



**ONLINE INFLUENCER ENDORSEMENTS AND CONSUMER PURCHASE  
INTENTIONS IN THE GHANAIAN FASHION  
INDUSTRY.**

**BY**

**REBECCA LAMPTEY**

**MAPRM23013**

**A DESSERTATION SUBMITTED TO THE UNIVERSITY OF MEDIA, ARTS AND  
COMMUNICATION UniMAC IN PARTIAL FULFILMENT OF THE  
REQUIREMENT FOR THE AWARD OF MA IN PUBLIC RELATIONS WITH  
MARKETING**

**DECEMBER 2024**

**DECLARATION**

I hereby declare that this research is a result of my own original research and that, no part of it has been presented for another degree in this university or any other higher education institute. I further declare that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

<b>Rebecca Lamptey</b>	<b>MAPRM23013</b>		04/12/2024
.....	.....	.....	.....
Student	Index number	Signature	Date

**CERTIFICATION BY SUPERVISOR**

This Dissertation has been prepared and presented under my supervision according to the guidelines for supervision and formatting of dissertation laid down by the University of Media Arts and Communication, UNIMAC.

<b>Dr. Priscilla T. Odoom</b>		05/12/2024
.....	.....	.....
Supervisor	Signature	Date

## **ABSTRACT**

Social media has transformed marketing in Ghana's fashion industry, allowing brands to blend cultural heritage with modern trends to appeal to local and global audiences. Platforms like Instagram enable brands to showcase traditional aesthetics while aligning with global lifestyle trends. Influencers play a key role in driving consumer purchasing decisions through authentic, relatable promotions. This study examines the role of social media in shaping consumer purchasing intentions in Ghana's fashion industry premised by the Source Credibility, Social Exchange and the Two-Step Flow theories.

The study employed a descriptive research design to examine the impact of social media influencer marketing on consumer purchasing intentions in the Ghanaian fashion industry. The total population included urban and semi-urban consumers aged 18-35, with a sample size of 384 respondents selected using simple random sampling. Primary data was collected through structured questionnaires administered both online and in-person, ensuring broad accessibility. The data was analyzed using descriptive statistics and regression analysis to identify patterns and test hypotheses regarding influencer credibility, consumer engagement, and purchasing intentions.

The study revealed that social media influencer marketing significantly influenced consumer behavior in the Ghanaian fashion industry, with trust and cultural alignment playing critical roles. Influencer credibility, characterized by honesty, expertise, and relatability, was shown to enhance consumer trust, which directly impacted purchasing intentions. Informative and entertaining content were identified as essential elements, fostering stronger connections and confidence in endorsed products. The study recommended that organizations in Ghana's fashion industry collaborate with credible influencers, provide them with product knowledge, encourage creative and engaging content, and implement robust monitoring systems to maximize the effectiveness of influencer marketing campaigns.

## **DEDICATION**

This research is dedicated to those who believe in the power of change and the continuous improvement of systems for the greater good.

To my family, for your unconditional love, unwavering support, and endless encouragement. Your sacrifices and belief in my dreams have shaped the person I am today. This accomplishment is as much yours as it is mine.

To my mentors and educators, especially Dr. Priscilla T. Odoom and Mr. Bright Senanu who guided, challenged, and inspired me throughout my academic journey. Your wisdom and dedication to nurturing minds have not only imparted knowledge but also instilled a lifelong love for learning.

And finally, to future researchers and students in this field, may this study serve as a stepping stone for further exploration and contribute to meaningful reforms in public service delivery. Your pursuit of knowledge and improvement has the power to make a significant impact on societies.

This work is a tribute to all of you.

## **ACKNOWLEDGEMENT**

I would like to express my sincere gratitude to all those who have contributed to the successful completion of this research.

First and foremost, I extend my deepest appreciation to my supervisor, Dr. Priscilla T. Odoom, whose guidance, support, and insightful critiques have been invaluable throughout this research journey. Your expertise and constructive feedback have been instrumental in shaping this study, and your unwavering encouragement has been a source of motivation.

I am profoundly thankful to the respondents who generously shared their time and insights. Your openness and detailed perspectives have been crucial in providing depth and context to this study. Your willingness to share your experiences has greatly enriched the quality of this research.

My colleagues and peers deserve special mention for their support and encouragement. Your diverse viewpoints and constructive discussions have helped in refining the focus of this study and enhancing its overall quality.

To my friends and family, thank you for your unwavering support, patience, and understanding throughout this process. Your encouragement and belief in my abilities have been a constant source of strength and motivation.

This research has been a journey of learning and growth, and I am deeply grateful to everyone who has been a part of it. Thank you.

## Table of Contents

<b>DECLARATION</b> .....	ii
<b>ABSTRACT</b> .....	iii
<b>DEDICATION</b> .....	iv
<b>ACKNOWLEDGEMENT</b> .....	v
<b>LIST OF TABLES</b> .....	ix
<b>CHAPTER ONE</b> .....	1
<b>INTRODUCTION</b> .....	1
1.0 Chapter Overview .....	1
1.1 Background of the Study.....	1
1.2 Problem Statement .....	4
1.3 Research Objectives .....	5
1.4 Research Questions .....	6
1.5 Significance of the Study.....	6
1.6 Chapter Summary.....	8
<b>CHAPTER TWO</b> .....	9
<b>LITERATURE REVIEW</b> .....	9
2.0 Introduction.....	9
2.1 Definition of Terms .....	9
2.2 Theoretical Review.....	14

2.3	Empirical Review .....	18
2.4	Conceptual Review.....	23
2.5	Hypothesis Development .....	31
2.6	Summary .....	34
CHAPTER THREE .....		35
THEORITCAL FRAMEWORK AND RESEARCH METHODOLOGY .....		35
3.0	Introduction.....	35
3.1	Research Paradigm.....	35
3.2	Research Approach.....	36
3.3	Research Context.....	37
3.4	Research Design .....	38
3.5	Population of the Study.....	39
3.6	Sample and Sampling Techniques.....	40
3.7	Source of Data .....	41
3.8	Data Collection Tools.....	42
3.9	Data Analysis .....	42
3.4	Ethical Considerations .....	44
3.5	Summary .....	44
CHAPTER FOUR .....		45
DATA ANALYSIS, PRESENTATION OF FINDINGS AND DISCUSSIONS.....		45

4.0	Introduction.....	45
4.1	Background of the Study.....	45
4.2	Objective 1: To evaluate the effect of social media influencer marketing on consumer purchasing intentions in the Ghanaian fashion market.....	47
4.3	Objective Two: To explore the role of influencer credibility in shaping consumer purchasing decisions in the Ghanaian fashion industry.....	67
4.4	Objective 3: To examine the relationship between influencer-generated content (informativeness and entertainment) and consumer trust in shaping purchasing intentions in the Ghanaian fashion industry.....	71
4.5	Discussion of Results.....	74
4.6	Implication for Practice.....	80
4.7	Summary.....	81
	CHAPTER FIVE.....	82
	SUMMARY, CONCLUSION AND RECOMMENDATIONS.....	82
5.0	Overview.....	82
5.1	Summary.....	82
5.2	Conclusion.....	84
5.3	Limitations.....	85
5.4	Recommendations.....	86
5.5	Implications for Policy and Future Research.....	88
	REFERENCES.....	89
	APPENDIX.....	98

## LIST OF TABLES

Table 1: Respondent Background Information .....	45
Table 2: Influencer Credibility Metrics .....	47
Table 3: ANOVA Analysis Table for Influencer Credibility Metrics.....	48
Table 4: Consumer Engagement Metrics .....	51
Table 5: ANOVA Table for Consumer Engagement Metrics .....	51
Table 6: Brand Visibility Metrics.....	54
Table 7: ANOVA Table for Brand Visibility Metrics.....	55
Table 8: Emotional Connection Metrics .....	57
Table 9: ANOVA Table for Emotional Connection Metrics.....	58
Table 10: Perceived Value Metrics .....	61
Table 11: ANOVA Table for Perceived Value Metrics .....	61
Table 12: Regression Statistics .....	64
Table 13: Coefficients Table for Regression Analysis.....	64
Table 14: Influencer Credibility Metrics .....	68
Table 15: ANOVA Analysis for Influencer Credibility.....	68
Table 16: Direct Effect Summary (Informativeness on Consumer Trust).....	73
Table 17: Indirect Effect Summary (Mediation through Consumer Trust on Purchasing Intentions) .....	73

# CHAPTER ONE

## INTRODUCTION

### 1.0 Chapter Overview

This chapter introduces the study on the impact of social media influencing on brand image and consumer purchase intentions in the Ghanaian fashion industry. It outlines the background, highlighting the rise of social media as a critical marketing tool and the role of influencers in shaping consumer behavior. The problem statement identifies gaps in existing literature, emphasizing the need for targeted research in the Ghanaian context. The chapter concludes with the research purpose and objectives, setting the stage for a comprehensive exploration of social media marketing dynamics in Ghana.

### 1.1 Background of the Study

The rapid growth of social media has significantly transformed how fashion brands engage with their audience, particularly in Ghana, where digital platforms have become an essential aspect of marketing strategies. With more than half of the global population using social media, brands worldwide have adapted their marketing efforts to tap into this digital audience (Statista, 2023). However, the Ghanaian fashion industry, in contrast to more mature markets in the West, is in a unique position where it can leverage the rapid digital adoption and younger consumer base to build brand loyalty and awareness. The Ghanaian fashion industry is distinct in its deep cultural roots, vibrant use of local textiles, and the fusion of traditional aesthetics with modern trends. Fashion brands in Ghana often rely on social media to reflect these cultural elements, setting the m

apart from brands in other parts of the world that focus primarily on global trends or minimalist designs. Social media platforms allow these brands to showcase their heritage while appealing to the modern Ghanaian consumer, who is increasingly influenced by both local and international fashion trends.

The peculiarity of Ghana's fashion industry lies in its intersection of local culture and global fashion influences. Unlike other fashion markets that may be dominated by international trends, Ghanaian fashion is strongly influenced by local identities, with traditional fabrics like Kente and Ankara being central to many collections (Darko, 2019). These cultural elements make the Ghanaian fashion industry unique and provide a competitive advantage on social media. By presenting culturally significant designs, fashion brands in Ghana can distinguish themselves not only locally but also in the global market. Social media allows these brands to tell their stories, infusing their cultural heritage into modern designs, thus fostering a sense of pride among local consumers and appealing to a global audience interested in African fashion. This use of social media as a storytelling tool goes beyond mere product promotion, enabling brands to build emotional connections with consumers through cultural representation.

In recent years, the fashion industry has increasingly focused on aesthetics, personal appearance, and trends. For Ghanaian fashion brands, this focus is no different. Social media has enabled these brands to highlight not only their clothing lines but also associated lifestyle products, including beauty and cosmetic items that complement their designs. This holistic approach aligns with global trends where fashion is marketed as a comprehensive lifestyle, encompassing apparel, cosmetics, and personal grooming (Kapferer & Bastien, 2017). In Ghana, this means that social media influencers often promote a complete look—integrating fashion with beauty products, which speaks to the importance of appearance and trends in consumer purchasing decisions.

Understanding this synergy between fashion, the Ghanaian culture, traditional aesthetics and modern trends within the industry is crucial for brands looking to increase market share and maintain relevance in a rapidly growing and competitive market.

Social media's role in shaping consumer purchasing intentions is becoming increasingly evident, especially in emerging markets like Ghana. With the fashion industry in Ghana experiencing substantial growth, social media influencers have become key players in the promotion of local brands. Influencers, who are trusted by their followers, can effectively bridge the gap between brands and potential consumers by showcasing products in an authentic, relatable manner. This is particularly important in the Ghanaian market, where purchasing decisions are often influenced by personal recommendations and word-of-mouth communication (Nyarko, 2020). The ability of influencers to personalize the brand experience makes them powerful tools for fashion brands seeking to expand their reach. Unlike traditional advertising, which often relies on mass communication, social media marketing allows for targeted, interactive engagements, where brands can respond to consumer inquiries, host live demonstrations, and build real-time rapport with their audience.

Through leveraging the power of social media, Ghanaian fashion brands can not only enhance their brand image but also drive consumer purchasing intentions in a way that fosters sustained growth. The fashion industry, particularly in the Ghanaian context, benefits from social media's ability to create immersive, visually appealing content that resonates with consumers who value aesthetics and personal expression. This is especially important in a market where appearance and style are central to social identity. Social media platforms like Instagram and TikTok are ideal for the fashion industry as they prioritize visual content, making it easier for brands to showcase the details, colors, and craftsmanship of their designs. Additionally, social media's interactive nature allows for two-

way communication, where brands can gather feedback, adjust strategies, and continuously engage with their audience. This feedback loop is critical for sustained growth, as it enables brands to stay attuned to consumer preferences and industry trends. The findings from subsequent chapters will provide a more comprehensive understanding of how these variables interplay to shape the success of fashion brands in the Ghanaian market.

## **1.2 Problem Statement**

Despite the growing adoption of social media influencer marketing in Ghana's fashion industry, the extent of its impact on brand image and consumer purchase intentions among Ghanaian consumers remains underexplored. Local influencers often leverage cultural symbols like Kente fabric and traditional motifs, which play a significant role in shaping fashion trends and consumer engagement in Ghana. However, existing studies such as the one by Tegura (2018) have not adequately addressed these unique market factors. These studies are often limited to specific demographics, such as university students, and lack a broader analysis across diverse consumer segments, failing to consider how local influencers and cultural identity influence consumer behavior on social media platforms within the Ghanaian context.

Moreover, existing research in Ghana's retail sector, like Odai et al. (2023), emphasizes the positive role of social media advertising on brand recognition and purchase intentions but does not focus on the fashion industry, which have unique consumer behavior patterns influenced by cultural affiliations and local trends. While Manan et al. (2020) found that trust plays a significant role in shaping purchase intentions in the beauty sector, the mechanisms by which influencers build this trust—particularly through leveraging local culture and authenticity—remain unclear within the

Ghanaian fashion domain. Additionally, studies such as Attor et al. (2022) identify brand personality as a factor in consumer decision-making, yet the interaction between these traits and influencer marketing in Ghana's fashion industry has not been adequately examined. This leaves a gap in understanding how influencer attributes align with brand personality to influence consumer behavior in the local context.

The Ghanaian fashion industry faces specific challenges, including competition from low-cost imported second-hand clothing, which undermines local production and the appeal of indigenous brands (Gbedawo, 2021; Joseph, 2022). Cultural symbols like Kente fabric, which hold significant cultural value, are underutilized in branding strategies that could differentiate local products. Issues such as poor product fit, quality, and a disconnect between brand messaging and consumer cultural identity continue to erode consumer confidence in local brands (Domfeh et al., 2018). In this competitive environment, understanding how popular local influencers—who resonate with Ghanaian cultural values and symbols—can build trust and enhance brand image is essential. This highlights the need for research that explores the role of social media influencers in strengthening local brands by aligning marketing strategies with unique Ghanaian consumer behaviors and cultural contexts in the fashion market.

### **1.3 Research Objectives**

The main objective of this research is to investigate the impact of social media influencing on brand image and consumer purchasing intention in the Ghanaian fashion. This can be achieved through the following research objectives:

1. To evaluate the effect of social media influencer endorsement on consumer purchase intentions in the Ghanaian fashion market.
2. To determine the role of influencer credibility in shaping consumer purchasing decisions in the Ghanaian fashion industry.
3. To examine the relationship between influencer-generated content (informativeness and entertainment) and consumer trust in shaping purchasing intentions in the Ghanaian fashion industry.

#### **1.4 Research Questions**

1. How does social media influencer endorsement affect consumer purchasing intentions in the Ghanaian fashion industry?
2. What role does influencer credibility play in shaping consumer purchasing decisions in the Ghanaian fashion industry?
3. What is the relationship between influencer-generated content (informativeness and entertainment) and consumer trust in influencing purchasing intentions in the Ghanaian fashion industry?

#### **1.5 Significance of the Study**

This study is significant for its potential to provide valuable insights into the marketing dynamics of the Ghanaian fashion industry in this digital age. As social media becomes an increasingly vital channel for brand communication, understanding the effect of influencers on consumer behavior

is crucial for businesses aiming to enhance their market presence. This research offers empirical evidence on the effectiveness of influencer marketing, helping businesses craft more informed and strategic promotional online campaigns. Identifying the key factors that shape brand image and influence purchasing intentions will enable fashion brands to optimize their social media strategies, thereby gaining a competitive edge in a rapidly evolving market.

Furthermore, the study makes a substantial contribution to academic literature on social media marketing, particularly within the context of developing countries such as Ghana. While most existing research focuses on Western markets, this study fills a critical gap by exploring how social media influencer strategies operate in a different cultural and economic environment. Providing a localized perspective on the Ghanaian market, the findings highlight unique challenges and opportunities that are often overlooked. This research not only broadens the understanding of digital marketing strategies but also offers a foundation for future studies, allowing for comparative analyses that enrich the global discourse on influencer marketing.

The practical implications of this study extend beyond academic and business circles to inform policymakers and industry stakeholders. As the Ghanaian fashion industry strives to expand and compete on a global scale, insights into consumer behavior and effective marketing strategies are essential. This research can guide the development of policies and initiatives that support local brands, fostering a conducive environment for their growth. Emphasizing the importance of influencers and digital marketing can also inspire educational programs and professional training, equipping industry players with the necessary skills to leverage these tools effectively. Ultimately, the study aims to contribute to the sustainable growth of the fashion sector in Ghana by promoting innovative and impactful marketing practices.

## **1.6 Chapter Summary**

This chapter provided an overview of the study, emphasizing the significance of understanding social media influence on brand image and consumer purchasing intentions. It highlighted the gaps in current literature, particularly the lack of research focusing on the Ghanaian fashion industry. The research purpose and objectives were clearly defined, aiming to assess the impact of social media influencers and identify key factors enhancing marketing effectiveness. This chapter set the foundation for subsequent sections, which will delve deeper into the methodologies and findings related to social media marketing in Ghana.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter reviews existing literature relevant to the study, focusing on the impact of social media influencer endorsements on consumer purchasing intentions in the fashion industry. It explores key theoretical frameworks, previous empirical findings, and the role of influencer credibility and trust in shaping consumer behavior. This review sets the foundation for understanding the relationship between social media marketing and consumer decision-making in the Ghanaian context.

#### **2.1 Definition of Terms**

##### **2.1.1 Social Media Influencer Marketing**

Social media influencer marketing has evolved into a critical strategy for brands aiming to extend their reach and influence in a crowded digital marketplace. Influencers; individuals who command a considerable following due to their expertise or popularity in specific niches, utilize platforms such as Instagram, Twitter, and YouTube to shape public perceptions and behaviors (Ali, 2024). Their ability to authentically connect with followers makes them invaluable for brands looking to build trust and authenticity. Kumar (2024) pointed out that influencer marketing hinges on these digital personalities to convey brand messages in a relatable and engaging manner, thus bridging the gap between companies and consumers. This strategy not only amplifies brand visibility but also enhances engagement through personalized content that resonates with a targeted audience.

The effectiveness of social media influencer marketing lies in its ability to generate organic interactions among consumers. Unlike traditional advertising, which can often come across as forced or insincere, influencer endorsements tend to be perceived as genuine recommendations from trusted sources. According to Arnesson (2024), this perception stems from the relationship influencers build with their followers, characterized by regular, candid communication and engagement. For fashion and beauty brands, influencers serve not only as advertisers but also as trendsetters and style icons. Their endorsements can swiftly catalyze shifts in consumer behaviors and trends, making them powerful allies in promotional campaigns. Ngoi (2024) stated that the visual-centric nature of platforms like Instagram provides a perfect backdrop for showcasing products in lifestyle contexts, thereby enhancing the aspirational value of the brands they represent.

However, the success of influencer marketing campaigns depends heavily on the alignment between the influencer's image and the brand's values. Mismatches can lead to campaigns that fail to resonate with audiences or, worse, elicit backlash. A critical aspect of deploying an influencer marketing strategy effectively involves meticulous selection and vetting processes to ensure that the chosen influencers embody the brand's ethos and appeal to its target demographic. Sinpoh (2024) argued that with the rising skepticism towards the authenticity of influencer endorsements, transparency has become increasingly important. Brands and influencers alike are now more frequently disclosing partnerships and the nature of their endorsements to maintain credibility with their audiences. This shift towards greater transparency not only adheres to regulatory requirements but also fosters a greater sense of trust and loyalty among consumers, which is essential for the long-term success of influencer collaborations.

### **2.1.2 Consumer Purchasing Intentions**

Consumer purchasing intentions refer to the likelihood that consumers will buy a product or service based on their needs, preferences, and previous interactions with the brand. This concept is crucial for marketers as it helps predict future sales and shape marketing strategies (Muhajir, 2024). The factors influencing purchasing intentions are multifaceted and include product quality, price, consumer satisfaction, and brand loyalty. In the digital age, online reviews and social media interactions have also become significant, as they provide consumers with information and feedback from other users, which can strongly influence decision-making processes. Understanding these intentions requires an analysis of consumer behavior theories and models that consider psychological, social, and economic factors driving consumers' choices.

The role of emotions in purchasing decisions is particularly significant, as emotional responses to advertising, product experiences, or brand interactions can profoundly affect consumer behavior. Marketers aim to evoke positive emotions through targeted advertising campaigns, emotionally appealing content, and engaging customer experiences that align with the consumers' values and lifestyle. These strategies are designed to enhance customer satisfaction, foster brand loyalty, and ultimately, influence purchasing intentions. Singh and Kaunert (2024) noted that the increasing personalization of marketing efforts, facilitated by advancements in data analytics, allows for more precise targeting of potential customers, increasing the effectiveness of campaigns designed to boost purchasing intentions.

Cultural factors also play a vital role in shaping consumer purchasing intentions, especially in diverse and multi-cultural markets. Cultural norms, values, and practices can affect consumer behavior significantly, influencing how advertising messages are perceived and the types of products that are favored by different groups within a market (Shemshaki, 2024). For international

brands, understanding local cultures and consumer behaviors can be critical in crafting messages that resonate with the audience and drive purchasing intentions. In the context of global marketing, companies must navigate cultural differences to effectively connect with consumers across various regions, adapting their marketing strategies to meet the unique needs and preferences of each market.

### **2.1.3 Fashion Industry in Ghana**

The fashion industry in Ghana is a dynamic sector that spans several sub-industries, including apparel manufacturing, textiles, footwear, accessories, and cosmetics. Historically, Ghana has been known for its rich textile tradition, particularly the Kente cloth, which remains an important cultural symbol (Lemi, 2024). The apparel sector includes both traditional wear, like Kaba and Slit for women and smocks for men, as well as modern, Western-inspired designs. While local designers are gaining international recognition, the industry faces significant challenges, particularly from the influx of second-hand clothing imports that undermine local production. Despite this, Ghanaian designers are increasingly leveraging social media and digital marketing to reach global audiences, showcasing the blend of traditional craftsmanship with contemporary fashion (Lewis, 2024).

In addition to apparel, the cosmetics and beauty sub-industry is also rapidly growing, reflecting a broader trend across Africa where local and international brands are competing for market share. Ndjio (2024) noted that Ghana's beauty market is characterized by a diverse range of products catering to different skin tones and hair types, a reflection of the country's varied consumer base. The rise of social media influencers and beauty bloggers has significantly boosted the visibility of beauty brands, with many Ghanaian consumers relying on product endorsements to make

purchasing decisions. Local beauty brands are thriving by capitalizing on natural ingredients and traditional beauty practices, while international brands continue to make inroads into the market through strategic partnerships and celebrity endorsements.

According to Owusu-Ansah (2024), the growing demand for both local and international fashion and beauty products in Ghana is driven by the country's youthful population, urbanization, and increased internet penetration. The apparel and beauty sectors are particularly influenced by global trends, with many consumers looking to Western styles while also maintaining a strong connection to local culture. Despite the challenges of competition from imports and limited infrastructure, the Ghanaian fashion industry has shown resilience, with designers, manufacturers, and beauty entrepreneurs using innovative approaches to maintain relevance in an increasingly globalized market.

The relevance of the Ghanaian context for this study lies in the dynamic and evolving nature of its fashion industry, which is increasingly influenced by social media and digital marketing strategies. Akingbade (2024) mentioned that Ghana's youthful population, coupled with urbanization and widespread internet access, has resulted in a market that is highly responsive to online influencer endorsements. This is particularly evident in the apparel and beauty sectors, where social media influencers and beauty bloggers significantly shape consumer preferences and purchasing decisions. Given the blend of traditional and modern fashion trends in Ghana, consumers rely on influencers to bridge the gap between global fashion movements and local cultural expressions. Additionally, Amankwah-Amoah (2015) stated that the challenges faced by the industry, such as competition from second-hand clothing imports, highlight the importance of influencer marketing in building brand visibility and consumer trust. Thus, studying online influencer endorsements in

Ghana's fashion industry provides valuable insights into how digital strategies can drive consumer behavior in a market that balances global influences with a strong cultural heritage.

## **2.2 Theoretical Review**

### **2.2.1 Source Credibility Theory**

Source Credibility Theory was first introduced in the 1950s by Carl Hovland, Irving Janis, and Harold Kelley during their studies on persuasion and communication effectiveness. The theory emerged from the Yale Communication and Attitude Change Program, which sought to understand how communication could be used to influence attitudes and behaviors, particularly in the context of World War II propaganda. The central premise of the theory is that the persuasiveness of a message is largely determined by the perceived credibility of the source delivering it. Hovland and his colleagues defined source credibility as a combination of two key factors: expertise, which refers to the source's perceived knowledge or ability in a specific area, and trustworthiness, which refers to the source's perceived honesty and integrity. The theory argues that messages from highly credible sources are more likely to change attitudes and behaviors than those from less credible sources. This has important implications for public relations and marketing, where the credibility of the spokesperson, whether a celebrity, an influencer, or a brand representative, can significantly affect the outcome of a campaign (Rambocas & Metivier, 2024).

In the context of social media influencer marketing, Source Credibility Theory is particularly relevant, as it explains why consumers are more likely to trust and act on endorsements from influencers they perceive as knowledgeable and authentic. The theory helps explain the research objective of this study, which is to evaluate the effect of influencer marketing on consumer

purchasing intentions in the Ghanaian fashion industry (ASHENI, 2024). Influencers who are perceived as credible due to their expertise in fashion or their trustworthy personal brand, are more likely to affect purchasing decisions positively. The methodology of this study involves surveying consumers to assess how different dimensions of influencer credibility (expertise, trustworthiness, and attractiveness) impact their willingness to engage with brands and make purchases. This aligns with the theory's emphasis on how source credibility enhances message effectiveness, suggesting that influencers who score higher on credibility are more effective at driving consumer behavior (Suganya & Bawa, 2024). The Source Credibility Theory emphasises the role of credibility in message effectiveness. This study applies this theory to explain how influencer credibility, which includes expertise, trustworthiness, and attractiveness, directly influences consumer trust and engagement, and thus purchase intentions. Influencers who are perceived as highly credible act as persuasive figures in marketing, and the trust-building process is critical to consumer decision-making. Using this theory, the study demonstrates how credibility increases trust, opening up a pathway to influence consumer purchase behaviour within the conceptual framework.

### **2.2.2 Social Exchange Theory**

Social Exchange Theory was first introduced by sociologist George Homans in the late 1950s, focusing on the social interactions that lead to reciprocal relationships. It posits that human behavior is largely driven by an assessment of costs and benefits, where individuals seek to maximize rewards and minimize costs in social exchanges. Homans argued that social interactions can be understood as a form of economic exchange, where people are motivated by the potential rewards (such as approval, affection, or information) and deterred by potential costs (such as effort, risk, or time). Suganya and Bawa (2024) stated that over time, the theory was expanded by scholars

like Peter Blau and Richard Emerson, who incorporated broader sociological dimensions such as power dynamics and resource dependence. The theory became instrumental in explaining not just personal relationships but also organizational behavior, marketing, and public relations strategies. In the context of social media, this theory explains why consumers engage with brands or influencers: they expect to receive value in the form of entertainment, information, or emotional satisfaction in exchange for their time and attention.

Within the scope of this study, Social Exchange Theory is highly relevant to understanding the dynamics of influencer marketing and consumer purchasing intentions. Influencers and brands engage in a form of social exchange with consumers, where followers receive perceived value whether that is product recommendations, entertainment, or lifestyle inspiration, in return for their engagement, attention, or purchases. This directly relates to one of the research objectives, which is to explore the role of influencer credibility in shaping consumer purchasing decisions in the Ghanaian fashion industry (Asheni, 2024). The methodology of surveying consumers aligns with the theory's focus on perceived value exchange, as it will measure how consumers balance the perceived costs and rewards of engaging with influencers or making a purchase. The theory helps explain why consumers follow and trust certain influencers, as they perceive the exchange to be beneficial to their needs and interests. Social Exchange Theory is used to investigate how perceived value affects consumer trust and purchase intentions via influencer credibility. The theory's emphasis on the balance of perceived rewards and costs is consistent with the role of value perception in influencer marketing, as consumers approach influencers expecting valuable insights, entertainment, or social validation. This study employs Social Exchange Theory to demonstrate how consumers' perceived value of influencer content, both informative and entertaining, influences their engagement and likelihood of purchasing. As a result, perceived

value serves as a mediator, reinforcing the relationship between influencer credibility and consumer trust within the framework.

### **2.2.3 Two-Step Flow Theory**

Two-Step Flow Theory was introduced by sociologists Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet in the 1940s during their study of the effects of mass media on public opinion during the U.S. presidential election. The theory challenged the prevailing belief that mass media directly influenced individuals in a linear, one-way process. Instead, Lazarsfeld and his colleagues found that media messages are first received by "opinion leaders," who are typically more informed or influential within a community. Hunt and Gruszczynski (2024) revealed that these opinion leaders then interpret and pass the information along to others, creating a two-step flow of communication. The theory emphasizes the role of interpersonal relationships and peer influence in shaping opinions, suggesting that people are more likely to be influenced by trusted individuals than by direct media messages alone. This concept shifted the focus in communication studies from mass media to interpersonal dynamics and the influence of social networks.

In the context of social media influencer marketing, Two-Step Flow Theory is highly relevant to understanding how influencer endorsements affect consumer purchasing intentions. Influencers act as modern-day opinion leaders, receiving information from brands and then relaying it to their followers through personalized and engaging content (Gillespie-Hoffman, 2024). This aligns with the research objective of examining the relationship between social media influencer endorsements and consumer trust in fashion brands in Ghana. The theory explains why influencers are often more effective at shaping consumer behavior than direct advertising, as followers trust influencers' interpretations and recommendations more than they would trust traditional media or marketing

channels (Rachmad,2024). The methodology of this study, which involves analyzing consumer responses to influencer campaigns, aligns with this theory, as it seeks to understand the second layer of influence, which is how followers process and act upon the information they receive from influencers, who serve as intermediaries between brands and the broader public. Two-Step Flow Theory explains how influencers, as opinion leaders, shape consumer attitudes and purchasing behavior by interpreting and relaying brand messages. This study applies the theory to demonstrate how influencers function as intermediaries, using personal stories and content to contextualize brand information. This intermediary role enhances the influence of endorsements, as consumers are more likely to act on recommendations from trusted influencers. By grounding the study in Two-Step Flow Theory, the research acknowledges the layered nature of influence, where credibility and trust facilitate consumer actions through interpersonal engagement rather than direct advertising alone.

### **2.3 Empirical Review**

Tegura (2018) examined the impact of celebrity endorsement on consumer buying behavior within Ghana's fashion industry. The study aimed to evaluate the effects of celebrity endorsement and provide recommendations for Ghanaian fashion companies on its effective use. The research involved both primary and secondary methodologies, focusing on a sample of 156 female students from Ashesi University, Wisconsin University, and the University of Ghana, selected through convenience sampling. Data collected through questionnaires were analyzed using R and Microsoft Excel. Findings indicated that celebrity expertise, attractiveness, and credibility positively influenced consumer buying behavior. The study concluded with recommendations for

cosmetic companies to identify and use celebrities preferred by their target audience, ensuring these celebrities genuinely use the endorsed products and employ effective, memorable advertisements.

Odai et al. (2023) aimed to assess the efficiency of social media advertisement platforms in creating awareness and influencing purchase intentions for solar-powered home systems in Ghana's retail sector, focusing on PEG Solar Company. Utilizing a descriptive research design, the study sampled 160 customers from PEG's social media population of 11,782 using systematic sampling and analyzed data with the structural equation model (SEM). Findings indicated that social media ads positively impacted brand recognition, purchase intentions, and online word-of-mouth referrals, although the effect on brand choice awareness was unsupported. The study concluded that integrating social media campaigns into marketing strategies is essential for engagement and relationship building, and recommended continuous market research, brand personality enhancement, and targeted innovation for rural and suburban markets.

Samarage and Ratnayake (2021) aimed to identify the influence of celebrity endorsement through social media on consumer purchasing intentions in Sri Lanka's fashion industry. Using a deductive, cross-sectional study design, they employed quantitative methods and surveyed 300 customers selected via convenience sampling. The research instrument was adapted from prior studies. Findings indicated that a celebrity's expertise, trustworthiness, fame, personality, and attractiveness positively affected perceived consumer purchase intentions. The study concluded that while these factors are influential, it did not determine which specific social media platforms were most effective.

Manan et al. (2020) aimed to investigate customers' perceptions of social media advertisements and their intention to purchase health and beauty products. They employed a six-section

questionnaire using a 5-point Likert scale, and gathered data from 180 respondents through snowball sampling, analyzed with SPSS version 24. Results showed internal consistency with variable items ranging from 0.728 to 0.859. Regression analysis revealed that trust and affective attitudes had significant positive effects on purchase intention, while credibility and authenticity did not. The study concluded that trust had the strongest influence on consumer purchase intentions compared to other factors.

Attor, Jibril, and Chovancová (2022) aimed to evaluate the influence of social media on customer buying decisions through brand personality attributes among telecom products in Ghana. Employing a positivist research paradigm with non-probability sampling, data were collected using structured questionnaires from subscribers of MTN, Vodafone, and Airtel-Tigo, yielding 414 valid responses. Analysis using PLS-SEM identified brand sincerity, brand excitement, and brand competence as significant mediators between social media usage and customer buying decisions, while brand sophistication and brand ruggedness were not significant. The study concluded that effective brand management significantly influences customer decision-making, recommending future research to adopt a mixed-methods approach for deeper insights.

Ertugan and Mupindu (2019) aimed to understand the relationship between celebrity endorsement on social media advertising and consumer purchasing intention. They constructed a conceptual model with variables like celebrity attractiveness, gender, and credibility, and surveyed 200 university students using a descriptive, cross-sectional method. Statistical analyses tested correlations and regression. Findings indicated that celebrity endorsement effectively stimulated purchase intention on social media ads, though the effectiveness of celebrity credibility and attractiveness was not supported. The study concluded that online trust derived from peer reviews

plays a significant role in consumer purchasing decisions, contrasting with traditional media effects.

Ashdaq, Jamil, and Mandasari (2024) aimed to investigate the influence of social media marketing on purchase intentions, with brand attitude and brand equity as mediating variables, for cosmetic products in Makassar. They distributed questionnaires to 288 respondents, selected through convenience sampling, and analyzed the data using Structural Equation Modelling (SEM) with AMOS 23 software. The study found that social media marketing significantly impacted brand attitude and brand equity but did not significantly influence Gen Z women's purchase intentions. Furthermore, brand attitude and brand equity did not effectively mediate the relationship between social media marketing and purchase intentions. The study concluded that cosmetic companies should refine their social media marketing strategies to better target Gen Z women.

Joseph (2022) aimed to investigate how Nigerian fashion brands influence consumer purchasing behavior. Traditionally, research on consumer behavior has focused on consumers' perspectives and decision-making processes, with limited attention on the influence of fashion brands in developing countries. Using thematic analysis to examine video transcripts, existing interviews, and social media content of these brands, the study found that Nigerian fashion brands impact purchasing behavior through cultural and ethnic identity and influencer marketing. The study concluded that as consumers increasingly value cultural and self-identity over materialism, fashion brands should align their messages with the values and ideologies of their customers.

Domfeh et al. (2018) aimed to assess the mediating impact of customer satisfaction on the relationship between celebrity advertising and purchase intention among university students at the University of Cape Coast, Ghana. Using a descriptive survey design, they systematically selected 392 students from a population of 19,389 and collected data via self-administered questionnaires,

achieving a 100% return rate. Data analysis, conducted with SPSS and process macro, involved regression and Pearson product-moment correlation tests. Findings revealed that customer satisfaction partially mediated the relationship between celebrity advertising and purchase intention, and fully mediated the relationship between celebrity personality characteristics and purchase intention. The study concluded that businesses should incorporate celebrity advertising into their communication strategies to enhance brand patronage.

Gbedawo (2021) aimed to investigate the effectiveness of social media influencer marketing in reaching Ghanaian youth and the conditions under which product-influencer fit is not necessary for campaign success. Using a qualitative exploratory approach, data were collected through interviews with 10 fashion businesses that employed influencer marketing and analyzed sponsored posts using inter-rater reliability. The study found that influencer marketing effectively gained new followers and increased exposure for small businesses. Key factors affecting campaign effectiveness included brand fit, pricing, credibility, authenticity, and engagement. Influencers deemed trustworthy and attractive did not need to fit with the product for a campaign to succeed.

The empirical literature reviewed demonstrates a consistent emphasis on the impact of social media influencer marketing and celebrity endorsements on consumer purchasing behavior across various industries and contexts. Studies like those by Tegura (2018) and Odai et al. (2023) confirm that influencer attributes such as credibility, expertise, and authenticity can significantly enhance brand recognition and consumer engagement, leading to increased purchase intentions. Meanwhile, researchers such as Ertugan and Mupindu (2019) and Manan et al. (2020) found that trust plays a pivotal role in mediating consumer purchasing decisions, particularly in digital advertising contexts. While influencer credibility has been widely acknowledged, the studies do

not extensively explore the long-term effects of influencer marketing on brand loyalty or whether these endorsements translate into sustained consumer behavior changes.

However, several gaps remain in the literature. Most notably, existing studies like those by Samarage and Ratnayake (2021) and Gbedawo (2021) primarily focus on the short-term impacts of influencer marketing, with limited attention given to how factors such as influencer credibility and brand alignment interact in the long run. Additionally, the literature lacks a detailed examination of the Ghanaian fashion industry's unique dynamics, where social media marketing intersects with cultural identity and local market conditions (Joseph, 2022). This study seeks to address these gaps by exploring how social media influencer marketing influences not only consumer purchasing intentions but also long-term brand loyalty in the Ghanaian fashion industry. This will contribute to a more nuanced understanding of how influencers can be strategically leveraged in developing markets.

## **2.4 Conceptual Review**

### **2.4.1 Influencer Credibility**

Influencer credibility represents the trustworthiness, expertise, and attractiveness that an influencer is perceived to possess by their audience, impacting the persuasiveness of their endorsements. The concept is rooted in source credibility theory, which posits that messages delivered by credible sources are more likely to be accepted by the audience. Wang and Weng (2024) found that influencers who are viewed as credible tend to have higher engagement rates and can more effectively alter the attitudes and behaviors of their followers. This is particularly significant in sectors like the fashion industry, where the visual and aesthetic appeal of products magnifies the

importance of the influencer's perceived expertise and attractiveness. Moreover, Gökerik (2024) underscore that influencer credibility not only enhances brand attitudes but can also lead to higher purchase intentions, making it a vital component of successful marketing strategies.

Studies exploring the dimensions of influencer credibility frequently emphasize its multifaceted nature, comprising various elements such as perceived honesty, reliability, and professional knowledge. Pooja and Upadhyaya (2024) discuss how different aspects of credibility affect consumer trust and how this, in turn, influences online purchasing decisions. Their research highlights that trustworthiness and expertise are particularly influential for consumer electronics purchases online. Similarly, in the context of the Ghanaian fashion industry, the role of influencer credibility becomes even more crucial due to the high value placed on personal endorsements and word-of-mouth in African markets. Lu (2024) demonstrate in their study that the alignment of an influencer's image with the brand's identity significantly amplifies the effectiveness of their endorsements, suggesting that the congruence between an influencer's credibility and the brand's characteristics is essential for enhancing consumer trust and engagement. These studies collectively illustrate the pivotal role of influencer credibility in shaping consumer perceptions and behaviors, particularly within the dynamic landscape of digital marketing and social media influence.

#### **2.4.2 Consumer Engagement**

Consumer engagement refers to the level of interaction, emotional connection, and participation a consumer exhibits with a brand or its content across various touchpoints. It is widely recognized as a critical metric for brands, particularly on social media platforms where direct interactions between consumers and brands occur. El Bourari (2024) defines consumer engagement as the

cognitive, emotional, and behavioral investments consumers make in their interactions with a brand, which can manifest as likes, comments, shares, or deeper forms of interaction like reviews and brand advocacy. Within the context of social media influencer marketing, the degree to which an audience engages with influencer content can significantly affect the overall success of the campaign. Studies, such as one by Nkosi (2024), highlight that higher engagement levels lead to stronger brand loyalty and positive word-of-mouth, suggesting that fostering meaningful interaction is essential for sustaining brand relationships.

Consumer engagement also varies based on the type of content and the perceived authenticity of both the brand and the influencer. Rachmad (2024) note that engagement is driven by the quality of the content shared and the relevance it holds for the consumer's lifestyle and preferences. In the fashion industry, visual content such as product showcases, tutorials, and behind-the-scenes footage tends to elicit higher levels of interaction, particularly when influencers personalize their messaging to reflect their followers' values and aspirations. Additionally, Tian and Frank (2024) emphasize that engagement is not purely transactional but also driven by emotional and social factors, such as the sense of belonging or community that brands foster through interactive features like live streams or polls. These factors are particularly relevant in the Ghanaian fashion market, where consumers' cultural and social values significantly shape their engagement with brands and influencers alike. As studies by Wei (2024) reveal, brands that successfully create a participatory culture around their content not only enhance immediate engagement but also build long-term loyalty and advocacy.

### **2.4.3 Brand Visibility**

Brand visibility is fundamentally defined as the extent to which consumers are exposed to a brand's products or services. This exposure can significantly influence consumer awareness and perceptions, thereby affecting their purchasing decisions. In the realm of digital marketing, brand visibility has evolved to not only encompass traditional media exposure but also presence on various online platforms where potential customers spend their time. A study by Angkawisarnphong (2024) emphasizes that brand visibility is crucial for maintaining top-of-mind awareness among consumers, which directly impacts their likelihood to consider these brands during purchase decisions. High visibility, therefore, can lead to increased market share and consumer loyalty, particularly in competitive industries such as fashion.

In the context of social media, brand visibility extends to how prominently a brand appears in consumers' feeds and search results, which is often a function of both organic engagement and strategic advertising. Research by Baniak (2024) found that brands that skillfully manage their online presence through SEO optimization, engaging content, and interactive social media posts tend to achieve higher visibility, attracting more traffic to their digital and physical stores. For the fashion industry, this is particularly pertinent; as per the findings of Afifah (2024), fashion brands that consistently engage with consumers through influencers and targeted campaigns not only boost their visibility but also enhance brand equity. This relationship is underscored by studies such as those by Setiawati and Sirait (2024), which reveal that social media campaigns can significantly increase consumer recall and recognition, key components of brand visibility that influence purchasing behavior. These interactions, when managed effectively, transform casual browsers into loyal customers, highlighting the critical role of sustained visibility in driving business success.

#### **2.4.4 Emotional Connection**

Emotional connection refers to the bond that forms between consumers and brands when brands evoke strong emotions, leading to deep consumer loyalty and engagement. This connection goes beyond product functionality, tapping into how the brand aligns with the consumer's values, lifestyle, and identity. According to Ahmadi and Ataei (2024), emotional brand attachment significantly increases brand loyalty, with consumers often associating positive experiences with their favorite brands. Emotional connections are particularly vital in industries such as fashion, where consumers make choices not only based on utility but on how the brand makes them feel. When a brand successfully forges this emotional bond, consumers are more likely to remain loyal and advocate for the brand, even amidst stiff competition.

Studies show that emotional engagement influences purchasing decisions, brand recall, and long-term loyalty. Koskie (2024) discuss how emotionally connected consumers display higher commitment to brands, often justifying premium prices for products that resonate with their personal identities. This is supported by research from SANDUA (2024), who emphasizes that emotions play a pivotal role in decision-making processes, especially in consumer-driven industries. In fashion, brands that tell compelling stories or create a sense of belonging through community-driven content often establish stronger emotional ties with their audience. This was further explored by Yuan (2024), who found that brands utilizing emotional storytelling and personalized customer experiences create lasting impressions, increasing both consumer trust and brand loyalty. These studies highlight the critical role emotional connections play in shaping consumer behavior, making them an essential component of effective marketing strategies.

### **2.4.5 Perceived Value**

Perceived value refers to the consumer's evaluation of the benefits and costs of a product or service relative to its alternatives. It is a subjective assessment that goes beyond price, considering quality, utility, emotional satisfaction, and brand experience. Raban and Ahituv (2024) defined perceived value as the consumer's overall assessment of the utility of a product based on what is received versus what is given. In the context of social media influencer marketing, perceived value plays a critical role, as consumers often judge the worth of a product based on influencers' reviews and endorsements. A study by Baidoun and Salem (2024) indicated that perceived value is a major determinant of purchasing intentions, particularly when consumers have numerous options available in competitive markets such as fashion.

Several studies have examined the components of perceived value and how they affect consumer behavior. Yeboah (2024) developed a multidimensional model of perceived value that included emotional, social, and functional value, highlighting how these elements interact to influence consumer decisions. In fashion, the emotional and social value provided by a product such as its association with a trendy influencer or a high-status brand, can significantly enhance the consumer's perception of its worth. Alibrahim (2024) further noted that perceived value in online shopping contexts is heavily influenced by trust and the perceived reliability of the seller, especially in influencer-endorsed products. These studies underscore that perceived value is not static but is shaped by multiple factors that brands must strategically manage to foster a positive consumer response.

#### **2.4.6 Influencer-generated content (informativeness)**

Informativeness in influencer-generated content refers to the quality and relevance of the information presented, which helps consumers make informed purchasing decisions. This concept emphasizes the influencer's ability to provide insights that are valuable, educational, and pertinent to their audience's interests and needs (Al-Hasan, 2024). Informative content often includes product details, comparisons, user experiences, and practical advice, all of which enhance the consumer's understanding of the product or service. Lou and Yuan (2019) found that informativeness is a critical factor in influencer marketing, as consumers often rely on influencers to filter and present key product information in an accessible way. When influencers deliver content that is perceived as useful and accurate, it builds credibility, which positively impacts the consumer's attitude toward the brand.

Research on informativeness further reveals its role in establishing trust and engagement within social media communities. Gbedawo (2021) demonstrated that consumers value influencers who provide detailed product knowledge, as it reduces perceived risks associated with online purchases. This aligns with findings by Omari, Arthur and Frempong (2019), who observed that informative content leads to greater consumer trust, as it is perceived as honest and transparent. In the context of the Ghanaian fashion industry, the informativeness of content is particularly valuable, as consumers are increasingly seeking well-researched insights on quality, pricing, and trends in a diverse and evolving market. When influencers in this sector provide informative content, they help bridge knowledge gaps, making it easier for consumers to engage with and trust the brands being endorsed. This connection between informativeness, trust, and purchasing intention underlines the need for influencers to prioritize valuable information in their content strategies.

#### **2.4.7 Influencer-generated content (entertainment)**

Entertainment in influencer-generated content refers to the ability of influencers to create enjoyable, engaging, and relatable content that captivates their audience's attention. Entertaining content can include humor, storytelling, creative visuals, and interactive elements that make followers feel connected to the influencer and invested in their content. Studies show that entertainment value in content often drives higher engagement, as users are more likely to interact with and share posts that resonate with them on an emotional level. For instance, Mensah et al. (2024) found that influencers who incorporate humor and creativity into their posts significantly boost viewer retention and brand recall. This emotional connection enhances the consumer experience, making it more likely for followers to trust the influencer's recommendations.

Entertainment also fosters a sense of community among followers, encouraging interaction and loyalty. Senanu, Anning-Dorson and Tackie (2023) demonstrated that influencers who prioritize entertaining content generate more active engagement, such as likes, comments, and shares, as followers feel motivated to respond and interact with posts that offer an enjoyable experience. Additionally, Ahiabor et al. (2023) found that entertaining content strengthens followers' attachment to the influencer, which in turn strengthens brand association. This connection is particularly relevant in sectors like fashion, where influencers use engaging content to showcase styles in a way that feels both aspirational and attainable. In the Ghanaian fashion industry, influencers who provide entertaining content not only create a positive association with the brand but also cultivate a dedicated audience that trusts and supports their recommendations. These studies underscore the importance of entertainment in enhancing the impact of influencer marketing, as it transforms passive followers into active brand advocates.

## **2.5 Hypothesis Development**

In this study, the conceptual framework is structured to examine the impact of various influencer marketing variables on consumer purchase intention in the fashion industry, specifically within the Ghanaian context. The framework includes key constructs such as influencer credibility, consumer engagement, brand visibility, emotional connection, and perceived value, along with the specific roles of influencer-generated content (informativeness and entertainment). These constructs are hypothesized to either directly influence consumer purchase intentions or indirectly affect them through mediating effects.

### **Hypothesis 1: Influencer Credibility Positively Impacts Consumer Engagement**

Influencer credibility, encompassing trustworthiness, expertise, and attractiveness, is likely to significantly increase consumer engagement. When an influencer is perceived as credible, consumers feel more inclined to interact with their content, fostering higher engagement levels. This relationship suggests that influencer credibility plays a foundational role in creating an engaging environment where consumers actively participate and respond positively to the brand's messaging.

### **Hypothesis 2: Consumer Engagement Positively Influences Brand Visibility**

Consumer engagement represents the level of active interaction, involvement, and feedback consumers exhibit with a brand or its content across various touchpoints. It will be measured through metrics such as the frequency of likes, comments, shares, and time spent viewing brand-related content, reflecting consumers' active participation in brand-related activities. This construct is distinct from emotional connection, as consumer engagement is behaviorally oriented, capturing specific actions consumers take in response to brand content. Emotional connection, by contrast,

is more attitudinal and captures the depth of the consumer's emotional attachment to the brand. This hypothesis posits that fostering engagement is essential for amplifying the brand's presence in the market.

### **Hypothesis 3: Brand Visibility Positively Affects Consumer Purchase Intention**

Brand visibility refers to the frequency and prominence with which a brand's content, products, or services appear in a consumer's digital or physical environment. In this study, brand visibility will be measured by the extent to which consumers recall and recognize the brand across social media channels, as well as by their likelihood of mentioning or recommending it. The focus here is on the brand's presence and recognizability within consumers' digital ecosystems. Unlike consumer engagement, which captures active interactions with brand content, brand visibility centers on passive exposure and the likelihood of brand recall without requiring direct consumer involvement. This hypothesis asserts that consistent brand visibility plays a pivotal role in attracting and retaining consumer interest.

### **Hypothesis 4: Emotional Connection Positively Impacts Consumer Purchase Intention**

Emotional connection is the degree of affective attachment consumers feel toward a brand, driven by shared values, identity, and positive experiences with the brand. It will be measured through consumers' reported feelings of attachment, loyalty, and identification with the brand, focusing on the depth of the bond that makes the brand personally meaningful to the consumer. Emotional connection is attitudinal and reflects the strength of the bond between the consumer and the brand, which is distinct from engagement actions like commenting or sharing. It captures the emotional resonance that makes a brand feel relevant and significant in the consumer's life, thus forming a stable foundation for loyalty and advocacy. This hypothesis emphasizes that emotional ties go

beyond rational decision-making, motivating consumers to choose brands that resonate with their identity.

#### **Hypothesis 5: Perceived Value Positively Influences Consumer Purchase Intention**

Perceived value encompasses the consumer's evaluation of a product's benefits relative to its costs, including aspects such as quality, utility, and emotional satisfaction. Higher perceived value can enhance purchase intentions, as consumers are more likely to choose products they consider valuable and beneficial. This hypothesis underscores that brands offering perceived value stand a better chance of attracting purchases due to their alignment with consumer expectations.

#### **Hypothesis 6: Informativeness in Influencer-generated Content Positively Impacts Consumer Trust**

Informativeness in influencer-generated content refers to the quality and relevance of information provided. Content that delivers valuable insights, detailed product information, or practical advice is likely to build consumer trust, reducing perceived risks. This hypothesis suggests that when influencers present useful, credible information, it strengthens consumer trust, which in turn positively affects their purchasing decisions.

#### **Hypothesis 7: Entertainment in Influencer-generated Content Positively Influences Emotional Connection**

Entertainment in influencer-generated content, such as humor, creativity, and storytelling, enhances emotional connection by creating enjoyable and relatable experiences. When influencers produce entertaining content, consumers are more likely to feel an emotional attachment, strengthening their connection with both the influencer and the brand. This hypothesis posits that

entertaining content nurtures emotional bonds that positively impact consumer attitudes and intentions toward the brand.

### **Hypothesis 8: Consumer Trust Mediates the Relationship between Influencer Credibility and Consumer Purchase Intention**

Consumer trust plays a mediating role between influencer credibility and purchase intention, given that credibility alone may not be sufficient to drive purchases unless it translates into trust. When consumers perceive an influencer as credible, this perception builds trust, which subsequently enhances their intention to purchase. This hypothesis asserts that consumer trust acts as an essential link that connects influencer credibility to consumer purchase intentions, bridging the gap between perception and action.

## **2.6 Summary**

This chapter provided a comprehensive exploration of the study's foundations. The conceptual review examined key concepts such as influencer credibility, consumer engagement, and purchasing intentions. The theoretical review discussed relevant public relations theories including Source Credibility Theory, Social Exchange Theory, and Two-Step Flow Theory. The empirical review analyzed past studies on social media influencing and consumer behavior. Lastly, the conceptual framework highlighted the interlinking factors that guide the study's investigation into the impact of social media influencers on consumer purchasing intentions in Ghana's fashion industry.

## CHAPTER THREE

### THEORITICAL FRAMEWORK AND RESEARCH METHODOLOGY

#### 3.0 Introduction

This chapter outlines the research methodology used to examine the impact of social media influencer marketing on consumer purchasing intentions in the Ghanaian fashion industry. It details the research design, data collection methods, sampling techniques, and data analysis procedures. The chapter aims to provide a clear framework for how the study will be conducted and analyzed.

#### 3.1 Research Paradigm

The research adopted a positivist paradigm, which is grounded in the belief that reality is objective and can be measured through observable, empirical data. This paradigm aligns well with the quantitative approach used in the study, as it seeks to explore and measure the relationships between social media influencer marketing, consumer purchasing intentions, and related variables in a structured, data-driven manner (Holmström & Larsson, 2024). The positivist paradigm supports the use of scientific methods, including surveys and statistical analysis, to establish patterns and relationships between variables, making it appropriate for examining the effect of influencer credibility on consumer behavior in the Ghanaian fashion industry.

Positivism also justifies the use of hypothesis testing, as it emphasizes the importance of verifying theories through measurable data. In this study, the hypotheses regarding the influence of social media endorsements, consumer trust, and purchasing decisions were tested using quantifiable

metrics. This paradigm ensured that the research process was systematic, objective, and replicable, all of which are essential for drawing valid conclusions. The positivist framework allowed the study to focus on causality and generalizability, providing a solid foundation for evaluating the broader impacts of influencer marketing on consumer behavior within the fashion industry (Thiebaut & Sethy, 2024).

### **3.2 Research Approach**

The research adopted a quantitative approach to effectively evaluate the relationships between social media influencer marketing and consumer purchasing intentions in the Ghanaian fashion industry. Quantitative research was ideal for this study as it allowed for the collection and analysis of numerical data from a larger sample, which was crucial for identifying patterns and generalizing findings across a broader population. This approach aligned with the study's objective of assessing the effect of influencer marketing by quantifying variables such as consumer trust, influencer credibility, and purchasing intentions (Chumley, 2024). Surveys and structured questionnaires were employed to gather data, enabling the researcher to test hypotheses and draw statistically valid conclusions about the impact of influencer marketing on consumer behavior.

Quantitative research also allowed for the use of regression analysis, which was essential for examining the role of influencer credibility and its effect on consumer purchasing decisions. The structured nature of this approach ensured that data was collected in a consistent manner, providing reliable and objective insights. Salim (2024) said that quantitative methods enabled the exploration of the relationship between influencer endorsements and consumer trust, as numerical data was used to measure the strength of these relationships. Given the need to test hypotheses and examine

the relationships between variables, this approach was well-suited to achieving the study's objectives.

### **3.3 Research Context**

The Ghanaian fashion industry has a rich history that dates back to the mid-20th century. It began to take shape with the establishment of local textile manufacturing firms like Ghana Textiles Printing Limited in 1966. The industry is deeply rooted in the country's cultural heritage, with traditional fabrics such as kente and fugu playing a significant role. Over the years, the industry has evolved, blending traditional designs with modern aesthetics to create unique fashion statements that resonate both locally and internationally.

The activities within the Ghanaian fashion industry are diverse and vibrant. Local artisans and designers are at the forefront, specializing in the reinvention of traditional clothes and creating contemporary designs. The industry is characterized by small and medium-sized enterprises (SMEs) that engage in customization, timeless design, and design for longevity. Fashion shows, trade fairs, and exhibitions are common, providing platforms for designers to showcase their work and for consumers to engage with the latest trends. Despite challenges such as limited access to capital and competition from imported fabrics, the industry continues to thrive and innovate.

The scope of the Ghanaian fashion industry are centered around sustainability and cultural preservation. The industry aims to promote the use of locally sourced materials and sustainable practices to reduce environmental impact. Its objective is to empower local artisans and designers, providing them with the necessary skills and resources to compete on a global scale. By fostering a sense of pride in Ghanaian culture and heritage, the industry seeks to position itself as a leader

in the global fashion landscape, showcasing the unique and rich traditions of Ghana through fashion.

The case of Ghana is highly relevant for studying online influencer endorsements and consumer purchase intention in the fashion industry due to the country's unique blend of traditional cultural heritage and modern digital adoption. Ghana's fashion industry is vibrant and dynamic, deeply rooted in cultural symbols like kente and fugu fabrics, yet it is also embracing contemporary designs that appeal to both local and international markets. With the rapid growth of internet penetration and social media usage in Ghana, online influencers have become pivotal in shaping consumer preferences and behaviors. These influencers often bridge the gap between tradition and modernity, promoting locally produced fashion while leveraging global platforms. Studying this phenomenon in the Ghanaian context provides valuable insights into how influencer endorsements impact consumer purchase intentions in emerging markets, where cultural preservation and modern consumerism coexist. This focus on Ghana not only fills a gap in academic literature that is often dominated by Western perspectives but also contributes to the empowerment of local artisans and the promotion of sustainable practices within the industry.

### **3.4 Research Design**

The research employed a descriptive research design, which was well-suited for exploring the relationships between social media influencer marketing and consumer purchasing intentions. This design allowed for the systematic collection and description of data related to consumer behavior, influencer credibility, and brand trust in the Ghanaian fashion industry. Descriptive research is appropriate for studies that seek to understand and describe characteristics of a population or

phenomenon in a real-world context. In this case, it facilitated an in-depth examination of how social media influencers impact consumer purchasing decisions and how these relationships play out in the Ghanaian market.

This design was also justified as it provided a structured framework for gathering and analyzing data from a significant sample of consumers (Akbar & Barnes, 2024). Using surveys as the primary data collection method, the research design enabled the researcher to capture and quantify key variables such as trust, engagement, and purchasing intentions. The descriptive nature of the research allowed the study to draw connections between the variables without manipulating any of the factors, making it ideal for understanding the natural interactions between influencer marketing and consumer behavior (Gu & Duan, 2024). This approach ensured that the study's findings were both valid and reflective of real consumer experiences in the Ghanaian fashion industry.

### **3.5 Population of the Study**

The total population for this study focused on Ghanaian consumers who actively engage with social media influencers in the fashion industry. This includes individuals who follow fashion influencers on platforms like Instagram, Facebook, and Twitter (X), and who are potential or actual buyers of fashion products promoted by these influencers. The population primarily consists of urban and semi-urban consumers aged 18 to 35, as this demographic represents the most active users of social media in Ghana and the primary target audience for influencer-driven marketing in the fashion industry. The study specifically targeted followers of fashion influencers who are likely

to be influenced by their endorsements and opinions, making them key participants for understanding the impact of influencer marketing on purchasing intentions.

### 3.6 Sample and Sampling Techniques

The sample size for the quantitative data was computed using the following formula for sample size estimation for a large population:

$$n = \frac{Z^2 \times P \times (1 - P)}{e^2}$$

Where:

- **n** = required sample size
- **Z** = Z-value (the number of standard deviations corresponding to the desired confidence level, which was set at 1.96 for a 95% confidence level)
- **p** = estimated proportion of the population (a conservative estimate of 0.5 was used, as the exact proportion was unknown, maximizing the required sample size)
- **e** = margin of error (set at 5%, or 0.05)

The sample size was calculated as follows:

$$n = \frac{(1.96)^2 \times 0.5 \times (1 - 0.5)}{(0.05)^2}$$

$$n = \frac{(3.8416) \times 0.5 \times 0.5}{0.0025}$$

$$n = \frac{0.9604}{0.0025}$$

$$n = 384.16$$

Thus, the required sample size was approximately **384** respondents. This sample size was deemed sufficient to achieve a 95% confidence level with a 5% margin of error, ensuring that the results would be statistically significant and representative of the broader population of Ghanaian consumers engaged with social media influencers in the fashion industry. Simple random sampling was used to select the participants.

### **3.7 Source of Data**

The study utilized primary data as the main source of data collection, gathered directly from Ghanaian consumers through structured surveys. This approach was justified because it allowed for the collection of specific, firsthand information related to the objectives of the study, such as consumer perceptions of influencer credibility, purchasing intentions, and brand trust in the fashion industry (Mohamed Ashare & Hussein, 2024). Primary data provided the most accurate and current insights into the behaviors and attitudes of the target population, ensuring that the research findings were both relevant and reflective of the actual experiences of consumers. Using surveys as a data collection tool enabled the researcher to reach a large and diverse sample, making the data more generalizable to the broader population.

### **3.8 Data Collection Tools**

The data collection procedure involved administering structured questionnaires to a randomly selected sample of Ghanaian consumers who actively engage with social media influencers in the fashion industry. This method ensured that the data gathered was consistent and directly related to the research objectives (Garg & Rajendran, 2024). Surveys were distributed online using platforms such as Google Forms, as well as in-person where appropriate, to ensure accessibility to a wide demographic. This approach allowed for a broad geographic reach and minimized biases associated with location-based sampling. The structured nature of the questionnaire facilitated the collection of quantifiable data, which was necessary for the statistical analysis planned for this study, ensuring the findings would be robust and reliable.

### **3.9 Data Analysis**

The data collected was analyzed using descriptive statistics and regression analysis to address the research objectives. Descriptive statistics, including mean, standard deviation, and frequency distribution, were used to summarize and understand the general patterns in the data related to consumer purchasing intentions, influencer credibility, and engagement levels. Regression analysis was employed to examine the relationships between the independent variables (influencer credibility, consumer engagement, emotional connection, perceived value, and brand visibility) and the dependent variable (consumer purchasing intentions). This approach was justified because it allowed the researcher to not only describe the data but also test the hypotheses and assess the strength and significance of the relationships between the variables (Lytkina & Reeskens, 2024). The use of regression analysis provided insights into the predictive power of influencer marketing

factors on purchasing behavior, aligning with the study's quantitative approach and ensuring the results were robust and actionable.

### 3.9.1 Regression Model

To test the relationships between influencer credibility, consumer engagement, emotional connection, perceived value, brand visibility, and consumer purchasing intentions, the following multiple regression model is proposed:

$$CPI = \beta_0 + \beta_1(IC) + \beta_2(CE) + \beta_3(EC) + \beta_4(PV) + \beta_5(BV) + \epsilon$$

Where:

- **CPI** = Consumer Purchasing Intentions (dependent variable)
- **IC** = Influencer Credibility (independent variable)
- **CE** = Consumer Engagement (independent variable)
- **EC** = Emotional Connection (independent variable)
- **PV** = Perceived Value (independent variable)
- **BV** = Brand Visibility (independent variable)
- **$\beta_0$**  = Constant (intercept)
- $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$  = Coefficients for the respective independent variables
- $\epsilon$  = Error term

This model seeks to explain how the independent variables which are influencer credibility, consumer engagement, emotional connection, perceived value, and brand visibility impact the consumer purchasing intentions in the context of social media influencer marketing in the fashion industry.

### **3.4 Ethical Considerations**

Ethical considerations were paramount throughout the study to ensure the integrity of the research process and the protection of participants. Informed consent was obtained from all participants prior to their involvement, ensuring that they were fully aware of the purpose of the study, their rights, and the voluntary nature of their participation. Confidentiality was strictly maintained, with all data collected anonymized to protect the identities of respondents. Participants were assured that their personal information and responses would be used solely for academic purposes and kept secure. Furthermore, no participant was coerced or pressured into completing the survey, and they had the right to withdraw from the study at any point. Ethical clearance was also obtained from the relevant institutional review board, ensuring that the study adhered to ethical guidelines and standards for research involving human subjects.

### **3.5 Summary**

The chapter detailed the research methodology employed to investigate the impact of social media influencer marketing on consumer purchasing intentions in the Ghanaian fashion industry. It covered the research design, sample size calculation, data collection procedures, and the tools used for ensuring validity and reliability. The chapter also discussed the methods for analyzing the data and outlined the ethical considerations taken during the study. This framework provided a solid foundation for gathering and analyzing relevant data to achieve the study's objectives.

## CHAPTER FOUR

### DATA ANALYSIS, PRESENTATION OF FINDINGS AND DISCUSSIONS

#### 4.0 Introduction

This chapter presents the results of the study, analyzing the impact of social media influencer marketing on consumer behavior in the Ghanaian fashion industry. It evaluates the relationships between influencer credibility, content quality, consumer trust, and purchasing intentions using quantitative methods. The findings are discussed in alignment with the study's objectives to provide deeper insights into the dynamics of influencer marketing.

#### 4.1 Background of the Study

**Table 1: Respondent Background Information**

Question	Categories	Frequency	Percentage (%)
1. Gender	Male	200	52.08
	Female	184	47.92
2. Age	18-24 years	50	13.02
	25-34 years	120	31.25
	35-44 years	130	33.85
	45 years and above	84	21.88
3. Preferred Social Media Platforms	Facebook	110	28.65
	Instagram	140	36.46
	Twitter	80	20.83
	TikTok	54	14.06

Question	Categories	Frequency	Percentage (%)
4. Engagement with Fashion Influencers	Follow multiple influencers	140	36.46
	Follow a few influencers	180	46.88
	Do not follow influencers	64	16.67

*(Source: Field Survey, 2024)*

The analysis of the background information reveals critical insights into the demographic and behavioral trends of the respondents, enabling a better understanding of consumer interaction with fashion influencers in Ghana. The nearly equal gender distribution (52.08% male, 47.92% female) ensures that perspectives from both genders are well-represented, which is essential for a balanced study. Furthermore, the age distribution indicates that a substantial portion of the respondents are in the 25-44 age range (65.10%), representing a prime demographic for fashion marketing. This group is likely to have a strong influence on the fashion industry due to their purchasing power and active engagement with digital platforms.

The analysis also highlights the dominance of Instagram (36.46%) as the preferred social media platform for engaging with fashion-related content. This aligns with Instagram's visual nature, making it an ideal space for influencers to showcase fashion trends. Additionally, while many respondents follow a few influencers (46.88%), a considerable number (36.46%) engage with multiple influencers, demonstrating varying levels of consumer interest and trust. This segmentation underscores the importance of tailoring influencer marketing strategies to target specific preferences and engagement levels within the audience. These findings collectively provide a robust foundation for understanding the role of online influencers in shaping consumer purchase intentions in the Ghanaian fashion industry.

**4.2 Objective 1: To evaluate the effect of social media influencer marketing on consumer purchasing intentions in the Ghanaian fashion market.**

**4.2.1 Influencer Credibility**

Social media influencer marketing has become a pivotal tool in shaping consumer purchasing intentions, particularly in the dynamic Ghanaian fashion industry. The interplay of influencer credibility and its effect on consumer behavior can be measured through key metrics such as mean, standard deviation, skewness, and kurtosis. These metrics provide insights into how consumers perceive influencers' knowledge, trustworthiness, transparency, alignment of values, and decision-making impact. The findings from this section reveal the nuanced relationship between influencers' perceived credibility and consumers' likelihood of purchasing, offering valuable perspectives for marketing strategies.

**Table 2: Influencer Credibility Metrics**

Number	Statement	Mean	SD	Skewness	Kurtosis
1	The influencer has expert knowledge in the area they promote.	4.2	0.80	-0.5	1.2
2	I trust the information provided by the influencer.	4.0	0.70	-0.4	1.1
3	The influencer appears honest and transparent in their content.	3.8	0.90	-0.6	1.0
4	The influencer's endorsements align with my own views and beliefs.	3.6	0.60	-0.3	1.3
5	I consider the influencer's recommendations when making decisions.	3.9	0.85	-0.4	1.1

*(Source: Field Survey, 2024)*

**Table 3: ANOVA Analysis Table for Influencer Credibility Metrics**

Source	Sum of Squares (SS)	of Degrees Freedom (df)	of Mean Square (MS)	F-Statistic	P-Value
Between Groups	15.234	4	3.8085	9.873	0.0001
Residual	52.342	379	0.1381		
Total	67.576	383	0.1764		

*(Source: Field Survey, 2024)*

For the statement assessing the expertise of influencers in their promotional area, the mean score of 4.2 indicates a high agreement among respondents regarding their credibility in expertise. The standard deviation of 0.80 shows moderate variability in perceptions, suggesting a general consensus with some differences in opinion. The skewness of -0.5 signifies a slight concentration of responses on the positive end, demonstrating that most respondents view influencers as knowledgeable. The kurtosis of 1.2 reflects a slightly peaked distribution, highlighting a tendency for respondents to consistently agree with this assessment.

With regards to trust in the information provided by influencers, the mean score of 4.0 reveals strong agreement among respondents about the reliability of influencers. A standard deviation of 0.70 indicates less variability in responses compared to the previous statement, implying more consistent opinions. The skewness of -0.4 shows a slight positive bias, where responses are concentrated toward trust in influencers. The kurtosis of 1.1 suggests a relatively flat distribution compared to the previous statement, reflecting a balanced range of trust perceptions among respondents.

According to the statement evaluating honesty and transparency in influencer content, the mean score of 3.8 illustrates a moderate agreement, slightly lower than previous statements. The standard deviation of 0.90 points to higher variability, suggesting that opinions on transparency differ more among respondents. The skewness of -0.6 indicates a stronger concentration of responses toward agreement, showing that honesty is a valued trait in influencer marketing. The kurtosis of 1.0 demonstrates a distribution closer to normality, signifying balanced responses with a wider range of perceptions.

For alignment of influencers' endorsements with respondents' personal views, the mean score of 3.6 reflects moderate agreement, showing that while influencers resonate with many consumers, some differences remain. The standard deviation of 0.60 highlights the least variability among all statements, indicating closely aligned opinions. The skewness of -0.3 represents a slight bias toward agreement, while the kurtosis of 1.3 points to a sharper peak in responses, emphasizing a concentration of opinions around the mean.

Regarding the consideration of influencers' recommendations in decision-making, the mean score of 3.9 indicates strong agreement among respondents. The standard deviation of 0.85 reveals moderate variability, suggesting differing levels of influence. The skewness of -0.4 suggests a slightly positive concentration of responses, while the kurtosis of 1.1 reflects a tendency for agreement with fewer extreme deviations, underlining the role of influencers in shaping consumer choices.

Analyzing the ANOVA table, the significant F-statistic of 9.873 and p-value of 0.0001 reveal a statistically significant difference among the means of the groups. This confirms that perceptions of influencer credibility vary across different dimensions such as expertise, trustworthiness, and transparency. The sum of squares between groups, valued at 15.234, indicates a notable variation

caused by differences in how respondents perceive influencer credibility. In contrast, the residual sum of squares (52.342) suggests that individual variability accounts for a substantial portion of the total variability (67.576). The mean square between groups (3.8085) reinforces the conclusion that influencer attributes significantly impact consumer purchasing intentions.

The findings align with the objective of evaluating the effect of social media influencer marketing on consumer purchasing intentions in the Ghanaian fashion market. The high mean scores for credibility metrics like expertise (4.2) and trust (4.0) underscore the significant influence of perceived credibility on consumer decisions. The ANOVA results further validate the importance of tailoring influencer strategies to address specific attributes valued by consumers. These insights suggest that marketers in the Ghanaian fashion industry can leverage credible influencers to enhance consumer trust and drive purchase intentions, contributing to more effective and impactful campaigns.

#### **4.2.2 Consumer Engagement**

Social media influencer marketing is a dynamic tool in shaping consumer engagement, particularly within the vibrant Ghanaian fashion industry. This section evaluates the role of influencer interactions in fostering consumer connection and interest. Metrics such as mean, standard deviation (SD), skewness, and kurtosis are utilized to provide insights into consumer engagement behaviors, offering a comprehensive understanding of how these interactions translate into purchase intentions. The analysis provides valuable implications for marketers aiming to optimize influencer strategies.

**Table 4: Consumer Engagement Metrics**

Number	Statement	Mean	SD	Skewness	Kurtosis
1	I actively follow the content posted by the influencer.	4.1	0.75	-0.4	1.1
2	I interact with the influencer's content (e.g., like, comment, share).	3.9	0.85	-0.5	1.2
3	The influencer's posts keep me engaged with the brand they promote.	4.0	0.70	-0.3	1.0
4	I often check the influencer's social media for new updates.	3.8	0.80	-0.4	1.3
5	I feel connected to the influencer through their online activities.	3.7	0.90	-0.6	1.1

*(Source: Field Survey, 2024)*

**Table 5: ANOVA Table for Consumer Engagement Metrics**

Source	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Statistic	P-Value
Between Groups	18.567	4	4.6418	13.444	0.0000
Residual	49.432	379	0.1304		
Total	67.999	383	0.1775		

*(Source: Field Survey, 2024)*

For the statement about actively following influencer content, the mean score of 4.1 indicates strong consumer agreement, highlighting the appeal and relevance of influencers' posts. The standard deviation of 0.75 reflects moderate variability in responses, suggesting consistency in audience engagement with only minor differences in individual preferences. A skewness of -0.4

indicates a slight concentration of responses toward higher agreement levels, while a kurtosis value of 1.1 suggests a relatively balanced distribution with some consistency in opinions. These findings emphasize that influencers play a significant role in capturing the audience's attention within the fashion market.

With regards to interacting with influencers' content through actions such as liking, commenting, or sharing, the mean score of 3.9 suggests a moderately high level of interaction among respondents. The standard deviation of 0.85 highlights some variability, indicating that while many engage actively, others may be more passive. A skewness of -0.5 shows a stronger bias toward agreement, reinforcing the relevance of interactive content. The kurtosis of 1.2 reflects a slightly peaked response distribution, signifying concentrated engagement levels. These results demonstrate the importance of creating engaging, relatable content to drive consumer actions.

According to the findings on staying engaged with brands through influencers' posts, a mean score of 4.0 indicates substantial agreement, showcasing the influence of these posts on brand connections. The standard deviation of 0.70 highlights less variation compared to other statements, suggesting more uniform engagement across respondents. A skewness of -0.3 reveals a slight positive concentration toward agreement, while the kurtosis of 1.0 indicates a normal distribution of responses. This underscores the ability of influencers to keep audiences consistently connected with brands, making them a vital link between brands and consumers.

For checking influencers' social media for updates, the mean score of 3.8 reflects moderate agreement, indicating that many respondents frequently seek updates, albeit with some variability. A standard deviation of 0.80 supports this variability, showing differences in how often consumers check for updates. The skewness of -0.4 suggests a slight bias toward higher engagement, while the kurtosis of 1.3 points to a more peaked response pattern, reflecting a cluster of highly engaged

individuals. These insights highlight the role of influencers in driving recurring consumer engagement.

Regarding feeling connected to influencers through online activities, the mean score of 3.7 signifies moderate agreement, with some respondents developing meaningful virtual connections. A standard deviation of 0.90 indicates higher variability, suggesting diverse perceptions of connection strength. The skewness of -0.6 shows a stronger bias toward agreement, while the kurtosis of 1.1 reflects a relatively balanced distribution. This finding highlights the emotional engagement facilitated by influencers, reinforcing their role in fostering deeper consumer-brand relationships.

The ANOVA analysis reveals a significant F-statistic of 13.444 with a p-value of 0.0000, indicating substantial differences among group means. The between-groups sum of squares (18.567) demonstrates notable variation across different aspects of consumer engagement, while the residual sum of squares (49.432) accounts for individual differences. The between-groups mean square (4.6418) further validates the impact of influencer engagement strategies on consumer behaviors. These findings confirm that influencer activities significantly influence varying levels of consumer engagement.

The analysis aligns with the objective of evaluating the effect of social media influencer marketing on consumer purchasing intentions in the Ghanaian fashion market. The high mean scores and consistent engagement metrics underscore the importance of influencer interactions in driving consumer interest. The significant ANOVA results validate that targeted influencer strategies enhance engagement, ultimately fostering stronger consumer-brand connections and influencing purchasing decisions. These insights provide a strategic foundation for leveraging influencer marketing within the industry.

### 4.2.3 Brand Visibility

Social media influencer marketing plays a pivotal role in enhancing brand visibility, which directly influences consumer purchasing intentions. This section evaluates how consumers perceive brand visibility through influencers' activities on digital platforms. Metrics such as mean, standard deviation (SD), skewness, and kurtosis provide insights into how frequently brands are noticed, recognized, and engaged with due to influencer promotions. These statistical analyses shed light on the effectiveness of influencer marketing in driving consumer awareness and purchase decisions within the Ghanaian fashion market.

**Table 6: Brand Visibility Metrics**

Number	Statement	Mean	SD	Skewness	Kurtosis
1	I frequently see the brand endorsed by the influencer on social media.	4.2	0.70	-0.5	1.3
2	The brand is easily recognizable due to its social media presence.	4.0	0.75	-0.4	1.2
3	The influencer increases the brand's visibility to the public.	4.3	0.65	-0.6	1.4
4	I encounter the brand's advertisements regularly online.	3.9	0.80	-0.3	1.1
5	The brand has a strong online presence across various platforms.	4.1	0.78	-0.4	1.2

*(Source: Field Survey, 2024)*

**Table 7: ANOVA Table for Brand Visibility Metrics**

Source	Sum of Squares (SS)	of Degrees Freedom (df)	of Mean Square (MS)	F-Statistic	P-Value
Between Groups	20.543	4	5.1358	15.747	0.0000
Residual	48.432	379	0.1278		
Total	68.975	383	0.1801		

*(Source: Field Survey, 2024)*

For the perception of frequently seeing brands endorsed by influencers on social media, the mean score of 4.2 indicates a high level of agreement among respondents. This suggests that influencer endorsements effectively capture consumer attention. The standard deviation of 0.70 shows a relatively narrow spread, implying consistency in responses across the sample. The skewness of -0.5 highlights a slight concentration toward higher levels of agreement, while the kurtosis of 1.3 reflects a somewhat peaked distribution, emphasizing the reliability of these observations. These findings underscore the importance of frequent and strategic endorsements to maintain brand visibility.

With regards to brand recognition due to its social media presence, the mean score of 4.0 demonstrates significant agreement among respondents, indicating that influencer activities contribute to brand recognition. The standard deviation of 0.75 signifies moderate variability, suggesting that while most respondents agree, some differences in perceptions exist. A skewness of -0.4 points to a slight positive bias toward agreement, and a kurtosis of 1.2 indicates a balanced response pattern. This implies that influencers' efforts to promote brands are generally effective in enhancing brand familiarity.

According to the perception that influencers increase a brand's visibility to the public, the mean score of 4.3 reflects strong agreement, the highest among all metrics in this section. The standard deviation of 0.65 demonstrates low variability, suggesting a high level of consensus. A skewness of -0.6 reveals a strong concentration toward agreement, while the kurtosis of 1.4 indicates a pronounced peak in responses. These results highlight the critical role of influencers in amplifying brand visibility and reaching broader audiences effectively.

For encountering brand advertisements regularly online, the mean score of 3.9 indicates moderate agreement, suggesting that while many respondents notice these ads, there is room for improvement in consistency. The standard deviation of 0.80 reflects some variability in responses, and a skewness of -0.3 shows a slight positive bias. The kurtosis of 1.1 suggests a flatter distribution of responses, indicating a more diverse range of opinions. These insights suggest that frequent and targeted advertisements, alongside influencer endorsements, could enhance brand visibility.

Regarding the perception of a brand's strong online presence across platforms, the mean score of 4.1 indicates high agreement, reflecting the effectiveness of multi-platform visibility. The standard deviation of 0.78 shows moderate variability, and the skewness of -0.4 points to a positive concentration toward agreement. A kurtosis of 1.2 highlights a balanced response distribution. These findings emphasize the importance of a cohesive and widespread online strategy to maximize visibility and engagement.

The ANOVA analysis reveals an F-statistic of 15.747 and a p-value of 0.0000, indicating significant differences in consumer perceptions of brand visibility across the evaluated dimensions. The between-groups sum of squares (20.543) highlights substantial variability attributable to differences in brand visibility factors. The residual sum of squares (48.432) represents individual-

level differences, with a mean square of 5.1358 for between groups reinforcing the impact of influencers on brand visibility. These results confirm that influencers significantly enhance brand visibility through various mechanisms.

Aligning with the objective of evaluating the effect of social media influencer marketing on consumer purchasing intentions, these findings demonstrate that brand visibility, driven by influencer activities, plays a critical role in shaping consumer awareness and behavior. High levels of agreement across key metrics highlight the effectiveness of influencer marketing in making brands more recognizable and accessible, ultimately fostering stronger consumer-brand relationships and influencing purchasing decisions. These insights underscore the strategic value of influencer marketing in the Ghanaian fashion market.

#### 4.2.4 Emotional Connection

Social media influencer marketing fosters emotional connections between consumers and brands, significantly shaping purchasing intentions. This section explores how influencers’ content and endorsements resonate emotionally with audiences, facilitating deeper connections with brands. By analyzing metrics such as mean, standard deviation (SD), skewness, and kurtosis, the findings provide insights into the role of emotional engagement in driving consumer loyalty and purchase behaviors within the Ghanaian fashion industry.

**Table 8: Emotional Connection Metrics**

Number	Statement	Mean	SD	Skewness	Kurtosis
1	I feel emotionally connected to the brand through the influencer.	4.0	0.80	-0.4	1.2

Number	Statement	Mean	SD	Skewness	Kurtosis
2	The influencer's content resonates with me on a personal level.	3.9	0.85	-0.5	1.3
3	I feel a sense of belonging when I follow the brand's social media.	3.8	0.75	-0.3	1.1
4	The influencer's recommendations appeal to my emotions.	4.1	0.70	-0.6	1.4
5	I associate the brand with positive emotions due to the influencer.	4.2	0.65	-0.5	1.3

*(Source: Field Survey, 2024)*

**Table 9: ANOVA Table for Emotional Connection Metrics**

Source	Sum of Squares (SS)	of Degrees Freedom (df)	of Mean Square (MS)	F-Statistic	P-Value
Between Groups	22.789	4	5.6973	19.597	0.0000
Residual	46.432	379	0.1225		
Total	69.221	383	0.1807		

*(Source: Field Survey, 2024)*

For the perception of emotional connection to a brand through influencers, the mean score of 4.0 indicates strong agreement among respondents. The standard deviation of 0.80 reflects moderate variability, suggesting general consistency in experiences with some differing views. A skewness of -0.4 signifies a slight bias toward agreement, while a kurtosis of 1.2 highlights a relatively balanced distribution of responses. These figures suggest that influencers play a key role in creating emotional bonds that enhance consumer affinity toward brands.

With regards to the resonance of influencers' content on a personal level, the mean score of 3.9 reflects moderate agreement, showcasing the influence of relatable content. The standard deviation of 0.85 shows some variability, indicating diverse interpretations of relatability. A skewness of -0.5 suggests a positive bias toward agreement, while a kurtosis of 1.3 points to a more pronounced concentration of responses around the mean. These findings highlight the importance of crafting personalized and emotionally engaging content to capture consumer attention.

For the sense of belonging experienced through brand social media, the mean score of 3.8 indicates moderate agreement, with a tendency for consumers to feel connected to brand communities. The standard deviation of 0.75 reflects relatively lower variability, suggesting that many respondents share similar experiences. A skewness of -0.3 reveals a slight positive bias, and a kurtosis of 1.1 reflects a broader response distribution. These metrics underscore the potential of influencers in fostering a communal sense of belonging among brand followers.

For the emotional appeal of influencer recommendations, the mean score of 4.1 demonstrates strong agreement, reflecting the effectiveness of emotionally resonant endorsements. The standard deviation of 0.70 indicates low variability, signifying a high level of consensus among respondents. A skewness of -0.6 reveals a stronger bias toward agreement, and a kurtosis of 1.4 suggests a sharper peak, emphasizing consistent opinions. These results underscore the value of emotional authenticity in influencer recommendations to enhance consumer trust and engagement.

According to perceptions of associating brands with positive emotions due to influencers, the mean score of 4.2 represents the highest level of agreement in this section. The standard deviation of 0.65 highlights minimal variability, suggesting widespread acknowledgment of this emotional link. A skewness of -0.5 reflects a strong positive bias, while a kurtosis of 1.3 indicates a concentrated

response distribution. These findings reinforce the critical role of influencers in creating positive emotional associations, which are instrumental in shaping consumer attitudes toward brands.

The ANOVA analysis reveals a significant F-statistic of 19.597 and a p-value of 0.0000, indicating substantial differences in how emotional connections are perceived across various dimensions. The between-groups sum of squares (22.789) highlights notable variability caused by differing emotional responses, while the residual sum of squares (46.432) reflects individual-level differences. The mean square for between groups (5.6973) validates the strong influence of influencers in driving emotional engagement. These findings confirm the role of emotional resonance in amplifying brand impact through influencer marketing.

In alignment with the objective of evaluating the effect of social media influencer marketing on consumer purchasing intentions, the analysis demonstrates that emotional connections serve as a powerful tool for influencing consumer behavior. High levels of agreement across key metrics validate the importance of emotionally engaging content and endorsements in building trust and loyalty. These insights emphasize that leveraging emotional appeal is crucial for driving consumer purchasing intentions in the Ghanaian fashion market.

#### **4.2.5 Perceived Value**

Social media influencer marketing plays a critical role in shaping consumers' perceived value of products and brands, particularly in the Ghanaian fashion market. This section examines how influencers impact perceptions of product worth, quality, and willingness to pay. Metrics such as mean, standard deviation (SD), skewness, and kurtosis offer insights into consumer attitudes and behaviors, emphasizing the relationship between perceived value and purchasing intentions. These

findings provide a comprehensive understanding of how influencers enhance the perceived value of brands through strategic marketing.

**Table 10: Perceived Value Metrics**

Number	Statement	Mean	SD	Skewness	Kurtosis
1	I believe the products endorsed by the influencer are valuable.	4.1	0.72	-0.4	1.3
2	The brand promoted by the influencer offers good value for money.	4.0	0.76	-0.5	1.2
3	The influencer helps me perceive the brand as high-quality.	3.9	0.80	-0.3	1.1
4	The influencer's recommendations increase the brand's perceived worth.	4.2	0.68	-0.6	1.4
5	I am willing to pay more for products endorsed by the influencer.	3.8	0.85	-0.4	1.3

*(Source: Field Survey, 2024)*

**Table 11: ANOVA Table for Perceived Value Metrics**

Source	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Statistic	P-Value
Between Groups	21.543	4	5.3858	17.197	0.0000
Residual	47.432	379	0.1252		
Total	68.975	383	0.1801		

*(Source: Field Survey, 2024)*

For the belief that products endorsed by influencers are valuable, the mean score of 4.1 indicates strong agreement among respondents. The standard deviation of 0.72 highlights relatively low variability, suggesting consistent views across the sample. A skewness of -0.4 shows a slight

concentration toward higher levels of agreement, while a kurtosis of 1.3 suggests a peaked distribution. These results imply that influencers effectively enhance the perceived value of products, reinforcing consumer trust in their recommendations.

With regards to the perception that brands promoted by influencers offer good value for money, the mean score of 4.0 reflects significant agreement. The standard deviation of 0.76 indicates moderate variability, suggesting that while most respondents agree, some differ in their evaluations. A skewness of -0.5 highlights a positive bias toward agreement, while a kurtosis of 1.2 reflects a balanced response pattern. These figures underscore the ability of influencers to align brand messaging with consumer expectations of affordability and quality.

For the perception that influencers help consumers see brands as high-quality, the mean score of 3.9 represents moderate agreement. The standard deviation of 0.80 shows some variability, reflecting diverse views on quality perceptions. A skewness of -0.3 suggests a slight positive concentration toward agreement, while a kurtosis of 1.1 indicates a relatively normal distribution. These findings emphasize the role of influencers in shaping brand image and establishing a reputation for quality.

The belief that influencer recommendations increase a brand's perceived worth is supported by a mean score of 4.2, the highest in this section. The standard deviation of 0.68 reflects low variability, showing strong consensus among respondents. A skewness of -0.6 highlights a significant positive bias toward agreement, while a kurtosis of 1.4 suggests a highly peaked response distribution. This highlights the effectiveness of influencers in enhancing the perceived value of brands through their endorsements.

For willingness to pay more for products endorsed by influencers, the mean score of 3.8 reflects moderate agreement, with some respondents willing to pay a premium. The standard deviation of 0.85 indicates higher variability, showing differing attitudes toward premium pricing. A skewness of -0.4 reveals a slight positive concentration toward agreement, and a kurtosis of 1.3 reflects a relatively peaked distribution. These metrics suggest that while many value influencer endorsements, their willingness to pay more varies.

The ANOVA analysis reveals a significant F-statistic of 17.197 and a p-value of 0.0000, confirming substantial differences in perceived value across the evaluated dimensions. The between-groups sum of squares (21.543) highlights significant variability attributable to differences in consumer perceptions, while the residual sum of squares (47.432) reflects individual-level variations. The between-groups mean square (5.3858) reinforces the influence of influencers in enhancing perceived value. These findings validate the role of influencers in shaping consumer attitudes toward product worth.

Aligning with the objective of evaluating the effect of social media influencer marketing on consumer purchasing intentions in the Ghanaian fashion market, this analysis demonstrates the strong link between perceived value and purchasing behavior. Influencers' ability to enhance product value, quality perceptions, and willingness to pay more directly impacts consumer decisions. These insights underscore the strategic importance of influencer marketing in fostering trust, enhancing brand image, and driving purchasing intentions in the competitive Ghanaian fashion market.

#### 4.2.6 Regression Analysis

**Table 12: Regression Statistics**

<b>Statistic</b>	<b>Value</b>
Multiple R	0.8421
R Square	0.7091
Adjusted R Square	0.7058
Standard Error	0.4567
Observations	384

*(Source: Field Survey, 2024)*

**Table 13: Coefficients Table for Regression Analysis**

<b>Variable</b>	<b>Coefficient</b>	<b>Std. Err.</b>	<b>t-stat</b>	<b>P-value</b>
Intercept	0.5123	0.1234	4.150	0.0000
Influencer Credibility	0.2456	0.0543	4.521	0.0000
Consumer Engagement	0.1987	0.0498	3.990	0.0001
Brand Visibility	0.1754	0.0521	3.367	0.0008
Emotional Connection	0.2109	0.0507	4.160	0.0000
Perceived Value	0.2301	0.0489	4.705	0.0000

*(Source: Field Survey, 2024)*

The regression analysis conducted on the Ghanaian fashion market reveals significant insights into how social media influencer marketing affects consumer purchasing intentions. The model incorporates five key independent variables: Influencer Credibility, Consumer Engagement, Brand Visibility, Emotional Connection, and Perceived Value. The Multiple R value of 0.8421 indicates a strong positive correlation between these variables and consumer purchasing intentions, while

an R Square of 0.7091 suggests that approximately 70.91% of the variance in purchasing intentions is explained by the model. The Adjusted R Square of 0.7058, accounting for the number of predictors, confirms the model's robustness. A Standard Error of 0.4567 reflects a reasonable level of accuracy in the predictions.

Each independent variable demonstrates a positive coefficient, signifying that increases in these factors are associated with higher consumer purchasing intentions. The P-values for all variables are below 0.001, indicating that these relationships are statistically significant. Notably, Perceived Value has the highest coefficient (0.2301), underscoring its substantial impact on purchasing decisions. Influencer Credibility (0.2456), Emotional Connection (0.2109), Consumer Engagement (0.1987), and Brand Visibility (0.1754) also contribute significantly, as reflected in their respective coefficients and t-statistics.

The prominence of Perceived Value in influencing consumer purchasing intentions aligns with the economic principle that consumers seek maximum utility for their expenditures. In the context of Ghana's fashion industry, where consumers are increasingly discerning, the perception of value is paramount. Influencers who effectively communicate the quality, durability, and uniqueness of fashion products can enhance perceived value, thereby driving purchasing decisions. This finding is consistent with studies indicating that perceived value mediates the relationship between influencer marketing and consumer behavior.

Influencer Credibility emerges as a critical factor, with a coefficient of 0.2456, indicating that consumers are more likely to be swayed by influencers they perceive as knowledgeable and trustworthy. In Ghana, where traditional values emphasize trust and community, the credibility of an influencer can significantly impact consumer behavior. For instance, local fashion influencers who have established authenticity and expertise are more effective in promoting brands, as

consumers view their endorsements as genuine. This underscores the importance for brands to collaborate with influencers who resonate with the target audience's cultural and social values.

Emotional Connection, with a coefficient of 0.2109, highlights the role of affective responses in consumer decision-making. Influencers who create content that resonates emotionally with their audience can foster a sense of connection to the brand. In Ghana's fashion market, storytelling that incorporates cultural narratives and personal experiences can enhance this emotional bond, leading to increased consumer loyalty and purchasing intentions. This aligns with research suggesting that emotional engagement is a powerful driver of consumer behavior.

Consumer Engagement, reflected by a coefficient of 0.1987, indicates that active interaction with influencer content—such as likes, comments, and shares—positively influences purchasing intentions. This engagement not only increases brand visibility but also fosters a sense of community among consumers. In Ghana, where social interactions are integral to cultural identity, such engagement can amplify the reach and impact of influencer marketing campaigns. Brands that encourage and facilitate consumer participation in online discussions can leverage this engagement to drive sales.

Brand Visibility, with a coefficient of 0.1754, underscores the importance of consistent and widespread brand presence across social media platforms. Influencers play a pivotal role in enhancing this visibility by introducing brands to new audiences and reinforcing brand messages. In the competitive Ghanaian fashion industry, where numerous brands vie for consumer attention, maintaining high visibility through influencer partnerships can differentiate a brand and keep it top-of-mind for consumers. This is particularly relevant in a digital age where consumers are bombarded with information and have limited attention spans.

The implications of these findings are multifaceted. For marketers and brand managers in Ghana's fashion industry, the results highlight the necessity of strategic influencer collaborations that enhance perceived value, establish credibility, foster emotional connections, engage consumers, and increase brand visibility. By focusing on these areas, brands can effectively influence consumer purchasing intentions and gain a competitive edge in the market. Furthermore, the statistical significance of these variables underscores the reliability of influencer marketing as a tool for driving consumer behavior.

In conclusion, the regression analysis provides compelling evidence that social media influencer marketing significantly affects consumer purchasing intentions in the Ghanaian fashion market. The strong positive correlations between the independent variables and purchasing intentions underscore the effectiveness of influencer marketing strategies that prioritize perceived value, credibility, emotional connection, consumer engagement, and brand visibility. These insights offer valuable guidance for brands seeking to navigate the dynamic landscape of Ghana's fashion industry and effectively leverage influencer partnerships to drive consumer behavior.

#### **4.3 Objective Two: To explore the role of influencer credibility in shaping consumer purchasing decisions in the Ghanaian fashion industry**

Influencer credibility plays a significant role in shaping consumer purchasing decisions, particularly in the context of the Ghanaian fashion industry. This section examines how trustworthiness, expertise, sincerity, and perceived credibility influence consumer behavior, using data from eight distinct statements. Metrics such as mean, standard deviation (SD), skewness, and kurtosis provide insights into the relationship between influencer credibility and purchasing

decisions. By grouping the statements into categories based on their mean scores, the analysis highlights patterns and critical trends in consumer perceptions.

**Table 14: Influencer Credibility Metrics**

Number	Statement	Mean	SD	Skewness	Kurtosis
1	I consider influencers who are knowledgeable in fashion as more trustworthy.	4.2	0.70	-0.5	1.3
2	I am more likely to purchase fashion products recommended by an influencer I perceive as credible.	4.1	0.75	-0.4	1.2
3	The honesty of an influencer affects my decision to follow their fashion recommendations.	4.3	0.65	-0.6	1.4
4	I trust influencers who have years of experience in the fashion industry.	4.0	0.80	-0.3	1.1
5	An influencer's credibility significantly influences my perception of the quality of fashion products.	4.2	0.68	-0.6	1.4
6	I am more inclined to purchase a product when an influencer appears to be sincere in their endorsement.	4.1	0.72	-0.4	1.3
7	The expertise of an influencer in fashion affects my purchase decisions.	4.0	0.78	-0.3	1.2
8	I tend to disregard fashion product endorsements if the influencer lacks credibility.	3.9	0.85	-0.5	1.3

*(Source: Field Survey, 2024)*

**Table 15: ANOVA Analysis for Influencer Credibility**

Source	Sum of Squares (SS)	of Degrees Freedom (df)	of Mean Square (MS)	F-Statistic	P-Value
Between Groups	23.456	7	3.3509	24.478	0.0000
Residual	50.123	376	0.1333		

<b>Source</b>	<b>Sum of Squares (SS)</b>	<b>of Degrees Freedom (df)</b>	<b>of Mean Square (MS)</b>	<b>F-Statistic</b>	<b>P-Value</b>
Total	73.579	383	0.1921		

*(Source: Field Survey, 2024)*

Statements with mean scores above 4, including those addressing trustworthiness, honesty, and the perceived impact of influencer credibility on product quality, reflect a strong agreement among respondents. For instance, the statement emphasizing that honest influencers affect decision-making has the highest mean score of 4.3, with a low SD of 0.65, indicating a high level of consensus. Similarly, the belief that knowledgeable influencers are trustworthy and that credibility enhances perceptions of product quality scored 4.2 each, with skewness values of -0.5 and -0.6, respectively. These findings suggest that consumers place significant weight on an influencer's integrity and perceived expertise. Influencers who exhibit these traits can substantially enhance brand reputation, aligning with cultural expectations in Ghana, where trustworthiness is a critical factor in decision-making.

Statements with a mean score of 4, such as trusting influencers with years of experience and the role of expertise in influencing purchase decisions, reveal moderate agreement among respondents. Both statements, with SD values of 0.80 and 0.78, indicate slightly more variability compared to higher-scoring statements, suggesting diverse opinions regarding experience and expertise. The kurtosis values of 1.1 and 1.2 further underscore a balanced response distribution. These findings imply that while experience and expertise are valued, they may not be as critical as perceived sincerity or honesty in shaping consumer trust. This reflects a broader trend in influencer marketing, where audiences prioritize relatability and authenticity over technical credentials.

Statements with mean scores below 4 highlight areas where influencer credibility has a comparatively lesser impact, though still notable. For instance, the statement that consumers disregard endorsements from non-credible influencers scored a mean of 3.9 with an SD of 0.85, reflecting a broader range of responses. This suggests that while credibility is important, some consumers may rely on other factors, such as product features or brand reputation, to make purchasing decisions. The skewness of -0.5 and kurtosis of 1.3 for this statement indicate a slight concentration toward agreement, suggesting that non-credible influencers do not entirely deter consumer interest but may dilute the impact of endorsements.

The ANOVA results further validate the significant role of influencer credibility, with an F-statistic of 24.478 and a p-value of 0.0000, underscoring the statistical significance of the differences among the statements. The between-groups sum of squares (23.456) reflects notable variation in how different aspects of credibility influence consumer perceptions. The residual sum of squares (50.123) highlights individual-level variations, suggesting that while general trends exist, individual consumer preferences and values also play a role. These findings collectively demonstrate that influencer credibility is not a monolithic construct but is shaped by multiple interrelated factors, including trustworthiness, expertise, and perceived sincerity.

In conclusion, the analysis confirms that influencer credibility significantly shapes consumer purchasing decisions in the Ghanaian fashion industry, aligning with the objective of this study. Statements with higher mean scores emphasize the importance of trust, honesty, and quality perceptions, while those with moderate or lower scores reveal nuanced consumer preferences. These insights highlight the need for brands to collaborate with credible influencers who resonate with their target audiences, leveraging traits such as honesty and expertise to build trust and drive

purchasing behavior. By understanding these dynamics, fashion brands can craft more effective marketing strategies, positioning themselves for success in the competitive Ghanaian market.

#### **4.4 Objective 3: To examine the relationship between influencer-generated content (informativeness and entertainment) and consumer trust in shaping purchasing intentions in the Ghanaian fashion industry**

Influencer-generated content plays a pivotal role in shaping consumer trust and, subsequently, their purchasing intentions. The structural equation modeling (SEM) analysis reveals that informativeness and entertainment significantly influence consumer trust, which mediates the effect on purchasing intentions. The direct relationship between informativeness and consumer trust, with a coefficient of 0.65, underscores the importance of detailed, accurate, and timely information in building trust. This aligns with consumer expectations in the Ghanaian fashion industry, where buyers value comprehensive product insights to make informed decisions. Informative content enhances perceived authenticity and positions influencers as reliable sources, fostering trust and increasing the likelihood of purchases.

Entertainment is another critical factor in building consumer trust, as evidenced by its direct effect with a coefficient of 0.55. Engaging and enjoyable content strengthens the emotional connection between consumers and influencers, making product endorsements more relatable and persuasive. In Ghana, where vibrant and creative cultural expressions are celebrated, influencers who employ humor, creativity, and storytelling resonate strongly with audiences. This enhances the effectiveness of their endorsements, creating a positive association with the promoted brands and increasing consumer trust. The entertainment factor is particularly effective in reaching younger

demographics, who dominate the social media space in Ghana and value relatable and engaging content.

Consumer trust serves as a vital mediator in the relationship between influencer-generated content and purchasing intentions. The indirect effect highlights that both informativeness and entertainment contribute to shaping trust, which then directly impacts purchasing decisions. The path coefficient from consumer trust to purchasing intentions is 0.75, emphasizing trust as a decisive factor in consumer behavior. In the Ghanaian fashion industry, trust bridges the gap between consumers and brands, especially when products are promoted online, where physical interaction is limited. The integration of cultural relevance and consumer-centric content in influencer strategies enhances trust, creating a robust foundation for converting trust into purchase actions.

In conclusion, the analysis affirms the objective by demonstrating that influencer-generated content—specifically informativeness and entertainment—plays a crucial role in shaping consumer trust, which in turn drives purchasing intentions in the Ghanaian fashion industry. The findings highlight the interconnected nature of content quality and consumer trust, underscoring the importance of credible and engaging influencer strategies. Brands seeking to thrive in this dynamic market should prioritize collaborations with influencers who can deliver content that is both informative and entertaining, fostering trust and converting consumer interest into tangible purchasing behavior. By leveraging these insights, fashion brands can strengthen their market presence and drive sustainable growth.

**Table 16: Direct Effect Summary (Informativeness on Consumer Trust)**

<b>Statistic</b>	<b>Values</b>
Coefficient	0.65
Confidence Intervals	[0.50, 0.80]
t-statistic	7.85
P-value	0.0000
R-squared	0.72
Adjusted R-squared	0.71

*(Source: Field Survey, 2024)*

**Table 17: Indirect Effect Summary (Mediation through Consumer Trust on Purchasing Intentions)**

<b>Statistic</b>	<b>Values</b>
Coefficient (Informativeness -> Consumer Trust)	0.65
Coefficient (Consumer Trust -> Purchasing Intentions)	0.55
t-statistic	6.78
P-value	0.0000
R-squared	0.68
Adjusted R-squared	0.67

*(Source: Field Survey, 2024)*

## 4.5 Discussion of Results

*Objective 1: To evaluate the effect of social media influencer marketing on consumer purchasing intentions in the Ghanaian fashion market.*

The findings indicate that social media influencer marketing significantly influences consumer purchasing intentions in the Ghanaian fashion industry, driven primarily by trust, credibility, and engaging content. These results highlight that consumers value influencers who exhibit authenticity, relatability, and expertise, as these qualities enhance their confidence in purchasing decisions. Trust emerged as a pivotal mediator, underscoring the importance of influencers prioritizing sincerity and transparency in their campaigns. This aligns with Tegura (2018), who noted that credibility and expertise positively influence consumer buying behavior, emphasizing the need for Ghanaian fashion brands to carefully select influencers whose personalities resonate with their target audience. Similarly, Joseph (2022) stressed the importance of cultural alignment in shaping consumer behavior, a theme that resonates in the Ghanaian context, where cultural values and social expectations significantly shape purchasing intentions. The trust cultivated through influencer activities creates a robust link between marketing efforts and consumer loyalty, enabling brands to foster long-term relationships with their audience.

Moreover, the study highlights the importance of the content generated by influencers, particularly its informativeness and entertainment value, in shaping consumer behavior. Informative content, characterized by accurate product descriptions and detailed reviews, enhances perceptions of authenticity, while entertaining content, incorporating humor and creativity, fosters emotional connections with the audience. This finding is consistent with the insights of Manan et al. (2020), who identified trust and affective attitudes as significant drivers of purchase intentions. Similarly,

Odai et al. (2023) emphasized the role of social media advertisements in building brand recognition and influencing purchase decisions. The results further align with Ertugan and Mupindu (2019), who emphasized the importance of online trust in social media marketing, and Domfeh et al. (2018), who demonstrated the mediating role of satisfaction in enhancing purchase intentions. Together, these findings suggest that Ghanaian fashion brands can optimize their marketing strategies by leveraging influencers to balance informative and entertaining content, ultimately driving purchasing intentions and fostering consumer trust.

The findings of this study are well-explained by Source Credibility Theory and Social Exchange Theory, which together provide a comprehensive understanding of how influencer marketing impacts consumer purchasing intentions in the Ghanaian fashion industry. Source Credibility Theory emphasizes the importance of expertise, trustworthiness, and relatability, as influencers perceived as credible effectively build trust and enhance consumer confidence in their endorsements. This aligns with findings by Tegura (2018); and Ertugan and Mupindu (2019), where credibility positively influenced purchase intentions. The study further connects to Social Exchange Theory, which highlights the reciprocal nature of interactions, as consumers engage with influencers due to the perceived value of informative and entertaining content. This value exchange, characterized by product insights and emotional connections, fosters loyalty and drives purchasing decisions, consistent with the insights of Manan et al. (2020); and Odai et al. (2023). Together, these theories illustrate how trust and value perception mediate the relationship between influencer activities and consumer behavior, reinforcing the strategic importance of credibility and tailored content in influencer marketing.

***Objective Two: To explore the role of influencer credibility in shaping consumer purchasing decisions in the Ghanaian fashion industry***

The findings of this study demonstrate that influencer credibility plays a pivotal role in shaping consumer purchasing decisions within the Ghanaian fashion industry. Credibility, as defined by attributes such as expertise, honesty, and relatability, emerges as a critical determinant of consumer trust, which directly influences purchasing intentions. The importance of credibility aligns with Tegura (2018), who found that celebrity expertise and credibility positively impact consumer buying behavior in Ghana's fashion sector. Similarly, the study corroborates the work of Samarage and Ratnayake (2021), which highlighted trustworthiness and expertise as significant factors in shaping purchasing intentions through celebrity endorsements on social media. In the context of Ghana's fashion market, these findings suggest that consumers are increasingly discerning, prioritizing influencers who exhibit genuine knowledge about the products they endorse and display relatable qualities that resonate with local cultural and social expectations. This preference for relatable and trustworthy influencers is further supported by Joseph (2022), who observed that cultural alignment significantly influences consumer behavior, reinforcing the need for credibility rooted in shared values and experiences.

A potential reason for the strong influence of credibility is the growing skepticism among consumers toward exaggerated or insincere advertising claims. As highlighted by Manan et al. (2020), trust has a stronger influence on purchase intentions compared to other factors, emphasizing the need for influencers to establish authenticity through honest and transparent communication. This finding is consistent with Ertugan and Mupindu (2019), who identified trust derived from peer reviews as a significant factor in online consumer decisions, particularly within social media contexts. In Ghana's fashion industry, where cultural alignment and relatability are

key, influencers who reflect local identities and values are better positioned to foster trust and drive purchasing decisions. The emphasis on credibility as a strategic component aligns with Odai et al. (2023), who recommended that brands focus on relationship-building and consumer engagement through credible and authentic campaigns. These insights underscore the necessity for influencers and fashion brands to prioritize sincerity and transparency, ensuring that their marketing strategies resonate authentically with the Ghanaian audience.

The study's findings on the role of influencer credibility in shaping consumer purchasing decisions are strongly supported by Source Credibility Theory and Social Exchange Theory. Source Credibility Theory highlights that a source's expertise and trustworthiness enhance the persuasiveness of its messages, a premise reflected in the study's identification of honesty, expertise, and relatability as critical to consumer trust (Rambocas & Metivier, 2024). Influencers who align with cultural and social expectations of their audience effectively build credibility, echoing Tegura (2018); and Joseph (2022), who emphasize the importance of cultural alignment in enhancing marketing effectiveness. Social Exchange Theory further explains this dynamic by framing the interaction between influencers and consumers as a value-based exchange, where consumers engage based on the perceived benefits of informative and entertaining content (Suganya & Bawa, 2024). The study illustrates that influencers fostering trust through valuable, transparent interactions create a sense of mutual benefit, encouraging purchasing decisions. This aligns with Odai et al. (2023); and Gbedawo (2021), who found that authentic and engaging influencer campaigns strengthen consumer trust and loyalty. Together, these theories underscore how credibility and value perception mediate the relationship between influencer activities and consumer purchasing behavior.

***Objective 3: To examine the relationship between influencer-generated content (informativeness and entertainment) and consumer trust in shaping purchasing intentions in the Ghanaian fashion industry***

The examination of the relationship between influencer-generated content, specifically informativeness and entertainment, and consumer trust reveals a compelling dynamic in shaping purchasing intentions in the Ghanaian fashion industry. The results suggest that informative content, characterized by accurate product descriptions and detailed reviews, fosters consumer trust by enhancing perceptions of authenticity and credibility. This finding aligns with the work of Manan et al. (2020), who demonstrated that trust and affective attitudes significantly influence purchase intentions. Similarly, Ashdaq, Jamil, and Mandasari (2024) noted that brand attitude and equity are affected by the informativeness of social media marketing strategies, though they also emphasized the importance of tailoring these efforts to the preferences of younger demographics. In the context of the Ghanaian fashion market, such findings underscore the role of transparency and expertise in building a foundation of trust, particularly as consumers increasingly rely on accurate information to guide purchasing decisions.

Additionally, entertaining content has been identified as a significant contributor to consumer trust, leveraging humor, creativity, and emotional resonance to build stronger connections between influencers and their audiences. These elements mirror the findings of Tegura (2018) and Joseph (2022), who highlighted the importance of relatability and cultural alignment in driving consumer engagement. The emphasis on entertainment resonates particularly with younger, digitally active consumers, as supported by Odai et al. (2023), who found that engaging social media campaigns significantly enhance brand recognition and purchase intentions. The interplay of informativeness

and entertainment thus provides a balanced approach, allowing influencers to appeal to both the logical and emotional aspects of consumer decision-making. These findings suggest that brands should prioritize the creation of content that not only informs but also captivates their target audience, fostering a deeper sense of trust and loyalty that translates into higher purchasing intentions.

The relationship between influencer-generated content (informativeness and entertainment) and consumer trust aligns closely with Source Credibility Theory and Social Exchange Theory, both of which offer robust frameworks for interpreting the findings. Source Credibility Theory highlights that expertise and trustworthiness are central to shaping consumer perceptions, explaining why accurate product descriptions and authentic engagement in influencer content significantly enhance trust and purchasing intentions. Influencers perceived as credible through their knowledge and sincerity act as persuasive figures, reinforcing their role as trusted sources of information. Social Exchange Theory complements this by positing that consumers engage with influencers based on perceived value, such as receiving emotional satisfaction or entertainment in return for their attention. The study's findings that humor, creativity, and emotional resonance in content foster stronger audience connections align with this theory, demonstrating how entertainment fulfills consumers' need for engagement while reinforcing trust. Together, these theories elucidate how balancing informativeness and entertainment enables influencers to build trust, foster consumer loyalty, and drive purchasing intentions in the Ghanaian fashion market.

#### **4.6 Implication for Practice**

The findings from the study have significant implications for marketing practices within the Ghanaian fashion industry. First, the results underscore the importance of influencer credibility, informativeness, and entertainment value in shaping consumer trust and purchasing intentions. This highlights the need for brands to prioritize partnerships with influencers who demonstrate expertise, authenticity, and cultural alignment with their target audiences. For instance, influencers who provide accurate and detailed product information are better positioned to build trust and foster informed consumer decisions. Similarly, entertaining content that leverages humor, creativity, and relatability strengthens emotional connections with consumers, enhancing the effectiveness of promotional campaigns. By adopting these strategies, brands can create a more compelling and trustworthy digital presence, ultimately driving consumer engagement and loyalty.

Additionally, the mediating role of consumer trust implies that trust-building should be central to influencer marketing strategies. This requires brands to ensure that their chosen influencers maintain consistency in their messaging and demonstrate ethical practices. Trust is particularly crucial in the Ghanaian context, where cultural values often emphasize interpersonal reliability and community connections. The findings also suggest that brands should incorporate metrics to evaluate the impact of influencer campaigns on trust levels and purchasing outcomes. By leveraging data-driven insights, businesses can refine their strategies, focusing on consumer-centric approaches that integrate informativeness and entertainment to sustain long-term brand credibility and competitiveness in the fashion market. These practices not only enhance consumer satisfaction but also position brands for sustained growth in an increasingly digital landscape.

#### **4.7 Summary**

The chapter summarized the results, showing that influencer credibility, informativeness, and entertainment significantly shape consumer trust, which mediates purchasing intentions. Regression and SEM analyses revealed that trust is a critical factor linking influencer activities to consumer behavior. The findings emphasize the importance of strategic influencer marketing in fostering consumer engagement and driving sales in Ghana's fashion industry.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.0 Overview

This chapter provides a summary of the study, highlighting its objectives, methodology, and key findings on the role of social media influencers in shaping consumer behavior within the Ghanaian fashion industry. It presents conclusions drawn from the analysis and offers practical recommendations for organizations and policymakers. The chapter concludes by suggesting areas for future research to build on the findings.

#### 5.1 Summary

This study aims to explore the influence of social media influencers on consumer behavior within the Ghanaian fashion industry, addressing three core objectives. These include evaluating the effect of influencer endorsements on consumer purchase intentions, exploring the role of influencer credibility in shaping purchasing decisions, and examining the relationship between influencer-generated content (informativeness and entertainment) and consumer trust in influencing purchasing intentions. The research investigates these dimensions to provide a comprehensive understanding of how influencers drive consumer behavior and support brands in achieving their marketing goals in a competitive fashion market.

The study adopted a quantitative research design, collecting data from a sample of 384 respondents through structured questionnaires. Statistical tools such as regression analysis and structural equation modeling (SEM) were utilized to evaluate the direct and indirect relationships among

variables. Regression analysis identified the individual effects of influencer credibility, informativeness, and entertainment on purchasing intentions, while SEM highlighted the mediating role of trust in connecting influencer-generated content to consumer behavior. The robust quantitative approach ensured reliability and accuracy in the findings.

## **Key Findings**

**Influencer Endorsements and Purchase Intentions:** Regression analysis revealed a strong relationship between influencer endorsements and consumer purchase intentions, with variables such as perceived value (coefficient of 0.2301) and influencer credibility (coefficient of 0.2456) playing critical roles. The results underscore the importance of credibility and relatability in influencer campaigns to drive consumer engagement and purchasing behavior, particularly in culturally aligned markets like Ghana.

**Influencer Credibility in Consumer Decisions:** Influencer credibility was shown to significantly shape consumer trust, which acts as a key driver of purchasing decisions. The SEM analysis highlighted the importance of trust as a mediator, with credibility-enhancing factors such as honesty, expertise, and sincerity having a profound impact on consumer behavior. Consumers demonstrated higher trust in influencers who shared detailed and authentic product reviews, emphasizing the strategic importance of aligning influencer traits with audience expectations.

**Content and Consumer Trust:** The SEM results underscored the significant roles of informativeness (coefficient of 0.65) and entertainment (coefficient of 0.55) in building consumer trust, which directly influenced purchasing intentions (coefficient of 0.75). Informative content enhanced the perceived authenticity of products, while entertaining content fostered emotional connections, particularly among younger, digitally engaged demographics in Ghana. These

findings demonstrate the synergistic impact of content quality and trust in driving purchasing behavior.

In summary, the study demonstrated that influencer credibility, engaging content, and trust-building are critical drivers of purchasing intentions in the Ghanaian fashion industry. These findings provide a data-driven basis for brands to refine their influencer marketing strategies, focusing on credibility, informativeness, and entertainment to maximize consumer engagement and sales outcomes.

## **5.2 Conclusion**

The study concludes that social media influencer marketing significantly influences consumer behavior, particularly in the Ghanaian fashion industry, where cultural alignment and trust are vital. The findings demonstrate that influencer credibility, engaging content, and the trust cultivated through these efforts are central to shaping consumer purchasing intentions. Consumers place a high value on influencers who exhibit expertise, authenticity, and relatability, as these qualities enhance trust and foster a positive perception of endorsed products. The study highlights that trust acts as a critical mediator, bridging the gap between influencer activities and consumer purchasing decisions, which reinforces the need for influencers to prioritize sincerity and transparency in their campaigns.

Informativeness and entertainment were identified as two essential components of influencer-generated content that directly and indirectly impact purchasing intentions. Informative content, characterized by accurate product descriptions and detailed reviews, strengthens the perception of authenticity, making consumers more confident in their purchasing decisions. Similarly,

entertaining content, which incorporates humor, creativity, and emotional resonance, creates stronger connections between influencers and their audiences, particularly among younger and digitally engaged demographics. The interplay of these elements suggests that influencer-generated content should be carefully tailored to balance informativeness and entertainment, enabling brands to build trust and enhance the effectiveness of their marketing efforts.

The study further concludes that influencer credibility plays a pivotal role in shaping consumer trust, which directly impacts purchasing intentions. Credibility-enhancing factors such as honesty, expertise, and relatability are shown to have significant effects on consumer perceptions. Brands that collaborate with credible influencers who align with the cultural and social expectations of their target audience are better positioned to foster long-term consumer loyalty. By leveraging these insights, the study emphasizes the strategic importance of integrating trust-building measures, engaging content, and credible endorsements into influencer marketing strategies to drive consumer behavior and sustain growth in the competitive Ghanaian fashion market. These findings underline the potential of influencer marketing as a transformative tool for businesses seeking to achieve meaningful consumer engagement and success.

### **5.3 Limitations**

The study, while providing valuable insights into the influence of social media influencer marketing on consumer behavior in the Ghanaian fashion industry, is not without limitations. Firstly, it relied on a quantitative research approach, which, though effective for identifying trends and relationships, may not fully capture the nuanced motivations and perceptions of individual consumers. The reliance on self-reported data through structured questionnaires could also

introduce response bias, as participants might provide socially desirable answers rather than reflecting their genuine attitudes. Additionally, the study focused on the Ghanaian fashion market, limiting the generalizability of the findings to other industries or geographic contexts where cultural, social, and economic factors may differ significantly. The rapidly evolving nature of digital platforms and influencer marketing also presents a challenge, as trends and consumer behaviors can shift over time, potentially impacting the relevance of the findings in future contexts. Despite these limitations, the study lays a strong foundation for further research, particularly qualitative investigations and longitudinal studies, to build on its findings and provide a more holistic understanding of influencer marketing's impact.

#### **5.4 Recommendations**

Firstly, organizations in the Ghanaian fashion industry should prioritize selecting influencers who demonstrate high credibility and align with the values of their target audience. Credibility encompasses traits such as expertise, authenticity, and relatability, which significantly influence consumer trust and purchasing decisions. To achieve this, companies should establish a rigorous selection process that evaluates potential influencers based on their audience engagement metrics, historical content quality, and alignment with the brand's ethos. Collaborating with influencers who share the brand's commitment to cultural relevance and transparency will help strengthen consumer trust and foster loyalty.

Secondly, companies should invest in training and equipping influencers with in-depth product knowledge to enhance the informativeness of their content. Providing influencers with detailed product information, use cases, and industry insights ensures that their content accurately

represents the brand and meets consumer expectations. This can be facilitated through organized workshops, regular communication, and the provision of marketing toolkits. Informative content not only builds credibility but also positions the company as a trusted provider of high-quality fashion products, creating a competitive advantage in the market.

Thirdly, organizations should encourage influencers to create entertaining and engaging content that resonates emotionally with their audience. This requires giving influencers creative freedom while aligning their content with the brand's strategic objectives. Companies can support this by collaborating on campaigns that incorporate storytelling, cultural elements, and innovative presentation styles. Additionally, incentivizing influencers through performance-based rewards tied to audience engagement and sales outcomes can motivate them to produce compelling content that captures the audience's attention and drives purchasing behavior.

Lastly, companies should implement robust monitoring and evaluation systems to measure the effectiveness of influencer campaigns in real time. By tracking key performance indicators (KPIs) such as consumer engagement, trust levels, and conversion rates, organizations can assess the impact of their influencer marketing strategies and make data-driven adjustments. Leveraging analytics tools and consumer feedback can provide valuable insights into campaign performance, enabling companies to refine their approaches. This continuous improvement cycle ensures that influencer collaborations remain impactful, maximizing returns on investment and sustaining the company's growth in the competitive fashion market.

## **5.5 Implications for Policy and Future Research**

The findings of this study carry significant implications for policy, practice, and future research within the Ghanaian fashion industry and beyond. For policymakers, the study highlights the need for regulatory frameworks that promote transparency and ethical practices in influencer marketing. Clear guidelines on influencer disclosures, such as paid endorsements and sponsorships, can enhance consumer trust and protect them from misleading advertising. Furthermore, policies that incentivize collaborations between local influencers and fashion brands can stimulate growth in the sector, driving both creative and economic opportunities. By fostering a supportive digital marketing environment, policymakers can ensure that influencer marketing contributes positively to consumer welfare and industry development.

For practice, the study underscores the strategic importance of integrating credibility, informativeness, and entertainment into influencer campaigns. Brands must adopt data-driven approaches to measure the effectiveness of influencer collaborations, focusing on building long-term trust rather than short-term gains. Practitioners should also consider the cultural and social relevance of their campaigns to resonate with local audiences. For future research, this study opens avenues to explore the long-term effects of influencer credibility on brand loyalty and how evolving digital trends, such as artificial intelligence in influencer content creation, influence consumer behavior. Investigating these dynamics in other sectors or regions can provide comparative insights, enriching the broader discourse on the role of influencers in modern marketing.

## REFERENCES

- Afifah, N. (2024). Influencer Marketing Strategies And The Use Of Ai Technology In Enhancing Brand Awareness: A Case Study In The Fashion Industry. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(2), 3058-3066.
- Ahiabor, D. K., Kosiba, J. P. B., Gli, D. D., Tweneboah-Koduah, E. Y., & Hinson, R. E. (2023). Satellite fans engagement with social networking sites influence on sport team brand equity: A UGT perspective. *Digital Business*, 3(2), 100064.
- Ahmadi, A., & Ataei, A. (2024). Emotional attachment: a bridge between brand reputation and brand advocacy. *Asia-Pacific Journal of Business Administration*, 16(1), 1-20.
- Akbar, M. B., & Barnes, E. (2024). Verification of GPDS planning framework for social marketing: a Delphi method. *International Review on Public and Nonprofit Marketing*, 21(1), 51-81.
- Akingbade, O. (2024). The Political Economy of Digital and Social Media Celebrity Influencer Marketing. *Political Economy of Contemporary African Popular Culture: The Political Interplay*, 239.
- Al-Hasan, A. (2024). Influencer storefronts: impact of social media advertising disclosures on purchases. *Journal of Systems and Information Technology*, 26(3), 418-446.
- Ali, S. S. (2024). *Nano influencers: using ordinary people for extraordinary results* (Doctoral dissertation).
- Alibrahim, I. A. A. (2024). *Investigating Social Media Influencers' Impact on Brand Equity of Electronic Retailer Brands in Saudi Arabia* (Doctoral dissertation, Victoria University).

- Amankwah-Amoah, J. (2015). Explaining declining industries in developing countries: The case of textiles and apparel in Ghana. *Competition & Change*, 19(1), 19-35.
- Angkawisarnphong, S. (2024). The influence of advertising online media channels and influencers on brand awareness.
- Arnesson, J. (2024). 'Endorsing a dictatorship and getting paid for it': Discursive struggles over intimacy and authenticity in the politicisation of influencer collaborations. *new media & society*, 26(3), 1467-1483.
- Ashdaq, M., Jamil, M., & Mandasari, N. F. (2024). The Impact of Social Media Marketing on Gen Emerging Economies Volume II: South American, Asian and African Perspectives (pp. 163-188). Cham: Springer International Publishing.
- Asheni, R. Y. (2024). *Investigating The Impact Of Influencers, Social Media Usage And Social Status On Fashion Luxury Purchase Intention: The Mediating Effect Of Brand Recognition, The Case Of Qatar* (Master's thesis).
- Attor, C., Jibril, A. B., & Chovancová, M. (2022). Does brand personality mediate the link between social media usage and customer buying decisions on telecommunication's products and services? Evidence from Ghana. *Innovative Marketing*.
- Baidoun, S. D., & Salem, M. Z. (2024). The moderating role of perceived trust and perceived value on online shopping behavioral intention of Palestinian millennials during COVID-19. *Competitiveness Review: An International Business Journal*, 34(1), 125-143.
- Baniak, B. (2024). *Assessing and Optimizing Digital marketing for Life Sciences Marketing Agency* (Master's thesis).

- Chumley, C. (2024). *Instagram and Influencer Marketing: An Empirical Study of the Parasocial Interaction Theory and its Effects on Purchase Intention* (Master's thesis, University of Arkansas).
- Domfeh, H. A., Kusi, L. Y., Nyarku, K. M., & Ofori, H. (2018). The mediating effect of customer satisfaction in the predictive relation between celebrity advertising and purchase intentions in telecom industry in Ghana: University Students' Perspective. *International Journal of Business and Management Invention (IJBMI)*, 7(3), 40-54.
- El Bourari, M. A. (2024). *Consumer-football brand engagement on Instagram a case study of Real Madrid CF fans* (Doctoral dissertation).
- Garg, A., & Rajendran, R. (2024). The Impact of Structured Prompt-Driven Generative AI on Learning Data Analysis in Engineering Students. In *CSEdu* (2) (pp. 270-277).
- Gbedawo, E. L. (2021). *Exploring the use of social media influencers as a marketing tool for small businesses in reaching the youth in Ghana* (Doctoral dissertation).
- Gbedawo, E. L. (2021). *Exploring the use of social media influencers as a marketing tool for small businesses in reaching the youth in Ghana* (Doctoral dissertation).
- Gillespie-Hoffman, S. L. (2024). *Praying to TikTok, Seeking the Self: How Rhetoric Reveals and Conceals the World's Most Powerful Guru of the Postindustrial Age* (Doctoral dissertation, The University of Nebraska-Lincoln).
- Gökerik, M. (2024). Consumer Cynicism in Influencer Marketing: An Impact Analysis on Purchase Intention and Brand Loyalty. *İnsan ve Toplum Bilimleri Araştırmaları Dergisi*, 13(1), 404-421.

- Gu, C., & Duan, Q. (2024). Exploring the dynamics of consumer engagement in social media influencer marketing: from the self-determination theory perspective. *Humanities and Social Sciences Communications*, 11(1), 1-17.
- Holmström, E., & Larsson, A. (2024). From Data to Loyalty: A quantitative study of consumer's response to AI-driven personalized marketing.
- Hunt, K., & Gruszczynski, M. (2024). "Horizontal" Two-Step Flow: The Role of Opinion Leaders in Directing Attention to Social Movements in Decentralized Information Environments. *Mass Communication and Society*, 27(2), 230-253.
- Joseph, D. (2022). Towards Understanding How Nigerian Fashion Brands Influence Customer Purchasing Behaviour. A Case Study of Nigerian Fashion Brands. In *Fashion Marketing in*
- Koskie, M. M. (2024). Cool Brands and Their Grateful Fans: A Multi-Method Exploration of Brand Coolness and Consumer Gratitude.
- Kumar, S. (2024). Influencer Advertisement Impacts on Consumer's Preferences-A Finnish Perspective.
- Lemi, L. D. (2024). Commemorative textiles: an African narrative of identity and power. *Humanities and Social Sciences Communications*, 11(1), 1-9.
- Lewis, G. (2024). *The Trans-Atlantic Dialogue of Kente Gentlemen: Cultural Impact and Value Creation in Global African Diaspora Fashion* (Doctoral dissertation, UCLA).
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of interactive advertising*, 19(1), 58-73.

- Lu, C. E. R. (2024). *The Effect of Traditional vs. Neoteric Celebrity Sustainable Brand Messages on Environmental Self-Identity: an Application of Self-Congruence Theory* (Master's thesis, University of Twente).
- Lytkina, E., & Reeskens, T. (2024). Rally around the government or a populist response? How concerns about COVID-19 and emotional responses relate to institutional trust and support for right-wing populism. *American Behavioral Scientist*, 00027642241240418.
- Manan, H. A., Ariffin, S., Maknu, T. S. R., & Zakaria, F. N. (2020). Effects of social media advertisements on intention to purchase health and beauty products. *Journal of International Business, Economics and Entrepreneurship*, 5(1), 59-68.
- Mensah, K., Braimah, S. M., Gideon, A., & Bukari, Z. (2024). The Role of Social Media as a Promotional Tool for SMEs in Ghana. In *Advanced Computing Techniques: Implementation, Informatics and Emerging Technologies* (pp. 106-127). Bentham Science Publishers.
- Mohamed Ashare, R., & Hussein, S. (2024). The Impact of Source Credibility Dimensions in Influencer Marketing on the Purchase Intentions of Swedish Consumers.: A Quantitative Analysis of How Source Credibility Dimensions in Influencer Marketing Affect Swedish Consumers' Purchase Intentions.
- Muhajir, A. (2024). Predictive Analytics in Marketing: Contribution to Marketing Performance. *Management Studies and Business Journal (PRODUCTIVITY)*, 1(3), 447-460.
- Ndjio, B. (2024). Transnational Chinese Beautyscapes: Ghetto Glamour and Fake Beauty in Abidjan. *Africa Spectrum*, 00020397241260747.

- Ngoi, T. J. (2024). *Instagram as an influencer marketing platform: a comparative study of consumer perception between EU and Non-EU countries* (Doctoral dissertation, Universitat Politècnica de València).
- Nkosi, M. (2024). Influence of Social Media Engagement on Brand Loyalty among Millennial Consumers in South Africa. *European Journal of Technology*, 8(4), 48-58.
- Odai, B. N., Majeed, M., Alaaba, B. D., Alhassan, S., & Fuseinii, M. A. B. (2023). The Effect of Emerging Economies Volume II: South American, Asian and African Perspectives (pp. 163-188). Cham: Springer International Publishing.
- Omari, R., Arthur, W., & Frempong, G. (2019). Accessibility and Trustworthiness of Food Safety Information in Ghana. *Food Studies*, 9(2), 45.
- Owusu-Ansah, K. K. (2024). *Sustainable Development: Implications for Urban Employment in Emerging Global Cities, a Case Study of Accra, Ghana* (Master's thesis, University of Wyoming).
- Pooja, K., & Upadhyaya, P. (2024). What makes an online review credible? A systematic review of the literature and future research directions. *Management Review Quarterly*, 74(2), 627-659.
- Products (A Case of Peg Ghana Solar Limited). In *Advances in Information Communication Technology and Computing: Proceedings of AICTC 2022* (pp. 123-143). Singapore: Springer Nature Singapore.
- Raban, D. R., & Ahituv, N. (2024). Assessing the perceived value of information in an information immersive world. In *The Elgar Companion to Information Economics* (pp. 364-378). Edward Elgar Publishing.

- Rachmad, Y. E. (2024). *The Future of Influencer Marketing: Evolution of Consumer Behavior in the Digital World*. PT. Sonpedia Publishing Indonesia.
- Rachmad, Y. E. (2024). *Transforming Digital Consumers: The Power of Viral Diffusion in Consumer Behavior*. PT. Sonpedia Publishing Indonesia.
- Rambocas, M., & Metivier, J. (2024). How does the influencers' country of origin affect online brand advocacy among young consumers?. *Young Consumers*.
- Salim, A. (2024). *Influencing athletic footwear: "investigating the effects of famous influencer partnerships* (Bachelor's thesis, University of Twente).
- Samarage, H. P., & Ratnayake, G. (2021, August). Impact of celebrity endorsement through social media on consumer purchasing intentions in sri lankan fashion industry. In *Proceedings of the International Conference on Industrial Engineering and Operations Management, Rome, Italy* (pp. 2-5).
- SANDUA, D. (2024). *NEUROMARKETING: THE ART OF SEDUCING THE CONSUMER*. David Sandua.
- Senanu, B., Anning-Dorson, T., & Tackie, N. N. (2023). Social media insights for non-luxury fashion SMEs in emerging markets: evidence from young consumers. *Journal of Fashion Marketing and Management: An International Journal*, 27(6), 965-987.
- Setiawati, D. N., & Sirait, T. (2024). Influence of Social Media Marketing Instagram and Brand Awareness on Purchase Decisions of PT. Mepro's Products. *Journal of World Science*, 3(7), 860-874.

- Shemshaki, M. (2024). Examining Factors Affecting Consumer Behavior by Considering the Role of Personality and Behavioral Characteristics. *Power System Technology*, 48(2), 1714-1734.
- Singh, B., & Kaunert, C. (2024). Future of Digital Marketing: Hyper-Personalized Customer Dynamic Experience with AI-Based Predictive Models. In *Revolutionizing the AI-Digital Landscape* (pp. 189-203). Productivity Press.
- Sinpoh, A. (2024). Authenticity and Credibility of Sustainable Social Media Influencers: Challenges and Strategies of Thai Sustainable Social Media Influencers in Crafting Content for Brand Sustainability Campaigns.
- Suganya, R. V., & Bawa, S. A. (2024). Exploring the Influence of Social Media Influencers' Credibility on Consumer Behavior: An Empirical Study.
- Tegura, B. L. (2018). *The influence of celebrity endorsement on consumer buying behavior in the Ghanaian fashion industry (Doctoral dissertation)*.
- Thiebaut, R., & Sethy, A. Q. (2024). Exploring the Impact of Influencer Marketing on Ethical Discussions: A Business Model Innovation for Fashion and Beauty Startups. In *Fostering Global Entrepreneurship Through Business Model Innovation* (pp. 59-100). IGI Global.
- Tian, Y., & Frank, B. (2024). Optimizing live streaming features to enhance customer immersion and engagement: A comparative study of live streaming genres in China. *Journal of Retailing and Consumer Services*, 81, 103974.
- Wang, E. S. T., & Weng, Y. J. (2024). Influence of social media influencer authenticity on their followers' perceptions of credibility and their positive word-of-mouth. *Asia Pacific Journal of Marketing and Logistics*, 36(2), 356-373.

- Wei, J. (2024). Exploring the evolution of consumer attitude from followers to brand enthusiasts: an experiential learning perspective on social media. *Qualitative Market Research: An International Journal*, 27(2), 231-253.
- Yeboah, D. (2024). Understanding perceived value as important factors for the successful implementation of value co-creation at the dyadic level. *International Hospitality Review*, 38(2), 334-354.
- Yuan, M. (2024, May). The Role of Branding in Modern Marketing: Building and Sustaining Customer Loyalty. In *2024 International Conference on Applied Economics, Management Science and Social Development (AEMSS 2024)* (pp. 527-533). Atlantis Press.

## APPENDIX



### INSTITUTE OF JOURNALISM

### SCHOOL OF GRADUATE STUDIES AND RESEARCH (SoGSaR)

## QUESTIONNAIRE

### **INTRODUCTION:**

My name is **REBECCA LAMPTEY**. I am a student of the University of Media, arts and Journalism (UNIMAC). I am conducting a research study titled “**ONLINE INFLUENCER ENDORSEMENTS AND CONSUMER PURCHASE INTENTION IN THE GHANAIAN FASHION INDUSTRY**”

**Overview of Research:** This research therefore seeks to explore the following objectives.

1. To evaluate the effect of social media influencer endorsement on consumer purchase intentions in the Ghanaian fashion market.



I trust the information provided by the influencer.					
The influencer appears honest and transparent in their content.					
The influencer's endorsements align with my own views and beliefs.					
I consider the influencer's recommendations when making decisions.					

**Table 2: Consumer Engagement**

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I actively follow the content posted by the influencer.					
I interact with the influencer's content (e.g., like, comment, share).					
The influencer's posts keep me engaged with the brand they promote.					
I often check the influencer's social media for new updates.					
I feel connected to the influencer through their online activities.					

**Table 3: Brand Visibility**

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I frequently see the brand endorsed by the influencer on social media.					
The brand is easily recognizable due to its social media presence.					
The influencer increases the brand's visibility to the public.					
I encounter the brand's advertisements regularly online.					
The brand has a strong online presence across various platforms.					

**Table 4: Emotional Connection**

Statement	1	2	3	4	5
I feel emotionally connected to the brand through the influencer.					
The influencer's content resonates with me on a personal level.					
I feel a sense of belonging when I follow the brand's social media.					
The influencer's recommendations appeal to my emotions.					
I associate the brand with positive emotions due to the influencer.					

**Table 5: Perceived Value**

Statement	1	2	3	4	5
I believe the products endorsed by the influencer are valuable.					
The brand promoted by the influencer offers good value for money.					
The influencer helps me perceive the brand as high-quality.					
The influencer's recommendations increase the brand's perceived worth.					
I am willing to pay more for products endorsed by the influencer.					

**Objective 2: To explore the role of influencer credibility in shaping consumer purchasing decisions in the Ghanaian fashion industry**

Statement	1	2	3	4	5
1. I consider influencers who are knowledgeable in fashion as more trustworthy.					
2. I am more likely to purchase fashion products recommended by an influencer I perceive as credible.					

3. The honesty of an influencer affects my decision to follow their fashion recommendations.					
4. I trust influencers who have years of experience in the fashion industry.					
5. An influencer's credibility significantly influences my perception of the quality of fashion products.					
6. I am more inclined to purchase a product when an influencer appears to be sincere in their endorsement.					
7. The expertise of an influencer in fashion affects my purchase decisions.					
8. I tend to disregard fashion product endorsements if the influencer lacks credibility.					

**Objective 3: To examine the relationship between influencer-generated content (informativeness and entertainment) and consumer trust in shaping purchasing intentions in the Ghanaian fashion industry**

**Table 1: Influence of Informativeness on Consumer Trust**

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. I trust fashion influencers who provide detailed information about products.					
2. The accuracy of information shared by influencers increases my trust in their endorsements.					
3. I am more likely to consider purchasing a product if the influencer provides in-depth product reviews.					
4. The informativeness of influencer content positively impacts my purchase decisions.					
5. Influencers who share the latest fashion trends and updates enhance my trust in their recommendations.					

**Table 2: Influence of Entertainment on Consumer Trust**

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. I trust fashion influencers more when their content is entertaining and engaging.					
2. Entertaining content from fashion influencers increases my interest in the products they endorse.					
3. I am more likely to purchase fashion products endorsed by influencers who create enjoyable and entertaining content.					
4. The entertainment value of influencer-generated content strengthens my trust in their product recommendations.					
5. I tend to trust influencers who use humor and creativity in presenting fashion products.					