



Investigating Social Media Content and Consumer Purchase Decisions with Celebrity Endorsement as a Moderator

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Abstract

Original Research Article

The rise of social media affect consumer buying choices and brands use diverse content types for influencing purchase choices. Studies show social media content drives consumer behavior variably which specializes the understanding of how celebrity endorsements impact this process. The research analyzes Kano State Nigerian consumer purchase decision changes caused by social media content types including sponsored posts and user reviews along with interactive campaigns as it investigates the degree to which famous figures affect this impact. This study uses a conceptual framework to review previous surveys and theoretical views which explain the relationships between various types of social media content and consumer trust and purchase intent and socio-cultural and economic factors. The survey demonstrates how social media promotions directly impact customer buying behavior yet relationships with trustworthy celebrity promoters produce superior results in this domain. Popular figures from the region demonstrate stronger effectiveness than global figures since people establish stronger trust connections with those from their cultural background. Celebrity endorsements succeed in building brand popularity when celebrities remain genuine to their audience and create relevant associations while also respecting economic conditions. According to these research findings business organizations should maximize their social media efforts through local influencer marketing and combining brand identity with authentic celebrity associations and through data analytics for evaluation. Digital marketplaces featuring diverse cultural backgrounds can find their strategic guide to improve consumer interaction and brand loyalty through these recommendations.

Keywords: Social Media Marketing, Consumer Purchase Decisions, Celebrity Endorsements, Digital Influence, Kano State Market.

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1.0 INTRODUCTION

Consumer behavior undergoes major changes because of the digital revolution and social media now stands as a vital power that directs purchasing choices. Business entities throughout global markets use social media platforms to connect with consumers while promoting brand recognition and selling products Jeswani, R. (2023). Consumer trust and decision-making processes regarding purchases are heavily influenced by influencer and celebrity endorsements during the digital transformation according to Mohammed, A., & Sundararajan, S. (2024). The ability of social media platforms

to produce engaging tailored marketing content established influencer marketing as a new method which uses celebrities and digital content makers to bridge brand-consumer relationships Sundararajan, S., & Mohammed, A. (2024). E-commerce shows the most extensive impact on consumer perception through the combination of user-generated content and peer recommendations and celebrity endorsements Sundararajan, S., et al. (2022). The academic literature shows consumer strategies prefer influencer-marketed content to traditional advertisements Moodley, P., & Ntobaki, P. P. (2024). The understanding between social media content and consumer behavior via global research has been extensively

studied but developing economies like Nigeria need localized research considering their socio-cultural dynamics. Social media transformed the Nigerian retail market and marketing sector which resulted in digital commerce expansion. The power of brand communication is concentrated on Instagram together with Facebook and TikTok among locations that concentrate media users Segarwati, Y., et al. (2023). Kano State stands as Nigeria's most thriving commercial area where social media marketing forces are changing the way people engage with products. This region has broadly accepted influencer marketing yet researchers lack sufficient validated findings about how celebrity endorsements affect the connection between social media content and purchase behavior of consumers. Studies documented that customer trust in influencers directly influences purchase intentions and attitudes though these outcomes stem mostly from Western and Asian research environments Chin, P. N., et al. (2020). The assessment of digital advertising impacts and influencer marketing effects conducted at a national scale by Sundararajan, S., & Mohammed, A. (2024) lacks analysis of the particular market dynamics found in Kano. This research fills the existing gap by studying the particular influence of celebrity endorsements on social media content impact toward consumer purchasing decisions in Kano State.

Research on social media marketing alongside consumer behavior continues to expand yet central knowledge voids exist in this field. Research into the purchasing impact that diverse social media content (sponsored material alongside user evaluations and interactive endeavors) has on consumers in various market regions has proved insufficient Hasan, M., & Sohail, M. S. (2021). Marketing professionals routinely rely on celebrity endorsements yet research does not confirm their effectiveness particularly when operating in culturally diverse marketplaces such as Kano Shah, Z. (2020). Research shows people will trust influencers as authentic when they maintain naturalness rather than presenting themselves visibly commercial but this pattern could vary among Kano markets Jide, O. T. (2022). Handling a limited number of investigations which merge insights from marketing and consumer psychology together with digital commerce to create a comprehensive understanding of these dynamics Sundararajan, S., & Mohammed, A. (2024). Filling the identified knowledge gaps is essential because it provides corporations and regulatory actors alongside digital marketing experts with useful data about enhancing social media approaches for increased consumer retention.

The study originates from a fundamental requirement to grow theoretical and practical digital consumer behavior knowledge within developing economy contexts. The analysis of how celebrity endorsements affect purchase decisions through social media content adds significant understanding of cultural alignment strategies in digital marketing according to Qiu, Y. (2024). A complete framework to examine digital influence response from consumers emerges through the combination of marketing principles with behavioral psychology research. The research findings will supply actionable recommendations to businesses and marketers and policymakers who aim to

maximize influencer-based marketing strategies in Nigeria's digital market particularly in Kano.

1.1 Statement of the Problem
1. BACKGROUND OF THE PROBLEM

The quickly advancing sector of digital marketing now requires new consumer engagement tactics through social media which translates into main influence platforms for customer buying choices. Businesses around the world currently use social media platforms to develop tailored interactive content to make stronger relationships between consumers and brands Qin, Y. S. (2020). The practice of using influencers for product endorsement at Lou, C., & Yuan, S. (2019) stands as a leading strategic method within this field. Studies confirm that brand credibility and purchase intent rise through celebrity endorsements because consumers perceive them as authentic and they feel a personal connection Kennedy, A. as well as others in the same field (2021). Limited research explores the impact of influencer marketing on localized socio-economic settings precisely in developing economies such as Nigeria. The business landscape in Kano State is undergoing fundamental changes due to social media marketing as it expands its influence on commercial activities Mohammed, A. (2024). Research on influencer marketing at the national level seems insufficient to understand its performance in Kano's market which requires specific investigation of how cultural values and economic circumstances influence consumer trust and purchasing behaviors according to Sundararajan, S., et al. (2023).

2. EXISTING LITERATURE AND IDENTIFIED GAPS

Research studies examine how social media content affects consumer behavior through the investigation of brand credibility together with consumer engagement and digital trust according to Hollebeek, L. D., & Macky, K. (2019). Studies demonstrate that influencer marketing creates positive effects on consumer trust yet researchers disagree about these results because they believe outreach effectiveness differs by population group and cultural situation Guruge, M. C. (2018). Carrillat, F. A., & Ilicic, J. (2019) demonstrate that celebrity endorsements fluctuate in their impact on consumer purchases because consumer trust in sponsored promotions is declining as well as because of promotion saturation. Empirical data about African consumer's stands minimal especially data related to Nigerian consumers because most studies analyze Western and Asian markets. The lack of research about consumer response to endorsements is most visible within Kano State because its economic and cultural beliefs interact to affect consumer reactions to endorsements Mohammed, A. (2024). In Kano's digital marketplace researchers have not studied enough how influencer marketing impacts actual purchase decisions while the practice commonly correlates with engagement statistics. The development of contextual marketing strategies for emerging economies requires research on these knowledge gaps since they determine how influencer marketing should be

adapted for consumer markets.

3. Practical and Theoretical Significance of the Problem

Digital marketing professionals need to understand celebrity endorsement roles because this information serves both practical business and theoretical academic needs. Business organizations should strengthen marketing approaches by discovering the best influencer characteristics which lead customers to trust and convert Bansal, D., et al. (2024). Sense making about social media option helps companies operating in Kano's expanding e-commerce domain create better social media strategies. The study adds to consumer behavior theory through the integration of marketing models such as Source Credibility Theory and Elaboration Likelihood Model that explain expertise and trust influences on endorsement perceptions Shahab M. H. et al. (2021). This research works with modern digital transformation debates and agile marketing strategies and extends previous studies about the Nigerian IT and digital commerce field Sundararajan, S., et al. (2023). This study analyzes social media content integration with celebrity endorsements within Kano to generate valuable market insights useful for businesses and policy officials together with digital marketing specialists who want to improve influencer marketing in multicultural markets.

1.3 Research Objectives

The primary objective of this study is to examine the moderating role of celebrity endorsements in the relationship between social media content and consumer purchase decisions in Kano State, Nigeria.

- 1. To assess the impact of different types of social media content (e.g., sponsored posts, user reviews, and interactive campaigns) on consumer purchase decisions in Kano State.
- 2. To evaluate the effectiveness of celebrity endorsements in influencing consumer trust and purchase intent in Kano's digital marketplace.
- 3. To examine the moderating role of celebrity endorsements in the relationship between social media content and consumer purchase decisions.
- 4. To analyze how socio-cultural and economic factors influence the effectiveness of celebrity endorsements in Kano State.
- 5. To provide strategic recommendations for businesses and marketers on optimizing social media marketing and influencer-driven campaigns in culturally diverse consumer markets.

1.4 Significance of the Study

The research findings demonstrate dual importance for theoretical development along with actual application purposes. This research enhances digital marketing scholarship due to its investigation into how celebrity endorsements affect consumer

buying choices in theory. The paper completes existing research gaps through its analysis of consumer behaviors from Kano State Nigeria which differs from worldwide market trends due to social economic and cultural elements. The investigation shows practical benefits for business operators and marketing professionals and government institutions which help determine proven social media approaches to develop consumer confidence and media involvement. Brands can use this platform to improve their influencer marketing initiatives by guaranteeing that promotional content matches what consumers want to see. The study's results will serve as foundation for policymakers to create laws about digital advertising and endorsements with the purpose of establishing ethical marketing practices. Businesses conducting operations in Nigeria's digital economy now have a strategic guideline to use influencer marketing that meets regional market conditions for producing enduring consumer engagement together with brand loyalty.

2.1 Review of Past Studies

Various disciplines have intensively researched the impact social media has on purchase choice direction while studying digital marketing approaches along with influencer methods and psychological strategies that control consumer behavior. Haris, A. (2025) dedicated his research to demonstrating how social media transforms brand-consumer connections through personal digital content which increases engagement between consumers. The research by Lariba C. (2023) investigated how social media functions as a digital marketplace which both modern's traditional advertising approaches while boosting the power of user-made content. A research by AlFarraj, O., et al. (2021) studied influencer marketing effectiveness by showing that the credibility and attractiveness and trustworthiness of influencers strongly enhances consumer purchase intentions. The analysis demonstrates why digital endorsements matter strongly to marketing approaches of the present era. A vast body of research examines how celebrity endorsements within influencer marketing strategies affect psychological aspects and economic behavior of consumers. Wang, S. W., & Scheinbaum, A. C. (2018) stressed how consumers will be impacted by celebrities who are esteemed for their credibility and principled behavior according to the source credibility model. A study conducted by Carrillat, F. A., et al. (2019) discovered that celebrity endorsements create positive brand attitude changes specifically in fashion and luxury product categories. According to Chan, K., & Fan, F. (2022) various consumer demographics show different responses to celebrity endorsements because younger audiences tend to favor these endorsements more than older generations. These investigations reveal how endorsement success operates differently across settings while stressing the requirement to analyze business environments and cultural aspects at specific market levels. Various research within Nigeria has investigated how social media marketing has gained prominence in the national market.

The research by Uzodinma, C. D. (2021) demonstrated that Nigerian consumers changed their purchasing behaviors because they responded positively to brand messages transmitted through digital media. The research by Jide O. T. (2022) found that micro-influencers create deeper impacts than celebrities when using influencer marketing in Nigerian settings due to their perceived authenticity. Otieno, C. O. (2024) conducted research that evaluated digital marketing patterns in Kano State to display how Kano State SMEs increasingly depend on Facebook and Instagram for gaining customer interaction. Research reveals an ongoing gap regarding the effects of celebrity endorsements on market-level consumer choices thus requiring additional investigation into this phenomenon.

Recent research about digital marketing in combination with artificial intelligence and entrepreneurship approaches their intersection from multiple academic disciplines. The authors Sundararajan S. and Mohammed A. (2023) analyzed AI functions in entrepreneurship while focusing on how artificial intelligence develops digital targeting systems and prediction solutions. The Metaverse platform provides digital entrepreneurs with new methods to engage with brands according to Subramani, S. K. et al. (2024). The research by Mohammed, A., & Sundararajan, S. (2024) focuses on how automation enhances livelihood protection through studies of e-commerce and social media sales networks. The cross-disciplinary findings show why researchers must build studies which unite marketing concepts with present-day digital advertising progress.

The wide literature about social media marketing and influencer endorsements still leaves substantial knowledge gaps which specifically affect market dynamics at localized levels. Sundararajan, S., & Mohammed, A. (2022) suggested that market-specific research on entrepreneurial potential needs better attention since consumer responses differ based on chosen digital advertising approaches. According to Rachwal-Mueller, A., & Fedotova, I. (2024) worldwide consumer behavioral patterns offer basic principles but national economic and cultural specifics become necessary sources for developing active marketing solutions for developing nations. The author Akashoro G. O. (2013) urged academics to conduct more empirical research about digital marketing endorsements with a focus on Kano State due to its distinctive socio-economic qualities. Research gaps involving social media endorsements need solution to deliver better comprehension of consumer behavior decisions in Nigeria's marketplace.

2.2 Conceptual Framework

The conceptual framework serves as the theoretical structure that underpins the study, providing clarity on key concepts and their interrelationships. The core aspects of this research need close examination which includes entrepreneurship together with digital transformation effects and women's economic participation and technology's role in business expansion. This foundation enables analysis of digital trend impacts on women's entrepreneurial growth by clearly

defining related terms and their logical connections. Shane and Venkataraman (2000) affirm that entrepreneurship functions as a major economic development accelerator which generates jobs, drives innovation while advancing society. Women entrepreneurs play a crucial economic sustainability role in emerging economies according to Sajjad, M., et al. (2020). Women encounter multiple systemic barriers to their entrepreneurial development because they lack sufficient funding support together with market accessibility issues and societal cultural restrictions Obi, A. V., Okechukwu, E. U., & Egbo, D. E. (2017). The increasing availability of digital platforms with advanced technologies helps women establish entrepreneurial ventures which provide new business frameworks and simplify start-up procedures according to Suseno Y., Abbott L. (2021). Digital enterprise transformation of traditional business designs has created new opportunities for wide participation especially in the e-commerce and fintech and digital marketing sectors Song, Y., et al. (2022).

The technological ecosystem of modern entrepreneurship brings unmatched chance for female business owners combined with market connectivity across the world and stronger business viability according to Kakeesh, D. F. (2024). Digital platforms allow women to gain access to financial resources and both mentors and networking partners which help them circumvent traditional impediments according to Ateş, Ö., et al. (2025). The research shows digital transformation enhances entrepreneurial success by making businesses more efficient and reducing expenditures and by providing better customer interactions (Vial, 2019). AI when integrated into business decision systems demonstrates its ability to boost both strategic planning and market forecasting according to Stone, M., et al. (2020). The integration of AI technology into entrepreneurship has become an essential function in contemporary business systems through its power to deliver customized consumer engagements and automated essential business operations Aagaard, A., & Tucci, C. (2024).

The problem of gender inequality persists despite new technology developments. Sundararajan, S., & Mohammed, A. (2022) demonstrate structural barriers that Nigerian and Indian women entrepreneurs face in their studies which calls for inclusive policy development alongside training programs. The accessibility of digitalization remains constrained because gender-based digital divides exist according to Pawluczuk, A., et al. (2021). The effects of digital literacy and technological resource access on entrepreneurial success call for specific interventions according to Neumeyer, X. & al. (2020). Digital entrepreneurship growth requires policies that promote equal access for vulnerable groups according to Ghauri, P., et al. (2022).

Artificial intelligence acts as a fundamental force for business transformation through research which demonstrates its ability to optimize business functions and enhance productivity while supporting organizational decision systems Mohammed, I. A., & Madhumithaa, N. (2024). Sundararajan, S., & Mohammed, A. (2022) demonstrate the impact of artificial intelligence on entrepreneurship through automated business processes as well as data-powered insights and business creation enhancements.

AI adoption requires a solution for algorithmic bias and ethical issues to create fairness and inclusivity within entrepreneurial ecosystems Modi, T. B. (2023). To establish gender inclusivity in entrepreneurship practices one needs both open technology systems and purpose-built policy tools. Government institutions and financial institutions need to make capacity-building investments while creating digital training programs and financial support strategies which address the needs of women entrepreneurs Pundhir, S., et al. (2025). Academic research proves that venture capital combined with microfinance represents a fundamental factor which determines business success for enterprises managed by women Tanzeela, et al. (2024). Entrepreneurial resilience grows sustainably through mentorship equated with networking opportunities according to Yani A., & Zaakiyyah H. K. A. (2024). The research model integrates fundamental elements which combine digital transformation along with women's entrepreneurship analysis through artificial intelligence assessment and policy-based interventions for an organized research explanation. The research adopts empirical findings and theoretical models to enrich the discussion of gender inclusivity in entrepreneurship while advocating for data-centered technological solutions with political support across the digital economy to empower women entrepreneurs.

2.3 Theoretical Framework

The theoretical framework for this study is grounded in the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) and the Source Credibility Theory (SCT) (Hovland, Janis, & Kelley, 1953), both of which provide a strong foundation for understanding the relationship between social media content and consumer purchase decisions, with celebrity endorsement acting as a moderating factor. According to the ELM model consumers utilize either the central route with its criteria of logical evaluation of involved information or the peripheral route which utilizes peripheral cues such as celebrity presence. The degree to which consumers engage with content on social media platforms together with its information level determines which processing route they take which affects their purchase intentions. According to the SCT model celebrity perceived expertise along with trustworthiness and attraction levels determine how consumers feel about endorsed products while changing the results of social media content exposure. An audience that respects celebrity credibility shows higher trust in content material which leads to enhanced purchase desire. Social media content will fail to impact consumers directly when their credibility perceptions are weak even if the content is compelling. This investigation studies social media advertising effects on customer purchasing actions while analyzing celebrity promotional endorsements as a moderation variable affecting digital market consumer choices.

Theoretical Model of Social Media Content, Consumer Purchase Decisions, and Celebrity Endorsement as a Moderator

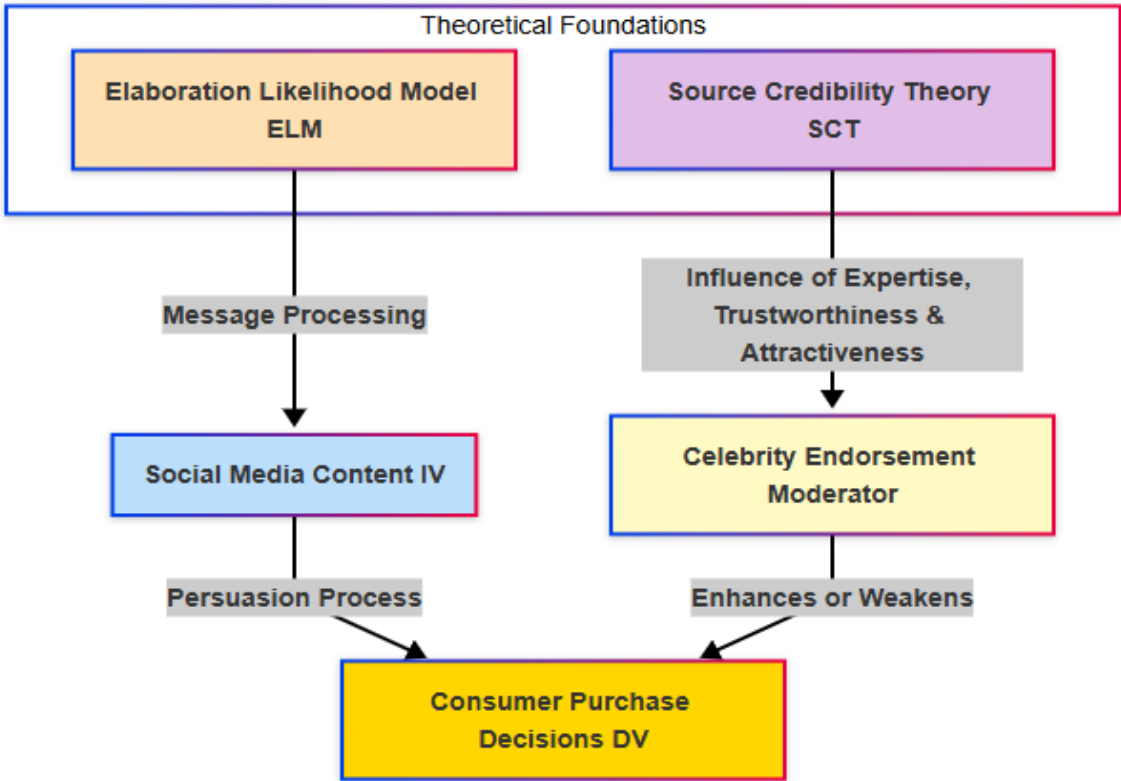


Figure 1: Theoretical Model of Social Media Content, Consumer Purchase Decisions, and Celebrity Endorsement as a Moderator

The illustration in Fig. 1 demonstrates that social media content acts as the independent variable to directly impact purchase decisions as the dependent variable through the persuasion process supported by Elaboration Likelihood Model (ELM). Persuasion operates through the central route by requiring logical content evaluation or functions through the peripheral route by relying on external cues such as celebrity appeal according to consumer involvement levels. The Source Credibility Theory (SCT) influences the strength of influence through celebrity endorsement (moderator) depending on how well the celebrity establishes expertise trustworthiness and attractive qualities. Social media content affects consumer purchase decisions more profoundly when viewers consider the endorsed celebrity as trustworthy but has the opposite effect when they do not see the celebrity as credible. This finding demonstrates the active link between online marketing approaches and psychological consumer aspects that shape purchasing decisions.

2.4 Research Gap

Substantial research efforts on social media marketing and consumer behavior have not resolved the identified essential gaps in knowledge. Social media content has been evaluated for its impact on purchasing behavior but there is scarcity of studies about celebrity endorsement moderation specifically for emerging markets including Nigeria Sundararajan, S., et al. (2022). Industrial analysis mostly investigates macroscopic influencer marketing trends yet neglects regional cultural factors alongside economic conditions which influence purchaser trust in endorsements Vrontis, D., et al. (2021). Studies that analyze consumer purchase behavior through the intersection of marketing theories and consumer psychology models remain limited particularly for examining how different social media content features influence purchasing decisions Zhang, C. B., & Lin, Y. H. (2018). The development of digital marketing strategies with market-driven consumer behavior alignment requires effective management of these identified gaps. The table below summarizes key research gaps:

Table 1: Identified Research Gaps and Their Implications

Research Gap	Existing Findings	Unaddressed Issues
Role of celebrity endorsements as a moderator	Influencer marketing boosts brand engagement	Limited focus on how celebrity endorsements modify consumer decisions
Cultural and economic influences in localized markets	Studies focus on global trends	Lack of insights on regional variations in endorsement effectiveness
Interdisciplinary integration of marketing and psychology	Mostly isolated theoretical perspectives	Few studies combine consumer behavior models with digital marketing frameworks

Source: Author's Review, 2025.

2.5 Model of the Study

The research explores the connection between social media content materials (Independent Variable - IV) and purchasing choice behavior (Dependent Variable - DV) while using celebrity endorsements as an intervening factor. Multiple forms of social media content make up the IV because it includes user-generated content and influencer marketing and brand-sponsored posts. The research explores purchase

decisions among consumers by studying separate dimensions in the Dimensional Variable framework. The influence of social media content on buyers' purchasing choices is determined through celebrity endorsement as a regulatory variable. Through this model researchers can explore the diverse outcomes between various content forms on customer responses together with the modifying power of celebrities on those results.

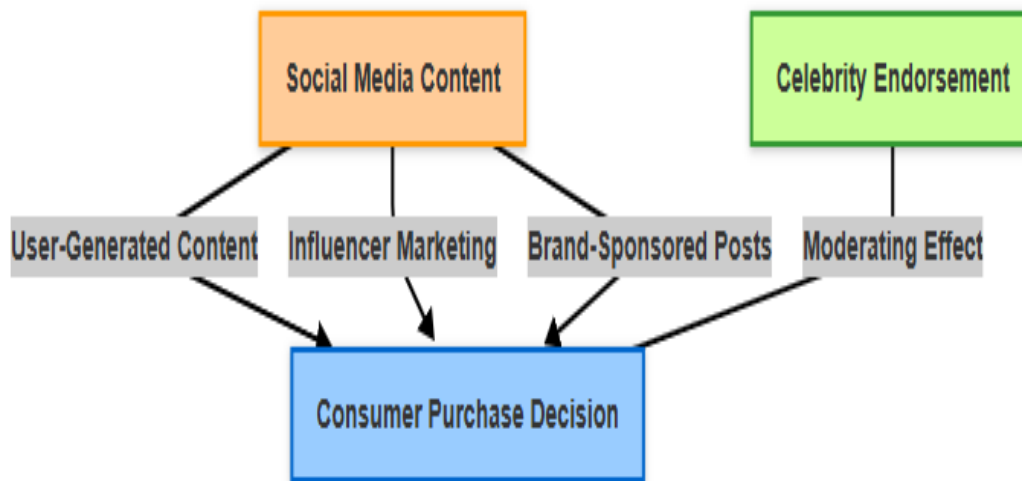


Figure 2: Conceptual Model of Social Media Content, Celebrity Endorsement, and Consumer Purchase Decisions

Social media content with its three main dimensions including user-generated content and influencer marketing and brand-sponsored posts drives consumers toward making purchase choices as shown in the diagram. A broken line represents the moderating function of celebrity endorsements because these figures can boost or reduce social media content effects on customer buying choices. Social media content plays a vital role but the addition of a celebrity figure substantially modifies the way consumers perceive products and form purchasing intentions.

3.0 METHODOLOGY OF THE STUDY

The research employs a conceptual design based on a thorough examination of existing literature along with theoretical frameworks as well as empirical research to study social media content effects on purchase choices moderated by celebrity endorsement. The research methodology aggregates findings from peer-reviewed articles along with conference literatures and industry reports to create patterns and recognize gaps to construct a systematic framework describing Kano State's digital consumer behaviors. A strategic evaluation of marketing and business solutions emerges through this study because it examines theories and empirical evidence from secondary databases to derive strategic insights. Throughout this research no original data collection activities took place because the framework development phases utilized consecutively proven knowledge to develop enhanced insights for digital marketing dynamics operating within consumer markets with multiple cultural backgrounds.

4.0 FINDINGS

Social media content produces substantial effects on

consumer purchase decisions through different content styles which display distinct outcome levels. Sponsored posts as well as user-generated reviews interact with interactive campaigns to shape consumer perceptions while driving their engagement. Social media content produces increased impact through celebrity endorsement because it strengthens brand credibility and consumer trust while associating brands with the specific endorsement Dwivedi, A., et al. (2015). The study reveals that celebrity endorsement success depends on socio-cultural elements and economic specifics in Kano State. The local Kano community views their own celebrities and influencers as more influential than international figures due to perception-based trust Nyamakanga N.F., et al. (2019). The response of consumers toward influencer-driven campaigns depends heavily on their economic situation which includes their purchasing capability and digital access capabilities. Consumer engagement exists as a direct result of celebrity endorsements that play a moderating role in brand-marketing interactions. Celebrities serve as trust agents between brands and consumers through their endorsed choices that increase consumer loyalty to the brand while boosting purchasing likelihood when their preferences match consumer values according to Khan, M. M., et al. (2019). Inconsistencies between celebrities and their endorsed brands as well as authenticity issues with endorsements cause consumers to become skeptical according to Levitan S. (2020). Businesses must adapt their influencer marketing approaches to account for cultural norms together with digital behavior and financial situations that exist within their target demographic according to Zhou, S., et al. (2021). Marketers need to utilize data insights as a foundation for choosing celebrities in combination with designing their social media promotional campaigns.

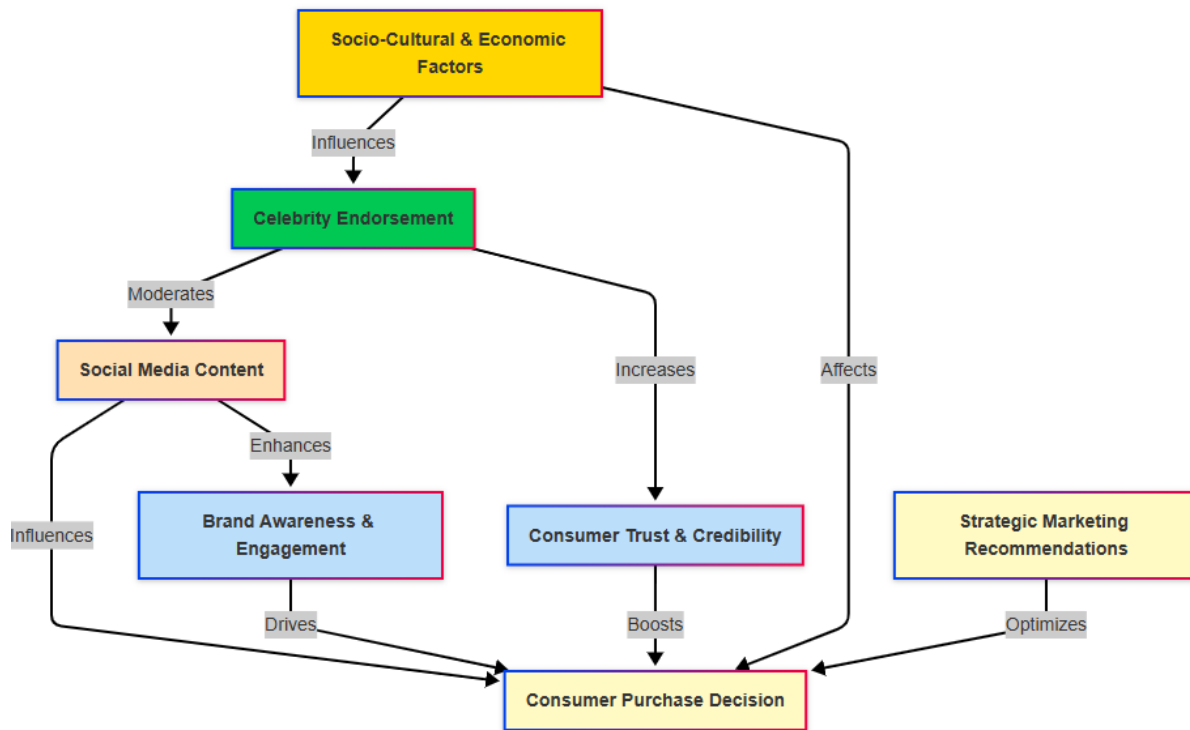


Figure 3: Model of Social Media Content, Celebrity Endorsement, and Consumer Purchase Decisions

The diagram Figure 3: demonstrates how consumer decisions to buy products relate to social media content combined with celebrity endorsements. When brands use social media they directly affect consumer buying decisions through raising brand exposure rates and increasing interaction with followers. When celebrities endorse related content on social media it delivers better results because they add credibility and trust for consumers. External socio-cultural factors as well as economic elements determine how strongly consumers are influenced by celebrity endorsement advertising. According to the model strategic marketing recommendations help maximize the connection between influencer-driven campaigns and their intended consumer groups in Kano State.

4.1 Recommendations

Multiple strategic recommendation points can be derived from the study results for companies and marketing professionals:

1. Optimize Social Media Content Strategies: Social Media content optimization requires business users to develop multiple content types such as user reviews along with sponsored posts and interactive marketing activations to boost consumer engagement. When marketing products based on customer preferences both brand recognition and buying intentions will increase.**2. Leverage Local Celebrity Endorsements:** Brands must choose local celebrity influencers who represent the cultural background and social preferences of Kano State consumers to establish effective brand endorsements.

3. Ensure Authentic and Aligned Endorsements: Businesses should work with celebrities that genuinely align with the main features of products they recommend in order to establish credibility with customers. Trust in influencer marketing depends heavily on their authenticity since it preserves their credibility.

4. Consider Socio-Cultural and Economic Factors: Before creating influencer marketing campaigns for Kano State marketers should assess both economic situations and social traditions and digital media usage within the state. The strategy allows endorsements to reach their target market based on both economic capabilities and consumer concerns.

5. Adopt Data-Driven Influencer Marketing: Businesses need to leverage analytical tools and AI technology for monitoring success metrics of celebrity endorsements. Monitoring both audience involvement metrics and consumer reactions allows companies to develop the most effective influencer approaches.

5.0 CONCLUSION

The research demonstrates the conceptual understanding of social media impact on customer buying choices while explaining how celebrity endorsement influences these decisions as a moderating element. The combination of different social media content types generates substantial consumer response which becomes stronger when endorsements come from reputable celebrities. The influence of these endorsements depends on the distinct socio-cultural together with economic conditions found in Kano State.

Modern marketing practices require businesses to use strategic influencer methods that match cultural needs to economic possibilities and consumer taste patterns. Businesses who use data-backed authentic celebrity endorsements will achieve improved digital marketing results which result in higher consumer engagement within Kano State's developing digital environment.

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