on Consumer Purchasing Behaviour**

Finally, Table 4.11 reveals that endorsement consistency (SMD) has a statistically significant influence on CPB. Specifically, the significant value of 0.000 is less than the p-value of 0.05, while the  $R^2$  of .117 indicates that endorsement consistency (SMD) accounts for 11.7% of the variations in the dependent variable. This suggests that when influencers consistently promote a specific brand or product line over time, it builds trust and reliability in the eyes of consumers, positively influencing their purchase decisions. These findings align with the Customer Journey Theory applied by Pop et al. (2022), who found that SMI trust affected every stage of the decision-making process, implying that consistent messaging is crucial for maintaining consumer engagement throughout the purchase funnel. Similarly, Olasanmi (2022) found that sustained influencer marketing contributes to brand loyalty and repeat purchasing. Moreover, Freberg et al. (2011) also highlight that consistent brand endorsement enhances influencer credibility, making their promotions more persuasive. Contrastingly, Johansen and Guldvik (2017) found that influencer marketing did not have a significant effect on purchase intention compared to traditional advertising, implying that consistency alone may not be sufficient in all contexts, particularly when product-influencer alignment is weak or when consumers are more attuned to conventional marketing cues. The relatively low explanatory power of the current model may reflect this limitation, suggesting that endorsement consistency must be coupled with authenticity and product congruence to maximize influence.

Nevertheless, this study affirms that consistency is a valuable, albeit partial, contributor to consumer purchasing decisions in the influencer marketing ecosystem.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

This chapter presents the summary of the major findings, draws conclusions based on the research objectives and hypotheses, and offers practical recommendations for improving organisational performance through employee involvement. The chapter also highlights the study's contribution to knowledge and proposes suggestions for further research. It is structured into the following sections: summary of findings, conclusion, recommendations, contribution to knowledge, and suggestions for future studies.

#### 5.1 Summary of Findings

This study investigated social media influencers and consumer purchasing behaviour in Benin City, Edo State. Specifically, 400 online responses were sought from residents of Oredo Local Government Area (LGA), located within the Benin Metropolis of Edo State, Nigeria. Impressively, 385 responses were retrieved, cleaned, and utilized in our analysis. The analysis employed both descriptive statistics (frequency, percentage, and mean) and inferential statistics (regression analysis) using SPSS version 22.

Key findings are summarised below:

- i. The findings from Table 4.8 indicate that trustworthiness, expertise, and attractiveness are significant predictors of consumer purchasing behaviour (CPB), explaining 35.4% of the variance in CPB. Trustworthiness emerged as the most influential variable ( $\beta = 0.315$ ), followed by attractiveness ( $\beta = 0.214$ ) and

expertise ( $\beta = 0.177$ ), suggesting that the credibility and appeal of influencers substantially shape consumer purchase decisions.

- ii. The regression results in Table 4.9 demonstrate that self-disclosure (SMS) has a moderately strong and statistically significant effect on CPB, with a beta coefficient of  $\beta = 0.505$ . This underscores that when influencers share personal experiences or behind-the-scenes content, they foster stronger emotional connections and increase their persuasive influence on consumer decisions.
- iii. The third finding, based on Table 4.10, demonstrates that content quality comprising aesthetic coherence, visual appeal, and message clarity significantly predicts consumer purchasing behaviour, with the overall model explaining 29.0% of the variance in CPB. Among these, aesthetic coherence had the greatest influence ( $\beta = 0.273$ ), followed by visual appeal ( $\beta = 0.210$ ), and clarity ( $\beta = 0.131$ ).
- iv. Finally, Table 4.11 reveals that endorsement consistency (SMD) has a statistically significant but modest influence on CPB, with  $\beta = 0.342$  and  $R^2 = 0.117$ . This suggests that when influencers consistently promote a specific brand or product line over time, it builds trust and reliability in the eyes of consumers, positively influencing their purchase decisions.

## **5.2 Conclusion**

This study focused on examining the relationship between social media influencer attributes and consumer purchasing behaviour among digital consumers in Benin City,

Edo State. The empirical evidence confirmed that multiple influencer characteristics (credibility (trustworthiness, expertise, attractiveness), self-disclosure, content quality, and endorsement consistency) collectively and individually shape consumer decision-making in meaningful ways. The findings revealed that credibility and self-disclosure are particularly strong predictors, demonstrating that authenticity, reliability, and consistent branding are central to influencer effectiveness. Furthermore, the study affirms that aesthetically coherent and clear content enhances consumer engagement, while consistent endorsement reinforces brand trust over time. In conclusion, the study establishes that social media influencers serve as powerful mediators of consumer perception and purchasing behaviour in the digital marketplace, and their strategic use can significantly enhance marketing outcomes when credibility, authenticity, and visual content quality are optimally integrated into brand communication strategies.

### **5.3 Recommendations**

Based on the findings and conclusions, the following practical recommendations are offered:

- i. Brands should partner with influencers who are perceived as trustworthy, knowledgeable, and authentic. Such partnerships should prioritize long-term relationships that enhance credibility and foster consumer confidence in endorsed products.

- ii. Influencers should engage in genuine storytelling and personal sharing that build emotional connection and trust. Transparency regarding product use and lifestyle integration will enhance relatability and influence purchasing intent.
- iii. Influencers and brands should invest in developing content that is aesthetically appealing, coherent, and clearly communicates product benefits. Visual consistency, creative design, and message clarity should be maintained across all platforms to strengthen consumer engagement.
- iv. Influencers should maintain consistent messaging and long-term collaboration with specific brands. This continuity reinforces consumer trust and enhances brand loyalty, ensuring sustained impact over time.

#### **5.4 Contribution to Knowledge**

This study contributes to the growing body of knowledge on digital consumer behaviour and influencer marketing by empirically demonstrating how specific influencer attributes predict consumer purchasing behaviour within a Nigerian context. It extends the application of Source Credibility Theory and Parasocial Interaction Theory to a Sub-Saharan African setting, thereby providing contextual evidence on the role of influencer credibility, authenticity, and content aesthetics in shaping consumer attitudes. The research also bridges theoretical and practical gaps by highlighting the importance of self-disclosure and endorsement consistency, which are less explored in prior African studies. Moreover, by employing a robust quantitative design and statistical validation, this study enriches empirical discourse on the strategic value of influencer marketing for

brand communication, consumer engagement, and purchase conversion in emerging digital economies.

### **5.5 Suggestions for Further Studies**

Future research should consider expanding the geographical scope beyond Benin City to include other metropolitan and rural areas across Nigeria, allowing for comparative analysis across diverse socio-demographic groups. Incorporating different social media platforms such as TikTok, YouTube, and LinkedIn may reveal platform-specific variations in influencer impact, offering deeper insights into consumer behavioural segmentation. Additionally, future studies could adopt longitudinal designs to examine the causal relationships between influencer attributes and long-term consumer loyalty, moving beyond cross-sectional perspectives.

Furthermore, subsequent research should integrate qualitative or mixed-method approaches to explore the psychological mechanisms underlying influencer-consumer relationships, such as perceived authenticity, emotional resonance, and cognitive trust formation. Exploring the moderating roles of demographic factors (age, income, gender) or product type (high- vs. low-involvement goods) would further refine understanding of influencer effectiveness. Finally, given the rapidly evolving digital landscape, studies should investigate the ethical implications of influencer marketing, including disclosure transparency and consumer protection, to support regulatory frameworks and responsible brand communication practices.

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**APPENDIX I**

**QUESTIONNAIRE**

**DEPARTMENT OF MARKETING**

**FACULTY OF MANAGEMENT SCIENCES**

**UNIVERSITY OF BENIN, BENIN CITY, NIGERIA**

Dear Respondent,

**APPEAL FOR THE COMPLETION OF QUESTIONNAIRE**

I am an undergraduate student in the above named department. As part of the requirements for the programme, I am conducting a research on “Social media influencers and Consumer Purchasing Behaviour”. In this regard, you have been randomly selected as a member of the sample. I also wish to assure you that your answers will be treated in strict confidence and used for the stated academic purpose only.

Thank you.

Yours Faithfully,

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Name:  
(Researcher)

## SECTION A: PERSONAL DATA

Tick (☐) in the appropriate box.

### 1. Gender

- Male    Female

### 2. Marital status

- Single    Married    Divorced    Widowed    Other (specify):
- 

### 3. Age

- 18-25 years    26-35 years    36-45 years    46 years and above

### 4. Educational Level

- SSCE/WAEC
- OND/NCE
- HND/BSc
- MSc/MBA
- PhD and above

### 5. Employment status

- Employment
- Unemployment
- Self Employed

### 6. Monthly Income Level

- Below ₦50,000

- ~~₦50,000-₦100,000~~
  - ~~₦101,000-₦200,000~~
  - ~~₦201,000-₦300,000~~
  - Above ₦300,000
- 

**SECTION B: GENERAL**

Please tick () in the appropriate box using the scale:

**SA = Strongly Agree    A = Agree    U = Undecided    D = Disagree    SD = Strongly Disagree**

**Consumer Purchasing Behaviour**

<b>S/N</b>	<b>Particulars</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
7	The credibility of social media influencers influences my purchase decision.					
8	The self-disclosures of social media influencers influences my purchase decision.					
9	The content quality of social media influencers influences my purchase decision.					

10	The brand endorsement consistency of social media influencers influences my purchase decision.					
<b>A Social Media Influencers' Credibility</b>						
(a)	<b>Trustworthiness</b>					
<b>S/N</b>	<b>Particulars</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
11	Influencers who are honest and transparent influences my purchase behaviour.					
12	Influencers who avoid misleading claims influences me to buy the product.					
13	I rely more on influencers whose opinions appear unbiased in making purchase decision.					
(b)	<b>Expertise</b>					
<b>S/N</b>	<b>Particulars</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
14	Influencers with knowledge in a particular field influence my decisions to make					

	purchase.					
15	I prefer influencers who provide in-depth and factual content in making my buying decision.					
16	An influencer's level of expertise increases my trust in their recommendations of a particular product.					

(c)	<b>Attractiveness</b>					
<b>S/N</b>	<b>Particulars</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
17	I follow influencers whose appearance or lifestyle appeals to me when making purchase decision.					
18	Attractiveness influences how I perceive the influencer's content.					
19	Physically appealing influencers grab my attention more easily in making purchase decision.					
<b>B Social Media Influencers' Self-Disclosure</b>						
<b>S/N</b>	<b>Particulars</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
20	Influencers who share personal experiences appear more trustworthy when it comes to making purchase decision.					

21	I relate more with influencers who disclose personal struggles and achievements in making my purchase decision.					
22	Personal stories from influencers about a particular product increase my interest in their product.					
<b>Social Media Influencers' Content Quality</b>						
(a)	<b>Aesthetic Coherence</b>					
<b>S/N</b>	<b>Particulars</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
23	I value influencers who maintain a consistent aesthetic style in relating a particular product.					
24	Coherent themes across an influencer's posts concerning a particular product make their content more appealing.					

C

25	I am more likely to follow influencers with organized and visually consistent profiles.					
(b)	<b>Visual Appeal</b>					
<b>S/N</b>	<b>Particulars</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
26	High-quality images and videos about a particular product enhance my interest in the product.					
27	I prefer influencer content that is aesthetically pleasing in making purchase decision.					
28	Visual design of a particular product influences my engagement with influencer posts.					
(c)	<b>Clarity of Message</b>					

<b>S/N</b>	<b>Particulars</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
29	Influencers who communicate clearly about a particular product are more convincing in making purchase decision.					
30	I prefer influencers who explain product details in a simple manner.					
31	Clear messaging makes me more likely to consider a product.					

**D Social Media Influencers' Brand Endorsement Consistency**

<b>S/N</b>	<b>Particulars</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
32	Influencers that stand on a consistent message about a particular product influences my buying behaviour.					
33	Consistent messages about the features of a product influence my purchase decision.					
34	An influencer reassurance of same					

	message about a product convince me to make purchase.					
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## APPENDIX II

### Regression

**Notes**

Output Created		11-NOV-2025 07:25:11
Comments		
Input	Data	C:\Users\HP\Documents\SOCIAL MEDIA INFLUENCERS SPSS.sav
	Active Dataset	DataSet13
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CPB /METHOD=ENTER TRT EXP ATT.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02
	Memory Required	4864 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet13] C:\Users\HP\Documents\SOCIAL MEDIA INFLUENCERS SPSS.sav

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	ATT, TRT, EXP <sup>b</sup>	.	Enter

a. Dependent Variable: CPB

b. All requested variables entered.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.742	3	26.581	69.681	.000 <sup>b</sup>
	Residual	145.337	381	.381		
	Total	225.079	384			

a. Dependent Variable: CPB

b. Predictors: (Constant), ATT, TRT, EXP

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.595 <sup>a</sup>	.354	.349	.61763

a. Predictors: (Constant), ATT, TRT, EXP

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.722	.203		3.560	.000
	TRT	.331	.056	.315	5.931	.000
	EXP	.183	.058	.177	3.181	.002
	ATT	.209	.051	.214	4.102	.000

a. Dependent Variable: CPB

**REGRESSION**

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT CPB

/METHOD=ENTER SMS.

## Regression

### Notes

Output Created		11-NOV-2025 07:29:51
Comments		
Input	Data	C:\Users\HP\Documents\SOCIAL MEDIA INFLUENCERS SPSS.sav
	Active Dataset	DataSet13
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION  /MISSING LISTWISE  /STATISTICS COEFF OUTS R ANOVA  /CRITERIA=PIN(.05) POUT(.10)  /NOORIGIN  /DEPENDENT CPB  /METHOD=ENTER SMS.
Resources	Processor Time	00:00:00.00

Elapsed Time	00:00:00.02
Memory Required	3888 bytes
Additional Memory Required for Residual Plots	0 bytes

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	SMS <sup>b</sup>	.	Enter

a. Dependent Variable: CPB

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 <sup>a</sup>	.255	.253	.66158

a. Predictors: (Constant), SMS

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.442	1	57.442	131.238	.000 <sup>b</sup>
	Residual	167.637	383	.438		
	Total	225.079	384			

a. Dependent Variable: CPB

b. Predictors: (Constant), SMS

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.494	.188		7.951	.000
	SMS	.536	.047	.505	11.456	.000

a. Dependent Variable: CPB

## REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT CPB

/METHOD=ENTER AEC VIS CLA.

## Regression

### Notes

Output Created	11-NOV-2025 07:31:48	
Comments		
Input	Data	C:\Users\HP\Documents\SOCIAL MEDIA INFLUENCERS SPSS.sav
	Active Dataset	DataSet13
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS R ANOVA
		/CRITERIA=PIN(.05) POUT(.10)
		/NOORIGIN
		/DEPENDENT CPB
		/METHOD=ENTER AEC VIS CLA.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.04
	Memory Required	4864 bytes
	Additional Memory Required for Residual Plots	0 bytes

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	CLA, AEC, VIS <sup>b</sup>	.	Enter

a. Dependent Variable: CPB

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539 <sup>a</sup>	.290	.285	.64758

a. Predictors: (Constant), CLA, AEC, VIS

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.303	3	21.768	51.907	.000 <sup>b</sup>
	Residual	159.776	381	.419		
	Total	225.079	384			

a. Dependent Variable: CPB

b. Predictors: (Constant), CLA, AEC, VIS

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.850	.233		3.652	.000
	AEC	.304	.067	.273	4.530	.000
	VIS	.226	.072	.210	3.123	.002
	CLA	.153	.069	.131	2.228	.026

a. Dependent Variable: CPB

**REGRESSION**

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT CPB

/METHOD=ENTER SMD.

# Regression

## Notes

Output Created		11-NOV-2025 07:34:30
Comments		
Input	Data	C:\Users\HP\Documents\SOCIAL MEDIA INFLUENCERS SPSS.sav
	Active Dataset	DataSet13
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CPB /METHOD=ENTER SMD.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.04
	Memory Required	3888 bytes

Additional Memory Required for Residual Plots	0 bytes
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**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	SMD <sup>b</sup>	.	Enter

a. Dependent Variable: CPB

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.342 <sup>a</sup>	.117	.114	.72047

a. Predictors: (Constant), SMD

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.273	1	26.273	50.614	.000 <sup>b</sup>
	Residual	198.806	383	.519		
	Total	225.079	384			

a. Dependent Variable: CPB

b. Predictors: (Constant), SMD

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.176	.205		10.608	.000
	SMD	.363	.051	.342	7.114	.000

a. Dependent Variable: CPB