INFLUENCER MARKETING AND BRAND LOVE: YOUNG CONSUMERS PERCEPTION OF CONSUMER GOODS ENDORSERS

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Abstract
This study explores the impact of influencer marketing on brand love among young consumers, Anambra Nigeria, and specifically within the consumer goods sector. The study applied a survey-based design, targeting a sample size of 394 students through convenient sampling. The questionnaire, divided into sections addressing demographic information and brand engagement factors, measured three influencer marketing variables (engagement marketing, attractiveness, and relevance) and their influence on brand love. Using regression analysis, the study found that both engagement marketing and influencer relevance significantly and positively impact brand love. Students who felt engaged by personalized, interactive content from influencers were more likely to develop strong positive feelings toward phone accessory brands. Similarly, influencer relevance—measured by factors like follower count, authenticity, and platform suitability—was a crucial determinant of brand love, as consumers responded more favorably to influencers who seemed credible and aligned with the brand's values. In contrast, influencer attractiveness, although often emphasized in marketing, showed a minimal effect on brand love in this context, suggesting that consumers value authenticity and relevance over physical appeal or celebrity status when forming emotional connections with brands. These findings offer practical insights for marketers in the phone accessory industry and beyond. They highlight the importance of selecting influencers who resonate with the target audience and prioritize authentic, engaging content that aligns with the brand's identity. For brands aiming to build consumer loyalty and lasting brand love, strategies should focus on cultivating influencers who can authentically engage audiences rather than solely relying on influencer popularity or physical appeal. By leveraging influencers who share values with their brand and maintain genuine interactions with their followers, companies can enhance brand love, fostering stronger consumer-brand relationships that extend beyond transactional exchanges.

Keywords: Engagement marketing, Attractiveness, Relevance and Brand love

Introduction

In recent years, the landscape of advertising and marketing has experienced a profound shift, largely driven by the rise of social media platforms. One of the most significant developments in this area is the emergence of influencer marketing, a strategy that leverages the power and reach of social media influencers to promote products and brands. Social media influencers are individuals who have amassed a sizable and engaged following on platforms such as Instagram, YouTube, TikTok, and others (Brown and Hayes, 2008). Influencer marketing has quickly become a preferred method for brands to reach their target audiences in an authentic and relatable way. Rather than relying solely on traditional advertising methods, companies are increasingly collaborating with influencers to endorse their products and services. These influencers are perceived as trusted authorities, relatable personalities, or trendsetters, capable of exerting considerable influence over their followers' purchasing decisions (Kemp, 2018).

Digital technologies have brought widespread internet access to most of the global population, with over four billion people online and 42% actively using social media. As people spend more time on social media, more individuals are using it to create content and gain followers. This has led to the emergence of brand influencers, who are opinion leaders that companies employ to promote their products (Nielsen, 2012; Nielsen, 2015). Social media has become a crucial channel for marketers to advertise and engage with customers. Recommendations from family and friends are highly trusted by consumers, with 92% valuing personal recommendations over traditional advertising. The development of digital technology and the influence of social media have made influencer marketing a valuable tool for brands (Swant, 2016).

Influencer marketing is applied when companies target key individuals, named influencers, who align with the brand values and operate in favor of the companies to find potential customers (More and Lingam, 2017). Furthermore, influencers often contribute new information and can affect attitudes and behaviors of others, such as help potential customers make a purchase decision (Jiang, Lin, Ding, Duan and Xu, 2015). An influencer must be trustful otherwise the brand risk to lose its credibility (Gerardo, 2017). Influencer marketing has become an

integral part of retailers' digital marketing strategies because many retailers believe this new way of marketing is effective in translating into higher profits. In fact, an industry report (Linqia, 2019) indicated that 86% of brand marketers used influencer marketing in their advertising campaigns in 2017 and 92% of them found it effective. Nearly 89% of these marketers reported that their return on investment from influencer marketing was better than, or comparable to, other marketing channels in 2018 (Mediakix, 2018).

Brands such as *Oraimo, NewAge* are phone accessories marketers that have invested heavily on influencers marketing as part of their promotion and brand strategy. These brands have featured celebrities, macro, and micro influencers to connect with their target market and build brand love. These influencers engage with their audience using video contents, games, give-away, and blogpost. However, their attractiveness and relevance are important source of their influence. For example, celebrities and content creators like *Sabinus*, *Nasboi, brain jotter* is mostly used due to their attractiveness and engaging contents they dish out. While bigger celebrities and superstars like *Wizkid and Davido* are used based on their relevance and appeal. It is based on this that this study investigates how influencer marketing influence consumer brand love.

This study investigates the impact of influencer marketing on consumer brand love by examining some variables that shape consumer perceptions and behaviors. Engagement is a key aspect, but different types of engagement and the authenticity of influencers can influence brand love differently. Engagement marketing focuses on building genuine relationships with customers and tailoring brand messages to resonate effectively. It emphasizes engaging with existing customers and generating word-of-mouth referrals. Engagement marketing offers solutions to the problems of influencer marketing by emphasizing authenticity, direct communication, personalization, and cost-effectiveness.

The attractiveness of influencers and their content also significantly influences consumer attitudes towards brands. Influencers can connect with consumers on a personal level and reach a relevant and engaged audience, increasing the chances of conversions and sales. The relevance of influencer-generated content to the brand and its target audience drives consumer engagement and brand love. When influencers are aligned with a brand's values and target audience, their endorsement creates a sense of relevance and credibility. This increases consumer identification with the brand and develops a genuine affinity for it. Relevance in influencer marketing helps establish credibility, relatability, and authenticity, leading to stronger consumer affinity and brand love. By analyzing these interconnected variables in the context of influencer marketing and consumer brand love, this research provides marketers with actionable insights to craft more effective, compelling, and trust-driven influencer marketing campaigns that foster authentic and lasting consumer-brand relationships.

Objectives of the Study
The broad objective of the study is to determine the extent of relationship that exists between Influencer marketing and consumer brand love. While specifically, the study seeks to:
1. Examine the relationship between engagement marketing and brand love among young consumers in Anambra State, Nigeria
2. Determine the relationship between attractiveness and brand love among young consumers in Anambra State, Nigeria
3. Ascertain the relationship between relevance and brand love among young consumers in Anambra State, Nigeria

Research Hypotheses
The research proceeds to formulate the following hypotheses which was tested during the study:
H_{01}: Engagement marketing has a positive and significant influence brand love among among young consumers in Anambra State, Nigeria
H_{02}: Influencers' attractiveness has a positive and significant effect on brand love among among young consumers in Anambra State, Nigeria
H_{03}: Influencers' relevance has a positive and significant effect on brand love among among young consumers in Anambra State, Nigeria

Review of Related Literature
Conceptual Framework
Influencer Marketing
In the words of Lipiner (2020), influencer marketing (also known as influence marketing) is a form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field. Influencers are someone (or something) with the power to affect the buying habits or quantifiable actions of others by uploading some form

of original—often sponsored—content to social media platforms like Instagram, YouTube, Snapchat, TikTok or other online channels. Influencer marketing is when a brand enrolls influencers who have an established credibility and audience on social media platforms to discuss or mention the brand in a social media post. Influencer content may be framed as testimonial advertising (Chae, 2018).

Gillin (2009), posits that influencer marketing is a communication strategy using popular and influential users in online social media. Influencers are regarded as special individuals who can create valuable content, have high reputations in specific fields and are followed by many users in online social networks. Influencer marketing is a form of marketing that enables businesses to collaborate with individuals who have a following for increased brand exposure. Companies may ask a person with a large following to publish social media content that promotes their products or services. People often follow individuals they trust on social media, so if they see someone, they follow advertising your business, there's an inherent trust factor you can lean on to boost your conversion rate (Martineau, 2021).

Influencer marketing is when a brand enrolls influencers who have an established credibility and audience on social media platforms to discuss or mention the brand in a social media post. Influencer content may be framed as testimonial advertising (Katz, 2006). Influencer marketing is a strategic collaboration between a brand and individuals who have a significant and engaged online following, often on social media platforms. Brands partner with these influencers to promote their products or services to a specific target audience in an authentic and relatable manner (Martínez-López, 2020). Influencer marketing is a form of digital marketing where brands leverage the credibility and reach of individuals who are considered experts or authorities within a particular niche or industry. These influencers create content that endorses or showcases the brand's offerings, aiming to sway consumer decisions and generate brand awareness (Chae, 2018).

Influencer marketing is a marketing strategy that relies on the influence of individuals, known as influencers, to endorse or recommend products or services. These influencers, often with a dedicated and loyal online following, can impact consumer purchasing behavior through sponsored posts, reviews, or endorsements, leveraging their authenticity and trustworthiness to drive brand success (Berinato, 2010).

Engagement Marketing
Engagement marketing, sometimes called "experiential marketing", "event marketing", "on-ground marketing", "live marketing", "participation marketing", "Loyalty Marketing", or "special events", is a marketing strategy that directly engages consumers and invites and encourages them to participate in the evolution of a brand or a brand experience. Rather than looking at consumers as passive receivers of messages, engagement marketers believe that consumers should be actively involved in the production and co-creation of marketing programs, developing a relationship with the brand. Engagement marketing also refers to a marketing strategy that focuses on building strong and meaningful connections between a brand and its target audience. It aims to create active and engaged customers who become loyal advocates for the brand. (Cerf, and Moran, 2017).

Attractiveness
McCroskey and McCain (2005) put out that attractiveness is linked with how influencers are perceived and related social values. In the context of effective advertising, influencer 's attractiveness largely depends on its similarity, familiarity, and likeability to the receivers (Ohanian, 2011). The concept of similarity is the supposed resemblance between the receiver (social media followers) and influencer, while familiarity is measured knowledge of the influencer based on their exposure; and likeability is liking for the source because of the influencer's physical facial beauty and behavior. The physical engaging quality of online media influencers is seen to have a high inclination in driving the acknowledgment pace of publicizing and saw more alluring when they have a lot of similarities. In view of Bardia (2011), influencer physical appeal is interrelated to an individual's soonest judgment given to the following person, which is driven by the attributes and characteristics of the endorser for instance facial beauty, height, and weight.

Relevance
Olenski (2015) posits that relevance in marketing and advertising terms means providing your customer, and prospect for that matter, with content that is relevant to them. It is simply a concept that refers to how relevant your offer (as in products or services), campaign or brand is to the needs and desires of your potential customers. Relevance is the degree to which something is pertinent, significant, or appropriate in relation to a specific context or purpose. An element is deemed relevant if it adds value, meaning, or utility to a particular discussion, decision, or goal. Relevance is the measure of how relevant your offer is to the wants and needs of visitors; good offers communicate relevance immediately (Hjørland, 2010).

Consumer Brand Love

Brand love is a term that was coined by Carroll and Ahuvia (2006) to describe "the degree of passionate emotional attachment a satisfied consumer has". Brand love affects brand commitment and brand loyalty, which comprises purchase intention, word-of-mouth, and willingness to pay. In the words of (Cho and Hwang, 2020; Patwardhan and Balasubramanian, 2011), brand love can be defined as a state of consumers' emotional attachment characterized by intense and positive brand effect, greater stimulation generated by brand, and the brand's tendency to dominate cognition of consumers (Sahin, 2014). However, its conceptualization and measurement is still in their early stages in the marketing literature and in particular in the consumption context (Vernuccio et al., 2015). Brand love is accordingly related to three components: brand liking, brand yearning and brand decision/commitment (Albert et al., 2008; Sternberg, 1997). Brand love encompasses attachment, emotions, evaluations, passionate, positive evaluation, declaration and reflects a stronger consumer–brand relationship of love for a particular brand (Algharabat, 2017).

Theoretical Framework

This study is anchored on the Social Influence Theory developed by social psychologist, Herbert Kelman in 1958. It is a framework for understanding how individuals are influenced by the people. The theory proposed three main types of social influence: internalization, identification, and compliance. Three general source attributes promote the source's effectiveness which are: credibility, attractiveness, and power. All the attributes have different means by which the source (example, endorser) affects to the consumer's attitudes and behavior. In addition to celebrity endorsements, products receive the support of ordinary person endorsers as well (Shimp and Andrews, 2013). Internalization means the influence of a person or group on an individual through the process of accepting their attitudes, values, or behaviors as their own. This type of influence occurs when an individual comes to believe that the attitudes, values, or behaviors of the person or group are right or valid. The first source attribute is credibility, which is the process of internalization. Credibility refers to the alignment of trust or capability to believe someone. When the information source is perceived as credible, consumer's attitudes are changed through psychological process of internalization. It takes place when the receiver accepts the source's position about the issue as her or his own. There are two important aspects of source credibility that are known as expertise and trustworthiness. Expertise relates to the perceived experience, knowledge, and skills that the source carries. If the source is perceived as an expert on his or her field, it is more likely that he or she is observed more credible. Trustworthiness applies to the perceived honesty, believability and integrity of a source, which level of trust depends on the audience's perception of the source's intent. If consumers believe that the source is just marketing for their own benefit, this source is less convincing than someone who has no benefits by marketing the brand. Although expertise and trustworthiness do not close each other out, frequently a particular source can be considered as highly reliable, but not particularly expert (Shimp and Andrews, 2013).

Identification is the influence of a person or group on an individual through the process of identifying with them. This type of influence occurs when an individual sees themselves as like or connected to the person or group, and as a result, adopts their attitudes, values, or behaviors. Attractiveness is the second source attribute, which is known as the process of identification. Source attractiveness consists of three dimensions: similarity, familiarity, and liking. This means that the source is seen as attractive, if the receivers share some similarities with the source, or if they like the source regardless of whether they are similar in any way. Persuasion appears during the identification process, when the receivers find something in the source that they consider attractive, which can be for instance physical attractiveness, intellectual skills, lifestyle characteristics, personality properties, athletic capacity. When receivers perceive a source as attractive, they identify with the source and thereby are more likely to embrace the attitudes, behaviors, beliefs, interests, or preferences of the source. However, these beliefs and attitudes are not as lasting as the ones found under credibility (Shimp and Andrews, 2013).

Compliance is the influence of a person or group on an individual using rewards or punishments. This can include the use of incentives, such as financial rewards or recognition, as well as the use of coercion, such as threats or punishment. Power is the third source attribute, and it works through the psychological process of compliance. Compliance takes place when an individual is persuaded by an advertised source because they hope to receive a positive response or approval from the source. To be more specific, this process goes throughout compliance with the perceived awards and punishments observed from the source. While this is not as likely as mass media advertising, this kind of processes can take place through personal and direct advertising material or social media messages. These kinds of perceptions are more likely to occur when there is a power imbalance (Shimp and Andrews, 2013).

Empirical Review

Mayasari, Haryanto, Hutagaol, Ramadhan, and Amir (2023) examined the Role of Social Media Marketing on Brand Love and Its Impact on Brand Centrality: The Study of Local Fashion Brands for the Millennials. The study

also examined brand love's effects on local fashion brands' centrality. This study also investigated brand love and centrality's impact on the repurchase intention. The data were taken using survey methods with questionnaires developed by previous researchers. A partial least squares regression was used to test the hypotheses. The study revealed that social media marketing can create conditions for consumers to develop brand love, but brand love still needs to be able to develop brand centrality. This study also showed that although brand love has yet to create brand centrality, the concept of brand love can influence the repurchase intention. At the same time, brand centrality also affects the repurchase intention.

Li and Peng (2021) focused on influencer marketing: purchase intention and its antecedents. Using a sample of 510 Weibo users in China, the conceptual model was tested by structural equation modeling (SEM) in Lisrel 8.8 statistical software. The study discovered that influencers' source characteristics stimulate consumers' positive attitudes (image satisfaction and/or advertising trust), in turn affect consumers' purchase intention. The expertise, originality and homophily of influencers positively affect two attitudes of consumers. The attractiveness only positively affects image satisfaction, and the interactivity only positively affects advertising trust. Besides that, this study also verified the mediating role of consumers' self-brand connection between the two attitudes and purchase intentions.

Belanche, Casaló, Flavián, and Ibáñez-Sánchez (2021) focused on understanding influencer marketing: The role of congruence between influencers, products and consumers. The study addressed the congruence among the three inherent contributors to any influencer marketing campaign: the influencer, the consumer (or follower), and the sponsored brand. The study involved 372 followers of a famous fashion influencer. Results confirmed that when influencer–consumer congruence is fixed and high, high (low) influencer–product congruence prompts high (low) consumer–product congruence. Strong congruence between the consumer and product then generates more favorable attitudes toward the product, as well as higher purchase and recommendation intentions, ensuring optimal returns on influencer marketing campaigns.

Zhou, Blazquez, McCormick, and Barnes (2021) studied on how social media influencers' narrative strategies benefit cultivating influencer marketing: Tackling issues of cultural barriers, commercialized content, and sponsorship. A qualitative approach was applied to explore Chinese consumer perceptions toward capabilities. Findings revealed that three SMIs' narrative strategies (brand attribute evaluation, brand love inspiration, self-identity construction) dealt with the issues of cultural barriers, commercial–personal tension, and sponsorship disclosure in SMIs' eWOM.

Theocharis and Papaioannou (2020) researched on Consumers' responses on the emergence of influencer marketing in Greek marketplace. This research aimed to investigate the views of consumers towards influencers. A questionnaire was used to conduct the survey and the results showed, among other things, that mega influencers are considered to be the most appealing, macro influencers are considered to be highly specialized, while micro influencers are considered the most trusted and authentic.

Esteban-Millat and Torrez-Meruvia (2020) examined on Influencer marketing: brand control, commercial orientation, and post credibility. This study proposed a theoretical model to explain how perceived brand control over an influencer's post and the perceived commercial orientation of such a post affects consumer trust in influencers. Results showed that trust of the influencer is reduced more by the post's perceived commercial orientation than perceived brand control of the influencer's post. The results also showed that trust of the influencer is salient in predicting post credibility, which in turn predicts interest and willingness to search for more information.

Johan Grafström, Linnéa Jakobsson, Philip Wiede (2016) studied on the impact of influencer marketing on consumers' attitudes. To meet the purpose of the thesis, focus groups were conducted with participants from Jönköping University, belonging to the millennial generation. The data collected was analyzed using categorical indexing, to identify patterns and repeating topics that became apparent during transcription. This research used a deductive approach as it explores and adds on existing literature and an abductive approach during analysis. The overall findings of this research indicate that millennials attitudes are affected by influencer marketing due to several reasons such as the alignment of promotions presented by an influencer, the degree of credibility and trustworthiness of the messages, as well as an influencer's change in style.

Nathalie (2016) worked on Influencer Marketing: the characteristics and components of fashion influencer. This thesis aimed at providing fashion brands a guideline of the components and characteristics of influencer marketing. To accomplish this research objective the qualitative method approach of expert interviews had been chosen and four experts from the fashion influencers marketing were questioned about their daily work with

influencers to elaborate their needs and the challenges they are facing. The interviews lead to four core components of influencer marketing: authenticity, long-term relations, co-creation, and micro-influencers. Underneath these core components the following sub-components were found brand fit, exclusivity, visual language, passion, trust, price, creative freedom, and frequent communication.

Gap in Literature

Few studies have been carried out on influencer marketing and consumer brand love. Most of the studies were carried out outside Nigeria and outside Awka, Anambra State. Also, none of these studies sought to determine the nexus between influencer marketing and consumer brand love through the relationship that exists between engagement marketing and consumer satisfaction, the relationship between attractiveness and trust and the relationship between relevance and loyalty. Therefore, this study "Influencer Marketing and Consumer Brand Love in Nnamdi Azikiwe University, Awka", filled the above gap.

Methodology

Sample and Design

This study adopted survey research design. Also, survey research design was preferred as the study seeks to ascertain the relationship that exists among the subject variables and the sub variables in the study. The population of this study comprised of 25,000 undergraduate students of Nnamdi Azikiwe University, Awka, Anambra State, Nigeria. The study adopted Taro Yamane technique to determine the sample size and it was determined as 394. The study applied convenient sampling technique by creating a google form for the questionnaire. The online questionnaire form was sent via WhatsApp and Instagram.

Method of Data Collection

The questionnaire was divided into two sections A and B. While section A comprises the personal data of respondents, section B comprises questions relating to the research question of the study with 24 items in the questionnaire. The variables are: Engagement marketing, attractiveness, relevance, consumer satisfaction, loyalty, and trust.

Validity of the instrument

The study adopted content validity. A copy of the formulated questionnaire was presented to the supervisor for evaluation and restructuring. The questions in the questionnaire were corrected and restructured to suit the purpose of the study. Hence, the content of the questionnaire was confirmed suitable for the study by the senior academics.

Reliability of the instrument

The study adopted Cronbach Alpha method. 50 copies of the questionnaire were administered to respondents of the Faculty of Management Sciences, Unizik, Awka. The faculty is different from the faculty under study. The questionnaire was restructured and redistributed to the same respondents upon testing the reliability of responses to the items in teat instrument using correlation analysis, a figure of 0.8 was obtained which shows that this instrument is very reliable. Below is the table showing the reliability figure; testing the reliability of responses to the items in test instrument using Cronbach Alpha analysis, a figure of 0.817 was obtained which shows that this instrument is very reliable.

Table 1: Reliability and Cronbach Alpha coefficient

Variables	Cronbach's Alpha coefficient	Number of items
Engagement Marketing	.903	4
Attractiveness	.883	4
Relevance	.891	4
Brand love	.822	4

Method of Data Analysis

Personal data collected from respondents were presented using descriptive statistics (frequencies, and percentages), items of the variables were analyzed through mean and the inferential statistics such as t-test statistics and the linear regression model were used to test the hypotheses. **Decision Rule:** Reject the null hypothesis (Ho) if t-calculated is greater than t-critical value @ 0.05 (t-cal > t-value @ 0.05) and accept the Alternate hypothesis (HA).

Results

A total of 394 copies of questionnaire were administered to undergraduate students of Nnamdi Azikiwe University, Awka. About 55 per cent of copies of the questionnaire issued were returned valid while about 45

percent were either invalid or not returned. The returned questionnaires were consequently summarized and analyzed.

Analysis of Respondents Demography

Table 2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	107	45.9	46.1	46.1
	Female	125	53.6	53.9	100.0
	Total	232	99.6	100.0	
Missing	System	1	.4		
Total		233	100.0		

Table 2 showed that 54% of the respondent is female and 46% are male.

Table 3: Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	137	58.8	58.8	58.8
	Married	96	41.2	41.2	100.0
	Total	233	100.0	100.0	

Table 3 showed that about 60% of the respondents are single while 40% are married.

Table 4: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 17 years	91	39.1	39.1	100.0
	17-20	111	47.6	47.6	60.9
	21-23	23	9.9	9.9	13.3
	23-26	6	2.6	2.6	3.4
	>25 yrs.	2	.9	.9	.9
	Total	233	100.0	100.0	

Table 4 shows that most of the respondents are between 17 and 20 years (48%) while 39% are less than 17 years.

Test of Hypotheses

Three hypotheses were tested using multiple regression analysis via SPSS version 22. The overall regression model for brand love produced a good fit ($F = 107.56, p = .00$) and explains 58% of the change in the dependent variable. The result for the hypotheses test shows as follows:

H01: Engagement marketing has a positive and significant influence brand love among young consumers in Anambra State, Nigeria

Since p-value is less than 0.05 (i.e., p = 0.00), then the null hypothesis (H0) was rejected and the alternate (H1) accepted for engagement marketing on brand love. It can therefore be concluded that engagement marketing has a positive and significant effect on brand love ($\beta = .41$, t=6.11, p < 0.05) among young consumers in Anambra State, Nigeria. It therefore means that consumers love phone brand accessories that uses modern engagement strategies, personalized their engagement contents with videos targeted at engaging with consumers.

H02: Influencers' attractiveness has a positive and significant effect on brand love among young consumers in Anambra State, Nigeria

The result showed that influencers' attractiveness ($\beta = .13$, t=1.80, p < 0.05) has a non-significant influence on brand love. Since p-value is greater than 0.05 (i.e., p = 0.73), then the null hypothesis (H0) was accepted and the alternate (H1) rejected for influencers' attractiveness on brand love. It can therefore be concluded that influencer attractiveness has no-significant effect on online brand love. It therefore means that consumers do not love brands based on the attractiveness, elegance, or beauty of their brand influencers.

H03: Influencers' relevance has a positive and significant effect on brand love among young consumers in Anambra State, Nigeria

The result showed that relevance ($\beta = .42$, t= 7.50, p < 0.05) has a significant and positive influence on brand love. Since p-value is less than 0.05 (i.e., p = 0.00), then the null hypothesis (H0) was rejected and the alternate (H1) accepted for influencers' relevance and brand love. It can therefore be concluded that influencers' relevance has

a significant and positive effect on brand love. It therefore means that an influencers' relevance towards marketing a phone accessory is effective when consumers can identify such influencers by the number of their social media following, authenticity, and the social media platform they use.

Table 5: Hypotheses test result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.765[a]	.585	.579	2.12986	1.942

a. Predictors: (Constant), REL, ENG, ATV; b. Dependent Variable: BLV

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1463.720	3	487.907	107.556	.000[b]
	Residual	1038.812	229	4.536		
	Total	2502.532	232			

a. Dependent Variable: BLV

b. Predictors: (Constant), REL, ENG, ATV

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.311	.814		-.381	.703		
	Engagement	.414	.068	.338	6.105	.000	.591	1.693
	Attractiveness	.125	.069	.114	1.803	.073	.455	2.199
	Relevance	.422	.056	.435	7.496	.000	.538	1.859

a. Dependent Variable: BLV

Discussion

The rise of contents creators with large to small following on social media has increased marketer's reliance on influencers as a strategic and key part of their marketing promotional strategies. This study examined influencer marketing influence on brand love. The result showed that engagement marketing, influencers relevance predicts brand love while the effect of influencer attractiveness is subtle.

The significant effect of engagement marketing is that consumers find engagement marketing important, especially personalized content that comes in videos. In other words, consumers love brands of phone accessories that uses modern engagement strategies, personalized their engagement contents with videos targeted at engaging with consumers. This finding is consistent with Abrat (2019) that found a positive effect of influencer marketing on brand love in south Africa. Similarly, the significant effect of influencers relevance on brand love is consistent with Wang and Chan-Olmsted (2022) who found that strong influencers' relevance then generates more favorable attitudes toward the product. The findings means that that an influencers' relevance towards marketing a phone accessory is effective when consumers can identify such influencers by the number of their social media following, authenticity, and the social media platform they use.

The non-significant effect of attractiveness contradicts Yi et al. (2021) that find that attractiveness does not influence image trust, however, it supports the positive effect of attractiveness on advertising trust. It therefore means that consumers do not love brands based on the attractiveness, elegance, or beauty of their brand influencers. The insignificant effect attractiveness is possible in the case because of the type of product – Phone accessories. According to Yi et al. (2021) only when a product is intended to enhance attractiveness can an attractive endorser bring about a better advertising effect. In sum, celebrity influencers can generate brand love for brands that use influencers that are can engage with their audience, create relevant contents and attractive.

Conclusion

The study sought to investigate the influence of influence of influencer marketing on brand love for phone accessories brands. It was concluded that influencer marketers are effective in promoting a brand and ensuring consumer brand love when such influencers are relevant and uses engaging contents. Phone accessory brands that

use influencers that have an authentic and reputable profile with a large following and audience engages audience with video contents, personalized messages will reap benefit of customer brand love. While influencers' attractiveness may just make a little difference.

Recommendations
Based on the findings, the following recommendations are made:
1. Since influencer marketing consumes a significant part of marketing budget, it is important that marketers and brands the components of influencer marketing that generates brand love. Thus, marketers should try to find and engage influencers who post contents relevant to the brand's audience to achieve their marketing objectives. The marketers should pay due consideration to choose an appropriate social media influencer who can enhance the credibility of the posts to influence purchase intention.
2. Also. marketers should place more emphasis on choosing an influencer whose content is engaging. Marketers should hire an influencer who can post informative as well as entertaining advertising content for his/her audience during their collaboration, especially with videos.
3. Influencers should provide good quality informational content through their posts, while also being entertaining, credible and trustworthy. Even when their popularity grows in the long run, maintaining these attributes will be advantageous for them. Therefore, if the influencers wish to keep and expand their alliances with brands, or to grow their existing audience, it is essential that they possess positive features and maintain them over time.

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