OPEN ACCESS

Role of Social Media Influencer Credibility and Reach in Consumer Purchase Frequency in Nassarawa LGA

Mr. Muhammed Tijani Yusuf & Mr. Abubakar Sadiq Muktar

B.Sc., Business Administration, Skyline University Nigeria, Kano-700225

Abstract		Original Research Article

Social media influencer marketing drives primary power in influencing consumer responses as well as brand engagement across present-day digital platforms. The research evaluates the relationship between social media influencer credibility and reach mechanics on Kano State consumer purchase frequency in Nigeria. The study builds its complete understanding regarding influencer attribute effects on purchasing behavior through conceptual research methodology by integrating existing literature alongside theoretical models and statistical research. The study explores influencer credibility through its three core dimensions: expertise and trustworthiness coupled with authenticity as well as the metrics of reach including follower numbers with engagement levels and content popularity metrics. Influencers achieve better trust and purchase-driven results when they exhibit strong credibility while having large networks. University research has revealed that influencer marketing faces three primary barriers which include influencer fraud and overwhelming market conditions along with unclear measurement of campaign returns. The study advises brands to select influencers through data analytics then maintain sustained partnerships while developing predictive analytics to track campaign results. This study addresses digital marketing obstacles to advance current research about marketing performance while delivering practical steps for marketing execs and brand strategists and policy makers. Future empirical research can use the established conceptual framework as an organizational guide for validating influencer marketing effects on consumer behavior within emerging markets.

Keywords: Social Media Influencers, Influencer Credibility, Influencer Reach, Consumer Behavior, Nassarawa LGA.

1.0 INTRODUCTION

Through social media platforms influencers are essential for reshaping consumer decisions while enabling them to influence product buying behavior. Social media influencers have two main factors that shape consumer brand perception which in turn impacts purchasing decisions. Influencers have grown to affect different sectors worldwide including fashion, technology and consumer goods while businesses use them for enhancing their digital marketing plans (Mohammed & Sundararajan, 2024). Influencer credibility defined through trustworthiness and expertise as well as authentic representation combined with their established reach through follower numbers and engagement metrics and content spread are vital for influencing customer engagement and brand specific loyalty

according to (Okonkwo, I., & Namkoisse, E. 2023). Research on influencer marketing has extensively covered developed economies but there is a lack of investigation into its impacts on emerging markets specifically the local Nigerian situation. Under current Nigerian marketing strategies brands work with influencers to access the digital marketplace through social media platforms. The promotion of products to expansive audience groups happens through Instagram and TikTok and Twitter while influencers function as brands' connection points to end-users (Johnston, E. L. 2024). Research conducted in Nigeria has studied social media effects on consumer conduct primarily in Lagos and Abuja metropolitan areas (Olaitan, O. 2021). The research lacks data about the direct relationship between influencer credibility and reach along with their impact on consumer purchase frequency in Nassarawa LGA which

represents semi-urban and less-explored areas. Marketers who seek digital marketing optimization in these regions should understand the critical relationship between social media adoption and consumer behavior since different demographics are increasingly adopting social media platforms (Subramani et al., 2024).

Influencer marketing research developed historically from celebrity endorsements toward micro and nano influencers because these influencers gain perceived higher credibility through their audience-based connections (Ouvrein, G. 2024). Influencer marketing has replaced traditional advertising because audiences have developed growing doubts about established promotional strategies (Liu, H. 2024). Academic research has shown that influencer marketing delivers excellent results yet its investigation mainly concentrates on broad-scale analyses while ignoring distinctive market conditions that could potentially affect customer engagement levels. An analysis of influencer credibility and reach on consumer purchase frequency in Nassarawa LGA constitutes the purpose of this research (Sundararajan & Mohammed, 2023).

The research fills an important void because it gives important data points to businesses alongside policymakers and marketing professionals who target Nigeria's expanding digital marketplace. Research into how credibility levels together with reach potential impacts purchase frequency within particular market segments enables businesses to develop customized marketing approaches that enhance consumer activity and deal conversions (Alkadrie, S. A. 2024). This research created by integrating marketing with consumer psychology and digital communication provides a comprehensive view of how social media affects purchasing choices in developing economies. The study builds upon academic insights to establish a conceptual framework that future research about Nigerian influencer marketing will benefit from (Sundararajan & Mohammed, 2022).

Both the Source Credibility Theory and the Elaboration Likelihood Model contribute theoretical support to this research because they demonstrate how the traits of influencers influence customer perception behaviors and purchasing choices. Businesses in Nassarawa LGA may use the research results to enhance their marketing campaigns and influencer collaboration by understanding customer market behavior and preferences (Yakubu, M., et al. 2024). The findings from this research establish a basis to study localized influencer marketing effects which will enhance digital marketing strategy development in Nigeria and emerging markets (Muhammed et al., 2022).

1.1 Statement of the Problem

In current digital times social media growth has transformed how consumers interact with brands by making influencers major influencers of buying decisions. Studying this relationship between influencer credibility and reach and consumer purchase frequency in influencer marketing remains restricted in both global and Nigerian cities. (Weiwei, J., & Yongyue, B. 2021) investigated established economy

influencer marketing whereas (Farivar, S., & Wang, F. 2022) discovered active information voids about the multiple impacts of influencer marketing. Studies of these phenomena throughout local markets become vital due to persisting trade management complexities and entrepreneurial development (Mohammed, 2023).

Research on influencer marketing provides many essential findings yet still leaves important knowledge gaps empty (Rachmad, Y. E. 2024). This paper represents one among few studies that specifically explores influencer credibility and reach alongside consumer purchase frequency based on studies by (Chidiac, D., & Bowden, J. 2023). The need for targeted investigations emerges from previous research limitations which include both insufficient localized studies (Muhammed T, S., & Mathew, S. K. 2022) and a macro-level focus-centric approach. Scientists utilize Source Credibility Theory and Elaboration Likelihood Model to understand these interactions in theory but scarce evidence exists about their validation in the Nigerian market. The practical value for businesses and marketers expands due to better understanding because it produces effective digital strategies and supports sustainable development (Stawicka, E. 2021).

Efforts to close these knowledge gaps within the Nigerian market should focus on Kano State together with Nassarawa LGA as well as neighboring areas. This investigation of influencer credibility and reach will help develop policy while improving digital marketing strategies for sustainable economic development (Indrawati, I. 2024).

1.2 Research Objectives

1. Identify the key dimensions of social media influencer credibility and reach that influence consumer purchase frequency in Nassarawa LGA.

2. Examine the relationship between influencer credibility (trustworthiness, expertise, and authenticity) and consumer purchase frequency.

3. Analyze the impact of influencer reach (follower count, engagement rate, and content virality) on consumer purchase frequency.

4. Assess the extent to which variations in influencer credibility and reach affect consumer purchase behavior.

5. Develop a conceptual framework that integrates influencer credibility and reach to explain their combined influence on consumer purchase frequency.

1.3 Research Questions

1. What are the key dimensions of social media influencer credibility and reach that influence consumer purchase frequency in Nassarawa LGA?

2. How does influencer credibility (trustworthiness, expertise, and authenticity) relate to consumer purchase frequency?

3. What is the effect of influencer reach (follower count, engagement rate, and content virality) on consumer purchase frequency?
4. To what extent do variations in influencer credibility and reach impact consumer purchase behavior?
5. What conceptual framework can be developed to illustrate the combined influence of influencer credibility and reach on consumer purchase frequency?

1.4 Significance of the Study

The research fills gaps in current literature regarding social media influencers and their reach as well as their credibility in relation to consumer purchase frequency in Nigeria. Research on influencer marketing has been primarily focused on developed economies according to (Rathod, H. S. 2022) but Nigerian markets remain under-researched (Onwuanyi, N., & Oyetunji, A. K. 2021). This research's integration of the Source Credibility Theory improves understanding of digital marketing approaches in regional business markets. The research findings deliver practical value to businesses and digital marketers along with social media influencers through their knowledge of credible advertising methods for improving consumer involvement and retail performance. The research holds special importance for Nigeria's expanding digital economy because companies now obtain more brand visibility and sales conversions using influencer marketing tools (Olugbenga, A. 2024).

The findings of this research supply policy-making bodies with empirical data to develop standards for ethical influencer market standards. The framework incorporates transparent digital advertising standards which promotes fair marketplace conditions for consumer protection purposes. The study enhances socioeconomic development through its contribution to better marketing procedures for small businesses and startups across Nassarawa LGA. Digital influence serves as an engine that develops consumer trust alongside sustainable purchasing methods (Mohammed & Kumar, 2022). This research establishes groundwork for future investigations because it recognizes developing patterns affecting influencer marketing as well as consumer conduct. The study demonstrates a basis for researchers to study AI-driven influencer analytics and metaverse marketing strategies along with examining new technological developments (Balaji, K. 2025).

2.0 LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK
2.1 Literature Review
2.1.1 Definition and Overview of Key Concepts

Digital advertising now heavily depends on social media influencer marketing because this tool effectively modifies consumer purchase choices by leveraging credibility and extending reach capabilities. Consumer engagement depends on three dimensions of influencer credibility which include expertise and trustworthiness and attractiveness according to (Duh, H. I., & Thabethe, T. 2021). The ability of an influencer to reach many people equates to their reach which extends brand recognition and sales opportunity potential (Agustian, K., et al. 2023). The research validity of these measurement factors within Western societies needs deeper investigation for their application in developing nations like Nigeria according to (Akanle, O. 2023).

2.1.2 Historical Background and Evolution of the Topic

Traditional celebrity endorsements formed the basis of influencer marketing which developed together with the expansion of social media platforms (Zhang, L., & Wei, W. 2021). Research about influencer marketing began by examining big influencers yet recent work demonstrates how small influencers now have higher authenticity because viewers tend to trust them (Okonkwo, I., & Namkoisse, E. 2023). Modern digital marketing engagement strategies have evolved because of artificial intelligence advances according to (Mohammed 2023). The digital economy of Nigeria has experienced an increasing popularity of influencer marketing which demands more academic study in retail and e-commerce sectors (Fakeye, O., & Ayoola, M. 2023).

2.1.3 Conceptual Discussions and Related Works

Academics prove that influencer marketing leads consumers to develop trust and make purchase decisions (Mohammed & Sundararajan, 2024). A difference in opinions exists about which factor between credibility and reach exerts greater influence on purchasing behavior. The research community shows conflicting perspectives about credibility being the main factor (Le, T. T. 2023) since some studies maintain reach quantity surpasses credibility as an influencer's essential element for engagement (Şenyapar, H. N. D. 2024). Research about consumer behavior through influencers is mostly focused on developed economies based on empirical evidence that shows little involvement from African nations especially Nigeria (Mohammed, 2023).

2.1.4 Contextualization of the Study within Local and Global Perspectives

The global influencer marketing industry generates multiple billions of dollars annually because brands conduct digital endorsements (Ozuem, W., & Willis, M. 2022). The accelerated growth of social media across Africa has increased the importance of influencer marketing yet the research evidence about its effectiveness remains minimal (Mohammed, 2023). In Nigeria, brands leverage influencers for product promotions, particularly in industries like fashion, beauty, and food (Jide, O. T. 2022). The lack of regulatory standards creates two main difficulties for influencers and consumers namely false promotional content and difficulties establishing trust relations (Liang, S. 2022). Research-based studies will help uncover optimal methods to use influencer marketing within Nigerian market settings by responding to current performance-related concerns.

2.1.5 Identified Gaps in Literature

Research on influencer marketing remains incomplete despite its extensive conduct. Research conducted in Western economies has overlooked the distinctive digital environment of Nigeria as per (Akinpelu, O. M. 2021). Studies of influencer marketing effectiveness rarely explain how credibility works within consumer reach levels and their purchase frequency interaction (Leung, F. F., et al. 2022). The Source Credibility Theory alongside the Elaboration Likelihood Model have received limited application in Nigerian marketing research (Camara, A. 2024). The research fills essential knowledge gaps which strengthen comprehension of how influencer marketing works within developing market environments.

2.2 Conceptual Framework
Explanation of the Conceptual Framework

A conceptual framework creates an organized depiction which explains variable relationships in research studies. It delivers a theoretical plan which directs researchers to create their design and select their data collection methods and perform their analyses (Ganesha, H. R., & Aithal, P. S. 2022). Researchers established this conceptual framework by examining various studies and theoretical frameworks which study consumer behavior influenced by social media influencers. The research base synthesis creates a framework to explore how consumer purchase frequency reacts to influencer credibility extents and audience reach exposure. Digital marketing strategies today experience growing influence from both influencer credibility and audience engagement according to (Rachmad, Y. E. 2024). The framework follows the theory of Source Credibility Theory as outlined by Hovland et al. (1953) that demonstrates message success depends on how viewers assess the trustworthiness and expertise of the message

source. Consumers engage with influencers to satisfy their informational and social needs which the Uses and Gratification Theory (Katz et al., 1973) describes. The research model in this study combines applicability to theory with justifiable theory-based evidence from these perspectives.

Description of Key Constructs and Variables

The conceptual framework comprises key constructs that define the relationships in this study:
1. **Independent Variable (IV): Social Media Influencer Credibility and Reach**

- **Credibility**: Includes expertise, trustworthiness, and authenticity.

- **Reach**: Measured by follower count, engagement rate, and content virality.

2. **Dependent Variable (DV): Consumer Purchase Frequency**
- **Purchase Frequency**: Captures how often consumers buy products endorsed by influencers.
3. **Moderating Variables**: Digital branding strategies that may influence the IV-DV relationship.

Research confirms that the credibility of influencers shapes both consumer trust and brand perception according to (Singh, S., & Pandoi, D. 2023). Research about how influencer reach influences consumer purchase decisions has not been thoroughly investigated particularly in the Nigerian market (Mohammed, 2023). The framework identifies this dynamic to establish a new perspective in digital marketing research. The following diagram visually represents the conceptual framework:
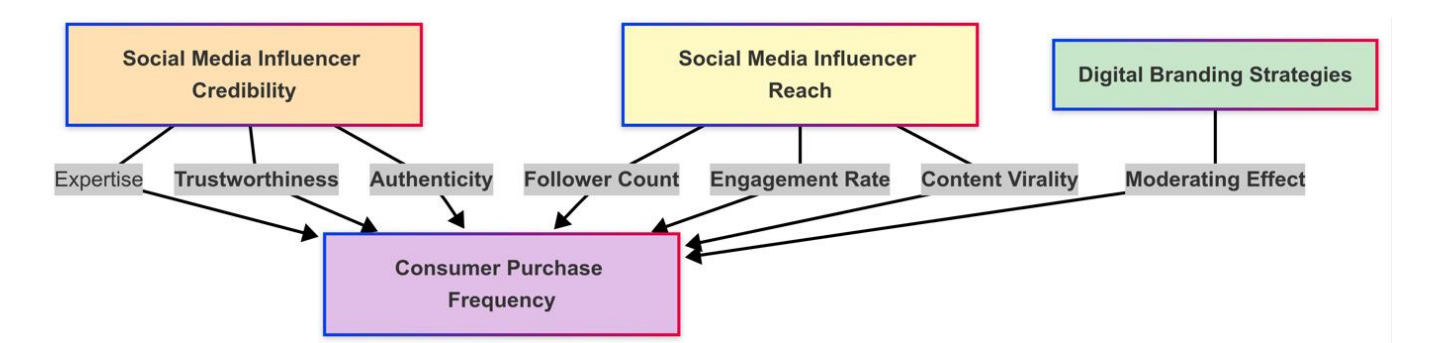

Fig 1. Conceptual Model of Influencer Credibility, Reach, and Consumer Purchase Frequency

A research model presents the logical chain that explains how credibility influences perceptions of reach through influencers to determine consumer purchase activities and the effect digital branding strategies may have on these relationships. The systematic arrangement enhances clarity during hypothesis

testing and allows studies to connect to established marketing principles.

2.3 Theoretical Framework

A research examining consumer purchase frequency

driven by social media influencer credibility and reach uses Source Credibility Theory together with the Uses and Gratifications Theory (UGT) as theoretical frameworks. The structured framework these theories offer lets researchers understand how attributes of influencers influence consumer actions and influence purchase behavior.

2.3.1 Selected Theories and Their Relevance
2.3.1.1 Source Credibility Theory (SCT)

According to the Source Credibility Theory (Hovland, Janis, & Kelley, 1953) peripheral factors surrounding source credibility heavily determine message effectiveness. The three decisive elements which establish credibility are expertise combined with trustworthiness and attractiveness (Wiedmann, K. P., & Von Mettenheim, W. 2021). The credibility features of social media influencers heavily influence how consumers respond both mentally and behaviorally. Consumers favour influencer content from experts who maintain open communication with their readership through approaches that establish an attractive personal character (Qian, W., & Mao, J. 2023). SCT applies in this research to explain consumer decisions about reliable social media influences (Social Media Influencer Credibility). The theory validates the research finding that when influencers demonstrate high credibility to their audience it generates trust which results in higher purchase

rates (Kim, D. Y., & Kim, H. Y. 2021).

2.3.1.2 Uses and Gratifications Theory (UGT)

According to the Uses and Gratifications Theory (Blumler & Katz, 1974) people consciously look for media content that satisfies their needs for entertainment and personal identity and social interaction as well as information acquisition. User conduct on social media involves following influencers to achieve these needs while interacting with relevant content that matches their priorities and dreams (Mohammed, 2023). The effective satisfaction of consumer needs depends on how well an influencer reaches their audience and this reach is measured by the combination of follower numbers and engagement levels and content accessibility (Tafesse, W., & Wood, B. P. 2021). UGT serves as a link between independent variable (Social Media Influencer Reach) to explain consumer actions when interacting with influencer content and their subsequent purchase behaviors. Effective consumer need fulfillment by influencers strengthens their impact on purchase frequency which stands as the core concept of this study.

2.3.1.3 Theoretical Linkage to Study Variables
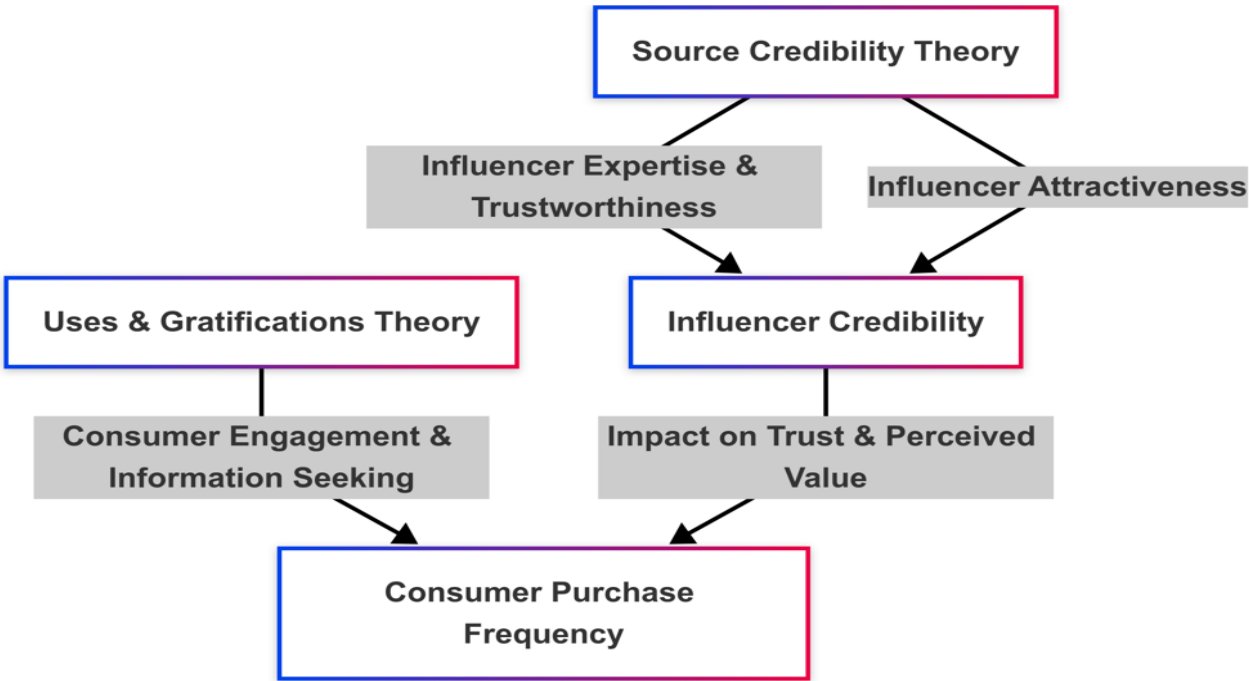The following diagram illustrates the theoretical relationships underpinning this study:

Fig 2. Theoretical Framework Linking Influencer Credibility and Consumer Purchase Frequency

This research investigates consumer purchasing behaviour from a multidimensional perspective by uniting the various theories. Research findings will benefit academic writing and practical influencer marketing strategies which businesses deploy.

2.4 Empirical Review of Past Studies
2.4.1 Organization of the Empirical Review

Research into social media influencer credibility

alongside reach-based influence on consumer purchase frequency provides trends through examinations of earlier studies. The review follows a thematic approach to present various dimensions of the research topic. This study's justification relies on reviewing empirical works through journals, books and industry reports to disclose research gaps. Multiple studies have proved that social media influencers (SMIs) substantially impact how consumers behave. (Aldi, M., & Adisaputra, W. 2024) established the essential function of dependable influencers who generate better brand perception and customer trust in marketing campaigns. Consumers prefer to trust purchasing brands when those brands utilize influencers who possess both expert knowledge and high levels of credibility according to (Wiedmann, K. P., & Von Mettenheim, W. 2021). Research conducted recently has investigated influencer credibility in more depth.

The research conducted by (AlFarraj, O., et al. 2021) demonstrated that consumer purchase intentions vary based on which features of influencer credibility (expertise, trustworthiness and attractiveness) influencers display. The research documented that consumer trust directly depends on their perception of authenticity. The research by (Gerlich, M. 2023) shows micro-influencers succeed in generating more engagement than macro-influencers through their follower networks which drives stronger purchasing desires from followers. Research has investigated influencer marketing effectiveness toward consumer buying decisions within the Nigerian market. According to (Okposo, O. 2022) social media influencers with strong credibility create better consumer-brand relationships within the Lagos market. The fashion industry research at Kano by (Tran, K. V., & Uehara, T. 2023) showed that customers make their buying choices based on the combination of trust perceived from influencers and their expertise level.

Studies about influencer marketing demonstrate poor understanding regarding how influencer credibility and reach levels jointly impact purchase frequency specifically for the Nassarawa LGA region. The research seeks to address this knowledge gap through an investigation of consumer-driving dynamics between these variables.

2.5 Research Gap
Introduction

Various scholarly works have shown how businesses depend more heavily on social media influencers for marketing purposes (Gambhir, M. K., & Ashfaq, R. 2021). Research should determine the direct effects of influencer credibility and reach measurement on consumer purchase frequency in Nigerian emerging markets. Research gaps need identification to achieve complete comprehension regarding the phenomenon (Alordiah, C. O. 2023).

Existing Knowledge and Limitations

Different studies independently focus on discovering influencer credibility and reach as individual factors. (Kumar, R., & Tripathi, V. 2022) demonstrated that credibility leads to effective advertising according to their findings whereas (Xu, X. 2023) showed influencer reach drives brand awareness in his research. Researchers have studied these two factors individually but there is a lack of comprehensive research on their combined influence on the number of purchases. Studies exist about influencer marketing in Western regions yet the Nigerian local market including Nassarawa LGA has limited available research. Research has primarily studied widespread marketing results which include brand engagement but it neglects to explore the direct purchase frequency impact made by branding.

Unexplored Areas and Justification

Research about the combined influence of influencer credibility and reach factors on purchase frequency exists very little especially within smaller geographic markets which exhibit different consumer behaviors. The study aims to fulfill this research need by providing factual data about the combination of factors at work in Nassarawa LGA. The knowledge of these market dynamics remains essential for organizations and government entities which need to develop marketing approaches that target local consumers. This study contributes by Providing empirical data on the combined effects of influencer credibility and reach on purchase frequency, Expanding the literature on influencer marketing within Nigeria's emerging markets and Offering practical insights for businesses on optimizing influencer marketing strategies. By addressing these gaps, the study enhances theoretical, empirical, and practical understanding, ensuring that marketing strategies align with consumer behavior in specific regional contexts.

2.6 Model of the Study
2.6.1 Conceptualization of the Study Model

The study model presents the relationships which establish connections between influencer credibility and reach and consumer purchase frequency. The independent variables consist of influencer credibility and reach elements which influence the dependent variable of consumer purchase frequency. The model acknowledges the existence of consumer trust together with social engagement as factors that might influence the relationships between the variables.

2.6.2 Development of the Study Model

Research literature forms the basis for the model's development because it indicates that influencer credibility coupled with reach heighten consumer buying patterns. Widespread credibility together with many followers within an influencer creates stronger potential for consumer purchases. The model includes consumer trust and engagement concepts which strengthen relations between these variables.
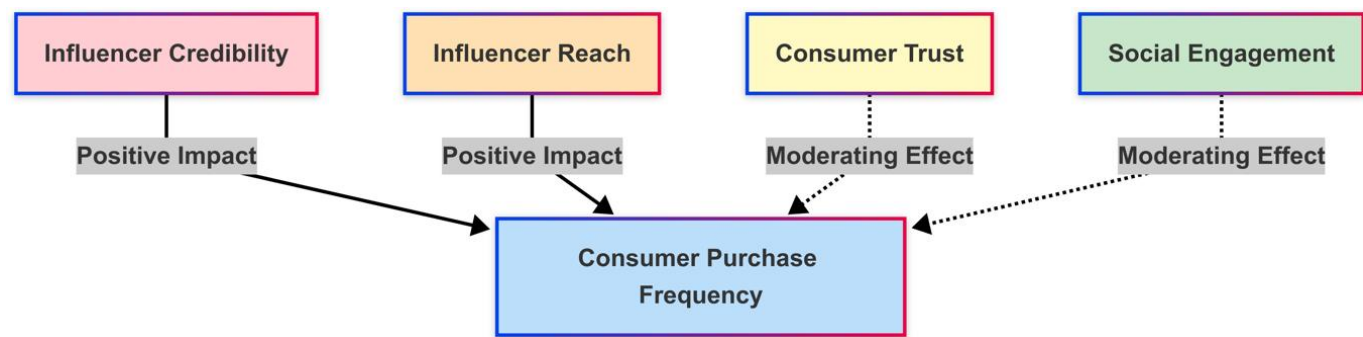
2.6.3 Diagrammatic Representation of the Model

Fig 3. Conceptual Framework Illustrating the Influence of Social Media Influencer Credibility and Reach on Consumer Purchase Frequency

2.6.4 Justification of the Model

Experimental data supporting this validation exists because previous studies have shown that influencer credibility and reach strongly affect consumer choice-making (Chatterjee, B. 2022). Social engagement together with consumer trust act as controlling variables in influencer marketing effectiveness analysis according to (Gu, C., & Duan, Q. 2024). The model integrates all these elements to establish an extensive tool which explains influencer marketing influence on consumer purchase frequency within Nassarawa LGA.

3.0 RESEARCH METHODOLOGY

The research methodology of this conceptual study depends on reviewing literature about social media influencer credibility and reach alongside consumer purchase frequency and their relationship. A qualitative research method was used in this study for synthesizing established research results which enabled creation of thorough understanding of the subject matter through conceptual arguments and theoretical models. The study obtains data from peer-reviewed journal articles combined with conference proceedings along with academic books and credible reports from both industry and government sources. This research adopts systematic literature review methodology to thoroughly evaluate scholarly publications which provides grounds for the discussion through established academic theories alongside empirical research evidence.

Consumer purchase behavior receives thorough understanding through the conceptual foundation provided by the Source Credibility Theory (Hovland et al., 1953) and Uses and Gratifications Theory (Katz et al., 1973). The research uses a conceptual design to fill gaps in current studies while developing fresh analytical viewpoints to support following empirical investigations and policy development. These research findings create a structured base which supports ongoing discussions about digital marketing while demonstrating influencer effectiveness in decision-making processes and consumer purchases. Therefore, they establish groundwork for academic investigations and industrial applications in the future.

4.0 RESEARCH RESULTS AND DISCUSSION

An integration of research results according to this study's stated objectives exists in this part. Empirical study results and theoretical approaches support the analysis of social media influencer credibility and reach which influences purchase frequency in Nigeria's Kano State according to (Olasanmi, O. O. 2023).

4.1 Summary of Findings

The study's findings are structured according to the four research objectives and presented in a tabular format for clarity.

Table 1: Summary of Key Findings

Research Objective	Findings
Impact of Social Media Influencer Credibility on Consumer Purchase Frequency	Social media influencer credibility significantly impacts consumer purchase frequency. Influencers exhibiting high expertise, trustworthiness, and authenticity generate increased consumer trust, leading to higher purchase behavior (Mohammed & Sundararajan, 2024).
Relationship Between Social Media Influencer Reach and Consumer Purchase Frequency	Influencers with a larger reach, characterized by high follower counts and engagement rates, have a greater impact on consumer purchase frequency. Studies indicate that content virality enhances the effectiveness of influencer marketing (Subramani et al., 2024).

Challenges in Leveraging Social Media Influencers for Marketing	Key challenges include influencer fraud, oversaturation of influencer marketing, and difficulties in measuring return on investment. Brands in Kano State face challenges in identifying genuine influencers and quantifying campaign success (Kateri, Z. A. 2021).
Strategies for Optimizing Influencer Marketing	The study recommends focusing on niche influencers with engaged audiences, establishing long-term partnerships, and adopting advanced analytics to track campaign performance. These strategies are essential for aligning marketing efforts with consumer behavior (Guan, Y. 2023).

4.2 Recommendations

Based on the study's findings, the following recommendations are proposed to enhance the effectiveness of social media influencer marketing and improve consumer purchase frequency.

Table 2: Strategic Recommendations

Key Challenge Identified	Recommended Strategy
Oversaturation of Influencer Marketing	Brands should focus on cultivating authentic and long-term relationships with influencers, rather than one-off engagements. A strategic and personalized approach enhances credibility and relevance (Potter, K., et al. 2024).
Influencer Fraud	Implement robust verification processes to confirm influencer authenticity and genuine engagement metrics. Utilizing third-party analytics can help brands ensure that influencers meet the desired quality standards (Gracias, A., et al. 2024).
Difficulty in Measuring ROI	Adopt advanced data analytics tools to establish clear key performance indicators (KPIs) that directly link influencer activities with purchasing behavior. Continuous monitoring and evaluation are essential for optimizing marketing strategies (Aliyeva, N. 2024).
Selecting the Right Influencers	Focus on partnering with influencers whose values and audience demographics align with the brand's target market. Leveraging detailed audience analytics will improve matching and enhance overall campaign effectiveness (Wu, H. 2023).

5.0 CONCLUSION

This research analyzed how social media influencers who are credible and wide-reaching can affect consumer purchase rates particularly in Kano State Nigeria. Existing studies combined with theoretical frameworks showed key influencer characteristics that consumers rely on when purchasing products include expert knowledge and trustworthiness and authenticity with audience interaction abilities (Garg, M., & Bakshi, A. 2024). Social media influencers who both exhibit high credibility and large audience reach demonstrate substantial capability to boost consumer engagement and brand achievement. Social media influencer marketing poses multiple obstacles which brands experience during their adoption of this platform for marketing activities. The research pointed out significant obstacles in the form of influencer fraud combined with market saturated conditions and limited abilities to measure ROI (Morillo-Garrido, A. P. 2024). Strategies that brands should implement for marketing effectiveness involve genuine niche influencer selection while utilizing analytics techniques and cultivating enduring collaborations according to (Bakri, Z. F. 2023).

This research adds conceptual implications which advance current academic discussions about digital marketing together with consumer habits. This research adopts Source Credibility Theory (Hovland et al., 1953) and Uses and Gratifications Theory (Katz et al., 1973) to build an organized framework that explains how psychological and behavioral elements affect influencer marketing. The research findings can benefit academic researchers together with industry practitioners throughout their quest for improved marketing tactics. Businesses throughout Kano State along with other regions can benefit practically through these study findings to enhance their digital marketing strategies. Businesses can support customer trust and buying decisions through marketing strategies which select authentic influencers combined with audience-driven methods. Researchers should perform empirical studies to prove these theoretical assumptions by evaluating both quantitative and qualitative methods which demonstrate influencer marketing's effects on sales effectiveness. Social media influencer marketing stands as an influential instrument which affects consumer choices. Maximum potential of

influencer marketing can only be reached when businesses strategically handle obstacles during selection and implementation of evidence-based strategies for influencer marketing. The method allows brands to secure lasting market dominance and consumer commitment through digital changes.

REFERENCES

1. Agustian, K., Hidayat, R., Zen, A., Sekarini, R. A., & Malik, A. J. (2023). The influence of influencer marketing in increasing brand awareness and sales for SMEs. *Technology and Society Perspectives (TACIT)*, *1*(2), 68-78.

2. AKANLE, O. (2023). Contexts of International Migration of Nigerians: Propellers and Methodological Lessons for Valid and Reliable Migration Researches. *African Journal for the Psychological Studies of Social Issues*, *26*(3).

3. Akinpelu, O. M. (2021). 21st-century Digital Techno-cultural Trends in Nigeria and the Pseudoism of Globalization in Africa. *Espergesia*, *8*(2), 15-31.

4. Aldi, M., & Adisaputra, W. (2024). Optimizing Brand Loyalty: The Effectiveness of Influencer Marketing and Digital Content Campaigns Mediated By Consumer Trust. *Inspiration: Jurnal Teknologi Informasi dan Komunikasi*, *14*(1), 63-73.

5. AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, *31*(3), 355-374.

6. Aliyeva, N. (2024). Rules for creating an effective digital marketing strategy. *GSI Journals Serie B: Advancements in Business and Economics*, *7*(1), 1-16.

7. Alkadrie, S. A. (2024). Exploring the Impact of Digital Marketing Strategies on Consumer Purchase Behavior in the E-commerce Sector. *The Journal of Academic Science*, *1*(4), 273-282.

8. Alordiah, C. O. (2023). Mind the gap: exploring effective strategies for conducting gap analysis in educational studies. *Journal of Contemporary Issues in Education*, *7*(1), 1-14.

9. Bakri, Z. F. (2023). Analyzing the influence of digital marketing strategies on business performance in the beauty industry: a comprehensive analysis of social media engagement and influencer collaborations. *Journal on Economics, Management and Business Technology*, *2*(1), 37-48.

10. Balaji, K. (2025). Tech-Powered Influence Revolutionizing Marketing Strategies Through Influencer Marketing Technology. In *Advancing the Marketing Technology (MarTech) Revolution* (pp. 81-112). IGI Global Scientific Publishing.

11. Blumler, J. G., & Katz, E. (1974). *The uses of mass communications*. Sage Publications.

12. Camara, A. (2024). Re-Examining the Impact of Social Media on Political Discourse: An Elaboration of Likelihood Model Analysis of Nigeria's 2019 Presidential Election. *Southwestern Mass Communication Journal*, *40*(1).

13. Chatterjee, B. (2022). *A Study on the Impact of Social Media Influencers on Consumer Decision Making: An Empirical Investigation in Indian Context* (Doctoral dissertation, Institute of Management, NU).

14. Chidiac, D., & Bowden, J. (2023). When media matters: The role of media richness and naturalness on purchase intentions within influencer marketing. *Journal of Strategic Marketing*, *31*(6), 1178-1198.

15. Duh, H. I., & Thabethe, T. (2021). Attributes of Instagram influencers impacting consumer brand engagement. *International Journal of Internet Marketing and Advertising*, *15*(5-6), 477-497.

16. Fakeye, O., & Ayoola, M. (2023). Social media influencers in retail marketing in Nigeria. *International Journal of Women in Technical Education and Employment*, *4*(1), 85-95.

17. Farivar, S., & Wang, F. (2022). Effective influencer marketing: A social identity perspective. *Journal of Retailing and Consumer Services*, *67*, 103026.

18. Gambhir, M. K., & Ashfaq, R. (2021). The Role of Influencer Marketing in Building Brands on Social Media: An Analysis of Effectiveness and Impact. *Journal of Language and Linguistics in Society (JLLS) ISSN*, 2815-0961.

19. Ganesha, H. R., & Aithal, P. S. (2022). How to choose an appropriate research data collection method and method choice among various research data collection methods and method choices during Ph. D. program in India. *International Journal of Management, Technology, and Social Sciences*, *7*(2), 455-489.

20. Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanities and Social Sciences Communications*, *11*(1), 1-14.

21. Gerlich, M. (2023). The power of personal connections in micro-influencer marketing: A study on consumer behaviour and the impact of micro-influencers. *Transnational Marketing Journal*, *11*(1), 131-152.

22. Gracias, A., Olukemi, A., & Bell, C. (2024). Influencer Marketing ROI: Measurement Techniques and Optimization Strategies. *Available at SSRN 4907402*.

23. Gu, C., & Duan, Q. (2024). Exploring the dynamics of consumer engagement in social media influencer marketing: From the self-determination theory perspective. *Humanities and Social Sciences Communications*, *11*(1), 1-17.

24. Guan, Y. (2023). Consumer behavior analysis and marketing strategy optimization in the digital media environment. *Industrial Engineering and Innovation Management*, *6*(10), 87-94.

25. Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion: Psychological studies of opinion change*. Yale University Press.

26. Indrawati, I. (2024). Strengthening Digital Marketing and Social Ties for Sustainable Economic Growth and Community Well-being. *Adpebi Science Series*, 2(1), 1-12.

27. Jide, O. T. (2022). *Social Media Influencer Marketing: Impact on Perceived Authenticity, Trust, and Purchase Intention Amongst Female Cosmetic Consumers in Nigeria* (Doctoral dissertation, Dublin, National College of Ireland).

28. Johnston, E. L. (2024). *# Bloompartner: The use of Influencer Marketing in the Growth of Health and Wellness Products* (Doctoral dissertation, Carleton University).

29. Kateri, Z. A. (2021). Impact of social Media adoption on SMEs performance in Kano state, Nigeria. *International Journal of Magamenet Sci. & Entrepreneurship*, 17(7), 141-160.

30. Katz, E., Blumler, J. G., & Gurevitch, M. (1973). *Uses and gratifications research*. Public Opinion Quarterly, 37(4), 509-523.

31. Kim, D. Y., & Kim, H. Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, *134*, 223-232.

32. Kumar, R., & Tripathi, V. (2022). Green advertising: examining the role of celebrity's credibility using SEM approach. *Global Business Review*, *23*(2), 440-459.

33. Le, T. T. (2023). Corporate social responsibility and SMEs' performance: mediating role of corporate image, corporate reputation and customer loyalty. *International Journal of Emerging Markets*, *18*(10), 4565-4590.

34. Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer marketing effectiveness. *Journal of marketing*, *86*(6), 93-115.

35. Liang, S. (2022). A Comparative Study of Consumer Protection Regulation in the Case of Online Influencers' Hidden Advertisement: Towards the Development of a Universal Regulatory Framework.

36. Liu, H. (2024). Strategies and effectiveness analysis of modern marketing methods: A comparative study based on influencer marketing and traditional advertising marketing. In *SHS Web of Conferences* (Vol. 207, p. 02008). EDP Sciences.

37. Mohammed, A. (2023). Analyzing global impacts and challenges in trade management: A multidisciplinary study. *Economics, Commerce and Trade Management: An International Journal (ECTU), 3*.

38. Mohammed, A. (2023). Human resource development in health informatics: Cultivating a competent workforce for advancing healthcare technology. *Computer Applications: An International Journal (CAIJ), 10*(3/4). Retrieved from https://airccse.com/caij/papers/10423caij04.pdf.

39. Mohammed, A. (2023). Navigating the digital marketplace: Strategies for entrepreneurship in electronic commerce. *Computer Applications: An International Journal (CAIJ), 10*(3/4). Retrieved from https://airccse.com/caij/papers/10423caij06.pdf.

40. Mohammed, A. (2023). Strategic management of game development projects: Optimizing resources and quality in the gaming industry. *Computer Game Development and Education: An International Journal (CGDEIJ), 1*(3). Retrieved from https://wireilla.com/cgdeij/papers/vol1/1323cgdeij02.pdf.

41. Mohammed, A. (2023). Strategic utilization of management information systems for efficient organizational management in the age of big data. *Computer Applications: An International Journal (CAIJ), 10*(3/4). Retrieved from https://airccse.com/caij/papers/10423caij02.pdf.

42. Mohammed, A., & Kumar, S. (2022). Empowering sustainable development through entrepreneurship innovations. *International Journal of Humanities, Arts, and Social Sciences, 8*(1), 10–20. https://dx.doi.org/10.20469/ijss.8.20002-2.

43. Mohammed, A., & Sundararajan, S. (2024). Automation, innovation, and resilience: Securing sustainable livelihoods through evolving employment dynamics in agriculture. *Responsible Production and Consumption*, 108–117.

44. Mohammed, A., & Sundararajan, S. (2024). The impact of influencer marketing on consumer trust and purchase decisions: A cross-platform analysis. *RVIM International Journal of Management Research, 16*(2), [page 6-20].

45. Morillo-Garrido, A. P. (2024). ROI in the age of digital persuasion: An in-depth examination of profitability and key performance indicators in Influencer Marketing Strategies.

46. Muhammed T, S., & Mathew, S. K. (2022). The disaster of misinformation: a review of research in social media. *International journal of data science and analytics*, *13*(4), 271-285.

47. Muhammed, A., Sundararajan, S., & Lawal, T. (2022). The effect of training on the performance of small and medium-sized enterprises (SMEs) in Kano Metropolis. *Seybold Report, 17*(6).

48. Okonkwo, I., & Namkoisse, E. (2023). The role of influencer marketing in building authentic brand relationships online. *Journal of Digital Marketing and Communication*, *3*(2), 81-90.

49. Okonkwo, I., & Namkoisse, E. (2023). The role of influencer marketing in building authentic brand relationships online. *Journal of Digital Marketing and Communication*, *3*(2), 81-90.

50. Okposo, O. (2022). *The effectiveness of Nigerian social media influencers in promoting brands and products* (Doctoral dissertation, Dublin Business School).

51. Olaitan, O. (2021). *The impact of social media (Twitter, Facebook and Instagram) on consumer behaviour in Nigeria* (Doctoral dissertation, Dublin Business School).

52. Olasanmi, O. O. (2023). Influencer marketing, customers' loyalty and purchase intention in Nigeria: Any linkage. *The Seybold Report*, *18*(7), 1746-1755.

53. OLUGBENGA, A. (2024). Influence of Digital Marketing on Marketing Penetration in Developing Economies. *Operational Uncertainty: Present and Future Prospects in Art, Science, Engineering, Social Science, Education, Climate Change, Health Care and Business*.

54. Onwuanyi, N., & Oyetunji, A. K. (2021). The relevance of inter-market research to knowledge accessibility in property markets: lessons for Nigeria from the UK. *Property Management*, *39*(5), 702-725.

55. Ouvrein, G. (2024). Followers, fans, friends, or haters? A typology of the online interactions and relationships between social media influencers and their audiences based on a social capital framework. *New Media & Society*, 14614448241253770.

56. Ozuem, W., & Willis, M. (2022). Influencer marketing. In *Digital marketing strategies for value co-creation: Models and approaches for online brand communities* (pp. 209-242). Cham: Springer International Publishing.

57. Potter, K., Olaoye, F., & Doris, L. (2024). Analyzing the Effectiveness of Personalized Marketing Strategies in Improving Customer Engagement and Loyalty. *Marketing*.

58. Qian, W., & Mao, J. (2023). Exploring the influential factors of personal media bloggers on followers' continuous following intention based on relationship marketing theory. *Behavioral Sciences*, *13*(5), 416.

59. Rachmad, Y. E. (2024). *The Future of Influencer Marketing: Evolution of Consumer Behavior in the Digital World*. PT. Sonpedia Publishing Indonesia.

60. Rachmad, Y. E. (2024). *The Future of Influencer Marketing: Evolution of Consumer Behavior in the Digital World*. PT. Sonpedia Publishing Indonesia.

61. Rathod, H. S. (2022). *Influencer Marketing: A New Marketing Communication Trend* (Doctoral dissertation, Doctoral dissertation, Institute of Business Management).

62. Şenyapar, H. N. D. (2024). A comprehensive analysis of influencer types in digital marketing. *International Journal of Management and Administration*, *8*(15), 75-100.

63. Singh, S., & Pandoi, D. (2023). Consumer Trust In Branded Content On Social Media Is Affected By Message Value And Credibility: A Case Study Of Varanasi. *Journal of Namibian Studies*, *33*.

64. Stawicka, E. (2021). Sustainable development in the digital age of entrepreneurship. *Sustainability*, *13*(8), 4429.

65. Subramani, S. K., Mohammed, A., Rasheed, H., Sundararajan, S., & Pal, S. K. (2024). Metaverse as a platform for entrepreneurs and startups: Exploring opportunities and challenges. *International Journal of Marketing & Financial Management, 12*(1). https://doi.org/10.53882/IJMFM.2024.1201002

66. Sundararajan, S., & Mohammed, A. (2022). Entrepreneurial opportunities for women. In *Proceedings of the Conference on Gender Equality and Women Empowerment. European Journal of Humanities and Educational Advancements, Special Issue 1*, 112–115. ISSN (E): 2660-5589.

67. Sundararajan, S., & Mohammed, A. (2023). Changing role of artificial intelligence in the growth of entrepreneurship development. *Pratibimba: The Journal of IMIS, 23*(1), January–June. ISSN: 0972-5466. Indexed in ProQuest.

68. Tafesse, W., & Wood, B. P. (2021). Followers' engagement with instagram influencers: The role of influencers' content and engagement strategy. *Journal of retailing and consumer services*, *58*, 102303.

69. Tran, K. V., & Uehara, T. (2023). The influence of key opinion leaders on consumers' purchasing intention regarding green fashion products. *Frontiers in Communication*, *8*, 1296174.

70. Weiwei, J., & Yongyue, B. (2021). Influencer marketing from the perspective of internet celebrity economy: a literature review and prospects. *Foreign Economics & Management*, *43*(01), 23-43.

71. Wiedmann, K. P., & Von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise–social influencers' winning formula?. *Journal of Product & Brand Management*, *30*(5), 707-725.

72. Wiedmann, K. P., & Von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise–social influencers' winning formula?. *Journal of Product & Brand Management*, *30*(5), 707-725.

73. Wu, H. (2023). Leveraging data analytics and consumer insights for targeted marketing campaigns and personalized customer experiences. *Journal of World Economy*, *2*(3), 33-44.

74. Xu, X. (2023). Influencer marketing with social platforms: increasing brand awareness and user engagement. *Journal of education, humanities and social sciences*, *19*(7), 2-13.

75. Yakubu, M., Adamu, A., & Umar, H. U. (2024). EFFECT OF SOCIO-CULTURAL AND TECHNOLOGICAL FACTORS ON PERFOR-MANCE OF SMALL AND MEDIUM SCALE ENTERPRISES (SMEs) IN NASARAWA STATE, NIGERIA. *FULafia International Journal of Business and Allied Studies*, *2*(2), 168-189.

76. Zhang, L., & Wei, W. (2021). Influencer marketing: A comparison of traditional celebrity, social media influencer, and AI influencer. *Boston Hospitality Review*, 1-11.