

**INFLUCENCER MARKETING AND ITS IMPACT ON  
CONSUMERS' PATRONAGE: A STUDY OF INSTAGRAM  
NIGERIA**

**BY**

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**UNIVERSITY OF BENIN  
BENIN CITY**

**AUGUST, 2023**

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**A RESEARCH PROJECT WORK SUBMITTED TO THE  
DEPARTMENT OF MASS COMMUNICATION, FACULTY OF  
ARTS, UNIVERSITY OF BENIN, IN PARTIAL FULFILMENT  
OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR  
OF ARTS (B.A) DEGREE IN MASSCOMMUNICATION,  
FACULTY OF ARTS, UNIVERSITY OF BENIN, EDO STATE.**

**AUGUST, 2023**

## **DECLARATION**

I declare that this project is based on a study undertaken by me in the Department of Mass Communication, Faculty of Arts, University of Benin under the supervision of **Dr. Daniel Ekhareafo** for the purpose of acquiring a Bachelor of Arts (B.A) degree in Mass Communication. All views and ideas stated in this study are a product of personal research and the ideas of others are expressed and duly acknowledged.

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**ESSI AKPOVOFENE CLARE**  
**ART1801720**

## **CERTIFICATION**

I certify that this project work is carried out by **ESSI AKPOVOFENE CLARE ART1801720**, under my supervision and has been approved and accepted in partial fulfillment of the requirements for the award of Bachelor of Arts (B.A) Degree in Mass Communication of the University of Benin. The project work is to be submitted to the Department of Mass Communication, University of Benin.

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**Dr. D.o. Ekhareafo**  
**Project Supervisor**

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**Date**

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**Dr. D .O. Ekhareafo**  
**Head of Department**

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**Date**

## **DEDICATION**

This project is dedicated to God who has never failed me and to all the people who gave me moral and financial support and also worked hard to help me complete this project.

## **ACKNOWLEDGEMENT**

I express my sincere gratitude to God Almighty for the grace, strength, and favour given me for the successful completion of this academic work.

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me the true meaning of friendship and I am glad that got to have them in my life.

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## ABSTRACT

For brands and businesses trying to sell their products and services in the market, social media has become an essential tool. In our contemporary world, the act of buying and selling is possible online via various social media platforms regardless of distance and time. The use of social media marketing strategies is used by companies as a standard marketing tactic to boost brand recognition, popularity and impact consumer purchase intentions and behaviours. This study examines influencer marketing and its impacts consumers' patronage to a product or service, using Instagram Nigeria as a case study. It also examines the perception of consumers and businesses in Nigeria towards influencer marketing. This study is anchored on the Source Credibility Theory, Technology Determinism Theory, and Attitude Change Theory as its theoretical framework. The study also adopted the survey research design which made use of the questionnaire in gathering data from respondents. The study adopted the simple random sampling technique to select a total of 200 respondents. Findings from the study show that Instagram users are frequently exposed to influencer marketing and therefore find it informative. Most Instagram users became familiar with certain products due to their high exposure to Influencer marketing and few actually make purchasing action. It was further revealed in this study that exposure to influencer marketing on Instagram influences the buying behaviour of Instagram users. From the analyzed data, influencer marketing is an informative, persuasive, and effective form of marketing. The study recommended that brands and businesses should cautiously utilize influencer marketing on Instagram to market their products and/or services. They can make it more attractive, appealing and personal to potential consumers in order to have a better influence on their purchasing action.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of Study

Communication is an essential feature of marketing. Communication helps to form issues and frame perceptions. This means that communication is necessary in transmitting information and setting agendas. Communication, when examined critically, is a complex object and it is the principal factor for exchanging ideas, trends, creating awareness and ultimately, marketing.

Just like everything else, communication has evolved and today, the sphere of communication has changed rapidly, owing to the advent of the internet and digital media. Due to the advancement of Information and Communication Technology, communication and interaction as a whole, has taken a drastic change (Olajomoke & Ogungbe, 2020, p. 47).

Traditionally, the communication process was popularly described as transmission of information from sender to receiver, thereby being linear in nature. At least, this is how the Shannon and Weaver model of 1948 depicts it. This school of thought opposes the contemporary idea of

the communication process which is controlled by the internet. This communication process shows that communication is a multiple flow process because messages are shared and information is exchanged among active participants involved in the communication process (Obiageli Pauline Ohiagu, 2021).

Therefore it safe to say, that the internet as a new medium of communication and its emergence has engineered an archetype shift at the very foundation of communication. It has become a very important channel for brands to reach, advertise, and communicate with their potential customers.

The internet has become so widespread that it is ingrained in very aspects of our daily life. This is why Dominic (2009) states that the spread of the internet is noticeable in every facet of human activities such as social activities, academics, entertainment, business and commerce. Mariano and Miranda (p.4) support this position by affirming that various institutions use the internet to facilitate their activities and

functions, and so, the role of the internet in aiding our very existence should not be neglected.

However, prior to the advent of social media, advertisers depended on the traditional media such as radio, television, magazines, newspapers etc., as channels to reach out to consumers but the situation has been modified as brands now rely and utilize social media for their marketing campaigns. This is because the Internet is a "global system of interconnected computer networks that use the standard internet protocol suite (TCP/IP) to serve billions of users worldwide" (Popoola, 2014).

The internet, with regards to social media, has conquered the major challenges of information dissemination such as distance and time. It is why McQuail (2006) affirms that the frontiers of information and communication have been greatly expanded by the internet.

The business world has also moved with this transformation, as they actively harness the internet to perform their functions (Gumus 2017). The economy and business landscape have been greatly impacted

by the internet as brands and companies capitalize on the internet to sell their goods and services to consumers (Kannan & Li, 2017, p.22)

Social media and networking sites have become very prominent in our world that many businesses, brands and advertisers have now switched from investing in traditional media to using social media platforms. The social media has presented new opportunities for consumer-brand engagement (Rather & Camilleri, 2019). Consumers not only search for products and services, but they also interact with their favorite brands and exchange information. This creates a consumer-brand engagement facilitated by social media (Hollebeek et al., 2014). This form of engagement includes various activities and behaviors such as liking photos, sharing posts, and comments that are posted in the brands' social media profiles. Such social media engagement has been a very popular phenomenon during the last decade (Gummerus, Liljander, Weman & Pihlstrom, 2012).

With the opportunity social media offer brands today, advertisers and brands are searching for better ways to create awareness for their

products and reach a great number of online consumers. Therefore, influencer marketing has become one of the significant strategies utilized by brands today.

According to Mallipeddi, Kumar, Sriskandarajah, & Zhu, (2018 p. ), “Companies have altered the way they strategize their marketing efforts because of the dynamic growth of users on different social media outlets. Firms are now using influencer marketing to have influencers promote their services or products using social media”. Influencer marketing is not a new concept and has gone through a lot of changes since it began. It dates back to medieval times where the ruling class influenced the behavior of their subject, before social media influencers emerged (Wilson Ozuem & Michelle Willis 2022, p.1). Although influencer marketing started even before the twentieth century, it is majorly seen as a contemporary form of marketing.

Influencer marketing is a communication strategy in which a firm selects and incentivizes online influencers to engage their followers on social media in an attempt to promote the firm’s offering (Leung, Gu,

and Palmatier 2022). These firms search and select online influencers, individuals, groups of individuals, or even virtual avatars who have built networks of followers on social media and pay them (De Veirman, Cauberghe, and Hudders 2017). Hudders, De Jans, & De Veirman (2021) and Lou (2022), view influencer marketing as brands and companies sponsoring Social Media Influencers (SMIs) to promote their products and/or services and monetizing influencers' popularity and influence over their captive followers.

From these definitions, we can rightly infer that influencer marketing involves a brand or company selecting and collaborating with an online influencer (s) or individuals perceived as being significantly influential, to market its products and services. It is a form of social media marketing in which brands and companies endorse individuals and organizations with recognized social influence to achieve product placement and create purchase intention among a large audience. This type of marketing focuses on influential people and adjusts marketing actions around them.

Since influencers are able to reach a great number of global consumers, using influencers on social media has become a common form of marketing. Additionally, influencer marketing is a credible channel to reach customers since so many people are using mobile devices and spending more time on social networks (Zietek, N. 2016). The growing skepticism among consumers towards the traditional media has made it so difficult for companies, firms and brands to reach and influence consumers. So, many companies invest in online influencers to promote their brands and products on social media (Leung, Gu, and Palmatier 2022). This goes to show that consumers are becoming more critical of commercial messages and due to digitalization, these consumers use social media, making it very difficult for brands to stand out from others. This is a prevalent issue that has pushed companies and brands to focus on influencer marketing. Businesses and brands benefit greatly from influencer marketing because it allows them to reach a large global and heterogeneous audience. Also, because of the trust built between these influencers and their followers, influencer marketing

is now considered a consequential and fresh approach to marketing as a whole. It is against this backdrop that this study aims to ascertain the impact of influencer marketing on consumer patronage.

## **1.2 Statement of the Problem**

Advances in information technology has transformed the business landscape and marketing operations globally (Ighomereho & Ofunre 2019, p.220). Influencer marketing has become a trend and marketing campaign strategy for brands to communicate and reach out to prospective consumers, create brand awareness, brand loyalty and influence their purchase decision.

Oyakhire (2021) says that "Some organizations are expanding their market service to gain a larger share of consumers in Nigeria as digital connectivity provides access to reach and influence customer's choice" (p.8). This view supports the notion of influencer marketing. Therefore, in this regard, social media platforms such as Instagram influencers have been used in this study. For instance, people with large

fans and followers such as Tunde Ednut, Rema, Don Jazzy etc who are popular on Instagram endorse brands by marketing their products.

Unarguably, influencers are taste makers and as such are very valuable to brands and businesses. Additionally, the usage of influencer marketing is indispensable. However, despite the use of Instagram influencers in marketing campaigns, it is not certain if consumers' buying culture or purchase behaviour are directly influenced by influencers on Instagram. Therefore, this study seeks to examine how influencer marketing impact on consumers' patronage using Instagram as a case study.

### **1.3 Research Objectives**

1. Ascertain the extent to which Instagram users are exposed to products promoted by Instagram Influencers.
2. Find out how Instagram users view products promoted by Instagram Influencers.
3. Determine if Instagram users' product patronage is influenced by Instagram Influencers.

4. Determine the effectiveness of using Instagram Influencers in promoting products.

#### **1.4 Research Questions**

1. What is the extent to which Instagram users are exposed to products promoted by Instagram influencers?
2. How do Instagram users view products promoted by Instagram Influencers?
3. What are the Influence of Instagram marketers on Instagram users' product patronage?
4. How effective is the use of Instagram Influencers in promoting products?

#### **1.5 Significance of Study**

This study is significant as it would contribute immensely to businesses and brands in helping them know the impact of influencer marketing on consumer patronage. Since brands and businesses are now integrating influencer marketing in their brand strategy, the findings from this study will be very useful to them.

Specifically, it will provide brands and marketers with what they need to understand online consumers and how they respond to influencer marketing. It will provide them with useful strategies they can consider when using subsequent social media influencers to create product placement and marketing.

Additionally, for brands and businesses that are not invested in influencer marketing, this study is expected to enlighten and broaden the scope of their knowledge on influencer marketing. Another relevance of this study is that it will provide future researchers with empirical data they would need for review and analysis. Data from this study will provide basis for further studies on influencer marketing.

### **1.6 Scope of Study**

The study focuses on influencer marketing and its impact on consumers' patronage; a study of Instagram Nigeria. By implication, the research work would be limited to influencer marketing on Instagram Nigeria. They will be sought online and administered with the questionnaire.

## **1.8 Operational Definition of Terms**

Some terms used in this study are hereby defined as their operational context in the study.

**Communication:** Communication, in the context of this study, means the transmission of information and messages between marketers and consumers via social media.

**Influencer Marketing:** This refers to a brand or company selecting and collaborating with an online influencer (s) or individuals perceived as being significantly influential, to market its products and services.

**Instagram:** This is a social media platform. It is where the study will be conducted.

**Influencer:** These are people with a large and active followership on social media platforms.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Conceptual Reviews**

This chapter presents and discusses the literature review for this study. It critically examines the concept of social media, influencer marketing as well as Instagram. This study also covers empirical review of studies and relevant theoretical frameworks.

#### **2.2 Concept of Influencer Marketing**

Influencer marketing is based on the influence theory. The idea behind this marketing practice is that a small percentage of key individuals can be effective at persuading a great amount of other individuals. Rather than marketing towards a large group of consumers, influencer marketing uses influential individuals to drive a brand's

message to the larger market and influence buying decisions (Woods, 2016).

Sammis, Lincoln and Pomponi (2016, p.7) define influencer marketing as the “art and science of engaging people who are influential online to share brand messages with their audiences in the form of sponsored content”. This view is supported by Hudders, De Jans, and De Veirman (2021) and Lou (2022) as they define Influencer marketing as brands and companies that sponsor SMIs (Social Media Influencers) to promote products and/or services to monetize influencers’ popularity and influence over their captive followers.

According to Sammis, Lincoln and Pomponi (2016, p. 2), influencer marketing and celebrity endorser are very similar. However, influencer marketing focuses on celebrities on social media called social media influencers and influencer marketing can function in several ways. They further explain that “companies could simply send products or free samples to a suitable influencer and hope for him or her to review it

online or they could set up a contract and pay their influencers for posting about it on his or her blog or social media account”.

Influencer marketing is an old concept with new modifications. In its early days, influencer marketing focused on offline opinion leaders, like journalists or industry analysts, to gain positive coverage (Brown & Hayes, 2008). However, with the spread of digitalization in the business sphere, the scope of influencer marketing shifted from offline to online. This position is supported by Lyons & Henderson (2005) as they explain that, digital influencers offer a wider reach via their social networks compared to traditional face-to-face opinion leaders. According to Pophal, (2016) and Wroblewski, (2017) influencer marketing, in a way, works like word of mouth (WOM) marketing. However, this school of thought is countered by Brown and Hayes (2008) as they describe word of mouth as “rather uncontrollable since it cannot be traced to who says what and to whom”. Additionally, influencer marketing focuses on paying influential people or opinion leaders to transmit brand messages and so, messages can actually be traced to “who says what and to whom”.

Influencer marketing, as a concept, is beneficial for companies and brands. This is because, influencer marketing is an inexpensive/cost effective marketing strategy, and is able to directly reach a specific target group (Kaplan & Haenlein, 2010; Weiss, 2013; Loeffler, 2016). Additionally, “suggestions made by online opinion leader’s lead to the search for, purchase and use of products by their connected network” (Flynn, Goldsmith, & Eastman, 1996).

This goes to show that, the success of influencer marketing is based on the profound trusts consumers/followers have in the opinions of these online influencers.

### **2.3 Concept of Social media**

According to Boateng and Amankwaa (2016) social media refers to the application that allows users to converse and interact with each other. Kietzmann, Hermkens, McCarthy, & Silvestre (2011) are of the opinion that “Social media employ mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated

content. Given the tremendous exposure of social media in the popular press today, it would seem that we are in the midst of an altogether new communication landscape”.

This means that social media is essentially a medium through which people are able to interact and exchange messages and ideas in virtual communities and networks. It is a platform where individuals share thoughts and experiences and connect with other people.

A wider definition is posited by Boyd & Ellison (2007) when they observed that social media as Internet-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and traverse their list of connections and those made by others within the system.

Social media differs from other communication and information technologies as it provides the possibility for users to publicly expose content and through this; they are able to create ties with other users that

have common interest. Thus facilitating the dissemination and sharing of knowledge (Andreia de Bem Machado 2020).

For Ali, Iqbal & Iqbal (2016), social media is the collection of applications such as Facebook, Twitter, WhatsApp, LinkedIn and YouTube, among others, that link people together as they share information through social networking. This position is supported by Junco, Heiberger & Loken (2010) as they refer to social media as a collection of Internet websites, services, and practices that support collaboration, community building, participation and sharing.

The above definitions imply that social media is a platform where individuals interact, using a two way communication process, and it allows anyone who has an online account to exchange their ideas with other social media users.

Social media use has increased over the years as it has become tools of communication strategies and marketing for companies and brands. Initially, everyone called new media what we now know as

social media. They came giving a new feeling and meaning to communication (Andreia de Bem Machado 2020).

Today, social media is a term that everyone recognizes. Even in remote and far away areas of the world The influence of social media advertising on consumer behaviour 345 world, people have heard of Facebook and Twitter, and may be using them on a daily basis (Edosomwan et al., 2011).

Furthermore, social media is an online communication tool that significantly impacts the society, encouraging businesses, companies and brands to expand their marketing practices and strategies in the social media (Dân & Nam 2018).

The above also implies that, although social media was initially a communication tool, but now companies and brands have now used it as a medium to market products and services. The increasing use of social media implies that brands and companies will eventually come to depend on social media instruments in the future to reach customers that spend more time online than using traditional media (ATKearney, 2017, p. 1).

According to Ayike. P. Migiounim (2022) over 35% of the global population use social media and social networking sites are undeniably the most prominent social media channels. Statistica in 2018 gave a statistic of social media around the world;

<b>Social Media Platforms</b>	<b>Active Monthly Users</b>
Facebook	2.234 Billion
YouTube	1.9 Billion
WhatsApp	1.5 Billion
Wechat	1.058 Billion
Instagram	1 Billion
Twitter	800 Millions

However, a team at Kepios led a detailed analysis and found that there are an estimated 4.76 Billion Social media users globally in January 2023, which is equal to 59.4 percent of the world's population. They presented the statistics;

<b>Social Media Platforms</b>	<b>Active Monthly Users</b>
Facebook	2.958 billion
WhatsApp	2 billion

YouTube	2.514 billion
Tiktok	1.051 billion
Wechat	1.309 billion
Twitter	556 million
Instagram	2 billion

Presently, the leading social media platforms used for marketing are Instagram and Facebook, with an increasing number of users daily.

### **2.3.1 Social Media Marketing**

Social media is the most prominent new media. Kaplan and Haelein (2010) described social media as a group of internet based platforms that build on the ideologies of technological foundations of the web 2.0 which facilitates the creation and exchange of user generated content. Miteva (2022 p. 112) states that, “The social media or social software are developed through the web 2.0 and represent every content formed on the Internet, including numerous tools to communicate, such as quick message, text, forums, blogs, and services. Interaction is a key function for keeping social media alive”.

Social media goes beyond its basic function of facilitating real-time social interactions among people in a virtual community. Social media has a number of unique features that have transformed the landscape of marketing from a traditional focus to online and since social media have an essential aspect of sharing information and creating awareness, it is very suitable for advertising and ultimately marketing. Due to the popularity of social media, marketing on social media platforms is more of a must than a norm. In recent years, many companies have made use of social media marketing to communicate with potential customers through the customers' most used media.

Miteva (2022 p. 112) defines social media marketing as “a term used to describe marketing strategies used by social media as their main platform for spreading planned or predicted commercial message”. According to Lokhande (2023, p. 129) “Social media marketing is a type of internet marketing that involves creating and sharing content on social networks to achieve marketing and branding goals. Social media marketing includes practices such as updating text and images, recording

and posting other content and paid social media advertising that facilitates consumer engagement.” Essentially, social media marketing involves creating content with the sole aim of promoting a business, product or service, through various social media platforms like Instagram, Twitter, and Facebook.

Social media marketing is a huge success because it creates and establishes a network between businesses/brands and their customers. Miteva (2022 p. 112) is of the opinion that “creating an interactive marketing space where both parties communicate, and brands can direct their message to even more potential clients that the company wants to attract, which cannot be done with the traditional media solely, is important.” Lokhande (2023, p. 130) supports this claim by stating that “Through social media marketing, businesses engage with various stakeholders, including current and potential customers, current and potential employees, journalists, bloggers, and the general public.” All these are achieved through the networking feature of social media.

Through social media marketing, businesses are able to connect and interact with different publics like stakeholders, potential and current customers, employees and also the general public. The unique ability of social media to reach billions of people simultaneously and create a form of online word-of-mouth has numerous benefits. According to Kaplan and Haenlein (2010), there are four main benefits of social media marketing which include: increased brand awareness, improved customer loyalty, increased customer engagement, and improved search engine rankings.

Social media marketing involves a lot of things from management to execution. Lokhande (2023, p. 130) opines that “social media marketing involves managing marketing campaigns, governance, determining scope and establishing a desired social media 'culture' and 'tone'.” At the heart of all this is advertising.

Paquette (2013) refers to social media advertising as the sum of activities on social media that increase consumer awareness of the value of the firm’s product and services. Social media platforms offer practical

programs and online media to facilitate cooperation, interaction, and content sharing (Richter and Koch, 2007). Buffer (2020) is of the opinion that social media advertising is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. With the rapid growth and acceptance of Ecommerce globally, social media advertising has become a decisive marketing strategy.

Social media is a good medium of advertising (Telepodia 2016). Advertising via social media can be persuasive as well as informative. Social media also offers the opportunity to reach the right audience at the right time and place. Mohr (2013) opines that social media advertising can be effectively utilized as a strategy in times of sales decline and during economic crises. In fact, most leading brands have now recognized social media as an effective online marketing platform. Social media marketing has quickly developed into an essential tool for various businesses in all sectors.

## **2.4 Overview of Instagram**

Instagram is an important social media platform where influencer marketing functions. According to Instagram (2016) there are an estimated 700 million active monthly users and over 95 million photos and videos posted daily. This shows that it is one of the most used social media platform, thus making it popular for influencer marketing.

Instagram is a photo and video sharing social media platform founded in 2010 (Kevin Systrom and Mike Kreiger Woods, 2013). Miles (2014) stated that, the photo-based platform was the first social media site especially created for mobile devices. In other words, Instagram started as a photo sharing platform limited to iOS based mobile devices.

It is one of the most popular social media platforms with 1 billion monthly active users (Clement, 2020). Initially, Instagram limited its users to one square shaped photo per post, but after the acquisition by Facebook Inc., Instagram introduced more ways for its users to engage with their audience including but not limited to video, stories and video (Quesenberry, 2019, p. 147).

Instagram grew exponentially, with more than a million users in the second month of its launch. Instagram is now an all-encompassing social media platform and a formidable rival with other platforms like Twitter, Snapchat, and probably, its owning platform, Facebook itself (Guldane Zengin, 2021, p. 5).

It began on the web but after it became an application on smartphones and added the direct messaging feature, it became a preferred choice for social media users over the world. Instagram has a staggering 5.7 million active Nigerian users and so, companies, brands and businesses have decided to utilize Instagram to market their products and promote their brand.

Brands can use Instagram to reach out to their target market in various ways. It all starts with opening an account on the platform. Then there is also the #Hash tag feature which facilitates more engagement. In a study conducted by Invoice Blog in 2017, they discovered that posts on Instagram with at least one hash tag had an average of 12.6% more

engagement than those with no hash tags. Popular Instagram users also known as influencers are also engaged on Instagram for marketing.

## **2.5 Empirical Review**

Many researchers have conducted empirical research and studies which are relevant to this study. This section therefore, reviews the studies related to this study.

Jun-Hwa Cheah, et. al (2017) studied The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. The study was designed to investigate the effectiveness of social media influencers, focusing on source credibility, source attractiveness, product match-up, and meaning transfer. The study revealed the effects of source credibility, source attractiveness, product match-up, and meaning transfer on consumer's attitude and purchase intention. Subsequently, the results revealed that meaning transfer of social media influencers has a positive relationship in illustrating consumer attitude and purchase intention.

Nora Lisa Ewers (2017) researched on Influencer Marketing on Instagram, An Analysis of the Effects of Sponsorship Disclosure, Product Placement, Type of Influencer and their Interplay on Consumer Responses.

The study found that, celebrities could be found to generate a higher purchase intention than the micro-celebrities. There were no main effects for sponsorship disclosure and no product placement were found. The study also found that, the interaction of a type of influencer and sponsorship disclosure affected message credibility. No sponsorship disclosure had a more positive effect for celebrities, but a more negative effect for micro-celebrities.

Lennart A. Braatz (2017) conducted a study on Influencer Marketing on Instagram Consumer Responses Towards Promotional Posts: The Effects of Messages Sidedness and Product Depiction. The results showed that message sidedness has a significant influence on source trustworthiness whilst product depiction significantly affects product liking.

The study also found that consumers responded with higher purchase intentions to a one-sided message albeit they put less trust in the source of it. There was also no significant effect of product depiction on purchase intentions.

Fayq Al Akayleh studied The influence of social media advertising on consumer behaviour. The study showed that social media advertising significantly influence consumer buying decision and also facilitates consumer utility maximization.

In a study by Fine F. Leung , Flora F. Gu , Yiwei Li, Jonathan Z. Zhang, and Robert W. Palmatier, it was found that influencers can create content for brands, and the extent to which they share self-created (vs. other-created) content offers a unique characteristic for consideration.

In another study by Chen Lou, Charles R. Taylor & Xuan Zhou on Influencer Marketing on Social Media: How Different Social Media Platforms Afford Influencer–Follower Relation and Drive Advertising Effectiveness, it was found that influencer–follower relation was subsequently related to campaign effectiveness.

## **2. 6. Theoretical Review**

### **2.6.1 Source Credibility Theory**

With regards to the independent variables discussed in this chapter, it is clear that the impact of influencer marketing on consumer patronage is hinged on the perceived credibility of the source. The theory offers valuable insight into consumers' perception and the circumstances impacting their patronage decisions.

The Source Credibility Theory was propounded by Hovland, Janis and Kelly (1963) and it states that receivers are more likely to be persuaded and accept a message when the source presents itself as credible. By implication, certain positive characteristics that communicators possess greatly influence receivers' perception and the degree to which they accept such messages.

Later on, Hovland (1963) and Weiss (1974) studied the influence of sources in persuasion. The study compared credible and non-credible

sources using similar persuasive messages to test if the sources perceived as credible influenced opinions change in the message receivers more than the non-credible source. Findings from the study confirmed the assumption that credible sources tend to create the desired impact on the audience.

According to Gotlieb and Sarel (1991), the source credibility theory has two different components namely; perceived expertise and perceived trustworthiness. This view is supported by Korotina and Jargalsaikhan (2016), who found that communicators' trustworthiness play a very important role when it comes to the attitude towards the influencer.

“Source credibility is an indicator for the persuasiveness of a message based on characteristics of the source with regard to attractiveness, trustworthiness and expertise” (Ohanian 1990). When influencers promote a product on Instagram, the post can easily be seen as an advertisement as well. By extension, it is imperative to investigate the credibility of influencers in order to make correct statements about influencer marketing effectiveness.

### **2.6.2 Technology Determinism Theory**

This theory is believed to have been coined by an American sociologist and economist, Thorstein Veblen (1857–1929). The theory proposes that the technology in a given society greatly defines its nature. According to Marshall McLuhan (1962) the "content" of the media cannot be viewed independently of the technology of the media itself.

In Marshal McLuhan's Technological Determinism Theory in the Arena of Social Media, (1964), he posits that mass media technologies ensure culture transmission in a social fabric which eventually changes man's social behavior. He states “We shape our tools and they in turn shape us”.

The Technological determinism theory therefore implies that a society's cultural values, social structure, and history is determined its level of technology. The theory states that, social progress follows an inevitable course that is driven by technological innovation.

The Technological determinism has two basic tenets:

1. That technological development occurs independently from society
2. That when a technology is adopted and utilized, it has powerfully impacts on the character of society.

### **2.6.3 Attitude Change Theory**

This theory was propounded by Katz and his associates in 1960 and it states that the tendency for people to operate with various ways of thinking has tremendous implication in understanding attitude change.

The attitude change theory is the “modification of an individual’s general evaluative perception of a stimulus or set of stimuli” (Cacioppo, Petty and Crites 1994). However, Cacioppo et al (1994) further explains that “changes in knowledge, skill and changes in behaviour that requires another’s surveillance are not included within the broad spectrum of attitude change.”

From the above, any change that occurs be it favourable or unfavourable, for any reason in a person’s general behaviour towards a group of persons, object, or issue operates within the gamut of attitude

change. Katz (1960) argues that “both attitude formation and change must be understood within the framework or functions that attitude change serves in defining one’s personality.”

The main purpose of communication is to influence the attitude of people by changing their mental disposition. Suffice to say that attitude is important in evaluating the effectiveness of communication.

Katz goes further to suggest that “it is imperative to understand the psychological need behind holding an attitude without which we stand at a weak position to predict when and how attitude change may occur.” He also advises that “a persuasive message should be tailored to match the motivational stance for which an attitude is held or create messages that reinforce attitudes held.”

The basic tenets and assumptions of the attitude change theory are that human beings are both rational and irrational depending on the situation and motivations driving them at any point in time.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

This chapter focuses on the research methodology of this study.

It outlines the following:

#### **3.1 Research Design**

The research design adopted in the study is the survey research design. The study employed the survey research design for acquiring information needed for the research work because it is effective, less time consuming, and cost-effective in gathering data from the respondents using the questionnaire. The survey method is efficient in examining relationships with factors such as age, level of education, socio-economic status, exposure to communication messages etc.

Asemah (2011) states that the research design should focus on people and the vital parts of their beliefs, opinions, attitudes, motivationa and behaviour. Survey research designs investigates the behavioral opinions and perceptions of people by administering questionnaires. The survey research design is employed when the researcher is interested in obtaining data from a small sample size that represents the study's target population accurately.

The survey research design is most suited for this study because it will allow the researcher examine the necessary sample with the aim of deducing the opinions of the full population on influencer marketing.

### **3.2 Population of the study**

Population is a technical term used in research to describe the group which may be of people, animals, or things, from which the researcher intends to draw his study's sample (Abdul Wahab 2012). Okwechime (2011, p. 14) defines the population of study as “any group of individuals, items or variables that share one or more characteristics in common with which the researcher wants to study, and it is the total number from which the researcher wants to draw his study.”

According to Udoyen (2019), a study population is a group of elements or individuals as the case may be, who share similar characteristics. Asika (2002) posits that a population is made up of all conceivable elements, subjects or observations relating to a particular phenomenon of interest to the researcher.

The participants for this study consist of the researcher's Instagram followers as the population which are a total of 400 persons.

### **3.3 Sample Size**

Sampling is simply taking part of a population and using it to represent the whole. Ndagi (1984, p. 75) defines a sample as “the limited number of elements selected from a population, which is representative of that population. According to Okwechime (2011), “a sample size is any part of a population taken in a specific manner, and the larger the scope of the study, the larger tends to be the sample size used for the study.”

Thus it is safe to say that, a sample size refers to the process of selecting a particular number of individuals for a research study in a way that they accurately represent the entire group from which they have been selected. In order to get an accurate representation, the sample size of this study is determined using the Taro Yamene formula:

Taro Yamene Formula:  $n = \frac{N}{1 + N [e]^2}$

Where n= Sample size.

N= Population size

E= Margin of error at 0.05

Therefore:  $n = \frac{N}{1 + N [0.05]^2}$

$n = \frac{400}{1 + 400 \times 0.0025}$

$n = 400 / 2$

$n = 200$

Thus, the sample size for this study is 200.

### **3.4 Sampling Technique**

For this study, the researcher made use of the simple random sampling technique to select respondents. The population of the study is large and so, it will be hard attempting to reach everyone all at once. Therefore, the simple random sampling technique is most suited because it collects a small and random portion of the entire population to represent it as a whole, and each member has an equal probability of being chosen.

This technique was influenced by the researcher's desire to fairly reflect the population.

### **3.5 Instrument of Data Collection**

In order to determine the impact of Influencer marketing on Consumers' Patronage, the questionnaire was used as an instrument of collecting data for the study. Each respondent was asked to fill the

questionnaires in order to determine how Influencer marketing impacts Consumers' Patronage. The questionnaire will be administered to Instagram followers on Instagram.

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

The questionnaire is the primary method of data collection adopted for this study and data will be personally collected by the researcher by administering online questionnaires to Instagram followers in order to extract the primary data.

The secondary method of data collection for this study involved using available support materials related to this topic. These materials include journals, articles, textbooks, online materials, etc.

### **3.7 Validity of the Study**

The instrument (questionnaire) used for this study is valid because, after careful construction of the questionnaire, the research supervisor was given for critical review and modification of certain parts of the questionnaire. The reviewed questionnaire was then approved for use.

### **3.8 Method of Data Analysis**

The presentation of data presentation and interpretation of data is based on the data collected using the questionnaire. The data collected through the use of questionnaire will be analyzed using simple percentage and frequency table presentation. Necessary explanations will also be provided.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Introduction**

The results gathered from the analysis from the administered questionnaire as well as the discussion of the findings obtained during the research are presented in this chapter.

## 4.2 Data Presentation

### SECTION A: DEMOGRAPHIC DATA

This section covers respondent's demography

**Table 1: Distribution of respondents by gender**

<b>Gender</b>	<b>Number of respondents</b>	<b>Percentage</b>
Male	62	31%
Female	138	69%
Total	200	100%

The data in Table 1 shows distribution of respondents by gender where 62 (31%) were males and 138 (69%) were females from a total of 200 respondents. From the above table, most of the respondents were females (69%).

**Table 2: Distribution of respondents by age**

<b>Age</b>	<b>No of respondents</b>	<b>Percentage</b>
15 - 17	6	3%
18 - 20	34	17%
20 - 30	152	76%
30 - 40	8	4%
40 - 50	0	0%
Total	200	100%

From the percentages shown in the table above, 6 (3%) were within the age bracket of 15 – 17 years, 34 (17%) were within 18 – 20 years, 152 (76%) were within 20 – 30 years, 8 (4%) were within the age range of 30 – 40 years, and there were no respondents within the age of 40 – 50 years. This therefore shows most of the respondents were between the ages of 20 – 30 years.

**Table 3: Distribution of respondents by marital status**

<b>Marital Status</b>	<b>No of respondents</b>	<b>Percentage</b>
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Married	6	3%
Single	194	97%
Total	200	100%

Table 3 shows that 194 (97%) were single and 6 (3%) were married. This shows that it was mostly single people 194 (97%) that participated in the study.

**Table 4: Distribution of respondents by Educational qualification**

<b>Educational Qualification</b>	<b>No of respondents</b>	<b>Percentage</b>
Primary school certificate	6	3%
NECO/WASSCE	88	44%
B.sc/B.A	102	51%
PhD	4	2%
Total	200	100%

As shown in Table 4, 6 (3%) are Primary school certificate holders, 88 (44%) are NECO/WASSCE certificate holders, 102 (51%) are B.sc/B.A degree holders, and only 4 (2%) of the respondents have a PhD. From the table above, majority of the respondents are B.sc/B.A degree holders.

**Table 5: Distribution of respondents by Religion**

<b>Religion</b>	<b>No of respondents</b>	<b>Percentage</b>
Christianity	188	94%
Islamic	12	6%
Traditional	0	0%
Total	200	100%

Table 5 presents the distribution of respondents by religion as 200 (100%), with 188 (94%) of the respondents as Christians and 12 (6%) as Muslims. None were practicing Traditional religion.

## **SECTION B: PSYCHOGRAPHIC DATA**

This section provides answers to the Psychographic of the respondents in the study.

**Table 6: How often do you use Instagram?**

<b>Variables</b>	<b>No of respondents</b>	<b>Percentage</b>
Very often	68	34%
Often	76	38%
Not often	56	28%
Total	200	100%

This table shows the extent to which Instagram is used. From the results, most of the respondents (38%) use Instagram often but not very often. From the table above, 68 (34%) of the respondents use Instagram very often and a small fraction of 56 (28%) respondents use it less often.

However, the table does show that Instagram is used to a significant extent.

**Table 7: Are you familiar with influencer marketing on Instagram?**

<b>Variables</b>	<b>No of respondents</b>	<b>Percentage</b>
Yes	170	85%
No	30	15%
Total	200	100%

Table 7 shows that 170 (85%) of respondents are familiar with influencer marketing on Instagram and 30 (15%) respondents are not at all familiar with the concept. The results show that most people are familiar with influencer marketing on Instagram.

**Table 8: Do you come across products promoted by Instagram influencers?**

<b>Variables</b>	<b>No of respondents</b>	<b>Percentage</b>
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Yes	182	91%
No	18	9%
Total	200	100%

Table 8 shows how often people come across products promoted by Instagram influencers. From the results 182 (91%) respondents come across products promoted by Instagram influencers and 18 (9%) respondents do not. By implication, most people do come across products promoted by Instagram influencers.

**Table 9: If yes, how often are you exposed to products promoted by Instagram influencers?**

<b>Variables</b>	<b>No of respondents</b>	<b>Percentage</b>
Very often	84	42%
Often	68	34%
Not often	48	24%
Total	200	100%

Table 9 indicates that a majority of the respondents (42%) are exposed to products promoted by Instagram influencers very often.

**Table 10: What is your perception on products promoted by Instagram influencers?**

<b>Variables</b>	<b>No of respondents</b>	<b>Percentage</b>
Instagram influencers make me know about certain products and brands.	100	50%
Instagram influencers make me aware of new products.	82	41%
Instagram influencers make me choose a product advertised.	18	9%

Total	200	100%
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Table 10 reveals the variables used in describing the respondents' perception on products promoted by Instagram influencers. From the data presented, a greater percentage of the respondents believe that Instagram influencers make them know about certain products and brands.

**Table 11: What attitude do you have towards the use of Instagram influencers in promoting products?**

<b>Variables</b>	<b>No of respondents</b>	<b>Percentage</b>
Negative	4	2%
Positive	86	43%
Sometimes negative, sometimes positive	110	55%
Total	200	100%

From the data presented in this table, majority of the respondents (55%) have a sometimes negative, sometimes positive attitude towards the use of Instagram influencers in promoting products.

**Table 12: How do you view products promotion by Instagram influencers?**

<b>Variables</b>	<b>No of respondents</b>	<b>Percentage</b>
They are informative	112	56%
They are misleading	18	9%
Undecided	70	35%
Total	200	100%

Table 12 reveals that the products promoted by Instagram influencers are viewed as informative by most of the respondents (56%). 9% of the respondents view them as misleading and 18 (35%) respondents are undecided on the matter.

**Table 13: Is your product patronage influenced by products promoted by Instagram influencers?**

<b>Variables</b>	<b>No of respondents</b>	<b>Percentage</b>
Yes	77	38.4%
No	87	43.4%
Undecided	36	18.2%
Total	200	100%

Table 13 shows if influencer marketing has an impact on consumer product patronage. From the data presented, most (43.4%) of the respondents' product patronage is not influenced by Instagram influencers.

**Table 14: If yes, how is your product patronage influenced?**

<b>Variables</b>	<b>No of respondents</b>	<b>Percentage</b>
Instagram influencers	32	16.2%

make me buy certain products		
Instagram influencers make me familiar with certain products.	144	72%
Instagram influencers make me addictive to certain products.	24	11.8%
All of the above.	0	0%
Total	200	100%

Table 14 indicates that majority of the respondents (72%) become familiar with certain products through Instagram influencers which in turn affects their product patronage.

**Table 15: How effective is the use of Instagram influencers in influencing your product patronage?**

<b>Variables</b>	<b>No of respondents</b>	<b>Percentage</b>
Very effective	32	16%
Effective	66	33%
Moderately effective	64	32%
Undecided	38	19%
	200	100%

Table 15 reveals that the use of Instagram influencers in influencing product patronage is perceived as effective by most of the respondents (33%).

### **4.3 Discussion of Findings**

In order to analyze the impact of influencer marketing on consumer patronage, the research questions would be discussed and the answers provided will be based on the information gotten from the questionnaire administered to the respondents of this study.

**Research question 1: *What is the extent to which Instagram users are exposed to products promoted by Instagram influencers?***

The data presented in tables 6, 8, 9 will be used to answer the question. Table 6 shows that 76 respondents (38%) use Instagram often, 68 (34%) of the respondents use Instagram very often and a small fraction of 56 (28%) respondents use it less often. These findings are supported by Clement (2020) who stated that Instagram is one of the most popular social media platforms with 1 billion monthly active users. Also the findings from the Kepios team (2023) revealed that the current leading social media platforms used for marketing are Instagram and Facebook, with an increasing number of users daily

Table 9 shows that 84 (42%) respondents are exposed to products promoted by Instagram influencers very often, 68 (34%) respondents are exposed often and 48 (24%) respondents are not often exposed to products promoted by Instagram influencers.

Table 8 shows how frequently people come across products promoted by Instagram influencers. From the results 182 (91%) respondents come across products promoted by Instagram influencers and 18 (9%) respondents do not. The findings indicate that majority of Instagram users have been exposed to influencer marketing very often because most of them use Instagram often.

***Research question 2: How do Instagram users view products promoted by Instagram Influencers?***

Tables 10, 11 and 12 will be used to answer this research question.

The data presented in table 10 reveals that 100 (50%) respondents perceive products promoted by Instagram influencers as making them know about certain products and brands, 82 (41%) respondents perceive products promoted by Instagram influencers as making them aware of new products, and 18 (9%) respondents choose a product advertised by Instagram influencers. From the results, a greater percentage of the

respondents believe that Instagram influencers make them know about certain products and brands.

The data presented in table 11 shows that 4 (2%) respondents have a negative attitude towards the use of Instagram influencers in promoting products, 86 (43%) respondents have a positive attitude and 110 (55%) of the respondents have a sometimes negative, sometimes positive attitude.

In table 12, 112 (56%) of the respondents view products promoted by Instagram influencers as informative, 18 (9%) respondents view them as misleading and 70 (35%) of respondents are undecided.

From the findings, majority of Instagram users view products promoted by Instagram influencers as informative and therefore perceive them as creating awareness. Their perception and view of products promoted by Instagram influencers makes them have a neutral attitude towards products promoted by Instagram influencers.

**Research question 3: *What are the Influence of Instagram marketers on Instagram users' product patronage?***

Tables 13 and 14 will be used to answer this research question.

Table 13 indicates that 77 (38.4%) of respondents are influenced by Instagram marketers, 87 (43.4%) respondents are not influenced, and 36 (18.2%) respondents are undecided. In table 14 the results show that 32 (16.2%) respondents are influenced by Instagram marketers buy certain products, 144 (72%) respondents become familiar with certain products, and 24 (11.8%) respondents become addictive to the products. The findings is an indication that most Instagram users are significantly influenced by Instagram marketing that they become familiar with the products and may even purchase it.

**Research question 4: *How effective is the use of Instagram Influencers in promoting products?***

Table 15 and table 9 will be used to answer this research question.

Table 15 reveals the effectiveness of Instagram marketers influence on Instagram users' product patronage. 66 (33%) find it effective. From these findings, the promotion of products by Instagram influencers is effective on most Instagram users. The findings from Fayq Al Akayleh study; The influence of social media advertising on consumer behaviour, supports this. The study showed that social media advertising significantly influence consumer buying decision and also facilitates consumer utility maximization.

Table 9 shows that 84 (42%) respondents are exposed to products promoted by Instagram influencers very often. This therefore indicates that, the promotion of products by Instagram influencers is effective because most people are exposed to it very often. Most people who are exposed very often may most likely spread information about such products through word of mouth. Mukherjee and Banerjee (2017) in their study; Attitude towards Social Networking Advertising, WOM intention, and Purchase intention, support this finding. The results from their study showed that the influence of Social Networking Advertising on attitude

of consumers further leads to Word Of Mouth (WOM) and purchase intention.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION, AND RECOMMENDATION**

#### **5.1 Summary**

This chapter summarizes the details of what the study is about, the method used in collecting data and the finding of the collected data. The study sought to examine Influencer Marketing and its Impact on Consumers Patronage using Instagram Nigeria as a case study. The study was carried out using the survey research method and made use of an online questionnaire as the research instrument to gather relevant data

from the respondents. Relevant literatures were reviewed and three theoretical frameworks were adopted. The Source Credibility Theory, Technology Determinism Theory, and the Attitude Change Theory. The study also investigated relevant studies/empirical reviews related to this study. This provided more insight on what previous studies and researchers have done on the subject matter and enabled the researcher identify certain gaps in knowledge.

Additionally, the study had a population size of 200 which were selected from the researcher's Instagram followers, using the Taro Yamene's formula. The study made use of the simple random sampling technique to select respondents. Finally, the collected data was analyzed using the simple percentage and the frequency table.

From the responses gathered from the respondents through the questionnaire, the study found that;

1. Majority of Instagram users have been exposed to influencer marketing very often because most use Instagram often.

2. The attitude of Instagram users towards influencer marketing on Instagram is sometimes negative, sometimes positive.
3. Majority of Instagram users perceive products promoted by Instagram influencers as creating awareness and therefore view them as informative.
4. Most Instagram users are significantly influenced by Instagram marketing that they become familiar with the products and may even purchase it.
5. The promotion of products by Instagram influencers is effective on most Instagram users.
6. Majority of Instagram users view products promoted by Instagram influencers as informative and therefore perceive them as creating awareness.

## **5.2 Conclusion**

Based on the findings of this study, it was revealed that the extent to which Instagram users are exposed to influencer marketing is very high and find it informative. Most Instagram users became familiar with

certain products due to their high exposure to Influencer marketing and a few actually make purchasing action. It was further revealed in this study that exposure to influencer marketing on Instagram influences the buying behaviour of Instagram users. From the analyzed data, influencer marketing is an informative, persuasive, and effective form of marketing.

### **5.3 Recommendation**

Influencer marketing has proven to be effective and so companies, brands and businesses should utilize influencer marketing on Instagram to market their products and/or services. However, influencer marketing should be exercised with caution and discretion because it has the ability to affect purchasing decisions. They can make it more attractive, appealing and personal to potential consumers in order to have a better influence on their purchasing action.

### **5.4 Limitations of the Study**

The researcher experienced several difficulties while conducting this study which included finances, cost of printing – considering the

price hike in printing materials -, and power supply. Respondents were always hesitant to fill the questionnaire and so, the researcher had to consistently explain to respondents that the purpose for the exercise was purely academic. The turn up for filling the questionnaire was low and the delay impacted the duration of the study.

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## **APPENDIX**

Department of Mass Communication

Faculty of Arts

University of Benin

Benin City, Nigeria

2023

### **REQUEST FOR COMPLETION OF ITEMS IN QUESTIONNAIRE**

I am ESSI AKPOVOFENE CLARE, a final year student of the above named department/institution. I am conducting a research on INFLUCENCER MARKETING AND ITS IMPACT ON

CONSUMERS' PATRONAGE: A STUDY OF INSTAGRAM  
NIGERIA.

This research is in partial fulfillment of the requirement for the award of a Bachelor of Arts Degree in Mass Communication.

You have been carefully selected for this study to provide reliable data. This study is strictly guided by research ethics which protects the anonymity of its respondents. All information provided would only be used for academic purposes.

Thank you for your understanding and cooperation.

**Yours Sincerely,**

**Essi Akpovofene Clare**

**Researcher**

Please tick the appropriate options

**Section A: Demographics**

Email

## Sex

- Male
- Female

## Age

- 15 - 18
- 18 - 20
- 20 - 30
- 30 - 40
- 40 - 50

## Marital status

- Married
- Single

## Educational qualifications

- Primary school certificate

- NECO/WASSCE
- B.SC
- Phd

### Religion

- Christianity
- Islam
- Traditional

### **Section B: PSYCHOGRAPHICS**

1. How often do you use Instagram?

Often

Very often

Not often

2. Are you familiar with influencer marketing on Instagram?

Yes

No

3. Do you come across products promoted by Instagram influencers?

Yes

No

4. If yes, how often are you exposed to products promoted by Instagram Influencers?

Often

Very often

Not often

5. What is your perception on products promoted by Instagram influencers?

Instagram Influencers makes me know about certain products and brands

Instagram Influencers make me aware of new products.

Instagram Influencers make me choose a product advertised above similar products.

6. What attitude do you have towards the use of Instagram influencers in promoting products?

Positive

Negative

Sometimes positive and sometimes negative.

7. How do you view products promotion by Instagram Influencers?

They are informative

They are misleading

Undecided

4. Is your product patronage influenced by products promotions by Instagram Influencers?

Yes

No

Undecided

5. If yes, how is your product patronage influenced?
- Instagram influencers make me buy certain products
  - Instagram influencers makes me familiar with certain product and brand
  - Instagram influencers makes me addictive to certain product and brand
  - All of the above
6. How effective is the use Instagram influencers in influencing your product patronage?
- Very Effective
  - Effective
  - Moderately Effective
  - Undecided