

**EFFECT OF BRAND AMBASSADOR AND SOCIAL MEDIA
MARKETING ON ONLINE PURCHASE BEHAVIOUR OF GEN Z
SMARTPHONE USERS IN LAGOS STATE**

¹Prof. Olumoko, Tajudeen A, ²Balogun, Mustapha Tosin, PhD and ³Oyekunle, Olubusola Temiloluwa, PhD.

ABSTRACT

The growing dependence of Gen Z on social media platforms has made marketing managers to leverage on brand ambassador and social media marketing to influence their online purchase behaviour. The objective of this study is to investigate the influence of brand ambassadors and social media marketing on the online purchase behaviour of Generation Z smartphone users in Lagos State, Nigeria. This study employed a descriptive survey research design. Using a quantitative research approach, 200 structured questionnaires were distributed among Gen Z smartphone users aged 18-27 in Lagos State. Data were analyzed using descriptive statistics and linear regression analysis. The results revealed that both brand ambassadors and social media marketing significantly influence online purchase behaviour of Gen Z smartphone users in Lagos State. The study concluded that brand ambassador has a significant effect on online purchase behaviour of Gen Z smartphone users in Lagos State. Also, social media marketing has significant influence on online purchase behaviour of Gen Z smartphone users in Lagos State. Recommendations were made for smartphone brands to strategically partner with influential brand ambassadors and optimize their social media campaigns to appeal to Gen Z preferences.

Author's Affiliation:

¹⁻³Department of Marketing,
Faculty of Marketing
Sciences, Lagos State
University, Ojo

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Corresponding Mail:

*olubusola.oyekunle@lasu.ed
u.ng

1.1 Introduction

The emergence of digital technology has revolutionised customer interaction with brands, particularly within Generation Z (Gen Z). Generation Z, born from 1997 to 2012, is predominantly digital-oriented and allocates considerable time to social media platforms where brand ambassadors wield enormous influence. Smartphone manufacturers frequently utilise endorsements from celebrities and influencers to engage this audience. Social media sites such as Instagram, TikTok, and Twitter have emerged as essential marketing instruments that influence buy intentions and decisions.

As a result, corporations are progressively allocating resources to social media marketing and brand ambassadors to sway the purchase choices of this demographic. The true efficacy of these techniques, especially among Gen Z smartphone users in the distinct socio-cultural and economic context of Lagos State, is still ambiguous and insufficiently studied. The advancement of the Internet and information technology has greatly enhanced the prevalence of online shopping. Generation Z has been recognised as the predominant demographic of online consumers in numerous developing nations.

Online shopping constitutes a mode of electronic commerce enabling consumers to purchase things directly from merchants via the Internet. Consumers must possess access to and understanding of the Internet to engage in online shopping. Upon the completion of the infrastructure, the Internet will provide consumers with effortless access to information and rapid, round-the-clock shopping convenience, irrespective of their geographical location. Digital consumers are generally younger than conventional consumers. Despite an increase in online engagement across older generations, young individuals continue to comprise the majority of the online demographic (Muda, Mohd, & Hassan, 2016). As competition intensifies, brand ambassadors and social media marketing have emerged as effective strategies for disseminating promotions and capturing consumer attention, thereby fostering brand affinity and stimulating purchases (Wang & Hariandja, 2016; Ramadhanti & Usman, 2021).

Firmansyah (2019) defines a brand ambassador as an individual who possesses a fervent enthusiasm for the brand and has the capacity to persuade or encourage people to purchase or utilise a product.

Typically, brand ambassadors originate from domains such as celebrities, artists, athletes, musicians, or other prominent people. The role of brand ambassadors extends beyond product promotion; it also seeks to enhance consumer engagement with the brand and stimulate sales (Wang & Hariandja, 2016). Consumers may regard a brand as high-quality solely due to the endorsement of a favoured celebrity. Atshaya and Rungta (2016) asserted that social media marketing emphasises the creation of distinctive content that captivates users' attention, thereby motivating them to share it with others. Engaging social media can draw additional consumers or new visitors. Market participants have employed numerous strategies to enhance market potential, namely through the utilisation of the internet. Market participants may utilise numerous technologies considered appropriate for their enterprises, one of which is an online trading platform (Putri, Pradana, Utami, Nugraha, & Karnovi, 2021). Moreover, social media has transformed the manner in which businesses engage with their customers, and the pace of this transformation shows no signs of abating. One method of communication with customers involves leveraging the influence of popular celebrities as brand ambassadors. Unlike other associations such as sponsorship, the brand ambassador relationship is distinctive. They are brand ambassadors capable of discussing the company and actively promoting it on their platforms, rather than merely endorsing or marketing the products (Walker, 2022). An appropriate brand ambassador can facilitate a company's transition into a new era of success by enhancing awareness, fostering trust, and encouraging emulation (Royan, 2004).

1.2 Statement of the Problem

Many smartphone brands still have difficulty making a lasting connection with Gen Z customers in Lagos State, even with the extensive usage of brand ambassadors and social media marketing initiatives. The anticipated rise in online transactions resulting from these digital marketing initiatives is frequently unachieved. Empirical data is scarce regarding whether these techniques genuinely affect Gen Z's purchasing decisions or simply create online noise without translating into actual purchases (Putri et al., 2021).

In the absence of a comprehensive grasp of the influence of brand ambassadors and social media marketing on Gen Z purchasing behaviour, corporations jeopardise substantial marketing expenditures on unproductive efforts. Additionally, Lagos State, as Nigeria's commercial centre, possesses a highly competitive and saturated smartphone industry. The lack of localised research indicates that organisations might be utilising generic digital marketing methods that do not align with the distinct values, tastes, and behavioural patterns of Gen Z consumers in this region (Nisa & Pramesti, 2019).

The impact of brand ambassadors may differ based on their reputation, relatability, and perceived authenticity elements that are contextually influenced by culture. Similarly, social media marketing can vary from engaging and compelling to obtrusive and dismissible. Brands cannot optimise their tactics without differentiating these consequences. This study therefore seeks to fill this gap by empirically examining the effect of brand ambassadors and social media marketing on the online purchasing behaviour of Gen Z smartphone users in Lagos State.

1.3 Research Objectives

The aim of this study is to investigate the effect of brand ambassadors and social media marketing on online purchase behaviour of Gen Z smartphone users in Lagos State. Furthermore, the objectives are to:

- i. to examine the effect of brand ambassadors on online purchase behaviour of Gen Z smartphone users in Lagos State;
- ii. to determine the influence of social media marketing on online purchase behaviour of Gen Z smartphone users in Lagos State.

1.4 Research Questions

- i. What is the effect of brand ambassadors on online purchase behaviour of Gen Z smartphone users in Lagos State?
- ii. How does social media marketing influence online purchase behaviour of Gen Z smartphone users in Lagos State?

1.5 Hypotheses

H₀₁: Brand ambassadors have no significant effect on online purchase behaviour of Gen Z smartphone users in Lagos State.

H₀₂: Social media marketing has no significant influence on online purchase behaviour of Gen Z smartphone users in Lagos State.

1.6 Significance of the Study

This study will assist marketing managers, smartphone manufacturers, digital marketers, and researchers by elucidating the purchasing behaviours of Gen Z customers in the digital era.

1.7 Scope of the Study

The research examines Gen Z smartphone users in Lagos State who participate in online shopping through social media platforms.

2.0 Literature review

2.1 Brand Ambassador

Brand ambassadors, sometimes referred to as brand endorsers or celebrity endorsers, are terms that are commonly used interchangeably with other expressions such as brand supporters, advertising spokesmen, and promotional ambassadors (Firmansyah, 2019). They function as symbols of a brand, representing personal accomplishments and excellence within the framework of product commodification and commercialisation (Sihombing et al., 2022). Brand ambassadors may consist of conventional celebrities (actors, musicians, sportsmen) or digital influencers possessing substantial online followings on platforms such as Instagram, YouTube, TikTok, and Twitter. Digital influencers frequently exert greater influence on Gen Z consumers than traditional celebrities due to their perceived relatability, accessibility, and trustworthiness (Freberg, Graham, McGaughey, & Freberg, 2011). The efficacy of brand ambassadors is contingent upon elements like credibility, attractiveness, trustworthiness, knowledge, and alignment with the product (Ohanian, 1990). These traits facilitate a psychological bond between the consumer and the brand.

Kotler (2020) further clarifies that brand ambassadors, often linked to celebrities and public personalities, exert considerable influence inside a certain nation. They are considered a crucial element that might influence consumers' perceptions and attitudes towards a brand they might select. A brand ambassador is an individual, typically a celebrity, social media influencer, or public personality, engaged by an organisation to positively represent its brand, hence enhancing brand awareness and stimulating customer interest and sales. Keller (2003) defines a brand ambassador as an individual who not only promotes a brand but also personifies its identity through looks, values, and conduct. Their role include not only advertising but also cultivating emotional relationships with target audiences. The responsibilities of brand ambassadors encompass: Personalising the brand, Augmenting brand credibility and trustworthiness, shaping purchasing intentions via Para social networks and stimulating online traffic and engagement.

2.2 Social Media Marketing

Social media marketing is a promotional instrument utilised by organisations to disseminate textual, visual, and audio content regarding items or services (Kotler, 2020). Angela and Siregar (2021) assert that social media marketing represents a marketing strategy, either direct or indirect, designed to cultivate awareness, recognition, recall, and perceptions regarding a brand, product, individual, or entity. Social media marketing is an emerging and rapidly expanding strategy employed by marketers to engage with their target audiences efficiently and cost-effectively.

Tcharacterised social media marketing as the utilisation of social media platforms to promote a firm and its offerings. Social media is a potent marketing platform that has transformed the manner in which individuals engage and disseminate their experiences with products or services. This is achieved through the use of diverse social media platforms, including social bookmarking, blogging, microblogging, social networking, and content sharing. Mulyansyah and Sulistyowati (2021) similarly define social media marketing as a marketing model that employs the internet to attain marketing objectives via diverse social media platforms.

The advent of social media marketing has markedly enhanced the communication tactics of marketing organisations. It enables customers to create media and content, while also providing diverse new sources of online information that circulate among existing and prospective consumers, thereby influencing their purchasing decision processes. Customers now regard social media as more credible sources of information than the previously dominant corporate-sponsored communication (Chopra & Gupta, 2020). Social media marketing integrates social media into every aspect and element of the marketing mix via social media platforms. It facilitates the promotion of the organization's products, services, and brand (Olabanji et al., 2014).

Social media marketing allows organisations to gain a deeper insight into client needs to cultivate effective partnerships. Safko and Brake (2009) define social media as the activities, practices, and behaviours of online communities that share information, knowledge, and ideas using conversational media. Weinberg (2009) observes that social media pertains to the dissemination of information, experiences, and viewpoints among community-focused websites. He also stated that social media consists of "content that has been generated by its audience.

Safko & Brake (2009) define social media as online applications, platforms, and media designed to promote interaction, collaboration, and content sharing. A distinctive advantage of social media marketing is that it enables SMEs to effectively educate and demonstrate not only the advantages of their products but also their efficient usage through an internet platform with the largest target audience. Businesses are transitioning from traditional media marketing to social media marketing (Omotayo et al., 2015).

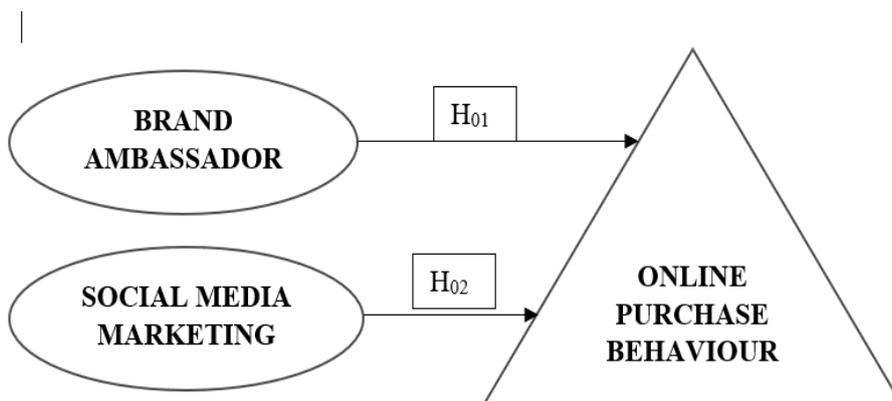
In recent years, corporations utilising traditional marketing channels like television and radio have been encouraging their clientele to access their social media platforms for additional information. This is executed to enhance engagement with the target market regarding the company, its products, pricing, and location. Customers can monitor the organization's actions and enhance their engagement with the

brand by advertising on social media platforms such as Facebook, Twitter, and Instagram, which will influence their purchasing intentions and advocacy within their social networks.

2.3 Online Purchase Behaviour

Purchase intention, as articulated by Kotler and Keller (2018), denotes consumer behaviour wherein individuals demonstrate a willingness to utilise, choose, or consume a presented product. According to Susianawati and Nurtaniono (2022), purchase intention is defined as the probability of a buyer engaging in the act of purchasing a product. Furthermore, as described by Lena and Susanti (2023), purchase behaviour denotes a consumer's activity or behaviour that arises in response to a product, reflecting the consumer's inclination to acquire that thing. Consumer purchasing intent generally emerges following the acquisition of knowledge regarding a specific product.

2.4 Conceptual Model



Source: Researcher's Conceptual Model (2025)

2.5 Empirical Review

Usman and Aryani (2019) examined the influence of brand ambassador, brand image, product quality, and price on purchase intention. The research aimed to assess the influence of Brand Ambassador, Brand, Product Quality, and Price on Purchase Intention. This study involved the recruitment of 200 participants in the city. This research was executed over a two-month period from October to November. This research employed a survey method with a causal approach. Data acquisition via literature review and surveys. Data were analysed via SmartPLS software version 3, employing Partial Least Squares (PLS)

for structural equation modelling (SEM). The results indicated that the variable exerting the most significant influence on Purchase Intention is Price. Conversely, the variable with less influence on Purchase Intention is the Brand Ambassador.

Hafilah, Chaer, and Usman (2019) examined the influence of brand ambassador, brand image, product quality, and price on purchasing decisions. SAMSUNG mobile devices. The study seeks to analyse the influence of the Brand Ambassador on the Purchase choice, as well as the impact of the Brand Ambassador, Brand Image, Product Quality, and Price on the choice to purchase Samsung smartphones. This study aimed to identify the most significant elements influencing the purchasing decisions of Samsung smartphone products among the Indonesian population. Samples were collected from 300 respondents, specifically consumers utilising Samsung smartphones. The data were analysed via Structural Equation Modelling (SEM) techniques, specifically to verify the theory. The analysis employed Covariance-based SEM and the Partial Least Squares (PLS) approach, utilising SmartPLS 3.0 software. The results indicated that the variable exerting the most significant influence on purchase decisions is Product Quality. Conversely, the variable with minimal influence on the purchasing decision is the Brand Ambassador. The negative coefficient of the Brand Ambassador suggests a limited influence on purchasing decisions.

Ismaila and Oziohu (2021) investigated the relationship between brand ambassadors and client patronage of fast-moving consumer goods, focussing on the mediating influence of advertisement credibility. This study aims to assess the impact of a brand ambassador on the consumption of fast-moving consumer goods (FMCGs). The study examined the mediating function of advertisement believability in the connection between the variables. A questionnaire was employed to gather information from 400 respondents who are members of households in the metropolitan area of Kano that consumed Peak milk. Partial least squares methods and bootstrapping approaches were employed as analytical tools utilising SMART-PLS 3. The results demonstrated that a brand ambassador exerts an inconsequential direct impact on consumer patronage, and that advertisement believability does not

mediate the effect of a brand ambassador on customer patronage. The study advised that managers of FMCGs employ a hybrid strategy combining brand ambassadors and credible advertising to achieve the required patronage from their target clients. Moreover, they should downplay the purported significance of advertisement believability as a mediating component in the impact of a brand ambassador on client patronage.

Putri et al. (2021) examined the impact of brand ambassadors on e-commerce purchasing intentions. The objective of the research was to examine the characteristics of Shopee brand ambassadors and to assess both their simultaneous and partial influence on the purchasing interest of Shopee Indonesia. The employed methodology consisted of quantitative approaches utilising both descriptive and causal study types. Researchers conducted sampling using a purposeful non-probability strategy, resulting in 100 respondents. The researchers employed descriptive analysis and basic linear analysis as their data analysis techniques. The outcomes of the basic linear regression analysis indicate that brand ambassadors exert a beneficial influence on Shopee's purchasing interest. The attractiveness variable positively and significantly influences purchase intention as a component factor of the brand ambassador variable.

Sabella, Hermawan, and Dhewi (2022) investigated the impact of brand ambassadors and social media marketing on purchase intention via brand image, focussing on consumers of Sang Dewa Snack. The research seeks to ascertain the direct and indirect influence of brand ambassadors and social media marketing on purchase intention via the brand image of Sang Dewa consumers. The research employs a descriptive explanatory quantitative methodology. The research population comprises prospective customers of Sang Dewa, use a purposive sample technique with a total of 198 respondents. The data analysis for this research was conducted via the SEM Partial Least Square (PLS) approach with WarpPLS 7.0 software, alongside descriptive analysis and the Sobel test. The findings indicate that brand ambassadors exert a positive and significant direct influence on brand image and purchase intention. Additionally, brand ambassadors positively and significantly affect purchase intention via brand image, while social media marketing also positively and significantly impacts purchase intention through brand

image. In light of the study's findings, the researcher recommends aligning product attributes with brand ambassador personas and implementing more successful promotional strategies.

Ningrum and Hayuningtias (2022) investigated the impact of product quality, social media marketing, and brand ambassadors on online purchasing decisions. The objective of the research was to ascertain the impact of product quality, social media marketing, and brand ambassadors on purchasing decisions. The methodology employed in the observation is a purposive sampling technique, involving the acquisition of a sample of one hundred ten respondents, with the survey disseminated through Google Forms utilising a Likert scale. This examines the applications of multiple linear regression tests, t-tests, and F-test evaluations. The findings suggested that the product quality variable significantly influences online purchasing decisions. Furthermore, social media advertising variables do not impact purchasing decisions, whereas the brand ambassador variable exerts a significant and substantial influence on buying choices.

Arundati (2023) examined the influence of brand ambassadors and social media marketing of luxury brands on the purchase intentions of Generation Z in Jakarta. The research aims are to investigate the beneficial impacts of luxury brand marketing programs, specifically Brand Ambassador and Social Media Marketing, on the purchasing intentions of Generation Z consumers in Jakarta. The statistical data study revealed that both brand ambassadors and social media marketing significantly and positively influence luxury brand purchasing intention.

Azzuhra and Adlina (2023) investigated the impact of brand ambassadors, social media marketing, and advertising campaigns of Somethinc products on purchase intention. This research seeks to examine the influence of brand ambassadors, social media marketing, and advertising campaigns for Somethinc products on purchase intention within the Medan City community. The research adopts a quantitative approach using an associative technique and employs SPSS software for data analysis. The research population consists of all community members in Medan City who utilise Somethinc, with a sample size of 100 respondents. The results demonstrate that the brand ambassador variable exerts a negative and

statistically negligible influence on purchase intention, but the variables of social media marketing and advertising campaigns have a positive and statistically significant effect. The F-test results indicate that the three independent factors jointly affect the purchase intention of Something items in the Medan City community, accounting for 64.9% of the variation.

3.0 Methodology

This study employed a descriptive survey research design, suitable for gathering data from a specific population to elucidate existing circumstances and correlations among variables. A descriptive methodology allowed the researcher to collect quantitative data and conduct statistical analysis to infer the impact of brand ambassadors and social media marketing on online purchasing behaviour among Gen Z smartphone users in Lagos State. This strategy is optimal for research aimed at identifying patterns and correlations among variables without manipulation. The target demographic comprised Generation Z smartphone users in Lagos State. A cohort of 200 participants was chosen using purposive sampling. Primary data was gathered through a structured questionnaire aimed at eliciting responses regarding the influence of brand ambassadors, social media marketing activity, and online purchasing habits. The questionnaire was distributed through Google Forms shared on WhatsApp, Instagram, and Telegram groups. The questionnaire underwent expert evaluation to assess its content and face validity. A pilot test with 20 respondents external to the primary sample was executed to evaluate the instrument's reliability. The results were analysed using Cronbach's Alpha values that surpassed the 0.70 level, signifying strong internal consistency and dependability. The gathered data were analysed utilising Statistical Package for Social Sciences (SPSS) version 26.0. Descriptive statistics were employed to analyse demographic data and summarise responses (frequency, mean, standard deviation), while simple linear regression analysis was utilised to evaluate the hypotheses. The significance threshold was established at $p < 0.05$.

4.0 Findings and Discussion

4.1 Research Hypothesis One

H0₁: Brand ambassadors have no significant effect on online purchase behaviour of Gen Z

smartphone users in Lagos State.

Table 4.1a: Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 ^a	.459	.441	31.159

a. Predictors: (Constant), Brand Ambassador

Table 4.1b: ANOVA of Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.101	1	3.101	32.302	.000 ^b
	Residual	33.176	345	.096		
	Total	36.277	346			

a. Dependent Variable: Online Purchase Behaviour

b. Predictors: (Constant), Brand Ambassador

Table 4.1c: Coefficients of Regression Analysis

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	2.761	.203		7.632	.000
	Brand Ambassador	.592	.100	.683	3.829	.000

a. Dependent Variable: Online Purchase Behaviour

Source: Researcher's Field Survey, 2025

The regression analysis presented in Table 4.1a shows a significant relationship between brand ambassador and Online purchase behaviour of Gen Z smartphone users. An R-value of 0.683 indicated a strong positive correlation between the two variables. Additionally, the R-squared value of 0.459 suggests that brand ambassador can explain approximately 45.9% of the variation in online purchase behaviour. This implies that brand ambassador has a substantial impact on Gen Z smartphone users online purchase behaviour, as measured by the model. The adjusted R-squared value of 0.441, which is close to the R-squared value, reinforces the reliability of the model and suggests that brand ambassador is an important factor in predicting online purchase behaviour.

In Table 4.1b, the ANOVA results indicate that the regression model is statistically significant, with an F-value of 32.302 and p-value of 0.000. This confirms that brand ambassador has a significant effect on online purchase behaviour of Gen Z smartphone users. In Table 4.1c, the coefficient for brand

ambassador ($B = 0.592$) is positive and significant ($p = 0.000$), indicating that more engagement of brand ambassadors is likely to result in positive online purchase behaviour. The standardised beta value of 0.683 further highlights the strength of the relationship, demonstrating that brand ambassador is a key predictor of online purchase behaviour of Gen Z smartphone users. This made the null hypothesis to be rejected and the alternative hypothesis accepted. Thus, brand ambassador has a significant effect on online purchase behaviour of Gen Z smartphone users in Lagos State. This finding agrees with Sabella, Hermawan, and Dhewi (2022); Putri et al. (2021); and Arundati (2023) that brand ambassador has a significant positive relationship and effect on purchase behaviour. It however disagree with the research conducted by Usman & Aryani (2019) which revealed that brand ambassador does not significantly influence purchase intention.

4.2 Research Hypothesis Two

H0₂: Social media marketing has no significant influence on online purchase behaviour of Gen Z smartphone users in Lagos State.

Table 4.2a: Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.553	.546	.8319

a. Predictors: (Constant), Social Media Marketing

Table 4.2b: ANOVA of Regression Analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.948	1	2.948	30.708	.017 ^b
	Residual	33.157	345	.096		
	Total	36.105	346			

a. Dependent Variable: Online purchase behaviour

b. Predictors: (Constant), Social Media Marketing

Table 4.2c: Coefficients of Regression Analysis

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	2.819	.215		3.189	.000
	Social Media Marketing	.518	.152	.761	3.166	.000

a. Dependent Variable: Corporate Reputation

Source: Researcher's Field Survey, 2025

The regression analysis in Table 4.2a demonstrates a strong positive relationship between social media marketing and online purchase behaviour of Gen Z smartphone users in Lagos State. An R-value of

0.761 indicates a high level of correlation between these two variables, suggesting that positive social media marketing is strongly associated with improved online purchase behaviour. The R-squared value of 0.553 shows that 55.3% of the variation in online purchase behaviour can be explained by changes in social media marketing, which has a substantial influence. The adjusted R-squared value of 0.546 supported the robustness of the model.

The ANOVA results in Table 4.2b confirm that the regression model is statistically significant, with an F-value of 30.708 and p-value of 0.017. This implies that social media marketing significantly affects online purchase behaviour. Table 4.2c further highlights this effect, with an unstandardised coefficient of 0.518 and a significant t-value of 3.166 ($p = 0.000$). The standardised beta coefficient of 0.761 underscores the importance of social media marketing as a predictor of online purchase behaviour of Gen Z smartphone users, indicating that increasing social media marketing could substantially boost the online purchase behaviour. This made the null hypothesis to be rejected and the alternative hypothesis accepted. Thus, social media marketing has significant influence on online purchase behaviour of Gen Z smartphone users in Lagos State. This finding corroborates the study of Sabella, Hermawan, & Dhewi (2022); Arundati (2023), and Azzuhra & Adlina (2023) that social media marketing influences purchase behaviour. It however disagrees with the study of Ningrum and Hayuningtias (2022) that pointed that social media marketing does not have significant influence on purchase behaviour.

5.0 Conclusion

Based on the findings, the study concluded that brand ambassador has a significant effect on online purchase behaviour of Gen Z smartphone users in Lagos State. Also, social media marketing has significant influence on online purchase behaviour of Gen Z smartphone users in Lagos State.

5.1 Recommendation

The study further recommended that:

- i. Smartphone brands and digital marketers must strategically choose and partner with brand ambassadors who possess credibility, relatability, and influence within the Gen Zs.

- ii. Marketing managers are encouraged to implement data-driven, platform-optimized, and Gen Z-focused social media strategies to maintain competitiveness and relevance in the smartphone industry.

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