THE ROLE OF INFLUENCER MARKETING IN DRIVING CONSUMER BEHAVIOR IN NIGERIA: AN EXPLORATORY STUDY OF THE SOCIAL MEDIA LANDSCAPE

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Abstract

Influencer marketing is a marketing strategy that involves partnering with individuals who have a large following on social media platforms to promote products and services. This paper provides an overview of the impact of influencer marketing on consumer decision making. A systematic review of the existing literature was conducted to understand the effects of influencer marketing on consumer behavior. The findings reveal that influencer marketing has a significant impact on consumer decision making. Consumers are more likely to purchase a product if it is endorsed by a trusted influencer. The study also highlights the role of social media platforms in facilitating influencer marketing and its effects on consumer behavior.

Keywords: Influencer marketing, Consumer decision making, Consumer behavior, Social media platforms, Product endorsement

INTRODUCTION

Influencer marketing has rapidly grown in popularity as a marketing strategy in recent years, with businesses seeking to leverage the power of social media influencers to reach and engage with their target audiences. In Nigeria, where the use of social media is widespread and the influencer market is rapidly growing, influencer marketing has become a key tool for businesses looking to promote their products and services. Despite its growing popularity, however, there is limited research on the effectiveness of influencer marketing in Nigeria and the factors that influence its success.

This empirical study aims to fill this gap by evaluating the effectiveness of influencer marketing in Nigeria, using data collected from various sources, including surveys and social media analytics. The study will investigate the reach and impact of influencer marketing campaigns in terms of brand awareness, audience engagement, and conversion rates. The results of this study will provide valuable insights for marketers and businesses looking to maximize the effectiveness of their influencer marketing campaigns in Nigeria.

Background of the Study

Influencer marketing is a form of marketing that utilizes the power of influencers to reach and engage with target audiences. Influencers are individuals who have a large following on social media platforms, and they are often seen as trusted sources of information and recommendations by their followers. Influencer marketing has gained widespread popularity as a marketing strategy in recent years, with businesses seeking to leverage the power of influencers to promote their products and services (Chevalier & Mayzlin, 2006).

In Nigeria, the use of social media is widespread, with a significant number of the population active on platforms such as Instagram, Facebook, and Twitter (Noormohamed & Adebola, 2017). The growth of the influencer market in Nigeria has been driven by the increasing popularity of social media, with businesses seeking to reach and engage with their target audiences through influencer marketing campaigns (Akinwande, 2017). Despite its growing popularity, however, there is limited research on the effectiveness of influencer marketing in Nigeria, and the factors that influence its success.

The importance of evaluating the effectiveness of influencer marketing has been highlighted by a growing body of research in this area. For example, studies have shown that the reach and impact of influencer marketing campaigns are influenced by factors such as the relevance of the influencer to the target audience, the influencer's level of engagement with their followers, and the nature of the content shared by the influencer (Brennan & considine, 2016; Kim & Ko, 2017). Evaluating the effectiveness of influencer marketing in Nigeria is important in order to understand the potential impact of this marketing strategy and to provide valuable insights for businesses looking to maximize the success of their influencer marketing campaigns.

Objective of the Study

The overall objective of this study is to empirical evaluate the effectiveness of influencer marketing in Nigeria and to provide valuable insights for businesses looking to maximize the success of their influencer marketing campaigns. The study will focus on understanding the reach and impact of influencer marketing campaigns in terms of brand awareness, audience engagement, and conversion rates. By investigating the factors that influence the success of influencer marketing in Nigeria, this study aims to provide a comprehensive evaluation of this marketing strategy. Specifically, the study will set out to achieve the following sub objectives;

i.   To assess the impact of influencer marketing campaigns on brand awareness in Nigeria.

ii. To determine the reach and impact of influencer marketing campaigns in terms of audience engagement and conversion rates in Nigeria.

iii. To identify the most effective strategies for selecting and working with influencers in Nigeria to achieve marketing goals.

iv. To provide recommendations for businesses looking to maximize the success of their influencer marketing campaigns in Nigeria.

Research questions

1. How do influencer marketing campaigns impact brand awareness and brand image in Nigeria?

2. What is the reach and impact of influencer marketing campaigns in terms of audience engagement and conversion rates in Nigeria?

3. What are the most effective strategies for selecting and working with influencers in Nigeria to achieve marketing goals?

Significance of the study

Influencer marketing has become a widely used strategy for businesses looking to reach and engage their target audiences. With the increasing popularity of social media and the growth of digital marketing, influencer marketing has become a critical component of

many businesses' marketing efforts. However, while the potential benefits of influencer marketing are significant, there is a lack of empirical evidence evaluating the effectiveness of this strategy in Nigeria.

This study is significant in several ways. First, it will provide valuable insights into the impact of influencer marketing campaigns in Nigeria and will help businesses understand the reach and impact of their marketing efforts. This information can be used to guide decision-making and optimize influencer marketing strategies to maximize their effectiveness.

Second, the study will contribute to the existing literature on influencer marketing and will help to fill a gap in our understanding of this marketing strategy in the Nigerian context. The results of this study will provide a benchmark for future research on influencer marketing in Nigeria and will be useful for businesses, marketing practitioners, and academics alike.

Finally, this study will have practical implications for businesses looking to maximize the success of their influencer marketing campaigns in Nigeria. The findings and recommendations of this study will provide valuable guidance for businesses looking to select and work with influencers effectively and efficiently.

LITERATURE REVIEW

Overview of Influencer Marketing

Influencer marketing is a type of marketing that utilizes individuals with significant followings on social media platforms to promote products, services, or brands. The popularity of influencer marketing has grown in recent years due to the increase in the number of users on social media platforms such as Instagram, YouTube, and TikTok (Ha & Kim, 2017; Wei & Chen, 2019). In influencer marketing, businesses collaborate with influencers who have a considerable following on social media and the influencer promotes the product, service, or brand to their followers who are likely to be interested based on their connection with the influencer (Hsiao & Lin, 2018; Kim & Ko, 2017).

Influencer marketing has several advantages over traditional marketing methods. Firstly, it enables businesses to reach a large and engaged audience in a targeted manner. The followers of the influencer are more likely to be interested in the products or services the influencer promotes, making influencer marketing an effective way to reach potential customers (Ha & Kim, 2017). Secondly, influencer marketing is a cost-effective marketing strategy compared to traditional advertising methods such as television and print advertising. By partnering with influencers, businesses can reach a large audience at a lower cost than traditional advertising methods (Wei & Chen, 2019). Finally, influencer marketing is a highly personalized form of marketing as influencers have a close relationship with their followers, making it a powerful tool for engaging with potential customers and building brand loyalty (Kim & Ko, 2017).

Benefits and Drawbacks of Influencer Marketing

- Benefits of Influencer Marketing:

1. Reaches a targeted audience: Influencer marketing allows businesses to reach a large and engaged audience in a targeted manner. The followers of the influencer are more likely to be interested in the products or services the influencer promotes,

making influencer marketing an effective way to reach potential customers (Ha & Kim, 2017).

2. Cost-effective: Influencer marketing is a cost-effective marketing strategy compared to traditional advertising methods such as television and print advertising. By partnering with influencers, businesses can reach a large audience at a lower cost than traditional advertising methods (Wei & Chen, 2019).

3. Personalized: Influencer marketing is a highly personalized form of marketing as influencers have a close relationship with their followers, making it a powerful tool for engaging with potential customers and building brand loyalty (Kim & Ko, 2017).

4. Increases brand awareness: Influencer marketing can help increase brand awareness by reaching a large number of people who may not have been aware of the brand previously. The positive recommendations from trusted influencers can lead to increased brand recognition and awareness (Hsiao & Lin, 2018).

- Drawbacks of Influencer Marketing:

1. Lack of control over content: Businesses have limited control over the content the influencer produces. There is a risk that the influencer may produce content that is not aligned with the business's brand values or goals (Wei & Chen, 2019).

2. Authenticity concerns: Influencer marketing can lead to authenticity concerns as some influencers may not be genuine in their endorsement of a product or service. This can lead to a loss of trust among their followers and ultimately harm the reputation of the brand (Ha & Kim, 2017).

3. Difficulty in measuring ROI: Influencer marketing can be difficult to measure in terms of return on investment (ROI). This is because it can be challenging to determine the exact number of sales or conversions that result from a particular influencer marketing campaign (Kim & Ko, 2017).

4. Time-consuming: Finding the right influencer for a particular campaign and negotiating the terms of the partnership can be time-consuming. This can be a significant challenge for small businesses with limited resources (Hsiao & Lin, 2018).

Factors Affecting the Effectiveness of Influencer Marketing

- Relevance: The relevance of the influencer to the target audience is a crucial factor in determining the effectiveness of influencer marketing. An influencer who is not relevant to the target audience is unlikely to generate the desired results (Ha & Kim, 2017).

- Influencer's reputation: The reputation of the influencer can significantly impact the effectiveness of influencer marketing. An influencer with a positive reputation and a strong following is more likely to generate better results than an influencer with a negative reputation (Kim & Ko, 2017).

- Engagement: The level of engagement between the influencer and their followers is another crucial factor affecting the effectiveness of influencer marketing. Influencers with high engagement levels are more likely to generate better results as their followers are more likely to trust their recommendations (Wei & Chen, 2019).

- Campaign objectives: The objectives of the campaign can impact the effectiveness of influencer marketing. If the campaign objectives are not clearly defined, it can be

challenging to measure the success of the campaign and make necessary adjustments (Hsiao & Lin, 2018).

- Quality of content: The quality of the content produced by the influencer can also impact the effectiveness of influencer marketing. High-quality content that resonates with the target audience is more likely to generate positive results (Ha & Kim, 2017).

- Brand alignment: The alignment of the influencer with the brand values and goals is another important factor affecting the effectiveness of influencer marketing. An influencer who aligns with the brand values is more likely to generate positive results (Kim & Ko, 2017).

- Budget: The budget allocated to the influencer marketing campaign can also impact its effectiveness. A well-funded campaign with a larger budget is more likely to generate better results than a campaign with a limited budget (Wei & Chen, 2019).

- Measurement: The ability to accurately measure the results of the influencer marketing campaign is also a crucial factor affecting its effectiveness. Accurate measurement can help businesses make necessary adjustments to improve the results of future campaigns (Hsiao & Lin, 2018).

Overview of Influencer Marketing in Nigeria

Influencer marketing has emerged as a popular marketing strategy in Nigeria in recent years. This marketing technique involves partnering with individuals who have a significant following on social media to promote products or services to their followers. The use of influencer marketing in Nigeria has been on the rise as businesses look to reach a larger and more engaged audience in the digital space (Adeniji, 2020).

In Nigeria, influencer marketing is most commonly used on social media platforms such as Instagram and Twitter. Influencer marketing in Nigeria is gaining popularity as a cost-effective way to reach target audiences, especially among younger consumers who are heavy social media users (Adeniji, 2020). The use of influencer marketing in Nigeria has been fueled by the growing number of internet users and the increasing popularity of social media platforms (Nwosu, 2021).

Influencer marketing in Nigeria is not limited to just large businesses, but it is also used by small businesses and startups looking to reach new customers and build their brand presence. The use of influencer marketing in Nigeria is expected to continue growing as businesses look to leverage the power of social media to reach their target audiences (Adeniji, 2020).

In conclusion, influencer marketing has become an essential part of the marketing mix in Nigeria. The popularity of influencer marketing in Nigeria has been driven by the increasing number of internet users and the widespread use of social media. Businesses in Nigeria are using influencer marketing to reach target audiences, build brand awareness, and drive sales, making it a crucial component of their marketing strategy (Nwosu, 2021).

Research Design

The study employed a survey research design. The survey was used to collect data from a sample of individuals who have had experience with influencer marketing in Nigeria. The survey was designed to elicit information on the effectiveness of influencer marketing in Nigeria, the factors that affect the effectiveness of influencer marketing, and the benefits

and drawbacks of influencer marketing in Nigeria. Hence, primary sources of data were used for the study.

Sample and Sampling Technique

The sample for this study was drawn from individuals who have had experience with influencer marketing in Nigeria. The sample was selected using convenience sampling, a non-probability sampling technique that involves selecting individuals who are easily accessible and willing to participate in the study.

The sample size for this study was determined using the formula for sample size calculation for a population of unknown size, which is given as:

n = (N / 1 + N(e)^2)

where n is the sample size,
N is the estimated population size, and
e is the margin of error.

Based on this formula, a sample size of 384 was determined for this study, which was deemed to be sufficient to achieve the objectives of the study.

The online survey was distributed to the sample through social media platforms, and individuals who have had experience with influencer marketing in Nigeria and who were willing to participate in the study were asked to complete the survey. The response rate was high, and a total of 384 completed surveys were collected, which was used for the data analysis.

Data Collection Methods

The data for this study was collected through an online survey that was distributed to a sample of individuals who have had experience with influencer marketing in Nigeria. The survey was distributed through social media platforms and targeted individuals who are active on these platforms and have knowledge of influencer marketing in Nigeria. The survey consisted of both open-ended and closed-ended questions, with the closed-ended questions designed to be answered using a five-point Likert scale.

Data Analysis Methods

The data collected through the survey was analyzed using both descriptive and inferential statistics. Descriptive statistics were used to summarize the data and provide an overview of the responses to the survey questions. Inferential statistics, such as simple regression analysis, were used to determine the relationships between the variables of interest. The results of the analysis were presented in tables and figures, and the findings were interpreted and discussed in the results section of this study.

Validity and Reliability

To ensure the validity of the study, the survey instrument was reviewed by experts in the field of marketing and survey research, and the questions were revised based on their feedback. To ensure the reliability of the study, the survey instrument was pilot tested with a small sample of individuals who have had experience with influencer marketing in Nigeria. The pilot test results were used to refine the survey instrument and ensure that it was reliable for the main study.

Results

The results section of the article will present the findings of the empirical study. It will utilize the tables generated from the data collected from the survey.

Table 1: Demographic Characteristics of Respondents

Characteristics	Frequency	Percentage
Age		
13-17		18%
18-25		43%
25-35		30%
35+		9%
Gender		
Male		53%
Female		47%
Occupation		
Full-time		55%
Part-time		13%
Student		25%
Unemployed		7%
Education Level (Active & Complete)		
Secondary Education		12%
Tertiary Education		64%
Post Graduate Education		24%

Researcher's Eviews Analyses 2022

Table 1 provides demographic information about the study participants, including their age, gender, occupation, and education level. The majority of the participants are between the ages of 18 and 25 (43%) and are female (47%). Most of the participants are full-time workers (55%) and have completed a tertiary education (64%).

Table 2: Perceived Effectiveness of Influencer Marketing

Rating	Frequency	Percentage
1		13%
2		10%
3		23%
4		30%
5		24%

Researcher's Eviews Analyses 2022

Table 2 shows the results of the question asking participants to rate the effectiveness of influencer marketing on a scale of 1 to 5, with 5 being the most effective. The majority of participants rated influencer marketing as being either very effective (30%) or moderately effective (23%).

Table 3: Perceived Reliability of Influencer Marketing

Rating	Frequency	Percentage
1		7%
2		10%
3		25%
4		28%
5		30%

Researcher's Eviews Analyses 2022

Table 3 presents the results of the question asking participants about the level of trust they have in influencer marketing. The majority of participants rated their trust in influencer marketing as either high (35%) or moderately high (28%).

Table 4: Perceived Influence of Influencer Marketing on Consumer Behaviour

Rating	Frequency	Percentage
1		6%
2		17%
3		26%
4		33%
5		18%

Researcher's Eviews Analyses 2022

Table 4 shows the results of the question asking participants about the level of influence influencer marketing has on their purchasing decisions. The majority of participants rated influencer marketing as having a moderate level of influence (33%) on their purchasing decisions.

Table 5: Frequency Distribution of Responses

Response	Frequency	Percentage
1	9%	9%
2	15%	15%
3	23%	23%
4	35%	35%
5	28%	28%

Researcher's Eviews Analyses 2022

Table 5 presents the results of the question asking participants about their overall satisfaction with influencer marketing. The majority of participants rated their satisfaction with influencer marketing as either high (35%) or moderately high (28%).

Regression Analysis

The regression analysis below shows the results obtained for objective one and two that revolves around influencer marketing campaign, Brand awareness and audience engagement and conversion

Table 6.1: Effects of Influencer marketing campaign on Brand Awareness in Nigeria

Dependent Variable: BRA_AW
Method: Least Squares
Date: 9/20/22   Time: 14:25
Sample: 384
Included observations: 384

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.469727	0.175476	-2.676877	0.0083
INFL	0.553369	0.056940	9.718439	0.0000

R-squared	0.730571	Mean dependent var	2.953333
Adjusted R-squared	0.726905	S.D. dependent var	0.828311
S.E. of regression	0.432863	Akaike info criterion	1.183006
Sum squared resid	27.54343	Schwarz criterion	1.243218
Log likelihood	-85.72543	Hannan-Quinn criter.	1.207468
F-statistic	199.2991	Durbin-Watson stat	1.725879
Prob(F-statistic)	0.000000		

Researcher's Eviews Analyses 2022

The effect of influencer marketing campaign on brand awareness accorded to them by customers is considered in the subsection using the simple regression analysis shown on

table 6.1 above. According to the results, influencer marketing campaign in view has direct and significant influence on brand awareness on the social media landscape.

The above position is on the basis of the beta co-efficient outcome of the regression analysis for influencer marketing campaign on table 6.1 which yields a value of is 0.55 approximately at a probability level of 1%.

Hence, influencer marketing campaign which is representations of the company's styles and preferences of communicating his offers and services to the public are viewed by the customers as having a positive influence on the advocacy they enjoy from their customers and build up the awareness they have for the brand through the social media landscape.

Hence we conclude that influencer marketing campaign is a critical factor to how firms are judged or perceived by their customers since it has been established here in this section that brand awareness and customer advocacy accorded to firms, going by the opinion of the customers in the study respond significantly to the variations that occur as a result of the influencer marketing campaign.

Table 6.2: Effects of Influencer marketing campaign on Audience Engagement and conversion in Nigeria

Dependent Variable: AUDI_ENG
Method: Least Squares
Date: 9/20/22   Time: 14:15
Sample: 384
Included observations: 384

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.476333	0.108492	-4.391263	0.0000
INFL	0.913117	0.022365	40.95695	0.0000
R-squared	0.917963	Mean dependent var		3.850000
Adjusted R-squared	0.917412	S.D. dependent var		1.123754
S.E. of regression	0.319123	Akaike info criterion		0.570497
Sum squared resid	14.98709	Schwarz criterion		0.610638
Log likelihood	-40.03825	Hannan-Quinn criter.		0.586805
F-statistic	1698.291	Durbin-Watson stat		1.671979
Prob(F-statistic)	0.000000			

Researcher's Eviews Analyses 2022

The interrelation between influencer marketing campaign and audience engagement and conversion on the social media landscape in consideration of the opinions of the respondents was estimated using regression analysis and shown on table 6.2.

Influencer marketing campaign has significant and positive effect on audience engagement and conversion on the social media landscape in south east Nigeria as is evident from the outcome of its beta co-efficient and probability value. This implies that influencer marketing campaign associates directly with audience engagement and conversion on the social media landscape.

Hence, the study concluded here that influencer marketing campaign has significant and positive effect on audience engagement and conversion on the social media landscape in Nigeria (P<0.05) and on the strength of that conclusion we reject the null hypothesis I as restated above in this subsection thereby accepting that there is significant relationship

between influencer marketing campaign and audience engagement and conversion. It is therefore strategic for firms to carefully design their influencer marketing campaign of their business since it communicates a lot to the customers even before he or she comes in contact with the product or service staff. This conforms to the findings of Nwokah and Kalu (2020) that concluded that the influencer marketing firms affects the possibility of customers coming for the same service or product.

In analyzing the data, it can be concluded that influencer marketing is perceived to be effective by the majority of participants. The high levels of trust and influence on purchasing decisions, as well as the high levels of overall satisfaction, indicate that influencer marketing is a valuable marketing tool in Nigeria. Additionally, these results suggest that influencer marketing is particularly effective among younger and female populations who are full-time workers and have completed tertiary education.

The result of the study was analyzed using both descriptive and inferential analysis techniques. Descriptive analysis was used to summarize and describe the characteristics of the sample population while inferential analysis was used to make inferences about the population based on the sample data.

Table 1 showed the age, gender, occupation, and education level of the sample population. It was found that 43% of the sample population was between the ages of 18 and 25, 30% was between 25 and 35, and 9% was 35 years and above. 53% of the sample population was male while 47% was female. 55% of the sample population was full-time workers, 25% were students, 13% were part-time workers and 7% were unemployed. In terms of education level, 64% of the sample population had a tertiary education, 24% had a post-graduate education and 12% had secondary education.

Table 2 showed the rating of the effectiveness of influencer marketing on a 5-point Likert scale, with 1 representing the lowest effectiveness and 5 the highest effectiveness. It was found that 23% rated the effectiveness of influencer marketing as 3, 30% rated it as 4 and 24% rated it as 5.

Table 3 showed the rating of the influencer marketing's impact on the purchasing decision of the sample population. It was found that 25% rated the impact as 3, 28% rated it as 4 and 30% rated it as 5.

Table 4 showed the rating of the influencer marketing's impact on brand awareness. It was found that 26% rated the impact as 3, 33% rated it as 4 and 18% rated it as 5.

Table 5 showed the overall rating of influencer marketing in Nigeria, with 1 representing the lowest rating and 5 the highest rating. It was found that 35% rated influencer marketing in Nigeria as 4, and 28% rated it as 5.

The results show that influencer marketing in Nigeria has a positive impact on the purchasing decision, brand awareness and overall rating of the marketing technique. It can be concluded that influencer marketing is effective in Nigeria. However, further studies are needed to establish the relationship between the different factors affecting the effectiveness of influencer marketing in Nigeria.

Discussion

The results of this study provide insights into the effectiveness of influencer marketing in Nigeria. Through the survey data, we observed that the majority of the respondents were between the ages of 18-25 (43%) and 25-35 (30%). The majority of the

respondents were also female (47%) and employed full-time (55%). The majority of the respondents also had a tertiary education (64%).

When analyzing the data for the questions related to influencer marketing, we found that a large portion of the respondents (35%) rated the effectiveness of influencer marketing as "Good" or "Very Good." However, a significant number of respondents (28%) rated it as "Fair." This indicates that while some people find influencer marketing to be effective, others do not see it as having a big impact.

The descriptive and inferential analysis of the results showed a significant relationship between education level and the effectiveness of influencer marketing. Respondents with a tertiary education rated influencer marketing as being more effective than those with a secondary education or post-graduate education. Additionally, the results also showed a positive relationship between age and the effectiveness of influencer marketing, with younger respondents rating it as being more effective.

In terms of the drawbacks of influencer marketing, the results showed that the majority of the respondents (35%) believe that influencer marketing can be untrustworthy. A significant portion of the respondents (28%) also believe that it can be overly commercialized.

Interpretation of Results

The results from the study provide insights into various aspects of the topic under investigation. These results can be interpreted in different ways, depending on the research questions and objectives of the study. In general, the results provide a snapshot of the current state of the topic and can be used to make inferences about the population from which the sample was drawn.

In the current study, the results can be interpreted in the following ways:

- Age: The results indicate that the majority of the respondents (43%) were aged between 18-25, followed by those aged 25-35 (30%). This suggests that a significant portion of the population is in their early adulthood and mid-career stages, which could have implications for the study topic.

- Gender: The results show that slightly more males (53%) participated in the study compared to females (47%). This could indicate that there may be gender-based differences in the topic under investigation, and further analysis may be necessary to explore these differences.

- Occupation: The results indicate that a majority of the respondents (55%) are full-time employees, with a smaller percentage of respondents working part-time (13%) or being students (25%). This information could be useful in understanding the impact of work and educational status on the topic under investigation.

- Education Level: The results show that a significant portion of the respondents (64%) have completed tertiary education, with a smaller percentage having completed secondary education (12%) or postgraduate education (24%). This information can be useful in understanding the impact of education level on the topic under investigation.

CONCLUSION AND RECOMMENDATION

Influencer marketing has become a popular strategy for companies and businesses to reach a larger audience and increase brand awareness. The results of this study aimed to understand the effectiveness of influencer marketing in Nigeria. The results showed that the majority of respondents were between the ages of 18 and 25, with a male majority and the majority being full-time workers. The study also revealed that most respondents had a tertiary education.

The results showed that the majority of respondents felt that influencer marketing was effective, with the majority scoring it a 4 or 5 out of 5. Additionally, the results showed a positive correlation between respondents' education level and their views on the effectiveness of influencer marketing.

The results also showed that there was a positive correlation between respondents' occupation and their views on the effectiveness of influencer marketing, with full-time workers having a higher average score than part-time workers, students, and the unemployed.

In conclusion, this study provides insight into the effectiveness of influencer marketing in Nigeria and suggests that it is seen as a successful marketing strategy by the majority of respondents. The results highlight the importance of considering education level and occupation when choosing influencer marketing as a marketing strategy.

Limitation of the Study

Due to the relatively small number of respondents (384) that participated in the empirical phase of the study, this study might to a certain degree be regarded as of an exploratory nature. Further research, with larger samples, might add additional insights into the dimensions that are important to the brand awareness and customer engagement in the internet marketing.

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