



Influencer Marketing Strategies and Consumer Buying Behaviour of Sustainable Fashion Businesses in Uyo Metropolis

Abstract

The digital age has witnessed a monumental shift in marketing strategies, with influencer marketing emerging as a dominant force in shaping consumer purchasing behavior. This study meticulously assessed the relationship between influencer marketing strategies and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis. To achieve the study objectives, the study adopted a survey research design. The population of the study comprised of consumers of sustainable fashion products and followers of social media fashion influencers in Uyo Metropolis. The target population included students, youth, working-class individuals, and online shoppers who are exposed to influencer marketing strategies on social media platforms. Using Top-man Formula for sample size determination, a sample size of 366 was employed for the study. Data for the study were collected using structured copies of questionnaire and 3 research hypotheses formulated for the study were tested using Pearson Product Moment Correlation (PPMC) at 0.05 level. From the data analysis, findings revealed that the independent variables (Influencer Credibility and Influencer Popularity) relates significantly with consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis. Thus, it was concluded that influencer marketing strategies have a positive and significant relationship with consumer buying behaviour of sustainable fashion businesses. Hence, it was recommended that sustainable fashion businesses should adopt effective influencer marketing strategies as part of their overall digital marketing activities in order to improve customer awareness, patronage, and purchase behaviour.

Keywords: Influencer Marketing Strategies, Influencer Credibility, Influencer Popularity Consumer Buying Behaviour and Sustainable Fashion Businesses

Sampson, Emem Akaninyene

Department of Marketing, University of Uyo, Akwa Ibom State, Nigeria.

ORCID: 0009-0003-0625-9523
+2348026903821

Udonde, Unyime Emmanuel

Department of Marketing, Akwa Ibom State University, Obio Akpa

unyimeemmanuel56@gmail.com

ORCID: 0009-0000-7529-4689

Corresponding Authors Email:

ememsampson30@gmail.com

Date Received: 24th September, 2026

Date Accepted: 28th September, 2026

Introduction

The introduction of technology has shifted the attention of consumers from the traditional means of advertising (mass media marketing) to a more sophisticated means which involves the use of internets (Sampson and Udonde,

2024). Among the modern marketing approaches, influencer marketing has become one of the most effective strategies for promoting products and services (Thakur, 2018). Influencer marketing involves the use of social media personalities, content creators,

celebrities, and online opinion leaders to influence consumers' attitude, preferences, and purchasing decisions. Businesses now collaborate with influencers on platforms such as Instagram, TikTok, Facebook, and X (formerly Twitter) to create awareness, build trust, and stimulate consumer patronage (Bhagyashree and Pushpalatha, 2024).

In recent years, the fashion industry has adopted influencer marketing as a strategic tool for attracting customers and improving brand visibility. Sustainable fashion businesses, in particular, rely on influencers to educate consumers about environmental friendly clothing, ethical production practices, recycling, and responsible consumption (Singh, 2024). Sustainable fashion refers to fashion products and practices that minimize negative environmental and social impacts while promoting ethical production and consumption. The growing awareness of environmental sustainability has encouraged many consumers to pay attention to eco-friendly fashion choices.

According to Rohilla (2024), consumer buying behaviour is an important aspect of marketing because it explains how individuals select, purchase, use, and dispose of products and services to satisfy their needs and wants. Poornima, Rogini and Kannan (2025) opined that the buying decisions of consumers are influenced by several factors such as social influence, cultural belief, personal preferences, economic conditions, and

marketing communication strategies. Influencers play a major role in shaping consumer perceptions by providing product reviews, recommendations, testimonials, and lifestyle content that appeal to followers.

In Nigeria, especially in urban centers like Uyo Metropolis, social media usage has increased significantly among youths and young adults who constitute a large percentage of fashion consumers. Fashion businesses in Uyo now utilize influencer marketing to reach potential customers and create awareness about sustainable fashion products. The increasing adoption of influencer marketing by fashion businesses has changed the traditional methods of advertising and customer engagement. Sustainable fashion businesses now depend on social media influencers to create awareness, promote eco-friendly products, and influence consumer purchasing decisions. Despite the growing popularity of influencer marketing, many sustainable fashion businesses in Uyo Metropolis still face challenges relating to low consumer patronage, weak customer loyalty, and limited awareness of sustainable fashion products.

Consumers are exposed to numerous influencer advertisements daily, making it difficult for businesses to determine whether influencer marketing strategies truly affect buying behaviour. In some cases, consumers may question the credibility, authenticity, and trustworthiness of influencers, thereby reducing the effectiveness of promotional

Citation: Sampson, Emem A. & Udonde, Unyime E. "Influencer Marketing Strategies and Consumer Buying Behaviour of Sustainable Fashion Businesses in Uyo Metropolis". *Journal of People and Worldviews (JPW)*, 2026: pp287-297.

campaigns. Additionally, some consumers may prioritize price, style, or brand popularity over sustainability concerns when making purchasing decisions.

Although several studies have examined influencer marketing and consumer buying behaviour in different sectors, limited empirical studies have focused specifically on sustainable fashion businesses in Uyo Metropolis. This creates a knowledge gap regarding the effectiveness of influencer marketing strategies in influencing consumers towards sustainable fashion products within the study area. It was against this background that this study was conducted to investigate the relationship between influencer marketing strategies and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis. Thus, the main objective of this study was to assess the relationship between influencer marketing strategies and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis. The specific objectives were to:

- i. Ascertain the relationship between influencer credibility and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis.
- ii. Ascertain the relationship between influencer popularity and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis.

An Overview of Influencer Marketing

Influencer marketing is one among the emerging trends in contemporary marketing. It represents a type of word-of-mouth marketing conducted via social media. Influencer marketing is essentially a sort of advertising where the major emphasis is on leveraging well-known public figures in a specific niche to spread the message that a certain product or company wants to offer. Instead of engaging with the target group, the brand owners would hire or persuade a well-known celebrity to promote the brand to the vast majority of consumers. An influencer can be any individual, collective, brand, or location that wields some level of influence. Influencers possess the ability to sway their audience and can be utilized by brands to enhance their reach, sales, or engagement levels. Influencers, ranging from celebrities to micro-influencers, can shape opinions and trends. They serve as intermediaries who can bridge the gap between products and consumers, arranging relatable and trustworthy endorsements.

Influencer marketing provides brands and businesses with additional ways to connect with consumers in a cutthroat market. Social media are widely well received by all ages of people particularly by youths. Social media's advancements enable people to communicate their ideas, opinions, lives, and interests in a way that is unique to their followers (Bhagyashree and Pushpalatha, 2024). These individuals become influencers by their unique personality. Influencers may be

Citation: Sampson, Emem A. & Udonde, Unyime E. "Influencer Marketing Strategies and Consumer Buying Behaviour of Sustainable Fashion Businesses in Uyo Metropolis". *Journal of People and Worldviews (JPW)*, 2026: pp287-297.

nano, micro, macro and mega depends on their followers. They promote the company's offerings to the consumers by engaging their followers. Influencers may receive fee or commission or prize or free products on their endorsement. Facebook, YouTube, Instagram, WhatsApp, Snap chat, Pinterest and Twitter are the usual social media platforms used by marketing influencers to influence their consumers. They can shape the behaviour, attitude and lifestyle of their followers and also capable of influencing their purchase decisions.

Influencer Marketing Strategies

Influencer Credibility

As the marketing landscape shifts from traditional advertising to more personalized and content-driven approaches, social media influencers have taken center stage in shaping consumer decisions. Their power lies not merely in their follower count or visibility, but in the degree to which their followers perceive them as credible. Credibility in the context of this study encompasses trustworthiness, expertise, and attractiveness (Lou and Yuan, 2019). Without credibility, an influencer's ability to persuade, inform, or inspire action is severely diminished.

Credibility is determined by the level of connection and sincerity of communication. Influencers who maintain the autonomy to reject sponsorships that do not align with their identity are often seen as more credible, because their audience recognizes the

value they place on integrity over profit. This reinforces the idea that credibility is built gradually over time and must be consistently protected, especially in a media landscape where audiences are increasingly skeptical of persuasive intent.

Influencer Popularity

Influencer popularity refers to the level of public recognition, visibility, and audience following an influencer possesses on social media platforms. It is often measured by the number of followers, subscribers, likes, shares, comments, and overall online engagement an influencer receives from audiences. The rise of social media platforms such as Instagram, TikTok, Facebook, YouTube, and X has increased the importance of influencer popularity in marketing communication. Businesses now select influencers based not only on expertise but also on the size and engagement level of their online audience (Sokolova and Kefi, 2020). Influencers with a large following are considered valuable because they can expose products to a wider market within a short period of time.

In modern marketing, businesses collaborate with popular influencers to promote products and services because consumers are more likely to notice and trust brands associated with widely recognized personalities (Casaló, Flavián, and Ibáñez-Sánchez, 2020). Popular influencers often build strong relationships with followers through regular interaction, entertaining content,

Citation: Sampson, Emem A. & Udonde, Unyime E. "Influencer Marketing Strategies and Consumer Buying Behaviour of Sustainable Fashion Businesses in Uyo Metropolis". *Journal of People and Worldviews (JPW)*, 2026: pp287-297.

and lifestyle representation. Their popularity enables them to influence consumer behaviour, increase brand awareness, and stimulate customer patronage.

Consumer Buying Behavior

Consumer buying behavior refers to the processes and actions taken by individuals when choosing, buying, using, and disposing of products or services. This process consists of several key stages that are interrelated and influenced by various internal and external factors. The consumer decision-making process consists of five stages which are: need recognition, information search, evaluations of alternatives, purchase behaviour/decision and post-purchase behaviour. After alternatives have been evaluated, purchase decisions become the next stage in the consumer decision-making process. The purchase decision is mainly influenced by the previous stages of the consumer decision-making process (Etuk and Udonde, 2022). Consumer behavior towards a product includes everything from the initial decision to buy it, to how they use it and whether or not they continue to purchase it in the future.

In today's digital marketplace, consumer behavior has evolved dramatically, shaped by technology, peer influence, and personalized marketing, especially via social media platforms. In the era of digital marketing, consumers often rely on recommendations from individuals they perceive as credible or similar to

themselves, leading to increased trust and adoption of the endorsed product (Lou & Yuan, 2019). As the consumer continues to see repeated exposure and positive feedback from both the influencer and their community, interest builds, and the product becomes mentally associated with reliability and effectiveness (De Veirman *et al.*, 2021). Thus, once a consumer reaches the decision phase, the likelihood of completing a purchase becomes paramount. Thus, the growing awareness around authenticity and transparency has also influenced consumer purchase decisions. Consumers are keen on influencers who possess credible, authentic, expertise attributes in their endorsements. As a result, when consumers believe that an influencer genuinely uses and believes in the product, they are more likely to form a purchase behaviour (Neves *et al.*, 2023).

An Overview of the Concept Sustainable Fashion Businesses in Uyo

Sustainable fashion business refers to the production, marketing, and distribution of fashion products in ways that promote environmental protection, ethical labour practices, and responsible consumption. Unlike fast fashion which encourages mass production and excessive consumption, sustainable fashion focuses on reducing environmental waste, recycling materials, promoting durability, and encouraging ethical business operations. Sustainable fashion businesses now promote eco-friendly clothing, thrift fashion, upcycling, and ethical sourcing, and circular fashion

systems aimed at minimizing negative environmental impacts.

In Nigeria particularly in Uyo, the concept of sustainable fashion is gradually gaining attention, particularly among urban youths, fashion entrepreneurs, and online consumers. The city hosts numerous fashion businesses ranging from boutiques and tailoring services to online thrift store and fashion resellers. Many young entrepreneurs in Uyo combine physical stores with social media marketing platforms such as Instagram, Facebook, TikTok, and WhatsApp Business to promote sustainable fashion products. These businesses appeal mostly to students, working-class youth, and middle-income consumers who seek

affordable and fashionable clothing options.

Social media awareness, digital marketing, and changing consumer lifestyles have contributed to the increasing acceptance of thrift fashion, recycled clothing, locally made fabrics, and eco-conscious fashion practices. However, challenges such as negative consumer perception, limited awareness, financial constraints, intense competition, and infrastructural problems continue to affect this sector. Nevertheless, with increased awareness, government support, and effective marketing strategies, sustainable fashion businesses in Uyo have strong potential for continued growth and long-term contribution to sustainable economic development.

Conceptual Model

INDEPENDENT VARIABLES

DEPENDENT VARIABLE

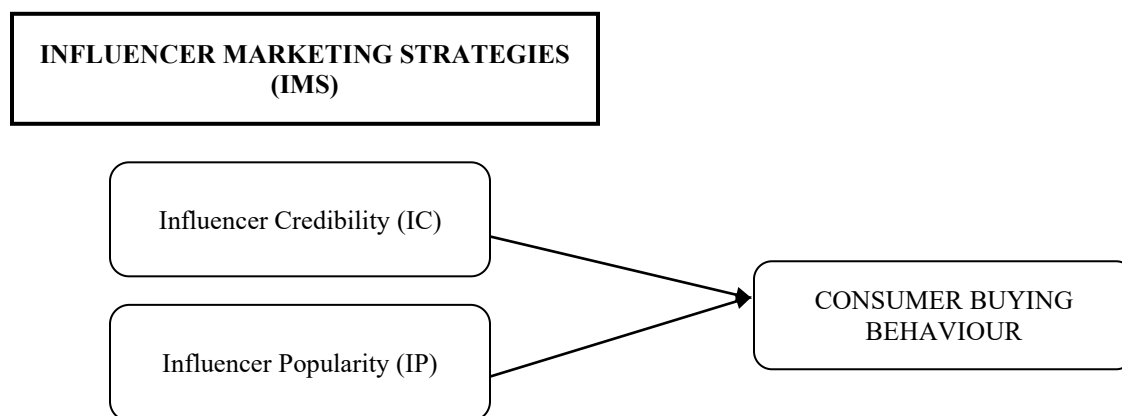


Figure 2.1: Researcher Model: Influencer Marketing Strategies and Consumer Buying Behaviour Model.

Citation: Sampson, Emem A. & Udonde, Unyime E. "Influencer Marketing Strategies and Consumer Buying Behaviour of Sustainable Fashion Businesses in Uyo Metropolis". *Journal of People and Worldviews (JPW)*, 2026: pp287-297.

Source: Researcher's Conceptualization, (2026)

Methodology

Research Design

The survey research design was utilized for the study. The survey design was considered appropriate because it enables the researcher to collect data from a large number of respondents regarding their opinions, attitudes, and behaviours toward influencer marketing strategies and sustainable fashion products. The design also allows for the use of questionnaire in gathering primary data for analysis.

Area of the Study

This study was conducted in Uyo. Uyo is the capital city of Akwa Ibom State and is known for its growing commercial activities, increasing internet usage, and active participation of youths in social media platforms. The metropolis has several fashion businesses that utilize digital marketing and influencer promotions to attract customers.

Population of the Study

The population of the study comprises of consumers of sustainable fashion products and followers of social media fashion influencers in Uyo Metropolis. The target population included students, youth, working-class individuals, and online shoppers who are exposed to influencer marketing strategies on social media platforms.

Sample Size Determination

Given the largeness of the infinite population, it would be impossible to carry out a study of the whole population. The sample size was determined using the Top-man Formula for sample sizes where the population is finite but not known.

$$n = \frac{Z^2 (pq)}{e^2}$$

Where;

n = sample size

Z = value of Z-score associated with the selected degree of confidence (1.96 for 95% confidence level)

e = estimated standard error (5%)

p = probability of success (0.5)

q = probability of failure (1-p)

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

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

$$n = 384.16$$

Since the sample size cannot be in fraction or decimal, the sample size will be approximated to the nearest whole numbers. Thus, $n = 384.16 = 384$ (approximation).

Therefore, the sample size of 384 respondents was used where 384 copies of the questionnaire were administered to students, youth, working-class

Citation: Sampson, Emem A. & Udonde, Unyime E. "Influencer Marketing Strategies and Consumer Buying Behaviour of Sustainable Fashion Businesses in Uyo Metropolis". *Journal of People and Worldviews (JPW)*, 2026: pp287-297.

individuals, and online shoppers who are exposed to influencer marketing strategies on social media platforms.

Sampling Techniques

The judgement sampling method was used to obtain a sample size of 384 respondents. Each respondent was invited to participate in the survey; the participation by the respondents was voluntary. Upon obtaining respondent's consent, he/she was asked to complete the self-administered questionnaire. The questionnaire copies were distributed to 384 students, youth, working-class individuals, and online shoppers of sustainable fashion businesses. The choice of respondents was based on proximity, effective coverage and cost minimization. Out of the 384

questionnaires distributed, 366 copies of the questionnaire were successfully retrieved in usable form.

Method of Data Analysis

Hypotheses formulated for the study were tested using Spearman Correlation Coefficient with the aid of Statistical Package for Social Sciences (SPSS). The level of significance for testing hypotheses was set at 0.05 level.

Findings and Discussion of Findings

Hypothesis One

HO₁: There is no significant relationship between influencer credibility and consumer buying

behaviour of sustainable fashion businesses in Uyo Metropolis.

Table 1: Correlation Analysis showing the Relationship between Influencer Credibility and Consumer Buying Behaviour

Correlations				
Spearman's Rho	Influencer Credibility		Influencer Credibility	Consumer Buying Behaviour
	Consumer Buying Behaviour	Correlation coefficient	1.000	.770**
		Sig. (2-tailed)	.	.000
		N	366	366
		Pearson correlation	.770**	1.000
		Sig.(2-tailed)	.000	.
		N	366	366

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

Source: SPSS Computation Output, (2026).

Citation: Sampson, Emem A. & Udonde, Unyime E. "Influencer Marketing Strategies and Consumer Buying Behaviour of Sustainable Fashion Businesses in Uyo Metropolis". *Journal of People and Worldviews (JPW)*, 2026: pp287-297.

Based on result on table 1, the correlation coefficient ($r = 0.770$) between influencer credibility and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis is strong and positive. The significant value of 0.000 ($p < 0.05$) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a significant strong relationship between influencer credibility and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis.

HO₂: There is no significant relationship between influencer popularity and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis.

Table 2: Correlation Analysis showing the Relationship between influencer popularity and Consumer buying behaviour

Correlations				
Spearman's Rho	Influencer Popularity		Influencer Popularity	Consumer Buying Behaviour
		Correlation coefficient	1.000	.805**
	Consumer Buying Behaviour	Sig. (2-tailed)	.	.000
		N	366	366
		Pearson correlation	.805**	1.000
		Sig.(2-tailed)	.000	.
		N	366	366

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

Source: SPSS Computation Output, (2026).

Based on result on table 2, the correlation coefficient ($r = 0.805$) between influencer popularity and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis is strong and positive. The significant value of 0.000 ($p < 0.05$) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a significant strong relationship between influencer popularity and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis.

Discussion of Findings

Various hypotheses as proposed in the research were subjected to statistical tests. Results from these tests were discussed and compared with previous findings from related studies. Findings from the test of H_{O1} showed that a positive and significant relationship exists between influencer credibility and consumer buying behaviour ($R = 0.770$). We therefore, reject the null hypothesis and accept that of the alternate. This is because the probability value is less than

Citation: Sampson, Emem A. & Udonde, Unyime E. "Influencer Marketing Strategies and Consumer Buying Behaviour of Sustainable Fashion Businesses in Uyo Metropolis". *Journal of People and Worldviews (JPW)*, 2026: pp287-297.

the stated level of confidence ($P < 0.05$). This finding is consistent with that of Chiguvi, *et al*; (2025). It is imperative to state that the above results also corroborate with the study of Nikhil and Yuvraj (2025) where the authors found out that the expertise of social media influencers has a strong and significant impact on consumer behavior, followed by their attractiveness, trustworthiness, and credibility. However, it contradicts the work of Saroyini and Putri (2024) who sees influencer type, content type, and influencer engagement as a major determinant of consumer buying behaviour.

Also, H_{02} revealed that a positive and significant relationship exists between influencer popularity and consumer buying behaviour ($R = 0.805$). These results revealed that influencer popularity has a positive and significant relationship with consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis. We therefore, reject the null hypothesis and accept that of the alternate because the probability value is less than the stated level of confidence ($P < 0.05$). This implies that influencers need to strengthen product knowledge, improve professional image and reputation, and meet consumer needs through personalized recommendations and carefully designed live-streaming content to promote brand-value enhancement.

Summary of Findings

The study focuses on influencer marketing strategies and consumer buying behaviour in sustainable fashion businesses in Uyo. The study specifically examines how influencer marketing dimensions such as influencer credibility, influencer popularity affect consumers' purchasing decision toward sustainable fashion products. From the analysis of data, the independent variables (influencer credibility and influencer popularity) were seen as having a positive and significant relationship with the dependent variables (consumers' purchasing decision).

Conclusion

Based on the findings of this study, the following conclusions were made:

- i. There is a significant relationship between influencer credibility and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis.
- ii. There is a significant relationship between influencer popularity and consumer buying behaviour of sustainable fashion businesses in Uyo Metropolis.

Recommendations

Based on the research findings, the following recommendation were reached;

- i. Sustainable fashion businesses should partner with influencers who are perceived as honest, knowledgeable, and trustworthy

- by consumers and avoid using influencers with negative public image or misleading promotional practices, as such association may damage brand reputation and reduce customer patronage.
- ii. Sustainable fashion businesses should carefully select influencers whose followers match their target market, especially youths and online consumers interested in sustainable fashion products. Also, sustainable fashion businesses should regularly evaluate the performance of influencers based on audience engagement, customer feedback, and conversion rates before continuing partnerships.

References

- Bhagyashree, L. & Pushpalatha, S. (2024). Impact of Influencer Marketing on Consumer Buying Behaviour. *International Journal of Current Science (IJCSPUB)*, 14(2); 77-85.
- Casaló, L.V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510-519.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828.
- Etuk, A. & Udonde, U.E. (2022). The Effect of Country of Origin on Consumer Purchase Behaviour among Nigerian Elites: A Study of Imported Fashion Wears. *British Journal of Marketing Studies*, 10(6), 12-36.
- Lou, C., & Yuan, S. (2019). Influencer marketing: how message value and credibility affect consumer trust. *Journal of Interactive Advertising*, 19(1), 58-73.
- Neves, L., Becker, K., & Carvalho, J. (2023). Influencer fraud and engagement manipulation: How brands can safeguard digital trust. *Digital Marketing Review*, 9(2), 134-149.
- Poornima, C., Rogini, P. & Kannan, B. (2025). The impact of influencer marketing on consumer purchasing decision making in Coimbatore City. *International Journal of Scientific Research and Engineering Development*, 8(1); 580- 584.
- Rohilla, H. (2024). Empirical Analysis of Influencer Marketing on Consumer Behavior and Purchase Decisions: Structure Equation Remodeling. *International Journal for Research Trends and Innovation*, 9(7); 362-368.
- Sampson, E.A. & Udonde, U. E. (2024) Rumor Spreading and Brand Reputation of Fast-Moving Consumer Goods in Uyo, Akwa Ibom State. *International Journal of Marketing and Communication Studies*, 8(1), 15-28.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53.
- Singh, M. (2024). Impact of Influencer Marketing on Consumer Behaviour. *International Journal of Research Publication and Reviews*, 5(11); 1939-1946.
- Thakur, S.P. (2018). Study on the Influence of Influencer Marketing on Consumer Purchase Intentions. *IJARIIIE*, 4(3); 2639-2644.

Citation: Sampson, Emem A. & Udonde, Unyime E. "Influencer Marketing Strategies and Consumer Buying Behaviour of Sustainable Fashion Businesses in Uyo Metropolis". *Journal of People and Worldviews (JPW)*, 2026; pp287-297.