

INFLUENCER MARKETING AND CONSUMER BUYING BEHAVIOUR OF COSMETIC PRODUCTS AMONG WOMEN IN RIVERS STATE, NIGERIA

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ABSTRACT

This study examined the relationship between influencer marketing and consumer buying behaviour of cosmetic products among women in Rivers State. The aim was to determine the relationship that exist between the dimensions of influencer marketing (sponsor content, product review and product endorsement) and consumer buying behaviour of cosmetic products among women in Rivers State. Three (3) research questions and hypothesis were formulated to address the objective of the study. The cross-sectional survey research design was adopted. Data were collected from women in Rivers State from the 15 LGAs out of 23 LGAs, between the age of 18years to 46 and above, were interviewed and giving structured questionnaire. Population of 225 and a sample size of 155 was used for the study. The Krejcie and Morgan determining table of 1970 was adopted, and the table is one of the easiest ways of estimating the right sample size from the population. The hypotheses formulated for this study were tested using Pearson's Product Moment Correlation Coefficient with the aid of Statistical Package for the Social Science (SPSS) software program version 23.0. The study found a significant relationship between influencer marketing, its dimensions (sponsor content, product review, and product endorsement) and consumer buying behaviour of cosmetic products among women in Rivers State. It was concluded that influencer marketing has bridged a gap between products and consumers. It was recommended that influencer marketing should promote transparency, introduce industry standards, regulations and ethical practices, in order to build trust and maintain a continuous relationship with consumers.

Key words: *Influencer Marketing, Sponsor Content, Product Review, Product Endorsement, Consumer Behaviour, Cosmetic.*

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INTRODUCTION

The way people connect and interact has been revolutionize by the advent of social media, which is a product of the digital era. The focus of advertisement has been shifted from traditional advertising to digital advertising. It is a cost-effective way of driving growth of business, promote business and enhance the brand value (Kalyani et al, 2024). The COVID-19 pandemic and the lockdown measures to curtail the spread, lead to shift in lifestyles as people are restricted from movement. Organizations utilized the advancement in information technology to boost the development of e-commerce (Chai, 2020). Social media influencer

became prominent means of advertisement as a result of force sedentary lifestyle instead of celebrity's endorsement (Chan, 2022). The social media platforms allow users to create and share contents, as well as boost networking opportunities. These led to the emergence of influencer marketing. Influencer marketing is one of the greatest trends in social media as the number of social media users has increased tremendously. Influencers attract many followers which they use in promoting products and brands and also recommend products to public. They portray personal use of information which creates a personal touch that authenticates their recommendations (Ki & Kim, 2019). Many brands approach social media influencers to create brand content, such as brand recommendation and product placement, this practice is referred as influencer marketing (Audrezet et al, 2020). It is a hybrid of traditional and modern marketing techniques which reinvented celebrity endorsement in marketing campaign.

In recent times, majority of advertisement originates from social media, and this influences a lot people especially the younger generations (Gottfried & Shearer, 2016). Ki and Kim (2019) described social media influencer as individual who possesses the capacity to influence others through the social medial platforms. The global value of influencer marketing was USD 4.6 billion in 2018, and the expected growth between 2019 and 2025 is more than 25% per year (Feeley, 2020). In recent years, there is a great shift to online platforms in advanced countries such as USA, especially in e-commerce websites (Joyce, 2024). In the last five years with a 20% increase there has been a significant rise in the intent to purchase from online platforms. This is facilitated by rapid use of mobile devices for online shopping, where consumers evaluate various brands before they purchase (Lee &Koo, 2018). In consumer decision-making brand consideration has become vital as the statistics show 15% increase in brand awareness affecting purchase intention.

In developing countries like Nigeria, the increasing middle-class population and urbanization affects consumer purchase intention. According to Adeyemi and Adegbite (2020) Nigerians are becoming more brand-conscious particularly in electronics and Fast-moving consumer goods. Product quality, affordability and after-sales services influences their buying intention. In rural areas where access to online shopping platforms is limited, challenges related to logistics and infrastructure can reduce conversion rates (Ayo, 2021). The rise of influencer marketing has significantly resulted to a shift in marketing strategies in the cosmetic industry. Azeez and Hamzah (2020) affirmed that influencers have become brand ambassadors which affects consumer buying behaviour in various industries such as cosmetic products. Kotler and Keller (2019) in Amure and Toliat (2024) described consumer buying behaviour as

psychological, social and behavioural factors that influences individual decisions to purchase specific products or services. Makeup, fragrances, haircare, skincare and cosmetic product that made up of wide range of personal care and beauty items (Amure &Toliat 2024). Machotra et al (2021) observed that these products play a vital role in individual self-presentation and enhancing their physical appearance. Ibe and De-Klerk (2019) observed that in Nigeria young consumers are very active in social media platforms and their purchase decisions are influenced by endorsements and recommendations of influencers. Hence, the need to understand influencer marketing and the impact on consumer buying behaviour.

The emerging trend has attracted the attention of researchers and marketers to study the impact of influencer marketing on consumer buying behaviour. Increased popularity and reliance on influencers on cosmetic products and social media influences on consumers behaviour led to the focus of this study. There are many studies on influencer marketing and consumer buying behaviour globally (Chan, 2022; Kalyani et al, 2024; Joyce, 2024). But limited studies have been done to examine the impact of influencer marketing on buying behaviour of cosmetic products among women in Rivers State. The study explores how influencer marketing strategies like product endorsements, product reviews and sponsored content influence the purchasing decisions of consumers.

Statement of Problem

Influencer marketing is growing rapidly as customers acquisition strategy since it facilitates direct communication with customers and increase in brand awareness. More than half of the world's population use social media (Freberg et al, 2011 in Chan, 2022). As a result of the broad reach, markets engage social media influencers to maximize their social media investment. Most of the existing literature on influencer marketing and consumer buying behaviour focuses on global market. However, there are little or limited literature on influencer marketing and buying behaviour of cosmetic products, especially among women in Rivers State, Nigeria. Hence, limited knowledge on how influencer marketing strategies such as sponsor content, product reviews and endorsements affect consumer buying behaviour in this area of study.

Objectives

To ascertain the relationship between influencer marketing and consumer buying behaviour of cosmetic products among women in Rivers State, Nigeria. Some other specific objectives of this study include:

1. to explore the relationship between sponsored content and consumer buying behaviour of cosmetic products among women in Rivers State.
2. to describe the relationship between product review and consumer buying behaviour of cosmetic products among women in Rivers State.
3. to identify the relationship between product endorsement and consumer buying behaviour of cosmetic products among women in Rivers State.

Research Questions

In order to adequately address the objectives of this study, the following research questions are raised:

- a. To what extent does sponsored content enhance consumer buying behaviour of cosmetic products among women in Rivers State?
- b. To what extent does product review enhance consumer buying behaviour of cosmetic products among women in Rivers State?
- c. To what extent does product endorsement enhance consumer buying behaviour of cosmetic products among women in Rivers State?

REVIEW OF RELATED LITERATURE

The theoretical underpinning adopted and analyzed in this study is Elaboration Likelihood Model developed by Petty and Cacioppo in 1986 and Theory of Planned Behaviour developed by Ajzen (1985). This is directed by the belief that influencers shape consumer buying behaviour and drive purchase intention to actions.

Influencer marketing

Influencer marketing has become significant and powerful marketing strategy, especially in the cosmetic industry. According to Rodriguez et al (2019) influencer marketing refers to the use of online personality that has dedicated followers in the social media such as YouTube, Twitter, Instagram, Facebook, blogs etc. to promote products and services. This has significantly changed the brands connect with consumers, which influences their purchasing behaviour (Joyce, 2024). Lee et al (2021) opined that the rise of social medial platforms led

to the emergency influencer marketing as customers seek recommendations and endorsement from trusted online personality. Thompson et al (2018) observed that celebrity endorsements were originally used but with the rise of social media individuals that have strong followers they became prominently adopted to promote brands. Smith et al (2022) asserts that influencer marketing has relevance in cosmetic industry because of its exceptional ability to personally engage with consumers. This collaborated with several studies revealing that consumers trust influencers in providing information, opinions and recommendations on cosmetic products (Martinez et al, 2019)

Sponsored Content

This is a paid collaborations between brands and social media influencers, brands product or service are promoted, content is created and shared by influencers (Evans et al 2017). According to Lin et al (2020); Evans et al (2017) sponsored content are usually used by influencers to maintain a sense of authenticity and relatability among consumers. Decline in effectiveness of traditional advertising has made sponsored content one of the most prevalent strategies in digital marketing and rise in social media engagement (Schouten et al, 2020); (Joyce, 2024). Schouten et al (2020) affirmed that influencers act as intermediaries that bridge the gap between consumers and brands by leveraging their capability, and ability to generate peer-like. This strategy led to influencer-brand congruence which is also perceived as an alignment between the brand being promoted and influencers persona (Lee, 2024). Stern (2021) observed that sponsored content effectiveness is highly influenced by influencers attractiveness, trustworthiness and expertise. If the influencer is perceived as knowledgeable and genuine, they attract consumers more positively to a brand (Stern, 2021; Kai 2024). Instagram, Twitter, Facebook etc. are used by influencers to scale their reach through power of word-of-mouth marketing.

Lou and Yuan (2019) observed that consumers attitudes toward the brand, brand trust and purchase intentions are influenced significantly by influencers especially when the content aligns with the influencers usual messaging and appear to be authentic. Boerman et al (2017) persuasion knowledge model (PKM) stated that when audiences recognize the persuasive intent behind content, their cognitive defenses are activated thereby making authenticity and transparency essential. Although there are some challenges facing the effectiveness of influencer sponsor content especially the issue of transparency, the regulatory bodies such as the Federal Trade Commission (FTC) in U.S. and ARCON (the Advertising Regulatory Council of Nigeria) have emphasized the need for clarity on the issue of #ad or # sponsored

to differentiated organic content from paid promotions. Some influencers are not following the rules and this has made consumers face deceptive marketing practices, meanwhile failure for not obeying the rules attract legal penalties. According to DeVerman et al (2023) another challenge is influencer fatigue; this is where an influencer sends frequent sponsored posts, and for followers it has become so much that they start doubting the authenticity of the content. This can also make followers not to perceive the brands as more relatable and credible.

Ho₁: There is no positive and significance relationship between sponsored content and consumer buying behaviour of cosmetic products among women in Rivers State?

Product Reviews

This is where influencers share their personal experiences about a product or service through posts, videos, blogs etc. The reviews are posted on Instagram, TikTok, YouTube, that is on the online platforms as information to followers and marketing for brands (Chu, 2024). Li (2018) opined that reviews of products are perceived as more trustworthy and relatable because they are being advertised within influencers niche interest. Consumers perceive influencers as more relatable than celebrities and trust their reviews (Djafarova & Trofimenko, 2019). Among millennial and Gen Z audiences, influencers affect their purchase decisions and they trust the effectiveness of influencers reviews (ibid, 2019).

Stern (2021) stated that product reviews hinge on several psychological and marketing theories, such as source credibility theory, which affirmed that the trustworthiness of the communicator is significantly influenced by the impact of the message from the perceived expertise. Consumer attitudes and behaviour can significantly shape when the influencer is perceived as more knowledgeable and genuine (Joyce 2024, Stern 2021). Balabu and Mustatea (2020) asserted that Elaboration Like hood Model (ELM) is one of the critical frameworks that face influencer reviews. This model states that influencers operate through the peripheral route of persuasion, where relatability, attractiveness and likability of the influencers affect the decision-making more than the message content. Product categories that are emotional charged, such as cosmetics, makes use of influencers more effective.

Ho₂: There is no positive and significance relationship between product reviews and consumer buying behaviour of cosmetic products among women in Rivers State?

Product Endorsement

This is strategic collaboration between brands and social media influencers to promote product and service to their audience (Kalyain et al. 2024). Platforms such as Tik Tok, Twitter, Facebook and so on, are where influencers endorse products or services, while celebrities endorse in traditional advertisement (Lou & Yuan, 2019). The followers in the social media platforms perceived influencers as being more trustworthy, relatable and authentic (Stern 2021). Stern (2021) opined that Source Credibility theory is where this marketing strategy is rooted. It stated that the persuasiveness of the message is highly affected by trustworthiness, perceived expertise and attractiveness. Consumer attitudes and behavior are shaped by influencers endorsement, as customers see them as strong brand personalities that take care of their domain (Balaban & Mustatea, 2020).

Balaban and Mustatea (2020) observed that parasocial interaction is the mechanism that drive effectiveness of influencers endorsements as the followers form one-sided emotional bond with influencers. The bond brings influencers closer to the followers to the extent that the followers perceive their recommendations more personal than commercial advertising (Kai, 2023). Consumers purchase the products and services as someone they admire and relate to recommended them. This trust becomes a bridge for brand engagement (De Verman et al, 2023).

Ho₃: There is no positive and significance relationship between product endorsement and consumer buying behaviour of cosmetic products among women in Rivers State?

Consumer Buying Behaviour

This refers to the buying behaviour of final consumers and households that buy goods and services for personal consumption (Kotler & Armstrong, 2016). It can also be described as actions individuals undertake when selecting, purchasing, using or disposing of products and services (Chernev, 2022). Frank (2022) observed that social, economic, cultural and psychological are factors that influence behavior. In order for marketer to meet customers' needs for more effective and increased sales performance, they tailor their strategies to satisfy customers. Understanding these factors will assist consumers to know some of the factors that influence their choices and purchase decisions in the context of cosmetic products (Adegbe, 2024).

According to Kotler and Keller (2016), consumers pass through different decision-making processes, such as problem recognition, information search, evaluation of alternatives, purchase decision and post- purchase evaluation. Therefore, consumers go through these stages when making buying decisions. In the cosmetics context, consumers may have need for a particular cosmetic product, they search for information from different sources, evaluate different alternatives based on needs and preferences, make purchase decision and later, evaluate their satisfaction with the products (Adeyemi et al, 2016). In the cosmetic products context, influencers play important roles in shaping consumer behaviour and purchasing decisions (Glado, 2024).

Sponsored Content and Consumer Buying Behaviour

In the cosmetic industry sponsored content has emerged as a dominant force in shaping consumer-buying behavior (Luo & Yuan, 2019). Due to increase in digital media consumption, especially among women and young demographics, online personalities and influencers are predominantly used by cosmetic brands to promote their products through personalized content (De Verman et al, 2023). Since beauty products are highly visual and experimental in nature, influencer marketing is needed for effective marketing and buyer engagement (Li, 2022). Instead of viewing traditional advertisements, consumers are more likely to be influenced by seeing how products perform in real natural settings (Ogu, 2024). When influencer's content is perceived as authentic and not over commercialized, it impacts significantly on consumers attitudes and their purchase decision, as they perceive credibility and relatability of influence to be genuine (Schouten et al, 2020).

Chetioui et al (2020) stated that consumer buying behavior is driven by perceived social proof, emotional appeal and product quality. There is reduction of perceived purchase risk and enhancement of perceived product value, as influencers often demonstrate the application, result of cosmetics in real time and its benefits (Chetioui et al, 2020, ogu, 2024, Joyce, 2024). For example, viewing how a skin care product clear blemishes on an influencer' skin creates a strong impression that can lead to impulse purchase. As women consumers view popular influencers using trending beauty products, they are likely to purchase and use those products. The sponsored beauty products (cosmetics) leverages on them from FOMO (fear of missing out) effect and social comparison (Marques et al, 2022). Li et al (2020) affirmed that sponsored content significantly influences consumer buying behavior in cosmetic industry by combining trust, social proof, emotional engagement and visual demonstration. Influencers

effectively drive awareness, preferences and purchase intentions among cosmetics consumers, such as women by aligning a brand's image, communicate product benefits through effective and authentic narratives (Marques et al, 2020).

Product Preview and Consumer Buying Behaviour

Product reviews play a vital role in shaping consumer buying behavior in the cosmetic industry especially among women (Ki, 2024). Before making purchase decision, potential buyers mostly rely on experiences and feedback of others, as cosmetic products are often experimental and highly personal (Chetioui et al, 2020). Uncertainty about the quality, effectiveness and safety of the cosmetic products are reduced by online reviews, as they provide social proof about the products (Kalyani, 2024). Women as consumers of cosmetic products typically engage in a high-involvement decision-making process due to the intimate and visible nature of the products, such as makeup, hair care, personal grooming and skin care. This makes product reviews more influential (Kio & Anderson, 2024). For the first time buyers, online reviews contribute to trust-building, as they offer detailed user experiences, product comparison and usage tips (Ahmed et al, 2020). They further stated that these reviews act as virtual word-of-the-mouth advertising, and they influence brand perception and credibility.

Adebayo (2020) observed that online reviews have become a critical source of information, where physical access to beauty (cosmetics) products may be limited, especially in Nigeria and other emerging markets. As consumers in these contexts depend highly on social media platforms, mobile apps, and e-commerce websites, such as Jumia, Konga, etc. They read the reviews before buying cosmetic products (Adeola & Evans, 2020). Brand loyalty and buyer confidence are influenced by micro reviewers, or influencers, who share honest opinions on cosmetic products (Ismagilova et al, 2020). In beauty categories, such as cosmetics for sensitive skin, organic skin care and cosmetics tailored for specific skin tones, it is consumer generated reviews that foster a sense of community and shared experiences (Park & Lin, 2020). This community driven review culture facilitates consumers to navigate the overwhelming varieties of products and make choices that align with their beauty needs and identities (Marques et al, 2022).

Product Endorsement and Consumer Buying Behaviour

Product endorsement is a major marketing strategy used in the cosmetic industry to influence consumer buying behaviour (Marques et al, 2022). It involves leveraging the image, trust and experts to promote beauty products. Identity endorsement serve as a persuasive tool that connects consumer aspirations with brand narratives in the cosmetics market, where purchases are often emotionally driven and closely linked to self-image (Marques et al, 2022). When endorser appears genuine in the use of a product, consumers are more responsive and ready to purchase. Shouten et al (2020) argue that congruence between the endorser's persona and product type enhances credibility and influences buyer confidence. In the cosmetic products, it means selecting endorser that share the same skin tone and skin type with the followers. Adeola and Evans (2020) opined that endorsement are impactful due to cultural affinity and aspirational marketing, especially in emerging markets, such as Nigeria, where consumers are heavily influenced by local celebrities and influencers who reflect their socio-cultural identity.

Social media, such as Tik Tok, You Tube and Instagram, are used by endorsers to influence consumer buying behavior. Endorsers are community driven and relatable by micro-influencers. Micro-influencers are perceived as peers, instead of distant celebrities, hence, their recommendations carry higher level of trust and engagement (De Veirman et al, 2023). Ismagilova et al (2020) stated that for high- priced or skin sensitive products, endorsement reduce perceived risk. In cosmetics purchases, it reassures buyers on their quality, safety and accelerate purchase decisions because of trust. When choosing between competing brands or trying new cosmetics products, endorsements are seen as deciding factor (Schouten et al, 2020).

Study variable and Research Framework

The study variables show the direction of research work, as it serves as a framework in which the study is built. Influencer marketing is the predictor variable, with sponsored content, product reviews and product endorsement as its dimensions. Consumer buying behaviour is the criterion variable. They are fully represented below:

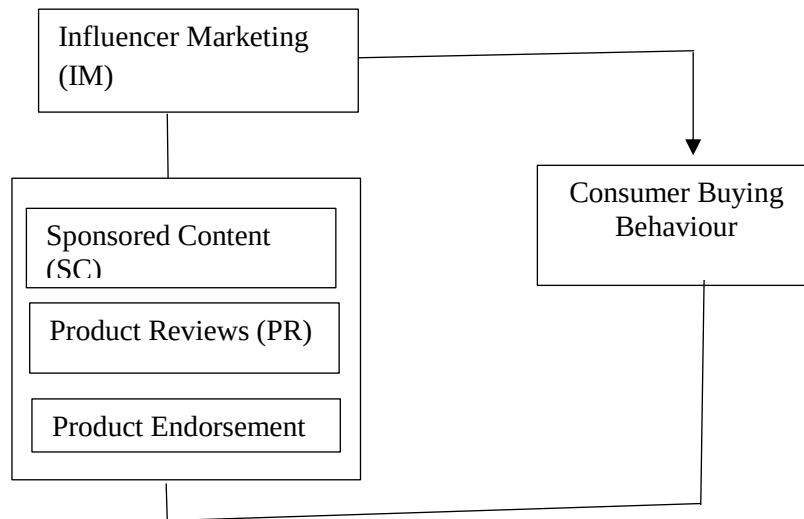


Fig 1.1 conceptual framework for influencer marketing and consumer buying behaviour.

Source: Authors conceptualization from literature

Theoretical Review

The Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo in 1986 is used to provide insight on how consumers are persuaded by influencer marketing in the cosmetic industry. According to the theory, there are two primary routes in which persuasion occur: the central route and the peripheral route. Consumer buying behaviour are influenced by these routes, depending on the consumers motivation and ability to process marketing messages. Central routes are consumers who are highly involved with cosmetics, such as skincare enthusiasts or makeup artists, as they are likely to evaluate the quality of the message shared by influencers (Ki, 2022). For example, when a beauty influencer provides in-depth information about product ingredients as result of personal trials, and comparisons with alternative products, highly involved consumers are likely to engage in critical evaluation. It may lead to lasting attitude change and increase in purchase intention, if the message is strong and logical. (Casalo et al, 2018).

Honest pros and cons discussed by the influencer, skin compatibility and dermatological effectiveness, detailed reviews or before-and-after results are the factors considered by high-involved consumers. If the cosmetic product meets expectations of the followers (customers), it leads to long-term brand loyalty (Casalo et al, 2018, Ayo, 2017). Jin et al (2019) observed that low-involvement consumers process messages through the peripheral route. They rely on superficial clues in making purchase decisions, as they may not have the time, knowledge or

interest to analyze product details. Physical attractiveness, popularity or perceived glamour often serve as persuasive clues, this is known as influencer characteristics. Therefore, understanding route of Elaboration likelihood model will enable marketers to design tailored influencer campaigns that align with consumer motivation and information- processing lifestyles.

The Theory of Planned Behaviour (TPB) developed by Ajzen (1985), explain how attitudes, subjective norms and perceived behaviour control influence consumer's intention. This theory described how digital influencers affect the psychological mechanisms that leads to consumer buying decisions, especially in the cosmetic industry. In cosmetic products, consumers' attitudes are significantly shaped by influencer marketing. Positive perceptions are shared by influencers to their followers on personal experiences, tutorials and results from using specific cosmetics. These favourable attitudes when reinforced consistently may increase the likelihood of purchase intention. A positive attitude may be developed towards a brand when a beauty influencer promotes a cruelty-free or organic skincare product, followers who value environmental sustainability products (cosmetics) make purchase. Sokolova and Perez (2021) observed that influencer credibility and perceived authenticity significantly impact consumers' attitudes toward endorsed cosmetics. Subjective norms are perceived as social pressure to perform or not perform a behaviour. Online communities and social media influence digital age and shape social norms, it is no longer only close peers. A cosmetic product is socially approved by audience when a highly- followed influencer endorses the cosmetic product and receives positive engagement (such as comments, shares, likes, etc). (Ki, 2020)

Lim et al, (2020) observed that peer-like validation from influencers often motivates consumers to conform to perceived expectations. Products that are widely endorsed by influencers within their social networks are likely to be purchased by consumers, because it conveys normative pressure to align with popular trends. Djafarova and Rushworth (2017) stated that influencers often provide product links, discounts, tutorials and discount codes to reduce perceived effort needed to make purchase. The ease of access increases consumer perceived control over the buying process. He further opined that when influencers breakdown product usage, consumers feel more empowered and knowledgeable, this increases their likelihood of buying products.

Behavioural intention may in turn leads to actual purchase behaviour. Ki et al, (2020) asserted that in the cosmetic industry, influencer marketing leverages all these dimensions. Positive attitudes formed through persuasive content, peer validation through social proof, and perceived ease of purchase work collectively to move consumers from intention to action. When the influencer is viewed as trustworthy and relatable, TPB variables confirmed that attitude and social influence strongly predict intention to buy cosmetic products promoted by influencers (Ki et al,2020; Kai,2019; Lu,2017).

METHODOLOGY

This study adopted the cross-sectional survey research design. The researcher collected unbiased data from the respondents and consumers of cosmetic products who constitute the population. Rivers State has 23 Local Government Area, out of the 23 LGAs 15 LGAs were selected for this study. 15 women each were selected randomly from each of the 15 LGAs, between the age of 18years to 46 and above, were interviewed and giving questionnaire. From a population of 225 a sample size of 155 was used for the study, according to Krejcie and Morgan determining table of 1970 as cited in Joel (2017) was adopted, and the table is one of the easier ways to estimating the right sample size from the population. 150 questionnaires were returned and valid. All the items used in the questionnaire were measured using a 4-point Likert-type scale, ranging from Strongly Agree (5) to Strongly Disagree (1). Reliability was measured using the Cronbach's Alpha at an average level of 0.7%. The reliability coefficient of the instrument for each sub-variable of the study is presented in the table 1:

Table 1: Reliability Coefficient of the Research Instrument

Variables	Number of items	Alpha Value	Comments Above 0.7
Sponsored Content	5	0.984	Reliable
Product Review	5	0.866	Reliable
Product Endorsement	5	0.862	Reliable
Consumer Buying Behavior	5	0.812	Reliable

Source: SPSS output 2025

Table 2: Demographic Table

Variables	Items	Frequency	Percent (%)
Age	18-25	50	33.3
	26-35	35	23.3
	36-45	40	26.7
	46+	25	16.7
Gender	Female	150	100
Educational qualification	Primary	40	26.7
	Secondary	50	33.3
	Tertiary	60	40.0
Income level	1,000-10,000	30	20.0
	11,000-20,000	40	26.7
	21,000-30,000	35	23.3
	31,000+	45	30.0

Source: SPSS output 2025

The above table shows the age bracket, gender, educational qualifications and income level that filled the instrument. According to the above table, (33.3%) were age 18-25, (23.3%) were 26-35, (26.7%) were 36-45 and (16.7%) were 46 and above. Age 18-25 (33.3%) has the highest number of respondents that filled the instrument. The table showed that only female 150(100.0%) was used. Educational qualifications, primary 40(26.7%), secondary 50(33.3%) and tertiary 60(40.0%) has the highest number of frequencies respondent that filled the instrument. Income level 1,000-10,000(20.0%), 11,000-20,000(26.7%), 21,000-30,000(23.3%) and 31,000+ (30.0%).



Table 3: Influencer Marketing Variable and Consumer Buying Behaviour

		Sponsor Content	Product Review	Product Endorsement	Consumer Buying Behaviour
Sponsor Content	Pearson Correlation	1	.975**	.968**	.958**
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
Product Review	Pearson Correlation	.975**	1	.980**	.982**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
Product Endorsement	Pearson Correlation	.968**	.980**	1	.993**
	Sig. (2-tailed)	.000	.000		.000
	N	150	150	150	150
Consumer Buying Behaviour	Pearson Correlation	.958**	.982**	.993**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output 2025

The table shows the result of Pearson Product Moment Correlation of the association between influencer marketing dimensions (sponsor content, product review, product endorsement and consumer buying behaviour of cosmetic products among women in Rivers State. The result shows a very strong relationship exist between influencer marketing dimensions and consumer buying behaviour of cosmetic products among women in Rivers State, Nigeria at 0.975**, 0.968**, 0.958** and 0.982** p-value = 0.000 indicating a strong relationship which is significant at 0.01 level as indicated in the table. This imply that an increase in influencer marketing with effective marketing strategies will reshape the way individuals perceived and engage with cosmetic products.

CONCLUSION AND RECOMMENDATIONS

The study shows that influencer marketing plays a significant role in the buying behaviour of cosmetic products among women in Rivers State. The persuasive power of sponsored content, product reviews and credible endorsements in influencing women buying decisions is undeniable and transformative. Influencers bridge the gap between products and consumers, content such as reels/short videos offers deeper understanding to consumers by creating trust that often translates lead to purchase. The use of social media platforms by influencers have made them to reach diverse and broader audience (women) that needs cosmetic products. The world reach of influencers transcends geographical boundaries, allowing consumers to connect to the brand from various cultural background, thereby enriching the firm's inclusivity.

The study therefore recommends that:

1. Avoiding excessive or misleading promotion by building trust with consumers by ensuring genuineness in influencer collaborations.
2. Influencer marketing should promote transparency, introduce industry standards, regulations and ethical practices.
3. In order to raise awareness about potential biases and misleading tactics in influencer marketing advocacy for consumer education initiatives is vital.

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