



Assessment of Influencer Marketing in the Nigerian Public Relations Industry

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Abstract: *This study deals with assessment of influencer marketing in the Nigerian public relations industry. This paper employed The Media Consumption Theory and Uses and Gratifications Theory (UGT). The theories of media consumption focus on the method and reasons media contents are engaged, such as the selection, interpretation, and response to media content, and how consumers are affected by media in the sense that social media platforms have revolutionized the interaction and sharing of information, facilitating global connectivity and nurturing communities. Nigeria's consumer environment is diverse. Two prominent trends are the middle class and increasing urbanisation. As more Nigerians move into cities and their incomes rise, consumer behaviour is moving towards modern shop formats. This is a reflection of consumers' desire for better products in emerging markets. Modern commerce channels such as supermarkets and shopping malls are growing in popularity. The changing needs of urban consumers for convenience, variety of products, and a more structured shopping experience are reflected in this growth. It can be conclude that Influencer marketing has become a powerful and indispensable tool in the Nigerian public relations industry, transforming the way brands engage with their audiences. Its ability to foster authenticity, drive consumer trust, and enhance brand visibility has positioned it as a preferred strategy over traditional advertising methods. While challenges such as fake engagement metrics, regulatory gaps, and audience saturation persist, a data-driven and strategic approach can mitigate these issues, ensuring effective campaigns.*

Keywords: *Assesment; Influencer Marketing; Nigerian; Public Relations Industry*

I. Introduction

The promotion of goods and services known as advertisement has existed for years and constantly requires creativity and innovation to keep up with the improved way of life. Advertisement has two approaches and includes traditional advertising which involves conventional media like television to publicize products, services, and images of brands and companies. Television advertising as a form of traditional media has a strong history of success and reliability to businesses in conveying their product and/or service information to a large audience and also to potential customers in a visible and impactful way (Akin-Odukoya & Ridwan, 2014) and so have been used for years. However, the media world is still being shaped by radical developments, and the effectiveness of new media platforms has been the subject of a lot of recent research, while television advertising a media plan mainstay has received less attention (Ayodele et al., 2024). Even if television is still a successful advertising medium, there are concerns about how it stacks up against the wide range of other media platform options such as influencer marketing via social media platforms currently accessible.

The second approach which is digital advertising, particularly through social media, complements traditional approaches and enhances brand visibility and engagement with these

brands. Over the years, adolescents and young adults have been impacted by the widespread use of social media platforms (Uchendu et al., 2025) by enabling unrestricted consumption of electronically transmitted content and aiding access to virtual interactions with other users irrespective of their geographical location. Through the maximization of social media platform tools, some individuals or brands who create digital content have become famous and labeled

“social media influencers” just as we have traditional celebrities who rose to fame through popular TV programs and movies and these social media influencers engage in influencer marketing (Akin-Odukoya, 2024).

This modern phenomenon, known as “influencer marketing,” is a type of marketing communication where influencers use their social media profile or pages to promote a brand’s products or offerings (Akin-Odukoya & Deborah, 2025). Compared to television celebrity-based advertising, influencer marketing appeals more to consumers, thereby creating a sense of alignment between consumers and influencers. Influencer marketing works for varying industries, as it is a powerful marketing tool for brands that seek to reach a broader audience by increasing their online presence on social media platforms. This marketing strategy involves creating creative and authentic content to promote brands’ products or services to online fans or followers. This, in turn, offers manufacturers and producers multiplied income and sales through the growth of brand consciousness and improved brand credibility. This is achieved by adding new audiences and clients, creating an extra personal connection with brand consumers, and constructing relationships with the target audience (Onyejelem et al., 2024).

Several works of literature have shown that social media influencer marketing significantly impacts the behaviour of consumers on social media platforms by developing parasocial relationships with the media consumers, influencing and shaping customer attitudes towards brands, strengthening their shopping selections, purchase decisions, and actions and then product/service ratings.

II. Review of Literatures

2.1 Theoretical Foundation

This paper employed The Media Consumption Theory and Uses and Gratifications Theory (UGT). The theories of media consumption focus on the method and reasons media contents are engaged, such as the selection, interpretation, and response to media content, and how consumers are affected by media in the sense that social media platforms have revolutionized the interaction and sharing of information, facilitating global connectivity and nurturing communities. Also, artificial intelligence (AI) tools have automated numerous processes, streamlined workflows, and enhanced productivity (Onyejelem et al., 2025). With this and many more, there is reduced consumption of conventional media such as print newspapers, radio, and television due to the increasingly popular digital media platforms such as social media, streaming services, and online news outlets. Thus, this transformation in the relationship between digital and conventional media is noticeable and has significantly impacted the media industry.

Similarly, Uses and Gratifications Theory (UGT) was adopted in this paper. Social media users look to influencers for inspiration, amusement, and a sense of belonging, and then young consumers gravitate toward social media influencers who align with their values, interests, and lifestyle choices. These influencers have specific niches, and their contents are often more relatable and engaging as they are streamlined to fit these niches, unlike television

advertisements that convey broad and impersonal messages. This is in line with the Uses and Gratifications (U&G) Theory, which focuses on the consumer's motives for media consumption and thus identifies several key motivations for media consumption, such as knowledge-building, information-seeking, entertainment, social engagement, and personal identification (Airaoje et al., 2024).

This theory was developed by Katz *et al.*, (1973) and posits that media consumers are active participants who consume media content based on their needs, tastes, and preferences. To address this research title, the Uses and Gratifications (U&G) Theory is applied, an established framework used to explain motivation in media usage (Aondover et al., 2024), and thus in the context of influencer marketing, UGT is particularly relevant.

This theory has been referenced by several researchers to study the motives for such wide-ranging media types as traditional media, the internet, and SNS. It is based on five principles assumptions: (1) that the use of the media is goal-directed; (2) that audiences play an active role in the media they consume; (3) that there is competition between the media and other sources to satisfy consumers' needs; (4) that media engagers are aware of their motivations for using media; and (5) that only these media users can evaluate the value of media content consumed and the gratifications obtained from media usage (Taiwo et al., 2024). Operating from this consumer-centred perspective, the U&G Theory further postulates that individual psychosocial differences and environmental contexts affect platform-specific motivations and the satisfaction obtained through media usage. Additionally, the U&G Theory has found that needs and preferences that motivate media consumption and participation vary depending on the platform used.

2.2 Overview of Television Advertising in Nigeria

Television advertising offers both audio and visual information and has grown to be one of the most popular forms of commercial advertising since its inception because it exposes viewers to the intended promotional message. This medium has a unique and powerful influence on society compared to radio and newspapers as research indicates that individuals typically spend five hours a day in front of the screen (Liukonyte *et al.*, 2015). Irrespective of the level (local or national), television advertising enables companies to effectively convey their product/service marketing messages through action, voice, and video materials. Also, with the aid of audio-visual content, television advertising is among the most effective ways to inspire creativity and influence both current and potential consumers. Although this does not yield immediate product patronage or sales increase, instead, the frequent advertisements influence the viewers to buy the goods and services they constantly see advertised over time. Therefore, television advertising became quite successful and is still one of the most widely used marketing media types today (Aondover et al., 2022).

Additionally, several organizations continue to patronize television advertising because it can capture viewers' attention, so, they first carry out in-depth market research to determine their target audience's needs and possible approaches to developing a message that appeals to them. For this reason, the costs of advertisement creation and purchasing a television spot for it, the process of creating and implementing the advert are frequently higher and fairly complicated as several processes must be precisely repeated for the business to benefit from the marketing. In a bid to reduce expenses, many organizations have the option to form alliances with independent stations and network channels (Kuyucu, 2020).

2.3 The Role of Television Advertising in the Public Relations Strategies

Television has a significant function in advertising within the context of contemporary society for several reasons. TV commercials have a tendency to be visually striking, which strengthens the message. To sway their potential consumers, advertisers intentionally employ a variety of tools and produce engaging and aesthetically pleasing videos (Kellner, 2018). Consumers will recall what they saw on television and subsequently buy those items in person, recalling how much they enjoyed the television commercial. Then, potential buyers become considerably more informed and motivated with the aid of television advertising since they are likely to buy almost any good based on how well they loved its advertisement. It makes sense to use television as one of the main information sources because modern consumers are more open to the messages that various businesses send out.

The connection between cable television and commercial advertising, which produced an entirely new way of communicating with potential customers, is yet another element impacting television's position in advertising. According to Xue and Muralidharan (2015), cable television implies closer contact between the marketer and the audience. Though the number of audiences will probably reduce at the onset, the number of viewers will eventually increase with time, but the production costs will always be significantly lower than those of network-based advertising. Furthermore, small and medium-sized businesses now have the chance to participate in the "battle" for consumers and achieve economic success regardless of their advertising budget. Speaking of serious commercial advertising, if a company is advertised globally (i.e., throughout the entire country), any prospective consumer viewing TV advertisements will instantly think that the company is trustworthy and that its items are of respectable quality (Msughter & Idris, 2023).

The provision of an increasing number of branding options for companies and organizations of all kinds is currently television's largest contribution to advertising. It is crucial to develop a combination of music, voice, text, brand image, action, and visuals that would establish and promote a brand personality, given that prospective buyers are more inclined to buy things that they can recall. The ability of a business to establish a powerful, distinctive image for itself is what gives branding its force, and television advertising turns into a tool that greatly speeds up the process of developing a clear brand identity. Television comes to the rescue and allows all of them the chance to give any project new life, regardless of whether it is a new brand entering the market or an established brand attempting to reconsider its place in the market. The use of television by Facebook, Google, and several other well-known companies to promote their goods and innovations greatly adds to television's mediating function, which gives them opportunities to showcase their goods and draw in new clients (Vitalis et al., 2025).

2.4 Weaknesses of Television Advertising in Reaching Nigerian Audiences.

The main problem with television advertising is that during commercial breaks, viewers frequently decide to work on personal matters; hence, there is no guarantee that they will see the ads at all. As a result, they will return to the series without watching the commercial, yielding no views of the marketing campaign. Also, the idea that the audience can use remote controls to skip commercials by switching channels makes getting viewers back to the TV screen an even more formidable challenge (Vitalis et al., 2024). Television advertising impacts a company's budget highly because it requires the company to spend a lot of money on just one spot. At the same time, the process of producing a high-value advertisement entails employing actors, screenwriters, video experts, and several other people who should be

paid. The business will need to spend more money to purchase more advert spaces because repetition is the only way to boost an advertisement's effectiveness.

Furthermore, small and medium-sized businesses are financially constrained and are unable to afford the financial resources needed to develop an effective advertising campaign given that almost all television adverts are made to appeal to a wider audience (Moropefoluwa et al., 2024). Companies that can afford television advertising do so frequently and thus results in overexposure as they do not identify the audience that would be interested in hearing the message and buying the goods or services being advertised since the process of identifying potential clients is either a win or a loss and there is no intermediate outcome that could be advantageous to the business. This prevents television advertisers from understanding the potential of the resources at their disposal and thus, reduces the number of cost-effective solutions. The team would also be unable to identify a certain group that is thought to be the target audience among the overall population. Therefore, many companies try to sell their products to everyone and spend money on advertisements that have no connection to the non-target market and fail to break through the market. Therefore, television advertising may be a poor choice.

III. Results and Discussion

3.1 Evolution of Digital Marketing

There has been a significant evolutionary change in the business environment as a result of digital marketing. The practice of creatively and uniquely promoting and advertising a variety of goods and services through several distribution channels that serve as a conduit between advertisers and customers is known as digital marketing. Digital marketing is based on time-bound and cost-cutting activities. Its core objectives are; turning leads into devoted consumers, preserving their future demands, and tailoring goods and services to their preferences (Mojaye & Aondover, 2022).

New strategies such as internet usage that indirectly benefit profit-making ideas, return on investments, and the business handling approaches of various vendors have been adopted by businesses and every average person has access to the internet these days. Through the internet, all people are connected. Marketers have been using social media applications like Facebook, Twitter, WhatsApp, Instagram, TikTok, YouTube, and many more to swiftly contact consumers (Bala & Verma, 2018). Therefore, companies use digital marketing technologies to contact the target audience and grow their businesses.

Marketing is the only way to get goods and services in front of consumers, regardless of the size of the business. Marketing is when a marketer meets a customer's requirements and desires by offering goods and services that satisfy their needs. Without using the term "digital," marketing has an impact on the entire system and how it operates. Marketers have historically utilised hoardings, outlets, and paper adverts to inform the public about the arrival of a new product and its attributes to persuade them to become potential customers. Due to the advancement of digital marketing brought about by the internet and technology, traditional marketing cannot defeat digital marketing. Today, companies simultaneously use both digital and traditional marketing strategies (Maikaba & Msughter, 2019) to build a bridge between consumers and brands. According to Yasmin *et al.* (2015), technology is primarily responsible for the evolving aspects of high-quality goods and services.

The rise in rivalry among marketers and their desire to increase profits, dominate the worldwide market, and reach every corner of the globe gave rise to digital marketing. Travelling physically with a limited number of products and delivering them to a new location is expensive, and a small-scale vendor cannot imagine the extremely high risk of spending more money than they profit. For marketers, the advent of digital marketing has been a blessing and a gift of perpetual happiness.

On social media platforms, marketers can take many different forms, including vendors, sellers, and content producers who promote different products through vlogs, blogs, articles, videos, sponsored promotions, and other content. Electronic devices such as computers, laptops, and smartphones have helped businesses and consumers transition from physical to digital life. They allow them to access websites, applications, and payment and money transactions virtually without having to visit banks (Idris & Msughter, 2022).

3.2 Transformation of Traditional Advertising to Digital Marketing

The term "digital marketing" was first used in 1980 by a company called "Channel erstwhile Soft Ad Group," which ran digital advertisements. This led to the creation of various promotional activities using digitalised forms. Later, in 1981, IBM (International Business Machine) introduced the first personal computer, which prompted all other companies, businesses, and households to start using computers. Everyone began using the term "digital marketing" in the later years, beginning in 1990. By 1995, 16 million people worldwide were internet users, and by 2002, that number had risen to approximately 600 million.

People had trouble using the internet conveniently, mostly because of its poor speed and limited availability in every household area. It took a while for the popularity of digital marketing to expand from America to every country in the world since internet access was expensive and out of reach for middle-class individuals. The true significance of the internet was established in 2004 when Mark Zuckerberg established the software company Facebook, whose application brought people together from all over the world. At the same time, Gmail was launched as the primary platform for sending and receiving letters electronically rather than in hard copy. Twitter, another social networking platform that competes with Facebook, was launched in 2006 (Hile et al., 2022). As a result of digital marketing, traditional business interactions in India were transformed into digital ones after the internet was launched in the middle of 1995. The modernisation of marketing methods and their transition from traditional to digital marketing occurred later in 1980.

By default, traditional marketing demands that marketers understand the 4Ps; Product, Price, and Promotion. However, there has been a series of changes brought about by digitalisation. Businesses operate using business-to-business and business-to-consumer business models, and the growth of digital marketing is accelerating. There is competition among all companies, social media applications, software, technological tools, and robots to outperform one another. People's perspective has completely changed from the real world to the virtual one as a result of this. Mechanisms that influence the marketing experience of consumers and marketers are being reformulated. There has been a significant shift in the promotion of different goods, services, and brands (Hile et al., 2023).

According to data from 2019, there are 400 million internet users worldwide, a 10% rise from the year before. Nonetheless, compared to the prior year, the percentage of people using mobile phones has risen to 2.5%. There are around 4 billion social media users worldwide, a 10% increase from 2018. With over 4 billion users worldwide, the segment with

the most user growth was mobile phone users. This presents a chance for marketers to target this population of mobile device users to sell and advertise new goods or services, or to relaunch old ones with fresh concepts, research, and advancements (Aondover et al., 2025).

The internet has made communication easier and allowed for the consolidation of multiple sales channels into a single, central platform. Running a business is a wild ride. Marketers overcome some obstacles to occasionally think creatively and apply original concepts. It has many highs and lows. With the amazing discovery of the internet, technological change has made it possible for a smooth transition to an uncharted area.

3.3 The Rise of Social Media and Influencer Marketing

Glucksman (2017) mentioned that the process of identifying, enlisting, and supporting individuals who initiate conversations or have influence with brand consumers is known as influencer marketing. Influencer marketing is a social media marketing tactic that targets particular important persons. These important persons are known as Social media influencers and they are greatly impacted by this new trend in social media marketing. Also, the authenticity of these influencers is valued by 88% of Millennials who follow them. Thus, the followership helps marketers structure their marketing strategies to promote various brands (Aondover et al., 2024).

The advancement in media and technology aided the emergence of social media influencer marketing as a result of the numerous options available to organizations and businesses to advertise their products and services. Therefore, the primary actions of marketing programs have seen a significant alteration due to the utilization and deployment of the Internet and electronic platforms. According to Haudi *et al.* (2021), a higher rate of product mentions is a function of increased product visibility on social media and thus, might spur peer recommendations for marketing.

Additionally, in the corporate world, online transactions are regarded as a recent development (Aondover et al., 2024). Businesses now have a new network to connect with clients directly due to the rise of social media influencer marketing. Customers are more likely to purchase a product because of their emotional attachment to the brand. The targeted audience is drawn in by businesses' growing use of social media influencer marketing as a marketing tactic. Customers frequently follow influencers in a variety of product categories, including beauty and fashion. Social media influencers have become increasingly popular as a result of social media's intensity in recent years, which has changed how businesses engage with their clientele.

3.4 Influencer Marketing

Social media encompasses a variety of online platforms and services, such as those pertaining to streaming films, music, podcasts, and sermons. It also plays a significant part in corporate operations and transactions by offering e-wallet payment processing and product information (Basuki *et al.*, 2022). Today, people use social media and publishing technologies to produce materials that will be published and disseminated to communicate, influence, and engage with their peers and the public at large (Aondover & Akin-Odukoya, 2024).

The coordination of brands or businesses with people who have established fame and influence on social media or in particular industries is known as influencer marketing. Influencer marketing has steadily grown in popularity and is a powerful branding strategy in social media settings. To achieve the goal of brand recognition, social media influencers use platforms such as Instagram, Facebook, WhatsApp, and YouTube to create and post content

that promotes particular businesses or brands. Through their personal lives, social media influencers promote brands and link them with loyal customers. The subject has been extensively covered by contemporary media and a few academic researchers due to constantly shifting and changing markets (Aondover, 2025).

The impact of influencer marketing has been the subject of numerous earlier studies. Customers are more inclined to buy a product or service when it is recommended by a reliable influencer. This is correlated with the influencer's popularity and the calibre of their material, which can significantly impact their followers. According to certain studies, influencers with a huge following (macro-influencers) may be able to reach a wider audience, but micro-influencers with a more specialized audience may have a greater impact. Influencer marketing is also very important for boosting product sales on social media. Influencer marketing, according to Argyris *et al.* (2020), makes it possible to put a message in front of social media users and improve direct audience interaction.

Nowadays, many companies are spending money on social media influencer marketing because it enables influencers to act as a bridge between ordinary people and celebrities. Furthermore, influencer marketing works very well because it enables social media influencers to provide reliable material, which in turn fosters trust. Influencer marketing is growing because it allows influencers and brands to collaborate on content creation, which fosters greater creativity and helps the brand reach a wider audience (Vitalis *et al.*, 2025).

3.5 Influencer Marketing on Social Media Platforms

Customers obtain product-related information on social media in the modern day by searching for influencers' recommendations. According to Fowler and Thomas (2023), social media influencers use social media to cultivate online relationships and acquire social capital by persuading their followers, which can help a variety of enterprises. Social media platforms such as Instagram, Facebook, and Pinterest are used by brands in the fashion industry a lot because of their rapid content dissemination and large audience reach. Without reading lengthy paragraphs, social media users can rapidly analyse information visually (Onyejelem *et al.*, 2025). Social media posts provide links to the brand's website and details about product features to encourage viewers to leave comments.

Since social media allows users to create user-generated content, consumers are using sites like Instagram, YouTube, and Facebook to educate one another about goods, companies, and services. Instagram for instance, allows users to upload promotional posts, these platforms have emerged as the preferred social media platform for influencers who generate word-of-mouth advertising. According to a study by Johan *et al.* (2022), Instagram social media marketing significantly increases interest in making a purchase. Businesses and marketers understand the value of working with a strong social media influencer to effectively connect and interact with their target consumers as markets evolve.

Accordingly, those who have amassed sizable followings, and loyal fans, and become Social Media Influencers play a vital part in the development of the online influencer marketing sector. Since they are seen as experts in a variety of domains, including technology, fashion, food, beauty, and lifestyle, influencers have the power to affect positively, the attitudes and actions of their followers. In this sense, social media platforms have developed into an important and affordable tool for companies to communicate and engage with their clientele. They are used for customer service, product promotion, building brand awareness and loyalty, and more.

3.6 The Role of Social Media Influencers in Shaping Consumer Behaviour and Public Opinion

In recent years, several variables have impacted consumer behaviour and public opinion in industrialised nations. Concern over environmental sustainability is one important trend. A study claims that consumers in industrialised nations are now more inclined to favour eco-friendly goods and procedures (Smith, 2018). For instance, sales of electric cars (EVs) have been increasing in the USA, where they increased by 49% between 2020 and 2021. This suggests that consumers are becoming more environmentally concerned while making decisions in the car industry.

The influence of e-commerce and technology on consumer behaviour is another noteworthy trend. Consumer tastes changed as a result of the COVID-19 pandemic, which hastened the adoption of internet shopping. Online retail sales in the UK increased from 19.2% of total retail sales in 2019 to 28.1% in 2020. This change demonstrates how customer behaviour is changing in favour of online shopping. These patterns highlight how crucial it is for companies in industrialised nations to adjust to shifting consumer preferences and adopt digital and sustainable business practices.

Moving on to developing economies, distinct processes define consumer behaviour and public opinion. In Brazil, for instance, customers are growing more brand-conscious and are prepared to pay higher costs for well-known international brands. Also, fashion and electronics are two product categories where this trend is evident. For example, despite economic difficulty, Brazilian consumers are willing to spend money on designer clothes and expensive cell phones from well-known international brands. The country's growing middle class and increasing disposable money are driving Brazilian consumers' need for higher-quality, status-symbolizing products, which is reflected in this behaviour. This is a reflection of consumers' desire for better products in emerging markets.

Furthermore, the demand for telemedicine services and health insurance plans is rising in India, indicating a growing interest in cost-effective healthcare solutions. These instances highlight the distinct demands and preferences of consumers in developing nations, which are influenced by variables including population shifts and economic expansion. Consumer behaviour and public opinion are impacted by a distinct mix of opportunities and problems in developing economies such as Greece. The effects of the economic crisis are one prominent trend in Greece that is also seen in other nations in Southern Europe. A study by Fotiadis (2020) claims that Greece's consumer behaviour was significantly impacted by the economic crisis (Aondover et al., 2025).

Additionally, the value for money and price sensitivity increased among consumers, which resulted in a shift towards more conservative and economical buying patterns. For instance, the use of store-brand or private-label products, which are usually less expensive, increased significantly during the crisis (Aliyu et al., 2023). The growing demand for locally produced and ecological goods is another facet of Greek consumer behaviour. Demand for goods that are produced ethically and benefit local communities has increased as Greek customers grow more aware of the effects their decisions have on the environment and society. For example, both domestically and internationally, Greek organic products like honey and olive oil have become increasingly popular. This is in line with a trend in which buyers in developing nations place a higher value on authenticity and sustainability when making purchases.

In India, e-commerce and digital payments are growing in popularity outside of the healthcare sector. According to a McKinsey and Company (2020) analysis, the number of transactions and digital wallet users in India has increased dramatically, indicating considerable growth in the country's digital payment ecosystem. Due to the ease of online transactions and the availability of digital payment options, consumer behaviour has changed to favour cashless payments. This affects a variety of businesses, including retail, fintech, and e-commerce.

In Sub-Saharan countries like Kenya, mobile banking and financial inclusion have a significant impact on consumer behaviour. A study by Mamboleo et al., (2018) emphasised the efficiency of mobile banking services like M-Pesa, which have transformed how consumers access financial services, make payments, and even manage savings. The mobile banking revolution has improved financial inclusion and influenced consumer behaviour by simplifying and facilitating financial transactions. One noteworthy development in Chinese consumer behaviour is the rapid adoption of e-commerce and digital payment methods. According to a study, China is among the largest e-commerce markets globally. For their shopping needs, customers there are increasingly turning to websites like Alibaba's Taobao and JD.com. Furthermore, mobile payment systems like Alipay and WeChat Pay have become popular and widely used, influencing consumers' decisions to buy both online and offline (Yar'Adua et al., 2023).

Nigeria's consumer environment is diverse. Two prominent trends are the middle class and increasing urbanisation. As more Nigerians move into cities and their incomes rise, consumer behaviour is moving towards modern shop formats. This is a reflection of consumers' desire for better products in emerging markets. Modern commerce channels such as supermarkets and shopping malls are growing in popularity. The changing needs of urban consumers for convenience, variety of products, and a more structured shopping experience are reflected in this growth.

Social media influencers have grown to be important figures in the digital world, affecting public opinion and consumer behaviour. These individuals or groups, who usually have a large following on social media platforms like Twitter, Instagram, YouTube, and TikTok, use their online presence to influence the thoughts and choices of their followers. Because they utilise their platforms to tell personal experiences, advertise products, and express opinions on a variety of subjects, social media influencers have a significant impact on public opinion. These influencers often can alter public discussions on topics like politics, social justice, and consumer preferences. Their credibility and genuineness have a big impact on how their followers perceive and respond to their content. The influence these people have on public opinion and consumer behaviour demonstrates how digital media is evolving and how it can affect contemporary society.

IV. Conclusion

Influencer marketing has become a powerful and indispensable tool in the Nigerian public relations industry, transforming the way brands engage with their audiences. Its ability to foster authenticity, drive consumer trust, and enhance brand visibility has positioned it as a preferred strategy over traditional advertising methods. While challenges such as fake engagement metrics, regulatory gaps, and audience saturation persist, a data-driven and strategic approach can mitigate these issues, ensuring effective campaigns. The evolving digital landscape in Nigeria will continue to shape the growth of influencer marketing, making it essential for PR professionals to adapt to changing trends, embrace ethical practices, and prioritize meaningful collaborations. As social media remains central to consumer interactions,

influencer marketing is poised to play an even greater role in shaping brand narratives and public perception in the years to come.

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