

**THE EFFECTIVENESS OF NIGERIAN SOCIAL MEDIA INFLUENCERS IN  
PROMOTING BRANDS AND PRODUCTS**

Onatobome Okposo

Dissertation Submitted in Partial Fulfilment of the Requirements for the Degree of  
Master of Business Administration (MBA)

At Dublin Business School

Supervisor: Mathew Nolan

May 2022

## **DECLARATION**

I declare that this dissertation that I have submitted to Dublin Business school for the award of MBA is the result of my own investigations, except where otherwise stated, where it is clearly acknowledged by references. Furthermore, this dissertation has not been submitted for any other degree.

Signed: Onatobome Okposo

Student Number:10579911

Date: 23 May 2022

## **ACKNOWLEDGEMENTS**

I would not have been able to accomplish this research project without the help of my supervisor, Mathew Nolan. I appreciate your thoughtful comments, recommendation, and words of encouragement.

Finally, I want to express my gratitude to my family and friends, particularly my parents, for their continuous support during my study.

## TABLE OF CONTENT

DECLARATION .....	1
ACKNOWLEDGEMENTS .....	2
ABSTRACT.....	5
INTRODUCTION.....	6
1.1    Background .....	6
1.2    Problem Description.....	8
1.3    Research Questions and Hypotheses .....	10
1.4    Research Objectives .....	10
LITERATURE REVIEW.....	11
2.1    Preamble.....	11
2.2    Social Media.....	11
2.3    Social Media Marketing .....	12
2.4    Social Media Influencers.....	12
2.5    Influencer Marketing.....	13
2.6    Effectiveness of Nigerian Social Media Influencers in Marketing.....	15
2.7    Empirical Review of Related Studies.....	18
2.8    Theoretical Review.....	18
2.8.1    The Dual AISAS Model .....	20
2.9    Conclusion.....	21
METHOD.....	22
3.1    Preamble.....	22
3.2    Research Design .....	22
3.3    Population of the Study .....	23
3.4    Sampling Technique and Sample Size .....	23
3.5    Data Collection Instrument.....	24
3.6    Data Analysis .....	25
3.7    Validity and Reliability of Research Instrument .....	26
3.8    Ethical Considerations.....	27
RESULTS AND DISCUSSION .....	28
4.1    Preamble.....	28
4.2    Descriptive Statistics .....	28
4.3    Inferential Statistics.....	50

4.3.1	Chi-Squared Analysis.....	50
4.3.2	Factor Analysis.....	51
4.4	Discussion of Findings .....	54
CONCLUSION .....		58
5.1	Summary of Findings .....	58
5.2	Conclusion.....	58
5.3	Recommendation, Limitations and Future Studies.....	59
REFERENCE LIST .....		61
APPENDIX I.....		75

## ABSTRACT

The introduction of the internet and social media has had a disruptive impact on the traditional marketing and communication sector. Influencers on social media have consequently emerged as powerful means of promoting brands and their products and services. However, the ingenuity of this mode of reaching out to consumers has been hampered by certain factors such as the prevalence of bots on social media platforms. There are limited studies on the effectiveness of Nigeria social media influencers. Moreover, the conventional means of rating the effectiveness of influencers base on the number of likes seems insufficient. Therefore, this study investigated the effectiveness of Nigerian social media influencers from multiple perspectives incorporating the dual AISAS model (Attention, Interest, Search, Action and Share) and the perception of social media users in Nigeria. Although Nigerians are faced with myriad challenges, they are avid users of social media. The study employed a quantitative approach incorporating 205 social media users, who were chosen through purposive sampling. Purposive sampling was used to ensure that the users are representative of major social media platforms in Nigeria. The questionnaire used was designed based on scales obtained from literature for measuring the variables involved, thus ensuring construct validity. Content validity was achieved through a pilot study prior to the main survey. Ethics was also considered through informed consent. Both descriptive and inferential statistics were used to analyze the collected data. The results generally showed that Nigerian social media influencers are not effective, based on the dual AISAS model used. From users' perspectives, these influencers were also not credible. The implication for brands and influencers is then summarized with limitations that create opportunities for future studies.

Key Words: Social Media; Influencers; Brands; Nigeria

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background

The advent of the internet and social media has emerged with disruptive ramifications for the marketing and communication industry. For example, the consumer's role has shifted dramatically from that of a passive user of information provided by brands to that of a more active experiencer and creator of content (Srivastava and Sivaramakrishnan, 2020). The rate at which information is shared is at an all-time high (Ranjan, Patil and Kazi, 2020). Blogging, twittering, tagging, liking, and sharing are some of the features of social media that empower the consumer to engage brands and contents. This has led to the concept of social media marketing, which is simply the use of social media platforms to promote a product or service (Liguori, 2020). And because consumers can engage directly with content on social media, the data generated is more meaningful for marketing teams. Advertising, electronic word of mouth, customer relationship management, branding, consumer buying behaviour, and perception are all examples of Social Media Marketing practices used by businesses (Arora and Agarwal, 2020). The use of social media for marketing is currently more common than the use of traditional media, with which marketers may now target customers with greater precision than ever before (Kripesh, Prabhu and Sriram, 2020). Influencer marketing has gotten a lot of attention when it comes to marketing on social media (Gräve, 2019; Newlands and Fieseler, 2020).

Therefore, emergence of the internet and, more importantly, social media, has thus birth a new type of career. An influencer is the name given to this emerging occupation. A social media influencer is a person who, via personal branding, creates and maintains relationships with a large number of followers on social media and has the power to inform, entertain, and perhaps affect the views, attitudes, and actions of those followers (Dhanesh and Duthler, 2019). Influencers are comparable to opinion leaders in certain ways, but they must be addressed separately because their activity is solely focused on social media (Drigani, 2020). This means they interact with their audience on a regular basis, which is not the case with opinion leaders. Their influence comes from the fact that they can directly access large populations, provide original content, and have the confidence of their following. Influencers can effectively carry out marketing operations by presenting the product as organic content rather than commercial material. When a promotional

message is perceived as a genuine message from an influencer, social media users are more likely to respond positively (Kim and Kim, 2020). However, their disruptive guerrilla marketing tactics can be very risky for brands when the message is not understood by consumers (Gökerik et al., 2018). Influencer marketing, as it is usually known, is a rapidly increasing trend in the world of social media marketing.

The influencer marketing industry is estimated to be worth \$15 billion in 2022 (El Qudsi, 2022). Despite the fact that the concept of a social media influencer is still relatively new, the social media influencer economy appears to be gaining traction. Businesses expecting to profit from this trend are devising tactics to use social media, integrate mobile applications, and gain positive feedback. The rise of the industry is fuelling social commerce such that consumers are increasingly buying directly on social media networks. According to Stephen (2020), when it comes to reaching consumers, influencers with better social connectedness are preferred in reality and in literature, simply because they can reach more individuals than other marketing channels. Although this does not imply that the online world has made traditional mass media obsolete, the media landscape has clearly changed beyond recognition, and innumerable organizations no longer have to rely solely on traditional media sources to disseminate their message (Gies, 2019). However, there is no doubt that internet, and particularly social media, has challenged traditional media over the last two decades (Cooper, 2019). When it comes to internet advertising, consumers prefer less invasive commercials, thus they prefer influencer material, which is often more discreetly stylized and less obviously promotional than brand-created ads (Campbell and Farrell, 2020). Consequently, influencers are becoming the full marketing funnel as platforms push more for in-app shopping. As a result, social media influencers can be thought of as both a population and a marketing model (Sun et al., 2021).

In Nigeria, the use of social media to promote businesses and brands has grown increasingly significant. Nigeria is regarded as the sixth largest user of internet in the world after China, India, United States of America, Indonesia, and Brazil (Internet World Stats, 2021). Therefore, from what can be seen of the phenomenon now, the future of social media marketing in Nigeria appears bright, as many Nigerians are now using social media platforms to market themselves. Since the introduction of Twitter, the influencer marketing industry in Nigeria has expanded to the point that nearly anyone with a large following may land deals with companies trying to expand their reach



(Anyim, 2021). In recent years, lots of new social media influencers have arisen, many of whom are seen promoting pushing various companies across various social media platforms (Umukoro et al., 2020). A report on the Nigerian influencer marketing industry has shown TikTok was dominating other social media platforms in terms of content creation and consumption, with forty-four percent of advertiser using TikTok influencers for their marketing campaigns and having sixty-six percent success (DottsMediaHouse, 2022). Nigeria has fully embraced social media influencers, some of which include Dipo, Ebuka ObiUchendu, OloriSupergirl, Noble Igwe, TundeEdnut, KayodeAbass and Omojuwa (Jarrar, Awobamise and Aderibigbe, 2020).

## **1.2 Problem Description**

Marketers have thus recognized the power and efficiency of influencer advertising on social networking sites as a result of the rapid growth of social media (SNS). These influential users are usually regarded as subject matter experts in their field, and other users can rely on them. Some influencers like Cristiano Ronaldo have followings that are bigger than countries. Despite a thorough grasp of influencers' potential impact, the effectiveness of their reach to a big audience has yet to be addressed (Javed, Rashidin and Xiao, 2021). More also, Drigani (2020) particularly notes that fake influencers who buy followers, likes, comments, and other things abound on the internet. According to a study (Hickman 2019), 54 percent of UK Instagram accounts have engaged in illicit behaviour, such as buying mass followers and comments, deploying internet bots, and so on, an issue that is widespread around the world and across all social media platforms. Recognizing fake followers is one of the biggest issue for marketers (Mediakix, 2019), despite crackdown on illegal content. People can exaggerate their follower counts, even their engagement, thanks to the development of sellers offering bogus accounts. Sponsorships are obtained by fake influencers, although they have no impact in reality (Zenonos, Tsirtsis and Tsapatsoulis, 2018). Based on the foregoing, selecting the right influencer to work with is the biggest challenge that marketers and brands face in influencer marketing (YEC, 2021).

Influencer marketing is not just for large corporations with a lot of marketing budget. The term "marketing influencer" may conjure up images of well-known celebrities and athletes, who are often referred to as "macro-influencers" with a following of 10,000 or more on social media

(Kemp, Randon McDougal and Syrdal, 2018). Many firms and organizations with limited marketing expenditures, on the other hand, have found success by utilizing "micro-influencers," who are lesser-known online personalities and opinion leaders with 1,000 to 10,000 followers on a social media site. These micro-influencers allow businesses with smaller resources to reach narrow target markets in the same way that larger macro-influencer campaigns reach broader audiences. Brands can also become influencers on social media. However, it takes a lot of time and effort to become a social media influencer. Many aspire to be social media influencers, but only few succeed (Estables, Guerrero-Pico, and Contreras-Espinosa, 2019). Moreover, authenticity is an essential aspect in the success of influencer marketing that is difficult to establish on social media (Marroncelli and Braithwaite, 2020).

In order to advertise their products and services on social media, brands must have a significant presence in social media marketing. They can instead reach out to influential users in order to accomplish their marketing goals and objectives. However, according to Haenlein *et al.* (2020), the choice of which influencer to work with is not an easy one for marketers and brands. Choosing the right influencer has become more critical for brands and marketers who are at risk of not just losing their investment but also suffering from backlash and cancel culture. There are many factors that could influence the choice of influencers by brands and marketers. For example, this could involve the choice between micro or macro influencer. Influencers with large audiences (macro influencers) are not necessarily the best options for marketers. In fact, it is often the case that influencers with small audiences (micro influencers) can engage their followers and be effective in ways that those with large audiences cannot. This has a lot to do with an influencer's specific level of expertise on a given topic. There is currently a scarcity of empirical research on the effectiveness of social media marketing (Achen, 2019, De Jans et al., 2020; Kim and Phua, 2020; Winter, Maslowska and Vos, 2021). Few, if any, studies have attempted to establish a theoretical understanding of social media use that could explain how social media influencers in the Nigerian online community impact their followers' political and social behaviour (Olaajo, 2020). Therefore, this study will investigate the effectiveness of Nigerian social media with a view to uncovering factors that marketers and brands can use in making the choice of which influencer to work with in order to be effective.

### 1.3 Research Questions and Hypotheses

The overall aim of this research is to investigate the effectiveness of Nigerian social media influencers in promoting brands and products.

1. How effective are Nigerian social media influencers in promoting brands and products? (based on DUAL AISAS Model)
2. What are the most significant factors that determine the effectiveness of Nigerian social media influencers in promoting brands and products?
3. What is users' perception of the credibility of Nigerian social media influencers?

In the context of these research questions, the study's hypotheses include the following:

**H1<sub>1</sub>:** There is a significant relationship between consumers' perception of the credibility of Nigerian social media influencers and their effectiveness.

**H2<sub>1</sub>:** There is a significant relationship between factors and the effectiveness of Nigerian social media influencers.

### 1.4 Research Objectives

The overall aim of this research is to investigate the effectiveness of Nigerian social media influencers in promoting brands and products. The objectives of this research include the following:

1. To investigate the effectiveness of Nigerian social media influencers in promoting brands and product/services.
2. To investigate the most significant factors that determine the effectiveness of Nigerian social media influencers in promoting brands and products/services.
3. To determine the perception of social media users in Nigeria towards the credibility of Nigerian social media influencers.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Preamble**

Social media marketing (SMM) has grown popular in Nigeria. Luxury brands, on the other hand, have traditionally valued exclusivity and mystery, and have been cautious in their use of social media marketing. These brands, on the other hand, are increasingly turning to social media to suit the needs of Nigerian consumers and influence their purchasing decisions towards shaping the business market with social media influencers. Influencer marketing appears to be a cost-effective and effective marketing tactic because it is often not regarded as advertising by consumers and ensures a broad reach to highly engaged audiences. Many companies use social media influencers to advertise their products to specific audiences. Influencer marketing, on the other hand, has mostly been accepted by trial and error, with little understanding of how social media influencers should be used strategically as a separate element in the marketing mix (Ye et al., 2021). This research aims to investigate effectiveness of the Nigerian social media influencers in promoting brands and products with a systematic review of literature, theoretical review of any applicable theories, and empirical evaluation and a conclusion with gaps noted.

#### **2.2 Social Media**

The term "social media" refers to a variety of web-based and mobile services that allow users to engage in online discussions, contribute user-generated content, and join online communities. Social media platforms have gotten a lot of attention in the twenty-first century. Many people are using social media sites such as Facebook, LinkedIn, Pinterest, and Twitter to take action and through these platforms, organizations communicate their brand products to their customers. These platforms are now taken extremely seriously when it comes to giving information and user comments on a variety of topics (De, 2022). Social media is without a doubt the most significant development of the twenty-first century, affecting the lives of literally billions of people throughout the world. It is a part of people's daily lives, whether in their personal, professional, or corporate lives. The primary goal of any social media platform is to exchange content with one's contacts, discover and be entertained. (Ho, 2020).

### **2.3 Social Media Marketing**

Social media marketing involves marketing tools such as websites, social media, mobile ads and apps, online video, email, blogs, and other digital platforms that engage consumers anywhere, at any time via their computers, smartphones, tablets, Internet-ready TVs, and other digital devices (Armstrong et al., 2016). It is the use of social media to promote an organization's product, services, and brand. It is the creation of appealing material for various social media sites in order to raise awareness and attract new and existing clients. Traditional marketing mediums such as television, radio, and print media are being replaced by online communities and social networks. Social media marketing also includes the use of social media platforms to implement and manage corporate marketing goals (Olabanji, Shumba and Tafadzwa 2014). Social media marketing is a new marketing approach that practically every company is implementing to reach out to their customers on the internet. (Weinberg 2009) defines social media marketing as "the act of empowering individuals to advertise their websites, products, or services through online social networks and tap into a far bigger audience than would otherwise be available through traditional means." Social media is a cutting-edge instrument that businesses utilize to build strong public relations with their clients via virtual networks (Khan and Jan, 2014). Because many potential customers are available on the virtual networks, maintaining public relations through social media has become simple. And connecting with customers via social media is just a few clicks away. Customers can be affected when making a decision regarding product purchase or adoption through social media marketing since it connects brands and consumers and provides a means for them to communicate and establish a network (Chi, 2011). According to studies by Ali et al, (2016) on the impact of social media marketing on consumers' perceptions of brands, it is discovered that social media marketing has a considerable impact on brand perception. They analyzed social media marketing, promotional marketing, and door-to-door marketing in their study, and the results revealed that social media marketing outperforms the other kinds of marketing in terms of affecting consumer perception.

### **2.4 Social Media Influencers**

An influencer is defined as a person with active brains and activities that impact networks and their surroundings (Keller and Berry, 2003). In other words, influencers do not have to be well-known,

but they must be able to influence those around them (such as friends, colleagues, families and relatives). Most marketers, however, follow Brown and Hayes (2008) definition of an influencer on social media: "Influencer is a third party who significantly impacts the customer's purchasing choice." Despite the fact that anyone can be an influencer, especially on social media where "everyone has a voice," some people are "more influential than others within a community."

In both practice and academic research, social media influencers, particularly their ability to address and influence their audiences, have been a significant interest area. Third-party endorsers who change audience sentiments through blogs, tweets, and other social media have been classified as social media influencers (Freberg et al., 2011). Most important features that outline social media influencers are their direct and active interaction with followers; professional and effective content production and distribution skills (Borchers, 2022) the ability to monetize their following through, for example, sponsored content within their content and personal branding (Reinikainen et al., 2021). Co-operation with influencers has been embraced by brands because of the intimate and influential relationships that influencers have with their followers. Brands can benefit from the collaborations through heightened purchase intentions (Sokolova and Kefi, 2019), brand attitudes (De Veirman et al., 2017), brand trust (Reinikainen et al., 2021), and eWOM intentions (Hwang and Zhang, 2018). Influencer endorsements are effective in part because of the friend-like Para social relationships that followers have with their favorite influencers (Lee and Watkins, 2016), but source characteristics such as the influencer's perceived credibility, authenticity, and attractiveness have also been deemed important.

## **2.5 Influencer Marketing**

Influencer marketing is related to word-of-mouth marketing and can be thought of as a digital version of the latter. 'Word-of-mouth impact,' according to Kotler et al. (2002), is a type of personal communication about a product that reaches purchasers through means that are not directly controlled by the corporation. In influencer marketing, the social media platforms serve as channels where these influencers can easily reach out to customers and by this, their purchase decisions are persuaded with the information's received. Influencer marketing, in commercial terms, is a type of advertising and a digital marketing process in which opinion leaders (influencers) are found and then integrated into a brand's brand communication on social media

platforms (Bakker, 2018). Influencers are those who have a lot of clout in the digital world of social media. These are individuals who have a substantial impact on public decisions about the items they purchase, the services they utilize, and the causes they support. They represent a way for brands to communicate with their target audiences through a voice that potential customers can trust. Whether it's fashion, sport, maternity, or a general set of ideals that are linked to the values of a particular company, there are influencers for all domains and industries (Zeljko, Jakovic and Strugar, 2018). Influencer marketing is one of the most powerful tools for putting brands and products in context and providing consumers with more relevant, natural, and personalized content than traditional advertising. Influencer marketing, on the other hand, necessitates careful consideration and strategic preparation on the part of both the brand and the influencers in order for the brand and influencing links to be a pleasant consumer experience as well as credible and effective.

The general goal of any form of marketing, according to De Veirman, Cauberghe, and Hudders (2017) is to increase sales, build brand awareness, grow market share, launch a new product/service, target new customers, improve stakeholder relations, enhance customer relations, and increase profit, among other things. Nigeria has fully embraced celebrity endorsement and social media influencers. Ebuka ObiUchendu, OloriSupergirl, Noble Igwe, TundeEdnut, KayodeAbass, and Omojuwa are just a few of Nigeria's biggest influencers. These social media influencers have amassed a sizable and devoted following and are now using their platforms to promote products, causes, and beliefs to their thousands of fans (Jarrar, Awobamise and Aderibigbe, 2020). Percy and Elliott (2016) propose that influencers can primarily achieve communication goals involving influencing behavior and, in particular, enhancing brand attitude. This understanding is critical because, in order to communicate successfully, brand managers must instrumentalize individuals in their responsibilities. For example, if a popular influencer promotes a product on his or her Instagram page, the product obtains a good endorsement from the influencer, which can positively influence the attitude of the respective followership toward the product. As a result, the influencer's post should build on current brand awareness and, ideally, lead to brand buy intent among the target audience. As a result, an influencer can play a crucial role in the brand purchase decision-making process, which is the primary goal of influencer marketing. Because of the impact on brands and the financial implications of influencer marketing, it necessitates careful strategy and rationale. Influencers have brand responsibilities that must be

taken into account. As a result, selecting the correct influencer for a company becomes a critical effort for brand managers, who must ensure that the influencer's 'brand-fit' and 'target audience-fit' with the brand in question.

Despite the growing use of social media influencers to endorse products and services, there is a lack of or limited awareness of their marketing value in terms of recognizing their credibility efficacy in terms of ad, product, and purchase intention of certain products in Nigeria. The majority of previous studies have focused on celebrity endorsement, with varying results depending on the context and product, making it necessary to revisit the effectiveness of credibility sources from the perspective of social media influencers, where online and social media purchasing dominates the market and has evolved consumer behavior. In today's marketing, in view of choosing an influencer to market a brand is very important, and making the right choice to be productive and effective is key to a better competitive advantage. Influencers gain recognition quantitatively based on the number of followers they have. The more followers you have, the better, because your postings will reach a wider audience and have a greater chance of being shared (e.g., likes, retweets, comments). Both quantitative and qualitative criteria have been incorporated into the '4 R's' of reach, relevance, resonance, and reputation in contemporary literature (Deges, 2018, Nirschl and Steinberg, 2018). One of the most important quantitative metrics is reach. For this statistic, the number of followers is crucial. The influencer must 'fit' numerous components, including personality, brand, content, and target audience, in order to be relevant. This is very much related to the criteria that are significant to the brand owner. Resonance is related to a number of other quantitative and qualitative social media measures. As a result, resonance is primarily concerned with the average interaction that an influencer may generate among their audience. The influencer can use data like 'like follower rate,' 'comments per post' (sentiment rate), 'topic distribution,' and 'topic engagement rate' to its advantage (Deges, 2018). Finally, an influencer's reputation is strongly linked to their status among its own followers and, more significantly, the targeted target audience.

## **2.6 Effectiveness of Nigerian Social Media Influencers in Marketing**

In developing countries, influencer marketing is quickly gaining traction and acceptance as a viable alternative to traditional means of marketing communication (Booth and Matic, 2011). Social



media influencers were used in 86 percent of marketing efforts in 2018, with a 92 percent efficacy rate. (Rahal, 2020). They are primarily aimed towards younger generations who are more likely to utilize social media. It is, nevertheless, a successful marketing technique for people of all generations who utilize social media. This is a growing and powerful marketing trend that is influencing the marketing industry's future. Influencer marketing, according to De Veirman, Cauberghe, and Hudders (2017), is particularly efficient in assuring favorable eWOM (electronic word of mouth). Using an influencer who is aligned with your brand's identity and narrative will have a positive impact on the company's growth. An organization's usage of a micro-influencer with a large following may have an impact on its business operations and profitability. Micro-influencers can help you build trust in your business and reach your intended target group, which includes both new and existing customers (Akerejola et al.,2021).

Influencer marketing's success was further validated by studies by Sudha and Sheena (Sudha and Sheena, 2017), who discovered that influencer marketing promotes a degree of credibility that traditional marketing communication often struggles to attain. According to Lim et al., (2017), the meaning of a brand can sometimes be communicated more successfully through a social media influencer, improving product purchase intent. It went on to report that "Respondents were more willing to accept meanings from brands supported by social media influencers who resembled or admired them." In essence, when a product is portrayed by an influencer, consumers can better understand the brand meaning. Influencers on social media are most effective when their lifestyle matches the brand they're promoting (Lim et al., 2017). When a social media influencer's lifestyle aligns with the company message, consumers are more likely to buy. When the messages promoted by social media influencers are consistent, they are seen as more trustworthy and competent. Influencer marketing isn't as effective if the messaging doesn't match the brands. Despite some significant growth in influencer marketing, certain businesses have expressed concern about its efficiency. "Many consumers are beginning to learn that influencers aren't necessarily actual product users; they are spokespeople who are paid to market things on social media instead of on television," according to Forbes Magazine. As a result, influencers are more frequently perceived as dishonest" (Kowalewisc, 2020). Furthermore, customers are unable to relate to some of their luxurious lifestyles. As a result, some customers regard influencer marketing as unauthentic and untrustworthy, rendering it unsuccessful in several industries.

Influencer marketing is a popular marketing method for improving brand image. The purpose of using influencers as a marketing tool is to raise Brand Awareness, reach new target audiences, and boost sales conversions. Influencer marketing aims to collect brand mentions from influencers in order to raise Brand Awareness among targeted consumers and, as a result, drive sales (Kosim and Pasaribu, 2021). To be successful in digital marketing, according to Damian Ryan (2014), you must engage influencers who can help spread awareness about the products you're selling. These influencers provide their followers with product reviews, information, and education about the goods they get. Brand Awareness is defined by Kotler et al. (2013) as the power of a brand's identity and how easy it is for customers to remember it. Brand repetition is an activity that does not occur spontaneously when it comes to increasing Brand Awareness. This necessitates unbroken continuity. This method can be accomplished by employing social media influencers with a high level of trustworthiness which means brand awareness one of the primary goals of influencer marketing and plays a significant impact in purchasing decisions.

In Nigerian social media, social capital has a significant influence. Trendsetters, digital influencers, and ordinary users with huge and active followings have far more impact and authority in Nigeria's social media ecology than established traditional mainstream media (Kwon and Sung, 2011). Because the Nigerian economy is primarily driven by entertainment (Akinola, 2018), with a large fan base and celebrities making up the majority of the influencers, this is an experienced explanation. As a result, these trend-setters' effect can be so strong that employing social media influencers to position ads is sometimes preferable than using traditional media. Olajojo (2020) indicated in a study that these social media influencers have resisted the gatekeeping nature of social media in Nigeria and emerged as influential members of the online community with the ability to sway consumers that they have defied the gatekeeping nature of social media in Nigeria. Influencers who thrive primarily on social media, according to Kotler, Pfoertsch, and Michi (2006), have the capacity to influence consumers' purchasing decisions. As a result, a private individual with sufficient social capital can now use their social media sites to have a major impact on a brand. The impact on the brand might be beneficial or negative, and it does not have to be founded on objective facts (Olaitan, 2021).

## **2.7 Empirical Review of Related Studies**

According to a study conducted by Putter (Putter: 2017, pp.7-13) on the impact of social media on consumer purchase intention, social media may be a fantastic instrument for developing and maintaining a competitive advantage when used appropriately. He discovered that businesses who use social media in their marketing efforts have a distinct advantage over those that do not. He claimed that higher purchasing intent and social media advertising have a direct relationship. Rahman and Rashid conducted one of the first research on social media advertising and brand impression (Rahman and Rashid: 2018). They claimed that social media advertising has grown in popularity as a result of the variety of possibilities made available to the general population by the internet and social media. People now have a variety of choices. As a result, the simple act of selecting has become rather difficult. According to Khalid (Khalid: 2016), social media advertising has a considerable positive association with brand trust, brand equity, and brand loyalty. While influencer marketing is becoming increasingly popular, research reveals that it may not be as beneficial as previously thought. Consumers are growing more skeptical of social media influencers.

According to research conducted by YouGov and Grey London, 96% of individuals do not trust social media influencers, and 18% trust brand marketing more than influencer marketing on social media (Belanger, 2021). According to Michael Quoc's research, 52% of millennial women trust social media influencers less than they did previously. This is due to the fact that they have realized that their recommendations are not genuine, and many influencers have never used the things they advocate. As a result, "the lines between sponsorships and legitimate recommendations are blurring," causing individuals to lose faith in these influencers. These proposals are exclusively motivated by financial gain. Studies by Akerejola et al., (2021) based on their research, shows that there is a significant and positive relationship between the collaboration with micro and business development of organizations in benin-city, Edo state, Nigeria.

## **2.8 Theoretical Review**

This research contributes to a better understanding of the effectiveness of Nigerian social media influencers and how they have influenced the promotion of brands and products in the commercial

world. There are theories that can communicate and further relate more insights on this research study. Some of these theories include the source credibility theory, naïve theories in the aspect of influence and consumer socialization theory. These three examples are interrelated theories. According to the Source Credibility Theory (McGuire, 1985; Ohanian, 1991), the value of a communication can be modified by the endorser's level of appeal, trustworthiness, and knowledge. Furthermore, validity refers to the degree to which a source is known for having noteworthy experience or sufficient knowledge to avoid presenting a one-sided decision. Previous research has shown that source validity is critical for achieving endorser support since the degree of influence of a message is mostly determined by the source's credibility (Wei and Li, 2013). According to Ohanian (1990), the source's credibility is commonly employed to highlight the positive characteristics of communicators that would influence the beneficiary's confirmation of the letter. Social media influencers are likely to have an impact on customer views in general. However, depending on how consumers perceive and interpret the effect of social media influencers, their attitude can be either favorable or negative. The naive theory of popularity holds that when a product (or in this case a social media influencer) is popular, it is desirable (Briñol, Rucker, and Petty, 2015). The naive hypothesis of exclusivity proposes that certain things are more attractive when they are one-of-a-kind. The "bandwagon" and "snob" effects are related to this phenomenon (e.g. Cialdini and Goldstein, 2004; Corneo and Jeanne, 1997). Consumers rarely have comprehensive information about the products they make decisions about, thus they can employ a variety of tactics and inferences to fill in the gaps in their product knowledge before making decisions (Gunasti and Ross, 2009). Consumers, according to research, see social media influencers and their many attributes as sources of inference from which to derive judgments about the social media influencers or the brands that are promoted (Nafees et al., 2021). According to the consumer socialization theory, a social media influencer can be considered as a "socialization agent," or a source of influence that communicates norms, attitudes, motivations, and behaviors to the customer (Moschis & Churchill, 1978). As a result, the socialization agent imparts cognitions and behaviors to consumers through three processes which are modeling, reinforcement, and social interaction. In other words, a social media influencer is thought to function as a computer-mediated socialization agent. Consequently, consumers who adhere to a social media influencer are more likely to adopt the influencer's norms, attitudes, motives, and actions. In this regard, consumers would frequently imitate the influencer's conduct and attitude, and are subconsciously induced to

act in ways that are compatible with the influencer who can educate them about a product and how to utilize it.

### **2.8.1 The Dual AISAS Model**

For assessing the effectiveness of social media influencers in promoting brands and products, this study employs the dual AISAS model (Attention, Interest, Search, Action and Share). According to Wang et al. (2014), the traditional AISAS model is itself an improvement of the AIDMA Model (Attention, Interest, Desire, Memory and Action) that was originally conceptualised by Lewis and Bridger (2004). However, the AIDMA Model is largely and rightly attributed to Hall (1924) in literature. The traditional AISAS model was developed by the Dentsu Corporation to address marketing communication needs in the internet era focusing on two internet related shopping behaviours: search and share (Sano, Aoki and Ariyoshi, 2018). Although it would be more realistic to include a step linked to satisfaction between purchase and information sharing, that is, between Action and Share, the AISAS model has been empirically proved to be useful in constructing a new, full model of decision making that includes word of mouth (Shimizu, 2021). The marketing initiative initially attracts the consumer's Attention, who subsequently develops Interest. Then this is followed by Search for information from many sources on the internet, as the third path of the AISAS paradigm. Following this is the consumers' Actions to make a purchase and then the Sharing of their experiences on the internet is the fifth step of behaviour. However, the present consumer behaviour introduced by social media such as Instagram goes further to expand the process after the sharing of consumers experiences. This is due to the ability of social media to incorporate multiple layers of reposts that begins the process once again. Consequently, the Dual AISAS model was further developed by Dentsu (Yajima, 2015). By combining new consumption behavior related to attention into the old AISAS and explicitly specifying the information flowing in the model and the content of the consumer's interest, the Dual AISAS Model improves current consumption behaviour model. The Dual AISAS Model was chosen over the regular AISAS Model since the traditional model only captures the buying desire generated by influencers. The dual AISAS model consists of two flows: the first is the 'classic AISAS' and the second is the new 'A + ISAS' which captures the 'sharing desire' of consumers on social media (Shintara and Yuji, 2018). Thus in this way, the dual AISAS model maximizes utility for consumers.

## **2.9 Conclusion**

Globalization and technical innovation continue to be two important drivers reshaping traditional business marketing strategies in both emerging and developed countries. The prominence of social media sites such as Twitter, Instagram, Facebook, WhatsApp, and Blog has demanded enterprises adopting new promotional techniques in order to register their image in the minds of customers. Despite the impressive growth in overall social media usage, as well as social media influencers in particular, academic research has been relatively silent on the effectiveness and role of these social media influencers in promoting brands and shaping consumers purchase decision. This study has analyzed basic concepts, theories, empirical studies on the subject of the effectiveness of Nigerian social media influencers in promoting brands and products. The study follows the call of previous research and attempts to provide a better understanding of the effectiveness of SMI's in marketing brands and products.

## CHAPTER THREE

### METHODOLOGY

#### 3.1 Preamble

This chapter presents the methodology that is used in investigating and answering the questions of this study to and fulfil the corresponding research objectives. A research methodology specifies the methods that must be followed to achieve the research objectives and answer the research questions (Azari and Rashed-Ali, 2021). Accordingly, the general aim of this research is to investigate the effectiveness of Nigerian social media influencers in promoting brands and products. According to Stephen (2020), when it comes to attracting consumers, influencers with a stronger social network are favoured in both reality and literature since they can reach more people than other marketing channels. The influencer marketing sector in Nigeria has grown to the point that practically anyone with a huge following may strike partnerships with brands looking to expand their reach since the arrival of Twitter (Anyim, 2021). For the purpose of achieving the research objectives herein, the appropriate technique chosen for answering the research questions to give a well analyzed point view is generally quantitative. Therefore, a well-structured approach to obtaining quantitative data from the sample population will be presented. The goal of this chapter is to present the data collection and analysis procedure in an interpretable way so that other researchers or readers will be able to easily follow the research process. Discussion will cover research design, population, sampling and sample size, and data collection instrument, as well as the techniques to data analysis and ethical considerations used.

#### 3.2 Research Design

This study employs a descriptive research survey to ensure a thorough investigation of the research objective. This method is used in research to demonstrate the validity of a population's profile, background, and events. With respect to a population, the descriptive study design is associated with the gathering, presentation, analysis, and interpretation of data in order to vividly describe the current conditions, prevailing practical beliefs, attitudes toward ongoing processes, and so on (Almajir and Usaini, 2020). The descriptive approach utilized in this study allowed researchers to learn about the characteristics of a particular phenomenon from the perspective of a certain

population, or to look at the relationship between two or more phenomena. A descriptive research usually involves data collection from a sample of the population through interviews or questionnaires (Ritzer and Murphy, 2019; Azari and Rashed-Ali, 2021, Recker, 2021).

### **3.3 Population of the Study**

The research population is the set or group of all the units to whom the study findings will be applied (Bowen, 2022). This study involved the collection of primary data quantitatively, through the use of questionnaires. The quantitative approach is critical because the research focuses on the selection of social media users in Nigeria to meet the research's stated objectives. Consequently, the study participants are the social media users in Nigeria. Nigeria is located in West Africa. The countries that share border with Nigeria include Benin, Niger, Chad, and Cameroon. The idea of social media influencers has become so widespread in the Nigerian online community that there are now hundreds of self-proclaimed and well-established online influencers with millions of followers (Bello, 2018). Given the names of internet users in Nigeria today, which, according to a Nigeria Communications Commission (NCC) report, was reported as roughly 98.3 million, these phenomena of social media influencer have become quite significant (Nigeria Communications Commission [NCC], 2018). Opinion leaders, as they are also called, are powerful members of online communities and have become major sources of guidance for customers in a variety of ways.

### **3.4 Sampling Technique and Sample Size**

A sample is a subset of the population that is accessible and willing to engage in the study (Gravetter et al., 2021). This research process involved the use of a purposive sampling in the administering of these questionnaires to the different respondents. Purposive sampling is a good technique to get data because it selects respondents who are most likely to have the experience or skill to provide useful information. In this case, these respondents must be social media users. The idea is to find a group of people who can supply the researcher with particularly useful information. Individuals may have special expertise or experiences about the subject under consideration (Perjons, 2021). Reasons to adopting this sampling technique in this research is that social media users are usually unique to their platforms. For example, users on Facebook might not be on twitter.



Because there are various elements that influence the size of the sample, choosing the correct sample size for any research is crucial to the research's success. These considerations include the study's population, the sampling error margin, and the research's goal. The population (N) in this study will be the total number of social media users. The error margin, also known as the precision level, is defined as the range within which the population's true value is estimated, usually expressed as a percentage (Lakens, 2022). Researchers have indicated that a respondent rate of 100 is a reasonable and appropriate amount for study analysis and generalization (Bowen, 2022). However, a minimum of 200 questionnaires is used for this study. This is to obtain a high level of clarity and precision in the data analysis.

### **3.5 Data Collection Instrument**

The process of acquiring data from a sample of a research population is known as data collection (Christensen, Johnson and Lisa Anne Turner, 2020). A self-administered questionnaire is used to collect data objectively because it does not require the intervention or manipulation of a researcher. It can also be viewed as a low-cost data collection method that requires less time to administer (Mariel et al., 2021). Depending on the research purpose, data might be primary, secondary, or a mix of both. In order to solve a scientific problem, primary data sources necessitate the acquisition of fresh data from a defined population. Secondary data sources, on the other hand, rely on already collected information to carry out study findings. What matters, regardless of the data source, is to direct respondents' thinking through structured questions that are relevant to the research's overarching goal. This will ensure that the research question is thoroughly investigated. The questionnaire will be administered via Google Forms, with invites sent to these social media users via their email addresses. A questionnaire is a research tool that consists of a series of questions and other prompts that are used to collect data from respondents (Kryvinska and Gregu, 2020, Kurzhals, 2021). Primary data was collected from respondents using an electronically conducted questionnaire. When compared to traditional paper-based questionnaire filling, this method of data collecting reduced response error. Questionnaires are also less expensive and take less time to complete (Li, 2022). Accuracy is required while managing data in order to avoid errors in data analysis; yet, once data has been acquired, precision cannot be improved. The fact that there may be a trade-off between reliability and validity must be emphasized. Highly reliable metrics are

likely to be factual, although their validity may be low. Human-related measures usually have a high level of validity, are highly personalized, and have a low level of reliability.

As part of this project, primary data will be collected and analyzed. The primary data gathering instrument is a self-administered questionnaire, which provides first-hand intelligence (Miswar, Suhardi and Kurniawan, 2018). In general, the questionnaire's design is based on secondary data from a literature review, as well as personal observations and experience of the researcher who has worked in the topic field. The questionnaire comprises of four sections, as shown in Appendix I, with the first section designed to collect background information about respondents. The sections are as follows: Demographics, effectiveness of Nigerian social media influencers, perceived credibility of Nigerian social media influencers, factors that determine the effectiveness of Nigerian social media influencers. Each section sets out questions to get data to evaluate the aim of the research which is to investigate the effectiveness of Nigerian social media influencers in promoting brands and products. A five-point Likert type interval scale is commonly employed. The questions in each section are designed to evaluate a specific feature. The Likert type scale allows researchers to access study participants' ideas, attitudes, or behaviors in regard to the study's topic and goals (Flynn, 2019). The researcher can also readily operationalize opinions and perceptions using the Likert type scale. Respondents are to use the five-point Likert type interval scale to rate a specific metric based on their experience and skill in each question. The questionnaire was administered via Google Forms, with invites sent to these social network users.

### **3.6 Data Analysis**

Data analysis is used to make meaning of the research respondents' ideas and opinions based on the numerous questions asked. Data analysis is used to derive properties of an underlying distribution (Sedkaoui, 2018). It requires looking for comparable patterns, topics, and categories. Data analysis is the process of using analytic procedures to transform data into clear, comprehensible, insightful, reliable, and authentic information (Lakshmanan, 2022). The first step in the data analysis process was to double-check data to make sure it's accurate, consistent, evenly entered, complete, and well-organized to make coding and tabulation easier. Descriptive and inferential statistical analysis were employed in the analysis of the questionnaire data using Chi-

squared analysis. Descriptive statistics is used to summarize and present data in percentages and frequencies to show how frequently a measured variable occurs (Gupta, 2021). In addition, inferential statistics is also employed to meet the research's objective. The Pearson chi-squared statistical test is a method for determining whether there is a significant discrepancy between the predicted and observed values in a two-variable distribution (Luna-Romera et al., 2019). The Chi-square test is particularly useful for determining how variables are related. The p-value of the Chi-Square statistic should be less than .05 to get a 95 percent confidence level on any stated hypothesis (which is the alpha level associated with a 95 percent confidence level). If this is the case, the variables are not independent of one another. As a result, the known categorical variables have a statistical link. Using SPSS version 26, to check the first hypothesis, Chi-squared analysis was used to check the relationship between consumers' perception and the effectiveness of Nigerian social media influencers. Likewise, the relationship between factors that determine the effectiveness of Nigerian social media influencers and the measured effectiveness was also tested. Furthermore, factor analysis was employed to select the most relevant component of the dual AISAS model with regards to the effectiveness of Nigerian social media influencers. First a Bartlett's test was carried out to determine how well suited the data gathered is for the factor analysis. Then commonalities were extracted using principal component analysis. The uniqueness value gives the proportion of the common variance of a variable that is not related with other factors.

### **3.7 Validity and Reliability of Research Instrument**

This study will use both concept and content validity. The questionnaire instruments used in this study will be organized into sections to guarantee that each section is utilized to collect data for a specific variable, using validated questions from literature. Construct validity is obtained as a result. In addition, each element of the questionnaire is linked to the study's conceptual framework. The questionnaire was examined in a pilot study to ensure content validity. This entailed having a few possible volunteers try the questionnaire for relevance and provide feedback on whether the study instrument is useful, clear, and objectionable. Some of the questions on the questionnaire were refined based on the results of the pilot study before the final data collection exercise.

### **3.8 Ethical Considerations**

In order to ensure that ethics is considered and that all involvement is voluntary, participants were requested to give informed consent. Respondents were not required to submit any personal information that could place them in danger, allowing for easy anonymity. In general, the following informed consent standards were followed: participant anonymity; survey research process integrity, care, and honesty; impartiality; participant protection; and ensuring social responsibility and non-discrimination (Husband, 2020). The concerns for respondents are that they should not lose their professional standing or experience emotional anguish as a result of this study, and all respondents were handled equally and without prejudice or discrimination (as per the definition given for informed consent and ethical practice for this study). This information is was provided to individuals prior to the start of the study, together with a clear and unambiguous statement allowing respondents to withdraw at any time without prejudice, which serves as the basis for informed consent. Generally speaking, the usage of social media has altered the media landscape, causing ethical codes and conduct to shift. Therefore, the unscrupulous usage of social media can lead to data breaches and compromise physical and information security.

## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### 4.1 Preamble

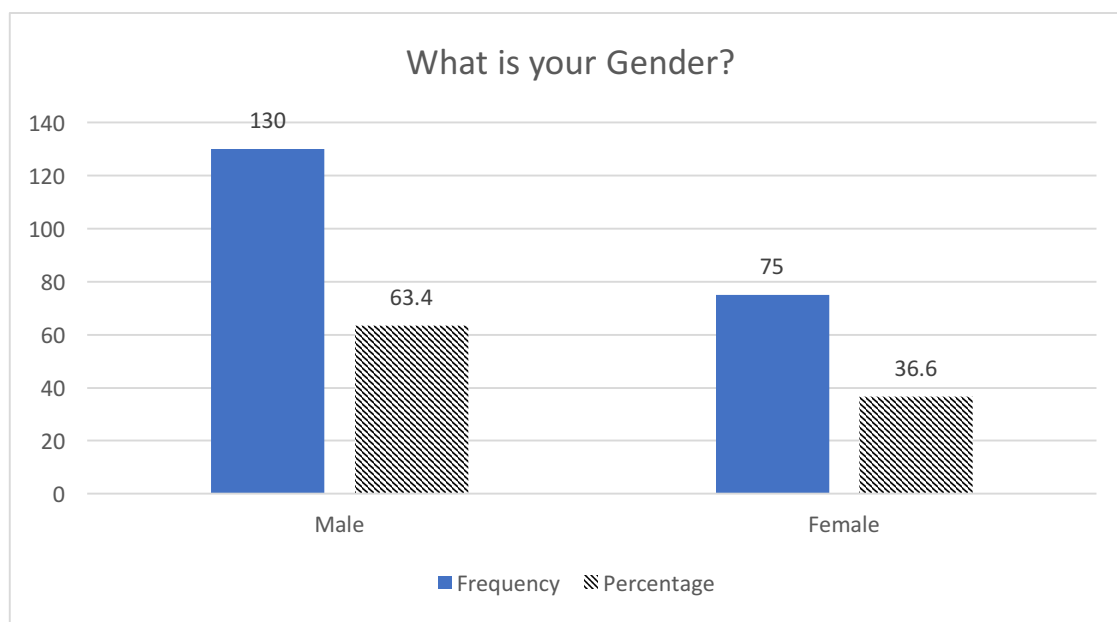
The purpose of this chapter is to present the analysis of data and corresponding results. The summary is then presented at the end of the chapter. This chapter is broadly divided into two sections: the first section presents descriptive analysis while the second section consists of inferential statistics.

#### 4.2 Descriptive Statistics

This section makes use of tables and charts to present numerical summaries of responses from the respondents. These are presented below

**Table 1: What is your gender?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	130	63.4	63.4	63.4
Female	75	36.6	36.6	100.0
Total	205	100.0	100.0	

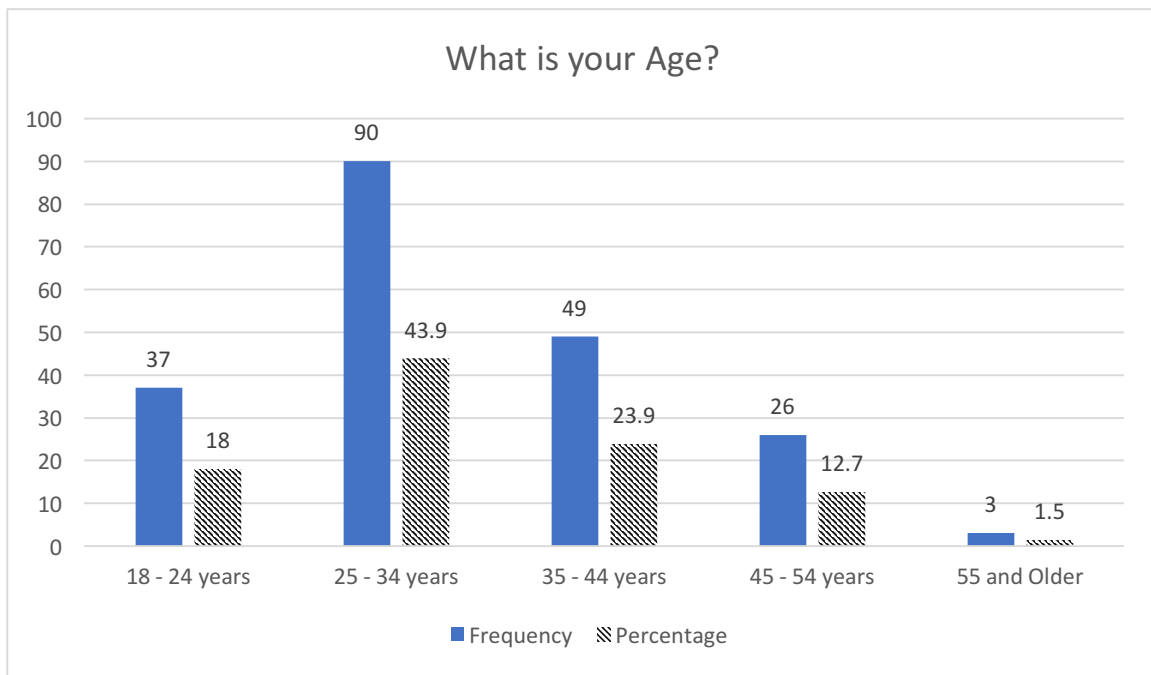


**Figure 1: What is your gender?**

Table 1 and Figure 1 shows that the highest number of participants for the study are male, being 63.4 percent, while 36.6 percent of them are female.

**Table 2: What is your age?**

	Frequency	Percent	Valid Percent	Cumulative Percent
18 - 24 years	37	18.0	18.0	18.0
25 - 34 years	90	43.9	43.9	62.0
35 - 44 years	49	23.9	23.9	85.9
45 - 54 years	26	12.7	12.7	98.5
55 and Older	3	1.5	1.5	100.0
Total	205	100.0	100.0	



**Figure 2: What is your age?**

Table 2 and Figure 2 shows that majority of the social media users being 43.9 percent are between 25 and 34 years, followed by 23.9 percent that are between 35 and 44 years, 18 percent of the social media users are between 18 and 24 years, 12.7 percent of them are between 45 and 54 years, and 1.5 percent of them are 55 years and older.

**Table 3: What is your highest educational level?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Elementary School	7	3.4	3.4	3.4
High School	17	8.3	8.3	11.7
College Diploma	33	16.1	16.1	27.8
Univerisity Degree	135	65.9	65.9	93.7
Postgraduate Degree	13	6.3	6.3	100.0
Total	205	100.0	100.0	

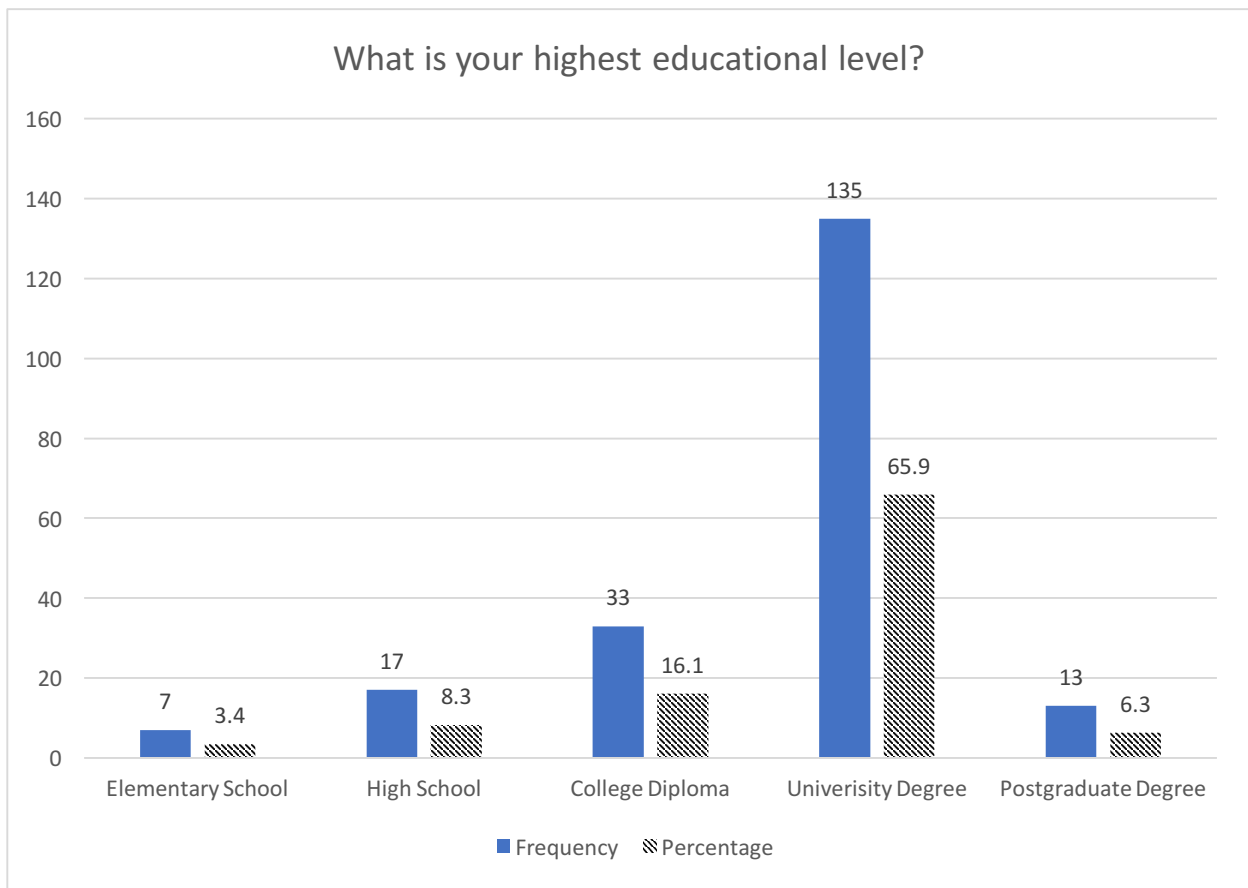
**Figure 3: What is your highest educational level?**

Table 3 and Figure 3 revealed that majority of the social media users, being 65.9 percent have university degree, followed by 16.1 percent with college diploma, 8.3 percent possess high school certificate, 6.3 percent own postgraduate degree, and 3.4 percent of them possess elementary school certificate.

**Table 4: What is your experience with the Nigerian social media space?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than one year	8	3.9	3.9	3.9
1 - 2 years	18	8.8	8.8	12.7
3 - 4 years	88	42.9	42.9	55.6
5 years or more	91	44.4	44.4	100.0
Total	205	100.0	100.0	

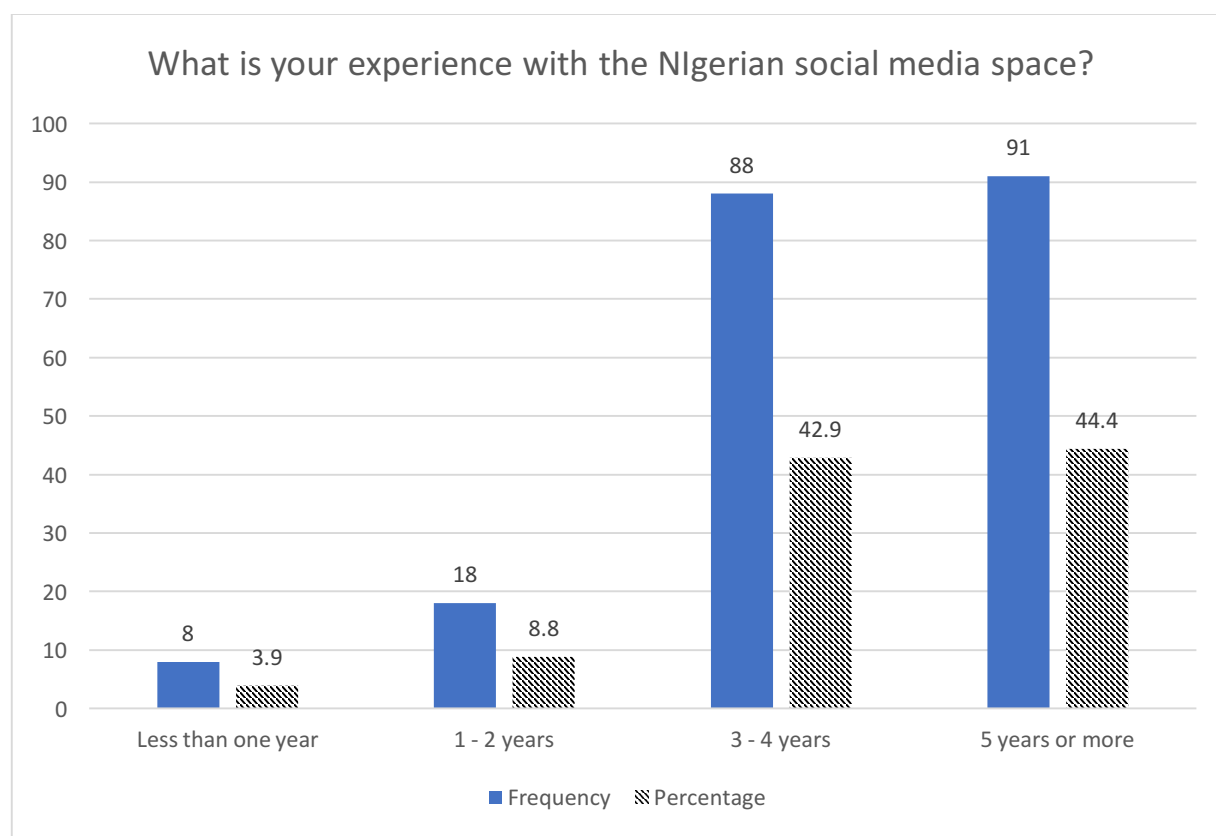
**Figure 4: What is your experience with the Nigerian social media space?**

Table 4 and Figure 4 revealed that majority of the respondents, being 44.4 percent have more than 5 years' experience with the Nigerian social media space, followed by 42.9 percent with between 3 and 4 years' experience, 8.8 percent of them have between 1 and 2 years' experience, and 3.9 percent have less than one-year experience with the Nigerian social media space.



**Table 5: The posts of Nigerian social media influencers draws my full attention.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	2.9	2.9	2.9
Disagree	11	5.4	5.4	8.3
Slightly Disagree	41	20.0	20.0	28.3
Neutral	9	4.4	4.4	32.7
Slightly Agree	45	22.0	22.0	54.6
Agree	59	28.8	28.8	83.4
Strongly Agree	34	16.6	16.6	100.0
Total	205	100.0	100.0	

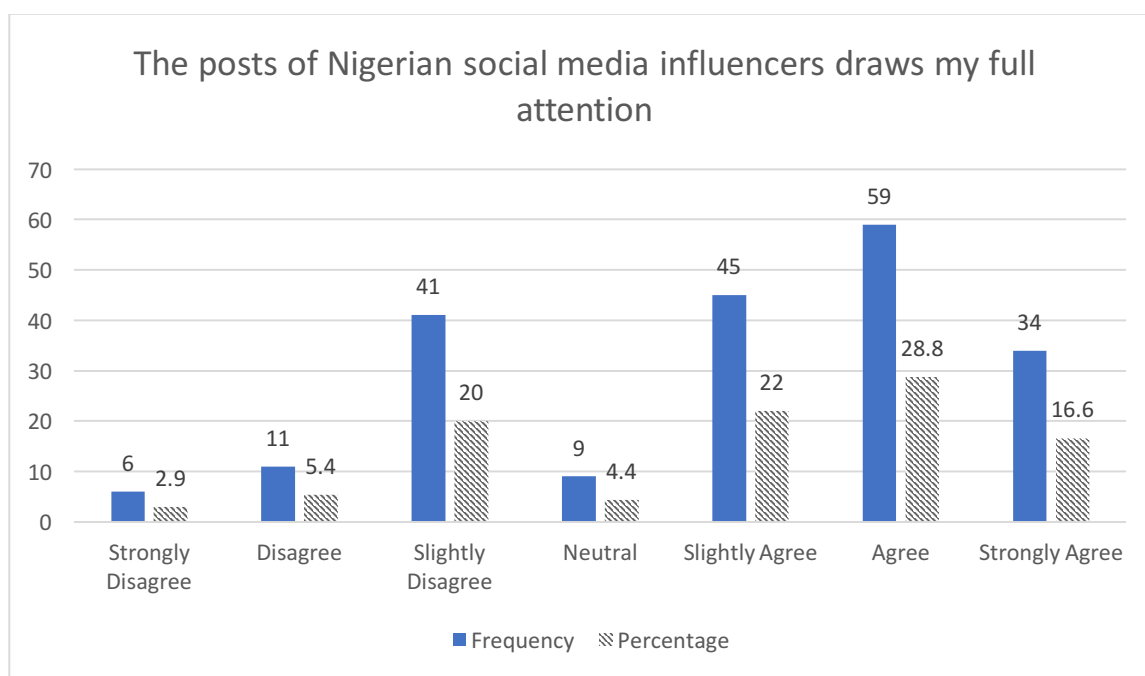
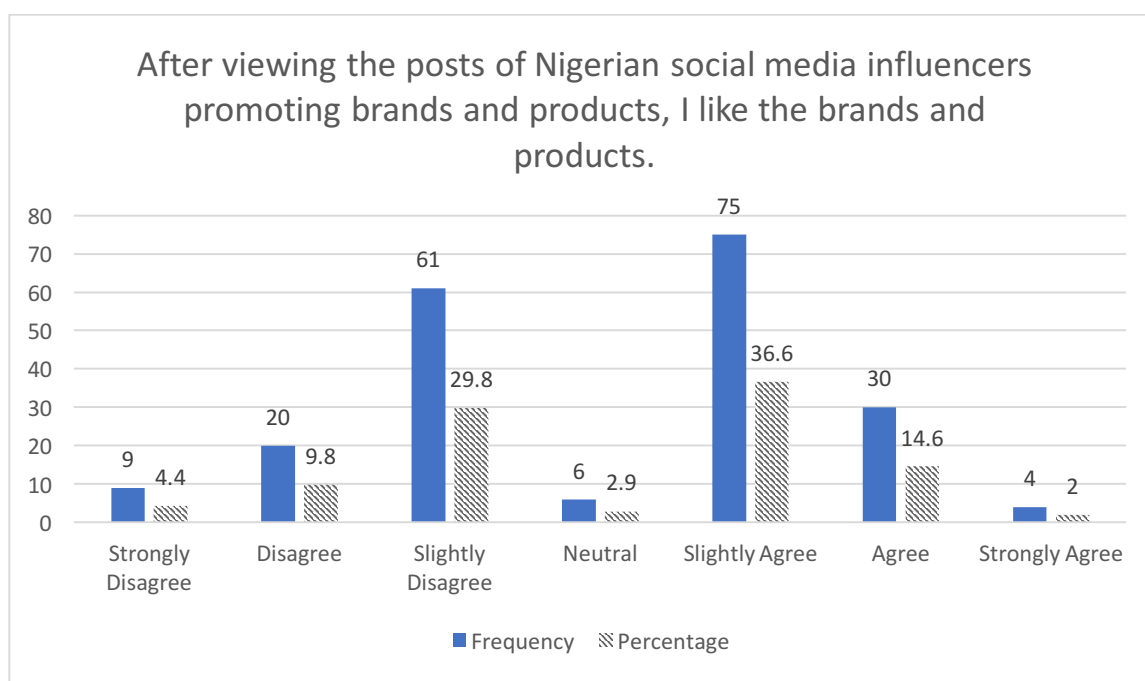
**Figure 5: The posts of Nigerian social media influencers draws my full attention**

Table 5 and Figure 5 revealed the opinion of social media users regarding if posts of Nigerian social media influencers draw their full attention. Majority of them being 28.8 percent agreed to this, 22 percent of them slightly agreed, 20 percent of them slightly disagree, 16.6 percent of them strongly agree to this, 5.4 percent of them disagree to this, 4.4 percent of them are neutral, and 2.9 percent of them strongly disagree that the posts of Nigerian social media influencers draw their full intention.

**Table 6: After viewing the posts of Nigerian social media influencers promoting brands and products, I like the brands and products.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	9	4.4	4.4	4.4
Disagree	20	9.8	9.8	14.1
Slightly Disagree	61	29.8	29.8	43.9
Neutral	6	2.9	2.9	46.8
Slightly Agree	75	36.6	36.6	83.4
Agree	30	14.6	14.6	98.0
Strongly Agree	4	2.0	2.0	100.0
Total	205	100.0	100.0	

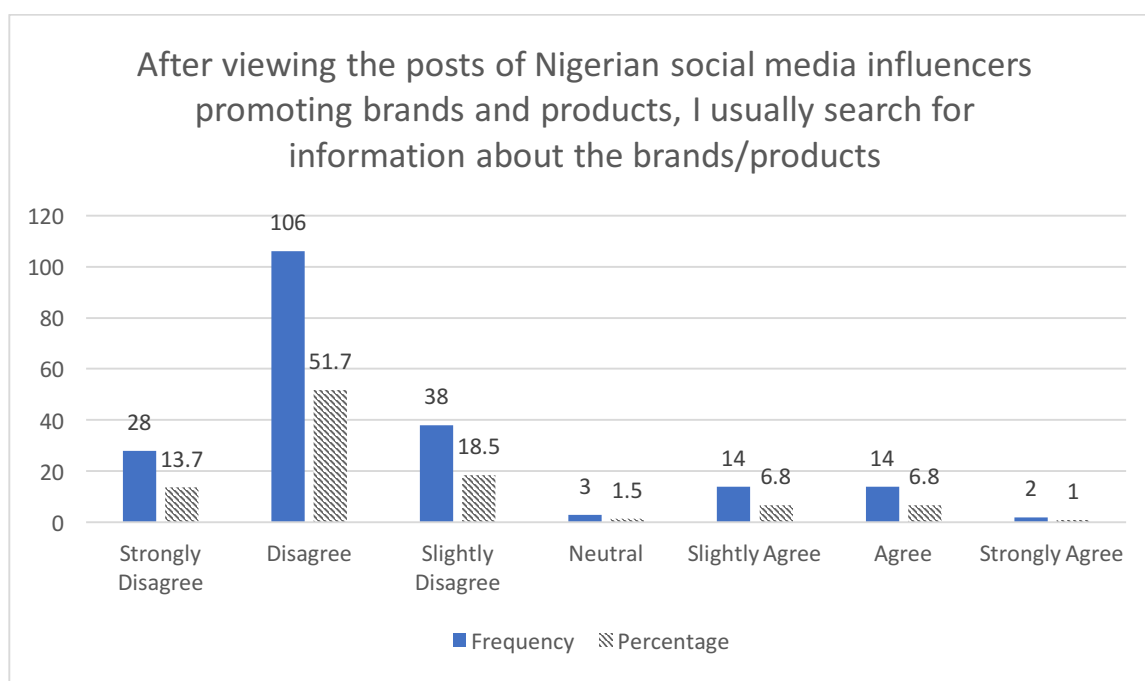


**Figure 6: After viewing the posts of Nigerian social media influencers promoting brands and products, I like the brands and products.**

Table 6 and Figure 6 presents the view of social media users on if after viewing the posts of Nigerian social media influencers promoting brands and products, they like the brands and products. Majority of them being 36.6 percent slightly agree to this, followed by 29.8 percent slightly disagree to this, 14.6 percent of them agree to this, 9.8 percent of them disagree to this, 4.4 percent of them strongly disagree to this, 2.9 percent of them are neutral, and 2 percent of them strongly agreed to this.

**Table 7: After viewing the posts of Nigerian social media influencers promoting brands and products, I usually search for information about the brands/products**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	28	13.7	13.7	13.7
Disagree	106	51.7	51.7	65.4
Slightly Disagree	38	18.5	18.5	83.9
Neutral	3	1.5	1.5	85.4
Slightly Agree	14	6.8	6.8	92.2
Agree	14	6.8	6.8	99.0
Strongly Agree	2	1.0	1.0	100.0
Total	205	100.0	100.0	



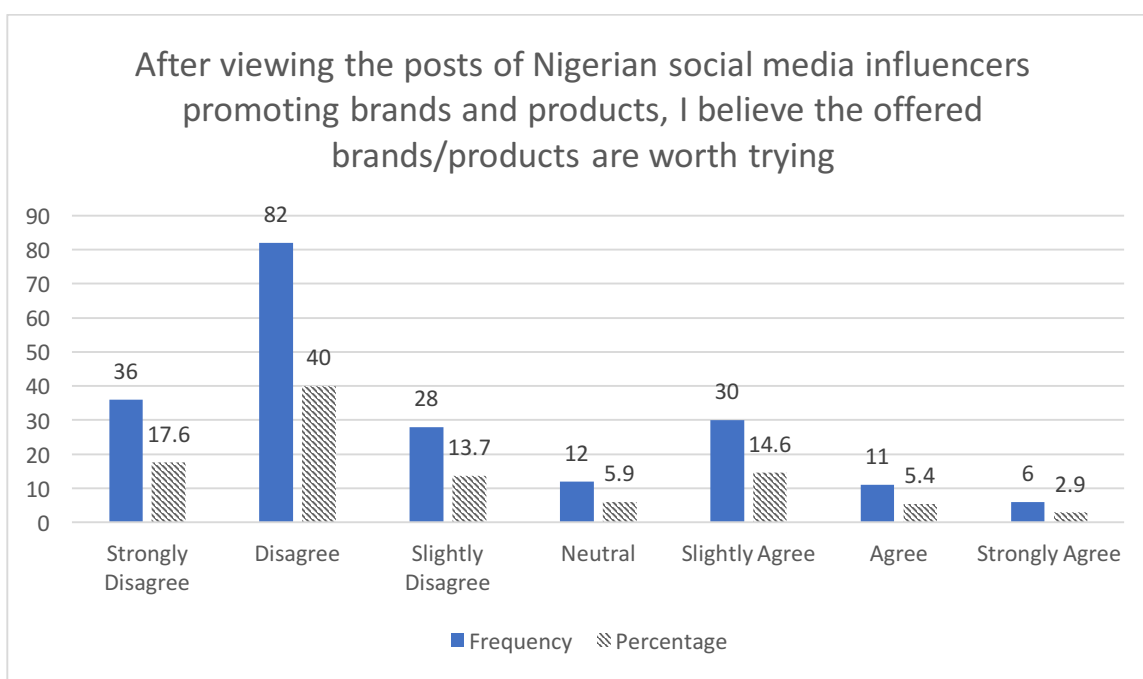
**Figure 7: After viewing the posts of Nigerian social media influencers promoting brands and products, I usually search for information about the brands/products**

Table 7 and Figure 7 revealed the opinion of social media users regarding if after viewing the posts of Nigerian social media influencers promoting brands and products, they usually search for information about the products. Majority of them being 51.7 percent disagreed to this, followed by 18.5 percent of them that slightly disagree, 13.7 percent of them strongly disagree, 6.8 percent

of them slightly agree, another 6.8 percent of them agreed, 1.5 percent of them are neutral, and 1 percent of them strongly agree.

**Table 8: After viewing the posts of Nigerian social media influencers promoting brands and products, I believe the offered brands/products are worth trying**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	36	17.6	17.6	17.6
Disagree	82	40.0	40.0	57.6
Slightly Disagree	28	13.7	13.7	71.2
Neutral	12	5.9	5.9	77.1
Slightly Agree	30	14.6	14.6	91.7
Agree	11	5.4	5.4	97.1
Strongly Agree	6	2.9	2.9	100.0
Total	205	100.0	100.0	



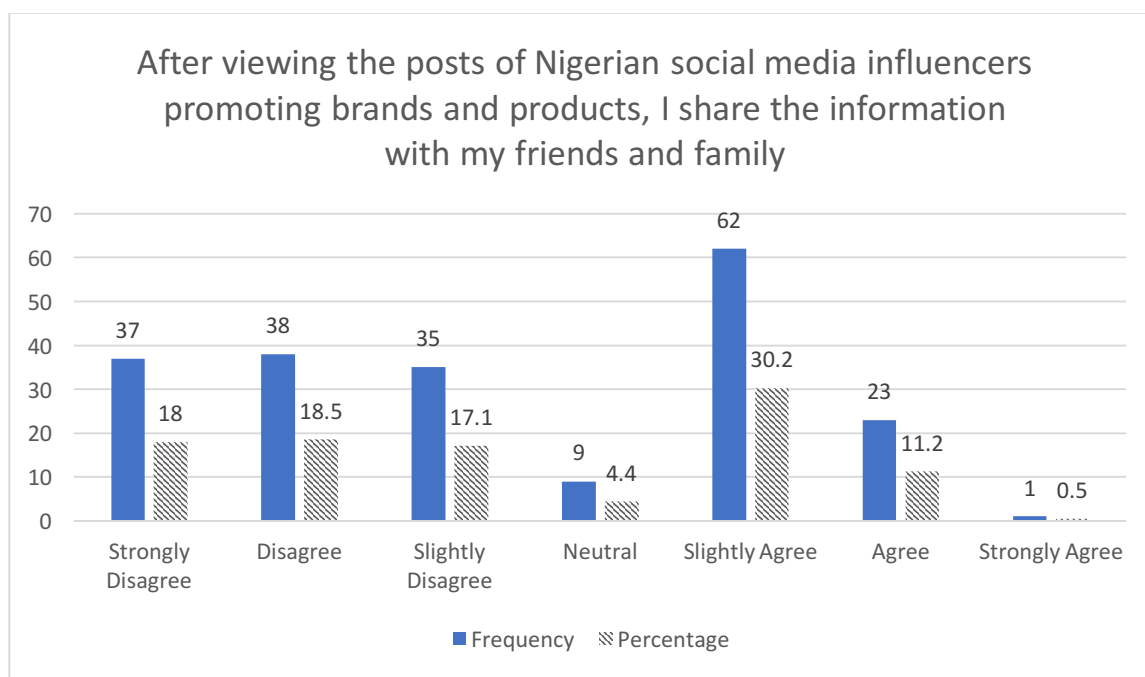
**Figure 8: After viewing the posts of Nigerian social media influencers promoting brands and products, I believe the offered brands/products are worth trying**

Table 8 and Figure 8 revealed the opinion of social media users regarding if after viewing the posts of Nigerian social media influencers promoting brands and products, they believe the offered brands/products are worth trying. Majority of them being 40 percent disagree to this, 17.6 percent

of them strongly disagree to this, 14.6 percent of them slightly agree to this, 13.7 percent of them slightly disagree to this, 5.9 percent of them are neutral, 5.4 percent of them agree to this, and 2.9 percent of them strongly agree to this.

**Table 9: After viewing the posts of Nigerian social media influencers promoting brands and products, I share the information with my friends and family**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	37	18.0	18.0	18.0
Disagree	38	18.5	18.5	36.6
Slightly Disagree	35	17.1	17.1	53.7
Neutral	9	4.4	4.4	58.0
Slightly Agree	62	30.2	30.2	88.3
Agree	23	11.2	11.2	99.5
Strongly Agree	1	.5	.5	100.0
Total	205	100.0	100.0	



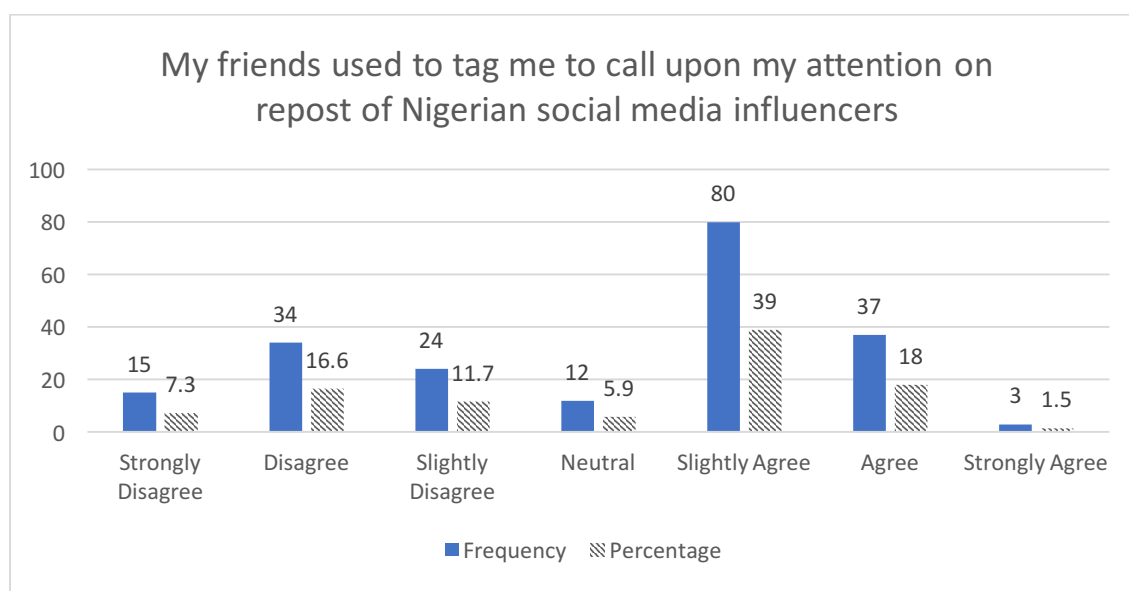
**Figure 9: After viewing the posts of Nigerian social media influencers promoting brands and products, I share the information with my friends and family**

Table 9 and Figure 9 presents the views of social media users regarding if after viewing the posts of Nigerian social media influencers promoting brands and products, they share the information

with their friends and family. Majority of them being 30.2 percent slightly agree to this, followed by 18.5 percent of them that disagree to this, 18 percent of them strongly disagree to this, 17.1 percent slightly disagree to this, 11.2 percent of them agree to this, 4.4 percent are neutral, and 0.5 percent strongly agree to this.

**Table 10: My friends used to tag me to call upon my attention on repost of Nigerian social media influencers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	15	7.3	7.3	7.3
Disagree	34	16.6	16.6	23.9
Slightly Disagree	24	11.7	11.7	35.6
Neutral	12	5.9	5.9	41.5
Slightly Agree	80	39.0	39.0	80.5
Agree	37	18.0	18.0	98.5
Strongly Agree	3	1.5	1.5	100.0
Total	205	100.0	100.0	



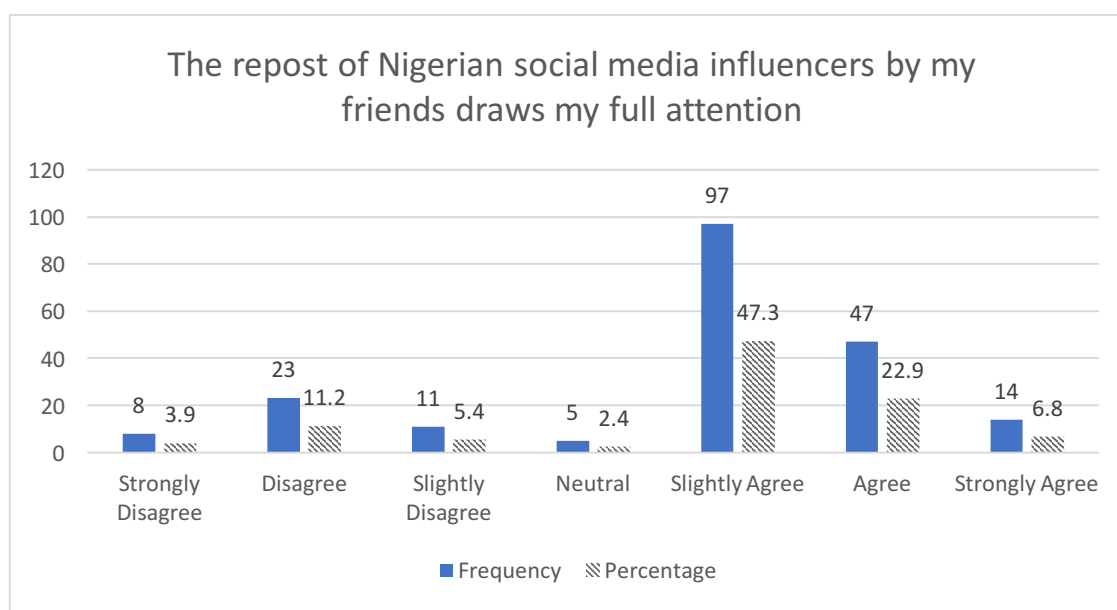
**Figure 10: My friends used to tag me to call upon my attention on repost of Nigerian social media influencers**

Table 10 and Figure 10 presents responses on the social media users regarding if their friends used to tag them to call their attention on repost of Nigerian social media influencers, 39 percent of them being the majority slightly agree to this, followed by 18 percent that agreed to this, 16.6

percent of them disagree to this, 11.7 percent of them slightly disagree to this, 7.3 percent strongly disagree to this, 5.9 percent of them are neutral, and 1.5 percent of them strongly agree that their friend used to tag them to call upon their attention on repost of Nigerian social media influencers.

**Table 11: The repost of Nigerian social media influencers by my friends draws my full attention**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	8	3.9	3.9	3.9
Disagree	23	11.2	11.2	15.1
Slightly Disagree	11	5.4	5.4	20.5
Neutral	5	2.4	2.4	22.9
Slightly Agree	97	47.3	47.3	70.2
Agree	47	22.9	22.9	93.2
Strongly Agree	14	6.8	6.8	100.0
Total	205	100.0	100.0	



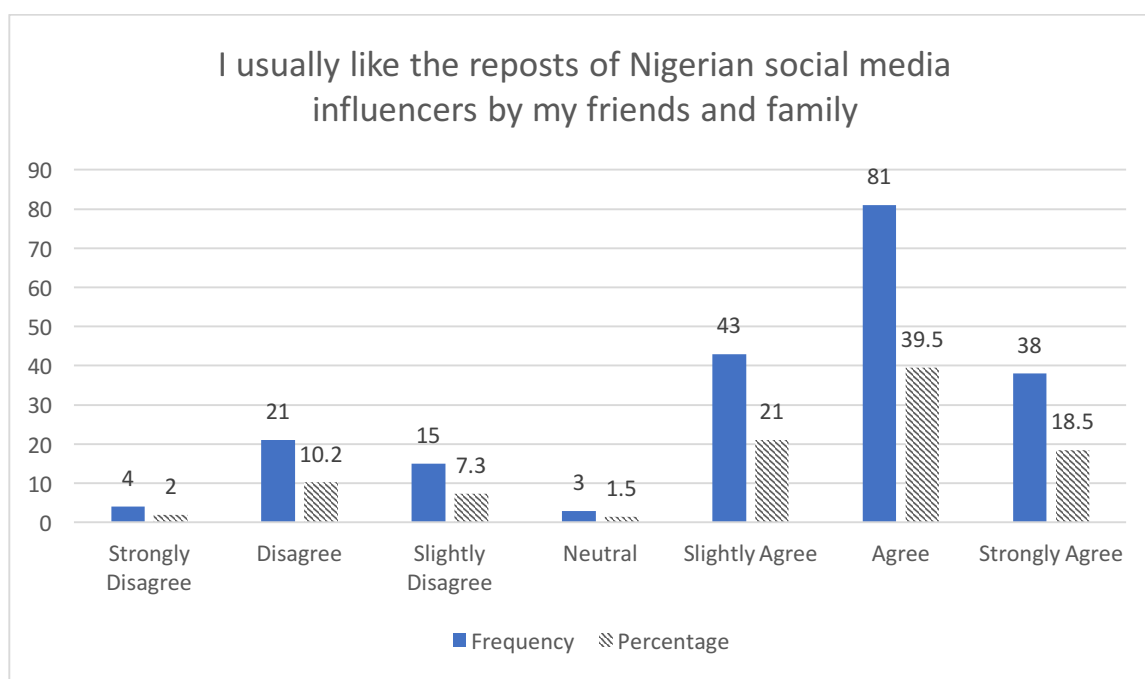
**Figure 11: The repost of Nigerian social media influencers by my friends draws my full attention**

Table 11 and Figure 11 presents the views of social media users regarding if the repost of Nigerian social media influencers by their friends draw their full attention. Majority of them being 47.3 percent slightly agree of this, 22.9 percent of them agree to this, 11.2 percent of them disagree to

this, 6.8 percent of them strongly agree to this, 5.4 percent of them slightly disagree to this, 3.9 percent of them strongly disagree to this, and 2.4 percent of them are neutral.

**Table 12: I usually like the reposts of Nigerian social media influencers by my friends and family**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	4	2.0	2.0	2.0
Disagree	21	10.2	10.2	12.2
Slightly Disagree	15	7.3	7.3	19.5
Neutral	3	1.5	1.5	21.0
Slightly Agree	43	21.0	21.0	42.0
Agree	81	39.5	39.5	81.5
Strongly Agree	38	18.5	18.5	100.0
Total	205	100.0	100.0	



**Figure 12: I usually like the reposts of Nigerian social media influencers by my friends and family**

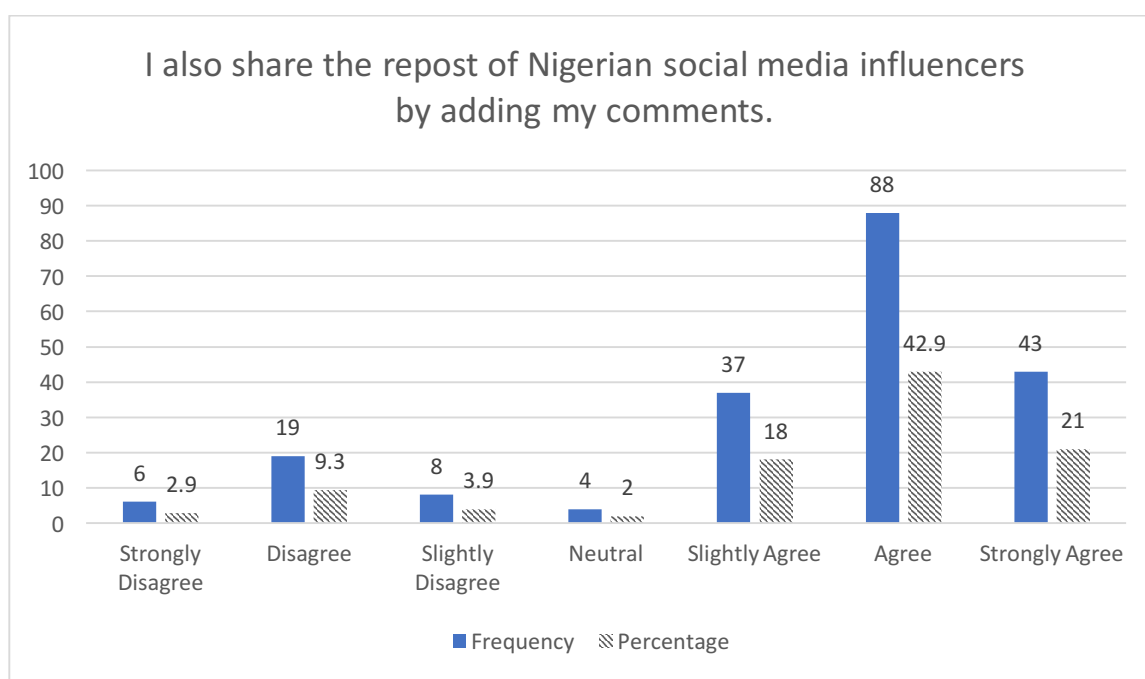
Table 12 and Figure 12 present the opinion of respondents regarding if they usually like the reposts of Nigerian social media influencers by their friends and family. Majority of the respondents, being 39.5 percent agree to this, 21 percent of them slightly agree to this, 18.5 percent of them strongly



agree to this, 10.2 percent of them disagree, 7.3 percent of them slightly disagree to this, 2 percent of them strongly disagree, and 1.5 percent of them are neutral.

**Table 13: I also share the repost of Nigerian social media influencers by adding my comments.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	2.9	2.9	2.9
Disagree	19	9.3	9.3	12.2
Slightly Disagree	8	3.9	3.9	16.1
Neutral	4	2.0	2.0	18.0
Slightly Agree	37	18.0	18.0	36.1
Agree	88	42.9	42.9	79.0
Strongly Agree	43	21.0	21.0	100.0
Total	205	100.0	100.0	



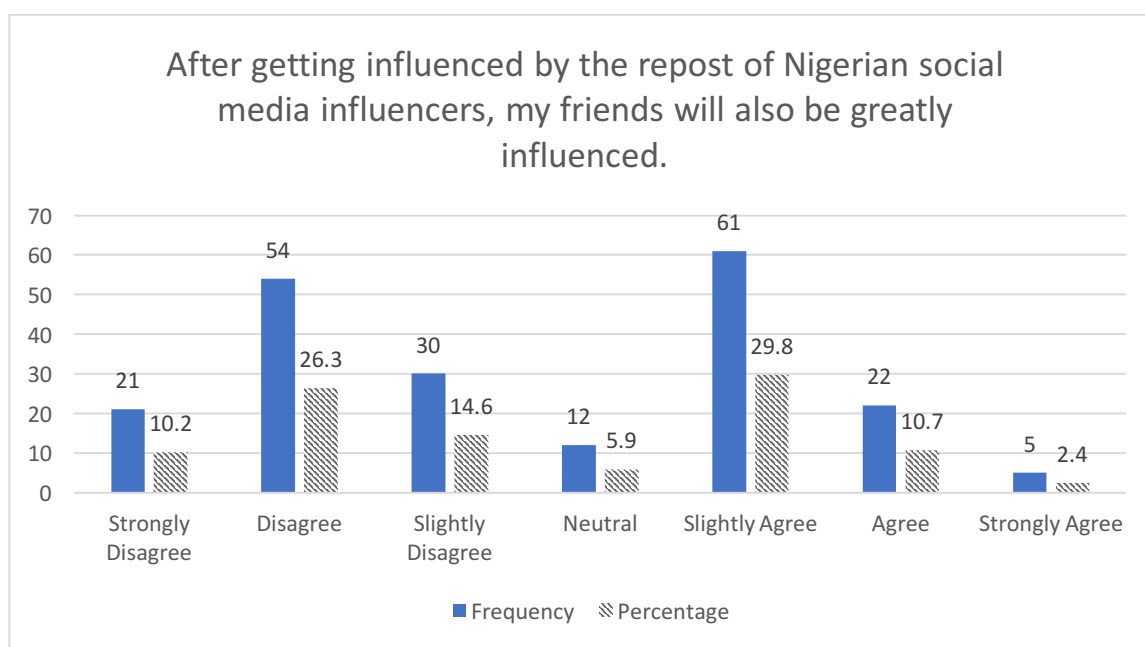
**Figure 13: I also share the repost of Nigerian social media influencers by adding my comments.**

Table 13 and Figure 13 presents the views of respondents regarding if they also share the repost of Nigerian social media influencers by adding their commers. Majority of the respondents being 42.9 percent agree to this, followed by 21 percent of them that strongly agree to this, 18 percent of

them slightly agree to this, 9.3 percent of them disagree to this, 3.9 percent of them slightly disagree to this, 2.9 percent of them strongly disagree to this, and 2 percent of them are neutral.

**Table 14: After getting influenced by the repost of Nigerian social media influencers, my friends will also be greatly influenced.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	21	10.2	10.2	10.2
Disagree	54	26.3	26.3	36.6
Slightly Disagree	30	14.6	14.6	51.2
Neutral	12	5.9	5.9	57.1
Slightly Agree	61	29.8	29.8	86.8
Agree	22	10.7	10.7	97.6
Strongly Agree	5	2.4	2.4	100.0
Total	205	100.0	100.0	



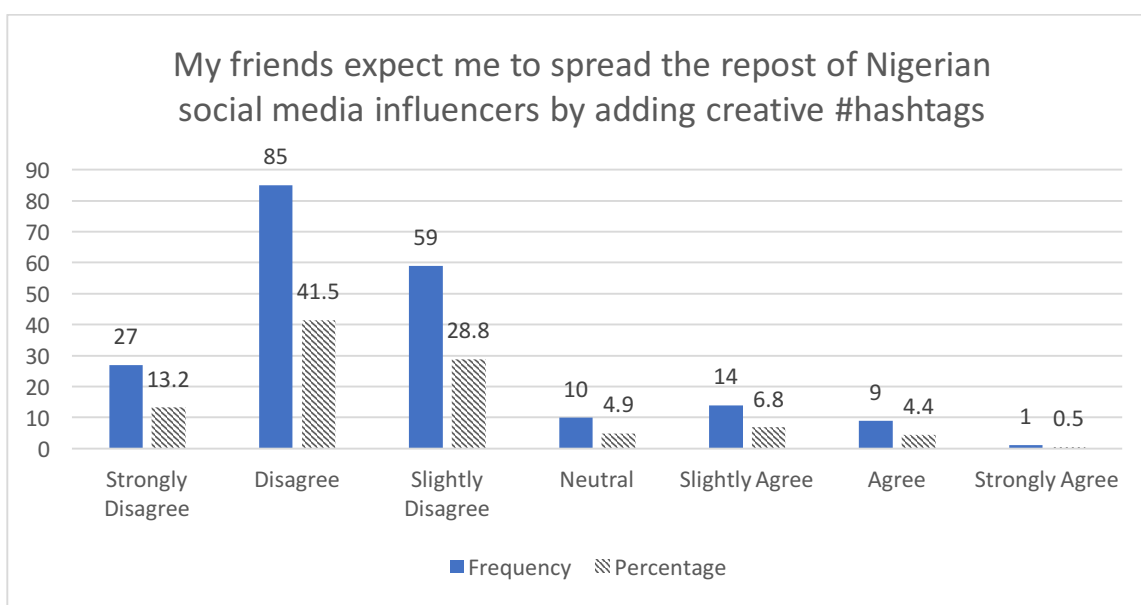
**Figure 14: After getting influenced by the repost of Nigerian social media influencers, my friends will also be greatly influenced.**

Table 14 and Figure 14 presents the views of social media users regarding if after getting influenced by the post of Nigerian social media influencers, their friend will also be greatly influenced. Majority of them being 29.8 percent slightly agree to this, 26.3 percent of them disagree, 14.6 percent slightly disagree, 10.7 percent of them agree to this, 10.2 percent of them

strongly disagree to this, 5.9 percent of them are neutral, and 2.4 percent of them strongly agree to this.

**Table 15: My friends expect me to spread the repost of Nigerian social media influencers by adding creative #hashtags**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	27	13.2	13.2	13.2
Disagree	85	41.5	41.5	54.6
Slightly Disagree	59	28.8	28.8	83.4
Neutral	10	4.9	4.9	88.3
Slightly Agree	14	6.8	6.8	95.1
Agree	9	4.4	4.4	99.5
Strongly Agree	1	.5	.5	100.0
Total	205	100.0	100.0	



**Figure 15: My friends expect me to spread the repost of Nigerian social media influencers by adding creative #hashtags**

Table 15 and Figure 15 revealed the opinion of social media users regarding if their friends expect them to spread the repost of Nigerian social media influencers by adding creative hashtag. Majority of them being 41.5 percent disagree to this, followed by 28.8 percent of them that slightly disagree to this, 13.2 percent of them strongly disagree, 6.8 percent of them slightly disagree, 4.9 percent of them are neutral, 4.4 percent of them agree, and 0.5 percent of them strongly agree to this.

**Table 16: Nigerian social media influencers are trustworthy**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	12	5.9	5.9	5.9
Disagree	39	19.0	19.0	24.9
Slightly Disagree	65	31.7	31.7	56.6
Neutral	14	6.8	6.8	63.4
Slightly Agree	53	25.9	25.9	89.3
Agree	19	9.3	9.3	98.5
Strongly Agree	3	1.5	1.5	100.0
Total	205	100.0	100.0	

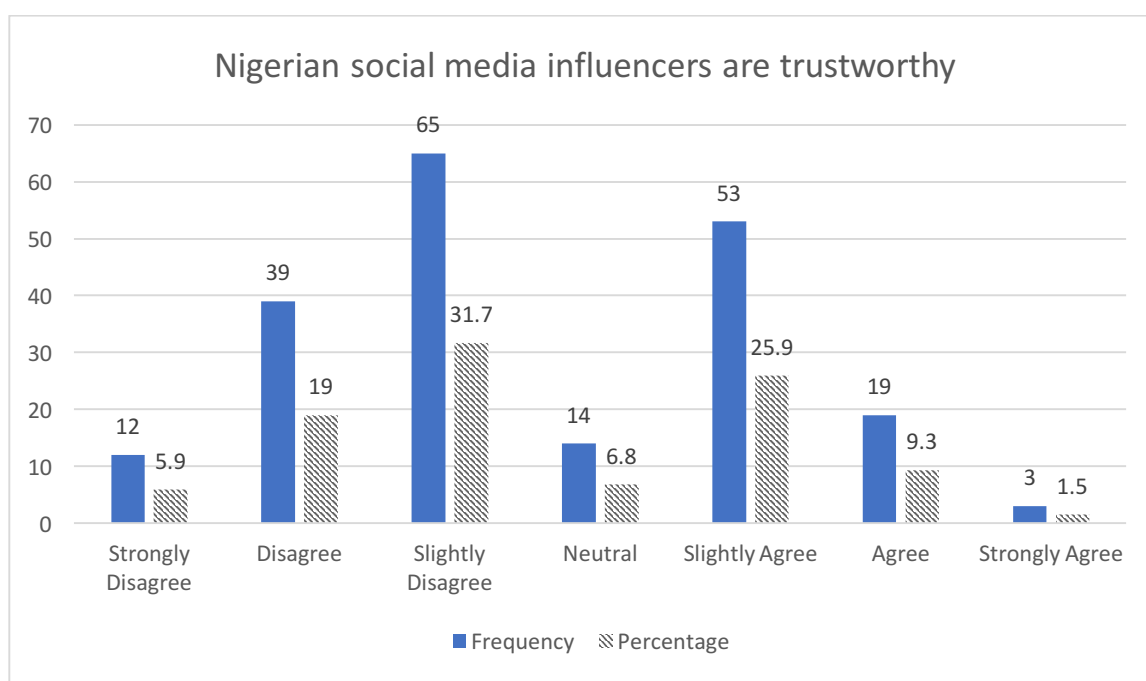
**Figure 16: Nigerian social media influencers are trustworthy**

Table 16 and Figure 16 revealed the opinion of respondents regarding if Nigerian social media influencers are trustworthy. Majority of them being 31.7 percent slightly disagree to this, followed by 25.9 percent that slightly agree to this, 19 percent of them disagree to this, 9.3 percent of them agree, 6.8 percent of them are neutral, 5.9 percent strongly disagree, and 1.5 percent of them strongly agree that Nigerian social media influencers are trustworthy.

**Table 17: Nigerian social media influencers are experts on the what they share**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	18	8.8	8.8	8.8
Disagree	104	50.7	50.7	59.5
Slightly Disagree	51	24.9	24.9	84.4
Neutral	11	5.4	5.4	89.8
Slightly Agree	20	9.8	9.8	99.5
Agree	1	.5	.5	100.0
Total	205	100.0	100.0	

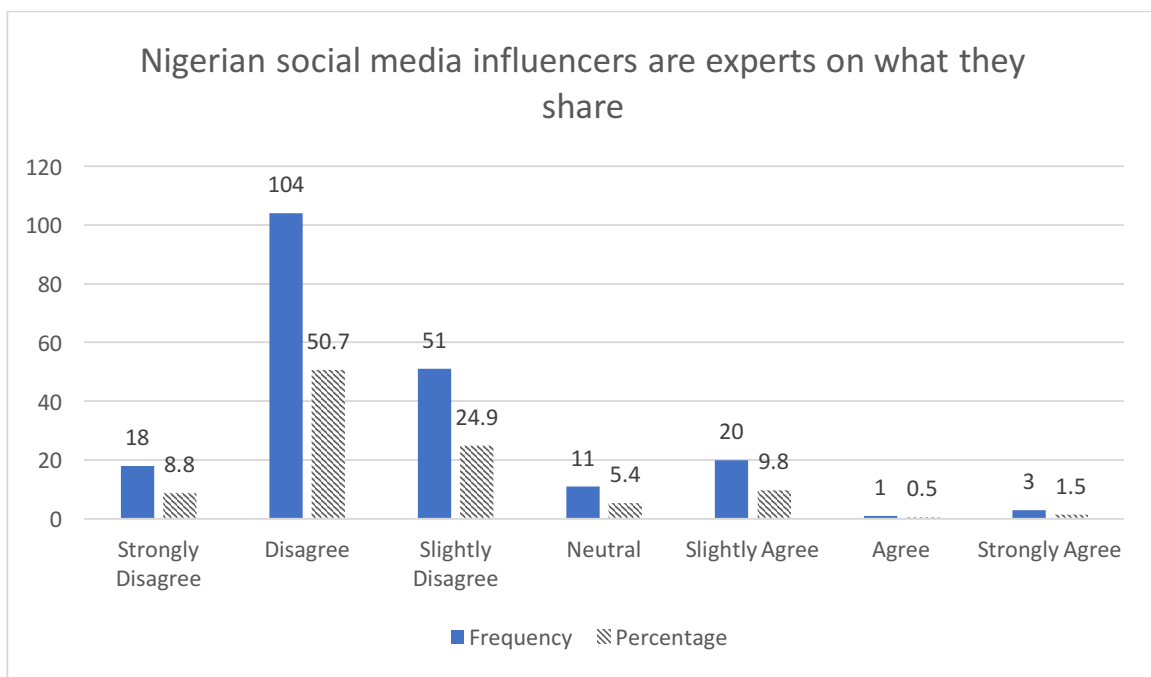
**Figure 17: Nigerian social media influencers are experts on the what they share**

Table 17 and Figure 17 shows social media users responses regarding if Nigerian social media influencers are experts on what they share. Majority of them being 50.7 percent disagree to this, followed by 24.9 percent that slightly disagree to this, 9.8 percent of them slightly agree, 8.8 percent of them strongly disagree, 5.4 percent are neutral, 1.5 percent of them strongly agree, and 0.5 percent of them agreed that Nigerian social media influencers are experts on what they share.

**Table 18: Interactivity (the ability of an influencer to keep you engaged)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Important	41	20.0	20.0	20.0
Somewhat Important	119	58.0	58.0	78.0
Neutral	33	16.1	16.1	94.1
Somewhat Unimportant	8	3.9	3.9	98.0
Very Unimportant	4	2.0	2.0	100.0
Total	205	100.0	100.0	

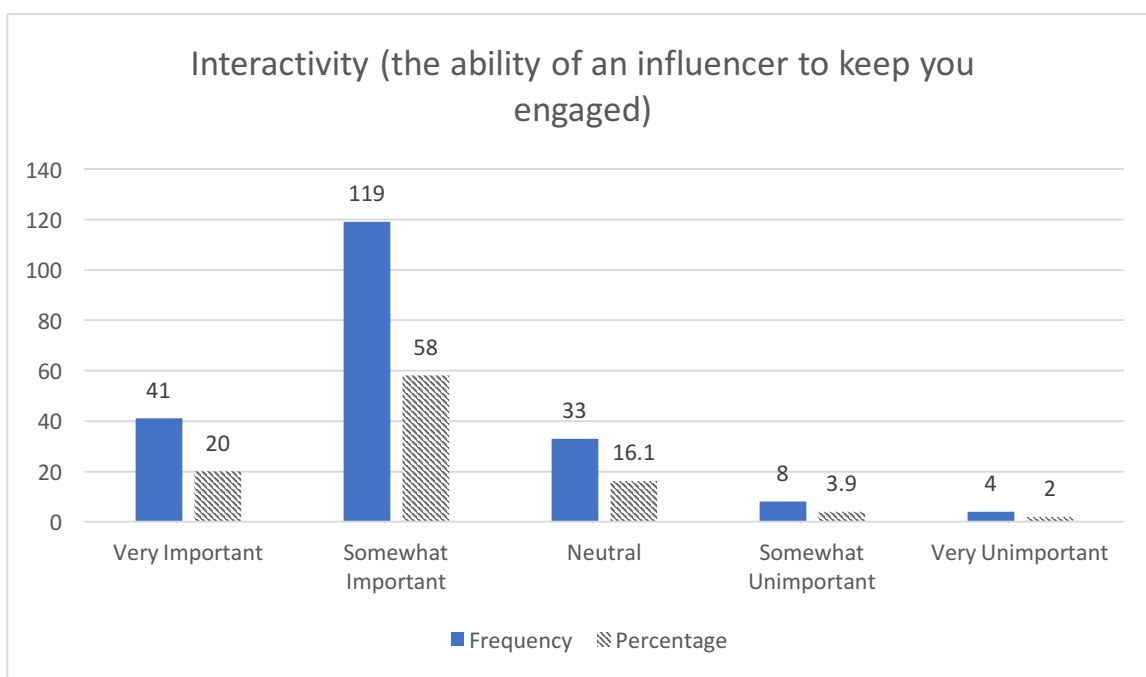
**Figure 18: Interactivity (the ability of an influencer to keep you engaged)**

Table 18 and Figure 18 presents the views of social media users regarding if interactivity is a significant factor that determines the effectiveness of Nigerian social media influencers. Majority of them being 58 percent said it is somewhat important, followed by 20 percent that said it is very important, 16.1 percent of them are neutral, 3.9 percent of them said it is somewhat unimportant, and 2 percent of them said it is very unimportant.

**Table 19: Informativeness (the ability of an influencer to keep you informed)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Important	23	11.2	11.2	11.2
Somewhat Important	123	60.0	60.0	71.2
Neutral	37	18.0	18.0	89.3
Somewhat Unimportant	16	7.8	7.8	97.1
Very Unimportant	6	2.9	2.9	100.0
Total	205	100.0	100.0	

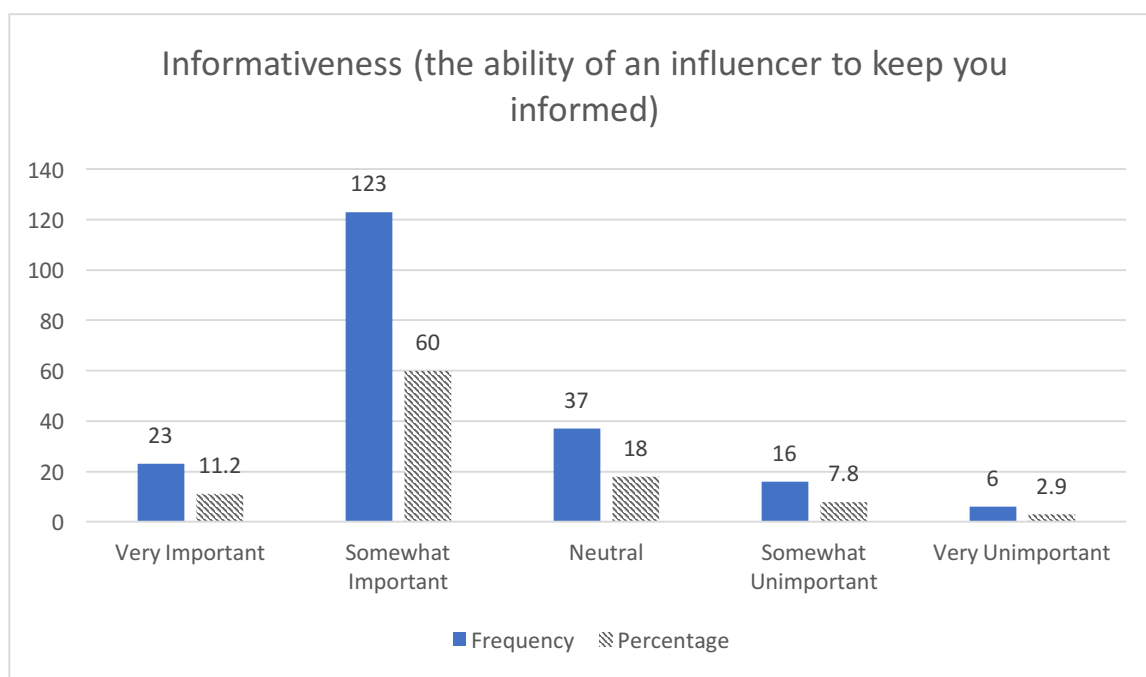
**Figure 19: Informativeness (the ability of an influencer to keep you informed)**

Table 19 and Figure 19 presents views of respondents regarding if informativeness is a significant factor that determines the effectiveness of Nigerian social media influencers. Majority of them being 60 percent said it is somewhat important, followed by 18 percent of them that are neutral, 11.2 percent of them said it is very important, 7.8 percent of them said it is somewhat unimportant, and 2.9 percent of them that said it is very unimportant.

**Table 20: Personalization (the ability of an influencer contents to be tailored to you)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Important	9	4.4	4.4	4.4
Somewhat Important	30	14.6	14.6	19.0
Neutral	22	10.7	10.7	29.8
Somewhat Unimportant	86	42.0	42.0	71.7
Very Unimportant	58	28.3	28.3	100.0
Total	205	100.0	100.0	

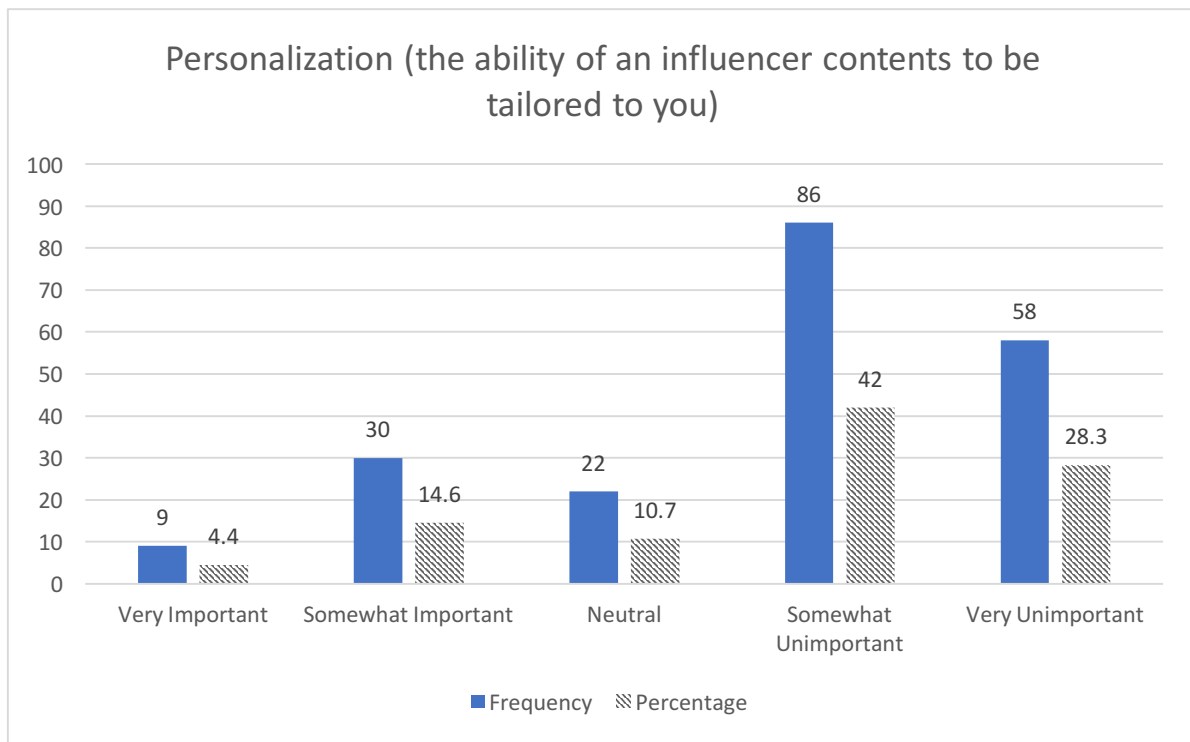
**Figure 20: Personalization (the ability of an influencer contents to be tailored to you)**

Table 20 and Figure 20 revealed social media users' opinion regarding if personalization is a significant factor that determines the effectiveness of Nigerian social media influencers. Majority of them being 42 percent said it is somewhat unimportant, followed by 28.3 percent that said it is very unimportant, 14.6 percent of them said it is somewhat important, 10.7 percent of them are neutral, and 4.4 percent of them said it is very important.



**Table 21: Trendiness (the ability of an influencer to offer the latest trends)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Important	93	45.4	45.4	45.4
Somewhat Important	77	37.6	37.6	82.9
Neutral	11	5.4	5.4	88.3
Somewhat Unimportant	19	9.3	9.3	97.6
Very Unimportant	5	2.4	2.4	100.0
Total	205	100.0	100.0	

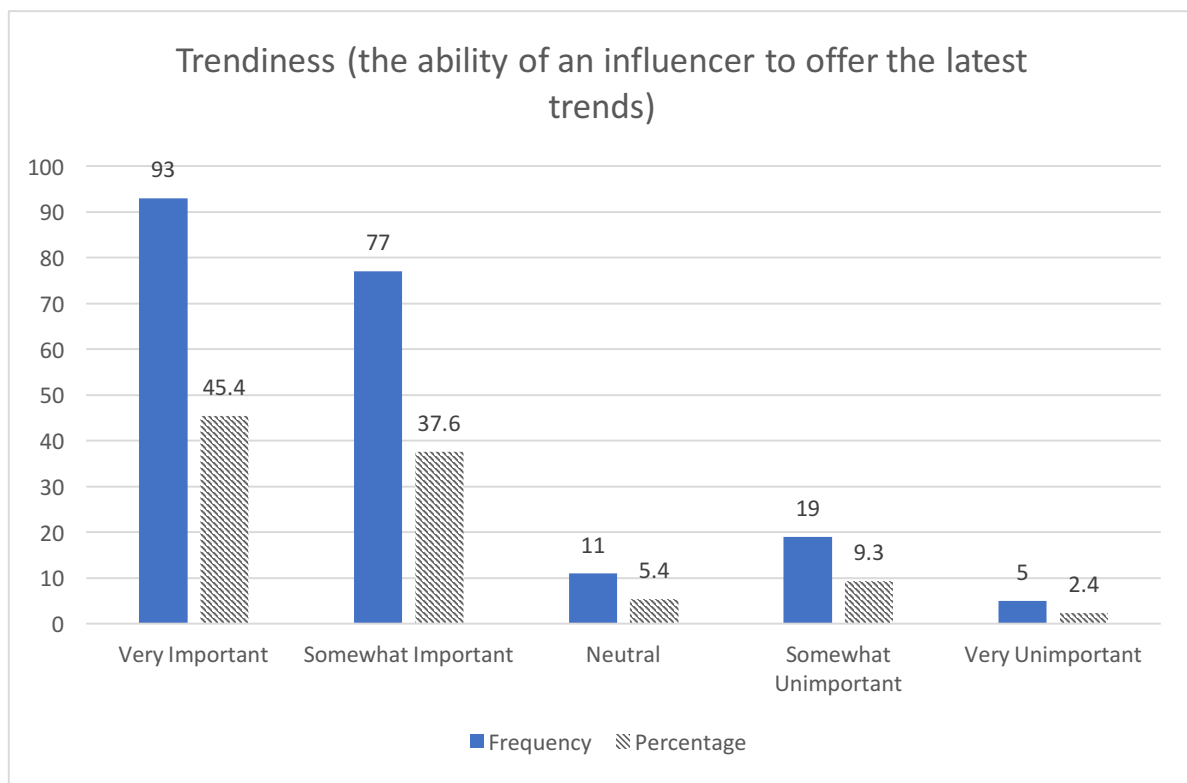
**Figure 21: Trendiness (the ability of an influencer to offer the latest trends)**

Table 21 and Figure 21 presents the views of respondents regarding if trendiness is a significant factor that determines the effectiveness of social media influencers in Nigeria. Majority of them being 45.4 percent said it is very important, followed by 37.6 percent that said it is somewhat important, 9.3 percent of them said it is somewhat unimportant, 5.4 percent of them are neutral, and 2.4 percent of them said it is very unimportant.

**Table 22: Word-of-Mouth (the ability of an influencer to appeal to your social cliques)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Important	54	26.3	26.3	26.3
Somewhat Important	127	62.0	62.0	88.3
Neutral	21	10.2	10.2	98.5
Somewhat Unimportant	3	1.5	1.5	100.0
Total	205	100.0	100.0	

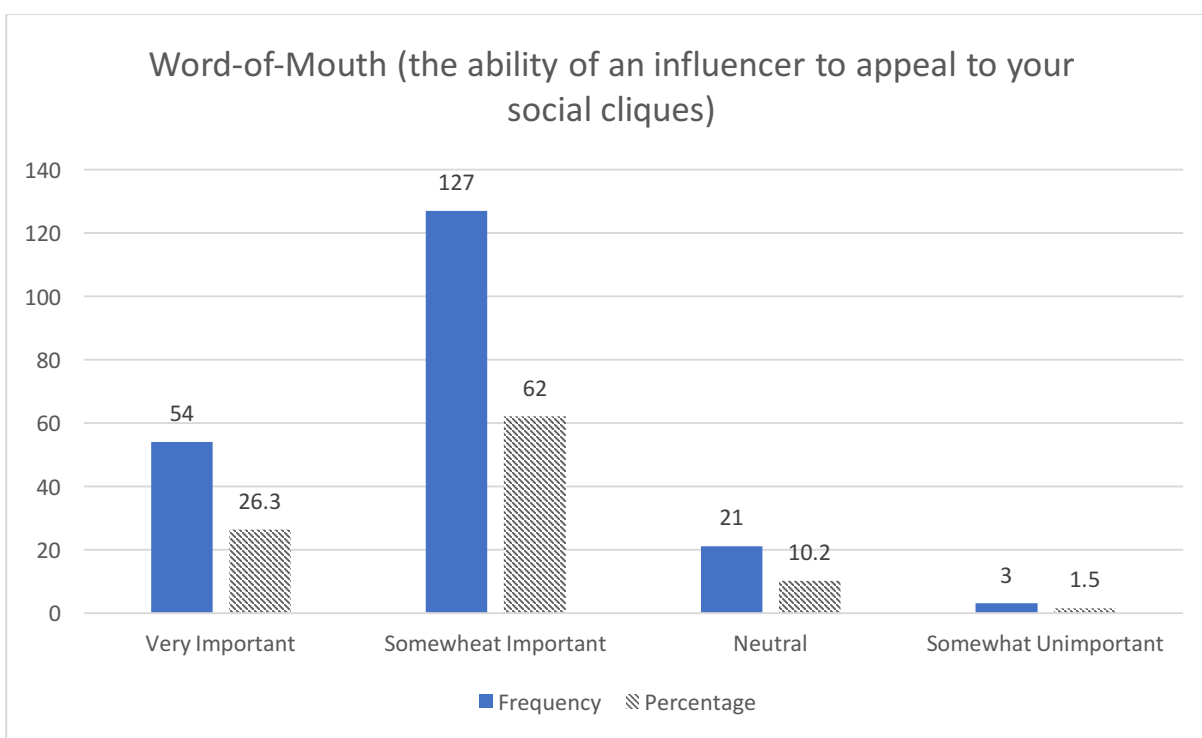
**Figure 22: Word-of-Mouth (the ability of an influencer to appeal to your social cliques)**

Table 22 and Figure 22 presents the views of the social media users regarding if word-of-mouth is a significant factor that determines the effectiveness of Nigeria social media influencer. Majority of them being 62 percent said it is somewhat important, followed by 26.3 percent that said it is very important, followed by 10.2 percent that are neutral, and 1.5 percent of them said it is somewhat unimportant.

### 4.3 Inferential Statistics

This section will be employing statistical tools of Chi-Squared to check if there is significant relationship between consumers' perception, determinant factors, and the effectiveness of the Nigerian social media influencers. Two hypotheses will be tested. They are:

H<sub>10</sub>: There is no significant relationship between consumers' perception of the credibility of Nigerian social media influencers and their effectiveness.

H<sub>20</sub>: There is no significant relationship between factors and the effectiveness of Nigerian social media influencers.

#### 4.3.1 Chi-Squared Analysis

**Table 23: Chi-squared Results Showing the Relationship Between Consumers' Perception and Effectiveness of Nigerian Social Media Influencers**

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	99.937 <sup>a</sup>	36	.000
Likelihood Ratio	110.398	36	.000
Linear-by-Linear Association	26.825	1	.000
N of Valid Cases	205		

a. 36 cells (73.5%) have expected count less than 5. The minimum expected count is .09.

Table 23 shows the Chi-squared results showing the relationship between consumers' perception of credibility and the effectiveness of Nigerian social media influencers. The Pearson Chi-Square has a value of 99.937 with an associated significance level of 0.000, which indicates that there is a positive significant relationship between consumer perception of credibility and the effectiveness of Nigerian social media influencers. Given this result, it can be concluded that the relationship between the two indicators are significant.

**Table 24: Chi-squared Results Showing the Relationship Between Factors and Effectiveness of Nigerian Social Media Influencers**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.798 <sup>a</sup>	24	.046
Likelihood Ratio	37.589	24	.038
Linear-by-Linear Association	3.330	1	.068
N of Valid Cases	205		

a. 26 cells (74.3%) have expected count less than 5. The minimum expected count is .15.

Table 24 shows the Chi-squared results showing the relationship between determinant factors and the effectiveness of Nigerian social media influencers. The Pearson Chi-Square has a value of 36.798 with an associated significance level of 0.046, which indicates that there is a positive significant relationship between factors that determines effectiveness and the effectiveness of Nigerian social media influencers. Given this result, it can be concluded that the relationship between the two indicators are significant.

#### 4.3.2 Factor Analysis

The study employed factor analysis to examine the effectiveness of Nigerian social media influencers in promoting brands, products, and services

**Table 25: KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.573
Bartlett's Test of Sphericity	Approx. Chi-Square	996.980
	Df	55
	Sig.	.000

Table 25 presents the results of KMO and Bartlett's test, which measures how suited is the data gathered for factor analysis. It measures sampling adequacy for each variable in the model and for the complete model. The rule of thumb states that Bartlett's test of sphericity must be significant and KMO must be above 0.5 for the data to be considered good for factor analysis The KMO

coefficient is 0.573 with the Bartlett's test that has a significance level of 0.000. It implies that the data employed is good for factor analysis.

**Table 26: Communalities**

		<b>Communalities</b>	
<b>AISAS MODEL</b>	<b>QUESTIONS</b>	Initial	Extraction
Attention	The posts of Nigerian social media influencers draw my full attention.	1.000	.769
Interest	After viewing the posts of Nigerian social media influencers promoting brands and products, I like the brands and products.	1.000	.605
Search	I usually search for information about the brands/products	1.000	.783
Action	I believe the offered brands/products are worth trying	1.000	.788
Share	I share the information with my friends and family	1.000	.813
Activate	My friends used to tag me to call upon my attention on repost of Nigerian social media influencers	1.000	.763
Attention	The repost of Nigerian social media influencers by my friends draws my full attention	1.000	.828
Interest	I usually like the reposts of Nigerian social media influencers by my friends and family	1.000	.826
Share	I also share the repost of Nigerian social media influencers by adding my comments.	1.000	.770
Accept	After getting influenced by the repost of Nigerian social media influencers, my friends will also be greatly influenced.	1.000	.489
Spread	My friends expect me to spread the repost of Nigerian social media influencers by adding creative #hashtags	1.000	.693
Extraction Method: Principal Component Analysis.			

Commonalities represents the percentage of variance explained by the extracted components. Extraction value above tells us the proportion of variance for each item that can be explained by the factors or components. The result above showed that the extraction value is way above 0.5 except the accept component of the DUAL AISAS MODEL which is less than 0.5. This implies that each component of the model is well correlated to others in the set. Items with low extraction value are considered poorly designed, the questions were not clearly understood by the respondent.

**Table 27: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
				Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.304	30.034	30.034	3.304	30.034	30.034	2.561	23.282	23.282
2	2.119	19.267	49.301	2.119	19.267	49.301	2.291	20.827	44.109
3	1.464	13.313	62.614	1.464	13.313	62.614	1.755	15.952	60.061
4	1.240	11.271	73.886	1.240	11.271	73.886	1.521	13.825	73.886
5	.886	8.056	81.941						
6	.623	5.665	87.607						
7	.461	4.187	91.794						
8	.301	2.740	94.534						
9	.281	2.551	97.085						
10	.192	1.746	98.831						
11	.129	1.169	100.000						

Extraction Method: Principal Component Analysis.

The total variance explained shows all the extracted components. The results show factors and components that should be retained. There are four factors/components above the Eigen value of 1.0 and are therefore retained.

**Table 28: Principal Component Analysis**

<b>DUAL AISAS Model</b>	<b>Effectiveness of Nigerian Social Media Influencers</b>	<b>Uniqueness</b>
Attention	The posts of Nigerian social media influencers draw my full attention.	-.414
Interest	After viewing the posts of Nigerian social media influencers promoting brands and products, I like the brands and products.	.064
Search	I usually search for information about the brands/products	-.704
Action	I believe the offered brands/products are worth trying	.264
Share	I share the information with my friends and family	-.104
Activate	My friends used to tag me to call upon my attention on repost of Nigerian social media influencers	-.188
Attention	The repost of Nigerian social media influencers by my friends draws my full attention	.538
Interest	I usually like the reposts of Nigerian social media influencers by my friends and family	.055

<b>DUAL AISAS Model</b>	<b>Effectiveness of Nigerian Social Media Influencers</b>	<b>Uniqueness</b>
Share	I also share the repost of Nigerian social media influencers by adding my comments.	.057
Accept	After getting influenced by the repost of Nigerian social media influencers, my friends will also be greatly influenced.	.343
Spread	My friends expect me to spread the repost of Nigerian social media influencers by adding creative #hashtags	.198

The result of the principal component analysis in the table above presents the uniqueness value of each of the questions associated with effectiveness of Nigerian social media influencer. Uniqueness gives the proportion of the common variance of the variable not related with the factors. It is the variance that is “unique” to the variable and not shared with other variables. The greater ‘uniqueness’, the lower the relevance of the variable in the factor model, and the lower the uniqueness, the higher the relevance. This method is employed in this work to select the most relevant component of the DUAL AISAS model that brings about the effectiveness of Nigerian social media influencers. From Table 28 above, it could be seen that attention, search, share, and activate are the most relevant components indicating the effectiveness of Nigerian social media influencers. This is based on their negative uniqueness value which implies that they are the lowest values among all.

#### **4.4 Discussion of Findings**

The results of analysis show that majority of the 205 respondents were male, aged between 25 and 34 years, university degree holders, with more than five years of experience within the Nigerian social media space. These demographics align with the results of other studies such as Kew and Kwaja (2018) and Khasawneh, Hujran and Abdrabbo (2018). This also corresponds to statistics about the distribution of social media advertising audience in Nigeria by age group and gender according to Statista (2021). However, studies like Bolarinwa et al. (2020) found demographics results which do not align with those of this study, where female social media users were more than male social media users. Notwithstanding, most of the studies perused reported more male users. The results of this study also showed that the majority of respondents (45.4%) agreed that

Nigerian social media influencers' posts draw their attention. This could be as a result of the content and curiosity to know the theme of the post that was uploaded. However, it is worth noting that the percentage of respondents who agreed that posts of Nigerian social media attracts them is less than 50%. Based on this, one cannot say social media influencers in Nigeria are effective in drawing the attention of users. It was further discovered that not many users end up liking the brands and products when they view the posts intended to promote brand by social media influencers. Only about 16.6% of respondents agreed. These results are contrary to the findings of Ahmed (2017) that found out that internet users are attracted to post of influencers irrespective of its association with marketing a product or services.

The implication of the foregoing descriptive results is that is that the decisions of social media users to like the brand and post are not much influenced by the personalities of social media influencers in Nigeria. That may indicate that Nigerian social media influencers could struggle to capture attention of users, which usually starts from users developing interests in their contents. Furthermore, it was revealed that majority of respondents (65.4%) do not bother searching about the brand or products after viewing the posts of Nigeria social media influencers promoting such brands and products. The percentage of respondents who agreed to the contrary (7.8%) implies that their attention and their interests of those that were previously captured did not induce them to search for the brand to know more about it. Moreover, it was discovered that not many of the internet users believe that the brands' products or services is worth trying. 57.6% of respondents disagreed to believing that influencer-offered brands and products are worth trying. Findings further revealed that majority of users (36.5%) did not deem it fit to share the information posted by Nigerian influencers with their friends and family. On the contrary, Rahul and Omvir (2021) were of the opinion that there is higher probability that post of influencers will get many likes and shares by users who follow them. The majority of respondents (23.9%) also acknowledged that they are not usually tagged by friends to see post of Nigerian social media influencers on many occasions. That shows that people engage with the post of social media influencers, even if it does not lead to acting to search and purchase directly.

This study adopted the dual AISAS model of measuring users behaviour (Atara and Dentsu, 2015), designed for the digital era. The dual nature of the model is appropriate considering the nature of social media posts which can be reposted and shared several times. Therefore, it was necessary to



still measure the attention, interests, shares, acceptability and spread that reposts of influencers posts generate. With this in mind, more respondents (23.9%) also disagreed that the reposts of Nigerian social media influencers generate their attention. A slight majority of respondents (29.7) agreed that reposts of influencers' posts by the friends draws their full attention. More still, the result for majority of users who usually like and share the reposts of influencers' posts was significantly higher at 58.0% and 63.9% respectively. Therefore, conclusively, users are more influenced by reposts than original posts of Nigerian social media influencers. This could be linked to the next measured variable which shows that majority of respondents (24.9%) disagreed that Nigerian social media influencers are trustworthy. More still, majority of respondents (59.5%) disagreed that Nigerian social media influencers are experts on what they share. Therefore, the improved results with reposts compared to original posts of these influencers could point to the fact that users trust their friends more than they trust influencers. These descriptive results point to low credibility of Nigerian social media influencers. Therefore, with respect to the perception of consumers about Nigerian social media influencers, the lack of trust could be because users believed more that they are not expert with the products or brand they advertise. The foregoing results generally align with the findings of Jarrar, Awobamise and Aderibigbe (2020) who asserts that influencer marketing is not as effective as sponsored advertisements on social media. Overall, with these results, it is difficult to say that Nigerian social media influencers are effective. The inferential analysis in this study also showed that there is significant relationship between consumers' perception of the credibility of Nigerian social media influencers and their effectiveness. This result is in line with the findings of (Ayben, 2019), that found consumer perception to have significant relationship with effectiveness of social media influencer. Therefore, the low level of credibility of influencers scored herein further lays credence to their ineffectiveness.

The findings of this study also reveal that the most significant factors based on descriptive results that users believed to determine the effectiveness of Nigerian social media influencers, which include interactivity, informativeness, trendiness, and word-of-mouth. According to the result obtained by Ayben (2019), customers' perception about a brand or a product can be positive, if the social media infleuncer is highly interactive and produces great content. However, in this study, the ability of an influencer to offer the latest trends was rated as the most significant factor in determining effectiveness. Majority of the users do not see personalization as an important factor

that determine effectiveness of Nigerian social media influencers. Also, the empirical findings also revealed that there is a significant relationship between factors and the effectiveness of Nigerian social media influencers. The implication of this is that the perception of consumers and different factors align to contribute to effectiveness of Nigerian social media influencers in promoting brands and products. The factor analysis results indicated that the most relevant component in the dual AISAS model are attention, search, share, and activate. From this perspective, these are the most significant behaviours that Nigerian social media influencers elicit from social media users.

## CHAPTER FIVE

### CONCLUSION

#### 5.1 Summary of Findings

Among other things, this study found that although the posts of Nigerian social media influencers draw the attention of some social media users, they are not effective in terms of promoting brands and products to users. This study also found that majority of users do not interact sufficiently with the posts of Nigerian social media users in terms of the number of likes. Furthermore, it was found that the posts of social media influencers do not generally generate the impact that brands seek in terms of users acting to search about brands and products contain therein. Consequently, the level of action generated by Nigerian social media influencers is considerably and disproportionately lower than the initial interest and attention generated. Moreover, this study also found that social media users are not eager to share the posts of Nigerian social media influencers. On the upside, this study found that Nigerian social media influencers performed better with reposts than original posts shared directly from their handles to users. This may not be unconnected to the next finding which shows that Nigerian social media influencers are not trustworthy. It was also found that they are usually not experts on the subject of their posts. Thus, this study found conclusively that Nigerian social media influencers are not credible. This study also found that there is a significant positive relationship between these credibility perception or social media users and the effectiveness of social media influencers. The most significant factors that determine the effectiveness of Nigerian social media influencers include interactivity, informativeness, trendiness and word-of-mouth. The ability of influencers to share the trendiest brands and products was the most significant factor the determine their effectiveness. Majority of respondents did not highly rate influencers' efforts to provide highly personalized or customized content to their followers as an important factor determining effectiveness in promoting brands and products.

#### 5.2 Conclusion

Conclusion here is given based on objectives of the study. The first objective of this study is to investigate the effectiveness of Nigerian social media influencers in promoting brands, products and services. With regard to this first objective and the results obtained herein, it can be concluded that Nigerian social media influencers are not effective. Although effectiveness in this regard with

reposts improved, the results taken together shows ineffectiveness. The metrics used in this study to measure effectiveness transcends the use of likes, retweets and comments, metrics that can be faked and artificially generated by bots on social media platforms. The second objective of this study is to investigate the most significant factors that determine the effectiveness of Nigerian social media influencers in promoting brands and products. Considering all the factors presented to respondents, this study concludes that the most significant factors include interactivity, defined by the ability of an influencer to keep users engaged, informativeness defined as the ability of an influencer to keep users informed, word-of-mouth defined by the ability of an influencer to appeal to users' social cliques and trendiness defined by the ability of an influencer to offer users the latest trends. Trendiness was found to be the most significant factor. Therefore, it can be concluded that it is the most important for social media users with respect to this study. The third objective of the study is to determine the perception of users towards the credibility of Nigerian social media users. This study concludes that Nigerian social media influencers are not credible based on lack of trustworthiness and non-expertise on the information they share. From the hypotheses, this study concludes that there is a significant positive relationship between the credible perception of social media users and the effectiveness of social media influencers in promoting brands and products/services. This study also concludes that personalisation does not play a major role in determining the effectiveness of social media influencers.

### **5.3 Recommendation, Limitations and Future Studies**

This study has implications mainly for social media influencers and brands. Based on the findings and conclusions of this research, this study makes the following recommendations:

- Social media influencers need to be intentionally systematic about their effectiveness. Rather than relying on likes, shares and comments, they should evaluate their performance with more robust measures such as the dual AISAS model used herein. This will help in increasing their effectiveness. They can then improve their effectiveness by sharing trendy and informative posts. Furthermore, rather than locking comments, they are encouraged to engage with users in order to increase the effectiveness of their messages.

- Brands are admonished to select influencers that have high level of engagement with users. Moreover, brands are advised to based their choice of influencers based on consumer behavioural data from social media platforms. This can be further be based on trendiness of an influencer's page and the quality of information that an influencer share.

This study has some limitations that give opportunity for further studies. This study employed an online survey in order to reach a large number of users on social media. However, the credibility of the responses cannot be determined given the anonymous nature of the research. Therefore, future studies can incorporate real-life experiments on social media platforms to validate the results gotten herein. Furthermore, this study is limited to the Nigeria and may culturally not relate to influencer cultures in other global contexts.

## REFERENCE LIST

Abdul, S. R. and Nor, A. B. (2016) Factors That Influence the Usage of social media in Marketing, *Journal of Research in Business and Management*, Volume 4 ~ Issue 2 (2016) pp: 01-07

Achen, R.M. (2019). Re-examining a model for measuring Facebook interaction and relationship quality. *Sport, Business and Management: An International Journal*, 9(3), pp.255–272. doi:10.1108/sbm-10-2018-0082.

Ahmed, R. I., 2017. The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), pp. 1-17.

Akerejola, W.O., Ohikhena, P.S., Onoigboria, M. and Emenike, A. (2021). The influence of the use of social media as an instrument for business development in selected organizations in Benin-city, Edo state, Nigeria. *Academic Journal of Current Research*, [online] 8(4), pp.1–13. Available at: <https://www.cirdjournal.com/index.php/ajcr/article/view/447> [Accessed 21 Mar. 2022].

Akinola, A.O. (2018). *Globalization, democracy and oil sector reform in Nigeria*. Cham: Springer International Publishing.

Ali, Z., Shabbir, M.A., Rauf, M. and Hussain, A. (2016). To Assess the Impact of Social Media Marketing on Consumer Perception. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 6(3).

Almajir, A.G. and Usaini, M. (2020). Evaluation of Fraud and Control Measures in the Nigerian Banking Sector. *International Journal of Economics and Financial Issues*, 10(1), pp.159–169. doi:10.32479/ijefi.8931.

Anyim, W. (2021). Twitter Ban in Nigeria: Implications on Economy, Freedom of Speech and Information Sharing. *Library Philosophy and Practice (e-journal)*. [online] Available at: [https://digitalcommons.unl.edu/libphilprac/5975?utm\\_source=digitalcommons.unl.edu%2Flibphilprac%2F5975&utm\\_medium=PDF&utm\\_campaign=PDFCoverPages](https://digitalcommons.unl.edu/libphilprac/5975?utm_source=digitalcommons.unl.edu%2Flibphilprac%2F5975&utm_medium=PDF&utm_campaign=PDFCoverPages) [Accessed 27 Mar. 2022].

- Armstrong, G., Kotler, P., Lilly Anne Buchwitz, Trifts, V. and Gaudet, D. (2016). *Marketing: an introduction*. Toronto: Pearson.
- Arora, T. and Agarwal, B. (2020). An Empirical Study on Determining the Effectiveness of Social Media Advertising. *International Journal of E-Business Research*, 16(2), pp.47–68. doi:10.4018/ijebr.2020040104.
- Atara and Dentsu (2015). Atara develops ‘Dual AISAS Model’, a new consumer behaviour models in the network era. <https://www.atara.co.jp/news/dual-aisas-2.html>
- Ayben, C. G., 2019. The Impact of Perception Related Social Media Marketing Applications on Consumers’ Brand Loyalty and Purchase Intention. *Emerging Markets Journal*, 9(1), pp. 88-100.
- Azari, R. and Rashed-Ali, H. (2021). *Research methods in building science and technology*. Cham: Springer Nature.
- Bakker, D. (2018). Conceptualising Influencer Marketing. *Journal of Emerging Trends in Marketing and Management*, [online] I (1). Available at: [http://www.etimm.ase.ro/RePEc/aes/jetimm/2018/ETIMM\\_V01\\_2018\\_57.pdf](http://www.etimm.ase.ro/RePEc/aes/jetimm/2018/ETIMM_V01_2018_57.pdf).
- Belanger, A. (2021). The Comparison of Effectiveness of Social Media Marketing by Brands and Influencers for Organic Cosmetics. Honors Projects in Marketing. [online] Available at: [https://digitalcommons.bryant.edu/honors\\_marketing/35/](https://digitalcommons.bryant.edu/honors_marketing/35/) [Accessed 21 Mar. 2022].
- Bello, B., (2018). Social Media Influencers in Nigeria: How They Make it to the Top.
- Bolarinwa, O.A., Olagunju, O., Babalola, T. and Saeed, B.Q. (2020). Socio-Demographic Predictors of Adherence to 2019 Coronavirus Prescribed Recommendations and Lockdown Psychological Impacts: Perspectives of Nigerian Social Media Users. *Journal of Public Health Research*, [online] 9(4), p.jphr.2020.1864. doi:10.4081/jphr.2020.1864.
- Booth, N., and Matic, J. A. (2011). "Mapping and leveraging influencers in social media to shape corporate brand perceptions. "Corporate Communications: An International Journal, 16(19), pp.184–191.

Borchers, N.S. (2022). *Social media influencers in strategic communication*. New York London Routledge Taylor & Francis Group.

Bowen, C. C. (2022). *Straightforward statistics with Excel*. Thousand Oaks, California: Sage Publications, Inc.

Briñol, P., Rucker, D.D. and Petty, R.E. (2015). Naïve theories about persuasion: implications for information processing and consumer attitude change. *International Journal of Advertising*, 34(1), pp.85–106.

Brown, Duncan and Hayes, Nick, (2008). *Influencer Marketing: Who really influences your customers?* Butterworth-Heinemann.

Campbell, C. and Farrell, J.R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, [online] 63(4). doi:10.1016/j.bushor.2020.03.003.

Chi, H. H. (2011). Interactive digital advertising vs. Virtual brand community: Exploratory study of user motivation and social media marketing responses in Taiwan. *Journal of Interactive Advertising*, 12(1), 44-61.

Christensen, L.B., Johnson, B. and Lisa Anne Turner (2020). *Research methods, design, and analysis*. Upper Saddle River, New Jersey: Pearson Education, Inc.

Cialdini, R.B. and Goldstein, N.J. (2004). Social Influence: Compliance and Conformity. *Annual Review of Psychology*, [online] 55(1), pp.591–621. Available at: [https://www.researchgate.net/publication/8902776\\_Social\\_Influence\\_Compliance\\_and\\_Conformity](https://www.researchgate.net/publication/8902776_Social_Influence_Compliance_and_Conformity).

Cooper, G.N. (2019). Looking Back to Go Forward: The Ethics of Journalism in a Social Media Age. *Next-Generation Ethics*, pp.411–425. doi:10.1017/9781108616188.026.

Corneo, G. and Jeanne, O. (1997). Conspicuous consumption, snobbism and conformism. *Journal of Public Economics*, [online] 66(1), pp.55–71. Available at: <https://www.sciencedirect.com/science/article/pii/S0047272797000169>.



Damian Ryan. (2014). *Understanding Digital Marketing*. Kogan Page.

Deges, F. (2018) *Quick Guide Influencer Marketing: Wie Sie durch Multiplikatoren mehr Reichweite und Umsatz erzielen*, Wiesbaden, Springer Gabler.

De Jans, S., Van de Sompel, D., De Veirman, M. and Hudders, L. (2020). #Sponsored! How the recognition of sponsoring on Instagram posts affects adolescents' brand evaluations through source evaluations. *Computers in Human Behavior*, [online] 109, p.106342. doi:10.1016/j.chb.2020.106342.

De, S. (2022). *Advanced Data Mining Tools and Methods for Social Computing*. San Diego: Elsevier Science & Technology.

de Veirman, M, Cauberghe, V and Hudders, L (2017). "Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. "International Journal of Advertising, 36(5), pp. 798-828.

Dhanesh, G.S. and Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. *Public Relations Review*, 45(3). doi:10.1016/j.pubrev.2019.03.002.

DottsMediaHouse (2022). *The State of Nigeria Influencer Marketing Report*. [online] *NIMR Report*. Lagos: DottsMediaHouse. Available at: <https://nigeriaimreport.com/NIMR3.0.pdf> [Accessed 27 Mar. 2022].

Drigani, F. (2020). *Communicating Space Exploration. Space and Society*. Cham: Springer International Publishing. doi:10.1007/978-3-030-33212-9.

El Qudsi, I. (2022). Council Post: The State of Influencer Marketing: Top Insights For 2022. *Forbes*. [online] 17 Jan. Available at: <https://www.forbes.com/sites/forbesagencycouncil/2022/01/14/the-state-of-influencer-marketing-top-insights-for-2022/?sh=6ae7423e5c78> [Accessed 3 Mar. 2022].

Establés, M., Guerrero-Pico, M. and Contreras-Espinosa, R. (2019). Gamers, Writers and Social Media influencers: Professionalisation Processes among Teenagers. *Revista Latina de Comunicacion Socia*, 79. doi:10.4185/rlds-2019-1328.

Fleit, H.B., Lu, W.-H., Olvet, D.M. and Chandran, L. (2020). Medical students' perception of behaviors in the clinical learning environment evolve with increasing clinical exposure as measured with situational video vignettes. *Medical Teacher*, 42(7), pp.822–827. doi:10.1080/0142159x.2020.1759790.

Flynn, R.R. (2019). *An introduction to information science*. Boca Raton, FL: Crc Press.

Freberg, K., Graham, K., McGaughey, K. and Freberg, L.A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, [online] 37(1), pp.90–92. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0363811110001207>.

Gies, L. (2019). Human Rights Modes and Media. *The Cambridge Companion to Human Rights and Literature*, pp.88–99. doi:10.1017/9781108698511.007.

Gökerik, M., Gürbüz, A., Erkan, I., Mogaji, E. and Sap, S. (2018). Surprise me with your ads! The impacts of guerrilla marketing in social media on brand image. *Asia Pacific Journal of Marketing and Logistics*, [online] 30(5), pp.1222–1238. doi:10.1108/apjml-10-2017-0257.

Gräve, J.-F. (2019). What KPIs Are Key? Evaluating Performance Metrics for Social Media Influencers. *Social Media + Society*, [online] 5(3), p.205630511986547. doi:10.1177/2056305119865475.

Gravetter, F.J., Wallnau, L.B., Forzano, L.-A.B. and Witnauer, J.E. (2021). *Essentials of statistics for the behavioral sciences*. 10th ed. Boston, Ma: Cengage Learning.

Gunasti, K. and Ross, W.T. (2009). How Inferences about Missing Attributes Decrease the Tendency to Defer Choice and Increase Purchase Probability. *Journal of Consumer Research*, 35(5), pp.823–837.

Gupta, B.C. (2021). *Statistical quality control*. Hoboken, Nj Wiley.

- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J. and Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. *California Management Review*, [online] 63(1), pp.5–25.  
doi:10.1177/0008125620958166.
- Hall, S.R. (1924). *Retail Advertising and Selling*. New York: McGraw-Hill Book Co.
- Hickman, A. (2019). *Majority of UK Instagram influencers engage in fakery - landmark new study*. [online] Prweek.com. Available at: <https://www.prweek.com/article/1590362/majority-uk-instagram-influencers-engage-fakery-landmark-new-study> [Accessed 26 Mar. 2022].
- Ho, R.C. (2020). Strategies and tools for managing connected consumers. Hershey, Pa: Igi Global, Business Science Reference.
- Husband, G. (2020). Ethical Data Collection and Recognising the Impact of Semi-Structured Interviews on Research Respondents. *Education Sciences*, 10(8), p.206.  
doi:10.3390/educsci10080206.
- Hwang, K. and Zhang, Q. (2018). Influence of Para social relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87, pp.155–173.
- Internet World Stats (2021). *Internet Top 20 Countries - Internet World Users*. [online] Internetworldstats.com. Available at: <https://www.internetworldstats.com/top20.htm> [Accessed 27 Mar. 2022].
- Israel, G. D. (2012). *Determining Sample Size*. The University of Florida.  
<https://www.psycholosphere.com/Determining%20sample%20size%20by%20Glen%20Israel.pdf>
- Jarrar, Y., Awobamise, A.O. and Aderibigbe, A.A. (2020). Effectiveness of Influencer Marketing vs Social Media Sponsored Advertising. *Utopía Y Praxis latinoamericana: Revista Internacional De Filosofía Iberoamericana Y Teoría Social*, [online] 12(12), pp.40–54.  
doi:<https://dialnet.unirioja.es/descarga/articulo/8132483.pdf>.

Javed, S., Rashidin, Md.S. and Xiao, Y. (2021). Investigating the impact of digital influencers on consumer decision-making and content outreach: using dual AISAS model. *Economic Research-Ekonomska Istraživanja*, pp.1–28. doi:10.1080/1331677x.2021.1960578.

Keller, Ed and Berry, Jon, (2003), *The Influentials: One American in Ten Tells the Other Nine How to Vote, where to Eat, and What to Buy*, Free Press.

Kemp, A., Randon McDougal, E. and Syrdal, H. (2018). The Matchmaking Activity: An Experiential Learning Exercise on Influencer Marketing for the Digital Marketing Classroom. *Journal of Marketing Education*, 41(2), p.027347531880341. doi:10.1177/0273475318803415.

Kew, D. and Kwaja, C. (2018). Civil Society in Nigeria. *The Oxford Handbook of Nigerian Politics*, pp.368–386. doi:10.1093/oxfordhb/9780198804307.013.23.

Khalid, R (2016). Firm-created social media communication and consumer brand perceptions. Proceedings of Academic World 18th International Conference, Boston, USA.

Khan, M. and Jan, A. (2017) social media and social media marketing. *IOSR Journal of Business and Management*, Vol. 17, Issue 11 Pp 12-15.

Khasawneh, M.H.A., Hujran, O. and Abdrabbo, T. (2018). A Quantitative Examination of the Factors That Influence Users' Perceptions of Trust Towards Using Mobile Banking Services. *International Journal of Internet Marketing and Advertising*, 12(2), p.181. doi:10.1504/ijima.2018.090957.

Kim, D.Y. and Kim, H.-Y. (2020). Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. *Journal of Business Research*, 130. doi:10.1016/j.jbusres.2020.02.020.

Kim, T. and Phua, J. (2020). Effects of Brand Name versus Empowerment Advertising Campaign Hashtags in Branded Instagram Posts of Luxury versus Mass-market Brands. *Journal of Interactive Advertising*, pp.1–37. doi:10.1080/15252019.2020.1734120.

Kosim, L. and Pasaribu, L.H. (2021). The Influence of Personal Branding in The Establishment of Social Media Influencer Credibility and The Effect on Brand Awareness and Purchase

Intention. *Enrichment: Journal of Management*, [online] 12(1), pp.816–825. Available at: <https://enrichment.iocspublisher.org/index.php/enrichment/article/view/308> [Accessed 22 Mar. 2022].

Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (2002) *Principles of Marketing*, Harlow, Pearson.

Kotler, Philip., Keller, and Kevin L. (2013). *Manajemen Pemasaran (Vol. 2)*. Erlangga.

Kotler, P., Pfoertsch, W. and Michi, I. (2006). *B2B brand management*. Berlin: Springer.

Kowalewicz, R. (2020). Council Post: Is Influencer Marketing on the Decline? *Forbes*.

Kripesh, A.S., Prabhu, H.M. and Sriram, K.V. (2020). An empirical study on the effect of product information and perceived usefulness on purchase intention during online shopping in India. *International Journal of Business Innovation and Research*, 21(4), p.509.  
doi:10.1504/ijbir.2020.105982.

Kryvinska, N. and Greguš, M. (2020). *Data-centric business and applications: evolvments in business information processing and management (Volume 2)*. Cham: Springer International Publishing.

Kurzahls, K. (2021). Quantitative Research: Questionnaire Design and Data Collection. *Resource Recombination in Firms from a Dynamic Capability Perspective*, pp.177–207.  
doi:10.1007/978-3-658-35666-8\_5.

Kwon, E.S. and Sung, Y. (2011). Follow me! Global marketers' Twitter use. *Journal of Interactive Advertising*, 12(1), pp.4–16.

Lakens, D. (2022). Sample Size Justification. *Collabra: Psychology*, [online] 8(1), p.33267.  
doi:10.1525/collabra.33267.

Lakshmanan, V. (2022). *Data science on the Google Cloud Platform: implementing end-to-end real-time data pipelines: from ingest to machine learning*. Cambridge: O'reilly.

- Lee, J.E. and Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, [online] 69(12), pp.5753–5760. Available at: <https://www.sciencedirect.com/science/article/pii/S0148296316304222>.
- Lewis, D. and Bridger, D. (2004). *The soul of the new consumer: authenticity - what we buy and why in the new economy*. London: Nicholas Brealey.
- Li (2022). *Applied Research Methods in Urban and Regional Planning*. S.L.: Springer Nature.
- Liguori, E.W. (2020). Sales & Marketing. *The Entrepreneur's Guide to Risk and Decisions: Building Successful Early-Stage Ventures*, pp.51–69. doi:10.1108/978-1-83867-871-520191004.
- Lim, X.J., Mohd Radzol, A.R. bt, Cheah, J.-H. (Jacky) and Wong, M.W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, [online] 7(2). Available at: <http://ganj-ie.iust.ac.ir:8081/images/2/22/Ajbr170035.pdf>.
- Luna-Romera, J.M., Martínez-Ballesteros, M., García-Gutiérrez, J. and Riquelme, J.C. (2019). External clustering validity index based on chi-squared statistical test. *Information Sciences*, 487, pp.1–17. doi:10.1016/j.ins.2019.02.046.
- Mariel, P., Hoyos, D., MeyerhoffJ., Czajkowski, M., Dekker, T., Glenk, K., Jette Bredahl Jacobsen, J.B., Liebe, U., Olsen, S.B., Sagebiel, J. and Thiene, M. (2021). *Environmental valuation with discrete choice experiments: guidance on design, implementation and data analysis*. Cham, Switzerland: Springer.
- Marroncelli, R. and Braithwaite, N. (2020). #insta-fashion: How the Digital Revolution Has Affected Celebrity Culture and the British Fashion Retail Landscape. *Fashion Practice*, pp.1–27. doi:10.1080/17569370.2020.1794321.
- McGuire, W. J. 1985. Attitudes and Attitude Change. *Handbook of Social Psychology*, Vol. 2, Gardner Lindzey and Elliot Aronson, eds., New York: Random House, 233-346.

- Mediakix. (2019). *Influencer Marketing Survey Results: 2019 Industry Benchmarks*. [online] Available at: <https://mediakix.com/influencer-marketing-resources/influencer-marketing-industry-statistics-survey-benchmarks/> [Accessed 26 Mar. 2022].
- Miswar, Suhardi and Kurniawan, N.B. (2018). A Systematic Literature Review on Survey Data Collection System. *2018 International Conference on Information Technology Systems and Innovation (ICITSI)*. doi:10.1109/icitsi.2018.8696036.
- Moschis, G.P. and Churchill, G.A. (1978). Consumer Socialization: A Theoretical and Empirical Analysis. *Journal of Marketing Research*, 15(4), p.599.
- Nafees, L., Stoddard, J.E., Cook, C. and Nikolov, A.N. (2021). Can Social Media Influencer (SMI) Power Influence Consumer Brand Attitudes? The Mediating Role of Perceived SMI Credibility. *Digital Business*, 1(2), p.100008. doi:10.1016/j.digbus.2021.100008.
- National Communication Commission (2019). Nigeria: number of internet users 2017-2023. Retrieved January 20, 2022 from <https://www.statista.com/statistics/183849/internet-users-nigeria/>
- Newlands, G. and Fieseler, C. (2020). #dreamjob: navigating pathways to success as an aspiring Instagram influencer. *The Regulation of Social Media Influencers*, pp.167–184. doi:10.4337/9781788978286.00016.
- Nirschl, M. and Steinberg, L. (2018) *Einstieg in das Influencer Marketing: Grundlagen, Strategien und Erfolgsfaktoren*, Wiesbaden, Springer Gabler.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorser's Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), 39- 52.
- Ohanian, R. (1991). The Impact of Celebrity Spokesperson's Perceived Image on Consumers' Intention to Purchase. *Journal of Advertising Research*, 31(1), 46-52.
- Olabanji, A. O., Shumba, P.M. and Tafadzwa, M. (2014) *The Impact of Social Media-Based Marketing on the Turnover of Retailers Based in Polokwane, South Africa*, Mediterranean Journal of Social Science, MCSER Publishing, Rome-Italy.

Olaitan, O. (2021). The impact of social media (Twitter, Facebook and Instagram) on consumer behaviour in Nigeria. [online] *esource.dbs.ie*. Available at: <https://esource.dbs.ie/handle/10788/4297>.

Olaajo, O. (2020). Impact of Nigeria Social Media Influencers on their Followers in Online Community. *Nnamdi Azikiwe University Journal of Communication and Media Studies*, [online] 1(2). Available at: <http://rex.commpan.com/index.php/naujocom/article/view/81/80> [Accessed 27 Mar. 2022].

Percy, L. and Elliott, R. (2016). *Strategic advertising management*, Oxford, Oxford University Press.

Perjons, P. (2021). *Introduction to Design Science*. S.L.: Springer Nature.

Putter, M (2017). The impact of social media marketing on consumer buying intention. *Journal of International Business Research and Marketing*, 3(1), pp.7-13.

Quoc, M. (2017). Millennials Are Losing Trust in Online Influencers. Here's What Marketers Can Do. Medium.

Rahman, MM and Rashid, MM (2018). Social media advertising response and its effectiveness: Case of South Asian teenage customers. *Global Journal of Management and Business Research*.

Rahul, C. J. & Omvir, G., 2021. Impact of social media influencers on customer engagement and brand perception. *International Journal of Internet Marketing and Advertising*, 15(2), pp. 220-242.

Ranjan, P., Patil, S. and Kazi, F. (2020). Improved Generalizability of Deep-Fakes Detection using Transfer Learning Based CNN Framework. *2020 3rd International Conference on Information and Computer Technologies (ICICT)*. doi:10.1109/icict50521.2020.00021.

Recker, J. (2021). *Scientific Research in Information Systems: A beginner's guide*. S.L.: Springer.



- Reinikainen, H., Tan, T.M., Luoma-aho, V. and Salo, J. (2021). Making and breaking relationships on social media: the impacts of brand and influencer betrayals. *Technological Forecasting and Social Change*, 171, p.120990.
- Ritzer, G. and Murphy, W.W. (2019). *Essentials of sociology*. Thousand Oaks, California: Sage Publications, Inc.
- Ross, M.W., Iguchi, M.Y. and Panicker, S. (2018). Ethical aspects of data sharing and research participant protections. *American Psychologist*, 73(2), pp.138–145. doi:10.1037/amp0000240.
- Sano, N., Aoki, S. and Ariyoshi, Y. (2018). Social Media Marketing for Regional Activation: Case Study on the Onomichi Vacant Housing Renewal Project. *2018 5th Asia-Pacific World Congress on Computer Science and Engineering (APWC on CSE)*. doi:10.1109/apwconscse.2018.00019.
- Sedkaoui, S. (2018). *Data Analytics and Big Data*. London: Iste Ltd / John Wiley & Sons, Inc.
- Shimizu, A. (2021). *New Consumer Behavior Theories from Japan*. Springer Singapore.
- Shintara, O., and Yuji, K. (2018). Constructing the website to create empathy through interaction between company and customers. *Bulletin of JSSD*, 54, 502–503.
- Sokolova, K. and Kefi, H. (2019). Instagram and YouTube bloggers promote it, why should I buy? How credibility and Para social interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, [online] 53(1). Available at: <https://www.sciencedirect.com/science/article/pii/S0969698918307963>.
- Srivastava, M. and Sivaramakrishnan, S. (2020). The impact of eWOM on consumer brand engagement. *Marketing Intelligence & Planning*, ahead-of-print(ahead-of-print). doi:10.1108/mip-06-2020-0263.
- Statista. (2021). *Nigeria: social media ad-audience by age and gender 2021 | Statista*. [online] Available at: <https://www.statista.com/statistics/1176100/distribution-social-media-advertising-audience-nigeria-age-gender/#:~:text=Distribution%20of%20social%20media%20ad,2021%2C%20by%20age%20and>

%20gender&text=As%20of%20January%202021%2C%20around,male%20usership%20in%20the%20country. [Accessed 21 May 2022].

Stephen, A.T. (2020). Social media and luxury. *Research Handbook on Luxury Branding*, pp.248–263. doi:10.4337/9781786436351.00027.

Sudha, M. and Sheena K. (2017). Impact of Influencers in Consumer Decision Process: The Fashion Industry. *SCMS Journal of Indian Management*, pp.14-30.

Sun, J., Chen, P.-J., Ren, L., Shih, E.H.-W., Ma, C., Wang, H. and Ha, N.-H. (2021). Place attachment to pseudo establishments: An application of the stimulus-organism-response paradigm to themed hotels. *Journal of Business Research*, 129, pp.484–494. doi:10.1016/j.jbusres.2020.10.005.

Umukoro, O.E., Uwuigbe, O.R., Obigbemi, I. and Uwuigbe, U. (2020). Social Media Cost and the Levels of Cash Flow Among Listed Banks in Emerging Economies in Africa. *International Journal of Financial Research*, 11(4), p.370. doi:10.5430/ijfr.v11n4p370.

Wang, Y., Xu, L., Liu, J. and Liu, B. (2014). Microblog marketing: A case study at Sina Weibo. *2014 International Conference on Management Science & Engineering 21th Annual Conference Proceedings*. doi:10.1109/icmse.2014.6930272.

Wei, K. K., and Li, W. Y. (2013). Measuring the impact of celebrity endorsement on consumer behavioural intentions: a study of Malaysian consumers. *International Journal of Sports Marketing & Sponsorship*,14(3), 157–177.

Weinberg, T. (2009). *The New Community Rules: Marketing on the Social Web* (1st Ed.), California:O Reilly Inc.

Winter, S., Maslowska, E. and Vos, A.L. (2021). The effects of trait-based personalization in social media advertising. *Computers in Human Behavior*, 114, p.106525. doi:10.1016/j.chb.2020.106525.

Yajima, T. (2015). *Thinking about 'Dual AISAS', a strategy to sell more*. [online] dentsu-ho.com. Available at: <https://dentsu-ho.com/articles/3100>.

YEC (2021). Council Post: The Five Greatest Challenges Facing Instagram Influencer Marketing. *Forbes*. [online] 8 Nov. Available at: <https://www.forbes.com/sites/theyec/2021/11/08/the-five-greatest-challenges-facing-instagram-influencer-marketing/?sh=6757c35d5378> [Accessed 3 Mar. 2022].

Ye, G., Hudders, L., De Jans, S. and De Veirman, M. (2021). The Value of Influencer Marketing for Business: A Bibliometric Analysis and Managerial Implications. *Journal of Advertising*, [online] 50(2), pp.1–19. Available at: <https://www.tandfonline.com/doi/full/10.1080/00913367.2020.1857888>.

Zeljko, D., Jakovic, B. and Strugar, I. (2018). New Methods of Online Advertising: Social Media Influencers. *Proceedings of the 29th International DAAAM Symposium 2018*, pp.0041–0050.

Zenonos, S., Tsirtsis, A. and Tsapatsoulis, N. (2018). Twitter Influencers or Cheated Buyers? *2018 IEEE 16th Intl Conf on Dependable, Autonomic and Secure Computing, 16th Intl Conf on Pervasive Intelligence and Computing, 4th Intl Conf on Big Data Intelligence and Computing and Cyber Science and Technology Congress (DASC/PiCom/DataCom/CyberSciTech)*. doi:10.1109/dasc/picom/datacom/cybercitec.2018.00049.

## APPENDIX I QUESTIONNAIRE

### THE EFFECTIVENESS OF NIGERIAN SOCIAL MEDIA INFLUENCERS IN PROMOTING BRANDS AND PRODUCTS

#### INFORMATION SHEET FOR PARTICIPANTS

Dear Respondents,

My name is Onatobome Okposo, a Masters of Business Administration student at Dublin Business School. The overall aim of this research is to investigate the effectiveness of Nigerian social media influencers in promoting brands and products.

This questionnaire is divided into four sections, each with its own set of questions, and it should take you about 5 minutes to complete. Your participation in this survey is important and completely voluntary.

All information gathered through this survey will remain anonymous, confidential, and utilized solely for academic purposes. Your completed questionnaires will be collected, evaluated, and stored in a way that protects your privacy.

Thanks for your contribution.

#### INFORMED CONSENT FORM

Have you read the information above and do you agree to fill out this questionnaire voluntarily?

- ( ) Yes (Please continue with the questionnaire)
- ( ) No (Please do not continue with the questionnaire. This questionnaire is only meant for those who give their consent)

#### **SECTION A: DEMOGRAPHICS**

*Please tick ( ✓ ) the option that most closely describes you.*

1. What is your gender? ( ) Male ( ) Female ( ) Others ( ) Prefer not to say
2. What is your age? ( ) 18-24 years ( ) 25-34 years ( ) 35-44 years ( ) 45-54 ( ) 55 and older
3. What is your highest educational level? ( ) Elementary school ( ) High school ( ) College diploma ( ) University degree ( ) Postgraduate degree
4. What is your experience with the Nigerian social media space? ( ) less than one year ( ) 1-2 years ( ) 3-4 years ( ) 5 years or more

## SECTION B: EFFECTIVENESS OF NIGERIAN SOCIAL MEDIA INFLUENCERS (DUAL AISAS MODEL)

Please, reflect on your experience on the Nigerian social media space and rate ( ✓ ) your agreement with the following statements.

STATEMENTS	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
<b>Attention</b>							
The posts of Nigerian social media influencers draws my full attention.							
<b>Interest</b>							
After viewing the posts of Nigerian social media influencers promoting brands and products, I like the brands and products.							
<b>Search</b>							
After viewing the posts of Nigerian social media influencers promoting brands/products, I usually search for information about the brands/products							
<b>Action</b>							
After viewing the posts of Nigerian social media influencers promoting brands/products, I believe the offered brands/products are worth trying							
<b>Share</b>							
After viewing the posts of Nigerian social media influencers promoting brands/products, I share the information with my friends and family							
<b>Activate</b>							
My friends used to tag me to call upon my attention on repost of Nigerian social media influencers							
<b>Attention</b>							

STATEMENTS	Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
The repost of Nigerian social media influencers by my friends draws my full attention							
<b>Interest</b>							
I usually like the reposts of Nigerian social media influencers by my friends and family							
<b>Share</b>							
I also share the repost of Nigerian social media influencers by adding my comments.							
<b>Accept</b>							
After getting influenced by the repost of Nigerian social media influencers, my friends will also be greatly influenced.							
<b>Spread</b>							
My friends expect me to spread the repost of Nigerian social media influencers by adding creative #hashtags							

### SECTION C: PERCEIVED CREDIBILITY OF NIGERIAN SOCIAL MEDIA INFLUENCERS

Please, reflect on your experience on the Nigerian social media space and rate ( ✓ ) your agreement with the following statements.

STATEMENTS	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
Nigerian social media influencers are trustworthy							
Nigerian social media influencers are experts on the what they share							

## SECTION D: FACTORS THAT DETERMINE THE EFFECTIVENESS OF NIGERIAN SOCIAL MEDIA INFLUENCERS

Please, reflect on your experience on the Nigerian social media space and rate ( ✓ ) how important these following factors are for you to accept and buy-into an influencer's message

STATEMENTS	Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Very Unimportant
Interactivity (the ability of an influencer to keep you engaged)					
Informativeness (the ability of an influencer to keep you informed)					
Personalisation (the ability of an influencer contents to be tailored to you)					
Trendiness (the ability of an influencer to offer the latest trends)					
Word-of-Mouth (the ability of an influencer to appeal to your social cliques)					