Influencer Marketing and Consumer Trust on Live Streamed e-tailing Platform

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Article Info	ABSTRACT
	The advent of information System (IS has created myriads of opportunities for tech and non-tech experts to create professional niche, social media influencer is one of such functions within a social network setting, The expanding effect of Integrated Marketing Communication (IMC); has made influencer marketing and followership an acceptable promotional avenue, for delivering product value across target markets, The aim of this study is to access deviants in conduct by influencer that could affect consumer behavioural tendency and trust in Live Shopping process, and by extension the product brand. The study intends to address basic issues on how the perceived activities of the influencers could affect consumers buying pattern such as; influencer and followers' credibility, authenticity of influencers engagement with brand, validity of content promoted and the ethical gap. The study adapted the social influence theory, as fit for the theoretical framework., other developing discourse, concepts and theories of influencer marketing will be examined. Qualitative research methodology was adopted based on the nascent nature of this field; in which previous studies will be examined to distinctively chart the pathway for future research propositions on experienced distortions in influencers activities that could affect the direction of consumer behaviour.

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INTRODUCTION

The preponderance of social media and the value addition to product brand, has resulted in the emergence of the augmented forms of Integrated Marketing Communication (IMC); one of such forms of promotional processes is the influencer marketing (Campbell and Farrell 2020)., which involves the endorsements of celebrities as brand personalities (Leung, et. al, 2022a; & Freberg, et. al, 2011), with the ultimate intention that the influencers will be able to use their personalities/contents, to impact and shape the pattern of consumer preferences; through the influencers' social network established followership (Martínez-López, et. al, 2020). Influencers use social network platforms such as: YouTube, Instagram, Facebook, and Twitter (Khamis, et. al, 2017). The effectiveness of Influencer marketing as a unique brand promotional tool (Kapitan, S; & Silvera, 2015), It has in recent times attracted increasing percentage of the total budget allocated to advertising (Ye, et. al. 2021), becoming a viable tool for firms' strategic communication (Sundermann, 2019), and a key element that affects purchase intentions (Lim, et. al, 2019; & Hwa, 2017).), consumer perceived brand value (Khamis, et. al, 2017: & Jin, & Phua, 2014), key customer persuasion tool (Ki, Chung-Wha, 2019), and entrenching an integrative/systematic review framework as benchmark for upcoming propositions (Vrontis, et. al, 2021).

Nevertheless, the superlative exploits of influencers to product brand, has become a firms' promotional' Unique Selling Point' (USP) for all round performance, in-spite of such outstanding qualities, influencer marketing have setbacks that firms must 'sort out', to enhance its ultimate accomplishments. The devastating effect of the COVID-19 pandemic which paralyzed global supply chain activities (Uwhubetine, et. al, 2022), opened a new door of opportunities globally (Eshiett & Eshiett, 2022), for firms to be creative about making products available to target markets, Information System (IS) created a window for firms to deliver product services to customers, without any form of interpersonal link, that could result in health risk, stress and uncertainties (Olvera, et. al, 2018; & Shields; & Slavich2017; & Lupien, et. al, 2009). Developing countries were 'hard hit' during and after the pandemic, based on the IS infrastructural and energy resource gap (Mukhtar, et. al, 2023).

In Nigeria, the pandemic created opportunity for the digital economy to strive by deploying live streaming in; educational sector, entertainment, tourism and brand promotion. In recent times, live streaming has added value to firm- (see Table 1), through the use of influencers/celebrities (Alam. et. al, 2022), through live streamed influencer service delivery is unprecedented (Wang, 2021), this has become an avenue to attract a wider audience to firm (Lin et al., 2021; & Wang, 2021). In entertainment industry, live streams on influencer enhanced video games have become a commonplace amongst communities (Hamilton, 2014), by massively attracting and engaging customers through increased purchase intention (Johnson, 2021: & Lin et al., 2021; & Wang, et. al, 2020). This has resulted in influencers becoming the promotional pivot (Zhou, et. al, 2022), with incremental promotional budgetary allocation to influencer marketing as future direction for growth and development by firms (Ye, et. al. 2021: Wang, 2021). But the key index for sustainable growth for firms and influencer is to harness relationship with the consumer, by entrenching trust in all facet of firm Business to Customer relationship. (Eshiett, 2021; Hajli, 2017; & Lu et al., 2016). These benefits have made influencers to become 'hotly sought after' promotional experts by firm (as key promotional drivers of product brand, and effective penetration of target market; more importantly, as future preventive measure, for public and private transactions in even of 'large scale' pandemic outbreaks.

Influencer Marketing Transitional Process

Prior to the adaptation of Information System (IS) as a key index in brand promotion, the performance of traditional marketing

channels such as: Television, Radio and media had proven to be unreliable Opreana & Vinerean, 2015; Tiago & Veríssimo, 2014, and out of touch with modern promotional realities (Opreana & Vinerean, 2015). IS acceptability in all spheres of livelihood has become a key issue, mainly amongst scholars with various studies on users' adaptability (Hsu & Chiu, 2004a; Shih, 2004; Heo & Han, 2003; Jiang et al., 2002; & Venkatesh, 2000). The turning point of IS adaptability was the global financial meltdown in 2008, when firms preferred strategic plans that could lower overall cost and increase revenue (Kirtis & Karahan, 2011). Thus, the social media became the solution for firms' promotional activities (Wielki, 2020; & Harrison, 2018), based on its reduced cost (Kirtis & Karahan, 2011)., increased Return on Investments ROI (Lin, et. al, 2018), enlarged customer audience (Pöyry, et. al 2019), and ease at which firms could interactively deduce consumer behavior and preferences (More & Lingam, 2017: & Kilian, et. al, 2012), and help existing and potential customers in making informed purchase decisions (Liu, et. al, 2015), with perceived positive biases (Trans Para-social relationship) by followers, to endorse product brand and contents using 'Likes', 'Comments' and 'Share'; promoted by influencers on different platforms (Lou, et. al, 2023; Lou, 2022; & Lou; & Yuan, 2019). Howbeit, it is necessary for firms to understand the changing trend elicited by social media influencer, and adapt it transformational capabilities to forecast perceived tendencies in consumer behavior. To this end, this study is quite unique because, none of the studies in Nigeria have examined customer trust on influencer live streamed e-tailing platform

Conceptualizing previous research has shown variabilities in consumer behavior, choice and preferences on live/(streamed) online retail platforms; as determined by social media influencer marketing activities, in-spite of the fact that influencer marketing is still at its evolving stage, studies have been conducted based on; direct consequence on brand viability (Kim et al., 2018), consumer brand perception (Cheung et al, 2009), and its centrality to firms' innovative strategic communication Plan (Childers; & Boatwright, 2021; & Sundermann, 2019), psychological processes of assessing influencers conduct (Hudders, et. al, 2021), established credibility of influencer, followership and substantiated viability of brand (Pradhan, et. al, 2023; Schouten, et. al, 2020), social media influencers, have been identified as experts in changing the behavioral pattern of consumers within a target market (Martínez-López, et. al, 2020, based on provision of accurate product brand information (Gutfreund, 2016), and providing solution to salient gender issues (Yıldırım, 2021: & Chae, 2018). The foregoing made this this study a necessity in filling the literature gap, by adapting the need influencers to inculcate trust in their activities, as the underlying precept in determining consumer behavior on live e-tailing platforms.

Problem of the Study

The augmentation of the traditional IMC components is due to the proliferation of IS driven promotional options at the disposal of firms', one of such augmented components is the impressive role depicted by social media influencers in promoting brand amongst social network fanbase. This remarkable function is not without outstanding challenges; which this study intends to unravel include; authenticity of influencers engagement with brand, validity of content promoted and the ethical gap;

Confirming the authenticity of Influencers engagement with brand on a streamed platform is quite a hard task; since every promotional information about the brand being promoted happens at tremendous speed, and sometime, the consumers attention is required to take immediate purchase action; hence the consumer could regret if actual service delivered by firm, does not match with perceived consumer expectation before consumption. This could result in consumer feeling dissatisfied, refusing to make referral about influencer and product brand.

Validation of promoted contents and brands endorsed by influencers on streamed platform is quite challenging, this is mostly observed in the proliferation of 'blog' promotional programs for high carbs food that could be obnoxious to health (mainly children/adolescence), endorsed and branded by

influencers as healthy and good for consumption. this has resulted in unquantifiable health issues across the globally. Others include; unreliable fitness solutions; with streamed video images on its perceived effectiveness. This has created distrust amongst followers, which has resulted in perceived behavioral change and modifications in purchase pattern.

One of the issues that has raised so much concern in recent years amongst researchers is the recurring trends in ethical standard amongst influencers, most consumers have suffered from negative brand experience, false claims, non-disclosure of key facts about promoted brand, infringement on the plight of vulnerable groups (children, young adult and aged) and unethical advertising. This has elicited much discontent amongst followers on the source credibility, to this end, most consumers have reappraised their relationship with influencers, and the has always been behavioral changes amongst consumers towards endorsed brand.

Literature Review

However, there are other plaguing issues, sometime known as 'Dark Side' which undermines the 'near perfect' role of social media influencer, as a key promotional driver in marketing communication; thereby triggering diverse reaction by consumers firm and the society (Dhir, et. al, 2021), on the credibility of influencers as brand promoters (Lin, et. al, 2018), the essence of customer trust on online shopping proclivity (Eshiett, 2021), influencers surreptitiously, adapting underage children by signaling them to patronize a specific unwholesome food, by from their parents enhancing these children to demand for this product (Coates et al. 2019a: & Coates et al. 2019b), in fitness and body building, influencers creates: distrust, amongst fitness product consumers; how a particular brand and bodily exercise, could help in achieving an ideal body shape within a specific time-frame (Colliander, 2011), whereas in the real sense, it is proven to be untrue (Pilgrim; & Bohnet-Joschko 2019),Failure of consumer to achieve anticipated fitness result with product brand introduced by influencer could result in; mistrust, i frustration, loss of confidence in influencer, insecurity, loss of confidence and anticipated suicide (Valkenburg 2022; & Tiggemann et al. 2018), the resultant effect of influencers brandishing themselves with an opulent lifestyle could trigger jealousy/resentment by consumers (Jin and Ryu 2019; & Chae 2018).

Influencer Recommendation

The endorsement of influencers is an Integrated Marketing Communications (IMC) broad plan to showcase renowned personalities as representing a specific brand, for the purpose of attracting followers to identify with the product (Kim et al., 2021). Personalities identifying as brand influencers are most often; experts, sport stars, actors, and entertainers, that tends to corroborate their perceived fame with product brand (Zimand Sheiner et al., 2021; & Knoll; & Matthes, 2017), personalities with large number of cultural followership(Drake; & Miah, 2010), increasing volume of return on sales (Zimand Sheiner et al., 2021; Chen et al., 2021; & Liao et al., 2022), social network outstanding personalities with large fanbase (Wang, 2021; (Shukla and Dubey, 2021). In recent times, influencers have become valuable to firms and its brand, as they have used their fanbase as brand engagement tool (Wang and Hu, 2021; Wang, 2021). Influencers are public figure that must be dependable to attract a good followership (Amos et al. 2008), Influencer recommendation is sine qua non in shaping consumer behavior and purchase desires (Zhou, et. al, 2019a; &Winterich et al., 2018). Hence, the captivating quality of an influencer lies in their capacity to establish a foundation built on trust/credibility amongst its followers. This often results in large fanbase within a social network, that is willing to follow the leading of the influencer; and recommend same to their social networks through; electronic Word of Mouth – e-WOM

Concept of Trust

The core basis for the proliferation and development of any form of e-tailing is the adaptation of trust by service owners in all sphere of its undertakings (Eshiett, 2021; & Kim et al., 2018), this attribute is the engaging potential that independently regulates the

attractiveness of the influencer to its followers, and by extension, the firms' brand. Followers would have affirmed the source credibility (Hass, 1981). Research have shown that online trust is a fundamental ingredient that guides consumer/followers' behavioural trend to engage with a specific influencer (Aljazzaf, et. al, 2010), as a fundamental process of establishing a stronger link with online customers (Jabr & Zheng, 2014; Weiss, 2014), engagements between influencers' content and its effect on consumer brand preference (Lu, et. al, 2014), brands with high social network referrals creating stronger brand perception (Lu et al., 2014); for fictitious claims and untrustworthiness (Lee & Koo, 2012; & Cheung, et. al, 2009)), entrenchment of deeper trust and willingness to make purchase decision if product/service referral comes from a trusted social network peer (Lee, & Koo (2012).

Other studies have shown influencer and streamed e-tailing as broad gameplan for online marketing adapt effective digital content and influencer credibility towards achieving set objectives (Chen et al., 2008). Hence there is an interconnection between influencers' conduct and consumer ween attitude dependability on brand (Eshiett & Eshiett, 2021; Hsu et al., 2013; Suh & Han, 2003). In retrospect, the successes created by a 'trust driven' influencer streamed e-tailing is the capability of Information System (IS) to reach a wider spectrum of consumers, accurately profile it, and deliver product offering that suits individualized expectation appropriately.

Live streaming on e-tailing Platform

Live streaming is an interactive media technological live streaming recording done online real-time, through various channels on the internet. The limitation of traditional media channels has been technologically enhanced through live streamed buyer-seller engagement in real-time(Chen & Lin, 2018; Mostafa, 2021; Shen, 2021 , with superior performance capability to connect with end-users through audio-visual and text chats platforms in real-time (Lin et al., 2021; & Hilvert-Bruce et al.,2018).), adaptation of live streaming as brand promotional tool, is based on its interactive capabilities in showcasing and selling product online to customers and prospects (Zhou et al., 2022; & Hu et al., 2017), resulting in an augmented buyer -seller dyad through influencer, marketer on social network channels (Zhou et al., 2019a, 2019b), resulting in improved accomplishment of set goals by firms, based on projected investment outlay and Retorn on Capital (ROI , within a specified period of time((Lu, et. al, 2021; & Lee; & Park, 2014.

Previous studies have shown that, live streaming on e-tailing channels has attracted researches on; The increasing customer preference to watch live streams of brand performance in Business to Customer - B2C, and Business to Business - B2B experience (Ma, et, al,2022; Zhou, et. al, 2022; Liao, et. al, 2022; kim, et. al, 2021; & Hu, et. al, 2017), increased accruable revenue (Lin, et. al. 2021; Hu, et. al, 2021; & Hu, et. al. 2016), the inexplicable value addition attributable to customer confidence on influencer, and by extension brand (Bao; & Wang, 2021), engaging audience through live-gifting (Zhou, et. al, 2019; & Yu, et. al, 2018), using live streaming as a health safety net against pandemic effects, through social distancing (Zhou, et, al, 2019a), as a predetermining process for customer purchase intentions (Hou, et. al, 2020; & Chen; & Lin, 2018), e-WOM as a formidable referral tool (Shen, 2021), on gender, motivation, credibility and gratification (Hilvert-Bruce, et. al, 2018; Todd; & Melancon, 2018; Gros, et. al, 2017; & Kim, et. ai, 2016), consumer engagement: the mediating role of consumer e-empowerment (Mostafa, 2021), and on effectiveness in e-tailing channels, et. al, 2019; & Fisher Lee; & Park, 2014; Zhao, et. al, 2014; & Brynjolfsson, et. al, 2009). The attractive force on both traditional marketing and the IS enabled platforms is the entrenchment of trust in every facet of firms' dealings with customers, consumer behaviour is so dynamic that that it could switch at any point based on the outcome of expected service offering. Hence, the speed associated with e-tailing live streaming, should be enhanced by trust in all facets of firms' activities.

Social Influence Theory

The theory was propounded by Herbert Kelman (1958), on what drives individual(s) attitudinal intent (Behavioral intention) to adjust in-sync-with expectations within a social setting, the author claims that this could result in the following outcomes as shown in figure 1: i) consent/Compliance – a situation where individual(s) keep to themselves their contradictor opinion on a specific issue, while seemingly portraying as being in agreement with others, ii) Recognition/Identification- A situation where someone is induced by a well-known personality to act in a specific direction, and iii) Internalization – this connotes a process whereby individual(s)gives credence to a behavioral pattern, by acknowledging it discretely or openly (Kelman, 1958).

Figure1: Social Influence Theory
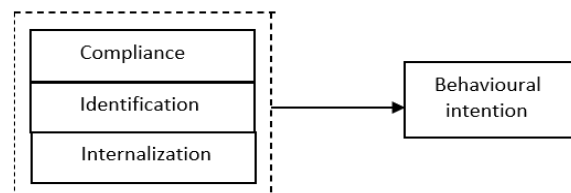
Adapted: Kelman, H. (1958). "Compliance, identification, and internalization: Three processes of attitude change" (PDF). Journal of Conflict Resolution. 2 (1): 51–60, https://doi.org/:10.1177/002200275800200106. .

People comply to others anticipations based on a dual psychological necessity which include: the desire to accurately provide evidence of social value (educative social influence), and the desire to be accepted based on compatibility with incontestable apprehensions of people within the social environment (regulative social influence). Aronson, et. al, 2020), other authors argued that conformity is a change in conduct (to conform with a social sentiments) and not mindset (pre-determined opinion/position on an issue) Deutsch; & Gerard, (1955). From the foregoing, the social influence theory is most effective when; i) the propensity to be influenced is high, ii) the significant impact of the minority is overwhelming, and iii) the scheming effect of social network groupings

Propensity to be influenced

Ordinarily, the cannon of influence (mutuality, allegiance, social validation, dominance, affection and paucity); if well adapted could sway an individual(s)/group proclivity to be influenced (Cialdini, 2001)

Minority influence;

The significant impact of minority influence in changing the propensity for individual(s)/majority opinion to be influenced must be mentioned, this change in opinion could be due to insistence/consistency in social pressure from the minority on individual(s)/majority (Mucchi-Faina, et. al, 2010; & Wood, et. al, 1984).

Social Network

Theis is a social framework interchange made up of diverse branching of individual(s)/groups mutually connected through; (friendship, creed, career, sexual intimacy or family ties), reinforced by (Commitment to an idea, perception of influencers professional status, cultural tenets, emotional disposition, obedience, persuasion, psychological manoeuvres -use of dishonest, offensive and deceitful tactics, propaganda and coercion (Sussman; & Gifford, 2013; & Milgram, 1963).

In summary, social network influences on consumer behavioral pattern, have resulted in lots of benefits and misdemeanor in the society (Crockett, et. al, 2018), social network induced dynamism in smoking Christakis; & Fowler, 2008)., social network inducements in large alcoholic consumption pattern (Rosenquist, et. al, 2010), dynamic spread in happiness amongst social network (Fowler; & Christakis, 2008), value of social network information (Lerman, 2016). Others include; Impact of live-streaming on purchase intentions (Zhang, et. al, 2020), impact of social distance on live-streamed user broadcasting intention (Zhou, et, al. 2019a), importance of customer retention (Ma, et. al, 2022), gender credibility and motivation (Todd; & Melancon, 2018), engagement

on gifting in live-streaming (Zhou, et. al, 2019b; & Yu, et. al, 2018), increased revenue to firms through live-streaming (Lu, et. al, 2021), promotional perspective of influencer marketing (Alam, et. al, 2022), live streaming effects on general commerce (Merritt; & Zhao, 2022) and live streaming as a social motivator (Hilvert-Bruce, et. al, 2018).

In essence, this study becomes quite necessary in filling the theoretical gap, by adapting the philosophical tenets of social influence and social network influence theories, in articulating the theoretical basis of the study.

Conceptual Framework for Live Streamed Social Media Influencer Marketing

The essence of the theoretical framework is to present a systematic proposition on the link between the concepts and the social influence theory which shows; compliance, identification and internalization as having a direct link with consumer purchase intention (Kelman (1958). This study intends to clarify the basic activities of the influencer marketer, operating on a live streamed platform for an endorsed brand (Lou, et. al, 2023). The intrinsic and extrinsic benefits associated with Live streamed social media influencer marketing and value addition created on firms' brand could be affirmed (Uwhubetine, et. al, 2022); based on the increasing number of followers, likes and comments; that has translated to increased sales volume and profitability (Lou, 2022; & Lou; & Yuan, 2019). The hypothetical development for this study proposes the underlying effect of trust on streamed platform (The channel), as precursory to changing trends in consumer behaviour and purchase intentions (Amos, et. al, 2008; & Suh & Han, 2003). the study identifies issues that could affect customer behavioural tendencies to include; Influencer engagement with brand, Validity of promoted of content and the widening Ethical gap, these resulted in the development of the following hypotheses:

Figure 2: Theoretical Framework Proposed
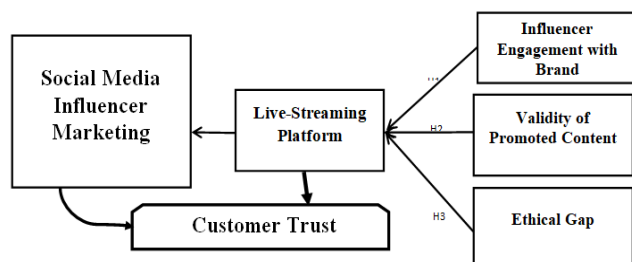
Hypotheses Development

H1; Influencer engagement with market brand have no relationship with consumer behaviour on live streamed e-tailing platform

Influencer Marketer Engagement with Brand

Digital engagement has become a key area of concern since the advent of IS as promotional solution resource, key theories such as; excellence theory in communications management as adapted in social networks and blogging (Grunig's, 2009; & 1992), the essence is to directly influence the behavioural trends of the audience on endorsed products in different IS channels, since there are no formalized gatekeepers as obtained in traditional media (Bowen, 2013), using changing trends in IS in determining the direction of consumer behaviour (Dwivedi, et. al, 2020), consideration of the psychological disposition of the consumer (Syrdal; & Briggs, 2018), the abridged measures in closing the gap between traditional and digital era, through engagements between academic and industrial expert convergence (Edelman, 2013). Influencers have to take responsibility by ensuring that the right information about product brand is presented to their followers (Woefel, 2010).

Influencer marketer endorsing a specific brand is acknowledged by followers as a mentor, and to the firm as intermediating between the brand and global audience (Customers and prospects), (Wellman, et. al, 2020; & Adrezet, et. al, 2020) and to others, as 'key external expert' with adept industrial capability to affect decision makers in a specific direction ((Byrne, et. al, 2017; & Li;

& Du, 2011). But the core issue is the veracity of influencers engagement with brand, followers, and the firm (Adrezet, et. al, 2020). In a streamed e-tailing platform, controlling consumer behaviour could be difficult; but if the basic engagement tool of (product quality, trust, transparency, and non-disclosure of vital information), on newly developed and existing product, it is obvious that customer patronage/purchase intention will be consistent (Eshiett & Eshiett, 2022). In cases where customers feel that they are not well represented by the influencer, it could result in diverse issues such as; disconfirmation, negative e-WOM and customer attrition.

H2: Promoted content have no relationship with consumer behaviour on live streamed e-tailing platform

Validation of Promoted Content

A key element in online platform is the fact that, customers and prospects make purchase decisions based on available digital content, affirmed credibility of influencer, and e-WOM, but online validation of contents should exceed these features because it involves a deeper engagement between consumer and brand (Lin, et. al; & Hilvert-Bruce, et. al, 2018), intensive adoption of products by consumers based on social network referrals/validation through e-WOM (Shih, 2021; Lee; Eshiett & Eshiett, 2021; & Koo, 2012), by taking the customer through the various phases of purchase experience such as; research, awareness, purchase and feedback (Biaudet, 2017); Other scholars have also proposed that, most of the challenges encountered in social media content validation is the paucity of validation scales and models to accurately evaluate consumer behavioral tends (Tran et al., 2019), appropriation of content specification constructs (Cooper, Stavros, & Dobele, 2019) and the determination of the relationship between influencer, firm and promoted content (Dwivedi, et. al, 2020).

The remarkable contribution of digital content in live-streamed e-tailing has resulted in the augmentation of marketing communications process by; using emotions to attract customers attention (Hutchin; & Rodriguez, 2018), interactive posts with persuasion and appeal to consumers sentiment (Kusumasondjaja, 2018), increasing returns on investment to brand owners (Lu, et. al, 2021), improved customer service experience (Eshiett, 2021; & Chen, et. al, 2008). Hence, for the purpose of customer retention/engagement, sustainable e-tailing transactions could be enhanced by influencers through the provision of engaging digital content that could attract, and induce customers to purchase promoted brand.

H3: Ethical gap in influencers activities have no relationship with consumer behaviour on live streamed e-tailing platform

The ethical norms and values observable by consumers in traditional marketing platform, is also adapted on live streamed influencer endorsed platform. Hence, influencers must be able to showcase a good degree of moral responsibility when interacting with brand and customers (Feng, et al., 2021; Munsch, 2021). In line with the theory of moral responsibility, (Fischer, 1986), research has shown customers that were once followers of a particular influencer,' unfollowing' and 'disliking', to show their disapproval/avoidance of influencer and streamed brand (Childers & Boatwright, 2021). Some of that unethical issues that could lead to customer avoidance of brand such as; i) False Claim-Customers experiencing influencer/brand inability to deliver on promises, ii) Identity Restrain – where brand/influencer provide solution different from initial promise, iii) Moral Restrain – Promises made by brand/influencer that is detrimental to societal norms, and iv) Deficient Avoidance – provision by brand/influencer that shows a shortfall in expected value (Lee et al., 2009). Hence, brand must be held accountable for ethical breaches committed by influencer on streamed e-tailing platforms (Francis & Hoefel, 2018; Goldring & Azab, 2021). The resultant effect of the forgoing is reaction by consumer through behavioral change towards brand by; spreading negative e-WOM, outright rejection, litigation against brand (Kavaliauskė & Simonavičiūtė, 2015; Grappi et al., 2013; & Haidt, 2003).

The proposed theoretical framework in Figure 2 highlights the interrelationship between the social influence theory of figure 1

and each of the hypotheses (Influencer engagement with brand, promoted content validity and ethical gap), as a guiding factor for consumer behavioural intentions (Zhang, et. al, 2020; & Kelman, 1958), and customer trust (Aljazzaf, et. al, 2010), hence trust is the link that enhances sustainable consumer purchase intention on a live streamed e-tailing platform endorsed by influencer marketer.

Research Methodology

The structured systematic review technique was adopted in evaluating augmented service delivery process in management sciences (Tranfield, et. al. 2003), and in creating feasible prospects for further studies concerning ethics in live streamed influencer marketing (Wellman, et. al, 2020; Durach, et. al. 2017; & Bowen, 2013)); the changing scenario in consumer behaviour, occasioned by the transitional process in retail marketing; from 'Brick and mortar' to 'Brick and click' (Eshiett, 2021), has resulted in a change in paradigm and trends in consumer purchase pattern ((Hou, et. al, 2020 & Chen; & Lin, 2018). The changing trend is due to superb information provided by IS (Liu, et. al, 2015; & Hsu; & Chiu, 2004a), to empower consumer on purchase decision making (Martínez-López, et. al, 2020; Li; & Du, 2011).

The structured systematic review allows for the synchronization of other fields of studies with management sciences (Papaioannou, et. al. 2010; & Bilotta, et. al. 2014), the process will involve the integration of diverse methodological processes, and automation of review process to reduces evidence gap through Information systems (Elliott, et. al. 2014; Tsafnat, et. al, 2014; & Grant; & Booth, 2009), by deploying customer satisfaction in Artificial Intelligence -AI (Eshiett & Eshiett, 2024), by conducting systematic reviews on current trends in tech applications (Reddy, et. al, 2020). The key items measured were; Influencer engagement with brand (Lin, et. al; & Hilvert-Bruce, et. al, 2018, Validity of promoted content (Wellman, et. al, 2020; & Lou, C; & Yuan, 2019) and the Ethical gap (Bowen, 2013), for the purpose of accomplishing the aim of this study, other issues evaluated include; Trust driven consumer (Eshiett, 2021; & Lu, et. al, 2014), Live streamed e-tailing; influencer-enhanced purchase intention (Hou, et. al, 2020 & Chen; & Lin, 2018), and social media influencer marketing credibility (Schouten, et. al, 2020; Jin; & Phua,2014; Cheung, et. al, 2009). Table 1; shows a list of top 10 social media influencers in Nigeria that were considered in the study, and how they ranked in 2021 (NigeriaGalleria.com, 2021). Consumers of brand endorsed by live streamed e-tailing influencers have expressed their preferences towards these influencers through; likes, comments, shares and followership on their various social networks.

Table 1 – Top 10 Social Media Influencers and Followers in Nigeria – 2021

Rank	Name	Instagram Followers	Twitter Followers
#1	Davido	19million	9.1million
#2	Wizkid	12million	8.4million
#3	Don Jazzy	10million	5.9million
#4	Funke Akindele	12.8million	1.3million
#5	avcomediaan	10.4million	2million
#6	Falz	7.9million	2.3million
#7	BankyW	4.5million	3.4million
#8	brodashaggi	7.4million	97,300
#9	Omotola Jolade @realomosexy)	5million	1.4million
#10	tokemakinwa	4.3million	2million

Source: https://www.nigeriagalleria,com

Review Design

The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol, was adopted to fill the methodological gap of combining diverse fields of study ((Bearman; & Dawson, 2013, Silva, et al 2012); in order to affirm an acceptable conceptual framework (Tricco, et, al, 2018), with constant guidelines augmentation and guidelines elaborations (Page et. al, 2021)), to ensure credibility and dependability in interdisciplinary research (Rethlefsen, et al.2014) and to establish a foundation for evaluating influencer marketing and consumer behavior on live streamed e-tailing platform (Alam, et. al, 2022; & Eshiett, 2021), in-line with methodological approach for service marketing (Durach, et. al. 2017; & Tranfield, et. al. 2003)

Inclusion and Exclusion Criteria

PRISMA protocol allows for effective data screening to ensure the establishment of a benchmark for data inclusion and exclusion; to affirm that issues relating to influencer-driven 'streamed online marketing' processes are included, in -line with social influencer theory. Also, technicalities that relates to streamed e-tailing processes must be excluded. This is to allow for focused concentration in specific area under study.

Sample Size and Sampling Method

In determining the sample of the study, 353 questionnaires were administered to respondents at 5% level of significance, by adopting the determination of sample for a given population size of about 3,000 (Yamane, 1974), adequate care was taken to ensure that; questionnaires were distributed only to consistent online shoppers in Lagos, Nigeria; Specifically, shoppers on brand endorsed by Social Media Influencers, on live-streamed e-tailing platform.), based on comprehensive interview with respondents who are users of Twitter and Instagram platforms, these influencers were directly involved in the endorsement of brand ranging from; movies, food, entertainments and music. To ensure its suitability for the study. A 5-point Likert scale was developed and validated by scholars, and it was itemized as follows; 'Strongly Agree' = 5, 'Agree' = 4, 'Undecided' = 3, 'Disagree' = 2, and 'Strongly Disagree' = 1. Stratified random sampling technique was adopted to enhance a haphazard process of allowing each member of the population the ease to be selected (Saunders, et. al. 2016; deVaus, 2002).

Table 2: Questionnaire Administration schedule

Categories	Frequency	Percentage	Cumulative
Unreturned questionnaire	21	6	6
Unusable questionnaires	32	9	15
Usable Questionnaires	300	85	100
Total	**353**	**100**	

Table 2 shows an analysis of the distributed questionnaire with aa total of 353 questionnaires, out of which; 21 questionnaires representing 6% not within the researchers reach, 32 questionnaires representing 9% were actually returned, but unusable due to error, mutilation and cancellation by the respondents, and 300 questionnaires representing 85% was returned by respondents, valid and viable as sample for the study. The data collected was screened to ascertain the accuracy and commonality of the selected variables before analysing it, The descriptive statistics used for the study was carefully selected to allow for fair representation such as; age, gender, marital status, and Income level and educational qualification.

Table 3: Descriptive Statistics

Demograpy	Classification	Relative Frequency	Percentage	Cumulative Percentage
Gender	Male	154	51	51
	Female	131	44	95
	Anonymous	15	5	100
Age	Below 20	86	29	29
	21 - 29	97	32	61
	31 - 39	75	25	86
	41 - 49	25	8	94
	50 and above	17	6	100
Marital Status	Single	137	46	46
	Married	121	40	86
	Divorced	26	9	95
	Anonymous	16	5	100
Occupation	Unemployed	23	8	8

	Self Employed	165	55	63
	Employed	102	34	97
	Anonymous	10	3	100
Educational Qualification	Below High School	27	9	9
	Diploma	74	25	34
	Bachelors	106	35	69
	Masters and above	93	31	100
Customer Duration in Online Shopping	Below 3 Years	29	10	10
	4-6years	112	37	47
	7-9years	104	35	82
	10years and above	55	18	100

The demographic analysis for respondents as shown in Table 3 were as follows; the profile for gender shows that male was 154(51%), female 131(44%), while others preferred to be listed as anonymous with 15(5%); for age, research has shown that it is quite obvious that young persons between ages (18-25) are more prolific on social media platforms (Dhir et al., 2018), hence the age distribution were as follows; respondents below 20years 86(29%), respondents between 21-29years, were 97 (32%), between 31-39years were 75(25%), between 41-49years were 25(8%), and above 50years were 17(6%). For marital status, the analysis showed that; single respondents were 137(46%), married were 121(40%), divorced were 26(9%), and anonymous were 16(5%). For occupation, respondents categorized as unemployed were 23(8%), self-employed were 165(55%), employed respondents were 102(34%), and anonymous represented 10(3%). In education, the distribution was as follows; respondents with qualification below high school represented 27(9%), diploma was 74(25%), Bachelors' degree respondents were 106(35%), and those with masters' degree and above were 93(31%). Concerning the key issue of online shopping, respondents that have been involved in online shopping below 3years were 29(10%), respondents between 4-6years were 112(37%), between 7-9years were 104(35%), and respondent for 10years and above were 55(18%).

Internal Consistency, Validity and Reliability

In ascertaining the internal consistency of the data use for the study, Cronbach's alpha must be used to measure the dependability of the data. (Hair et al. 2016), we ensured that that the value of Cronbach's alpha for the data used for the study ranged between 0.60 and 0.80. The validity measures the extent to which the dataset used in the study fits-into the construct variables (Chin et al., 2003). Test for validity is subdivided into three namely; criterion validity, content validity, and construct validity (Creswell, 2005). For the purpose of this study, Content validity is quite important for the purpose of measuring how well the research instrument is represented by the domain in scale used in the measurement, methodology and analysis (Shekaran & Bougie, 2010; DeVellis, 2000; & Allen & Yen, 1979). Reliability is attained when a valuation provides consistent values repeatedly at all times, such that the outcome could be dependable (Chakrabartty, 2020; 2013; & Blumberg et al., 2005). The coefficient of reliability must lie between 0 and 1, with a superb reliability = 1, but on the average, the general rule is that reliability higher than 0.8 is acclaimed as high (Downing, 2004). In research, it is quite practicable to have a higher reliability with low validity due to error, or theoretical relationships of the variable measured (Forza, 2002), this is because reliability is derivable from validity (Willis, 2007; & Keller, 2000).

Data Analysis and Interpretation

The data collected was analysed based and each of the null hypotheses were tested to affirm the relationship between the variables of the construct. We conducted a pre-test to evaluate the value addition to brand by influencers on live streamed endorsements, to identify and harmonise the effect of participation or non-response bias (Floyd, 2009), a key issue in consumer behaviour (Armstrong; & Overton, 1977); which we countered by juxtaposing early respondents with late respondents, then we did a follow up survey to correct the anomaly before final data analysis (Imam, et. al, 2014). We then analysed the relationship between the variables of the constructs using Pearson Correlation Technique for the three null hypotheses.

Hypothesis One

Influencer engagement with brand have no relationship with consumer behaviour on live streamed e-tailing platform

Table 4	Correlations			
			Consumer Behaviour	Influencer Engagement with Brand
Spearman's rho	Consumer Behaviour	Correlation Coefficient	1.000	.805**
		Sig. (2-tailed)	.	.000
		N	300	300
	Influencer Engagement with Brand	Correlation Coefficient	.805**	1.000
		Sig. (2-tailed)	.000	.
		N	300	300
**. Correlation is significant at the 0.01 level (2-tailed). Df=112				

Table 4 shows the outcome of Pearson's Correlation statistics that there is a significant relationship between influencer engagement with brand and consumer behaviour on live streamed e-tailing platforms. The analysed correlation index r is 0.805, which shows a high level of response on the effect of influencer engagement on trends in the behaviour of consumers, the sample N used for the study was 300, and the level of significance is lower than the 0.05 alpha level. Therefore, the null hypothesis is hereby rejected.

Hypothesis Two

Promoted content have no relationship with consumer behaviour on live streamed e-tailing platform

Table 5	Correlations			
			Consumer Behaviour	Validity of Promoted Content
Spearman's rho	Consumer Behaviour	Correlation Coefficient	1.000	.751**
		Sig. (2-tailed)	.	.000
		N	300	300
	Validity of Promoted Content	Correlation Coefficient	.751*	1.000
		Sig. (2-tailed)	.000	.
		N	300	300

The Outcome of the analysis in Table 5 shows that the Correlation statistics on the significant relationship between validity of promoted content and consumer behaviour on live streamed e-tailing platform. The correlation index r level is 0.751, the sample for the study N was 300, and the level of significance is lower than the 0.05 alpha level. Therefore, the null hypothesis is hereby rejected. This implies that content validity has a significant relationship on consumer behaviour on live streamed e-tailing platforms.

Hypothesis Three

Ethical gap in influencers activities have no relationship with consumer behaviour on live streamed e-tailing platform

Table 6		Correlations	Consumer Behaviour	Ethical Gap
Spearman's rho	Consumer Behaviour	Correlation Coefficient	1.000	.914**
		Sig. (2-tailed)	.	.000
		N	300	300
	Ethical Gap	Correlation Coefficient	.914**	1.000
		Sig. (2-tailed)	.000	.
		N	300	300

Table 6 is the result of the Pearson's' correlation statistics which shows the significant relationship between ethical gap and consumer behaviour on live streamed e-tailing platform. The correlation index r level is 0.914, which shows the highest level of response amongst the three hypotheses, the sample N was 300 and the level of significance is lower than the 0.05 alpha level. Therefore, the null hypothesis is hereby rejected

Discussion of Findings

The findings for H1based on the outcome of the analysis which proposes a positive interrelationship between iinfluencer engagement and consumer behaviour on live streamed e-tailing platform. This affirms the propositions of previous studies such as; influencer engagement with brand (Lin, et. al; & Hilvert-Bruce, et. al, 2018, and as guiding factor for consumer behavioural intentions, based on social influence theory (Zhang, et. al, 2020; & Kelman, 1958), and customer trust (Aljazzaf, et. al, 2010), hence, once the influencer marketer engages followers (Consumers), the later behaviour towards brand will be based on the extent to which the influencer could be trusted. A key issue that could reverse the trend in behaviour is, when consumers can no longer trust the authenticity of the live-streamed influencer, as experienced on influencer role on junk foods advertorials (Eshiett & eshiett, 2023), and by extension creating unethical publicity for the brand (Eshiett, et. al, 2018).

The findings for H2 hypothesizes that, promoted content validity could enhance consumer behaviour on live streamed e-tailing platform, prior studies support this proposition on; Validity of promoted content (Wellman, et. al, 2020; & Lou, C; & Yuan, 2019), contents that could attract customers attention (Hutchin; & Rodriguez, 2018), interactive capability of content to persuade and appeal to consumers sentiment (Kusumasondjaja, 2018), customer attrition could set in through; perceived change in customer behavioral tendency towards brand using; negative e-WOM, brand avoidance and outright rejection of influencer/brand (Kavaliauskė & Simonavičiūtė, 2015; Grappi et al., 2013; & Haidt, 2003). The implication of this findings is that, consumers could spread the negative information amongst social network connections, thereby resulting in negative consequences to the credibility of the influencer, and brand perceived goodwill/patronage.

Finally, the findings in H3, proposes that there is an interconnection between perceived ethical gap in influencers activities that could affect consumer behaviour on live streamed e-tailing platform, the proposition is supported by prior studies which have deliberated on; ethical guidelines for digital platform actors (Bowen, 2013), accountability of influencer/brand for obvious ethical breaches noticed by consumers on streamed e-tailing platforms (Francis & Hoefel, 2018; Goldring & Azab, 2021). Other avoidable ethical gaps that could result in customer avoidance of brand/influencers as listed by Lee et al., (2009), include; false claim on previous promises made by influencer/brand, identity restrain based on alteration in expected service performance, moral restrain which involves brand/influencer activities that is I contradiction with acceptable societal norms, and deficient which connotes brand/influencer inability to match service delivery with perceived value addition to customers (Uwhubetine, et. al, 2022). This gap in ethical conduct could impact negatively on consumer behavioral tendency.

Implication of the Study

Methodological Implication

The implication of the methodological basis proposed in the study is to open a new dimension by integrating IS methodological approaches using the structured systematic review process, which allows for a blend of other fields of studies with the methodological process in management sciences (Papaioannou, et. al. 2010; & Bilotta, et. al. 2014; Tranfield, et. al. 2003), which provides consumer with valuable information (Liu, et. al, 2015; & Hsu; & Chiu, 2004a), and empowering consumer in making appropriate purchase decision (Martínez-López, et. al, 2020; Li; & Du, 2011).

It evaluates concepts such as; engagement with brand (Lin, et. al; & Hilvert-Bruce, et. al, 2018, content validity (Wellman, et. al, 2020; & Lou, C; & Yuan, 2019) and consumer observable deviations in ethical standards by influencers (Bowen, 2013). It also creates opportunities for future research regarding the entrenchment of trust and ethical standards in live streamed influencer e-tailing platforms (Wellman, et. al, 2020; Durach, et. al. 2017; & Bowen, 2013)).

Theoretical Implications

The theoretical basis propositions are as follows; the study shows an augmentation in the following areas; the study contributes significantly contributes to filling the literature gap specifically in the study domain in which no research has been done in this area of study, this study opens a new dimension for scholars to make contributions, and build up this important aspect of augmented integrated marketing communications. Also, the social influencer theory which explains the driving force behind individual behavioral intention based on social setting expectations (Kelman, 1958). It also examines the changing technological processes which has resulted in the proliferation of IS resources in areas like live streaming e-tailing platforms, and the need for influencers/brand to enhance customer loyalty in retail outlets (Eshiett, 2021; & Kim et al., 2018), issues of attractiveness of followers through affirmed source credibility (Hass, 1981), as a recipe for creating a stronger buyer-seller dyad with online customers (Jabr & Zheng, 2014; Weiss, 2014), and where customer expectation is not met, the resultant outcome of fictitious claims and untrustworthy could result in influencer/brand avoidance (Lee & Koo, 2012; & Cheung, et. al, 2009).

Implications for Industrial practice

This study proposes salient issues that industry practitioners adhere to, for instance; Table 1; is a list of ranked 2021 top 10 social

media influencers in Nigeria (NigeriaGalleria.com, 2021). Though influencer marketing impact is still at its infant stage, practical consumers endorsed live streamed e-tailing platforms have continued to showcase their preferences towards these influencer activities through; likes, comments, shares and followership on their various social networks, hence future research should be able to examine other aspects influencer/brand activities that could affect trends in consumer behavior.

The demographic profiling in this study shows that respondents between the ages of 18 – 30 years of age are the most active on influencer driven e-tailing platforms, and by extension social media as a whole. Industry practitioners should be able to profile and engage other age brackets outside the active age brackets (Dhir et al., 2018). Table 3 shows a schedule of age with the breakdown as follows; 20years 86(29%), 21-29years, were 97 (32%), between 31-39years were 75(25%), between 41-49years were 25(8%), and above 50years were 17(6%). The need for comprehensive profiling to identify additional target market and create opportunities to reach other target markets, could increase firms' profitability, and enhance customer satisfaction/acceptability of influencer endorsed live e-tailing platforms.

Conclusion

The advent of IS and its increasing benefits have expanded the scope of customer experience based on valuable information that could trigger or impinge on purchase intentions. The transition from traditional marketing to technologically driven marketing service delivery; has introduced myriads of service delivery solutions, specifically the influencer driven live e-tailing platform, which allows for interactivity between customer and endorsed influencer brand. The identification of a specific age bracket as active participants, is an indication that influencers must strategically position their activities to target a wide range of the unreached section of the market.

The negative activities of influencer have attracted so much research on how best e-tailing platform actors could augment their activities to enhance customer dependability. The noticeable switch in behavior can be managed by influencer if the trio of influencer-brand -customer engagement is effectively managed; that is, influencer must understand the endorsed brand, and communicate same seamlessly to the consumer. Influencers should be able to monitor brand related reactions generated by the consumer, by providing live solutions to issues raised by customers. Influencers credibility must be guaranteed, since online activities thrives on the foundation of positive referrals, dependability and trust.

Finally, the growing trend in live streamed e-tailing platforms have become a sustainable global alternative in business relationship, that encourages non interpersonal relationship 'social distance' and could avert the devastating encounters experienced during the COVID-19 scourge. Hence, developing countries such as Nigeria should be able to build capacity on IS resource enabling infrastructures, by investing heavily in ICT resources as valuable revenue earner, to sustain these gains. For instance, the current transition from 4G TO 5G network infrastructure must be implemented by developing countries, to enable the seamless operations of live e-tailing transactions across the globe, this will further develop the industry, increase Gross development Product (GDP), and accelerate the level of national development.

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