

# Journal of Business and Strategic Management (JBSM)

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from Social Media Shoppers in Lagos, Nigeria



## Does Influencer Marketing affect Customer Satisfaction: Evidence from Social Media Shoppers in Lagos, Nigeria

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*Accepted: 1<sup>st</sup> June, 2025, Received in Revised Form: 17<sup>th</sup> June, 2025, Published: 29<sup>th</sup> June, 2025*

### Abstract

**Purpose:** The study sought to establish influencer marketing and consumer satisfaction among social media shoppers in Lagos, Nigeria. Despite the global rise of influencer marketing as a product promotion strategy, empirical evidence regarding its impact on consumer satisfaction, particularly in the Nigerian context, remain scarce. The dimensions of influencer marketing—such as attractiveness, trustworthiness, expertise, and alignment with the brand—on consumer satisfaction were analysed.

**Methodology:** A descriptive cross sectional research survey design was adopted. Population of study comprised all social media shoppers in Lagos, Nigeria. Primary data were collected using a structured questionnaire from a sample of 400 respondents using a convenience sampling. Data analysis was performed using descriptive statistics and Partial Least Square Structural Equation Modelling.

**Findings:** The findings revealed significant positive relationships between influencer characteristics and consumer satisfaction, indicating that perceived attractiveness, trustworthiness, expertise, and brand alignment of influencers enhanced consumer satisfaction among social media shoppers in Lagos.

**Unique Contribution to Theory, Policy and Practice:** The study contributes substantially to the similarity attraction theory and value-percept theory in understanding customer satisfaction in a technologically changing environment. Practicing managers such as brand and advertising managers will use the study findings when formulating and implementing marketing strategies. Regulators and policy makers will benefit from the study findings when developing policies that protect the consumers and firms in a technologically advanced business environment.

**Keywords:** *Influencer Marketing, Consumer Satisfaction, Lagos, Nigeria*

## 1. Introduction

Marketing has been evolving over the years and there has been a shift from product marketing to consumer-focused marketing (Berman & Zheng, 2020). To establish a connection with consumers, increase brand recognition and encourage product purchase, marketers are constantly innovating. As is customary, they seek to create compelling marketing strategies that highlight the functional and emotional benefits of their products and services to create awareness, interest, and drive sales (Kemp et al. 2021). Advancement in technology and the advent of social media have increased consumer's exposure to various brand information and consumer product reviews. In the digital age, social networking sites are popular ways to share information and encourage audience participation as it allows for two-way communication (Sümer, 2019). Remarkably, the number of people using social networking sites worldwide is on the increase. At 3.049 billion, Facebook has the largest user base, followed by 2 billion on Instagram (Dixon, 2024). Although influencer marketing is not a new phenomenon in advertising, the advent of the internet has increased its usage, using branded content to attract consumers (Berman & Zheng, 2020). In the US, social media influenced consumer spending amounted to over \$22 billion in 2019 and is projected to reach over \$84 billion by 2024 (Chevalier, 2024). The purchase behaviour of consumers has also been profoundly affected by the increasing popularity of social media sites like Facebook, Google+ and Twitter. Nowadays, it is easy for users of social media to share information on products (Sümer, 2019). Similarly, they are encouraged to express their like or dislike of products and services using social media features (Lipsman et al. 2012). Consequently, leveraging social media influencers to increase awareness and persuasion has gained popularity as a marketing tactic.

The similarity attraction model proposed by Berscheid (1969) is the anchor theory which assume individuals find themselves drawn to those who share a variety of characteristics with them, including attitudes, values, beliefs, hobbies, and demographics. Furthermore, this model posits that similarity fosters positive feelings and enhances interpersonal attraction. The value precept was proposed by Kotler (1967). The Value-percept theory elucidates consumer satisfaction through two key aspects that play a crucial role in how consumers perceive value: Actual Value and Ideal Value (Berman & Zheng, 2020).

Social media shoppers in Lagos, Nigeria, are a growing consumer sector that relies on platforms such as Instagram, Facebook, and WhatsApp to purchase goods and services (Oyetayo & Oladokun, 2021). Out of 206 million people, Nigeria had about 76.7 million online shoppers in 2020, representing a 46% internet adoption rate (Sasu, 2022). Nigeria's status as Africa's fastest-growing telecommunications country reflects this digital expansion, with an increase in e-tailers such as Jumia, Konga, and OLX (Olasanmi, 2019). Sasu's estimates for the Nigerian e-commerce market include a projected compound annual growth rate of 11.82%. The sector is expected to increase from USD 8.53 billion in 2024 to USD 14.92 billion by 2029. Despite this increase, the dynamic nature of social media marketing creates issues for consumer satisfaction, such as

information overload and decision fatigue, which have an impact on informed decisions and satisfaction levels. Krishna et al. (2023) contended that the lack of physical interaction in online transactions can impede trust-building and raise discontent. These problems highlight the necessity of focused and personalized marketing techniques, open communication, and effective customer service in improving the overall satisfaction of Lagos social media shoppers (Oyetayo & Oladokun, 2021).

Influencers typically work together to promote the brand to their communities on a variety of offline and online venues through co-content or other means. However, most influencers are simply regular social media users who have amassed a sizable fan base by producing engaging content for a sizable audience, thereby gaining a lot of attention and influence (Berman & Zheng, 2020). According to Gorry and Westbrook (2009), social media influencers use blogs, tweets, postings, and other venues to affect audience perceptions. Westbrook and Reilly (1983) defined satisfaction as an effective response resulting from a cognitive assessment process in which a person compares their views of an offer to their values, needs, wants, or desires. Consumer satisfaction is the total evaluation or determination of the interactions of consumers with a brand, service, or product. It reflects the degree to which a consumer's expectations have been met or exceeded in relation to their purchase or interaction (Rita et al., 2019). Scholars have identified various dimensions or measurements to assess consumer satisfaction, each focusing on different aspects of the consumer experience. These dimensions commonly include product quality which is the extent to which a product meets or exceeds the consumer's requirements regarding performance, dependability, resilience, and functionalities. There is also the service quality which is the quality of customer-service provider interactions encompass several elements, including responsiveness, empathy, reliability, assurance, and tangibles (physical facilities and equipment).

### **1.1 Research Problem**

By leveraging people with sizable social media followings to promote goods or services, influencer marketing has a substantial positive impact on consumer satisfaction (Berman & Zheng, 2020). By using personal branding to shape their followers' beliefs, attitudes, and actions, these influencers establish relationships with their followers (Dhanesh & Duthler, 2019). Positive brand views and increased consumer satisfaction result from consumers perceiving influencer referrals as more reliable and authentic than traditional advertising (Venciute et al., 2023). Authentic promotion of products aligned with an influencer's personal brand and values creates genuine connections with followers, increasing consumer trust and satisfaction (Ünalımsı et al., 2024). The growing collaboration between brands and influencers leverages influencers' established credibility and expertise (Ki & Kim, 2019). Brands benefit from direct interactions with consumers, building stronger relationships and gathering valuable feedback (Rane et al. 2023). However, challenges such as credibility issues, authenticity concerns, and oversaturation of sponsored content can negatively affect consumer satisfaction. Therefore, successful influencer



marketing campaigns should align with the target audience's values, foster authentic connections, and deliver value to enhance overall brand satisfaction (Berman & Zheng, 2020).

Influencer marketing has gained traction globally as a strategy to promote products and services, however there is a lack of empirical studies focusing on its effect on consumer satisfaction among social media shoppers, particularly in the Nigerian market (Galeotti & Goyal, 2009). Existing literature primarily explores influencer marketing's effectiveness in driving brand awareness and sales, but there is limited understanding of how it influences consumer satisfaction, considering factors such as perceived value, brand association, and the credibility of influencers (Xu & Yang, 2022). There is a rapid expansion of social media shoppers in Lagos, Nigeria due to the quick expansion of the social commerce industry and the evolving consumer behaviours influenced by social media platforms. While there have been studies on social media shopping and influencer marketing globally, there is a scarcity of research specifically focusing on the unique challenges and preferences of shoppers in Lagos (Dominion, 2021). Furthermore, despite the increasing popularity of social media platforms like Instagram and WhatsApp in Nigeria, there is limited empirical evidence on how influencer marketing impacts consumer satisfaction among local consumers.

## **2. Empirical Review**

Influencer marketing plays a significant role in shaping consumer satisfaction, utilizing the power of persons with huge social media followings to promote items or services (Berman & Zheng, 2020). Sintani (2019) in Indonesia, examined the banking industry's influencer marketing mix and established that influencer marketing positively impacts consumer satisfaction and loyalty, especially when combined with good service. Wang et al. (2020) analysed the effect of digital influencers on social commerce intents in China, emphasizing the roles of referent and expert power in promoting social and economic fulfilment. On their part, Molokwane & Chuchu (2023) conducted a study sought to establish the degree to which source credibility affects brand loyalty and purchase intention of locally branded sneakers in South Africa. The study established a strong relationship between brand loyalty and purchase intention while brand loyalty had the weak relationship. On their part, Saroyini and Putri (2024) findings revealed a statistically significant effect of influencer type, content, engagement and marketing message on product awareness, purchase intention, purchase decision and consumer satisfaction among generation Z consumers. Yosra et al. (2020) shown that influencer marketing is less successful than social media advertising in Nigeria when it comes to increasing engagement.

Several empirical studies have contributed to understanding the relationship between influencer marketing and consumer satisfaction. Susanti et al. (2019) investigated the factors influencing consumer satisfaction in influencer marketing, focusing on perceived value and brand association with influencers. Their study found that brand association significantly influences consumer satisfaction, highlighting its importance in influencer marketing strategies globally. Okposo (2022)

conducted a study on the effectiveness and credibility of Nigerian social media influencers using the dual AISAS model. The findings revealed that Nigerian influencers were not perceived as effective or credible by users, shedding light on the regional nuances of influencer marketing in Africa. Ayuba (2019) investigated consumer satisfaction in Nigeria's manufacturing sector and discovered that providing good customer service is crucial to raising consumer satisfaction

### Research Methodology

A descriptive cross-sectional survey design was adopted as it is well-suited for gathering data from a sample at a single point in time (Kothari & Garg, 2016). Focusing on social media shoppers in Lagos, the study obtained a sample from a population deemed infinite due to the dynamic nature of internet users in Lagos. A sample size of 400 respondents was obtained through convenience sampling, a non-probability method chosen to facilitate efficient and accessible data collection within limited time and resources (Hair et al. 2019).

Primary data were collected using a structured questionnaire with items adapted from established sources to ensure reliable measurement of influencer marketing (Molokwane & Chuchu (2023); Olsson & Warne, 2020) and consumer satisfaction (Nimako, 2012). A five-point Likert type scale was used as it allows for comprehensive responses, enabling statistical analysis and enhancing response accuracy. The instrument's reliability and validity were verified through a pilot test, assessing composite reliability and Average Variance Extracted (AVE) values, each expected to exceed 0.7 (Lee & Chen, 2013). For data analysis, Partial Least Squares Structural Equation Modelling (PLS-SEM) was employed, facilitating in-depth examination of relationships between influencer marketing and consumer satisfaction among Lagos social media shoppers.

### 3. Data Analysis

Data were analysed using descriptive and inferential statistics. The pertinent results on the response rate are provided in Table 1.

**Table 1: Response Rate**

Questionnaire	Frequency	Rate (%)
No of Questionnaires Distributed	400	100
No of Questionnaires Returned	321	80
No of Questionnaires not returned	79	20
No of Deleted Questionnaire	12	04
No of Questionnaire Usable	309	77

A total of 400 questionnaires were distributed. Out of these, 321 questionnaires were returned, resulting in an 80% return rate. However, 79 questionnaires (20%) were not returned. Additionally, 12 questionnaires were deleted, representing 4% of the total, due to improper filling, such as incomplete responses or inaccurate information. Consequently, 309 questionnaires were deemed usable, accounting for 77% of the total distributed. This demonstrates a high overall response rate and a solid base of usable data for further analysis.

Table 2 presents the reliability and validity test results in for the constructs showing that all the variables have acceptable levels of internal consistency and validity.

**Table 2: Reliability and Validity Test**

Construct	Items	Loadings	AVE	CR
Attractiveness of Marketing Influencers	AM11	0.878	0.742	0.834
	AM12	0.870		
	AM13	0.835		
Trustworthiness of Marketing Influencers	TMI1	0.901	0.785	0.735
	TMI2	0.871		
Expertise of Marketing Influencers	EMI2	0.839	0.622	0.861
	EMI3	0.817		
	EMI4	0.759		
	EMI5	0.792		
	EMI6	0.732		
Alignment with the Brand	AWB3	0.779	0.676	0.778
	AWB5	0.795		
	AWB6	0.888		
Customer Satisfaction	CS2	0.877	0.683	0.866
	CS3	0.734		
	CS4	0.856		
	CS5	0.831		

Note: AVE stands for Average Variance Extracted while CR represents Composite Reliability. AMI4-6, TM3-6, EMI1, AWB1-2, AWB4, and CS1 were deleted as they loaded below 0.7

The results in Table 2 reveal the Composite Reliability (CR) values for each construct range from 0.735 to 0.866, indicating good reliability since all are above the commonly accepted threshold of 0.7. The Average Variance Extracted (AVE) values, which measure the amount of variance captured by the construct relative to measurement error, range from 0.622 to 0.785, exceeding the recommended minimum of 0.5. This suggests that the constructs demonstrate good convergent validity. The loadings of the individual items are all above 0.7, except for items that were deleted due to low loadings (below 0.7), further ensuring the constructs' reliability and validity. Overall, the constructs—attractiveness, trustworthiness, expertise of marketing influencers, alignment with the brand, and customer satisfaction—are both reliable and valid for the study.

The study employed the Heterotrait-Monotrait Ratio (HTMT) method to assess discriminant validity, ensuring that the constructs are distinct from each other. HTMT is a more stringent test of discriminant validity, with values below 0.85 indicating that the constructs are sufficiently different. The results of the HTMT analysis are presented in Table 3, confirming that the constructs in this study meet the required discriminant validity thresholds.

**Table 3: Discriminant Validity using Heterotrait-Monotrait Ratio (HTMT)**

	1	2	3	4
1. Attractiveness of Marketing Influencers				
2. Alignment with the Brand	0.663			
3. Customer Satisfaction	0.663	0.735		
4. Expertise of Marketing Influencers	0.789	0.811	0.672	
5. Trustworthiness of Marketing Influencers	0.473	0.685	0.596	0.760

Table 3 presents the results of discriminant validity utilizing the Heterotrait-Monotrait Ratio (HTMT), a more rigorous standard for evaluating discriminant validity. HTMT scores below 0.85 signify that constructions are sufficiently diverse from each other. In this study, the correlations between the constructs, including the Attractiveness of Marketing Influencers and other factors, are all below the threshold of 0.85. This verifies that the constructs—Attractiveness, Alignment with the Brand, Customer Satisfaction, Expertise, and Trustworthiness—are separate and exhibit strong discriminant validity within the model.

The research assessed multicollinearity with the Variance Inflation Factor (VIF) to confirm that the predictor variables were not significantly linked with one another. A VIF value under 5 signifies that multicollinearity is not an issue. The multicollinearity test results are displayed in Table 4, indicating that all VIF values fell below the permissible level, hence verifying the absence of multicollinearity in the model of this study.



**Table 4: Collinearity Statistics (VIF)**

Constructs	VIF
Attractiveness of Marketing Influencers	1.475
Alignment with the Brand	1.925
Expertise of Marketing Influencers	2.547
Trustworthiness of Marketing Influencers	1.748

Table 4 presents the collinearity statistics using Variance Inflation Factor (VIF) to assess multicollinearity among the independent variables. The VIF values for all constructs—Attractiveness of Marketing Influencers (1.475), Alignment with the Brand (1.925), Expertise of Marketing Influencers (2.547), and Trustworthiness of Marketing Influencers (1.748)—are well below the threshold of 5. This indicates that there is no significant multicollinearity among the variables, suggesting that each construct contributes uniquely to the model without redundancy or strong correlation with other predictors.

#### 4. Research Findings

This objective of the study was to determine influencer marketing influence on customer satisfaction of social media shoppers' satisfaction in Lagos, Nigeria. This was addressed by outlining a few sub-objectives that focused on particular aspects of influencer marketing, such as the brand's alignment with marketing influencers, their expertise, attractiveness, and trustworthiness, and how these aspects impact customer satisfaction. To accomplish these sub-objectives, Partial Least Squares Structural Equation Modelling (PLS-SEM), a reliable statistical method that enables the concurrent analysis of several interactions between model constructs, was used to analyse the data gathered from the respondents. The results are presented in Table 5.

**Table 5: Analysis of Study Objectives**

Relationship	Beta Coefficient	STDEV	T Statistics	P Values
AMI->CS	0.229	0.096	2.386	0.017
TMI->CS	0.217	0.090	2.398	0.017
EMI->CS	0.201	0.076	2.641	0.001
AWB->CS	0.276	0.132	2.088	0.038

Note: AMI represents Attractiveness of Marketing Influencers, TMI represents Trustworthiness of Marketing Influencers, EMI represents Expertise of Marketing Influencers, AWB represents Alignment between Marketing Influencers and the Brand, STDEV represents Standard Deviation.

The investigation of the link between the Attractiveness of Marketing Influencers (AMI) and consumer satisfaction (CS) indicated a beta coefficient of 0.229, with a standard deviation of 0.096. The T-statistics for this association is 2.386, with a corresponding p-value of 0.017. This suggests that the attractiveness of marketing influencers considerably and favourably impacts consumer satisfaction among social media buyers in Lagos, Nigeria. The p-value being less than 0.05 demonstrates that this link is statistically significant. This shows that consumers are more likely to be satisfied when they perceive influencers attractive, which may boost their involvement with the products advocated by these influencers.

For the trustworthiness of marketing influencers (TMI) and its effect on consumer satisfaction, the beta coefficient was 0.217, with a standard deviation of 0.090. The T-statistic for this association is 2.398, and the p-value is 0.017. This research demonstrates that trustworthiness also has a large and positive effect on consumer satisfaction. Consumers tend to feel more comfortable and happier when they see influencers as trustworthy, which might boost their confidence in purchasing products based on influencer recommendations. Trust in the influencer helps alleviate uncertainty in online purchase, particularly in social media environments.

The investigation of the link between expertise of marketing influencers (EMI) and consumer happiness showed a beta value of 0.201, with a standard deviation of 0.076. The T-statistic for this association is 2.641, and the associated p-value is 0.001. This finding reveals a large and positive association between influencer expertise and consumer pleasure. Influencers who are viewed as competent and skilled in the products they promote tend to boost consumer trust and happiness. Expertise not only influences consumer views but also plays a significant part in making the influencer's product recommendations believable and persuasive.

Finally, the association between the alignment between marketing influencers and the brand (AWB) and consumer satisfaction indicates a beta coefficient of 0.276, with a standard deviation of 0.132. The T-statistic is 2.088, and the p-value is 0.038, which shows that this link is significant. The congruence between the influencer and the brand significantly increases consumer satisfaction. When customers see a strong match between the values of the influencer and the brand being promoted, it boosts the influencer's authenticity and the credibility of their endorsement. This connection helps buyers trust the endorsement, leading to better happiness with their purchase experience.

## 5. Discussions

The study reveals a strong and favourable correlation between customer satisfaction and how attractive marketing influencers are. Customers in Lagos, Nigeria, are more likely to express satisfaction when they find the influencers appealing, according to the beta coefficient of 0.229 and p-value of 0.017. This is consistent with the value-percept theory, which holds that according to the endorsers' attractiveness, consumers assess their level of satisfaction by looking at the

perceived value they receive (Hedhli et al., 2020). People are more inclined to interact with and be satisfied by influencers who have appealing qualities, which builds a sense of connection and trust, according to the similarity attraction model (Han & Balabanis, 2023). This relationship may increase customer satisfaction by improving their interaction with the products that these influencers promote.

Furthermore, the study's findings align with earlier studies emphasizing how important influencer attractiveness is in influencing consumer opinions. In a similar vein, Saldanha et al. (2023) discovered that appealing influencers greatly improve consumer trust and brand perception, which raises satisfaction levels. These results highlight how crucial it is to choose influencers that appeal to customers' emotions and visual senses to improve their overall purchasing experience. In an increasingly cutthroat digital economy, firms may successfully connect consumers and cultivate loyalty by utilizing the allure of influencers.

The findings of this study reveal a significant positive relationship between the trustworthiness of marketing influencers and consumer satisfaction, evidenced by a beta coefficient of 0.217 and a p-value of 0.017. This indicates that as consumers perceive influencers as more trustworthy, their satisfaction levels increase correspondingly. This aligns with the value-percept theory, which suggests that consumers derive satisfaction from their evaluations of the perceived benefits they receive from a relationship with the influencer (Hedhli et al., 2020). Trustworthiness is a crucial factor in online shopping, particularly within social media contexts, where consumers often rely on influencers to guide their purchasing decisions. A trustworthy influencer can effectively reduce the perceived risk associated with online shopping, leading to enhanced consumer confidence and satisfaction (Cabeza-Ramírez et al., 2022).

Furthermore, these findings resonate with existing literature that emphasizes the importance of trust in influencer marketing. Research by Ahmed et al. (2024) highlights that trust in influencers significantly enhances consumer attitudes toward endorsed brands, resulting in higher levels of satisfaction and loyalty. Additionally, studies conducted by Ünalmış et al. (2024) and Cabeza-Ramírez et al. (2022) found that consumers are more likely to engage with and be satisfied by influencers they perceive as reliable and authentic. This underscores the necessity for brands to prioritize selecting influencers who not only possess attractive qualities but also demonstrate high levels of trustworthiness. By cultivating trust, brands can foster stronger relationships with their audiences, leading to enhanced consumer satisfaction and ultimately driving purchasing behaviour in the competitive landscape of social media marketing.

The findings from this study indicate a strong and positive relationship between the expertise of marketing influencers and consumer satisfaction, as evidenced by a beta coefficient of 0.201 and a p-value of 0.001. This suggests that consumers who perceive influencers as knowledgeable and skilled are more likely to experience heightened levels of satisfaction. When influencers demonstrate a high level of expertise, they enhance the credibility of their endorsements, thereby

increasing consumer trust in their recommendations (Cheah et al., 2024). This trust plays a pivotal role in shaping consumer attitudes and satisfaction, particularly in the context of social media marketing.

Moreover, these findings are consistent with prior research that underscores the importance of influencer expertise in driving consumer engagement and satisfaction. A study by Onu et al. (2023) highlights that consumers are more likely to be influenced by experts, as their specialized knowledge and skills lend credibility to the promoted products. Additionally, research by Belanche et al. (2021) suggests that perceived expertise significantly enhances the effectiveness of influencer marketing campaigns, resulting in higher consumer satisfaction and purchase intentions. This highlights the critical role that expertise plays in influencer marketing, emphasizing the need for brands to collaborate with influencers who possess genuine knowledge and experience in their respective fields. By doing so, brands can not only enhance consumer satisfaction but also foster long-term relationships built on trust and credibility within the dynamic social media landscape.

The analysis of the relationship between the alignment between marketing influencers and the brand (AWB) and consumer satisfaction reveals a beta coefficient of 0.276 and a p-value of 0.038, indicating a significant positive association. This finding underscores the importance of congruence between influencers and the brands they represent, suggesting that consumers derive greater satisfaction when there is a clear alignment of values and messaging. This aligns with the similarity attraction model, which posits that individuals are more likely to connect with others who share similar characteristics and values (Abbasi, Billsberry & Todres, 2023). In this context, when influencers embody the brand's ethos, they enhance their perceived authenticity, which in turn fosters consumer trust and satisfaction.

Furthermore, these results resonate with existing literature that emphasizes the significance of brand-influencer alignment in driving consumer engagement and satisfaction. For instance, a study by Cheah et al. (2024) highlights that consumers are more likely to respond positively to endorsements from influencers whose values and messaging resonate with the brand's identity. Additionally, a study by Chen, Qin and Huang (2024) demonstrates that perceived alignment enhances the credibility of influencer endorsements, ultimately leading to higher levels of consumer satisfaction and loyalty. This suggests that brands should prioritize finding influencers who genuinely reflect their values, as such partnerships not only strengthen the authenticity of the endorsement but also enhance consumer satisfaction with the purchase experience, thereby promoting a positive brand image in the competitive landscape of social media marketing.

## 6. Conclusion

In conclusion, this study underlines the significant impact of influencer marketing on consumer satisfaction among social media shoppers in Lagos, Nigeria. The findings demonstrate that the attractiveness, trustworthiness, expertise of marketing influencers, and the alignment between

influencers and brands are critical factors that enhance consumer satisfaction. This highlights the importance for brands to strategically select influencers whose characteristics resonate with their target audience and brand values. By leveraging these insights, marketers can foster stronger connections with consumers, ultimately leading to improved brand loyalty and positive purchasing experiences. These findings not only contribute to the existing literature on influencer marketing but also offer practical implications for businesses aiming to optimize their marketing strategies in the dynamic digital landscape.

To improve influencer marketing effectiveness and consumer satisfaction among social media shoppers in Lagos, brands should prioritize selecting influencers who are visually appealing, trustworthy, and possess expertise in relevant areas. Collaborating with attractive influencers can enhance consumer perceptions, while working with those known for authenticity and long-term partnerships can foster trust. Additionally, brands should seek influencers who demonstrate credible knowledge of the products they endorse, ensuring that endorsements are both appealing and believable. Alignment with brand values is essential; selecting influencers who resonate with brand messaging will boost endorsement authenticity and strengthen consumer loyalty.

Moreover, brands should adopt strategies to boost consumer engagement, such as interactive sessions, user-generated content campaigns, and product education efforts that empower consumers with essential information. Regularly monitoring influencer performance through engagement, satisfaction, and conversion metrics can help brands fine-tune their strategies and maintain relevance. Offering influencer training on product specifics can further improve message persuasiveness, fostering informed purchasing and enhancing satisfaction. These measures, in combination, can strengthen brand loyalty and satisfaction among Lagos social media shoppers.

## **7. Recommendations**

To evaluate how shifts in influencer traits over time affect consumer attitudes and actions, future studies could examine the long-term impacts of influencer marketing on customer satisfaction. To comprehend how various demographic groups view and interact with influencers, research should also investigate how cultural aspects shape consumer reactions to influencer marketing, especially in diverse markets like Nigeria. Including industries other than retail could broaden the focus and offer comparative analysis of how well influencer marketing strategies work in different fields. Additionally, qualitative research employing focus groups or interviews may enhance comprehension of customer experiences and motives in relation to influencer marketing, providing a more nuanced context for the quantitative results. Lastly, studying how new social media platforms and technologies affect influencer efficacy may offer insightful information on how to adapt consumer engagement tactics in a world that is becoming more and more digital.



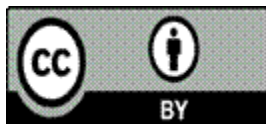
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