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INFLUENCE OF INSTAGRAM INFLUENCERS IN PROMOTING BRAND PATRONAGE IN NIGERIA: A STUDY OF PEPSI BRAND

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ABSTRACT

Influencer marketing is an important marketing concept in today's world, and brands are utilising influencers to sell their products due to their large followership on various social media platforms such as Instagram. Hence, the study examined the influence of Pepsi brand Instagram influencers in promoting brand patronage in Nigeria. The study was anchored on technological determinism theory and attitude change theory. The study adopted a descriptive survey research design. The survey method was used to gather data from the population of 5,500,000 Instagram followers. A sample size of 385 was arrived at using the Australian sample size calculator. The systematic sampling technique was used. Questionnaire was employed as the instrument for data collection. Findings revealed that, at an average mean of 3.3 (N=380), Instagram users' level of exposure to the Pepsi brand on Instagram large extent is high. The results also revealed that the perception of Instagram users towards the Pepsi brand promoted by Instagram influencers is positive at an average mean of 3.2 (N=380). It was also further revealed that the influence of Instagram influencers makes Instagram users purchase Pepsi products at an average mean of 3.4. The researchers concluded that Instagram users have very high exposure to Pepsi brands promoted by Instagram influencers, and Instagram influencers are very effective in promoting brand patronage. It was recommended, amongst others, that Pepsi manufacturers should continue to engage the services of Instagram influencers to create more awareness for the brand among social media users.

Keywords: Influencers, Instagram influencers, brand patronage, brand promotion, Pepsi brand

Introduction

The evident changes in communication and information dissemination in contemporary times cannot be denied, disputed or contested (Nurhandayani, Syarief & Najib, 2019). In his study, Braatz (2017) observed that over 2 billion people are active social media users; therefore, we cannot neglect the widespread nature of social media; this is why Nunez-Rola and Canayong (2020) commented that social media is a major engaging online platform. Before the advent of technology, advertisers relied on the traditional means of reaching out to consumers; this is via radio, television, newspaper and other conventional media of advertisements (Akayleh, 2021). However, advances in technology have modified the way businesses and advertising are conducted (Sambe, 2005; Radwan, Mousa, Mohamed & Youssef, 2021) such that social media has become a marketing concept (Ewers, 2017) used by brands to reach out to their consumers. It is also utilized by customers and advertisers (Radwan et al., 2021). This means that brands and companies conduct businesses online to get in touch with their target consumers and prospective customers via social media and social networking sites to promote brand awareness and make sales.

From the consumers' perspective, they use social media to get information concerning certain products (Radwan et al., 2021). In the business sense, social media has changed the way consumers relate to products and services; therefore, brands are seeking better ways to interact and reach out to their consumers and also advertise their products (Rebelo, 2017). Owing to the above, the rise of companies and brands using social media in their marketing activities have birthed a new form of marketing known as "Influencer Marketing" (Radwan et al., 2021; Kumar, 2017; Wang & Lee, 2021). This concept connotes the use of celebrities with large followers on their social media platforms to promote products or services (Radwan et al., 2021). According to Jarrar, Awobamise and Aderibigbe (2020), "influencer marketing focuses on using social media influencers to drive a brand's message and reach a target market". Thus, it can be inferred that the idea of influencer marketing is to use certain social media users who have attained certain status based on their content to reach other users. These persons have over time gained popularity due to their posts on these platforms (Wang & Lee, 2021). They, therefore, create contents and posts on their daily lives and opinions and share them with their followers and fans.

Gayathri and Anwar (2020) argued that the use of influencers is less expensive compared to other advertising means. Kumar (2017) posits that influencers are seen as "sincere" and trustworthy; therefore, they can better advise their followers on certain products and services and influence their purchase decision. Additionally, influencers have the power to persuade their followers to purchase certain products or services (Lim, Rozaini, Radzol, Hwa, & Wong, 2017). This is because their messages and opinions concerning certain products are seen as credible by their followers.

There is a growing interest amongst marketers to use Instagram for advertising due to the large reach of this mobile platform worldwide (Djafarova & Rushworth, 2017). Instagram is one of the many channels used in influencer marketing to reach out to consumers and influence their purchase behaviour (Jong, 2019). Various brands utilize the service of Instagram influencers in promoting their products. Instagram influencers are formed as Instagram users, over time, accumulate large followers as they post relatable content often (Braatz, 2017). Followers come to like the content of these persons; hence, they follow them for more interesting contents. Through their posts, their followers begin to see them as models or idols. Thus, they become "micro-celebrities" as in the words of Braatz (2017). Without a doubt, Pepsi brand, a non-alcoholic drink is among the various brands that use influencers in promoting their products on Instagram. They have over the years, used both micro and macro influencers in creating brand awareness to increase brand patronage. Thus, these Instagram influencers (Divine Ikubor, popularly known as Rema; Oyinkansola Sarah Aderibigbe, popularly known as Ayra Starr; and OladotunOjuolape Kayode, popularly known as Do2dtun) through their posts convince their followers to purchase Pepsi products. Nonetheless, we cannot tell if followers are influenced or pushed to purchase

Pepsi products advertised by influencers. Therefore, it is against this backdrop that the study investigated the influence of the use of Instagram Influencers in promoting Pepsi brand.

Statement of the Problem

Due to the change in communication environment for businesses as a result of the emergence of web 2.0 and the growing popularity of social networking sites, brands are developing better strategies to sell their products and services to consumers and influence their purchasing behaviour (Udo & Nwulu, 2015). Consequently, influencer marketing has become a part of marketing campaigns today (Jarrar et.al., 2020). To create brand awareness and influence customers to purchase their products, Pepsi Brands utilize Instagram influencers in their campaigns. They have over the years employed the services of Instagram users with large followers. These Instagram influencers are both micro and macro-influencers and celebrities and they include Dotun the Energy gAD who promotes Pepsi brand through the Turn-Up Friday show, Mega influencers such as Wizkid, Burna Boy and Tiwa Savage who promote the #LoveLifeMaxAm Pepsi brand campaign and pushed by other micro-influencers on Instagram and others such as DJ Spinall, Rema, Ayra Starr, Biola Kazeem, Dj Cuppy amongst others.

Although Pepsi uses Instagram influencers in its marketing campaigns, it is uncertain if the use of these influencers has been effective in influencing consumers' buying behaviour. That is, it is unknown if customers purchase Pepsi products through influencers' promotions. Thus, this gap needs to be filled as it would contribute to the body of knowledge in the area of social media influencer marketing and advertising. Therefore, analyzing the influence of Instagram influencers in promoting brand patronage using Pepsi becomes an issue of empirical investigation.

Research Questions

The following questions guided the study

1. To what extent to which Instagram users are exposed to Pepsi brands as promoted by Instagram Influencers?
2. What is the perception of Instagram users towards Pepsi brand as promoted by Instagram Influencers?
3. What is the influence of Instagram Influencers on the purchase of Pepsi brand by Instagram users?

Significance of the Study

The findings of this study would be beneficial to businesses, influencers and advertisers as well as the academic space. Since brands and advertisers are beginning to seek the assistance of social media influencers in their marketing campaigns, they will find findings from this study useful. The study would help businesses, and advertisers to better understand influencer marketing on Instagram and consequently devise better means to source influencers that best suit their products or services. To social media influencers, this study would provide data on what consumers think about their Instagram campaigns and how their promotional messages influence their attitude and product patronage. This will enable them to devise better strategies and content in promoting products. It will also help them come up with relevant and persuasive Instagram contents that will attract their followers.

Review of Related Literature

Influencers and Instagram: Instagram as a Social Media Influencers Platform

Ewers (2017) noted that apart from its entertainment value, Instagram is used in business and advertising goods and services. Arguably, Instagram can be regarded as the best online platform for advertising products and services as well as for social interaction (Jong, 2019). Braatz (2017) avers that Instagram is a veritable platform for influencer marketing due to its engaging nature. Instagram supports interaction and engagement between users. Due to the trust built, Instagram influencers can inform their followers about a product and convince or encourage them to make a purchase. They become useful channels to market goods and services. Consequently, from the above, we can see the nexus between Instagram and Influencers as Instagrammers offer great potential for marketers to reach their target consumers (Braatz, 2017).

Impact of the use of Influencers in Brand Promotion and Product Patronage

Today, brands and companies are adopting the use of social media influencers to promote their products and services as a result of technological development and advancement (Rios, Casais & Camilleri, 2020). Consequently, social media influencers have become a tool for advertising and marketing. Various brands have adopted the use of influencers in reaching out to consumers and prospective consumers (Gashi, 2017). Seemingly, influencer marketing is effective in creating brand credibility. For instance, Sudha and Sheena (2017) argued that influencer marketing promotes a level of credibility that cannot be achieved from the conventional ways of brand marketing. It also helps in promoting brand awareness of a product or service as consumers put a lot of trust in influencers as they purchase products endorsed by them. (Jarrar et.al., 2020; Djafarova& Rushworth, 2017). Moreover, findings from Radwan et al. (2021) revealed that influencers promote a company's products and services to their followers and it impacts their purchase decision. This is because followers trust the messages of these influencers. So, when they tell them about certain products or services, they accept them.

Additionally, online influencers are often trustworthy and followers like them for this. They also have characteristics that appeal to their followers; therefore, they push a brand and create awareness for products and services. This appeal they have can be attributed to the closeness and intimacy they have with their followers (Wang & Lee, 2021). Influencers share a closeness with their followers by relating with them; this undoubtedly builds trust. Rebelo (2017) supported this view by commenting that customers always believe that the messages of influencers compared to that of sellers; they see them as “credible”. Customers prefer adverts by influences because of the close relationship they have with their favourite influencers. Thus, they purchase the products advertised by these influencers. This means that the use of influencers in brand promotion impact and affect the purchase behaviour and intention of people. The above explains the notion that social media influencers possess persuasive strength which spurs consumers' interest in a product or service and consequently pushes them to make a purchase.

Rebelo (2017) believes that the use of influencers in promoting products and services boosts the review of brands and increases their sales. Nurhandanyaniet al. (2019) buttressed this view by remarking that influencers have a positive impact in the aspect of helping a company create brand awareness and increase the company's sales and revenue. Also, Lim et.al. (2017) argued that influencer marketing increases the return of investment of a company. Therefore, brands, companies and businesses employ people with huge social media presence to help them market their products. Furthermore, the use of influencers in brand promotion help project a brand to a larger audience, shape the characteristics of the product or brand as well as help customer understand the product (Nurhandanyaniet. al., 2019).

Brief Review of Pepsi Brand Promotional Campaign

According to Ajayi, Ogunrosoye, Amah, Nnaji, Amase and Chima. (2019), Pepsi have developed a myriad of campaigns and adverts in an attempt to usurp Coca-Cola. Both brands have been close competitors for years with each developing strategies to outshine the other, little wonder Sobowale (2002) referred to them as “old adversaries.” For instance, in 2016, Pepsi launched the “Things I long throat for” campaign, giving consumers a 60cl bottled Pepsi at N100. Similarly, other campaigns such as “No shaking, Carry go” have been devised to counter Coca-Cola.

Furthermore, Ajayi *et al.* (2019) argued that Pepsi's main strategy rests on music and entertainment. They explained that “for Pepsi, just as music refreshes the soul and mind, the sweet and subtle taste of Pepsi guarantees total refreshment for its loyal customer base.” This view is supported by Onikoyi (2019) who commented that over the years Pepsi has been at the forefront of organizing and supporting music shows, concerts, and sports events and signed celebrities as brand ambassadors.

Empirical Review

Rebelo (2017) conducted a study on how influencers' credibility on Instagram is perceived by consumers and its impact on purchase decisions to discover how people perceive Instagram influencers and if they impact their purchase behaviour. Findings from the study showed that the perceived trustworthiness and attractiveness of an influencer determines the purchase intention of consumers. That is, consumers are pushed to purchase products advertised by influencers when they are credible. Similarly, Jarrar, Awobamise and Aderigbe (2020) carried out a study in order to ascertain the efficacy of social media advertising and influencer marketing in Nigeria. Findings from the study showed that influencer marketing while very effective in promoting immediate sales is not very effective in increasing post engagement. That is, while influencer marketing generates more sales, sponsored posts generate more engagement to a post. Result further showed that people prefer adverts by influencers compared to sponsored posts. This is because people trust people have for influencers.

Nurhandayani, Syarief and Najib (2019) examined the impact of influencers on the brand image and purchase behaviour of consumers specifically millennial between the age of 15-38. Result showed that brands and companies use influencers in their marketing campaign strategies. It was also revealed that influencers can drive sales and influence the purchase decision of consumers by improving brand images through their posts.

Rios, Casais and Camilleri (2020) conducted a study titled “The effect of macro-celebrity and micro-influencer endorsements on consumer-brand engagement on Instagram.” They found out that both celebrities and influencers have a strong influence on followers; however, celebrities' post attracts more to the brand's Instagram page compared to that of influencers therefore, celebrity posts are more effective in amassing followers. Results also indicated that influencers get more likes, clicks and comments, general engagements on their brand posts compared to celebrities. This means people see them as more trustworthy and honest than celebrities; thus, increasing engagement and influencing consumers.

Gashi (2017) conducted a study to investigate consumers' perceptions of the influence of social media influencers during the different stages of the purchase decision process. The study found out that the influence of social media influencers is significant in the purchase decision stages of consumers. Relatively, Wardani, Marroy, Octora and Setiawan (2019) studied the impact of social media influencers on brand attitude and purchase intention. It was revealed that influencers affect brand attitude and brand attitude, in turn, pushes consumers to purchase a product or service. It was also discovered that credible influencers have a large influence on consumers' purchase intentions. Duh and Thabethe (2021) conducted a study on the “Attributes of Instagram Influencer Impacting Consumer Brand Engagement.” The study indicated that consumers' familiarity with an influencer made the strongest positive influence.

Radwan, Mousa, Mohamed and Youssef (2021) examined how consumers perceive social media influencers and how influencers affect consumers' purchase decisions in the United Arab Emirates. Findings showed that influencers possess certain characteristics that make their followers attracted to them; consequently, their purchase behaviour is influenced. It also revealed that the activities influencers engage in on social media impact consumers' behaviour also.

However, Lim, Radzol, Cheah and Wong (2017) investigated the influence of social media influencers on consumers. Findings from the study revealed that influencers lack credibility and knowledge of the product they endorse; these affect the purchase behaviour of consumers.

Theoretical Framework

This study was anchored on technological determinism theory and the attitude change theory.

Technological Determinism Theory

According to Nsude (2020), the technological determinism theory was derived from the works of Thorstein Veblen (1857-1929). This view is supported by Da Costa, Ganna and Apekoran (2021), who observed that the technological determinism theory originated from Thorstein Veblen. However, Asemah, Nwammuo and Nkwam-Uwaoma (2017) agree that this theory was further developed in 1964 by the Canadian Scholar, Marshal McLuhan. Nonetheless, the theory pre-opposes that society is influenced and developed due to technology (Nsude, 2020). Agreeing with the above assertion Aja, Chukwu and Odoh (2019), Macaulay, Etumnu and Onwukwe (2021) argued that the technological determinism theory assumes that technology is fundamental to society as it Influences social change in any society.

The standpoint of this theory is that technology is advantageous to the growth and development visible in society. Technology plays an important role in improving and enhancing the economic, cultural, social and political aspects of any given society (Asemah *et al.*, 2017). For instance, communication and information dissemination have been strengthened due to advances in technology, people can communicate with other people instantly regardless of distance and time. Similarly, technology has enhanced marketing practices such that people buy and sell online. Also, brands advertise their products online in order to attract and keep customers.

Therefore, this theory is useful and relevant to this study in the sense that influencer marketing has become a major marketing practice as a result of technological advancements. Therefore, through technology, i.e. people follow influencers and seemingly expose themselves to influencers. This new marketing function i.e. influencers to promote products and services made possible through technology possess the capacity to influence consumers' buying behaviour and perception of the products advertised.

Attitude Change Theory

Propounded by Daniel Irving Sarnoff and Charles McClintock in 1960, the attitude change explains how humans are influenced and motivated (Anaeto, Onabajo, & Osifeso, 2012). They argued that our attitudes are shaped, formed and reinforced as we communicate and expose ourselves to information from others. This implies that as we interact and are exposed to information, we form certain attitudes, behaviour or beliefs whether positive or negative.

Consequently, this theory explains how attitudes audience is formed, shaped and changed through communication and how such attitudes that have been developed affect or influence the behaviour of the

people (Anaeto et.al. 2012). For instance, people learn certain behaviour when they expose themselves to mass media and it changes their existing behaviour and perception.

Therefore, this theory is related to this study in that it explains how the attitudes of consumers change when they are exposed to messages by social media influencers on Instagram. That is to say, social media influencers' posts on Instagram influence the attitude of consumers towards products of brands and companies.

Methodology

The research design employed was a descriptive survey research design. The researchers used this method because it allows for the sampled opinions of the respondents to be explained, from which a conclusion is drawn (Jumbo et al., 2023). The population for this study was 5,500, 000 Instagram followers of the three selected Instagram influencers for Pepsi brand. This is contained in the table below:

Pepsi Influencers	Population of followers
Rema (real name: Divine Ikubor)	3 Million
Ayra Starr (real name: Oyinkansola Sarah Aderibigbe)	1.5 Million
Do2dtun (real name: OladotunOjuolape Kayode)	1 Million
Total	5.5 Million

Source: Instagram handles of Rema, Ayra Starr and Do2dtun

The sample size of 385 was arrived at using the Australian online sample size calculator at a 95% confidence level and 5% error limit. For the sampling, a systematic sampling technique was used. The researchers at interval selected the third Instagram follower of these Pepsi influencers for each of the page until the desired 385 sample size was achieved. The consents of respondents were first sought before they were included for the study and they were assured of concealing their identity. Due to the nature of this study, a self developed online Google questionnaire was used to elicit responses from respondents. The questionnaire had 10 items designed in a 4 point likert scale format in line with the research objectives. The instrument was face validated by an expert in the department of Mass Communication, Imo State University. For the reliability, a test retest was carried out with 17 respondents. The Cronbach's alpha was used to test the reliability of the research instrument on 7 items with the application of SPSS version 21. The results of the Cronbach alpha showed .90 level of internal consistency. The implication is that the instrument is reliable. Data collected were analyzed using mean score analysis.

DATA PRESENTATION AND ANALYSIS

In the course of the fieldwork, the researcher distributed 385 copies of the questionnaire. From the numbers distributed, 5 (1.2%) copies were nullified because the respondents didn't return them. Therefore, the data analysis for this study was based on the retrieved 380 copies of the questionnaire representing 98.7%.

Table 1: The extent to which Instagram users are exposed to Pepsi Brand on Instagram

Option	SA	A	D	SD	Total	Mean	Decision
	4	3	2	1	380	X	
I see Instagram influencers' posts about Pepsi brand once I turn on my Instagram app.	230	79	38	33	1266/380	3.3	Accepted
	920	237	76	33			
I come across Instagram Influencers' posts about Pepsi brand more than once a day	201	100	55	24	1238/380	3.2	Accepted
	804	300	110	24			
Average Mean						3.3	Accepted

Source: Field Survey, (2023)

Given that the benchmark of a 4-point Likert scale for decision is 2.5, it means that if the calculated mean is 2.5-4.0, then the item in question is accepted. However, if the calculated mean is 1-2.4, then the item in question is rejected. Let Very Large Extent = 3.4 – 4.0; Large Extent = 2.8 – 3.3; Moderate = 2.2– 2.7; Low Extent = 1.6 – 2.1; and Very Low Extent = 1.0 – 1.5.

From the analysis of data on the extent to which Instagram users are exposed to Pepsi Brand on Instagram. The result revealed that at an average mean of 3.3 (N=380), Instagram users are exposed to Pepsi Brand by influencers on the Instagram app as they see them when they turn on their Instagram app and come across them more than once a day. This mean that Instagram users are exposed to Pepsi brand at a large extent.

Table 2: The perception of Instagram users towards Pepsi brand as promoted by Instagram influencers

Option	SA	A	D	SD	Total	Mean	Decision
	4	3	2	1	380	X	
I think Instagram Influencers promoting Pepsi make people know about the brand	97	259	24	-	1213/380	3.1	Accepted
	388	777	48	-			
I think Pepsi products promoted by Instagram Influencers are educative and informative	96	272	17	15	1249/380	3.2	Accepted
	384	816	34	15			
I think people will appreciate Pepsi brand based on the way they are presented	88	213	79	-	1149/380	3.0	Accepted
	352	639	158	-			
I think people now buy Pepsi based on how they are presented	7	24	200	149	649/380	1.7	Rejected
	28	72	400	149			
Average Mean						3.2	Accepted

Source: Field Survey, (2023)

Given that the benchmark of a 4-point Likert scale for decision is 2.5, it means that if the calculated mean is 2.5-4.0, then the item in question is accepted. However, if the calculated mean is 1-2.4, then the item in question is rejected

From the analysis of data on the perception of Instagram users towards Pepsi brand as promoted by Instagram influencers. The result showed that at an average mean of 3.2 (N=380), Instagram users perceive Pepsi brand promoted by influencers on Instagram to have created awareness about the product. It also showed that people see influencers' posts about Pepsi brand as informative and educating as it makes them know more about Pepsi products. Additionally, it showed that people appreciate Pepsi products more depending on the way they are presented. However, the result showed that respondents do not agree that people buy Pepsi based on how they are presented.

Table 3: The influence of Instagram Influencers on the purchase of Pepsi brand by Instagram users

Option	SA	A	D	SD	Total	Mean	Decision
	4	3	2	1	380	X	
Instagram influencers make me buy Pepsi products	144 576	180 540	47 98	9 9	1223/380	3.2	Accepted
Instagram influencers make me drink Pepsi	93 372	176 528	107 214	4 4	1103/380	3.4	Accepted
Instagram influencers make me recommend Pepsi to my friends	8 32	19 57	95 190	218 218	497/380	1.3	Accepted
Instagram Influencers have no influence on my purchase of Pepsi products	41 164	159 477	180 360	- -	1001/2.6	2.6	Accepted
Average Mean						3.4	Accepted

Source: Field Survey, (2023)

Given that the benchmark of a 4-point Likert scale for decision is 2.5, it means that if the calculated mean is 2.5-4.0, then the item in question is accepted. However, if the calculated mean is 1-2.4, then the item in question is rejected.

From the analysis of data on whether Instagram users are influenced by Instagram influencers in purchasing Pepsi brand, influencers influenced people as it made them buy and drink Pepsi. However, it did influence them to tell their friends about the product at an average mean of 3.4.

Discussion of Findings

The extent to which Instagram users are exposed to Pepsi Brand on Instagram is to a large extent. Data indicated that the respondents strongly agreed that they came across Pepsi Brand on Instagram once they

turned on their Instagram app. In the same vein, 201 respondents in table 5 strongly agreed that they saw Pepsi brands promoted by influencers on Instagram more than once a day. This finding is in agreement with the findings of Jarrar et.al. (2020) which revealed that consumers follow influencers greatly; this is, however, due to their credibility and trustworthiness as argued by Duh & Thabethe (2021).

The perception of Instagram users towards Pepsi brand as promoted by Instagram influencers made respondents know about the brand and its products and services. Thus, it created brand and product awareness. Also, it is informative and educating as revealed. Additionally, it showed that people appreciated Pepsi products more depending on the way they were presented. This means that respondents had a positive perception towards Pepsi brand as promoted by influencers on Instagram. These findings were in line with Jarrar *et al.* (2020) and Rushworth (2017) as they observed that influencers helped in promoting brand awareness towards a product or service. It was also in line with the findings of Nurhandayani et.al. (2019) which revealed that influencers in brand promotion help project a brand to a larger audience, shape the characteristics of the product or brand as well as help customers understand the product.

The influence of Pepsi brand promoted by Instagram influencers was that it made them buy and drink. These findings corroborated with the findings of Djafarova and Rushworth (2017) who found that influencers' opinions affect and influence the purchase behaviour of people. Therefore, people are pushed to purchase a product promoted by influencers. Similarly, Radwan et.al. (2021) were in agreement with the findings of this study as they discovered that influencers promote a company's products and services to their followers and it impacts their purchase decision of people. Also, Wardani et al. (2019) argued that influencers affect brand attitude and brand attitude, in turn, pushes consumers to purchase a product or service. These findings were backed by the attitude change theory which shows how peoples' attitudes are changed when they are exposed to information from others. Therefore, people change their purchase behaviour when they see Instagram influencers' posts promoting Pepsi brand.

Conclusion

Influencer marketing is an important marketing concept in today's world and brands are utilizing influencers to sell their products due to their large followership on the various social media platforms such as Instagram. From the findings of this study, it was concluded that Instagram users have very high exposure to Pepsi brands promoted by influencers and this, in turn, wields its influence on them. The influence of influencers on buying behaviour is strong as it influences them in different ways such as making them buy the advertised product and drinking Pepsi. Therefore, it is observed that influencers are very effective in promoting brand patronage, hence cannot be underestimated. They have the power to influence their followers and change the attitude of their followers towards products they endorse. Therefore, they are a major determinant of whether their followers are attracted to a certain brand or not. Clearly, influencers are indispensable in the promotion of ideas, brands, products and services targeted at Instagram users due to their strong influence on the buying behaviour of users.

Recommendations

Arising from the findings, the followings were recommended:

1. The researchers recommended that Pepsi manufacturers should continue to engage the services of Instagram influencers to create more awareness for the brand before the social media users.
2. The researchers recommended that Instagram influencers should put more effort in making their bond stronger with Instagram users.
3. The researchers also recommended that Instagram influencers should create catchy contents in order to attract and retain the attention and interest of Instagram users.

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APPENDIX I

SCREENSHOTS OF PEPSI BRAND INSTAGRAM INFLUENCERS



