

Influencer Marketing and Customers' Purchase Intention in South Western Nigeria

Oyewusi Oluwaseun Oyewumi^{1*}

¹Obafemi Awolowo University, Ile-Ife, Nigeria

*Corresponding Author: oyewusi.oluwaseun@gmail.com

Abstract

This study evaluated traits of an influencer that impact customers' purchase intention. It also examined the effect of influencer marketing on customers' purchase intention in the southwestern region of Nigeria. These were with a view to investigating the significance of influencer marketing on customers' purchase intention. The study adopted descriptive survey research design. Primary data were sourced for the study through the use of questionnaire. The population for the study comprised 11,410,324 as indicated on Instagram Social Media Platform spread across the six southwestern states of Nigeria. Using Yamane formula, a sample size of 400 customers was proportionately sourced for this study. Purposive sampling technique was used to select customers who made use of influencers on the Instagram social media platform. This was because the Instagram had the highest number of influencers. Market influencers were captured as presented on the Instagram platform while data on customers' purchase intention was measured on a 5-point Likert Scale using source attractiveness, integrity and product match up. Data collected were analysed using appropriate statistical analysis. The results showed that the important features/traits of an influencer which impact customers' purchase intention are influencer's credibility ($t = 5.629$; $p < 0.05$), quality of information ($t = 4.534$; $p < 0.05$), and customers' involvement ($t = 5.426$; $p < 0.05$). Furthermore, the results showed a significantly positive relationship between influencer marketing and customers' purchase intention {Influencer credibility ($t=19.267$, $p < 0.05$), Quality of Information ($t=17.667$, $p < 0.05$) and Customers' involvement ($t=22.818$, $p < 0.05$)}. The study concluded that influencer marketing has a positive and significant effect on customers' purchase intention in Southwestern Nigeria.

Key words: Traits, Influencer marketing, Purchase Intention.

I. INTRODUCTION

The rapid advancement of digital technologies has significantly increased the use of social media platforms for marketing goods and services. As a growing number of consumers and potential buyers actively engage across various digital channels, there has been a noticeable shift in marketing strategies—from traditional outlets to digital platforms, giving rise to digital marketing. In this digital landscape, consumers increasingly rely on individuals known as *influencers* to discover and evaluate products or brands before making purchasing decisions. A social media influencer is typically someone who has built a reputable presence in a particular niche, amassed a considerable following, and has the ability to influence the opinions or behaviors of that audience (Weiss, 2014). Influencers possess both the credibility and tools to attract significant viewership and inspire others to broaden their own digital presence (Soat, 2014).

Influencer marketing—a relatively recent concept within social media research—is defined by Sigala (2017) as the practice of identifying individuals who can influence a target audience. Sudha and Sheena (2017) describe it as the process of locating and engaging those with influence over a specific demographic or media group to support a brand's business objectives and extend its reach. De Veirman (2017) emphasizes its role in endorsement and brand image-building, whereby influencers with large audiences promote products to enhance brand perception and customer engagement. From these perspectives, influencer marketing can be seen as an evolution of electronic word of mouth (eWOM). It involves leveraging the perceived credibility of influential individuals to disseminate information, shape attitudes, and foster brand loyalty. Successful influencer marketing requires strategic engagement with individuals who can effectively advocate for a product or brand. According to Weimann (1991), influence stems from three core dimensions: the embodiment of specific values (who the influencer is), competence (what the influencer knows), and strategic social positioning (who the influencer knows). These attributes highlight that beyond being aspirational figures, influencers must also be accessible and relatable to their audience. In essence, an influencer is someone who has built trust and reliability on social platforms, and who can shape the perceptions and decisions of others through their credibility and reach.

Purchase intention refers to the likelihood that a consumer will buy a specific product. Kotler (1991) defines it as the probability of a purchase occurring, while Kim and Kim (2004) view it as a customer's expressed intent to make a

purchase. In this study, purchase intention is understood as a customer's willingness to buy a product or service based on need, attitude, or perception of the offering. A strong purchase intention often results from positive evaluation and repeated satisfaction with a product. While both consumers and customers may engage with a product, it is ultimately the customer who decides whether or not to make the purchase. In today's innovation-driven world, social media platforms have become central to marketing strategies, enabling brands to reach broader audiences (Newman, 2015). Modern consumers increasingly trust influencer-driven marketing over traditional advertising when making purchase decisions (Khamis, Ang, & Welling, 2017). Research conducted outside Nigeria shows that influencer marketing enhances access to information and encourages peer referrals, significantly impacting consumer behavior and purchase intentions.

Despite the global rise of influencer marketing, limited research has been conducted in Nigeria to assess its impact on consumer purchase intention. While many businesses have transitioned from traditional to digital marketing to expand their reach, empirical studies on the effectiveness of influencer marketing in the Nigerian context remain scarce. Although some Nigerian celebrities have been recognized as influencers, the scope and outcomes of such marketing strategies are still emerging. Consequently, this study aims to explore the characteristics that attract customers to follow influencers on social media, as well as the key factors that motivate these customers to purchase the products or brands promoted. This research seeks to fill the existing gap by examining the relationship between influencer marketing and purchase intention in the Nigerian context.

II. LITERATURE REVIEW

Influencer Marketing

Companies are still trying to grasp the magnitude of social media's impact on brands. Technical advancements, such as easier and cheaper Internet connection, have aided the growth of digital technology (Tiago & Verissimo, 2014). The ever-changing internet, according to Opreana and Vinerean (2015), has resulted in substantial changes in how marketers work and deploy marketing tactics. Traditional marketing, such as television, radio, and magazines, which once functioned as a vehicle for corporations to push out their products, is now considered as unstable, according to previous studies. Because the internet has transformed the marketing pattern and rendered traditional marketing ineffective, it is now considered antiquated. Prior research has revealed that technical developments, when combined with the financial crisis of 2008, caused some businesses to change their marketing strategies. Companies had to slash costs to stay afloat during and after the financial crisis, but they still needed to make money, so marketers adapted their strategies (Kirtis & Karahan, 2011). They were searching for the most cost-effective solution.

One way to decrease costs while still building a profitable and efficient plan was to use a social media marketing strategy (Kirtis & Karahan, 2011). Social media began as a way to provide entertainment, but it has since evolved into one of the most extensively used marketing tools. As a result, influential marketing hires someone with a large number of followers on social media sites such as Instagram, blogs, Facebook, YouTube, and so on for this study.

Furthermore, the man is recognized as a trustworthy individual, and he is hired by a number of companies to promote their products and brands (De Veirman et al., 2017). According to Sigala (2017), influencer marketing is the practice of identifying people who have influence over a target audience. "The practice of identifying and engaging individuals with influence over a specific target demographic or media to participate in a brand's campaign in order to increase their reach, sales, or engagement," Sudha and Sheena explained (2017).

According to the Word-of-Mouth Marketing Association, influencer marketing is described as "finding significant communities and opinion leaders who are inclined to talk about products and have the power to influence others' attitudes". Although this description is more in line with current marketing methods, it still has significant limitations. Marketers nowadays talk about micro-influencers and the advantages of marketing to ordinary individuals who lack clout due to companies' influence (Tomoson, 2015). Influencer marketing has been around for a while, and it's only getting started in the marketing world. As a result, today's marketing methods do not fully align with the terms "communities" and "opinion leaders." Influencer marketing entails recruiting prominent figures and authority inside your area to communicate your message to a wider audience," according to Markethub, another prominent influencer marketing company (Markethub, 2016). Companies in the marketing industry use meanings that are comparable to how the term is used in everyday life. According to the definitions given, influencer marketing is based on Electronic word of mouth (Sudha & Sheena, 2017). The study of how one individual can influence others through the transmission of knowledge, attitudes, and endorsements is known as influencer marketing (Sigala, 2017). Furthermore, it is critical to recognize individuals in positions of power (De Veirman et al., 2017). Finally, the purpose is to maximize a person's influence in order to promote a company's products, services, or brand.

The Internet and social networking sites dominate influencer marketing research. Marketers can work directly with

influencers on social media sites like Instagram to establish a working relationship between the influencer and their audience. It is more important to cultivate a solid relationship with the right influencer for a variety of reasons. To begin, the influencer and, as a result, the influencer's followers (also known as "the target audience" or "consumer network") must be compatible with the brand or company. This can be further expressed by stating that the influencer's communication must be meaningful if the goal is to establish a strong dispersion of influence that leads to objectively quantifiable sales. Second, influencers must act as brand ambassadors by reflecting the brand's personality attributes. This is also true in terms of the reliability of the message being conveyed. The next phase of the literature review will go into the characteristics of an influencer in greater detail, as well as how to work with an influencer more effectively.

Influencers and Features of the Influencers

The concept of authenticity is important in marketing in today's society (Brown, Kozinets, & Sherry, 2003), and greater commercialization has affected how purchasers view authenticity (Holt, 2002). Because bloggers write about issues that interest them on a regular basis, readers are interested and perceive them as experts, making them appear more authoritative and knowledgeable than celebrities. Customers, unlike the majority of bloggers, associate seeing a celebrity endorse a brand with the possibility that the celebrity is solely engaged for monetary reasons, i.e. being paid to market (Forrest & Cao, 2010). Customers want authenticity from businesses and companies, therefore the influencer's uniqueness is defined by authenticity (Willemsen, Neijens, Bronner, and Ridder). Customers want a genuine experience, not a powdered version that celebrity endorsers might occasionally provide. Authenticity is described as the ability to be true to oneself (Molleda, 2009).

Credibility and perceived trustworthiness of influencers have been recognized as two criteria that distinguish them as effective brand boosters (Chu & Kamal, 2008). Credibility (Pornpitakpan, 2004) is one of the most important factors in persuasion, especially when the buyer does not have the ability to physically feel and touch the goods (Everard and Galetta, 2006). Bloggers and microcelebrities also require credibility because it allows them to be more effective while also enhancing their own media image and self-brand (Chu & Kamal, 2008). When an influencer is thought to be more credible (Silvera and Austad, 2004), target groups' purchase intentions are higher because he or she is thought to have more experience, trustworthiness, and attractiveness. When a result, as customers may, they enhance conventional marketing approaches. The most important factor in assessing trustworthiness, according to Ohanian (1990), is likability. Trustworthiness is believed to be a crucial factor in an online context. Customers define trust as "belief in a source's capacity to deliver correct statements" (Willemsen, et al., 2011), which means that even if a corporation is an expert in its industry, it may not be considered trustworthy. Customers, on the other hand, are more likely to trust a company after reading blogs or seeing a positive influencer review. Influencers are supposed to give unbiased opinions on products and services. As a result, their fans identify with them more than with the manufacturers, which leads to enhanced product knowledge and trust (Cheong & Morrison, 2008).

The degree to which a source is regarded as an expert, indicating that it is reliable, is decided by its knowledge and competence in a certain field (Willemsen et al., 2011). Competence refers to an influencer's ability to endorse specific objectives and is a trait of human social cognition (Fiske, Cuddy, and Glick, 2006). "Traits related with perceived ability, such as intelligence, skill, inventiveness, and efficacy," it says again (Fiske, et al., 2006). Self-proclaimed experts want to generate an impression that will lead to others viewing them positively and favorably, potentially boosting their persuasion talents (Willemsen, et al., 2012). Competence is also linked to trustworthiness and the influencer's capacity to make sound decisions. Because communication is two-way, it's crucial to offer accurate information, as this fosters a sense of competence. Independence is defined in this study as a state in which a person can use his or her mind and body without concern for social constraints or conscience. Independence is a component of authoritarianism that allows someone to act on their authority without questioning their ethics, morality, or integrity. Independence is a method of analyzing a consumer's attitude toward influence in the context of social influencers. As a result, the stronger an individual's independence, the greater his or her potential to use his or her influencing power opportunistically (Langner, et al., 2013).

Identifying Influencers

Because efficient usage of social media leads to greater sales and profitability, businesses must be able to identify influencers in order to maximize on their potential (Galeotti & Goyal, 2009). It's a complicated method that's a hot topic in marketing research. While the importance of identifying influencers through web-based networking media has been emphasized, the inquiry is now focused on the precise traits that define an influencer. Araujo, Neijen, and Vliegenthart (2017), for example, looked at the dispersion of impact through the effective concept of the sent information, while Araujo, Neijen, and Vliegenthart (2017) looked at the dispersion of impact through the effective idea of the conveyed information (intensity of rebroadcasting). Identifying influencers, according to Carter (2016), entails finding people who have worked hard to construct something. Furthermore, Lahuerta and Cordero (2016) reasoned that influencers can be identified by observing how they compose and conduct themselves when speaking with their fans, as this is a common factor. It implies that they use

their social media platform channel to express their thoughts and feelings, whether positive or bad, frequently and openly. De Veirman et al. (2017) identified sentiment pioneers as actual influencers, but Araujo et al. (2017) identified celebrities and public personalities as the most powerful influencers. Khamis et al. (2016) define influencers as micro-celebrities who desire a vast network however they don't go into detail on influencer characteristics. It's possible to figure out utilizing existing theories and ideas.

Businesses must be able to identify influencers in order to fully use their potential because efficient social media use leads to improved sales and profitability (Galeotti & Goyal, 2009). It's a time-consuming process that's become a hot topic in marketing research (e.g. Kirby & Marsden, 2006; Rosen, 2000). Emotional communication, according to Rimé (2009), aids in coping while also increasing social integration and connections with others. People share because they want to be accepted by society and have social proof (Buechel & Berger, 2012). Social proof, according to Baer and Naslund (2011), is an indicator of easily recognized and positive action that demonstrates one's social media legitimacy. The number of "Likes," comments, shares, and retweets a post obtains on social media is a strong indicator of social proof. The number of followers, according to Baer and Naslund (2011), is a measure of popularity rather than performance. The authors also claim that influence is more important than popularity. In order to find powerful influencers, marketers must concentrate their efforts on identifying large influencers whose 10 community is interested in reacting and discussing.

According to Schaffer, the amount of involvement of followers, follow-up e-mails, and the value and quantity of transactions done through a referral link are all used to determine impact (2013). Some researchers have used social network analysis to look for "opinion leaders," or persons with the power to sway people's beliefs (Stewart, 1964; Watts & Dodds, 2007; Weimann, 1994). It depends on whether the communication is with a close friend or relative, in which case the relationship is deemed strong, or with a stranger, in which case the relationship is considered weak (Granovetter, 1973). Social links, according to Reingen and Kenan (1986), act as a conduit for the transmission of product-related information, meaning that the two are linked. Furthermore, influencers can be discovered using a variety of approaches, including searching within community blog sites, where the impact is asymmetric, meaning that some people are impacted more than others (Domingos & Richardson, 2001). Herlocker, Konstan, Terveen, and Riedl (2004), on the other hand, established that the influencer's importance is also determined by the indirect impact he or she has on others in conforming interactions via hidden user influence.

Intention to purchase

As showed by inside creators, the universally usefulnesss of Influencer progressing is that it impacts the buy determination of purchasers truly. As indicated by Cheung and Thadani (2017), buy point can be portrayed as the marvelous need to purchase a thing in the incredibly not too difficult to reach the future. In any case, the relationship between the last acquiring conduct and the buy point is made up by the way wherein that individuals pick choices dependent on the data accessible. For even more clear energy about this, it is basic to ricochet into the year 1980 in the creation and supervise one of the most critical models of client direct. The Fishbein model is a method which assesses dispositions. From the applied learning of the properties of an article (insightful) and their evaluation (productive), the all-out estimation of a test individual's viewpoints to a test thing is settled. It can be gotten from the phenomenal Fishbein model that a person's motivation to make a move can be viewed as the most basic picking segment as for the certified lead. The relationship among mentality and target to purchase has been investigated by different specialists and can, accordingly, be certified by different creators. Referring to this to online life, the recommendations of Opinion Leaders emphatically impact buy want.

Furthermore, two or three studies have looked into the cases of gender course in the purchase decision, and they discovered that females are more likely to pitch-buy something on the internet (Iakshmi and colleagues, 2017). Some analysts also point out that the Influencer's appealing concept acknowledges a basic step in making purchase decisions. Future research could look into how this component fits into the speculative model, but for the time being, it would be beyond the scope of current examination. Other research on this same topic has also revealed that people's purchase goals are likely to be influenced by a shifting worldview. Having seen this point, there are wide canny appraisals about the disposition towards the buy point; this won't further be looked into in this work. It may be combatted that the general questions are ordinarily perceived and supported nowadays and thus were barely cared about when building a reasonable model. An evaluation of the impact of Influencer publicizing driven by Tapfluence and Nielsen Catalina Solutions (2017) found that Influencer progressing can make on different events the ROI of standard showing. Following up on this evaluation, they besides found in a subsequent report that 83 % of customers will without a doubt purchase a thing in light of recommendations moved beyond confided in sources. This website demonstrates that the primary goal of funding is to create a type of purchase goal that is unaffected by Influencer marketing. For the sake of this analysis, a desire to buy occurs when Social Media users demonstrate: first, the ability to acquire the item promoted by an Influencer. Furthermore, when it comes to new goods and models, they are prone to place their trust in Influencers. Finally, they want to buy increments once they've made some progress on social media.

The general objective of this study is to examine the importance of influencer marketing on customers' purchase intention. The specific objectives are to

- evaluate the features of an influencer that impacts customers' purchase intention in Southwestern Nigeria;
- examine the effect of influencer marketing on customers' purchase intention in the zone.

III. METHOD

A survey research method was used in carrying out this study. With respect to the time period over which data was collected, purposive selection was employed to pick the customers from the southwestern states of Nigeria. The information was gathered from primary sources. The major source of data was obtained through the use of a structured questionnaire that was distributed to respondents in Nigeria's six southwestern states via an online Google form. This structured questionnaire was relied upon to retrieve the data because it gave speedy, effective and precise method for gathering information in survey research.

The study covered the southwestern Nigeria which includes Lagos, Ogun, Oyo, Osun, Ondo and Ekiti states. Respondents in this area of study were the customers within the six states of the southwestern region of Nigeria who makes purchase online through the social media platforms. This southwestern region of Nigeria belongs to the Yoruba ethnic group and in this region, each state has at least two public universities. This indicates that the demand for education in this region is high and very competitive making this region suitable for carrying out the research work. And as a result of the high level of education in this region, it can be concluded that the use of technology to carry out basic tasks has increased the speed, efficiency and flexibility in different sectors of the economy. Also, this region hosts the major industrial zones in Nigeria thereby making this region the most suitable for carrying out this research work. The south territory of the Niger River that stretches out to the sea is known as Nigeria's South Western region. This refers to a large expanse of territory with a variety of geographical components and features. It stretches from the rainforest to the seaside mangroves. The study was conducted in the south western Nigeria because the region hosts the commercial capital of Nigeria which is among the top two fastest developing city in Africa and furthermore, most of the headquarters of business organizations are located in this region hereby making this geo-political zone suitable for this research work.

The population under review for this study comprised of Instagram customers in the six southwestern states of Nigeria. Based on the information generated on the Instagram social media platform, the total population of the study was 11,410,324 users on Instagram from the six southwestern state as of 3rd of October, 2025. This was arrived at by signing in to the Instagram platform through a business account and the population of the customers for each of the southwestern states were extracted through this method. The sample size of 400 customers was arrived at, using Yamane's formula. Proportionate sampling technique was used to select respondents from each of the southwestern states, since the respondents were not evenly distributed across the states. The data for this study came from the primary sources. Primary data was obtained through the administration of a structured questionnaire to 400 respondents in the six southwestern states of Nigeria through the google form. Purposive sampling technique was employed in selecting customers from the six southwestern states, after they had been proportionately divided accordingly.

To elicit responses from the respondents, a structured questionnaire was used. The questionnaire was divided into four (4) major segments/sections; section A, section B, section C, and section D, with questions structured on a Likert scale. The respondents' socio-demographic characteristics were covered in Section A of the questionnaire. Section B asked about the characteristics of influencers that influence customers' purchase intentions, while Section C looked at how influencer marketing affects customer loyalty, and Section D looked at how influencer marketing affects customers' purchase intention. The validation of the instrument was accomplished through the use of relevant validity tests. The content validity and test-retest techniques were used to conduct the validity test. For content validity. The questions were written in such a way that the respondents had the choice to understand them in terms of content validity. The content of each question was explicitly communicated to the respondents while the supervisor corrected flaws in the questionnaire in order to make it more balanced and exact. It was also corrected as a result of feedback from experts and specialists in this field of study. As a result, the questionnaire was free of any confusion that could prevent responders from fully comprehending the questionnaire's content. The questionnaire was constructed in accordance with the study's objectives. The test-retest reliability was done by administering questionnaire to online customers within Abuja. The reliability analysis of the scales used indicate each of the scales met the minimum recommended Cronbach alpha value of 0.70. The Cronbach alpha value of the scale on features of influencer that impacts customer's purchase intention $\alpha=0.764$; contribution of influencer marketing to customers' loyalty $\alpha=0.781$ and effectiveness of influencer marketing on customers' purchase intention was $\alpha=0.700$. This implies the scales are valid and measure what was expected.

The study presents a conceptual framework based on the relationship between influencer marketing and purchase intent in this study. The credibility theory, technology acceptance model, and theory of reasoned action all discuss various factors that influence the influencer's operational efficiency in Nigeria, and some of these issues were discussed in the credibility theory, technology acceptance model, and theory of reasoned action. Other important variables for influencer marketing operational efficiency were added in the preceding model and theories, leading to the creation of this framework to capture all of the necessary needs for influencer marketing operational efficiency in Nigeria. These are essential components that serve as the cornerstone and core of a successful influencer marketing strategy. While the number of followers, the total number of people who watch the posts, content management, integrity, product fit, source reputation, and source appeal are all important factors in influencer marketing efficiency. The conceptual framework, therefore, depicts the statutory responsibilities of the influencer marketing, (number of followers, content management and total number of views), the purchase intention (source credibility, source attraction and product matchup) and the corresponding influence on the performance of the business.

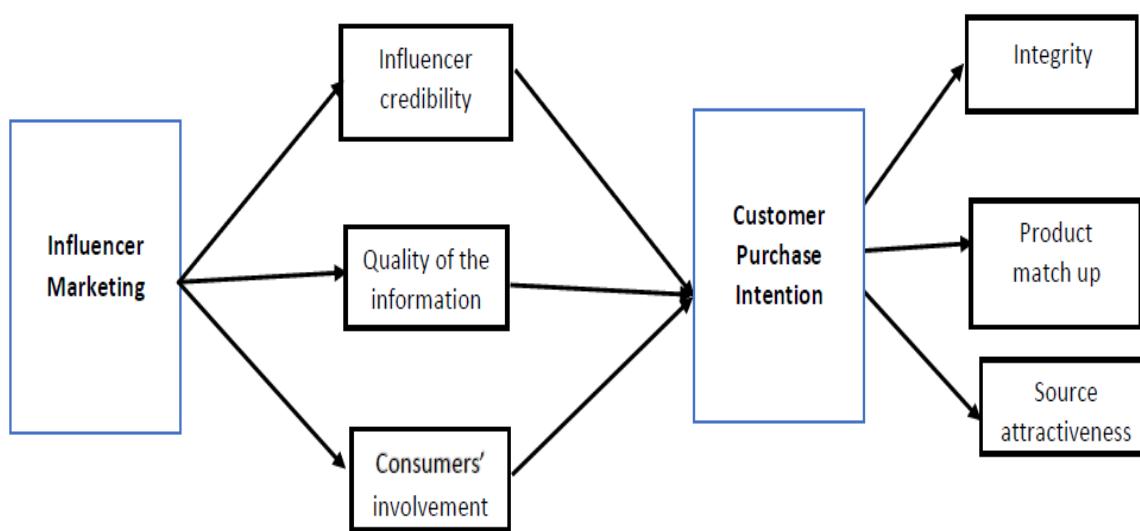


Figure 1: Research Model

Based on the theory and finding from previous research, this study combines various variables. The hypothesis developed in this study is:

H1: Influencer marketing does not have any significant effect on customers' purchase intention.

IV. RESULT AND DISCUSSION

Table 1 showed the features of influencer that impacts customers' purchase intention. This was achieved following a scale of "Strongly Agree" to "Strongly Disagree" on a 5-point scale. Respondents believe more the credibility, quality of information and the involvement of consumer. This was corroborated by the table below, indicating that a large proportion of respondents

trust the recommendations of influencers and that these recommendations will most likely influence their purchase intention.

Features of Influencer that impacts customers' purchase intention	SD	D	N	A	SA	Mean	STD
INFLUENCER CREDIBILITY							
I put more faith in the recommendations of Influencers who interact with their followers (answering questions, answering DM, launching pools, interacting with followers).	22	25	47	181	125	3.59	1.262
When an influencer is not paid by the brand they are endorsing, I believe their recommendations are more trustworthy.	33	22	18	148	179	3.34	1.316
QUALITY OF INFORMATION							
When Influencers receive a sample product from a company to test/review it but are not paid to promote it, I believe their recommendations are trustworthy.	27	49	29	177	118	3.23	1.262
I believe that the Influencer I follow is well-versed in the products/brands advised.	14	28	57	189	112	3.16	1.298
CONSUMER INVOLVEMENT							
I followed an influencer solely for the benefit of a product discount.	141	79	96	43	41	2.58	1.418
The more the followers of an influencer, the less authentic the product review.	152	87	73	49	39	2.29	1.198

Source: Field Survey, 2025

Table 1: Features of Influencer that impacts customers' purchase intention

SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree, STD = Standard Deviation.

Table 2 showed the effectiveness of influencer marketing on customers' purchase intention. This was achieved following a scale of "Strongly Agree" to "Strongly Disagree" on a 5-point scale. The result showed that respondents make purchases based on online reviews or recommendations from an influencer and this is because the customers/followers of influencer believe the review of the influencer which will later prompt them to buy the product.

The effectiveness of influencer marketing on purchase intention	SD	D	N	A	SA	Mean	STD
INFLUENCER CREDIBILITY							
I frequently make purchases based on online reviews or influencer recommendations.	61	70	42	109	118	3.30	1.27
I learn about new trends through following social media influencers.	49	60	59	111	121	3.48	1.30
QUALITY OF INFORMATION							
If my favorite influencer suggests a new brand, I'm more likely to try it.	71	78	82	101	68	3.22	1.34
Before making a purchase, I look for reviews on social media.	27	57	53	129	134	3.71	1.31
CUSTOMERS INVOLVEMENT							
If it's sponsored content, I'm more likely to believe a product review or recommendation (i.e., it is a paid advertisement).	98	78	119	56	49	2.97	1.16
I am more likely to trust an influencer because of its coverage on social media platforms that influences the target market.	103	81	110	62	44	2.80	1.42

Source: Field Survey, 2025

Table 2: The effectiveness of influencer marketing on purchase intention.

SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree, STD = Standard Deviation.

Test of Hypothesis

The study set the significance level for the hypothesis to be a pre-set value of 0.05. The hypothesis was tested in null form, posing the assumption that a significant relationship does not exist between the independent and dependent variables. The hypotheses in the alternative form assume that a significant relationship exists between the concerned variables. If p value is less than or equal to 0.05, the alternative hypotheses will not be rejected whereas the null hypotheses will be rejected and vice-versa.

Hypothesis 1: Influencer marketing does not have any significant effect on customers' purchase intention.

Model		Coefficients			T	Sig.
		B	Std. Error	Standardized Coefficients		
1	(Constant)	2.833	.661		12.263	.000
	Influencer Credibility	.289	.015	.722	19.267	.000
	Quality of Information	.212	.012		17.667	.000
	Customers' Involvement	.251	.011		22.818	.000
Model Statistics						
	R ²	.516				
	F	200.140				
	Sig (F Stat)	.000				
	N	400				

Source: Field Survey, 2025

Table III: Regression Analysis/ANOVA

The table III above shows the Regression analysis that was also used to investigate the effect of influencer marketing on customers' purchase intentions in the geopolitical zone. Influencer marketing was proxy using three different measures namely; Influencer credibility, Quality of Information and Customers' involvement. The proxies were regressed against the purchase intention and the result was presented in table above. It can be deduced from the table that influencer credibility, quality of information and customers' involvement significantly predicted purchase intention. The r^2 shows that 51% of changes in purchase intention are accounted for by influencer marketing. This implies that influencer marketing is a major determinant for purchase intention. The result of the adjusted $r^2=0.519$ does not differ significantly from the value of r^2 . This justifies the validity of the result. F. Statistics measures the significance of the entire model. Looking at the result of the F. Stat., we conclude that the model is significant at 1%. This implies that, since it is significant at 1%, it implies that it will also be significant at 5%.

Discussion

The results of the study's quantitative analysis were detailed in this section. This was done to compare the study's findings to those of other research in the literature.

Influencer marketing had a good and significant effect on customers' purchase intentions in southwestern Nigeria, according to the findings. This was seen through the impact of the traits that are essential for the influencers in triggering purchase intention. Basic traits such as influencer credibility, quality of information and customers' involvement are needed to induce the purchase intention on the part of the customers in the southwestern Nigeria. The findings are in agreement with the view of Cheong and Morrison (2008) who examined the customers' reliance on product information and recommendation by influencer marketers. The study concluded that customers relied more on the information and recommendations given by the influencers and this affects positively the purchase intention on the part of the customers.

To analyze the effect of customers' reliance on product information and recommendation by influencer marketers, this study used chi-square and degree of significant analysis, as well as other coherent techniques such as frequency count, percentages, and inferential statistics. The study found that basic traits such as integrity, quality of information and prompt response from the influencer has a positive impact in determining the level of reliance of the customer on the information given by the influencer about the product being reviewed by the influencer which would trigger the purchase intention on the part of the customers. Nevertheless, it was noted that, most customers had confidence in the information provided by their favourite influencer. The findings of the study matched those of Evans et al. (2017), who found that Instagram influencers have a favorable impact on customers' purchase intent. In their research, they discovered that business owners uncovered the reasons for migrating or hiring an influencer to promote their products or brands, and that influencer marketing, as a new marketing method, played a critical part in establishing the customer's buy intent. The study concluded that the Instagram influencer marketing or advertising plays a significant role in motivating customers or potential customers to buy products they advertised or to develop interest in a particular brand. The research however showed that a

substantial number of customers settled for influencer marketers' information about a product or brand as a result of the traits they discover in such an influencer and this made them not to question the genuineness of the information from the influencer marketer.

Finally, when investigating the impact of influencer marketing on consumers' purchase intentions in southwestern Nigeria, the findings revealed that influencer marketing had a large and favorable impact on customers' purchase intentions. This result showed that a significant percentage in customers' purchase intention is triggered by influencer marketer and this was also propelled by the possession of certain traits such as the credibility of the influencer, the quality of information released by the influencer after reviewing a particular product and the process of involving the customers (either through responding to their questions after the customers have listened to the product review or by giving out a promo code to customers which will give them some form of price discount if they are trying to purchase such product) by the influencer. This research work simply concluded that influencer marketing has significantly contributed to customers' purchase intention in southwestern Nigeria.

Djafarova and Rushworth (2017) explored the trustworthiness of online celebrities in affecting purchase intent among young female users using the Instagram social media platform. The study concluded that when online celebrities promote or market a product or brand, such promotion influences the purchase intention in young people. Furthermore, Hajli (2014) conducted a study on the impact of social media on consumers, concluding that social media has benefited both consumers and customers in terms of marketing and even the distribution of goods and services, and that social media has enabled businesses to reach out to more customers across geographical boundaries.

V. CONCLUSION

The reason for this investigation was to explore the highlights or attributes an influencer have or ought to have that can influence or affect customers purchase intention. The significant justification for this was to find and acquire a better understanding of how influencers manage to affect the purchase intention of their audience or followers (i.e., the customers). This research uncovers the impact of the disposition of the customers towards influencers on their purchasing conduct, connection between source validity and purchase intention. Taking into account the discoveries of this research work, a couple of consequences are discussed.

First and foremost, it was found that the customers' insight towards the influencers emphatically affect the purchase intention of the purchasers. Customers' mentality was estimated by their take in areas like the nature of the product, product match-up and source attractiveness, realness, validity, commitment of substance shared by the influencers by utilizing a 5 pointer Likert scale. Purchase intention was estimated by posing inquiries identifying with the purchasing conduct of people for instance, if customers at any point purchased anything since it was suggested by an online media influencer. The investigation showed that the apparent thoughts about the aforementioned factors decidedly affected the purchase intention of the customers. Customer insight and purchase intention have a direct and immediate relationship. The study has examined the effectiveness of influencer marketing on customer purchase intentions. The outcome of the study showed influencer marketing was a significant predictor of customer purchase intention.

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