

**INFLUENCE OF SOCIAL MEDIA INFLUENCER ENDORSEMENT
CONSISTENCY ON PURCHASE INTENTIONS AMONG SOCIAL MEDIA USERS
IN BENIN CITY, NIGERIA**

IMOUOKHOME Ebum Omoniyi (PhD)¹

Department of Marketing, Faculty of Management Sciences, University of Benin, Benin-city,
Nigeria

e-mail: ebun.imouokhome@uniben.com

08038002596

&

ABDULRAHEEM Mulikat (PhD)²

Department of Business Administration, Faculty of Management Sciences, Al-Hikmah
University, Ilorin, Nigeria.

e-mail: abdulraheem.m@unilorin.edu.ng

Abstract

In this fast-changing digital world, advertising has drastically shifted from traditional methods to social media advertising, thereby prompting organizations to leverage social media influencers to reach their customers. This study examines the influence of social media influencer endorsement consistency on purchase intentions among social media users in Benin City, Nigeria. A survey research design was adopted for the study using a questionnaire; data were collected from 400 respondents, but only 385 were valid for analysis due to errors in the completion process. Both descriptive and inferential statistics were used in analysing the data; the descriptive analysis was done using percentages and frequency distribution, while the inferential analysis was done using Linear Regression employing the Statistical Package for Social Sciences (SPSS), and the hypothesis was tested at a 0.05 significance level. The result of the study shows $R^2 = .117$; $\beta = .342$ and $p = 0.000$. The study concludes that there is a significant effect of social media influencer endorsement consistency on purchase intentions. The study, therefore, recommends that organizations when reaching out to their customers, should involve influencers who are consistent in the endorsement of a particular brand and not those who will be shifting from one brand to other competitors' brand in order to build trust and a long-term relationship with the customers.

Keywords: Brand Endorsement, Endorsement Consistency, Influencer, Purchase Intentions, Social Media.

INTRODUCTION

In this digital era, social media has essentially become part of everyday activities, especially for the youth who are engaged actively with online platforms for entertainment, social interaction, and information consumption (Armpita & Trupti, 2025). Nigerian youths are not

left out of these activities based on the nation's increasingly digitised and influencer-driven consumer landscape.

The increasing growing rate of social media usage has brought about various opportunities of accessing both current and potential consumers through the use of influencer marketing. The roles of influencers are gaining ground because they are seen as opinion leaders in the marketplace. The strategies used for Influencer marketing heightened the interaction amongst brands and consumers. These strategies help brands to make use of online platform (social media) influencers as an instrument for strengthening their marketing information and linking with a bigger audience. The persuasive power of social media endorsements is rooted in psychological factors such as social proof, peer influence, and aspirational identification.

Moreover, endorsement consistency, reflecting alignment in the types of brands and products an influencer promotes over time, reinforces their perceived integrity and strengthens consumer-brand associations (Xiao et al., 2022). Notably, platforms such as Instagram, TikTok, and YouTube have become dominant arenas for influencer activity, accommodating both macro- and micro-influencers who cater to segmented consumer interests. In light of these developments, understanding the specific mechanisms through which influencers shape purchase intentions is essential. This study, therefore, seeks to investigate how social media influencer endorsement consistency influences purchase intentions within Nigeria's increasingly digitised and influencer-driven consumer landscape.

Despite the increasing adoption of influencer marketing by brands across Nigeria, there is a dearth in knowledge about how influencer endorsement consistency affects purchase intentions, which has necessitated this research. Again, most existing literature was carried out in North America, Europe, or East Asia, with relatively few empirical studies exploring the experiences of African consumers, particularly in Nigeria. Social media platforms such as

Instagram, TikTok, WhatsApp, and YouTube are among the most popular in Nigeria, yet little is known about how influencer marketing on these platforms influences Nigerian consumer perceptions of authenticity, brand credibility, or purchase intent (Obi-Ani et al., 2021; Ohiagu & Okonkwo, 2022).

Lastly, much of the previous work has generalized influencer traits and effectiveness without examining how social media influencer endorsement consistency influences purchase intentions. This study, therefore, addresses these gaps by investigating how social media influencer endorsement consistency influences purchase intentions among social media user in Benin City, Edo State.

This study seeks to answer the research question on how social media influencer endorsement consistency affect purchase intentions; with the specific objective of assessing the extent to which social media influencer endorsement consistency affects purchase intentions; and the hypothesis: Ho: Social media influencer endorsement consistency does not significantly affect purchase intentions.

LITERATURE REVIEW

Conceptual Review

Influencer marketing and purchase intention

Recently, the relationship between influencer marketing and purchase intention has changed in the competitive marketing environment. Influencers are now been used by organizations for marketing their products on digital channels, which circuitously influences consumer perception to initiate sales. Influencers meaningfully affect purchasing behaviour by sharing aspiring content that is in line with consumers' cravings (Jin & Ryu, 2020). The credibility of the influencer likewise affects purchase intention; endorsed products by influencers are usually more trustworthy and valuable according to consumer perception (Khokha et al., 2024).

Engagement metrics like (likes, shares, comments) are more pointers that could influence the purchase intention in a positive direction (Khokha et al., 2024). Jamil et al. (2024) highlight that influencer marketing on platforms such as TikTok and Instagram significantly enhances consumer engagement and purchase intention. This is because social media influencers provide interactive and personalized content, fostering a sense of community among their followers (Koay et al., 2022).

Consumer purchase intention

Consumer purchase intention is principally the important aspect of emphasis in marketing research because it stimulates the possibility of consumer purchase of a product to a high level. This intention is driven by several factors, i.e., perceived benefits, perceived risks, customer trust, and effectiveness of the advertisements (Yang et al., 2024; Wang et al., 2024). Perceived benefits are the positive impacts and the expectations of the consumer from the product purchased. These benefits can either be functional and value-based, as well as emotional and social recognition, Prasetyo & Sobari (2024); Ardianto (2024). Perceived risks, however, are the potential shortcomings or reservations which are associated with purchasing goods and services. And customer trust is the confidence that a product or brand will deliver on the promises and finally, meet consumer expectations.

Purchase intention indicates the possibility that consumers will purchase products or services. It has been shown in previous research that an increase in purchase intention reflects an increase in purchase opportunity. If consumers have positive purchase intentions, brand involvement will encourage these purchases [Dehghani & Tumer, 2015]. The customer's decision to purchase a product is highly dependent on the value of a product and recommendations shared by other consumers, such as on social media. Viral marketing, together with WOM (word-of-

mouth) created by users, will lead to automatic forwarding and recommendations by users who consider a product worthy of purchase (Lou & Yuan, 2019).

Brand Endorsement Consistency

Brand endorsement consistency refers to the alignment between an influencer's personal brand and the products or services they promote. This alignment is crucial in maintaining follower trust and the overall effectiveness of promotional content. Research has shown that when influencers endorse brands congruent with their content niche, values, or lifestyle, followers are more likely to perceive the endorsement as authentic and persuasive (Breves et al., 2021).

Consistency in brand endorsements also affects long-term influencer-follower relationships, which are essential for repeated consumer behaviour and brand loyalty. Audiences tend to form expectations around the type of content an influencer shares; deviation from this perceived identity risks eroding trust (Ghafoor et al., 2023). For example, fitness influencers promoting athletic wear are more persuasive than when the same influencers endorse unrelated products like financial services (Fernandes et al., 2021). Influencers who frequently promote diverse and unrelated products may be perceived as financially motivated rather than genuinely enthusiastic about the brands they represent.

Social media influencers, often young celebrities themselves, have emerged as more credible endorsers than traditional celebrities because of their direct engagement with followers (Ao et al., 2023). Unlike traditional advertisements, influencer marketing creates a sense of relatability and authenticity that reinforces brand trust (Santoso, 2022).

Theoretical Review

This study is underpinned by the theory of Social Proof.

Social Proof Theory was propounded by Robert Cialdini in 1984, it offers a foundational explanation on how individuals rely on the behaviour and choices of others when forming judgments or making decisions in uncertain situations. It posits that individuals tend to adopt the actions and beliefs of others, particularly those perceived as similar or authoritative, when navigating uncertain decision-making situations. In the case of the digital era, this psychological tendency has been amplified by the structure and dynamics of social media, where individuals are constantly exposed to the behaviours, preferences, and endorsements of peers, influencers, and broader communities (Cialdini & Goldstein, 2004; Bond, 2021).

Platforms like Instagram, TikTok, and YouTube have effectively become arenas for observational learning, where social cues such as likes, shares, comments, and influencer endorsements shape consumer preferences and actions through perceived social validation (Berger, 2014; Aral, 2021). Social proof is enacted when consumers interpret influencer behaviours and endorsements as indicative of what is socially acceptable or desirable. This is particularly potent among younger, digitally active demographics who perceive social media as a primary source of product discovery and evaluation (Hudders et al., 2021). However, the effectiveness of social proof in influencer marketing is not without limitations. Casaló et al. (2023) noted that when influencers endorse a wide range of unrelated products, followers may question the sincerity of their recommendations, reducing conformity and trust.

However, Social Proof Theory is relevant to this study because it provides a foundational framework for understanding the mechanisms through which influence is exerted in digital environments. The theory elucidates how individuals, particularly within the consumer sphere, are persuaded by the observed behaviours and endorsements of influencers that they perceive as credible, authentic, consistent, and socially close.

Empirical Review

Arpita & Trupti (2025) examine the impact of social media endorsements on adolescent purchase intentions, using variables such as influencer credibility, brand trust, perceived authenticity, and peer influence. The study employed a mixed-methods approach, including surveys and focus group discussions in gathering its data. A total of 403 respondents participated in the study. The data collected was analyzed using descriptive statistics to summarize demographic information and inferential statistics to test hypotheses. A multiple regression analysis was conducted to assess the impact of social media endorsements on adolescent purchase intentions. All statistical analyses were performed using SPSS software. The study confirms that influencer credibility and authenticity play a pivotal role in shaping adolescent trust and engagement with promoted products. Also, social media endorsements that are in line with the values and preferences of young consumers tend to generate higher levels of purchase intent.

Octaviani and Hartono (2023) analyzed the effect of advertising attributes from influencers' endorsement content on consumer purchase intentions in Indonesia. This study uses a quantitative approach using a convenience sampling technique. Questionnaires were distributed online to 180 respondents selected as the sampling size. PLS-SEM (SmartPLS) was used in analyzing the data. The result shows that credibility and infotainment in influencers' endorsement content significantly affect advertising value and consumer purchase intentions.

Olasanmi (2022) investigated the impact of influencer marketing on customer loyalty and purchase intention in Southwestern Nigeria, with a specific focus on Instagram users. The study employed a descriptive survey research design and gathered data from 400 respondents utilizing a non-probability sampling. The variables used were: influencer marketing, brand trust, loyalty, and purchase intention. The data collected were analysed using frequency counts, mean, standard deviation, and regression analysis. The findings revealed a significant positive relationship between influencer marketing and customer loyalty, suggesting that social media

influencers contribute meaningfully to long-term consumer engagement and brand commitment.

Kanwar and Huang (2022) carried out a study in Taiwan to examine the sequential mediating effects of parasocial interaction, perceived value, and brand image on the relationship between social media influencer credibility and purchase intention. A total of 384 respondents were recruited via convenience sampling. Data were analyzed using variance-based Structural Equation Modelling (SEM) through SmartPLS 3.0. The study focused on the following constructs: influencer credibility, parasocial relationship, perceived value, brand image, and purchase intention. The results indicated that influencer credibility significantly enhances parasocial interactions, which in turn positively affect perceived value and brand image, ultimately leading to higher purchase intentions. The findings underscore the importance of cultivating emotionally resonant relationships with audiences to drive brand outcomes.

Es-Safi and Sağlam (2021) conducted a cross-national study in Morocco and Turkey, exploring the predictive effects of influencer characteristics on brand equity and purchase intention. The study employed a survey method, and 213 respondents participated, who were selected conveniently. The variables examined included expertise, authenticity, influence, and communication skills (as influencer characteristics), and the dimensions of brand equity—perceived quality, brand associations, brand loyalty, and brand awareness—with purchase intention as the dependent variable. The data was processed using SEM analysis via AMOS 24.0. The findings revealed that expertise and authenticity significantly influenced perceived quality, while authenticity also impacted brand loyalty, brand associations, and purchase intention.

Dalangin et al. (2021) assessed consumers' perceptions of the advertising effectiveness of social media influencers on purchase intention in Metro Manila, Philippines. The sample size

was 200, and the study used a descriptive survey method. Variables used include: trustworthiness, honesty, attractiveness, and product congruence. The collected data were analyzed with the use of correlation analysis. The results displayed a significant positive relationship between influencer advertising efficacy and consumers' purchase intentions.

Serman and Sims (2020) aimed at identifying the key factors that influence consumers' intentions to adopt influencer recommendations, particularly from blog content. The study used a quantitative survey, and collected data from 202 respondents through a non-probability sampling technique, also, carried out the analysis by the use of explanatory factor analysis, linear regression, and Structural Equation Modeling (SEM). The outcome established that the variables used significantly influenced adoption intentions.

Gaps of the study

Despite the growing reliance on influencer marketing by brands in Nigeria, there are still some significant gaps in understanding how specific influencer attributes influence purchase intentions. While existing studies like (Serman and Sims (2020); Es-Safi and Sağlam (2021); Dalangin et al. (2021); Olasanmi (2022); Kanwar and Huang (2022) have established a general relation between influencer marketing and dependent variables like brand visibility, consumer engagement, or purchase intention, using individual variables like credibility, trustworthiness, honesty, attractiveness, product congruence, authenticity, expertise, communication skills; very few like (Octaviani and Hartono, 2023; Arpita & Trupti, 2025) and some few others have studied Social media influencer endorsement consistency and purchase intention in the Nigerian context. This study, therefore, tries to fill these gaps by examining the influence of social media influencers' endorsement consistency on purchase intentions among social media user in Benin, Nigeria.

METHODOLOGY

This study was carried out using a survey research design method in order to capture the phenomenon in the exact way to examine the effect of social media influencer endorsement consistency on purchase intentions. This design is justified because it simplifies the collection of data from a large sample within a precise timeframe, enhancing the generalizability of the findings (Sue & Ritter, 2012). Questionnaires administering enable the efficient gathering of data on consumers' perceptions, attitudes, and behaviours related to social media influencers, ensuring a broad representation of the population (Bryman, 2016).

A population refers to the entire group of individuals, elements, or units that possess common characteristics relevant to a particular research inquiry (Saunders et al., 2019). The target population for this study consists of the residents of Oredo Local Government Area (LGA), situated within the Benin Megapolis of Edo State, Nigeria. Oredo LGA is targeted because it is the urban core of Benin-City, where we have the highest number of young adults within the age of 15-64, which constitutes the major users of social media in Nigeria. It also houses four (4) major markets in Benin city (Oba market, new market, New Benin market, and Ekiosa market); making it a business Hubs. According to the 2006 National Population Census, Oredo LGA had a total population of 374,671 individuals. This figure serves as the basis for determining the sampling frame and represents the entire population from which the study sample was drawn; and this census figure has to be used because that is the only authentic figure for now since no other census has been carried out after then.

The sample size for this study was determined using the Taro Yamane finite population sampling size determination formula. This formula is particularly useful where the population is known, and the researcher aims to achieve a specified level of precision. The formula is expressed as:

$$n = \frac{N}{1+N(e)^2}$$

In the formular above;

n is the required sample size from the population understudy

N is the whole population that is understudy

e is the precision or sampling error which is usually 0.05 for management sciences

Therefore;

$$\begin{aligned}n &= \frac{374,671}{1 + 374,671(0.05)^2} \\n &= \frac{374,671}{1 + 374,671(0.0025)} \\n &= \frac{374,671}{1 + 936.6775} \\n &= \frac{374,671}{937.6775} \\n &\approx 399.48\end{aligned}$$

n = 400 (approximately) represents the sample size of the study.

The study employed a convenience sampling method, which seems to be the best for this study since the target population has no specific location allotted to them. However, only 385 out of the 400 questionnaires administered were found useful due to some form of completion error.

The research instrument employed for this study was a questionnaire, and the questionnaire was designed by the researchers and not adapted or adopted from any source in order to direct the questions in a way that will enable it to solve the research question at hand. The questionnaire was in two sections. Section A solicited information on the respondents' demographics. Section B consisted of questions on the variables of the study. Responses were rated on a 5-point Likert scale, for which from strongly disagree to strongly agree (1-5).

The content validity method was adopted for this study; to certify the accuracy and relevance of the questionnaire to the study, the questionnaire was given to experts in the field of marketing to vet, and their various opinions and suggestions greatly helped in completing the final copy that was administered to the respondents.

While for the reliability test, a pilot survey was done by administering thirty (30) copies of the questionnaire to respondents and analysed using the Cronbach alpha test via SPSS software to ensure there is an internal consistency between the variables involved in the study. The Cronbach's alpha is a widely accepted statistical measure used in assessing the internal consistency of the questionnaire, indicating how well the items that compose the scale correlate to each other, with a value of 0.7 or above generally considered acceptable for social sciences research (Tavakol & Dennick, 2011).

Table 1.1: Cronbach's alpha

VARIABLES	QUESTIONS	CRONBACH ALPHA
Purchase intentions	4 items	0.815
Brand Endorsement Consistency	4 items	0.743

Source: Researchers' field survey, 2026.

Table 1.1 present the Cronbach alpha result of the variables involved in the study; it shows Cronbach alpha values greater than 0.7, meaning there is an internal consistency among the variables involved.

The researcher employed the self-administered and retrieval method of administration and collection of the questionnaires to ensure they are correctly filled and grey areas that respondents need more clarifications on are taken care of. To ensure a high response rate and minimize the risk of non-return, the questionnaires were administered for taking responses and retrieved immediately

The responses from the questionnaire administered were analysed using the descriptive (percentage and frequency distribution) and inferential (linear regression) statistics, and the hypothesis was tested at a 0.05 significant level. The linear regression analysis gave the study the ability to determine how variations in social media influencers' endorsement consistency

effects purchase intentions. It ensures the non-bias of the estimated coefficients and coefficients under standard assumptions, thereby enabling the statistical reliability of the findings for interpretation.

DATA ANALYSIS AND PRESENTATION

Descriptive Analysis

Table 1.2 Demographic Distribution of Respondents

Demographic Variables	Categories	Frequency (n)	Percentage (%)
Gender	Male	184	47.8%
	Female	201	52.2%
	Total	385	100.0%
Marital Status	Single	288	74.8%
	Married	79	20.5%
	Divorced	7	1.8%
	Widowed	11	2.9%
	Total	385	100.0%
Age	18–25 years	269	69.9%
	26–35 years	93	24.2%
	36–45 years	19	4.9%
	46 years and above	4	1.0%
	Total	385	100.0%
Educational Level	SSCE/WAEC	79	20.5%
	OND/NCE	50	13.0%
	HND/BSc	205	53.2%
	MSc/MBA	39	10.1%
	PhD and above	12	3.1%
	Total	385	100.0%
Employment Status	Employed	111	28.8%
	Unemployed	96	24.9%
	Self-Employed	178	46.2%
	Total	385	100.0%
Monthly Income Level	Below ₦50,000	108	28.1%
	₦50,000–₦100,000	116	30.1%
	₦101,000–₦200,000	87	22.6%
	₦201,000–₦300,000	40	10.4%
	Above ₦300,000	34	8.8%
	Total	385	100.0%

Source: Researchers' Field Survey, 2026.

Gender

Out of the 385 respondents surveyed, 201 (52.2%) were female, while 184 (47.8%) were male. This implies that there are slightly more females' participant than the males. This shows a relatively balanced gender distribution, which may influence gender-related patterns in the subsequent analysis.

Marital Status

A significant majority of the respondents, 288 individuals representing 74.8%, were single. Married individuals constituted 79 (20.5%) of the sample, while those who were divorced and widowed accounted for 7 (1.8%) and 11 (2.9%) respondents, respectively. The greater number of single participants infers a youthful or unmarried demographic, which is in accord with the observed age structure of the sample.

Age

The age distribution reveals that the largest proportion of respondents fell within the 18–25 years age bracket, totalling 269 individuals or 69.9% of the population. This is followed by 93 respondents (24.2%) aged 26–35 years, while 19 (4.9%) were within the 36–45 years range. Only 4 individuals, constituting 1.0%, were aged 46 years and above. This data reflects a youthful population, with nearly three-quarters of the respondents aged below 26, suggesting that the study primarily captured perspectives of younger adults.

Educational Level

Among the respondents, the majority—205 individuals or 53.2%—have a Higher National Diploma (HND) or a Bachelor's degree (BSc). Those with secondary school qualifications (SSCE/WAEC) accounted for 79 respondents (20.5%), while 50 individuals (13.0%) held Ordinary National Diploma (OND) or Nigerian Certificate in Education (NCE). Furthermore, 39 respondents (10.1%) possessed a Master's degree (MSc or MBA), and 12 (3.1%) had

attained a PhD or higher academic qualification. This distribution suggests a well-educated sample, with over two-thirds having completed tertiary education.

Employment Status

In terms of employment, 178 respondents (46.2%) identified as self-employed, indicating a strong presence of entrepreneurial activity within the sample. Employed individuals made up 111 respondents (28.8%), while 96 respondents (24.9%) were unemployed. The high proportion of self-employment may reflect informal sector dominance or limited access to formal employment opportunities, especially among younger participants.

Monthly Income Level

The income distribution shows that 116 respondents (30.1%) earn between ₦50,000 and ₦100,000 monthly, making this the most common income bracket. A slightly smaller group, 108 individuals (28.1%), reported earnings below ₦50,000. Meanwhile, 87 respondents (22.6%) earn between ₦101,000 and ₦200,000. Those earning between ₦201,000 and ₦300,000 accounted for 40 individuals (10.4%), and the highest income category—above ₦300,000—comprised 34 respondents (8.8%). This data suggests that a majority of respondents fall within low to middle-income ranges, with only a small fraction earning higher monthly incomes.

Hypothesis testing

H₀: Social media influencer endorsement consistency does not significantly affect consumer purchasing behaviour.

Table 1.3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.342 ^a	.117	.114	.72047

a. Predictors: (Constant), SME

Source: Researchers' Field Survey, 2026.

Table 1.3 shows that social media influencer endorsement consistency (SME) accounts for 11.7% of the variance in purchase intentions (PI), from the value $R^2 = 0.117$, and the remaining percentage are explained by other factors that are not captured in the model. The R value of 0.342 signifies a weak but positive relationship between endorsement consistency and purchase intentions.

Table 1.4 Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.273	1	26.273	50.614	.000 ^b
	Residual	198.806	383	.519		
	Total	225.079	384			

a. Dependent Variable: PI

b. Predictors: (Constant), SME

Source: Researchers' Field Survey, 2026.

The ANOVA results in Table 1.4 confirm that the regression model is statistically significant, with an F-statistic of 50.614 and a p-value of 0.000 ($p < 0.01$). This result implies that endorsement consistency meaningfully contributes to the explanation of purchase intentions and that the observed relationship is not by chance.

Table 1.5 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.176	.205		10.608	.000
SME	.363	.051	.342	7.114	.000

a. Dependent Variable: PI

Source: Researchers' Field Survey, 2026.

Table 1.5, the regression coefficient for SME is $\beta = 0.342$, with a standard error of 0.051, and the result is statistically significant ($t = 7.114$, $p = 0.000$); meaning there is a significant effect of social media influencer endorsement consistency on purchase intentions. Therefore, the null hypothesis is rejected and the alternative hypothesis accepted. The standardized beta coefficient ($\beta = 0.342$) indicates that any change in endorsement consistency level will lead to a 34.2% change in purchase intentions. That is to say, whenever influencers promote a brand or product in a consistent manner over time and do not switch between competing brands or engage in irregular promotion, it strengthens consumer trust and increases the chance of purchase.

Discussion of Finding

Table 4.3 reveals that social media influencer endorsement consistency has a significant influence on purchase intentions, given the significant value of 0.000, which is less than the p-value of 0.05, while the $R^2 = .117$ indicate that endorsement consistency (SME) accounts for 11.7% of the variations in the dependent variable. This little percentage of variation might be due to some other factors that were ignored in the model. And the beta-value of 0.342 indicates

that when influencers consistently promote a specific brand or product line over time, it builds trust and reliability in the sight of consumers, thereby influencing their purchase decisions in a positive direction.

These findings align with Olasanmi (2022), who found that sustained influencer marketing contributes to brand loyalty and repeat purchasing. Also, it agrees with the study of Dalangin et al. (2021), who affirm that social media influencers' advertising influences purchase intentions. The study is also a reflection of the social proof theory, even though the effect rate is weak; it demonstrates the fact that social media users make their purchase decision sometimes based on how they interpret influencer behaviours and endorsements as indicative of what is socially acceptable or desirable concerning the endorsed brand.

Conclusion and Recommendations

This study focused on examining the relationship between social media influencer endorsement consistency among social media users in Benin City, Edo State. From the result of the study, it was concluded that social media influencer endorsement consistency has a role to play in motivating consumers in their choice of purchase. Therefore, ignoring the activities of social media influencers' endorsement consistency in engaging influencers for their brand might be a detrimental mistake in this rapidly changing digital era.

The study, based on its outcome, recommends that:

Organizations, when engaging influencers that will help them to reach their brand customers, should be careful in their selection and ensure they engage those who always maintain consistent messaging and long-term collaboration with specific brands, and not those who switch to top competitors' products or another brand entirely. This is very important to be able to reinforce consumers' trust that will eventually lead to purchase, loyalty, and retention in the long run.

Contribution to Knowledge

This study contributes to the growing body of knowledge on digital consumer purchase intentions and influencer marketing by empirically demonstrating how social media influencer endorsement consistency influences purchase intentions within the Nigerian context.

The study contributes to theory and also provides applied direction for designing more effective influencer marketing campaigns.

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Authors Bibliography:

Imouokhome Ebum Omoniyi is a senior lecturer from the Department of Marketing, Faculty of Management Sciences, University of Benin, Edo State, Nigeria.

Abdulraheem Mulikat is an Associate Professor in the Department of Marketing, Faculty of Management Sciences, University of Ilorin, Kwara State, Nigeria.

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