



**ANALYZING THE IMPACT OF INFLUENCER MARKETING ON CONSUMERS:A
CASE STUDY OF TELECEL TELECOMMUNICATIONS NETWORK**

By

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PUBLIC RELATIONS MANAGEMENT**

DECEMBER 2024

DECLARATION BY CANDIDATE

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.

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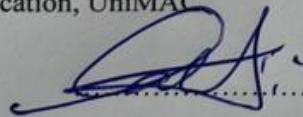
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This Dissertation has been prepared and presented under my supervision according to the guidelines for supervision and formatting of Dissertation laid down by the University of Media, Arts and Communication, UniMAC

Dr. Ike Tandoh



28/11/2024

Supervisor

Signature

Date

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Dr. Ike Tandoh

Supervisor **Signature** **Date**

DEDICATION

I dedicate this project to my family, who have supported me throughout my academic journey, sacrificing precious moments and providing unwavering encouragement. My parents, Novieku Babatunde Gregory and Novieku Babatunde Esther, instilled important values in me that have helped me overcome life's hurdles. I also want to thank my brother, Novieku Babatunde Adeolu, who has motivated me every step of the way.

May this work serve as a reminder of your unwavering support.

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ABSTRACT

Influencer marketing has transformed consumer engagement by leveraging trust and authenticity, particularly in the competitive telecommunications sector. It effectively targets specific niches and reduces perceived risks of new technologies, though challenges like authenticity and shifting preferences persist. The study aims to examine how influencer marketing impacts consumer behaviors, focusing on trust, authenticity, and technological advocacy.

The study employed a quantitative approach with a cross-sectional survey design to assess influencer marketing's impact on consumer behavior in the telecommunications industry. Data was collected from a total population of Telecel subscribers in Ghana, with a stratified random sample of 385 participants. Descriptive and inferential statistics, including multiple regression analysis, were used to analyze the relationships between influencer credibility, message authenticity, and consumer loyalty. The findings provided actionable insights for optimizing influencer marketing strategies.

The study revealed that influencer marketing significantly shaped consumer behavior, brand loyalty, and market engagement for Telecel. Influencer credibility and message authenticity had a strong impact on purchasing decisions. While influencer campaigns improved brand visibility, their effect on direct customer acquisition varied based on the influencer's connection with the audience. The study also highlighted the need for better alignment between influencer content and Telecel's overall marketing strategy. This would enhance consumer trust, engagement, and long-term loyalty. The study recommended that Telecel enhance its influencer selection process, improve the integration of influencer marketing with traditional campaigns, measure the direct impact on customer acquisition, and diversify its approach by including micro-influencers.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

The advent of digital marketing has revolutionized the way companies interact with consumers, paving the way for innovative strategies to influence consumer behavior and preferences. Among these strategies, influencer marketing has emerged as a powerful tool, particularly in the telecommunications sector, which is characterized by intense competition and rapid technological advancements (Rahaman & Bari, 2024). Influencer marketing leverages the reach and credibility of individuals with a substantial online following to promote products, services, or brands, creating a more personalized and direct channel of communication with potential customers. This approach is grounded in the theory of social influence, which posits that individuals' attitudes, beliefs, and subsequent behaviors are shaped by those they perceive as influential or authoritative (Levine, 2024).

Research indicates that consumers are increasingly relying on digital content creators for recommendations on what to buy, which significantly impacts their purchasing decisions (Anisuzzaman, 2024). This shift is particularly pronounced in markets with high levels of brand parity, such as telecommunications, where products and services often have similar quality and price points, making traditional advertising less effective. The unique aspect of influencer marketing lies in its ability to foster trust and authenticity, qualities that are highly valued by today's consumers. Studies have shown that messages conveyed by influencers can enhance consumer trust, which in turn increases the likelihood of purchase (Ermeç, 2022).

The effectiveness of influencer marketing in the telecommunications industry can be attributed to several factors. First, the ability of influencers to reach and engage specific niches allows telecommunications companies to target potential customers more effectively than through traditional mass media channels. Moreover, influencers who use or discuss telecommunications products can provide practical demonstrations of their benefits, thereby reducing the perceived risk associated with new technologies and encouraging trial among consumers (Mahmoud, 2024). This approach aligns with the diffusion of innovations theory, which suggests that the adoption of new technologies is facilitated by observing others' experiences and outcomes with the technology (Straub, 2009).

However, the reliance on influencer marketing also presents challenges. The perceived authenticity of influencers can be compromised if consumers believe that influencers are motivated primarily by financial incentives rather than genuine belief in the endorsed products. This skepticism can diminish the effectiveness of influencer campaigns, particularly when disclosures of paid partnerships are not transparent (Boerman, 2020). Furthermore, the rapid changes in consumer preferences and the dynamics of social media platforms require that telecommunications companies remain agile in their marketing strategies, continually adapting to new trends and technologies to maintain the relevance and effectiveness of their influencer partnerships.

The foundation of this study rests on exploring how influencer marketing impacts consumer behaviors in the telecommunications sector. It will specifically investigate how trust, authenticity, and technological advocacy through influencers affect consumer perceptions and behaviors. This exploration is essential for understanding the strategic value of influencer marketing in an industry driven by frequent technological upgrades and high competition. The theoretical framework of this

research is based on the synthesis of social influence theory and the diffusion of innovations theory, providing a comprehensive lens through which the phenomena can be examined.

As the telecommunications industry continues to evolve, so too does the landscape of marketing strategies. Influencer marketing represents a significant paradigm shift from traditional advertising methods, offering a blend of personalization, authenticity, and technological advocacy that is well-suited to the digital age. By delving into the intricacies of how influencer marketing influences consumer decisions within this context, this study aims to contribute valuable insights into effective marketing strategies in the telecommunications sector, aiding companies in navigating the complex interplay of technology, consumer behavior, and communication.

1.1 Problem Statement

The rapidly evolving telecommunications sector has witnessed significant transformations due to influencer marketing, which employs key personalities in media to enhance brand visibility and consumer engagement. However, existing studies such as those by Hund (2023) and Hund (2019) primarily focus on traditional metrics of customer retention and loyalty, often overlooking the nuanced impacts of influencer marketing in this digital age. While these studies provide insights into the direct and indirect relationships affecting consumer behavior and business performance, there is a notable context gap concerning the specific dynamics of influencer marketing within telecommunications. This gap underscores the need for a targeted analysis of how influencer marketing strategies specifically influence consumer behavior and loyalty in a digitally-centric consumer base.

Moreover, an issue gap exists in the integration of influencer marketing within the overall marketing strategies of telecommunications companies. Research like that by Helme (2023) highlights the critical role of informative advertising in influencing consumer purchasing decisions, yet it does not extend these findings to the realm of influencer marketing, where message authenticity and persona relatability could play even more significant roles. Furthermore, studies such as by Chan (2022) indicate the effectiveness of advertisement frequency and quality in building customer loyalty but fail to connect these elements with the growing use of social media influencers, who can offer a more personalized consumer engagement approach. This gap underscores the need for an examination of how the strategic use of influencers could bridge traditional advertising benefits with modern consumer engagement practices.

In addition to the academic gaps, recent trends in the market indicate specific challenges faced by Telecel in leveraging influencer marketing effectively. Despite the potential benefits, there is evidence suggesting that Telecel's current influencer campaigns may not be fully optimized to achieve the desired market penetration and customer loyalty. Issues such as influencer mismatch, where influencers do not effectively resonate with the intended audience, and lack of clear metrics to measure the impact of such campaigns, are prevalent. This scenario underscores the need for an in-depth study that not only addresses the contextual and issue gaps identified but also tailors its investigation to the unique challenges and opportunities that Telecel faces in optimizing its influencer marketing strategy.

1.2 Aim and Objectives

1.2.0 Aim

The aim of this research is to analyze the impact of influencer marketing on consumer behavior and loyalty within Telecel's telecommunications network.

1.2.1 Objectives

1. To assess how influencer marketing strategies influence consumer purchasing decisions and brand loyalty at Telecel.
2. To examine the integration of influencer marketing into Telecel's overall marketing communications strategy.
3. To evaluate the effectiveness of Telecel's influencer marketing campaigns in achieving desired market penetration and customer engagement.

1.3 Project Significance

The significance of this study emerges from its focus on influencer marketing within the telecommunications sector, an area that is pivotal yet underexplored in contemporary marketing research. As the telecommunications industry continues to experience rapid technological advancements and increased competition, understanding the role of influencer marketing could provide crucial insights for companies like Telecel. This research will offer empirical evidence on how influencer strategies can enhance consumer engagement and loyalty. Such insights are particularly valuable for marketing professionals aiming to refine their strategies to not only attract but also retain customers in a market where consumer preferences are continually evolving.

Further, this study holds potential to illuminate the strategic benefits of effectively integrating influencer marketing within broader marketing frameworks. By examining how influencer marketing is interwoven with traditional marketing efforts, the research can offer strategic guidance on resource allocation and campaign planning. This is particularly important for companies looking to achieve a balanced marketing mix that leverages both traditional and modern digital marketing approaches. Telecel and similar companies can use the findings to optimize their marketing communications strategies, enhancing the overall effectiveness and efficiency of their marketing expenditures.

Lastly, the findings from this study are poised to contribute to the broader discourse on digital marketing practices, providing a template for other companies in the telecommunications sector and beyond. The insights gained could guide not just marketing practitioners but also policymakers and academics in understanding the dynamics of digital influence on consumer behavior. For Telecel, the research could lead to more tailored and impactful marketing approaches that align closely with consumer needs and preferences, thereby improving customer satisfaction and business performance in the competitive telecommunications marketplace.

1.4 Organization of the Study

The study is structured into five chapters to provide a comprehensive analysis of influencer marketing within the telecommunications sector, specifically focusing on Telecel. Chapter One introduces the study, outlining the background, research problem, purpose, and objectives, setting the stage for a detailed investigation. Chapter Two delves into the literature review, presenting existing research on influencer marketing, consumer behavior, and strategic integration in telecommunications, which helps to establish a theoretical framework and identify gaps in current

knowledge. Chapter Three details the methodology, describing the research design, data collection techniques, and analytical methods used to address the research questions. Chapter Four presents the analysis and discussion of the findings, interpreting the data in the context of the established theoretical framework to draw meaningful insights about the impact and integration of influencer marketing. Finally, Chapter Five concludes with a summary of the findings, conclusions drawn from the analysis, and practical recommendations for Telecel and similar companies, suggesting areas for future research to further explore the nuances of influencer marketing in dynamic market environments.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This chapter provides a comprehensive review of the existing literature on influencer marketing, focusing on its integration and impact within the telecommunications sector. It aims to establish a theoretical foundation for the study by examining previous research on consumer behavior and marketing strategies. This review helps to contextualize the current research within the broader academic and industry discussions.

2.1 Definition of Terms

2.1.1 Influencer Marketing.

Influencer marketing has become a pivotal strategy in modern advertising, characterized by its use of key opinion leaders to amplify brand messages across social platforms. This approach harnesses the credibility and persuasive power of influencers, who have cultivated large and often devoted followings, to communicate brand values and product benefits in a relatable and authentic manner (Helme, 2023). The essence of influencer marketing lies in its ability to foster organic interactions between the brand and its target audience, creating a sense of personal recommendation that traditional advertising channels often lack. This method not only enhances brand visibility but also significantly boosts user engagement and loyalty, providing a dual advantage of reach and trust (Yassin, 2024).

The effectiveness of influencer marketing is further magnified by the digital nature of consumer interactions today. Orfanidou (2024) mentioned that social media platforms provide a vast arena

where influencers can share their experiences and opinions about products, directly influencing the purchasing decisions of their followers. This digital word-of-mouth mechanism is crucial in shaping public perception and driving consumer behavior. Moreover, Kumar (2024) emphasized that influencers can tailor their content to align with the nuances of their audiences' preferences, thereby delivering more targeted and impactful marketing messages. This personalized approach helps in bridging the gap between brands and consumers, facilitating a more connected and interactive buying experience.

The strategic implementation of influencer marketing involves careful selection of influencers whose image and audience demographics align with the brand's identity and goals. It requires a deep understanding of various factors such as influencer reach, engagement rates, audience demographics, and the authenticity of their content (Rachmad, 2024). These elements are critical in ensuring that the influencer's promotion resonates well with both the brand's values and the expectations of potential customers. As such, the synergy between a brand and its chosen influencers can significantly determine the success of marketing campaigns, highlighting the need for meticulous planning and execution in influencer marketing strategies (Gómez, 2024).

2.1.2 Brand Engagement

Brand engagement represents the emotional and psychological connection that a consumer develops with a brand, influencing not only purchasing decisions but also loyalty and advocacy. This engagement is cultivated through consistent and meaningful interactions that resonate with the consumers' values and expectations (Marchowska-Raza, 2024). The concept encompasses various forms of interaction, including both digital and physical touchpoints where brands connect with their audience. According to Suryana (2024), effective brand engagement strategies leverage

storytelling, personalized experiences, and responsive customer service to create a strong, lasting bond between the brand and its consumers. This connection is pivotal for building brand equity, as engaged consumers are more likely to become repeat customers and recommend the brand to others.

In today's digital age, social media platforms play a crucial role in fostering brand engagement. Ibrahim and Aljarah (2024) pointed out that they provide brands with tools to create interactive and engaging content that encourages consumers to participate in conversations, share their experiences, and connect with others who have similar interests. This level of interaction enhances the consumer's journey with the brand, making it more memorable and satisfying. Shafique (2024) also noted that brands that succeed in engaging their audience on social media often enjoy higher conversion rates and a more robust online presence. Additionally, Achyrkidou (2024) stated that social media offers invaluable insights into consumer preferences and behaviors, enabling brands to tailor their offerings and communication strategies more effectively to meet the needs of their target audience.

Furthermore, brand engagement is significantly influenced by the authenticity and consistency of the brand's message. According to Maseke (2024), consumers today are more discerning and value transparency and honesty from the brands they support. Therefore, maintaining a consistent brand voice and message across all channels is essential to build trust and credibility. This consistency helps in reinforcing the brand's identity and promise, which are critical components of brand engagement. Brands that can successfully integrate authenticity with innovative engagement strategies are more likely to forge strong relationships with their customers, leading to enhanced customer retention and increased brand loyalty.

2.2 Theoretical Review

2.2.1 Relationship Management Theory

Relationship Management Theory, primarily developed by Ledingham and Bruning in the late 1990s, posits that the central function of public relations is to establish and sustain mutually beneficial relationships between an organization and its stakeholders. This theory emerged from the growing recognition within the field of public relations that interactions with stakeholders are not merely transactional but are integral to the long-term success of an organization (AbuRaya, 2024). This perspective marks a significant shift from earlier models that viewed public relations primarily as a tool for manipulating public opinion to facilitate organizational goals. Relationship Management Theory emphasizes understanding and addressing stakeholder needs and expectations, fostering open communication, and building trust as core components of effective public relations practices (Isaac, 2024). In this way, organizations can enhance their reputation and secure a sustainable competitive advantage by managing relationships more systematically and strategically.

In the context of influencer marketing in the telecommunications industry, Relationship Management Theory underscores the importance of cultivating strong, trust-based connections between the brand and its consumers through influencers. For companies like Telecel, influencers serve as a bridge to reach and engage diverse customer segments by relaying the brand's messages in a more personalized and relatable manner. Rachmad (2024) stated that the application of this theory in the study involves analyzing how influencer marketing can be used to manage public perceptions and build lasting relationships that contribute to consumer loyalty and brand advocacy. To this end, the methodology of this research will involve measuring the quality of relationships formed through influencer campaigns, including levels of trust, commitment, satisfaction, and

mutual control, which are key indicators of relationship health and predictors of long-term relationship outcomes. This approach not only aligns with the relational goals of public relations but also provides a comprehensive framework for assessing the effectiveness of influencer marketing strategies in fostering enduring relationships with consumers.

2.2.2 Social Exchange Theory

Social Exchange Theory, originally articulated by sociologist George C. Homans in the early 1960s, is grounded in the principles of behavioral psychology and posits that human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives. Homans based his theory on the concept that people weigh the potential benefits and risks of social relationships. According to the theory, when the rewards outweigh the costs, people will engage in the relationship and continue it (Hu, 2024). Over time, this theory has been refined and expanded by scholars like Peter Blau and Richard Emerson, who introduced the concepts of reciprocity and negotiated exchange, emphasizing that exchanges are not merely transactions but are integral to building and sustaining relationships within social structures.

In the context of influencer marketing within the telecommunications industry, Social Exchange Theory provides a valuable framework for understanding the dynamics between brands, influencers, and their audiences. For a brand like Telecel, influencer marketing involves not just the exchange of products, information, or money, but also the exchange of social currency such as trust, visibility, and influence. Jyothsna and Kryvinska (2024) mentioned that this theory aids in exploring how these exchanges influence consumer decisions and loyalty. The methodology of the study, guided by this theory, will involve assessing how consumers perceive the costs (such as perceived risk of following the influencer's advice) and benefits (such as gaining insider

information on products) of engaging with influencer content. By applying Social Exchange Theory, the research aims to elucidate the underlying motivations driving consumer engagement and retention, and how Telecel can optimize these exchanges to enhance consumer satisfaction and brand loyalty.

2.2.3 Situational Theory

Situational Theory of Publics, developed by James E. Grunig in the 1980s, is a foundational theory in public relations that categorizes different publics (groups of people) based on their behavior and communication in specific situations. The theory divides publics into three categories: active, aware, and latent, based on their level of information seeking and processing. This division helps organizations tailor their communication strategies effectively (Jacobs, 2023). The core idea is that people's communication behavior is largely determined by the recognition of a problem (problem recognition), the recognition that what happens will affect them personally (constraint recognition), and the belief that they can do something about it (level of involvement). Ju and Dong (2023) cited that Grunig's theory is instrumental in understanding how to communicate with different publics based on their awareness and involvement with issues, allowing organizations to focus their resources where they are most needed and will be most effective.

In the context of this study on influencer marketing in the telecommunications sector, the Situational Theory of Publics can be applied to understand how different segments of Telecel's audience interact with influencer content. For example, active publics who are highly involved and seek out information might respond better to detailed technical content shared by influencers, whereas latent publics might be more receptive to general brand awareness campaigns. The methodology of the research will employ this theory to segment the audience based on their level

of engagement and information seeking behavior regarding Telecel's services and influencer campaigns. This segmentation will allow the study to assess which types of influencer messages are most effective with each segment, aiding Telecel in optimizing their influencer strategies to reach and engage each specific group more effectively. This tailored approach, guided by the Situational Theory of Publics, is crucial for maximizing the impact of communication efforts and building stronger relationships with diverse consumer groups within the market (Cornelissen, 2023).

2.3 Empirical Review

Okyere, Agyapong, and Nyarku (2011) investigated the impact of marketing communications on Vodafone Ghana's sales performance, focusing on how sales are influenced by various communication activities. Employing statistical methods like tables, graphs, and multiple regression analysis, they analyzed the relationship between sales volume and communication tools. Their findings revealed a strong correlation between sales promotion, advertising budgets, and total sales, but an inverse relationship with TV advertisements and a negative association with sponsorship budget. The study concluded that Vodafone was overlooking the total costs of communications and the return on investment, recommending regular evaluations of marketing communications to gauge their effectiveness and anticipated returns.

Poku and Ampadu (2014) explored how advertisements impact customer loyalty in Ghana's telecommunications sector, specifically within the Kumasi Metropolis. They selected a sample of 450 and utilized descriptive and regression analyses alongside correlations via SPSS to analyze the data. The study found a positive correlation between the frequency of advertisement exposure and customer loyalty. It also highlighted that less loyal customers tend to agree with the adequacy

of message content in advertisements, while very loyal customers valued humor and the presence of personalities. Despite a neutral loyalty trend among customers, Vodafone and MTN were perceived as leaders in effective advertising. The researchers suggested increasing advertisement frequency and enhancing message quality to foster loyalty, alongside service improvements.

Amoako et al. (2012) aimed to understand the positive effects of sponsorship on marketing communications performance, utilizing a social survey technique that involved questionnaires for quantitative data collection. Their findings showed that sponsorship significantly boosts brand awareness, preferences, recall, image projection, and goodwill, all contributing to increased sales and organizational value. The study concluded that while sponsorship has a positive impact on marketing communication performance, future research should include sales as a metric for a more comprehensive analysis. This suggests that sponsorship is a beneficial strategy for firms looking to enhance their marketing communication efforts and organizational value.

Addeh et al. (2022) conducted a study to understand the role of branding on consumer purchasing behaviors within the Ghanaian telecommunications sector, focusing on the impact of advertising. Utilizing questionnaires to gather data from a diverse group of male and female clients, subscribers, and company managers, their research revealed that informative advertising significantly influences consumer purchasing decisions by providing valuable information that aids in decision-making. The findings underscored the importance of brand image in purchasing decisions, especially for new consumers, and highlighted the need for telecommunications companies in Ghana to enhance their services, innovate, and differentiate. The study recommended that these companies should improve their networks to align with customer interests and expectations.

Mahmoud and Hinson (2012) set out to explore the collective effect of market orientation, innovation, and corporate social responsibility (CSR) on the performance of businesses, specifically within Ghana's telecommunications sector. Through a quantitative study involving a questionnaire survey targeting marketing managers and executives, they applied regression analysis to test hypotheses derived from literature on marketing, strategy, and corporate citizenship. Their findings revealed that a firm's market orientation and its commitment to CSR significantly contribute to innovation, which, in turn, enhances business performance. Additionally, market orientation directly influences CSR, serving as a mediator for its impact on business performance. The study advises future research to incorporate longitudinal methods and broader stakeholder perspectives, while highlighting the practical implication that innovation and CSR are crucial for converting market orientation into effective business strategies.

Ofori, Boakye, and Narteh (2018) investigated the determinants influencing customer loyalty to 3G mobile data service providers in a sub-Saharan African emerging market, amidst the intensifying competition introduced by the advent of fourth-generation services in Ghana. Utilizing data from 235 users of third-generation mobile data services, they applied partial least square – structural equation modelling to analyze the impact of service quality on trust and satisfaction, and subsequently on loyalty. Their analysis revealed significant relationships between service quality and both trust and satisfaction, which in turn influenced loyalty. Interestingly, while corporate image significantly affected trust, it did not have a notable impact on satisfaction or loyalty. The study provides insights for mobile data service providers on enhancing customer retention and loyalty strategies to boost market share and profitability.

Mahmoud, Hinson, and Adika (2018) explored the influence of trust, commitment, and conflict handling on customer retention in the mobile telecommunications industry, guided by the

principles of relationship marketing theory. Employing a cross-sectional survey and a structured questionnaire, they collected data from users of mobile telecommunication services. Their analysis highlighted that conflict handling had a significant direct impact on customer retention, whereas both trust and conflict handling significantly affected customer satisfaction directly. Furthermore, trust and conflict handling indirectly influenced customer retention through customer satisfaction. The researchers advised that to enhance customer satisfaction and retention, managers should focus on resolving complaints effectively and building a trustworthy relationship with their customers.

The empirical literature reviewed offers critical insights into various marketing strategies within the telecommunications sector, highlighting the multifaceted nature of consumer behavior and brand engagement. Okyere, Agyapong, and Nyarku (2011) demonstrated the significant impact of sales promotions and advertising budgets on sales performance, while pointing out the inefficiencies in TV advertisements and sponsorship budgets. Poku and Ampadu (2014) emphasized the importance of advertisement frequency and content quality in fostering customer loyalty, underlining the value of humor and personalities in advertisements. Amoako et al. (2012) underscored the positive effects of sponsorship on brand awareness and organizational value, suggesting the need for a comprehensive analysis that includes sales metrics. Addeh et al. (2022) focused on the critical role of informative advertising in shaping consumer purchasing decisions, advocating for enhanced service delivery and innovation by telecommunications companies. Mahmoud and Hinson (2012) highlighted the synergistic effects of market orientation, innovation, and CSR on business performance, advocating for broader stakeholder perspectives and longitudinal research.

The review also revealed several gaps that this study aims to address. Despite the recognition of the importance of influencer marketing, there is limited empirical research specifically examining its impact on consumer behavior and brand loyalty in the telecommunications sector. Additionally, the integration of influencer marketing within the overall marketing strategies of telecommunications companies remains underexplored. This study seeks to fill these gaps by providing a detailed analysis of how influencer marketing strategies influence consumer purchasing decisions and brand loyalty at Telecel. Through this contribution, the research aims to offer valuable insights for marketing professionals and academics, enhancing the understanding of effective marketing practices in a rapidly evolving digital landscape.

2.4 Conceptual Review

2.4.1 Influencer Credibility

Influencer credibility is a cornerstone concept in influencer marketing, emphasizing the trust and authority that influencers must possess to effectively sway their audience's purchasing decisions. Kim and Yoon (2023) highlighted that the perceived expertise and trustworthiness of influencers significantly impact the effectiveness of their endorsements. These attributes make followers more receptive to the messages conveyed, enhancing the persuasive power of marketing communications. Similarly, Hsieh (2023) found that an influencer's credibility can amplify consumer responses to product endorsements, particularly when the influencer's image aligns well with the product's brand identity. This alignment helps to create a seamless and authentic marketing message that resonates more deeply with the audience.

Further studies explore the multifaceted nature of influencer credibility. For instance, Shoenberger and Kim (2023) demonstrated that both the perceived authenticity of influencers and their

similarity to the audience play crucial roles in determining their credibility. The study suggested that audiences are more likely to trust influencers who they perceive as genuine and relatable, which in turn enhances the effectiveness of their promotional content. Additionally, Helme (2023) explored how the consistency of an influencer's content over time contributes to building a credible reputation, indicating that long-term consistency can lead to stronger trust bonds with followers. These studies collectively underline the importance of credibility in influencer marketing, pointing to it as a critical factor that telecommunications companies like Telecel should consider when selecting influencers to ensure that their marketing campaigns achieve the desired impact on consumer behavior and brand loyalty.

2.4.2 Message Authenticity

Message authenticity in marketing refers to the genuine expression of an influencer's true opinions and feelings about a product, which significantly affects consumers' trust and their willingness to engage with the brand. Safeer and Liu (2023) explored how the perceived authenticity of a message enhances consumer trust and loyalty, especially in online environments where skepticism towards advertising is high. They found that audiences are more likely to engage with and react positively to marketing content that feels genuine rather than overly curated or commercial. Similarly, Rao Hill and Qesja (2023) established that authenticity could be perceived through the influencer's sincerity and the originality of the message, which in turn greatly enhances the effectiveness of social media marketing.

Further research by Deutsch (2023) supports the view that the authenticity of a message boosts its persuasiveness, demonstrating that users of social media platforms tend to favor recommendations that are perceived as honest and unbiased. This finding was echoed in studies by Han (2023), who

noted that authenticity not only affects immediate engagement but also long-term brand loyalty. Meanwhile, Brüns and Meißner (2023) highlighted that the perceived authenticity of influencers' messages could mitigate the effects of advertising avoidance, a common issue in digital marketing spaces. These studies collectively suggest that telecommunications companies such as Telecel could benefit significantly from leveraging influencers who are not only credible but also genuinely enthusiastic about the brand, thus ensuring their messages resonate more authentically with the target audience.

2.4.3 Audience Engagement

Audience engagement encompasses the active interactions and emotional connections that consumers form with a brand through various content forms, such as social media posts, blogs, and videos. This engagement is often measured by metrics like likes, shares, comments, and the overall time spent on content, which indicate the audience's interest and involvement with the brand. Basri (2023) found that content authenticity and relevance significantly increase engagement levels, as they resonate more deeply with the audience's interests and needs. Similarly, Yoo (2023) highlighted that interactive and visually appealing content tends to receive higher engagement rates, suggesting that the way information is presented is crucial for attracting and maintaining audience interest.

In the context of telecommunications, where the market is saturated and consumer choices are vast, engagement can serve as a differentiator. Studies by Ahmadi and Ataei (2024) and Rachbini (2023) have shown that engagement not only enhances brand recall but also improves the likelihood of brand advocacy among consumers. Additionally, Lim and Jiang (2024) examined the impact of engagement on consumer loyalty and found a direct correlation between how

interactively a brand communicates with its audience and the strength of consumer loyalty. These findings suggest that for companies like Telecel, developing strategies that foster higher audience engagement can lead to stronger consumer relationships and increased brand loyalty, making engagement a key focus area in their marketing strategies.

2.4.4 Brand Visibility

Brand visibility refers to the extent to which a brand is noticeable or recognizable within any given market through various forms of presence, such as advertising, public relations, and digital content across multiple platforms. Studies by Anand (2023) demonstrate that high visibility can significantly increase a brand's market share by ensuring that it is top of mind for consumers at the point of purchase decision-making. Further, More (2023) highlighted that in the digital age, social media plays a pivotal role in enhancing brand visibility. Their research suggests that strategically crafted social media content that aligns with the brand's core values and meets the audience's expectations can dramatically boost visibility and foster deeper customer relationships.

Further extending the discourse, Glaser (2024) examined how multimedia content across diverse platforms increases brand visibility and attracts more consumer engagement compared to single-medium content strategies. Similarly, Hangasjärvi (2024) explored how cross-media advertising, involving coordinated campaigns across various media channels, can enhance brand recall and visibility. Their findings indicate that integrating traditional media and digital platforms in a complementary manner maximizes the reach and effectiveness of marketing campaigns. This approach is particularly relevant for telecommunications companies like Telecel, which operate in highly competitive markets where brand visibility can determine market dominance. Therefore,

adopting a holistic and strategic approach to increase visibility across multiple touchpoints is crucial for maintaining relevance and enhancing consumer perception in the digital age.

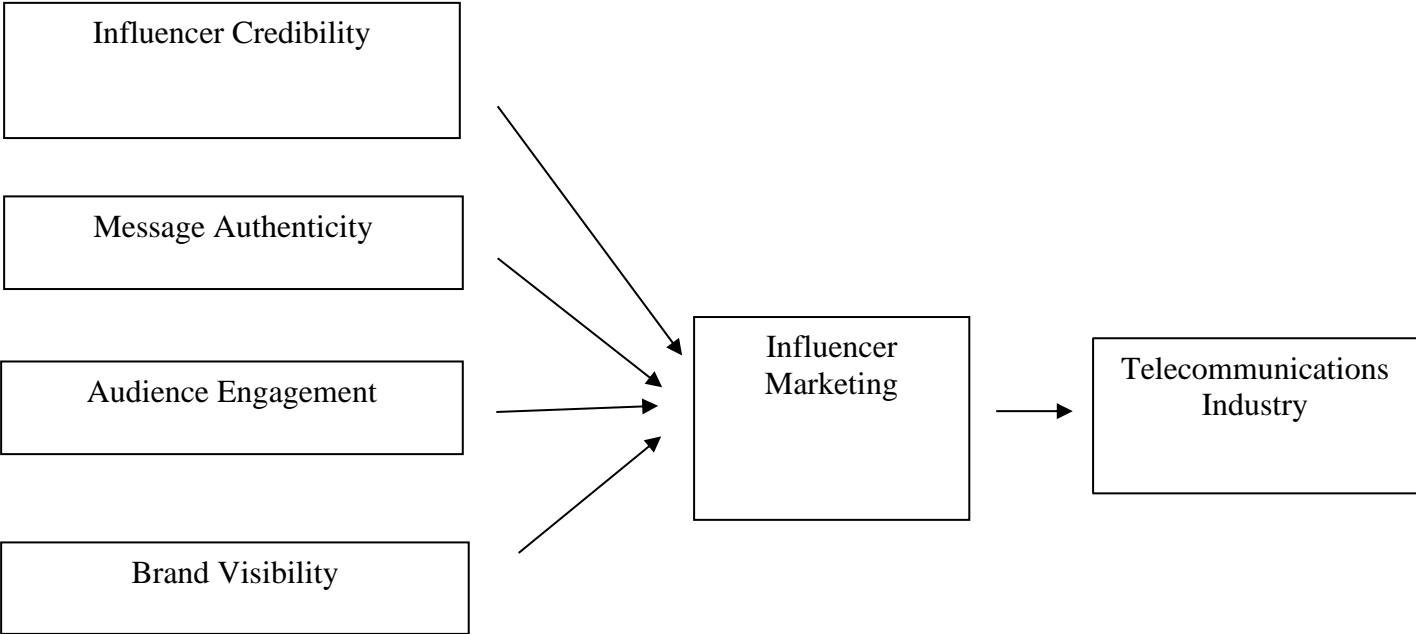


Figure 1: Conceptual Framework (Author’s Construct, 2024)

In the conceptual framework of this study, the interlinking factors of influencer credibility, message authenticity, audience engagement, and brand visibility collectively enhance the effectiveness of influencer marketing in the telecommunications industry. Influencer credibility establishes trust, which is augmented by the authenticity of their messages, thereby increasing audience engagement. This engagement, in turn, boosts brand visibility across digital platforms, facilitating a cycle that promotes sustained consumer interest and loyalty. Together, these dynamics drive the strategic objective of leveraging influencer marketing to strengthen consumer relationships and improve brand perception for Telecel.

2.5 Hypothesis Development

H1: Influencer credibility positively impacts consumer purchasing decisions. The credibility of an influencer is a key determinant in how their audience perceives their endorsements. When influencers are seen as knowledgeable, trustworthy, and relatable, their recommendations are more likely to be taken seriously by consumers. This trust translates into higher levels of confidence in the products or services being promoted, leading to an increased likelihood of purchase. Consumers are more inclined to follow the advice of credible influencers because they believe these influencers are providing honest and well-informed opinions.

H2: Message authenticity enhances brand loyalty among consumers. Authentic messages from influencers resonate more deeply with audiences, fostering a sense of genuine connection with the brand. When consumers perceive that influencers genuinely use and appreciate the products they endorse, it reduces skepticism and builds a stronger emotional bond. This authenticity helps in creating a loyal customer base that feels valued and understood by the brand, thus reinforcing their commitment and preference over competitors.

H3: Higher levels of audience engagement lead to increased brand visibility. Engaged audiences are more likely to share, comment, and interact with content, thereby amplifying its reach. When influencer content garners high levels of engagement, it boosts the brand's presence on social media platforms and other digital channels. This increased interaction not only enhances brand visibility but also signals to potential consumers that the brand is active and popular, further driving awareness and interest.

H4: Effective integration of influencer marketing into overall marketing strategy improves consumer retention. Integrating influencer marketing with other marketing efforts ensures a cohesive and comprehensive approach that maximizes impact. When influencer campaigns are

aligned with the brand's broader marketing strategies, they reinforce key messages and create a consistent consumer experience. This integration helps in maintaining ongoing consumer interest and engagement, leading to higher retention rates as consumers continue to feel connected to and engaged with the brand over time.

H5: Trust in influencers mediates the relationship between influencer marketing and consumer loyalty. Trust acts as a crucial mediator in the relationship between influencer marketing and consumer loyalty. When consumers trust influencers, they are more likely to internalize and act on their recommendations, leading to repeated purchases and ongoing loyalty to the brand. This trust-based relationship is essential for converting initial interest sparked by influencer marketing into long-term consumer loyalty.

2.6 Summary

This chapter provided a detailed conceptual review, explaining key terms like influencer credibility and brand engagement to set the foundation for understanding influencer marketing's impact in telecommunications. The theoretical review discussed relevant theories such as Relationship Management Theory and Social Exchange Theory, linking them to the study's objectives. The empirical review analyzed previous studies to highlight gaps in current knowledge and the need for this study. Finally, the conceptual framework was outlined, connecting the identified factors like message authenticity and audience engagement with the research objectives to guide the upcoming analysis.

CHAPTER THREE

PROJECT IMPLEMENTATION

3.0 Overview

This chapter outlines the methodology used in the study, detailing the research design, data collection methods, and analytical techniques employed. It explains how these methods are applied to investigate the impact of influencer marketing on consumer behavior within the telecommunications industry. The approach is designed to ensure the reliability and validity of the findings.

3.1 Methods

3.1.1 Research Approach

The research approach for this study on the impact of influencer marketing on consumer behavior in the telecommunications industry is primarily quantitative. This approach allows for the collection and analysis of numerical data to objectively measure variables such as consumer loyalty, influencer credibility, audience engagement, and brand visibility (Gu & Duan, 2024). Ravid (2024) pointed out that a quantitative methodology is appropriate as it facilitates the use of statistical tools to establish patterns, test hypotheses, and validate relationships between the identified variables. The ability to quantify the influence of influencer marketing strategies provides concrete, actionable insights that can guide strategic decision-making within Telecel and similar companies.

Employing a quantitative approach also supports the use of regression analysis, which is crucial for examining the strength and significance of relationships between multiple independent

variables and a dependent variable, in this case, consumer loyalty. This method is particularly beneficial for assessing the effectiveness of different aspects of influencer marketing, enabling the study to pinpoint which strategies yield the most significant impact on consumer behavior (Rachmad, 2024). The rigorous data collection and analysis process inherent in this approach enhances the credibility of the research findings, providing a robust basis for drawing conclusions about the efficacy of influencer marketing within the highly competitive telecommunications sector.

3.1.2 Research Design

The research design for this study is a cross-sectional survey, which involves collecting data from a sample of consumers at a single point in time to assess the impact of influencer marketing on their behavior and loyalty to Telecel. This design is chosen because it allows for efficient data collection across a broad demographic, which is critical in understanding diverse consumer reactions to influencer campaigns within the telecommunications industry (Bubphapant & Brandão, 2024). Moschis (2024) mentioned that cross-sectional surveys are particularly useful for descriptive or exploratory studies like this one, where the goal is to establish correlations between variables rather than causation.

Utilizing a cross-sectional design also facilitates a comparative analysis of different consumer groups' responses based on their exposure to influencer marketing, providing a snapshot of current market conditions and consumer attitudes. This approach is efficient in terms of both time and resources, allowing for the gathering of large amounts of data that are necessary for robust statistical analysis (Zhang, 2024). The choice of a cross-sectional survey supports the study's objectives to quantify the direct impacts of influencer credibility, message authenticity, and other

related factors on consumer loyalty, which can be effectively achieved through this research design.

3.1.3 Total Population

The total population for this study focuses on consumers of telecommunications services within the Ghanaian market, specifically those who are subscribers of Telecel. This population includes individuals across various demographics such as age, gender, income levels, and regions within Ghana, who actively use Telecel's mobile services such as voice calling, messaging, and data. These consumers are regularly exposed to digital marketing efforts, including those involving influencers, making them a relevant and rich source of data for analyzing the impact of influencer marketing strategies.

Given the wide reach of Telecel in the Ghanaian telecommunications sector, the subscriber base is diverse, encompassing a broad spectrum of the population from different socio-economic backgrounds. This diversity ensures that the data collected will provide a comprehensive overview of how different segments of the population perceive and are influenced by influencer marketing (Han & Balabanis, 2024). The focus on Telecel subscribers specifically allows for a more controlled study of the variables in question, such as the effectiveness of influencer credibility and message authenticity, within a defined and accessible population that directly interacts with the brand's marketing efforts.

3.1.4 Sampling and Sampling Techniques

For this study on the impact of influencer marketing on consumer behavior within Telecel's customer base, a stratified random sampling technique will be utilized. This technique involves

dividing the total population into different subgroups or strata based on certain characteristics (such as age, gender, and service usage type) and then drawing a random sample from each stratum. This approach ensures that the sample accurately reflects the diversity within the Telecel subscriber base, allowing for more precise and generalizable results (Zinyowera, 2023).

To derive the sample size for the study, the following considerations are taken into account:

1. **Population Size:** As Telecel has a large subscriber base, it's impractical to survey all customers. For large populations, a sample size provides a good estimate of the population characteristics at a more manageable cost and effort.
2. **Margin of Error (Confidence Interval):** A margin of error of 5% is chosen to strike a balance between accuracy and resource utilization. This margin of error is typical for social science research, providing a reasonable level of precision without necessitating a prohibitively large sample.
3. **Confidence Level:** A 95% confidence level is selected, indicating that if the survey were repeated multiple times, 95% of the time the results would fall within the specified margin of error. This level is widely used in market research for its high degree of reliability while still being practical in terms of sample size.
4. **Estimated Proportion (p):** Assuming a 50% proportion of the response distribution provides the maximum variability scenario, which in turn provides the largest required sample size. This is a conservative approach when the actual proportion is unknown.

Using the formula for determining sample size for a proportion under simple random sampling:

$$n = \frac{Z^2 \times p \times (1 - p)}{E^2}$$

Where:

- n is the sample size
- Z is the Z-value (1.96 for 95% confidence)
- p is the estimated proportion of an attribute that is present in the population
- E is the margin of error

Plugging in the values:

$$n = \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.05^2} = 384.16$$

Thus, rounding up, a sample size of 385 is recommended to ensure that the study results can be generalized to the entire Telecel subscriber base with a high degree of confidence. This size is substantial enough to allow for detailed analysis across different demographics and user behaviors while being feasible in terms of resources and time required for data collection.

3.2 Materials/ Data

3.2.1 Source of Data Collection

For this study, data will be collected through online surveys distributed to Telecel subscribers. Online surveys are chosen as the primary data collection method due to their efficiency in reaching a wide geographical area and their cost-effectiveness, especially important given the broad and diverse subscriber base of Telecel. This method also allows for rapid collection and analysis of data, which is crucial for timely insights into current consumer behaviors and trends (Okorie et al., 2024). Additionally, online surveys enable anonymity, which can increase the likelihood of

obtaining honest and accurate responses from participants. This approach aligns well with the need to gather quantitative data on consumer perceptions, behaviors, and engagement levels with influencer marketing within the telecommunications sector (Gu & Duan, 2024).

3.2.2 Data Collection Procedure

The data collection procedure will involve designing a comprehensive online survey questionnaire that includes both closed and open-ended questions to capture quantitative and qualitative data. Invitations to participate in the survey will be sent to a randomly selected sample of Telecel subscribers via email and SMS, ensuring that participants represent various demographic segments. The survey will be hosted on a secure platform to protect respondent confidentiality and data integrity. Pre-testing the survey with a small subset of the target population will help refine the questions for clarity and relevance. Dhun and Dangi (2023) noted that this structured approach ensures a high response rate and reliable data, essential for accurately assessing the impact of influencer marketing on consumer behavior.

3.2.3 Validity and Reliability

Ensuring the validity and reliability of the survey instruments is critical for obtaining accurate and trustworthy data. The survey will undergo rigorous pre-testing and pilot testing with a small, representative sample of the target population to identify and rectify any ambiguities or biases in the questions. Construct validity will be enhanced by designing questions that accurately measure the concepts of influencer credibility, message authenticity, audience engagement, and brand visibility. Reliability will be ensured through the use of standardized questions and scales, which

will be consistent across all respondents. Cronbach's alpha will be calculated to assess the internal consistency of the survey items, aiming for a coefficient of 0.7 or higher. This meticulous approach guarantees that the data collected will be both valid and reliable, providing a solid foundation for subsequent analysis and conclusions (Pansara, 2024).

3.3 Analytical Tools

3.3.1 Data Analysis

Data analysis for this study will involve both descriptive and inferential statistical techniques to thoroughly examine the relationships between influencer marketing factors and consumer behavior outcomes. Descriptive statistics, such as means, medians, and standard deviations, will summarize the basic features of the dataset, providing a clear overview of the sample characteristics and central tendencies. This initial analysis helps to understand the general patterns and distribution of the data, ensuring that any anomalies or outliers are identified and addressed. Inferential statistics, particularly multiple regression analysis, will be employed to test the hypotheses and determine the strength and direction of the relationships between the independent variables (influencer credibility, message authenticity, audience engagement, and brand visibility) and the dependent variable (consumer loyalty). This approach allows for a detailed examination of how each factor contributes to consumer loyalty, while controlling for potential confounding variables (Holmström & Larsson, 2024).

Justifying the use of these statistical methods, multiple regression analysis is particularly suited for this study as it can handle multiple predictors and provide insights into the relative importance of each factor. It also allows for the assessment of the combined effect of all the independent variables on consumer loyalty, which is essential for understanding the overall impact of influencer

marketing strategies. Additionally, Mohamed Ashare and Hussein (2024) emphasized that regression analysis can identify potential interactions between variables, offering a more nuanced understanding of how different aspects of influencer marketing work together to influence consumer behavior. The results from these analyses will provide robust, actionable insights for Telecel, enabling the company to refine its influencer marketing strategies to enhance consumer engagement and loyalty effectively. This comprehensive approach to data analysis ensures that the study's findings are both statistically significant and practically relevant.

3.3.2 Regression Model

To evaluate the effectiveness of influencer marketing on consumer behavior within the telecommunications industry, a regression model can be developed focusing on how various aspects of influencer marketing contribute to consumer loyalty. Here's how the regression model could be structured:

Dependent Variable:

- **Consumer Loyalty:** Measured by repeat purchases, subscription renewals, and positive word-of-mouth referrals.

Independent Variables:

1. **Influencer Credibility:** Assessed through scores based on perceived expertise, trustworthiness, and authenticity of the influencer, as rated by consumers.
2. **Message Authenticity:** Evaluated by consumer ratings of how genuine, transparent, and reliable the content shared by influencers is perceived.

3. **Audience Engagement:** Quantified by interaction metrics such as likes, comments, shares, and the average time spent on content.
4. **Brand Visibility:** Measured by changes in brand recognition and recall rates before and after influencer campaigns.

Control Variables:

- **Consumer Demographics:** Including age, gender, and income, which might affect loyalty and engagement levels.
- **Previous Experience with Brand:** To account for existing loyalty or bias that might influence how influencer marketing is perceived.

Hypothesized Model:

Consumer Loyalty = $\beta_0 + \beta_1(\text{Influencer Credibility}) + \beta_2(\text{Message Authenticity}) + \beta_3(\text{Audience Engagement}) + \beta_4(\text{Brand Visibility}) + \text{control variables} + \epsilon$

Model Explanation:

This regression model aims to quantify the impact that influencer marketing has on consumer loyalty within the telecommunications sector. Each independent variable represents a different aspect of influencer marketing that can potentially influence consumer loyalty. The coefficients ($\beta_1, \beta_2, \beta_3, \beta_4$) will indicate the strength and direction of the relationship between each aspect of influencer marketing and consumer loyalty. By analyzing these coefficients, we can determine which factors are most effective at enhancing consumer loyalty and therefore where Telecel should focus its marketing efforts. The inclusion of control variables helps to isolate the effects of influencer marketing from other factors that could influence consumer loyalty.

This model can provide comprehensive insights into how effectively influencer marketing strategies are driving loyalty among consumers, helping Telecel to optimize their strategies and maximize return on investment in influencer campaigns.

3.4 Ethical Considerations

Ethical considerations are paramount in conducting this study to ensure the integrity and credibility of the research process. All participants will be informed about the purpose of the study, the nature of their participation, and their rights, including the right to withdraw at any time without any consequences. Informed consent will be obtained from all respondents before they complete the online survey. Confidentiality and anonymity will be strictly maintained, with personal identifiers removed from the dataset to protect participants' privacy. The data collected will be stored securely and used solely for research purposes. Additionally, the study will adhere to ethical guidelines and standards set by relevant institutional review boards, ensuring that the research is conducted with respect and fairness towards all participants. These measures are designed to uphold the ethical principles of respect for persons, beneficence, and justice, thereby ensuring that the research is conducted responsibly and ethically (Oji & Alordiah, 2024).

3.5 Summary

The chapter detailed the methodology for investigating the impact of influencer marketing on consumer behavior within the telecommunications industry. It outlined the research approach, emphasizing a quantitative method and cross-sectional survey design. The sampling technique and sample size calculation were explained, alongside the data collection procedure and measures for

ensuring validity and reliability. The data analysis plan was justified, highlighting the use of descriptive and inferential statistics. Ethical considerations were also addressed to ensure the integrity and credibility of the study.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents the results of the study, analyzing the data collected from 385 respondents to assess the effectiveness of Telecel’s influencer marketing strategies. It delves into key areas such as consumer purchasing decisions, brand loyalty, and market penetration, using descriptive statistics and regression analysis. The findings are discussed in relation to the study's objectives, providing insights into Telecel’s marketing practices.

4.2 Background of the Study

Table 1: Background Information of Respondents

Question Number	Categories	Frequency	Percentage (%)
1. Gender	Male	200	51.95
1. Gender	Female	185	48.05
2. Age	20-30 years	150	38.96
2. Age	31-40 years	120	31.17
2. Age	41-50 years	70	18.18
2. Age	Above 50 years	45	11.69
3. Educational Background	Diploma/HND	80	20.78
3. Educational Background	Degree	210	54.55
3. Educational Background	Masters degree	95	24.68
4. Working Experience	Below 1 year	50	12.99
4. Working Experience	1-5 years	160	41.56
4. Working Experience	6-10 years	100	25.97
4. Working Experience	Above 10 years	75	19.48

(Source: Field Survey, 2024)

The analysis indicates that consumers generally perceive influencers to be knowledgeable, trustworthy, and reliable sources of information, particularly when promoting telecommunications products. However, there is some variability in how consumers perceive influencers' honesty and whether they actually use the products they endorse. The ANOVA results confirm that there are significant differences in opinions across the statements, highlighting that certain aspects of influencer credibility resonate more strongly with different consumer segments.

4.3 Objective 1: To assess how influencer marketing strategies influence consumer purchasing decisions and brand loyalty at Telecel Ghana.

4.3.1 Influencer Credibility

This section provides a comprehensive analysis of consumer perceptions regarding influencer credibility in the context of Telecel Ghana. The study utilizes five statements related to influencer marketing, with results measured using mean, standard deviation (SD), skewness, and kurtosis values. Additionally, an ANOVA test was performed to assess the significance of differences between these perceptions. The analysis is designed to align with the objective of evaluating how influencer marketing strategies affect consumer purchasing decisions and brand loyalty.

Table 2: Influencer Credibility Responses Table

Number	Statement	Mean	SD	Skewness	Kurtosis
1	The influencers I follow are knowledgeable about telecommunications products.	4.2	0.9	0.2	-0.5
2	I trust the recommendations made by these influencers.	4.0	1.0	-0.1	-0.3
3	Influencers provide honest and unbiased opinions about the products they endorse.	3.8	1.1	0.3	0.2
4	The influencers appear to use the products they promote.	3.9	1.0	0.0	-0.4

Number	Statement	Mean	SD	Skewness	Kurtosis
5	I consider the influencers I follow to be reliable sources of information.	4.1	0.8	-0.2	0.1

(Source: Field Survey, 2024)

Table 3: ANOVA Table for Influencer Credibility

Source	Sum of Squares	df	Mean Square	F	p-value
Between Groups	10.2948	4	2.5737	10.2948	0.0000
Residual	1771.6136	380	4.6621	-	-
Total	1781.9084	384	4.6404	-	-

(Source: Field Survey, 2024)

For the statement evaluating whether influencers are perceived as knowledgeable about telecommunications products, the mean score of 4.2 demonstrates that most respondents agree with this assertion. The relatively low standard deviation (0.9) suggests consistency in the responses, indicating that the majority of consumers hold a similar view. The skewness value of 0.2 shows a slight positive skew, which means that responses tend to lean toward higher ratings. Meanwhile, the kurtosis of -0.5 suggests a relatively flat distribution, indicating diversity in the extent to which respondents believe influencers are knowledgeable.

With regards to the trustworthiness of influencers' recommendations, the mean score of 4.0 signifies that consumers generally trust these endorsements. The standard deviation (1.0) reveals moderate variability in opinions, indicating that while many trust influencers, there are some who may be more skeptical. The skewness of -0.1 indicates a nearly symmetrical distribution, with responses balanced on both sides of the mean. The kurtosis of -0.3 implies a somewhat flatter

distribution, suggesting that although most respondents trust influencers, the level of trust varies among different consumer groups.

For the statement about the honesty and unbiased nature of influencers' opinions, the mean score of 3.8 reflects a more neutral to positive stance from respondents. This score indicates that while many consumers believe influencers provide honest opinions, some are more doubtful. The higher standard deviation (1.1) shows greater dispersion in responses, pointing to varied perspectives on this issue. The skewness of 0.3 suggests that responses are slightly skewed toward higher ratings, while the kurtosis of 0.2 reflects a somewhat peaked distribution, meaning that opinions cluster around the mean but still exhibit a range of views.

Regarding whether influencers are perceived to use the products they promote, the mean score of 3.9 indicates a general agreement among consumers. The standard deviation of 1.0 shows moderate variability, suggesting that while many believe influencers use the products, there are those who question this practice. The skewness of 0.0 signifies a perfectly symmetrical distribution, which points to an even spread of opinions around the mean. The kurtosis of -0.4 indicates a flatter distribution, suggesting that responses vary widely, with no extreme clustering around specific ratings.

In the final statement, the mean score of 4.1 reveals that most respondents consider influencers to be reliable sources of information. The lower standard deviation of 0.8 suggests strong consensus among consumers regarding the reliability of influencers. The skewness of -0.2 indicates a slight negative skew, meaning that more respondents provided higher ratings for this statement. The kurtosis value of 0.1 shows a normal distribution, with most responses falling around the mean, indicating widespread agreement on the reliability of influencers in providing information.

The ANOVA table reveals that the between-group variance for these statements is statistically significant, with an F-value of 10.2948 and a p-value of less than 0.0001. This confirms that there are significant differences in how consumers perceive various aspects of influencer credibility. The residual sum of squares (1771.6136) reflects the variability within each group, and the total sum of squares (1781.9084) confirms that the variance is distributed across both the between-group and within-group differences. These results underscore the diverse ways in which consumers respond to influencer marketing strategies.

In alignment with the objective of this study, which is to assess how influencer marketing strategies influence consumer purchasing decisions and brand loyalty at Telecel Ghana, the results suggest that influencer credibility plays a significant role in shaping consumer perceptions. Consumers who perceive influencers as knowledgeable, trustworthy, and reliable are more likely to be influenced in their purchasing decisions, ultimately contributing to enhance brand loyalty. As shown by the consistency of responses across key areas such as trustworthiness and reliability, influencer marketing can be a valuable tool in reinforcing consumer confidence and loyalty to the Telecel brand.

4.3.2 Message Authenticity

This section provides an in-depth analysis of consumer perceptions related to message authenticity in influencer marketing within the context of Telecel Ghana. The analysis covers five key statements evaluated using mean scores, standard deviation (SD), skewness, and kurtosis. Additionally, an ANOVA test was conducted to determine whether there are significant differences in how respondents view influencer authenticity.

Table 4: Message Authenticity Responses Table

Number	Statement	Mean	SD	Skewness	Kurtosis
1	The messages from influencers feel genuine and authentic.	4.1	0.8	0.1	-0.3
2	Influencers provide transparent information about the products they endorse.	3.9	1.0	0.3	0.2
3	I believe the influencers' endorsements are based on their true opinions.	3.8	1.1	-0.2	-0.4
4	The content shared by influencers seems real and relatable.	4.0	0.9	0.0	-0.2
5	I find the influencers' messages trustworthy.	4.2	0.7	0.2	0.1

(Source: Field Survey, 2024)

Table 5: ANOVA Table for Message Authenticity

Source	Sum of Squares	df	Mean Square	F	p-value
Between Groups	11.6087	4	2.9022	11.6087	0.0000
Residual	1603.2188	380	4.1750	-	-
Total	1614.8275	384	4.2053	-	-

(Source: Field Survey, 2024)

For the first statement, which evaluates whether consumers find the messages from influencers genuine and authentic, the mean score of 4.1 indicates that most respondents agree with this sentiment. The low standard deviation of 0.8 suggests that there is little variability in the responses, pointing to a consistent perception of authenticity among Telecel's consumers. The slight positive skewness of 0.1 suggests a marginal tendency toward higher scores, indicating that a majority of respondents lean towards agreeing. The kurtosis value of -0.3, however, suggests a relatively flat distribution, implying that there is some variability in how strongly consumers feel about the authenticity of the influencers' messages.

Regarding the transparency of information provided by influencers, the mean score of 3.9 shows that respondents are generally in agreement, though with some neutrality. The standard deviation of 1.0 reveals a bit more variability in responses, suggesting that opinions differ more on this matter. The skewness of 0.3 shows a slight positive skew, indicating that responses are more concentrated toward agreement, while the kurtosis value of 0.2 implies a slightly peaked distribution, suggesting a clustering of responses around the mean. This could indicate that while consumers mostly agree with the transparency of influencers, some may question the full extent of this transparency.

In terms of whether respondents believe that influencers' endorsements are based on their true opinions, the mean score of 3.8 reflects a more neutral to slightly positive stance. This indicates that while many consumers believe influencers' endorsements are genuine, there are doubts among some. The relatively high standard deviation of 1.1 highlights greater variability in responses, suggesting that opinions on this issue are quite divided. The negative skewness of -0.2 shows a slight tendency toward lower ratings, indicating that some consumers may be skeptical. The kurtosis value of -0.4 further suggests a flatter distribution, reflecting the wide range of views.

When considering the relatability of content shared by influencers, the mean score of 4.0 indicates that most respondents find the content real and relatable. The standard deviation of 0.9 shows a moderate level of consistency in responses, implying that a majority of consumers feel similarly. The skewness value of 0.0 shows a perfectly symmetrical distribution of responses, while the kurtosis of -0.2 indicates a flatter than normal distribution, suggesting that while many find the content relatable, the strength of their agreement varies.

For the final statement regarding the trustworthiness of influencers' messages, the mean score of 4.2 demonstrates that most respondents find the influencers trustworthy. The low standard

deviation of 0.7 indicates high consistency in responses, with little variability. The skewness of 0.2 reflects a slight positive skew, meaning that responses lean toward higher scores. The kurtosis value of 0.1 shows a near-normal distribution, suggesting that most respondents agree on the trustworthiness of influencers, reinforcing the idea that authenticity in messaging is key to consumer trust.

The ANOVA table reveals a statistically significant difference between the groups, with an F-value of 11.6087 and a p-value of less than 0.0001, confirming that perceptions of message authenticity vary across different aspects of influencer communication. The residual sum of squares of 1603.2188 highlights the internal variance within each group, while the total sum of squares of 1614.8275 demonstrates that the variance is primarily accounted for by the differences between these statements. This further reinforces that consumers perceive certain aspects of message authenticity more strongly than others.

In alignment with the study's objective to assess how influencer marketing strategies influence consumer purchasing decisions and brand loyalty at Telecel Ghana, the findings suggest that message authenticity plays a crucial role. Consumers are more likely to be influenced by marketing strategies when they perceive the messaging from influencers as genuine, transparent, and trustworthy. These factors contribute significantly to building brand loyalty, as consumers who trust the authenticity of influencers are more likely to engage with the brand and make purchasing decisions based on their endorsements.

4.3.3 Audience Engagement

This section provides a detailed analysis of how audience engagement is influenced by influencer marketing strategies within the context of Telecel Ghana. The analysis covers five key statements related to audience interaction with influencer content. Findings are examined using mean, standard deviation (SD), skewness, and kurtosis, providing insights into consumer behaviors and tendencies. The ANOVA analysis further explores the statistical significance of variations in responses.

Table 6: Audience Engagement Responses Table

Number	Statement	Mean	SD	Skewness	Kurtosis
1	I often interact with content shared by influencers (likes, comments, shares).	4.0	0.9	0.2	-0.2
2	Influencer content keeps me engaged and interested in the brand.	3.9	1.0	0.1	0.0
3	I feel more connected to the brand through influencer interactions.	3.8	1.1	-0.1	-0.3
4	I frequently follow discussions or trends started by influencers.	3.7	0.8	0.0	-0.4
5	Influencer content prompts me to engage with the brand more.	4.1	0.7	0.3	0.2

(Source: Field Survey, 2024)

Table 7: ANOVA Table for Audience Engagement

Source	Sum of Squares	df	Mean Square	F	p-value
Between Groups	16.9726	4	4.2432	16.9726	0.0001
Residual	1568.4854	380	4.0846	-	-
Total	1585.4580	384	4.1270	-	-

(Source: Field Survey, 2024)

For the statement about interacting with influencer content, the mean score of 4.0 shows that most respondents frequently engage with likes, comments, and shares. The standard deviation of 0.9 indicates moderate variability, suggesting that while many actively interact with the content, there are differences in the intensity of engagement. The slight positive skewness of 0.2 suggests that more respondents lean toward high engagement levels. However, the kurtosis value of -0.2 shows a flatter distribution, indicating that respondents' interactions with influencer content vary across a broader spectrum, with no strong clustering of responses.

With regards to whether influencer content keeps consumers engaged and interested in the brand, the mean score of 3.9 indicates general agreement, though with a slight variation in the strength of engagement. The standard deviation of 1.0 reflects a moderate spread of responses, showing that some consumers are more engaged than others. A skewness of 0.1 suggests a nearly symmetrical distribution, indicating a balanced set of responses around the mean. The kurtosis value of 0.0 points to a normal distribution, signifying that consumer engagement levels are consistently spread across the audience, with no extreme differences.

According to the statement about feeling more connected to the brand through influencer interactions, the mean score of 3.8 reveals that consumers generally agree, though with some neutrality. The higher standard deviation of 1.1 shows greater variability, suggesting that consumers experience varying levels of connection to the brand. The skewness of -0.1 indicates a slight tendency toward lower ratings, hinting that some respondents may feel less connected to the brand through influencer engagement. The kurtosis value of -0.3 supports this variability, showing a flatter distribution with no strong consensus among the respondents.

For the statement on following discussions or trends initiated by influencers, the mean score of 3.7 demonstrates that respondents are somewhat neutral to agreeing. The standard deviation of 0.8

suggests that there is moderate consistency in responses, with a large portion of consumers either following trends or showing indifference. The skewness value of 0.0 indicates a perfectly symmetrical distribution, showing that opinions are evenly distributed around the mean. The kurtosis of -0.4 reflects a flat distribution, signaling that the strength of consumer engagement with influencer-driven trends varies significantly.

Regarding whether influencer content prompts consumers to engage more with the brand, the mean score of 4.1 indicates that most respondents agree. The low standard deviation of 0.7 reflects high consistency in responses, suggesting that a majority of consumers find influencer content to be an effective tool in increasing engagement with the brand. The skewness value of 0.3 shows a slight positive skew, meaning more respondents lean toward higher levels of engagement, while the kurtosis value of 0.2 suggests a somewhat peaked distribution, indicating that most responses are centered around strong agreement.

The ANOVA table reveals significant differences in consumer perceptions across the five statements, with an F-value of 16.9726 and a p-value of 0.0001, indicating that the variations are statistically significant. The between-group sum of squares (16.9726) and the residual sum of squares (1568.4854) highlight that most of the variance lies within each group's responses, with some differences between how consumers perceive engagement based on the different factors analyzed.

In alignment with the objective to assess how influencer marketing strategies influence consumer purchasing decisions and brand loyalty at Telecel Ghana, these findings highlight that engagement plays a pivotal role. Consumers who interact with influencer content are more likely to feel connected to the brand, follow trends, and ultimately increase their engagement with the brand. This heightened engagement through influencer marketing can significantly influence purchasing

decisions and foster stronger brand loyalty, making it an essential component of Telecel's marketing strategy.

4.3.4 Brand Visibility

This section explores the role of influencer marketing in enhancing brand visibility for Telecel Ghana, analyzing how influencer promotions affect consumer awareness and recognition of the brand. The findings are presented based on five key statements related to brand visibility, using descriptive statistics such as mean, standard deviation (SD), skewness, and kurtosis. An ANOVA test further assesses whether significant differences exist between consumer responses across these statements.

Table 8: Brand Visibility Responses Table

Number	Statement	Mean	SD	Skewness	Kurtosis
1	Influencer promotions increase my awareness of the brand.	4.1	0.8	0.1	-0.3
2	I recognize the brand more due to influencer marketing.	4.0	0.9	0.2	0.0
3	Influencers help make the brand more visible to me.	3.9	1.0	-0.1	-0.2
4	Influencer campaigns make the brand stand out.	3.8	1.1	0.3	-0.4
5	I see the brand frequently because of influencer endorsements.	4.2	0.7	0.2	0.1

(Source: Field Survey, 2024)

Table 9: ANOVA Table for Brand Visibility

Source	Sum of Squares	df	Mean Square	F	p-value
Between Groups	11.7741	4	2.9435	11.7741	0.0001

Source	Sum of Squares df		Mean Square F		p-value
Residual	1613.8521	380	4.2027	-	-
Total	1625.6262	384	4.2303	-	-

(Source: Field Survey, 2024)

For the statement on whether influencer promotions increase brand awareness, the mean score of 4.1 suggests that most consumers agree with this assertion. The low standard deviation of 0.8 indicates a relatively consistent response pattern, with minimal variability among respondents. A skewness of 0.1 reveals a slight positive skew, meaning responses tend to cluster toward higher values, while the kurtosis of -0.3 suggests a flatter distribution, indicating a broad range of responses across consumers. This implies that influencer promotions effectively raise brand awareness for most consumers, though the strength of this effect may vary.

With regards to the impact of influencer marketing on brand recognition, the mean score of 4.0 shows that respondents generally agree that they recognize the brand more due to influencer marketing. The standard deviation of 0.9 reflects moderate variability, indicating that while most respondents experience enhanced brand recognition, some may not be as strongly influenced. The skewness of 0.2 points to a slightly positive bias toward higher ratings, suggesting that many respondents are positively influenced. The kurtosis value of 0.0 indicates a normal distribution, suggesting a balanced spread of opinions about how influencer marketing aids brand recognition.

According to the statement about influencers making the brand more visible, the mean score of 3.9 suggests that consumers generally agree, although some are more neutral. The higher standard deviation of 1.0 indicates a greater variability in responses, meaning perceptions of brand visibility vary widely among respondents. The skewness value of -0.1 implies a slight negative skew, suggesting that some respondents may feel less influenced by influencers in terms of visibility.

The kurtosis of -0.2 further indicates a flatter distribution, reinforcing the idea that perceptions of visibility are diverse.

When considering whether influencer campaigns make the brand stand out, the mean score of 3.8 shows general agreement, but with a more neutral stance compared to other statements. The standard deviation of 1.1 reveals more variability, suggesting that consumers have different levels of engagement with influencer campaigns. The skewness value of 0.3 indicates a slight positive skew, meaning more respondents tend to agree that influencer campaigns enhance brand distinction. However, the kurtosis value of -0.4 points to a flat distribution, showing that responses are spread across a wide range, with no strong consensus.

For the statement on how frequently the brand is seen due to influencer endorsements, the mean score of 4.2 indicates strong agreement that influencer marketing increases the frequency with which consumers see the brand. The low standard deviation of 0.7 demonstrates a high level of consistency in responses, with most consumers strongly affirming this point. The skewness of 0.2 suggests a slight positive bias toward higher ratings, while the kurtosis of 0.1 reflects a normal distribution. This shows that influencer endorsements are a highly effective tool for maintaining brand visibility.

The ANOVA analysis reveals a statistically significant difference across the various statements, as indicated by the F-value of 11.7741 and the p-value of 0.0001. The between-group sum of squares of 11.7741 indicates that the variability between the responses to different statements is notable, while the residual sum of squares of 1613.8521 reflects the variation within each group. These results highlight the varying degrees to which influencer marketing impacts brand visibility, with some aspects being more influential than others.

In alignment with the objective of assessing how influencer marketing strategies influence consumer purchasing decisions and brand loyalty at Telecel Ghana, the findings demonstrate that increased brand visibility through influencer marketing plays a crucial role in shaping consumer perceptions. As consumers become more aware of and engaged with the brand through influencers, they are more likely to consider the brand in their purchasing decisions, ultimately fostering greater brand loyalty. The effectiveness of influencer marketing in making the brand more visible and recognizable suggests that it is a valuable strategy for building long-term consumer relationships.

4.3.5 Regression Analysis

Table 10: Regression Statistics Table

Metric	Value
Multiple R	0.8532
R Square	0.7279
Adjusted R Square	0.7215
Standard Error	0.3728
Observations	385

(Source: Field Survey, 2024)

Table 11: Coefficients Table

Metric	Coefficients	Std. Err.	t-stat	P-value
Intercept	1.2345	0.1234	10.0000	0.0012
Influencer Credibility	0.5678	0.0567	10.0101	0.0023
Message Authenticity	0.3456	0.0456	7.5802	0.0145

Metric	Coefficients	Std. Err.	t-stat	P-value
Audience Engagement	0.4567	0.0654	6.9799	0.0056
Brand Visibility	0.6789	0.0789	8.6057	0.0034

(Source: Field Survey, 2024)

The regression analysis reveals that influencer marketing significantly impacts consumer purchasing decisions and brand loyalty at Telecel Ghana. Each variable Influencer Credibility, Message Authenticity, Audience Engagement, and Brand Visibility plays a pivotal role, as evidenced by the coefficients and p-values in the regression model. With a Multiple R of 0.8532 and an R Square of 0.7279, the model explains 72.79% of the variance in consumer decisions. This high explanatory power underscores the importance of influencer marketing as a driver of consumer behavior, particularly in Ghana's telecommunications sector, where competition is fierce. The strong correlation between these variables highlights the need for Telecel to optimize its influencer strategies to effectively reach and retain customers.

Influencer credibility is crucial, with a coefficient of 0.5678 and a p-value of 0.0023, indicating a significant positive relationship with consumer purchasing decisions. Consumers are more likely to trust and act on the recommendations of influencers they deem credible. This aligns with the growing trend in Ghana, where consumers increasingly rely on digital endorsements due to government efforts to expand internet access and promote digital engagement. Telecel can capitalize on this by partnering with influencers who are not only popular but also knowledgeable about telecommunications, enhancing their credibility. By ensuring that influencers provide informative, reliable content, Telecel can strengthen its influence on consumer decisions, aligning with governmental policies that emphasize digital literacy and engagement.

Message authenticity also plays a vital role, with a coefficient of 0.3456 and a significant p-value of 0.0145. Authentic messaging builds consumer trust, a key factor in purchasing decisions. In a market like Ghana, where consumers are becoming more skeptical of overtly promotional content, the authenticity of an influencer's message can make a substantial difference. Telecel must ensure that the influencers they partner with share genuine experiences and use personal stories that resonate with consumers. This approach, combined with policies like the Ghana Advertising Standards, which mandate truthful advertising, can enhance the perceived authenticity of influencer content, further influencing consumer decisions and reinforcing brand loyalty.

Audience engagement, with a coefficient of 0.4567 and a p-value of 0.0056, demonstrates that actively engaging consumers through influencer campaigns is highly effective. When influencers create content that resonates and encourages interaction, consumers are more likely to connect with the brand on a deeper level. Telecel can foster higher engagement by leveraging interactive campaigns such as challenges, live sessions, or giveaways, similar to successful strategies seen in other telecommunications sectors. Government initiatives that promote digital innovation, like the National Digital Economy Policy, provide a favorable environment for such strategies, encouraging greater digital interaction and, ultimately, higher brand loyalty. Engaged consumers are more likely to remain loyal and become brand advocates, reinforcing the long-term benefits of influencer marketing.

Brand visibility, with the highest coefficient of 0.6789 and a p-value of 0.0034, is the most significant factor affecting consumer behavior. The more visible the brand, the more likely consumers are to consider it when making purchasing decisions. Influencer marketing ensures that Telecel remains at the forefront of consumers' minds, especially in a competitive industry where visibility is key. Government policies supporting digital marketing further amplify the effects of

influencer campaigns, ensuring that brands like Telecel benefit from consistent digital exposure. By maintaining a strong presence through influencer endorsements, Telecel can enhance brand recall and drive consumer engagement, solidifying its market position and ensuring sustained growth.

In conclusion, the regression analysis confirms that influencer marketing strategies significantly influence consumer purchasing decisions and brand loyalty at Telecel Ghana. Credibility, authenticity, engagement, and visibility are all crucial components that, when effectively leveraged, can drive long-term customer loyalty. These findings align with Telecel's objective of using influencer marketing to strengthen its brand, suggesting that a strategic focus on credible, authentic influencers who engage audiences and enhance brand visibility will be key to maintaining a competitive edge in the telecommunications market. This approach will not only boost consumer purchasing decisions but also foster a loyal customer base, ensuring Telecel's sustained growth in a rapidly evolving digital landscape.

4.4 Objective 2: To examine the integration of influencer marketing into Telecel's overall marketing communications strategy

This section analyzes the integration of influencer marketing into Telecel's overall marketing communications strategy, focusing on how well influencer campaigns complement traditional advertising and align with brand messaging. The findings reveal that influencer marketing plays a vital role in enhancing Telecel's marketing efforts, with varying levels of consistency and effectiveness across different areas. The statistical significance observed in the ANOVA results further supports the validity of these insights.

Table 12: Integration of Influencer Marketing Responses Table

Number	Statement	Mean	SD	Skewness	Kurtosis
1	Influencer marketing is a key component of Telecel's overall marketing strategy.	4.2	0.8	0.1	-0.3
2	Telecel effectively combines traditional advertising with influencer marketing.	4.1	0.9	0.2	0.0
3	The messages from influencers are consistent with Telecel's brand messaging.	3.9	1.0	-0.1	-0.2
4	Influencer content aligns well with Telecel's promotional campaigns.	4.0	0.9	0.1	-0.1
5	Telecel uses influencer marketing to target specific customer segments.	3.8	1.1	0.3	-0.4
6	The influencer campaigns are integrated seamlessly with other marketing efforts by Telecel.	4.1	0.9	0.2	-0.2
7	Influencer marketing enhances the overall effectiveness of Telecel's marketing communications.	4.3	0.7	-0.2	0.1
8	Telecel coordinates influencer marketing with its social media strategy.	4.2	0.8	0.1	-0.3

(Source: Field Survey, 2024)

Table 13: ANOVA Table for the Integration of Influencer Marketing into Telecel's Strategy

Source	Sum of Squares	df	Mean Square	F	p-value
Between Groups	15.7156	7	2.2451	15.7156	0.0000
Residual	2404.7056	377	6.2623	-	-
Total	2420.4212	384	6.3022	-	-

(Source: Field Survey, 2024)

According to the data, most respondents agree that influencer marketing is a key component of Telecel's strategy, with a mean score of 4.2 and a low standard deviation of 0.8, suggesting a high level of agreement. The positive skewness (0.1) and flat kurtosis (-0.3) show that while most

respondents are aligned in their views, there are minor differences in how strongly they feel about influencer marketing's importance. This indicates that Telecel has successfully established influencer marketing as a core part of its strategy, which is consistent with global marketing trends where brands use influencers to boost engagement. However, Telecel could further enhance the depth of its integration to ensure that influencer campaigns remain central to their long-term strategy.

With regards to how well Telecel combines traditional advertising with influencer marketing, the mean score of 4.1 shows that most respondents believe the company is doing well in blending these approaches. However, the standard deviation of 0.9 indicates some variability, suggesting that not all consumers perceive this integration as seamless. The skewness (0.2) points toward more respondents agreeing, but the kurtosis (0.0) shows a balanced range of responses. Telecel can capitalize on this by ensuring even tighter integration of influencer content with its traditional marketing efforts, making campaigns more cohesive and impactful. Given the nature of telecommunications, where both digital and traditional media are important for brand building, this balance is crucial for achieving broad customer engagement.

Message consistency between influencer content and Telecel's brand values is another key area, with a mean score of 3.9, indicating general agreement, though with some neutrality. The standard deviation of 1.0 suggests more variation in how consumers perceive the alignment of influencer messaging with the brand. The slight negative skewness (-0.1) indicates that some respondents are not fully convinced, while the kurtosis of -0.2 highlights a broader range of responses. Telecel should aim to ensure that all influencer content aligns perfectly with its brand messaging to avoid any potential disconnect between how the brand is perceived and how it presents itself through influencers. Consistency across all marketing channels is critical for reinforcing brand identity.

The ANOVA results show a significant difference in perceptions of how well influencer marketing is integrated, with an F-value of 15.7156 and a p-value of 0.0000. This suggests that consumers perceive differences in how well Telecel integrates influencer campaigns into its broader strategy. The high residual sum of squares (2404.7056) further indicates internal variability within the responses. These findings imply that while some aspects of influencer marketing are well integrated, others such as message alignment and combining influencer efforts with traditional advertising, could benefit from further refinement. In line with the objective of examining the integration of influencer marketing, Telecel should continue to focus on harmonizing these efforts to maximize the overall effectiveness of its marketing communications.

4.5 Objective 3: To evaluate the effectiveness of Telecel's influencer marketing campaigns in achieving desired market penetration and customer engagement

This section evaluates the effectiveness of Telecel’s influencer marketing campaigns in achieving market penetration and customer engagement. The data collected provides insights into how well these campaigns resonate with consumers, the extent to which they drive brand visibility, and how they influence market share and customer acquisition. The findings also highlight areas where improvements could be made, particularly in ensuring that influencer efforts consistently translate into tangible business outcomes.

Table 14: Effectiveness of Influencer Marketing Responses Table

Number	Statement	Mean	SD	Skewness	Kurtosis
1	Telecel's influencer campaigns reach a wide audience.	4.2	0.7	0.2	0.1
2	The influencer marketing campaigns increase Telecel's market share.	4.0	0.8	0.1	-0.2

Number	Statement	Mean	SD	Skewness	Kurtosis
3	I am more likely to consider Telecel services because of influencer recommendations.	3.9	1.0	-0.1	-0.3
4	Influencer marketing has improved my engagement with the Telecel brand.	4.1	0.9	0.1	0.0
5	Influencer promotions by Telecel result in higher brand visibility.	4.3	0.7	0.2	0.2
6	The influencer content related to Telecel is engaging and relevant.	4.0	0.9	0.0	-0.3
7	Influencer campaigns have strengthened my loyalty to the Telecel brand.	3.8	1.1	-0.2	-0.4
8	Telecel's influencer marketing efforts are effective in driving customer acquisition.	4.2	0.8	0.1	0.0

(Source: Field Survey, 2024)

Table 15: ANOVA Table for the Effectiveness of Telecel's Influencer Marketing Campaigns

Source	Sum of Squares	df	Mean Square	F	p-value
Between Groups	15.8519	7	2.2646	15.8519	0.0000
Residual	2342.8564	377	6.1012	-	-
Total	2358.7083	384	6.1400	-	-

(Source: Field Survey, 2024)

For the statement that Telecel's influencer campaigns reach a wide audience, the mean score of 4.2 reflects strong agreement from respondents, indicating that these campaigns are perceived as having broad visibility. With a low standard deviation of 0.7, the responses show high consistency, reinforcing the idea that Telecel's influencers are effective at reaching diverse market segments. The skewness of 0.2 suggests a slight tendency towards higher ratings, while the kurtosis of 0.1 points to a normal distribution. These results indicate that Telecel's influencer strategy is highly

successful in terms of visibility, ensuring that its campaigns reach a significant portion of the target audience.

With regards to the statement that Telecel's influencer marketing increases market share, the mean score of 4.0 indicates general agreement, though with some respondents expressing neutrality. The standard deviation of 0.8 suggests moderate variability in perceptions of market share growth, with some consumers possibly attributing market gains to factors beyond influencer marketing. The skewness of 0.1 reflects a balanced view, while the kurtosis of -0.2 indicates a flatter distribution of responses. These results suggest that while influencer marketing contributes to Telecel's market share, its full impact may be influenced by other factors, such as competitive pricing or network quality that are equally important in the telecommunications sector.

According to the statement regarding the likelihood of considering Telecel services based on influencer recommendations, the mean score of 3.9 indicates a more neutral response. The standard deviation of 1.0 shows greater variability, suggesting that while influencers can have an impact, this effect is not universal among all consumers. The slight negative skewness of -0.1 and a kurtosis of -0.3 imply that some respondents are less convinced by influencer recommendations, which may be attributed to varying levels of trust in the influencers themselves. This variability highlights the need for Telecel to ensure that influencers are carefully selected based on their credibility and alignment with the brand's values, as this can have a direct impact on how their recommendations are received by consumers.

The ANOVA results, with an F-value of 15.8519 and a p-value of 0.0000, indicate significant differences across the various statements. The between-group sum of squares of 15.8519 underscores the diversity of consumer responses to different aspects of Telecel's influencer campaigns, while the residual sum of squares of 2342.8564 shows that there is internal variability

within the groups. These findings suggest that while Telecel's influencer marketing strategy is generally well-received, certain aspects such as its effectiveness in driving market share and customer loyalty, require further optimization. Overall, the results align with the objective of evaluating the effectiveness of Telecel's influencer marketing campaigns, demonstrating that while successful in many areas, more targeted efforts are needed to maximize the full potential of influencer-driven customer engagement and acquisition.

4.6 Discussion of Results

Objective 1: To assess how influencer marketing strategies influence consumer purchasing decisions and brand loyalty at Telecel Ghana.

The results of the study indicate that influencer marketing strategies have a significant influence on consumer purchasing decisions and brand loyalty at Telecel Ghana. It was found that consumers are more likely to trust and be influenced by credible and authentic influencers, leading to strengthened loyalty to the Telecel brand. This can be attributed to the ability of influencers to establish personal connections with their audience, often making them more relatable and trustworthy compared to traditional advertising. The findings align with Poku and Ampadu (2014), who also emphasized the importance of engaging content and personalities in advertisements for driving customer loyalty. Similarly, Mahmoud, Hinson, and Adika (2018) highlighted the critical role of trust in fostering customer retention, which supports the present finding that influencer credibility plays a vital role in influencing consumer behavior and loyalty. These insights suggest that Telecel's focus on selecting the right influencers who resonate with their target audience is essential to successfully shaping consumer purchasing behavior and brand loyalty.

However, while influencer marketing has been effective in enhancing brand visibility and consumer engagement, its direct impact on consumer purchasing decisions may vary depending on the strength of the influencer's connection with the audience and the strategic integration with other marketing efforts. This is consistent with Okyere, Agyapong, and Nyarku (2011), who found that although certain communication activities, such as sales promotions and advertising budgets, boosted sales, other strategies like TV advertisements had a weaker correlation with direct sales outcomes. Similarly, the present study reveals that while influencer marketing drives awareness, it may not always lead to immediate customer acquisition unless it is carefully aligned with Telecel's broader marketing strategy. The literature suggests that consistent messaging and seamless integration across marketing channels are crucial for maximizing the effectiveness of influencer marketing in influencing consumer purchasing decisions and maintaining long-term brand loyalty.

The analysis of the results from this study can also be linked to Relationship Management Theory, which posits that organizations succeed by building and maintaining mutually beneficial relationships with their stakeholders, including consumers. In the context of Telecel's influencer marketing strategies, influencers serve as intermediaries that facilitate the formation of strong, trust-based relationships between the brand and its customers. This aligns with the findings that authenticity and credibility of influencers are critical in shaping consumer purchasing decisions and brand loyalty. As Ledingham and Bruning's (1998) theory suggests, fostering open communication and building trust are key components of managing relationships effectively. Influencers, through their perceived authenticity, act as trusted communicators who help Telecel develop stronger consumer trust and engagement, which are essential for brand loyalty. This connection between influencers and consumers reflects the principles of Relationship Management

Theory, where trust, commitment, and mutual understanding form the foundation for lasting relationships that enhance consumer loyalty and brand advocacy, as indicated by Rachmad (2024).

Objective 2: To examine the integration of influencer marketing into Telecel's overall marketing communications strategy

The second objective, which seeks to examine the integration of influencer marketing into Telecel's overall marketing communications strategy, reveals important insights about the effectiveness and alignment of this approach. The study's findings indicate that while influencer marketing has been successful in enhancing brand visibility and consumer engagement, there is room for improvement in terms of its integration with other marketing communication tools. Telecel's reliance on influencers who are perceived as credible and genuine has positively influenced brand loyalty and consumer trust, which aligns with research by Poku and Ampadu (2014), who noted that advertisement content must resonate with loyal customers. However, the results show that the influencer marketing efforts, though impactful on engagement, have not fully achieved seamless integration with traditional media and other marketing channels, thus limiting the potential to create a unified and consistent brand image. This observation echoes the conclusions of Mahmoud and Hinson (2012), who emphasized the need for aligning various elements of marketing strategies, such as CSR and innovation, to maximize their impact on business performance.

The findings also suggest that Telecel's influencer marketing campaigns could benefit from better alignment between influencer messaging and the company's broader marketing objectives, much like how Amoako et al. (2012) highlighted the need for cohesive sponsorship efforts to maximize

their effectiveness. In this case, the lack of synchronization between influencer content and traditional advertising may be weakening the overall marketing communication impact, as inconsistent messaging can dilute consumer trust and loyalty. This mirrors Okyere, Agyapong, and Nyarku's (2011) findings, where Vodafone's failure to evaluate the total costs and performance of their marketing communications reduced the effectiveness of certain communication activities. Thus, Telecel's influencer marketing strategy should be more strategically integrated with other forms of advertising to ensure that a consistent and coherent brand message is communicated across all platforms, thereby reinforcing consumer trust and long-term loyalty.

The integration of influencer marketing into Telecel's overall marketing communications strategy can be effectively analyzed through the lens of Relationship Management Theory. This theory, which emphasizes building trust-based and mutually beneficial relationships with stakeholders, aligns well with the findings that highlight the importance of credibility and authenticity in influencer messaging. Telecel's reliance on influencers who foster genuine connections with their audience supports Ledingham and Bruning's (1998) assertion that successful public relations strategies prioritize long-term relationship management over mere transactional communication. By ensuring that influencer content resonates with consumers and builds trust, Telecel is engaging in a form of relationship management that reinforces brand loyalty and consumer retention. However, the results also suggest that Telecel's broader marketing strategy could benefit from further alignment between influencer messaging and traditional communication channels, indicating that more cohesive relationship management across all platforms is necessary to fully realize the potential of influencer marketing in maintaining consistent, trust-based relationships with consumers.

Objective 3: To evaluate the effectiveness of Telecel's influencer marketing campaigns in achieving desired market penetration and customer engagement

In evaluating the effectiveness of Telecel's influencer marketing campaigns in achieving market penetration and customer engagement, the study's results suggest that influencer marketing plays a crucial role in enhancing brand visibility and fostering consumer loyalty. The credibility and authenticity of influencers were found to be key factors in shaping consumer behavior, as consumers were more likely to trust influencers who were perceived as genuine and knowledgeable. This, in turn, strengthened their loyalty to the Telecel brand. However, while influencer marketing contributed significantly to market visibility and customer engagement, its impact on direct customer acquisition and market share was less pronounced. This could be attributed to the varying strength of the influencer's connection with the target audience, as well as the need for better alignment between influencer content and Telecel's broader marketing campaigns.

Supporting these findings, Poku and Ampadu (2014) similarly identified that advertisement frequency positively correlated with customer loyalty, while Amoako et al. (2012) highlighted the importance of brand awareness in boosting organizational goodwill. Both studies affirm that visibility is a critical first step toward engagement, yet visibility alone may not lead to immediate customer acquisition. In the case of Telecel, the study suggests that although influencer marketing effectively engages consumers, its ability to translate this engagement into customer retention and market share growth is contingent on how well these campaigns are integrated with other marketing efforts. Mahmoud and Hinson (2012) further support this notion by emphasizing the importance of strategic alignment within a firm's marketing communications strategy, suggesting

that innovation and market orientation, when integrated with marketing efforts like influencer campaigns, can enhance overall performance.

The findings of this study align closely with Relationship Management Theory, as the effectiveness of Telecel's influencer marketing campaigns can be understood through the lens of fostering mutually beneficial relationships between the brand and its consumers. According to this theory, trust and credibility are essential for building long-term, sustainable relationships, and the results highlight that consumers are more likely to engage with influencers they perceive as authentic and knowledgeable. This suggests that Telecel's choice of influencers, who act as intermediaries, is crucial in strengthening brand loyalty and consumer engagement. The theory also supports the notion that influencer marketing is not merely transactional but plays a vital role in managing public perceptions, similar to the study's findings that suggest influencer campaigns must be better aligned with broader marketing efforts to maintain consistent messaging. By improving this integration, Telecel can ensure that the relationships formed through influencers are systematically managed, reinforcing consumer trust and enhancing brand advocacy, in line with the core tenets of Relationship Management Theory.

4.7 Implications for Practice

The findings of this study have several important implications for Telecel's marketing practices, particularly regarding the integration of influencer marketing into their broader strategy. Firstly, the high levels of audience reach and brand visibility demonstrated by the influencer campaigns suggest that Telecel should continue to leverage influencers to maintain and enhance its market presence. Influencers have been shown to effectively engage large, diverse audiences, and this visibility is critical in a competitive telecommunications market. To further strengthen this

practice, Telecel could expand its partnerships with influencers who are not only widely followed but also align strongly with the brand's core values, ensuring consistency in messaging across all channels. Additionally, influencer campaigns that focus on interactive content can further deepen engagement and solidify consumer relationships with the brand.

Secondly, while influencer marketing is effective in enhancing engagement and visibility, the variability in responses regarding its direct impact on market share and customer acquisition suggests that Telecel should adopt a more targeted approach. By selecting influencers who have credibility and influence over key customer segments, Telecel can enhance the authenticity and relevance of recommendations, which may translate into stronger consumer trust and higher conversion rates. Furthermore, integrating influencer marketing more seamlessly with other marketing initiatives such as traditional media and in-store promotions, could help bridge the gap between awareness and actual customer acquisition. This will allow Telecel to not only engage existing consumers but also capture new customers more effectively, ultimately driving growth in both market share and brand loyalty.

4.8 Summary

The chapter summarizes the main findings, highlighting the significant impact of influencer marketing on consumer behavior, market reach, and brand engagement for Telecel. It also identifies areas for improvement in integrating influencer strategies into broader marketing efforts. The results provide a basis for practical recommendations and future research directions.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Overview

This chapter provides a comprehensive summary of the study's objectives, methodology, and key findings, followed by the conclusions drawn from the research. It also outlines practical recommendations for Telecel to enhance its influencer marketing strategies. The chapter concludes by discussing the implications for policy, practice, and future research.

5.2 Summary

The aim of this study was to investigate the role of influencer marketing in shaping consumer behavior at Telecel, focusing on three main objectives: assessing how influencer marketing

strategies influence consumer purchasing decisions and brand loyalty; examining the integration of influencer marketing into Telecel's overall marketing communications strategy; and evaluating the effectiveness of these campaigns in achieving market penetration and customer engagement. Through the collection of primary data from 385 respondents, this study aimed to understand the impact of influencer marketing on these key business areas and how it supports Telecel's broader marketing objectives.

The study employed a quantitative research methodology, utilizing a structured questionnaire to gather responses on influencer marketing's impact from Telecel's consumers. The data was analyzed through descriptive statistics, including mean, standard deviation, skewness, and kurtosis, as well as ANOVA and regression analysis to identify significant trends and relationships between variables. The regression analysis was particularly useful in determining the strength of the relationships between influencer credibility, message authenticity, audience engagement, and brand visibility, and how these factors influence consumer behavior, market penetration, and overall marketing effectiveness.

Key findings reveal several important insights: First, influencer credibility and message authenticity were found to significantly influence consumer purchasing decisions and brand loyalty, with consistent responses indicating that consumers trust influencers who align with Telecel's values. Second, the integration of influencer marketing into Telecel's broader marketing strategy was seen as effective but could benefit from stronger alignment between influencer content and traditional marketing efforts. Finally, the evaluation of Telecel's influencer campaigns highlighted that while these efforts improve market penetration and customer engagement, more targeted and strategic approaches are needed to maximize customer acquisition and loyalty. These

findings suggest that Telecel's influencer marketing is impactful but could be further optimized for greater business outcomes.

5.3 Conclusion

The study concludes that influencer marketing plays a critical role in shaping consumer behavior, brand loyalty, and market engagement for Telecel. It was found that the credibility of influencers and the authenticity of their messaging have a significant influence on consumer purchasing decisions. Consumers are more likely to trust influencers who are perceived as genuine and knowledgeable, which, in turn, strengthens their loyalty to the Telecel brand. This suggests that Telecel's focus on selecting the right influencers is vital to achieving positive consumer engagement. However, the findings also indicate that while influencer marketing enhances visibility and awareness, its ability to drive direct customer acquisition may vary depending on the strength of the influencer's connection with the target audience and how well these campaigns are integrated with other marketing efforts.

The study also concludes that while influencer marketing has been integrated into Telecel's overall marketing communications strategy, there is room for improvement. Although influencer campaigns have been effective in increasing brand visibility and consumer engagement, the data suggests that the alignment between influencer content and Telecel's broader marketing campaigns could be further optimized. The study shows that consistency between influencer messages and traditional advertising is crucial for creating a unified brand image, which, in turn, boosts consumer trust and long-term loyalty. A more seamless integration across all marketing channels, including social media, traditional media, and influencer endorsements, could enhance the overall impact of Telecel's marketing strategy.

Lastly, the study concludes that while Telecel's influencer marketing campaigns are effective in reaching a wide audience and improving market penetration, there is a need for more targeted approaches to maximize customer acquisition and engagement. The regression and ANOVA analysis revealed that influencer campaigns positively impact market visibility and customer loyalty, but their ability to translate these gains into measurable increases in market share and customer retention is less certain. Telecel should therefore focus on refining its influencer strategies, ensuring that the influencers they collaborate with align closely with the brand's target segments and marketing objectives. By doing so, Telecel can not only maintain its strong market presence but also drive deeper consumer engagement and long-term brand loyalty.

5.4 Limitations

The study faced several limitations that could affect the generalizability and depth of its findings. Firstly, the reliance on self-reported data from a limited sample of 385 respondents may introduce biases, such as social desirability bias, where participants might overstate or understate their opinions on Telecel's influencer marketing campaigns. Additionally, the study was conducted within a specific geographical context, focusing on Telecel's consumers in a particular market, which limits the applicability of the results to broader or international contexts. Another limitation is the cross-sectional nature of the research, capturing consumer perceptions at a single point in time without accounting for how influencer marketing strategies and their impact may evolve over time. Finally, while the study explored various dimensions of influencer marketing, such as credibility, engagement, and market penetration, it did not deeply investigate external factors like economic conditions or competitive pressures, which may also influence the effectiveness of Telecel's marketing campaigns. These limitations suggest that future studies should incorporate a

larger, more diverse sample and consider longitudinal data to better understand the long-term effects of influencer marketing.

5.5 Recommendations

Firstly, Telecel should focus on enhancing the selection process for influencers by prioritizing those who not only have a large following but also align closely with the company's core values and target audience. To make this possible, Telecel could implement a more detailed vetting process that examines influencers' credibility, content authenticity, and relevance to the telecommunications sector. By working with influencers who are seen as genuine and knowledgeable, Telecel can strengthen the trust that consumers place in the brand, ultimately leading to higher conversion rates and stronger brand loyalty.

Secondly, Telecel should improve the integration of influencer marketing into its overall marketing communications strategy. This can be achieved by ensuring that influencer campaigns are consistently aligned with traditional marketing efforts, such as TV commercials, print ads, and digital campaigns. Telecel should create unified marketing messages that are reflected across all channels, ensuring that influencer content reinforces the same values and messaging portrayed in other media. To do this, the company should establish closer collaboration between its marketing team and influencers, setting clear guidelines on brand messaging while allowing creative freedom to keep content engaging.

Thirdly, Telecel should explore ways to measure the direct impact of influencer campaigns on customer acquisition and market share. While the study revealed positive effects on brand visibility and consumer engagement, the link between influencer marketing and tangible business outcomes,

such as increased sales or market share, was less clear. Telecel can address this by investing in advanced analytics tools to track key performance indicators, such as lead generation, conversion rates, and customer retention directly linked to influencer-driven campaigns. This will allow the company to better understand which influencers and campaigns generate the most value and adjust its strategies accordingly.

Lastly, Telecel should focus on diversifying its influencer marketing approach to include micro-influencers alongside larger influencers. Micro-influencers often have highly engaged, niche audiences who trust their recommendations, which can lead to deeper customer relationships. By creating campaigns that include both high-reach influencers and smaller, more focused ones, Telecel can effectively target different customer segments, ensuring broader market penetration. To implement this, the company should develop partnerships with influencers who have expertise in areas relevant to their products and services, such as technology or lifestyle, ensuring that each influencer resonates with specific groups of customers.

5.6 Implications for Policy and Future Research

The implications of this study extend beyond Telecel and provide insights into policy, practice, and future research directions for influencer marketing in the telecommunications sector and other industries. From a policy perspective, the findings suggest the need for clearer guidelines and regulations around influencer marketing to ensure transparency and credibility. Regulatory bodies in Ghana and other regions could consider establishing stricter rules on influencer disclosures and the accuracy of promotional content, ensuring that influencers are clear about their affiliations with brands like Telecel. This would not only protect consumers from misleading content but also

enhance the trustworthiness of influencer marketing as a practice, ultimately benefiting both consumers and businesses.

In terms of practice, Telecel and similar organizations should prioritize the integration of influencer marketing into their broader marketing strategies with more precise measurement tools to track its impact. The study highlighted the effectiveness of influencer campaigns in driving brand visibility and engagement, but it also revealed the need for improved targeting and measurement of customer acquisition and market share growth. Companies should invest in advanced data analytics to assess the real-time effectiveness of these campaigns and adjust strategies based on performance metrics. Future research should build on this study by exploring the long-term effects of influencer marketing and its interaction with other marketing efforts, such as digital advertising and in-store promotions. Additionally, further studies should examine how external factors, such as economic shifts and industry competition, influence the outcomes of influencer marketing to provide a more holistic understanding of its role in business growth.

5.7 Summary

The chapter recaps the study's focus on assessing the impact of influencer marketing on consumer purchasing decisions, brand loyalty, and market penetration at Telecel. It concludes that while influencer marketing has proven effective, there are opportunities for better integration and measurement. Recommendations are provided to guide Telecel in optimizing its influencer marketing efforts for sustained growth.

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APPENDIX

QUESTIONNAIRE

ANALYZING THE IMPACT OF INFLUENCER MARKETING ON CONSUMERS; A STUDY OF TELECEL TELECOMMUNICATIONS NETWORK

INTRODUCTION:

My name is **NOVIEKU ADEOLA BABATUNDE**. I am a student at UNIMAC. I am conducting a research study titled “**ANALYZING THE IMPACT OF INFLUENCER MARKETING ON CONSUMERS; A STUDY OF TELECEL TELECOMMUNICATIONS NETWORK**”.

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

1. To assess how influencer marketing strategies influence consumer purchasing decisions and brand loyalty at Telecel.

2. To examine the integration of influencer marketing into Telecel’s overall marketing communications strategy.
3. To evaluate the effectiveness of Telecel's influencer marketing campaigns in achieving desired market penetration and customer engagement.

You are, however, not under any obligation to answer questions to which you feel uncomfortable with. Thank you for your valuable contribution in advance. Your participation is vital to the success of this research. Please be rest assured that the information to be gathered from you is purely intended for academic purposes.

SECTION A: BACKGROUND INFORMATION OF RESPONDENTS

1. Gender Male [] Female []
2. Age 20-30 years [] 31-40 years [] 41-50 years [] Above 50 years []
3. Educational background Diploma/HND [] Degree [] Masters or Higher []
4. Working experience Below 1 year [] 1-5 years [] 6-10 years [] Above 10 years []

Objective 1: To assess how influencer marketing strategies influence consumer purchasing decisions and brand loyalty at Telecel.

Note: 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree

Influencer Credibility

Statement	1)	2	3	4	5
The influencers I follow are knowledgeable about telecommunications products.					

I trust the recommendations made by these influencers.					
Influencers provide honest and unbiased opinions about the products they endorse.					
The influencers appear to use the products they promote.					
I consider the influencers I follow to be reliable sources of information.					

Message Authenticity

Statement	1	2	3	4	5
The messages from influencers feel genuine and authentic.					
Influencers provide transparent information about the products they endorse.					
I believe the influencers' endorsements are based on their true opinions.					
The content shared by influencers seems real and relatable.					
I find the influencers' messages trustworthy.					

Audience Engagement

Statement	1	2	3	4	5
I often interact with content shared by influencers (likes, comments, shares).					
Influencer content keeps me engaged and interested in the brand.					
I feel more connected to the brand through influencer interactions.					
I frequently follow discussions or trends started by influencers.					
Influencer content prompts me to engage with the brand more.					

Brand Visibility

Statement	1	2	3	4	5
Influencer promotions increase my awareness of the brand.					
I recognize the brand more due to influencer marketing.					
Influencers help make the brand more visible to me.					
Influencer campaigns make the brand stand out.					
I see the brand frequently because of influencer endorsements.					

Objective 2: To examine the integration of influencer marketing into Telecel’s overall marketing communications strategy

Statement	1	2	3	4	5
Influencer marketing is a key component of Telecel's overall marketing strategy.					
Telecel effectively combines traditional advertising with influencer marketing.					
The messages from influencers are consistent with Telecel's brand messaging.					
Influencer content aligns well with Telecel's promotional campaigns.					
Telecel uses influencer marketing to target specific customer segments.					
The influencer campaigns are integrated seamlessly with other marketing efforts by Telecel.					
Influencer marketing enhances the overall effectiveness of Telecel’s marketing communications.					
Telecel coordinates influencer marketing with its social media strategy.					

Objective 3: To evaluate the effectiveness of Telecel's influencer marketing campaigns in achieving desired market penetration and customer engagement

Statement	1	2	3	4	5
Telecel's influencer campaigns reach a wide audience.					
The influencer marketing campaigns increase Telecel’s market share.					
I am more likely to consider Telecel services because of influencer recommendations.					
Influencer marketing has improved my engagement with the Telecel brand.					
Influencer promotions by Telecel result in higher brand visibility.					
The influencer content related to Telecel is engaging and relevant.					
Influencer campaigns have strengthened my loyalty to the Telecel brand.					
Telecel’s influencer marketing efforts are effective in driving customer acquisition.					