

INFLUENCE OF INFLUENCER MARKETING AND VIDEO MARKETING ON CONSUMER BEHAVIOUR FOR RETAIL PRODUCTS IN ADAMAWA STATE, NIGERIA

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Abstract

The study assessed the influence of influencer marketing and video marketing on consumer behaviour for retail products in Adamawa State, Nigeria. The study was based on the Stimulus-Response Model developed by John B Watson in 1913. The survey research design was adopted and 400 questionnaires were administered to selected respondents in Yola North, Mubi North, and Ganye Local Government Areas representing the three senatorial districts of Adamawa State. The research questions were analysed using mean and standard deviation while the null hypotheses were tested at 0.05 significant level using simple linear regression. The results of the study revealed that influencer marketing had a grand mean of 3.34, whereas video marketing had a grand mean of 3.44 and both had significant influence on consumer behaviour for retail products ($p=0.000$). The R-square indicated that influencer marketing accounted for 58% variance whereas video marketing accounted for 52% of the variance in consumer behaviour for retail products. The study concluded that influencer marketing has the highest influence on consumer behaviour among all the digital marketing strategies. It was recommended that the retailers should invest more in engaging influencers with cultural values and produce short videos with less data consumption in Adamawa State, Nigeria.

Keywords: Influencer Marketing, Video Marketing, Consumer Behaviour, Retail Products, Adamawa State



Introduction

Digital marketing is currently an emerging phenomenon in the global economy as it transforms the ways people learn, work, trade and access services. In 2019, the global digital economy was worth about USD 11.5 trillion or 15.5% of the global GDP and is poised to grow to 25% within the next decade (OECD, 2020). Africa has recorded a tremendous digital revolution that has changed the lives of millions of its people as it is currently experiencing an increase in internet penetration. About 43% of the continent's population was connected to the internet through their mobile phones as of 2023 (GSMA, 2022).

Influencer marketing involves the use of influential individuals with a relatively large number of followers on social media platforms to popularize, advertise or promote retail products and services (Tuten & Solomon, 2017). Influencers range from social media influencers, opinion leaders, and bloggers with a significant following who can influence the purchase decisions of their followers. Influencers marketing is on the rise as Nigerian youths increasingly use social media platforms to interact with each other. It offers an opportunity for retailers to tap into the large following of influencers and reach wider audiences by encouraging the influencers to post about their retail products and services (Usman & Bello, 2023).

Video marketing entails the use of video content in promoting products, commodities, and services. It involves interesting and engaging videos that attract, inform, and persuade consumers to take action towards buying a product or availing a service (Clarke & Warren, 2021). With the tremendous rise of the use of social media platforms and the increased use of smartphones in recent years, video marketing has become a dominant force in digital marketing. Retailers in Adamawa State use video marketing to effectively engage their various consumers, ranging from the urban young consumers in Yola to the rural traditional consumers in Mubi.

Nigeria currently has the highest number of internet users in Africa, and there has been tremendous growth in the number of people accessing various online services, including shopping and content consumption (Olawale & Abiodun, 2022). The retail sector has responded to the tremendous changes brought about by technology. However, the response has been uneven as some retailers face the challenges of authenticity, relatability, internet penetration, and data subscription in Adamawa State, Nigeria. Consequently, this study assessed the influence of influencer marketing and video marketing on consumer behaviour for retail products in Adamawa State, Nigeria.

Statement of the Problem

The rapid growth of digital technologies has fundamentally transformed the marketing landscape, compelling businesses to shift from conventional advertising to digital marketing strategies such as influencer marketing and video marketing. Nigeria has experienced significant digital growth, with over 107 million internet users and increasing adoption of social media platforms such as Facebook, Instagram,

TikTok, YouTube, and WhatsApp, making digital marketing an indispensable component of modern retail business (DataReportal, 2025; GSMA, 2024).

In Adamawa State, retail businesses are increasingly adopting influencer endorsements and video advertisements to improve brand awareness, customer engagement, and sales performance. However, despite these growing investments in digital marketing, many retailers continue to experience inconsistent consumer responses and varying levels of marketing effectiveness. While some businesses report increased customer patronage following influencer campaigns and promotional videos, others obtain limited returns on their marketing investments. These inconsistencies may be associated with differences in consumers' trust in influencers, digital literacy, internet accessibility, purchasing power, and patterns of social media usage within the state (Usman & Bello, 2023). Consequently, retailers face uncertainty regarding which digital marketing strategy is more effective in influencing consumers' purchasing decisions.

Existing empirical evidence on the influence of influencer marketing and video marketing on consumer behaviour remains inconclusive. Several studies have reported that influencer marketing positively influences purchase intention, brand trust, and consumer loyalty (Johnson & Adams, 2020; Okoro et al., 2020; Yusuf et al., 2022). Similarly, studies by Chaffey (2022) and Lee and Kim (2021) concluded that video marketing significantly enhances consumer engagement, product understanding, and purchase decisions. Conversely, Owusu et al. (2019) found that video marketing had no significant influence on consumers' buying behaviour in Ghana, suggesting that the effectiveness of digital marketing strategies may vary across geographical and socio-economic environments. These conflicting findings indicate that the influence of influencer marketing and video marketing is context-dependent and cannot be generalized across different locations.

Furthermore, although previous studies have examined influencer marketing or video marketing separately, relatively few have investigated their comparative influence on consumer behaviour within the same study, particularly in the context of retail products in Adamawa State. Most available Nigerian studies have focused on major commercial cities such as Lagos, Abuja, and Port Harcourt, with limited empirical attention given to North-Eastern Nigeria, where differences in digital infrastructure, internet penetration, socio-economic conditions, and consumer behaviour may produce different outcomes (GSMA, 2024; National Bureau of Statistics [NBS], 2023). This geographical and contextual gap limits the availability of evidence needed by retailers and marketing practitioners operating within Adamawa State.

The absence of context-specific empirical evidence creates uncertainty for retail businesses regarding the effective allocation of scarce marketing resources. Without reliable information on the relative influence of influencer marketing and video marketing on consumer behaviour, retailers may continue investing in promotional strategies that do not generate optimal returns, thereby reducing marketing efficiency and business competitiveness. It is against this background that this study examines

the influence of influencer marketing and video marketing on consumer behaviour for retail products in Adamawa State, Nigeria.

Objectives of the Study

The study was undertaken to:

1. Examine the influence of influencer marketing on the consumer behaviour of retail products in Adamawa State, Nigeria.
2. Determine the influence of video marketing on the consumer behaviour of retail products in Adamawa State, Nigeria.

Research Questions

The following research questions were addressed in this study:

1. What is the influence of influencer marketing on the consumer behaviour of retail products in Adamawa State, Nigeria?
2. What is the influence of video marketing on the consumer behaviour of retail products in Adamawa State, Nigeria?

Hypotheses

The following null hypotheses were tested at 0.05 significant level:

- H₀₁:** Influencer marketing has no significant influence on the consumer behaviour of retail products in Adamawa State, Nigeria.
- H₀₂:** Video marketing has no significant influence on the consumer behaviour of retail products in Adamawa State, Nigeria.

Theoretical Framework

The study was based on the Stimulus-Response Model first proposed by John B Watson in 1913. The model focuses on the consumer buying process and explains how external events, such as marketing activities, affect the consumer's decision to buy a good or service (Kotler & Keller, 2016). According to this model, marketers must fully understand the various types of stimuli including advertising, promotional materials, pricing, and features of the targeted product. In influencer marketing, the stimulus originates from the influencer and targets the consumer's trust and triggers their purchasing behaviour. In video marketing, the stimulus comes in the form of interesting video content that captures the attention of the consumer and promotes the product. The model allows marketers to develop the appropriate type of stimulus to influence consumer behaviour (Chaffey & Smith, 2017).

Empirical Review

The empirical literature on influencer marketing consistently demonstrates its effectiveness in shaping consumer behavior across diverse contexts. Yusuf, Ahmad, and Bello (2022) examined influencer marketing within Adamawa State, Nigeria, employing a mixed-methods approach combining qualitative interviews with influencers and surveys with retail consumers. Their findings revealed that influencer marketing significantly enhanced consumer trust and product awareness, particularly among younger demographics, though the impact was often short-lived, necessitating consistent content updates and regular collaborations to maintain consumer engagement.

Similarly, Okoro, Chukwu, and Eze (2020) investigated influencer marketing's impact on consumer purchase decisions in Nigeria, finding that authenticity emerged as a critical factor, with consumers showing a higher likelihood of trusting and acting on recommendations from influencers they perceived as genuine and relatable, while overly commercialized content diminished effectiveness.

In the United States, Johnson and Adams (2020) found that influencer marketing significantly enhanced brand loyalty by creating authentic and emotional connections, with long-term collaborations helping brands maintain credibility and trust. Collectively, these studies underscore the importance of authenticity, credibility, and strategic alignment between influencers and brands in driving consumer engagement and loyalty, with relevance for the Nigerian retail context.

Regarding video marketing, Chaffey (2022) conducted a comprehensive meta-analysis synthesizing findings from over 50 studies, concluding that video content particularly storytelling and user-generated videos improves product understanding, emotional connection, and brand recall, leading to higher conversion rates.

Lee and Kim (2021) examined video marketing in South Korea, analyzing 50 video campaigns supplemented by surveys of 500 consumers, and found that video marketing significantly enhanced consumer confidence by providing detailed product demonstrations and reviews, with storytelling and relatable scenarios particularly effective in connecting with audiences and driving purchase intentions.

These studies affirm video marketing's effectiveness in developed market contexts; however, the limited effectiveness observed in Adamawa State suggests that infrastructural constraints such as poor internet access, high data costs, and limited adoption of high-quality video content may hinder its impact in developing regions, highlighting the need for context-specific strategies that consider local technological realities and consumer preferences.

Methodology

The study adopted the survey research design to establish the influence of influencer marketing and video marketing on the consumer behaviour of retail products in Adamawa State, Nigeria. The study scope was limited to Adamawa State, with Yola North, Mubi North, and Ganye Local Government Areas (LGAs) representing the three senatorial districts. The population of the study comprised all the residents of the selected LGAs, totaling 803,600 people. Using the Taro Yamane formula with 5% margin of error, a sample size of 400 was selected and distributed proportionally to the three LGAs; Ganye (116), Mubi North (131), and Yola North (153). The data collection instrument was a questionnaire titled “Digital Marketing and Consumer Behaviour Questionnaire (DMCBQ)” with two sections: influencer marketing and video marketing. Each section had seven items scored on a five-point Likert scale ranging from Strongly Agree to Strongly Disagree. The instrument went through face and content validation by three lecturers in the Department of Vocational Education, Modibbo Adama University, Yola. A pilot study was carried out in Jalingo, Taraba State, among 40 respondents, with a Cronbach’s Alpha reliability coefficient of 0.77. The research questions were analysed using mean and standard deviation, whereas the hypotheses were tested at 0.05 significant level using simple regression analysis.

The decision guideline for the research questions was that items with a grand mean of 3.0 and above indicate agreement. As a result, the study revealed that both influencer marketing and video marketing significantly influenced the consumer behaviour of retail products in Adamawa State, Nigeria.

Results and Discussion

Research Question One

What is the influence of influencer marketing on consumer behaviour in Adamawa State?

Table 1: Mean and Standard Deviation of Respondents' Ratings on the Influence of Influencer Marketing on Consumer Behaviour ($N = 398$)

S/N	Item Statement	Mean ($\bar{X}$)	(SD)	Decision
1	I often get influenced by the recommendations of social media influencers when buying retail products.	3.26	1.31	Agree
2	I trust the opinions of influencers more than traditional advertisements regarding retail products.	3.19	1.28	Agree
3	The lifestyle and personality of influencers affect my perception of certain retail brands.	3.49	1.20	Agree
4	When influencers demonstrate the use of a retail product, I am more likely to purchase it.	3.47	1.23	Agree
5	I tend to follow influencers who promote retail products that match my preferences.	3.24	1.29	Agree
6	Influencer endorsements increase my confidence in the authenticity of retail products.	3.39	1.23	Agree
7	The frequency of influencer promotions affects my decision to purchase or ignore a retail product.	3.34	1.29	Agree
Grand Mean		3.34	1.26	Agree

Source: Field Survey, 2026

Table 1 presents the mean and standard deviation of respondents' ratings on the influence of influencer marketing on consumer behaviour in Adamawa State. The findings indicate that all seven items recorded mean scores ranging from 3.19 to 3.49, which are above the criterion mean of 3.00, indicating respondents' agreement with all the statements.

The grand mean of 3.34 with a corresponding standard deviation of 1.26 indicates that influencer marketing exerts a significant influence on consumer behaviour among retail consumers in Adamawa State. Specifically, the statement "The lifestyle and personality of influencers affect my perception of certain retail brands" recorded the highest mean score ($\bar{X} = 3.49$, $SD = 1.20$), suggesting that respondents consider influencer characteristics an important determinant of their perception of retail brands. This finding demonstrates that influencer credibility and personal image play a substantial role in shaping consumers' purchasing decisions.

Research Question Two

What is the influence of video marketing on consumer behaviour in Adamawa State?

Table 2: Mean and Standard Deviation of Respondents' Ratings on the Influence of Video Marketing on Consumer Behaviour ($N = 398$)

S/N	Item Statement	Mean ($\bar{X}$) (SD)		Decision
1	Watching video advertisements helps me understand retail product features better.	3.54	1.23	Agree
2	Retail product videos on YouTube and other digital platforms influence my purchase decisions.	3.51	1.26	Agree
3	I find video marketing more engaging than static images or text-based advertisements for retail products.	3.55	1.26	Agree
4	Tutorial or demonstration videos motivate me to try new retail products.	3.44	1.29	Agree
5	I trust retail brands that use authentic and informative video content.	3.35	1.38	Agree
6	Short video advertisements on social media influence my buying decisions more than television commercials.	3.47	1.26	Agree
7	Video marketing helps me remember retail brand names and products more easily.	3.28	1.30	Agree
Grand Mean		3.44	1.28	Agree

Source: Field Survey, 2026.

Table 2 presents respondents' ratings on the influence of video marketing on consumer behaviour in Adamawa State. The results reveal that all the seven items obtained mean scores ranging from 3.28 to 3.55, exceeding the benchmark mean of 3.00. The overall grand mean of 3.44 and standard deviation of 1.28 indicate that respondents generally agree that video marketing has a considerable influence on their purchasing behaviour. The item "I find video marketing more engaging than static images or text-based advertisements for retail products" recorded the highest mean score ($\bar{X} = 3.55$, $SD = 1.26$), implying that consumers perceive video content as a more attractive and persuasive advertising medium than traditional visual or text-based promotional materials.

Test of Hypotheses

Hypothesis One

H_{01} : Influencer marketing has no significant influence on consumer behaviour in Adamawa State.

Table 3: Linear Regression Analysis of the Influence of Influencer Marketing on Consumer Behaviour ($N = 398$)

ANOVA

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Regression	17,762.32	1	17,762.32	545.61	.000
Residual	12,862.16	396	32.48		
Total	30,624.48	397			

Source: Field Survey, 2026.

Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.76	.58	.57	.373

Table 3 presents the analysis of variance (ANOVA) for the regression model examining the influence of influencer marketing on consumer behaviour for retail products in Adamawa State. The analysis produced an F-value of 545.61 with a corresponding probability value ($p = .000$). Since the probability value is less than the 0.05 level of significance, the regression model is statistically significant. This result indicates that influencer marketing significantly predicts consumer behaviour among retail consumers in Adamawa State. Consequently, the null hypothesis stating that influencer marketing has no significant influence on consumer behaviour is rejected.

The model summary further indicates a correlation coefficient ($R = .76$) and a coefficient of determination ($R^2 = .58$). This implies that influencer marketing accounts for approximately 58% of the variation in consumer behaviour, while the remaining 42% is attributable to other variables not examined in this study, such as product quality, pricing, consumer income, brand reputation, promotional offers, product availability, and personal preferences.

Hypothesis Two

H₀₂: Video marketing has no significant influence on consumer behaviour in Adamawa State.

Table 4: Linear Regression Analysis of the Influence of Video Marketing on Consumer Behaviour ($N = 398$)

Table 4: ANOVA for the Influence of Video Marketing on Consumer Behaviour

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Regression	16,809.78	1	16,809.78	428.96	.000
Residual	15,516.72	396	39.18		
Total	32,326.50	397			

Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.72	.52	.51	.626

Source: Field Survey, 2026.

Table 4. presents the regression analysis examining the influence of video marketing on consumer behaviour for retail products in Adamawa State. The results reveal an F-value of 428.96 with a significance level ($p = .000$). Since the probability value is less than the 0.05 level of significance, the regression model is statistically significant. The findings indicate that video marketing significantly influences consumer behaviour among retail consumers in Adamawa State. Therefore, the null hypothesis stating that video marketing has no significant influence on consumer behaviour is rejected.

The model summary shows a correlation coefficient ($R = .72$) and a coefficient of determination ($R^2 = .52$). This indicates that video marketing explains approximately 52% of the variation in consumer behaviour, while the remaining 48% is explained by other factors outside the scope of this study. The result suggests that informative, engaging, and visually appealing video advertisements play an important role in influencing consumers' purchasing decisions.

Summary of Findings

The major findings of the study are summarized as follows:

1. Influencer marketing was found to have a significant positive influence on consumer behaviour for retail products in Adamawa State.
2. Video marketing also had a significant positive influence on consumer behaviour for retail products in Adamawa State.

Discussion of Findings

The finding that influencer marketing significantly influenced consumer behaviour for retail products in Adamawa State corresponds with the results of Yusuf, Ahmad, and Bello (2022) in their study on influencer marketing in Adamawa State. According to their research, influencers play a leading role in enhancing product awareness and influencing consumers' buying decisions, especially among the younger generation. Okoro, Chukwu, and Eze (2020) also reported that authentic influencer marketing has a great potential in boosting sales in Nigeria because of the high level of consumer trust in influencers' content about products. Besides, Johnson and Adams (2020) found that collaborating with influencers could tremendously increase brand loyalty among consumers in the United States. Therefore, this study's finding about influencer marketing significantly influencing consumer behaviour for retail products is consistent with previous studies. This finding might be attributed to the fact that the local population of Adamawa State prefers buying products from trusted sources and is easily influenced by personal recommendations, which makes influencers a viable marketing option.

The finding that video marketing significantly influenced consumer behaviour for retail products in Adamawa State contradicts the results of Owusu et al. (2019) on the influence of video marketing on consumers' buying behaviour in Ghana. According to their research, video marketing had no significant influence on the buying behaviour of the Ghanaian consumers. However, this study's finding agrees with that of Chaffey (2022), who carried out a meta-analysis of video marketing's role in stimulating consumer engagement in the UK. According to Chaffey's analysis, video marketing enhanced product understanding, increased consumer engagement, improved brand recall, and ultimately boosted sales. Moreover, Lee and Kim (2021) found that video marketing in South Korea, especially video demonstrations, storytelling, and reviews, significantly influenced consumers' buying decisions. According to the current study, video marketing is significant because it is an essential tool in attracting customers through interesting and informative content, which builds brand credibility, encourages engagement, and increases sales, especially in today's digital age. However, this study's finding cannot be generalized to other similar contexts because of the differences in level of internet penetration and data consumption between Nigeria and Ghana.

Conclusion

Based on the findings of this study, it is concluded that both influencer marketing and video marketing significantly influence consumer behaviour for retail products in Adamawa State, Nigeria. The regression analyses revealed that influencer marketing and video marketing are significant predictors of consumer behaviour, indicating that both strategies play important roles in shaping consumers' purchasing decisions. While respondents expressed slightly stronger agreement regarding the influence of video marketing (Grand Mean = 3.44) than influencer marketing (Grand Mean = 3.34), the regression results showed that influencer marketing accounted for a slightly greater proportion of the variation in consumer behaviour ($R^2 = 0.58$) than video marketing ($R^2 = 0.52$). This suggests that although consumers generally perceive video marketing as highly engaging, influencer marketing has a marginally stronger predictive relationship with consumer behaviour in the study area.

Recommendations

Based on the study's findings, the following recommendations were made:

1. Retailers should invest in engaging influencers with local cultural values and long-term collaborations rather than one-time payments to post about the retailer's products.
2. Retailers should focus on producing short, interesting, and informative videos with easily downloadable file sizes to effectively engage consumers.

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