

## Evaluating the Shift from Television Advertising to Influencer Marketing in Public Relations Industry in Nigeria

Akande, Oluwanifemi Olaoluwakitan<sup>1</sup>, Omolara Oluwabusayo Akin-Odukoya<sup>2</sup>

<sup>1,2</sup>Department of Mass Communication, Caleb University, Imota, Lagos, Nigeria

### Abstract

*The advertising and marketing sector keeps evolving with technology and this transformation poses a threat to traditional media platforms. Therefore, this study evaluates the shift from television advertising to influencer marketing in the Nigerian Public Relations Industry. This research is supported by the Media Ecology Theory. Media Ecology Theory explores how different forms of media shape communication and societal interactions, explaining how social media-driven influencer marketing is altering traditional advertising dynamics. Media Consumption Theory examines how audiences interact with media content, providing an inside look into the transition from television to digital platforms. A sample of 100 public relations professionals were administered questionnaires. The data collected were on the factors of shifting to influencer marketing, the effectiveness of influencer marketing strategy, prospects of influencer marketing, how the techniques of influencer marketing were influenced by digital interactions and social media platforms, and the long-term effects of this shift. The data obtained through questionnaires were analyzed using the Statistical Package for Social Sciences (SPSS) version 29 to assess the factors of influencer marketing compared to television advertising and also, the perceived effectiveness of influencer marketing. The result indicates reaching a wider audience (30%), better targeting of niche demographics (28%), and more audience engagement (38%), are the factors driving the transition. The influencer marketing strategies with high positive deviations above the mean are brand visibility (3.38), and audience engagement (3.40). Conclusively, the benefits attached to influencer marketing are the factors that influence the shift. It is therefore recommended that the potential of influencer marketing be maximized to the fullest.*

### Keywords

Advertising, Evaluating, Marketing, Public Relations, and Television



### I. Introduction

The Nigerian public relations industry has experienced a significant shift from traditional television advertising to influencer marketing, driven by the evolution of digital media, changing consumer behavior, and the increasing role of social media in brand communication. This transition reflects a broader global trend where audiences are moving away from passive consumption of television content toward more interactive and engaging digital platforms. As a result, brands and PR professionals are re-evaluating their strategies to optimize outreach and engagement in an increasingly digital landscape (Aliyu et al., 2023). Television advertising, once the dominant medium for brand promotion in Nigeria, has faced challenges due to the decline in audience attention, the high cost of ad placements, and the growing skepticism towards traditional advertisements. While television still holds relevance, particularly among older demographics and in rural areas with limited internet access, the growing dominance of mobile devices and social media has made digital marketing more appealing to brands seeking to engage younger, tech-

savvy consumers. Influencer marketing has emerged as a compelling alternative, offering a more personalized and interactive approach to brand communication.

The rapid rise of social media platforms such as Instagram, Twitter, TikTok, YouTube, and Facebook has played a crucial role in the shift toward influencer marketing. With Nigeria's increasing internet penetration and mobile connectivity, consumers are spending more time online, engaging with content that resonates with their interests and lifestyles. Influencers, who have built strong digital communities, provide an avenue for brands to reach their target audiences in a more authentic and relatable manner. Unlike television commercials that interrupt programming, influencer marketing is seamlessly integrated into content, making brand messages more organic and engaging (Maradun et al., 2021). One of the key advantages of influencer marketing over television advertising is its cost-effectiveness. Traditional TV advertisements require substantial financial investment in production and airtime, often making them inaccessible to small and medium-sized enterprises (SMEs). In contrast, influencer marketing allows businesses of all sizes to collaborate with content creators based on budget flexibility, whether through mega influencers with massive followings or micro-influencers with highly engaged niche audiences.

Another driving factor behind the shift is the higher engagement levels associated with influencer marketing. Unlike television advertisements that provide limited interaction, influencer-driven campaigns encourage two-way communication through comments, likes, shares, and direct engagement with audiences. This interactive nature allows brands to receive instant feedback, measure campaign performance in real time, and refine their messaging accordingly. Metrics such as engagement rates, reach, impressions, and conversion rates provide valuable insights that are often difficult to obtain through traditional television advertising. Despite its growing prominence, influencer marketing in Nigeria faces challenges that need to be addressed for sustained effectiveness. The issue of credibility remains a major concern, as some influencers manipulate metrics such as follower counts and engagement rates to attract brand partnerships (Yar'Adua et al., 2023). Additionally, audience fatigue due to excessive brand endorsements can reduce the effectiveness of influencer campaigns. The evolving algorithms of social media platforms also pose a challenge, as organic reach continues to decline, making it necessary for brands to invest in paid promotions alongside influencer collaborations.

The advertising and marketing sector keeps evolving with technology and this transformation poses a threat to traditional media platforms such as television which has been relied heavily on by public relations professionals and organizations. This is so because media consumers have significantly shifted focus from television to social media platforms such as X, Thread, WhatsApp, and TikTok which can be accessed through their mobile devices anytime. Now, this trending preference for social media platforms has changed how brands connect and relate with their target audiences (Onyejelem et al., 2025) and the change is evident in the public relations industry, where social media influencer marketing has grown rapidly and social media influencers have become key components of marketing strategies. Therefore, there is a need to evaluate the factors driving this shift and assess how influencer marketing compares to television advertising in terms of consumer engagement, brand loyalty, and overall effectiveness in the Nigerian market.

## **I.1 Objectives**

This study evaluates the shift from television advertising to influencer marketing in the Nigerian Public Relations Industry by:

1. Examining the factors for the growing inclination for influencer marketing over television advertising in the Nigerian Public relations Industry.
2. Determining the effectiveness of influencer marketing as a strategy for public perception and brand visibility as compared to television advertising.
3. Analyzing the prospects and limitations embedded in influencer marketing for the Nigerian Public Relations Industry.
4. Examining the possible long-term effects of this shift on the future of the Nigerian Public Relations

## **I.2 Empirical Review**

The influence of digital advertising on social media brand awareness in Nigeria was investigated. The study originated from secondary data and the strategy used was basic reasonable investigation. The study focused on social media users in Abuja who were engaged shoppers and how these users interacted with influencer marketing in relation to social media marketing techniques. The findings revealed that social media influencers are being pursued by brands because of the vital role they (social media influencers) play as there is a low tendency for consumers to exclusively trust a brand and a high tendency for them to trust a brand that collaborates with an influencer. Furthermore, the result showed that when these social media consumers are online, their purchasing decisions become impacted by influencer marketing and thus, they share their experience after purchasing a product.

Fakeye and Ayoola (2023) focused on Jumia Nigeria as a case study to investigate the contributions of influencer marketing to organizational marketing efforts. The research studied the extent Jumia uses influencers; the relationship between influencers and the reputation of Jumia; and the viability of the technique used in promoting and enhancing the visibility of the Jumia brand. The relationships between the two research variables were explained using the Status Conferral Theory and Source Credibility Theory. The study employed in-depth interviews with the marketing staff of Jumia Nigeria, and major influencers used by Jumia Nigeria, to collate facts and record pertinent perceptions of key players for the qualitative part of this research, and also structured questionnaires were distributed to respondents for the survey. The analyzed responses of the interviewees revealed that social media influencers are extensively used by Jumia in its marketing efforts as influencers are constantly engaged to push on all social media platforms, the products enlisted on the Jumia website.

Thus, influencer marketing constitutes about 60-70% of Jumia's marketing efforts. Additionally, the results confirmed that Jumia Nigeria finds influencer marketing to be very viable as they can assess and track their influencers on key deliverables such as creativity of content, number of engagements generated such as likes, comments, reposts, shares attracted by each post; large and/or active followership, new leads generation and driving of sales. Finally, Jumia's brand awareness, e-commerce website visibility, connection with Gen-Z consumers, and improved lead generation for products listed on Jumia's website have been enhanced through the use of social media influencers (Maikaba & Msughter, 2019). Nonetheless, this study's survey confirmed that most online users are not swayed by the influencers, and do not use promo codes dispersed by influencers, instead, they utilize search engines and blogs to get details about Jumia products before patronizing physical locations.

A comparative study between the effect of television advertising, social media of Instagram, and brand image in the decision to purchase a new product was carried out by Curana et al., (2022) from June - August 2021 in Indonesia. Data was collected by

distributing questionnaires to the consumers of aromatherapy wind oil. From the population, the research samples selected 250 respondents who consumed Plossa products. A descriptive method was used to test the effect between the television advertising and social media variables. The Structural Equation Modeling (SEM) PLS version 20 was the analysis tool used. The variables used were exogenous latent variables, namely variables whose values are not influenced by other variables (independent variable) and the endogenous variable (dependent variable) which is considered to be affected by the independent variables (Mojaye & Aondover, 2022). The findings from the research indicated that television advertising is one of the most effective methods used by companies to communicate a product to their target consumers, and so, television advertising greatly influences consumer purchasing decisions for a new product, unlike Instagram social media. Nonetheless, as technology advances in the early 2000s, the number of internet users has increased annually.

Chopra et al., (2020) did a study on Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennials.” To identify key factors of influencer marketing that drive consumer behavior, this study used the social learning theory (Moropofoluwa et al., 2024) and the theory of planned behavior (TPB) (Vitalis et al., 2024). The result revealed that peer group influence and perceived risk had no effect on consumer behavior, however, the attitude toward influencers and perceived behavior control that allows domain knowledge increase, personal relevance, inspiration, and trust had a favorable impact on consumer behavior. Additionally, consumers follow certain influencers for varying product categories, hence, to consumers, product influencer fitment was an important criterion. Furthermore, the study revealed that successful influencer marketing involves identifying the appropriate influencer who can create meaningful engagement with the target audience using curated advice, tales, and suggestions, and so consumer behaviour is impacted at four levels; increase in brand awareness, subject matter expertise, brand preference, and preference, based the posts shared by the influencers they follow.

The impact of social media influencers on consumer behavior by Nursansiw in Msughter and Idris (2022) explored how consumers’ behaviors are impacted by social media influencers based on the context of digital technology (Vitalis et al., 2025). This study employed a scientific literature evaluation method, a systematic approach to collecting, evaluating, and synthesizing findings from various studies as it relates to the topic in consideration, and thus, investigates the different factors responsible for the influence these influencers have, including reliability and credibility, nature of content, social media platforms, and extent of engagement (Hile et al., 2022). This method afforded the authors the opportunity to ensure that strong and relevant evidence from a variety of sources was the basis of the study. As a result, meaningful contributions to the understanding of this phenomenon ensued. The findings from this research explain the importance and necessity of a deep and thorough understanding of the role of these influencers in shaping consumer behavior (Idris & Msughter, 2022). Also, to design powerful advertising strategies, the research offered valuable insights for brands and companies (Aondover et al., 2024; Aondover et al., 2025).

## **II. Review of Literatures**

### **2.1 Theoretical Framework**

The study employed The Media Ecology Theory. The phrase “media ecology” was credited to Marshall McLuhan. It is the study of the media environments and how human

perception, comprehension, and interactions are affected (Onyejelem & Aondover, 2024a). According to McLuhan, the theory of “media ecology” implies that the medium with which information is conveyed significantly impacts how it is interpreted, comprehended, and acted upon by the recipient. It was asserted that the conveyed content, its surrounding social structures, and cognitive structures are influenced by the medium with which it was conveyed (McLuhan, 1964). McLuhan (1964) conceived the media as an environment and also conceived that media technologies operate as extensions of the capacities, senses, and perceptions of humans (Aondover et al., 2024). For instance, television extended the human sense of sight to “see” occurrences at various distant places, whereas digitalization (internet) extended the human capacity to access social media platforms where communication is global and in real-time (Aondover et al., 2025). Thus, the media environments are driving forces that influence our perceptions of the world, interpersonal interactions, and even our cognitive processes. Therefore, this theory explains how digital platforms influence the engagement of Nigerians with brands in the public relations sector (Onyejelem & Aondover, 2024b).

The shift from television advertising to influencer marketing may be due to social media changes in the dynamics of social interaction enabling a more dispersed, customised, and participatory communication process than television, a mass medium for brand communication (Vitalis et al., 2025). Social media platforms like Instagram, YouTube, Twitter, WhatsApp, and TikTok are constantly used by consumers for information acquisition because they have undeniably enriched our lives by offering unparalleled convenience, connectivity, speed, and efficiency; incredible convenient access to information and communication; enabling effortless retrieval of facts; connecting with others; and accomplishing various tasks with a simple tap on a screen (Aondover et al., 2025). Hence, the theory of media ecology highlights the significant changes in societal norms, communication styles, and consumption habits of consumers (Aondover & Akin-Odukoya, 2024).

According to a study, Boyd in Aondover et al., (2025) explored how the widespread use of social media tools and platforms, and mobile technology changed communication and relationships, a situation where users determine the content they choose to consume and the ways they interact with brands. Likewise, Strate in Hile et al., (2023) examined the implications of new media environments on human cognition and social interaction and stated that social media and influencers foster new forms of engagement, community-building, and trust.

### **III. Research Method**

The study used survey method to generate data. For this study, 600 professionals in the Nigerian public relations industry: digital marketers, influencers, and companies that actively engage in public relations campaigns in Nigeria were the target group. Purposive sampling was used to select the respondents. A sample of 100 public relations professionals, brand managers, and marketers were administered questionnaires. The questionnaires questions included a comprehensive range of questions that captured the full scope of the research questions, ensuring that they comprehensively covered all dimensions of the research. The data obtained through questionnaires were analysed using the Statistical Package for Social Sciences (SPSS) version 29. This helped assess the factors and benefits of influencer marketing compared to television advertising and also, the perceived effectiveness of influencer marketing.

## IV. Result and Discuccion

**Table 1.** Age of Respondents

| Age          | Frequency | Percentage(%) |
|--------------|-----------|---------------|
| 18-24        | 61        | 61            |
| 25-34        | 32        | 32            |
| 35-44        | 5         | 5             |
| 45-54        | 2         | 2             |
| <b>Total</b> | 100       | 100           |

Source: Survey, 2025

The age brackets of the respondents of this study are revealed in Table 1 above. It was observed that 61% and 32% of the respondents were teens and youths between the ages of 18 and 24 years, and 25 and 34 years. The age group of 35 to 44 years were amongst 5% of the respondents and 2% of the respondents were between the ages of 45 and 54 years. Thus, the difference in age gaps shows that age goes with a person's needs because, as people get older, their needs change and the change can also be found in their shift from television marketing to influencer marketing (Aondover et al., 2022).

Hence, this survey is a reflection of the age group that is conversant with social media influencer marketing and this result is similar to the study by Nweze et al., in Taiwo et al., (2024) who reported a high percentage of youths. This high percentage of youths could be due to the strong presence and substantial number of social media influencers, which is an essential factor that impacts youngsters (Taiwo et al., 2024). Also, the attractiveness of social media influencers is another essential attribute that impacts young adults to a greater extent. This way, attractiveness encompasses not only an endorser's physical characteristics but also other attributes that the followers view as right and moral like creativity, way of life, and character traits (Aondover et al., 2024).

**Table 2.** Gender of Respondents

| Gender       | Frequency | Percentage (%) |
|--------------|-----------|----------------|
| Female       | 59        | 59             |
| Male         | 41        | 41             |
| <b>Total</b> | 100       | 100            |

Source: Survey, 2025

Table 2 illustrates the gender distribution of the participants, with 59% falling in the female category and 41% in the male category indicating a difference between female and male consumers' responsiveness to influencer marketing (Apostol, 2023) despite both genders having approximately the same media concept knowledge (Airaoje et al., 2024). Hudders and De Jans, (2021) mentioned that female consumers are more receptive to influencer marketing than males by showing greater post-engagement and brand attitude and also prioritize the influencer's credibility, looks, and content production techniques (Onyejelem et al., 2024). Physical attractiveness per se does not increase brand purchase

intention, but this effect is produced by the likeability and credibility that female consumers associate with attractive endorsers.

A positive attitude toward the influencer is important when it comes to the responsiveness of female followers. Their initial attitude toward the endorser will prevail over the content of a well-crafted social media post; it will directly impact how they respond to what is being advocated (Onyejelem et al., 2024). In contrast to male consumers, female consumers will notice whether an influencer with a high number of followers will follow a small number of people, and this will lead to diminished levels of endorser likeability. Overall, influencers' endorsements are more effective than the brand itself posting on social media in amplifying brand trust among key categories of female consumers. It is suggested that female sources benefit from enhanced credibility amongst female receivers (Akin-Odukoya et al., 2024).

**Table 3.** Position in the Public Relations Industry

| Position                          | Frequency | Percentage (%) |
|-----------------------------------|-----------|----------------|
| I use social media platforms      | 42        | 42             |
| I patronise Influencers           | 13        | 13             |
| I patronize television adverts    | 4         | 4              |
| Public Relation Associate         | 6         | 6              |
| Digital Associate                 | 6         | 6              |
| Intern                            | 6         | 6              |
| Junior Public Relations Associate | 4         | 4              |
| Marketing Strategist              | 4         | 4              |
| Lead Public Team                  | 3         | 3              |
| Assistant Lead Public Team        | 3         | 3              |
| Graphics Designer                 | 3         | 3              |
| Communication Specialist          | 2         | 2              |
| Lead Public Relations Associate   | 2         | 2              |
| Copywriter                        | 1         | 1              |
| Communication Manager             | 1         | 1              |
| Total                             | 100       | 100            |

Source: Survey, 2025

Table 3 reveals more social media users (42%) and patronizers of social media influencers (13%) than those who patronize television advertisements (4%). Also, the table reveals the various positions people held in the public relations industry such as Public Relation Associate (6%), Digital Associate (6%), and Marketing Strategist (4%) to mention but a few. This high figures of social media consumers could be because the social networks attract many people as more than two billion worldwide are using social networks, which has encouraged companies to gain benefits out of them through advertising, as it will increase their revenue (Akin-Odukoya, 2024). Also, social media empower individuals in decision-making and also strengthens organizations relationship with stakeholders.

**Table 4.** Work Years in the Public Relations Industry

| Years | Frequency | Percentage (%) |
|-------|-----------|----------------|
| <1    | 54        | 54             |
| 1-3   | 29        | 29             |
| 4-6   | 10        | 10             |
| ≥ 7   | 7         | 7              |
| Total | 100       | 100            |

Source: Survey, 2025

Table 4 reveals the numbers of work years of experience in the public relations industry and it can be observed that 54% of the respondents had less than a year of work experience, 29%, 10%, and 7% had years of working experience between 1 and 3 years; 4 and 6 years and 7 years and above, respectively. These differing years show that the Public relations (PR) industry is a type of industry that constantly evolves, and keeps undergoing significant changes (Uchendu et al., 2024). These developments encompass the integration of a significant portion of those relatively new to the industry, those with less than a year of experience, those with older professionals, and those with 7 years and above of experience (Table 4).

From the survey, the continuous shift in attention from television advertisement to influencer marketing has likely spurred the entry of a significant amount of fresh workforce into the PR industry thereby adding beauty and growth to the sector. These individuals may also be more familiar with recent innovations as modern PR professionals can access various tools and technologies, from social media management platforms to sophisticated analytics tools that facilitate influencer campaign management enabling comprehensive campaign impact measurement and aid decision-making processes. Also, from the table, it can be deduced that those with seven years or more experience in the PR industry could use their experience to offer valuable insights into the growth of influencer marketing.

**Table 5.** Factors and Benefits of Shifting from Television Advertising to Influencer Marketing

|  | Frequency | Percentage % |
|--|-----------|--------------|
| Factors  |           |              |
| It is cost-effective   | 14        | 14           |
| Reaches broader audience   | 30        | 30           |
| There is a data-proven increase in digital media consumption         | 26        | 26           |
| The credibility of the influencers                                   | 8         | 8            |
| There is provision for real-time audience engagement and interaction | 22        | 22           |
| Total  | 100       | 100          |
| Benefits   |           |              |
| Greater audience engagement  | 38        | 38           |



|  |        |     |
|--|--------|-----|
| Better targeting of niche demographics           | 28     | 28  |
| Enhanced credibility with influencers' followers | 15     | 15  |
| Cost efficiency                                  | 5      | 5   |
| Faster feedback loops                            | 14     | 14  |
| Total  | 100    | 100 |
| Correlation                                      | 0.2369 |     |

Source: Survey, 2025

Table 5 indicates a positive relationship between the factors driving the transition from television advertising to influencer marketing, and the benefits attached to this shift. This means that when these factors come into play, the benefits attached to the shift from television advertising to influencer marketing are enjoyed. Also, the table reveals that the credibility of the influencers (8%) and increased credibility with the influencers' followers (15%) are the drivers and advantages driving the transition from television advertising to influencer marketing. Perceptions that influencers are reliable advisors to their followers are necessary for their persuasive communication to be effective (Ayodele et al., 2024). Considering that influencer marketing relies heavily on reliable recommendations. Influencer marketing is therefore a potent tool for brand managers since it is seen as a reliable source of information.

As influencer marketing has grown in popularity, studies have revealed that views of influencer credibility are crucial in producing beneficial outcomes for influencers, such as favourable attitudes and positive word-of-mouth. The benefits of influencers' credibility for the brands they partner with have also been shown in previous studies. These include increased consumer purchase intentions, positive attitudes towards the promoted brand, followers' trust in influencer-generated branded posts, improved brand satisfaction, brand image, and brand trust (Akin-Odukoya & Ridwan, 2024), as well as self-brand connections.

Additionally, Table 5 shows that the reach to a wider audience (30%), real-time audience engagement and interaction (22%), and data-proven increase in digital media consumption (26%), are the drivers and benefits driving the transition from television advertising to influencer marketing. Faster feedback loops (14%), Better targeting of niche demographics (28%), and more audience engagement (38%), are further advantages. Influencers can reach specific niches and demographics, allowing brands to reach precisely the audience they intend to target. Marketers can ensure their message resonates with the right people by selecting influencers whose follower base aligns with the brand's ideal customer profile

This targeted approach minimizes the wastage of resources and maximizes the impact of the marketing campaign. As a result, brand messages are more likely to be relevant and generate engagement from an interested and receptive audience. By harnessing the synergy between influencers and their target audiences, influencer marketing creates a powerful symbiotic relationship that enables brands to penetrate new audience segments, drive brand awareness, and maximize their reach in a way that resonates effectively.

**Table 6.** Effectiveness of Social Media Platforms in Influencer Marketing as Compared to Television Advertising

| Social Media Platforms | Ratings |        |        |       |        | ESMPWV | ESMPWV ÷  |           |               |                   |
|------------------------|---------|--------|--------|-------|--------|--------|-----------|-----------|---------------|-------------------|
|                        | HE (5)  | ME (4) | SE (3) | N (2) | NE (1) |        | Total (X) | $\bar{X}$ | $X - \bar{X}$ | $(X - \bar{X})^2$ |
| Tiktok                 | 67      | 24     | 6      | 1     | 2      | 453    | 4.53      | 3.88      | 0.65          | 0.4225            |
| IG                     | 63      | 28     | 7      | 1     | 1      | 450    | 4.50      | 3.88      | 0.62          | 0.3844            |
| Whatsapp               | 18      | 32     | 33     | 12    | 5      | 450    | 4.50      | 3.88      | 0.62          | 0.3844            |
| X                      | 32      | 39     | 17     | 8     | 4      | 387    | 3.87      | 3.88      | -0.01         | 0.0001            |
| Youtube                | 26      | 39     | 20     | 13    | 2      | 374    | 3.74      | 3.88      | -0.14         | 0.0196            |
| Snapchat               | 33      | 34     | 25     | 6     | 2      | 390    | 3.90      | 3.88      | 0.02          | 0.0004            |
| Linkedin               | 16      | 24     | 33     | 23    | 4      | 325    | 3.25      | 3.88      | -0.63         | 0.3969            |
| Thread                 | 11      | 11     | 29     | 38    | 11     | 273    | 2.73      | 3.88      | -1.15         | 1.3225            |
| Total                  |         |        |        |       |        |        | 31.02     |           |               |                   |

Source: Survey, 2025

The effectiveness of social media platforms in influencer marketing as compared to television advertising is explained with the Likert scale as seen in Table 6; the highest mean is 4.53, while the lowest is 2.73. The average mean is 3.88. The range of effectiveness of social media platform variables is 1.80. The social media platforms with high positive deviations above the mean are TikTok (4.53), Instagram (4.50), WhatsApp (4.50) and snapchat (3.90) which implies that the respondents perceived these social media platforms to be highly effective tools or platforms for influencer marketing.

Instagram has become a key platform for influencer marketing, providing a unique space for users to interact with selected influencer content. Marketing to netizens on these platforms is effective because netizens have built up a large and loyal following of people who believe in their opinions and advice. These followers see these platforms as a reliable source of information and are more likely to buy products or services recommended. In the same vein, respondents do not think that X (3.87), Youtube (3.74), LinkedIn (3.25) and thread (2.73) are highly effective for influencer marketing.

**Table 7.** Effectiveness of Influencer Marketing Strategy

| Influencer Marketing Strategies | Rating |        |        |       |        | EIMSWV | EIMSWV ÷  |           |               |                   |
|---------------------------------|--------|--------|--------|-------|--------|--------|-----------|-----------|---------------|-------------------|
|                                 | HE (5) | ME (4) | SE (3) | N (2) | NE (1) |        | Total (X) | $\bar{X}$ | $X - \bar{X}$ | $(X - \bar{X})^2$ |
| Brand Visibility                | 31     | 26     | 12     | 12    | 19     | 338    | 3.38      | 3.30      | 0.08          | 0.0064            |
| Public Perception               | 19     | 27     | 25     | 16    | 13     | 323    | 3.23      | 3.30      | -0.07         | 0.0049            |
| Audience Engagement             | 34     | 27     | 8      | 15    | 16     | 340    | 3.40      | 3.30      | 0.1           | 0.01              |
| Return on Investment            | 11     | 34     | 29     | 15    | 11     | 319    | 3.19      | 3.30      | -0.11         | 0.0121            |

Source: Survey, 2025

The effectiveness of influencer marketing as a strategy for public perception and brand visibility as compared to television advertising is explained with the Likert scale (Table 7). The highest mean is 3.40, while the lowest is 3.19. The average mean is 3.30. The range of effectiveness is 0.21. The influencer marketing strategies with high positive deviations above the mean are brand visibility (3.38), and audience engagement (3.40) which implies that the respondents perceived influencer marketing to be slightly effective in ensuring brand visibility and audience engagement. According to Singh and Banerjee (2018), influencers help in making brands more visible to the public. Xu (2023) argued that the use of celebrities can help increase brand awareness, create a positive image for the brand, and increase the likelihood of consumer engagement and purchase. However, respondents do not think influencer marketing is effective in determining public perception (3.23) and return on investment (3.19) which does not agree with a survey by Alejandra et al., (2024) who stated that around 90% of marketers agree that influencer marketing (IM) strategies can be more effective than any other marketing ones as they create greater return on investment (ROI).

**Table 8.** Analysis of Variance on the Opinions of Respondents on the Effectiveness of Influencer Marketing Based on their Years of Experience

| ANOVA                      |           |           |             |          |                |               |
|----------------------------|-----------|-----------|-------------|----------|----------------|---------------|
| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i>   | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
| Between Groups             | 1.36125   | 1         | 1.36125     | 0.19     | 0.68           | 5.99          |
| Within Groups              | 42.2209   | 6         | 7.036816667 |          |                |               |
| Total                      | 43.58215  | 7         |             |          |                |               |

Table 8 shows the analysis of variance on the opinions of respondents on the effectiveness of influencer marketing based on their years of experience. From the table, it could be deduced that the F-value (0.19) is smaller than the F critical (5.99), and the P-value (0.68) is higher than the 5% confidence level. This implies that the opinions of respondents on the effectiveness of influencer marketing is not significantly affected by the years of experience. In other words, the experience level of the respondents does not seem to influence how they perceive influencer marketing.

**Table 9.** Prospects and Limitations of Influencer Marketing

|   | Frequency | Percentage (%) |
|---|-----------|----------------|
| Key prospects                                   |           |                |
| Increased integration with digital platforms    | 23        | 23             |
| More opportunities for brand storytelling       | 36        | 36             |
| Improved measurement of marketing effectiveness | 15        | 15             |
| Greater potential for viral marketing           | 26        | 26             |
| Total   | 100       | 100            |

| Existing Limitations                    |        |     |
|---|--------|-----|
| Lack of regulation/oversight            | 23     | 23  |
| Credibility issues with influencers     | 36     | 36  |
| Over-reliance on social media platforms | 30     | 30  |
| Difficulty in measuring ROI             | 11     | 11  |
| Total                                   | 100    | 100 |
| Correlation                             | 0.2181 |     |

Source: Survey, 2025

As television advertising channels continue to evolve, influencers have emerged as instrumental intermediaries between brands and consumers. Therefore, there are potentials embedded in influencer marketing than television advertising (Table 9). Influencer marketing enables more opportunities for brand storytelling (36%) which is authentic and relatable and also resonates with audiences, providing an avenue for brands to connect with consumers on a more personal level thereby leading to increased integration with digital platforms (23%), improved measurement of marketing effectiveness (15%) and greater potential for viral marketing (26%). This study agrees with Zhu and Szekely (2023) who stated that the integration of e-commerce and social media allows individuals to easily purchase goods without leaving the app, facilitating impulsive purchases, and shopping addictions. The symbiotic relationship between influencers and brands facilitates more organic dissemination of marketing messages, fostering a sense of trust and credibility that traditional advertising often struggles to achieve.

As there are prospects in influencer marketing, so are there existing limitations. According to Table 9, the lack of regulation/oversight (23%) and credibility issues with influencers (36%) are limitations. Also, over-reliance on social media platforms (30%), and difficulty in measuring ROI (11%) are also limitations. These were ascertained by Wu (2022) who argued that many celebrities have no professional product identification ability, and some simply do not care about the quality and authenticity of the source of goods they market, and the difficulty of safeguarding rights is also a limitation. Also, to get more business and let businesses pay more publicity fees, some influencers expand their influence by "buying fans" disguising themselves as sales masters through fake sales data and comment areas, brushing the number of fans, upgrading the level, changing the sales volume, remove bad comments, forward on behalf of others, improve the live broadcast interaction and other services driving business who over-rely on social media metrics and end up finding it difficult to measure ROI.

**Table 10.** Analysis of Variance on the Effects of Age Group on Potentials of Influencer Marketing

| <i>ANOVA</i>               |           |           |           |          |                |               |
|----------------------------|-----------|-----------|-----------|----------|----------------|---------------|
| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
| Between Groups             | 210.123   | 1         | 210.13    | 1.81     | 0.23           | 5.99          |
| Within Groups              | 696.75    | 6         | 116.13    |          |                |               |
| Total                      | 906.88    | 7         |           |          |                |               |

Table 10 indicates the analysis of variance on the effects of age group on the potential of influencer marketing. From the table, it could be deduced that the F-value (1.81) is smaller than the F critical (5.99), and the P-value (0.22) is higher than the 5% confidence level. This implies that the potential of influencer marketing is not significantly affected by age group. That is, the age group of the respondents does not seem to influence the potential embedded in shifting to influencer marketing. So, any group can shift attention from television advertising to influencer marketing.

**Table 11.** Long-Term Effects of Influencer Marketing

| Opinions  | Frequency | Percentage (%) |
|---|-----------|----------------|
| It will become the dominant strategy for brand communication      | 40        | 40             |
| It will coexist with traditional methods rather than replace them | 40        | 40             |
| It will be a passing trend, with conventional methods resurgent   | 12        | 12             |
| Unsure what the future holds                                      | 8         | 8              |
| Total   | 100       | 100            |

Source: Survey, 2025

Influencer marketing has been perceived by the respondents of this study to become the dominant strategy for brand communication (40%), to coexist with television advertising rather than replace it (40%), and to be a passing trend with conventional methods resurgent (12%). This is likely because new technologies, improved internet accessibility, and democratized content creation tools will continue to enable more people to become creators. This expansion will be driven by a younger demographic that wants true authenticity, personalized content, and relatable influencers. As technology continues to advance at a rapid pace, influencer marketing stands poised to undergo a profound transformation, with emerging platforms and evolving algorithms paving the way for targeted, data-driven strategies. The convergence of influencer marketing with e-commerce presents a paradigm shift, enabling seamless transactions and fostering a symbiotic relationship between content creation and consumer action.

## V. Conclusion

This study evaluated the shift from television advertising to influencer marketing in the Nigerian Public Relations Industry and it was concluded that the availability of a data-proven increase in digital media consumption, credibility of the influencers, the cost of influencer marketing, its characteristic of reaching broader and specific demographic, and the provision for real-time audience engagement and interaction were the factors and benefits identified to influence the shift from television advertising to influencer marketing. In comparison to television advertising, influencer marketing is a very effective marketing strategy for brand visibility and audience engagement. The prospects of influencer marketing were identified to bring more opportunities for brand storytelling, increased integration with digital platforms, improved measurement of marketing effectiveness and greater potential for viral marketing. Also, the lack of regulation/oversight, credibility issues with influencers, over-reliance on social media

platforms, and difficulty in measuring return on investment were identified to be the limitations of influencer marketing.

Based on this study, the influence of digital interactions and social media platforms on the techniques of influencer marketing include facilitating the rise of micro influencers, allowing brands to connect more directly with audiences and enabling real-time feedback and engagement. The possible long-term effects of this shift on the future of the Nigerian Public Relations include being a dominant strategy for brand communication, coexistence with television advertising and becoming a passing trend with conventional methods.

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