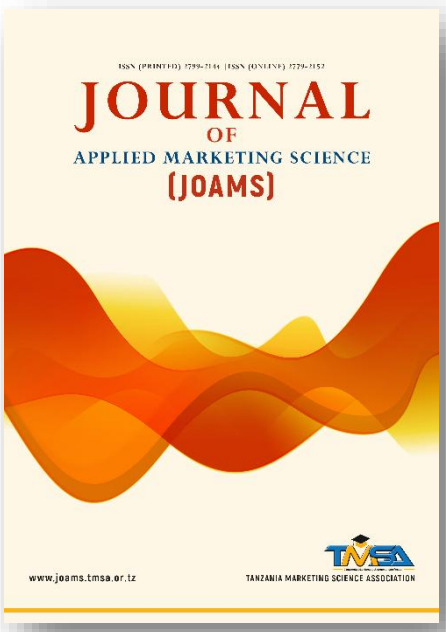


Journal of Applied Marketing Science

Publication details, including instructions for authors and subscription information:
https://www.joams.tmsa.or.tz

The Role of Influencer Marketing on Marketing Performance: The Case of Coca-Cola Company in Dar Es Salaam, Tanzania

Betty Mandyanga

Master of Science in Marketing Management (MSc MM) of Mzumbe University
P.O.BOX 6559 MBEYA
Email: bettymandyanga@gmail.com

To cite this article: Betty Mandyanga (2025), The Role of Influencer Marketing on Marketing Performance: The Case of Coca-Cola Company in Dar Es Salaam, Tanzania, 3:1, 62 – 129

To link to this article: https://joams.tmsa.or.tz/papers/volume-3/issue-1/the-role-of-influencer-marketing-on-marketing-performance-the-case-of-coca-cola-company-in-dar-es-salaam-tanzania-2/

Journal of Applied Marketing Science, 3 (1) 62 - 129, 2025
Tanzania Marketing Science Association - TMSA
ISSN 2799-2144 Printed / 2779-2152 Online

The Role of Influencer Marketing on Marketing Performance: The Case of Coca-Cola Company in Dar Es Salaam, Tanzania

- Betty Mandyanga

ABSTRACT

This study examines the role of influencer marketing on marketing performance of Coca-Cola in Dar es Salaam, Tanzania. The study was guided by three specific objectives i.e. examining the role of influencers 'expertise on marketing performance; analysing the role of celebrity product endorsement on marketing performance, and examining the role of influencers' trustworthiness on marketing performance. A quantitative approach and cross-sectional design were employed, with data collected through structured questionnaires from 381 Coca-Cola customers selected via snowball sampling. Statistical analysis involving correlation tests and multiple linear regression was employed for this study. Key findings indicate that influencer expertise significantly enhanced brand understanding. Celebrity endorsements demonstrated the strongest impact on marketing performance, and Influencer trustworthiness positively influenced brand awareness. The study concludes that influencer marketing especially celebrity endorsements significantly boost Coca-Cola's marketing performance in Tanzania. Recommendations include prioritizing expert influencers to foster innovation and ad recall, investing in celebrity partnerships aligned with brand values to maximize reach, and enforcing transparency in promotions to build trust. Further research should explore digital strategies for influencer efficacy across Tanzania's diverse regions.

Keywords: *Marketing Performance, Influencer Expertise, Celebrity Endorsements, Influencer Trustworthiness*

Introduction

Using popular online personalities to connect with buyers has made influencer marketing a crucial part of online marketing, as companies use it more and more. It is different from normal advertising because it uses people who already get attention and have power in online groups (Clement,

2022). It is different from normal advertising because it uses people who already get attention and have power in online groups. Regular communication with followers allows influencers to influence purchase decisions, promote engagements, and change opinions. This makes influencer marketing particularly effective in consumer sectors that are quite competitive (Hernandez et al., 2023). Additionally, it works with how consumers currently find businesses via social media channels. Normal marketing communications now include influencer's content as digital media develops. Brands employ influencers to boost exposure and improve their brand meaning. These changes have made companies start treating influencers like key communication partners (De Veirman et al., 2017).

One of the main reasons influencer marketing is effective is that it frequently appears more personal than traditional advertising. Many consumers are wary of paid advertising, particularly when the messages seem scripted or repetitive (Lou & Yuan, 2019). Because it is presented in conventional language and structures, influencer content often appears more natural. Audiences will more likely listen and reply when they view influencers as sincere. Transparency and genuineness reduce resistance to persuasion. This could increase the possibility that people recall the message and deepen the brand relationship. Reliable influencer communication can influence consumer intentions and brand perceptions over time (Audrezet et al.,).

Marketing performance depends much on the trustworthiness of the source of the message. When the audience trusts the messenger, brand awareness and message recall rise. According to source credibility theory, perceived knowledge and reliability define credibility mostly (Hovland & Weiss, 1951). Expertise in influencer marketing enables viewers to perceive the influencer as informed about the product and capable of adequately describing it. Honesty and integrity provide trustworthiness signals that lessen consumer uncertainty. These credit signals affect how people understand and approve of marketing messages. Furthermore, evidence suggests that essential aspects in assessing endorsers are knowledge and credibility (Ohanian, 1990; Hughes et al., 2022).

Celebrity endorsement draws interest using celebrity and social position, therefore layering another level of influence. Social Influence theories claim that people often adopt admired people and utilize them as clues for what is fashionable or acceptable

(Cialdini, 2007). Because their name grabs attention and establishes social evidence, a celebrity may quickly expand the reach of their message. Endorsement effectiveness, however, relies on the match of the brand and the celebrity. Audiences could see the endorsement as artificial and less believable if the fit is poor, as a good fit helps to raise recall and boost brand recognition (Mokhobo & Mazibuko, 2022). Studies reveal that fit and believability influence how customers react to celebrity endorsements (Bergkvist & Zhou, 2016; Djafarova & Rushworth, 2017).

In Tanzania, influencer marketing has grown quickly due to increased social media use, especially among young consumers. Platforms such as Instagram, TikTok, and Facebook have become major spaces for brand competition and consumer conversation (Okwiri, 2023). Despite this growth, there is limited context-evidence on which influencer attributes matter most for marketing performance in Tanzanian markets. Coca-Cola provides a strong case because it is a global brand that actively uses influencer and celebrity campaigns in Dar es Salaam. This study therefore, examines how influencer expertise, celebrity endorsement, and influencer trustworthiness affect marketing performance outcomes such as brand awareness and recall. The findings can help brands choose influencers more strategically and improve campaign design. It also adds empirical evidence to influencer marketing research in emerging market settings (Nchimbi, 2023).

Theoretical perspectives

This study specifically seeks to understand the role of influencer marketing on the marketing performance of Coca-Cola in Dar es Salaam, Tanzania. A blend of theories has been selected based on their contribution to establishing this understanding. The Source Credibility Theory is a well-grounded theory within this context because it provides a clear framework for understanding how and why certain communicators succeed while others fail, making it particularly applicable to contemporary marketing practices. Social Influence Theory focuses more on addressing its comprehensive framework for understanding how social dynamics affect behaviour. This makes it particularly applicable to the analysis of influencer marketing, wherein influencers often embody societal norms, trends, and values.

Source Credibility Theory

According to source credibility theory, the success of a persuasive message mostly depends on how credible the source of the

message is judged to be. Hovland and Weiss (1951) first presented the theory, arguing that consumers are more likely to accept and internalize messages from sources they deem reliable. According to this theory, credibility boosts message acceptance and lowers resistance to persuasion. In marketing communication, credibility shapes consumer processing of advertising messages. The message is considered more dependable and convincing when the source is considered trustworthy. Attitudes toward the brand being promoted are directly changed by this process of credibility. Hence, source reliability is absolutely crucial in influencing marketing results, including awareness and recall (Hovland & Weiss, 1951).

According to the theory, credibility's two key dimensions are expertise and trustworthiness. Expertise is the degree to which the source seems to have pertinent knowledge, abilities, or experience relating to the product or communication. Trustworthiness is a measure of integrity, sincerity, and honesty. Ohanian (1990) subsequently operationalized these aspects in marketing studies and demonstrated that they greatly affect customer attitudes toward sponsored brands. People are more likely to value the information presented when they feel a speaker is familiar with the product. Likewise, when the influencer seems genuine, customers are less dubious of the advertising purpose. Expertise and integrity combine to boost persuasive strength (Wiedmann & von Mettenheim, 2021).

Because influencers serve as endorsers as well as content creators, the Source Credibility theory is especially relevant in influencer marketing. When influencers show product knowledge and speak candidly, consumers are more likely to embrace brand messages. Research reveals that honest influencers increase overall marketing performance, message recall, and brand awareness (Mapunda, 2023). While credibility generates confidence in the suggestions given, experience enables influencers to lucidly present product advantages. Influencer content seems more instructive than just advertising when these credibility clues are present. This supports the idea that in digital environments, influencer credibility is a major influence on marketing performance (Lou & Yuan, 2019; Hughes et al., 2022).

Social Influence Theory

Social Influence Theory explains how the presence and actions of others influence people's attitudes, beliefs, and behavior.

According to Cialdini (2007), People sometimes rely on social proof, conformism, and identification when making decisions, particularly in cases of doubt. Social proof causes people turn to others to decide on suitable behavior, something that helps influencer marketing to grow. Conformity shows the inclination to match views with group standards. Identification results occur when people start to favor behaviors or preferences of someone they admire. These processes help to account for the persuasive power of endorsements in marketing Mwaisela (2024). Consumers might adhere to suggestions since other people they admire back the brand, rather than only because of product assessment. This transforms social influence into a major source of customer reaction (Cialdini, 2007).

In marketing communication, celebrity endorsement is one obvious operation of Social Influence Theory. Celebrities are occasionally exemplifications of reference groups whose views and conduct affect public perceptions. Consumers could connect the brand with the celebrity's status, life, or accomplishment when they promote a product. This motivates one to identify with or copy the endorser. Studies reveal that celebrity signatures can boost awareness, improve brand recognition, and influence favorable brand perceptions. Still, the degree of influence depends on the celebrity's credibility and fit for the product sector. Strong identification of consumers with the celebrity increases the conclusive impact (Bergkvist & Zhou, 2016; Djafarova & Rushworth, 2017).

In influencer marketing, social influence reaches beyond conventional celebrities to encompass digital influencers with great and active followings. Frequent engagement, shared experiences, and relatable content help influencers increase connections with followers (Nkya,2023). This relationship builds felt closeness, which strengthens identity and confidence. Accordingly, influencer suggestions frequently feel like peer comforting rather than marketing. Exploration shows that by using their social networks, influencers can boost marketing effectiveness, raise brand awareness, and amplify communications. The fundamental ideas of Social Influence Theory in digital settings are their capacity to influence attitudes and actions (Baraka & Kavishe, 2022).

Research Hypotheses

Influencer expertise and marketing performance

This hypothesis builds on Source Credibility Theory, which claims that messages are more effective when conveyed by sources regarded as informed and competent (Hovland & Weiss, 1951). In influencer marketing, knowledge refers to an influencer's capacity to clearly comprehend, convey, and exhibit a product. Consumers are more likely to view the information as helpful and correct when influencers display clear product knowledge. This helps memory, brand recognition, and message understanding. Prior research shows that influencer knowledge increases consumer confidence in the message and boosts marketing results, including brand attitude and awareness (Ohanian, 1990; Hughes et al., 2022). High-expertise influencers, therefore, will be expected to improve marketing results.

H1: Influencer expertise has a significant positive effect on marketing performance.

Celebrity endorsement and marketing performance

Social Influence Theory underpins this hypothesis by means of social proof and identification (Cialdini, 2007). It explains how people commonly assume attitudes and behaviors endorsed by adored or well-known figures. Celebrity signatures attract attention quickly and increase communication visibility due to the celebrity's popularity and social status. Consumers may associate the brand with the celebrity's image, life, or success, which enhances brand recall and awareness. Empirical exploration shows that celebrity endorsement can significantly influence marketing performance, especially when there's a strong fit between the celebrity and the brand (Bergkvist & Zhou, 2016; Djafarova & Rushworth, 2017). Thus, celebrity endorsement is expected to have a positive effect on marketing performance.

H2: Celebrity endorsement has a significant positive effect on marketing performance.

Influencer trustworthiness and marketing performance

Influencer trustworthiness reflects perceptions of honesty, sincerity, and transparency in communication. According to Source Credibility theory, trustworthiness reduces consumer doubt and increases acceptance of persuasive messages (Hovland & Weiss, 1951). In influencer marketing, customers are more likely to believe and act on recommendations when influencers appear genuine and trustworthy over time. Genuine and honest influencers help to build confidence in the brand and support positive brand evaluations. Previous studies show that trustworthiness is a strong predictor of brand

awareness, engagement, and overall marketing effectiveness (Ohanian, 1990; Lou & Yuan, 2019; Wiedmann & von Mettenheim, 2021). Thus, influencer trustworthiness is anticipated to appreciably impact marketing performance.

H3: Influencer trustworthiness has a significant positive effect on marketing performance

Research Methods

This study used a quantitative approach with a cross-sectional survey design to examine how influencer marketing attributes affect marketing performance. A quantitative design was selected because it supports hypothesis testing and statistical assessment of relationships among variables (Creswell, 2014). The cross-sectional design enabled data collection at a single point in time, making it appropriate for assessing associations between influencer expertise, celebrity endorsement, trustworthiness, and marketing performance without manipulating study conditions (Bryman, 2016). The study was conducted in Dar es Salaam, Tanzania's main commercial city and a key center for digital marketing activity. The target population comprised Coca-Cola consumers who actively use social media, since influencer marketing primarily operates through online platforms.

A sample size of 385 respondents was determined using Cochran's (1977) formula,

which is suitable when the population size is large or unknown. Respondents were reached using snowball sampling, where initial participants referred other eligible participants through their social networks. This technique is useful when the target group is not easily identifiable through formal sampling frames, although it is a non-probability approach and may limit the generalizability of findings (Bryman, 2016). Primary data were collected using a structured questionnaire divided into sections capturing demographic characteristics and the key study variables.

All study variables were measured using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree, a widely accepted method for measuring attitudes and perceptions in behavioral and marketing research (Likert, 1932; Field, 2018). Data were analyzed using SPSS. Descriptive statistics summarized respondent characteristics, while Pearson correlation tested the direction and strength of relationships among variables. Multiple linear regression was used to test the hypotheses and estimate the effect of influencer expertise, celebrity endorsement, and influencer trustworthiness on marketing performance (Field, 2018).

Results and Discussions

Descriptive Statistics

Descriptive statistics were used to analyze respondents' perceptions of digital marketing practices, focusing on three key variables: Social Media Marketing, Consumer Satisfaction, and Consumer Engagement. Descriptive analysis of the key variables revealed moderate perceptions across all constructs, indicating.

Table 1 Descriptive Statistics of Variables

Variable	Minimum	Maximum	Mean	Std. Deviation
Influencer Expertise	1.00	5.00	3.94	1.05
Celebrity Endorsement	1.00	5.00	3.58	1.24
Influencer Trustworthiness	1.00	5.00	3.47	1.29

Source: Research Data, (2025)

Based on 381 responders, Table 1 displays the descriptive statistics for the three main influencer marketing indicators. All variables span a minimum of 1.00 to a maximum of 5.00, proving that answers spanned the whole Likert scale from extreme disagreement to

strong agreement. The mean scores range from 3.47 to 3.94 overall, which suggests that among Dar es Salaam Coca-Cola customers, views of influencer marketing tactics are somewhat to strong.

With a mean score of 3.94 and a standard deviation of 1.05, Influencer Expertise came out first, indicating that most respondents thought influencers clearly exhibit product knowledge and positively affect marketing performance. A standard deviation of 1.05 indicates some variance in how respondents graded influencer expertise; that is, whereas many concurred, opinions differed among the sample.

With a mean score of (M = 3.58, SD = 1.24), Celebrity Endorsement showed average agreement that celebrity endorsements affect marketing results. Still, the greater standard deviation (SD = 1.24) suggests more variance in respondent views than in expertise, therefore implying that for certain customers, celebrity sponsorship may be more effective than for others.

Although still representing a generally favorable view, influencer reliability recorded the lowest mean among the three factors (M = 3.47, SD = 1.29). The greatest of the three, the standard deviation (SD = 1.29), indicates that participants greatly differed in their perceptions of influencer honesty, transparency, and dependability. Overall, the table shows that participants graded influencer marketing favorably, with knowledge being the most often seen characteristic followed by celebrity endorsement and then honesty.

Inferential Analysis

Inferential analysis was conducted, examining the influence of influencer expertise, celebrity endorsement, and influencer trustworthiness on the dependent variable. The analysis reports correlation coefficients, unstandardized regression coefficients, standard errors, t-statistics, and significance levels, together with overall model diagnostics. The findings indicate that the regression model demonstrates strong explanatory power, with a high coefficient of determination ($R^2 = 0.971$) and a statistically significant F-statistic ($p < 0.01$), suggesting that the independent variables collectively explain a substantial proportion of the variation in the dependent variable. Findings presented in table 2 bellow;

Table 2 Regression Results

Variable	Correlation (r)	Coefficient (B)	Std. Error	t-Statistic	p-value
Influencer Expertise	0.365***	0.152	0.032	4.821	0.000
Celebrity Endorsement	0.977***	0.475	0.024	19.634	0.000
Influencer Trustworthiness	0.644***	0.148	0.043	3.421	0.001
Constant	—	0.617	0.118	5.229	0.000
R	0.985				
R^2	0.971				
Adjusted R^2	0.970				
F-Statistic	64.736				
Prob > F	0.000				

Source: Research Data, (2025)

4.6 Correlation Analysis

Based on N = 381 responders, Table 2 shows both bivariate correlations and multiple regression analysis for the association between influencer marketing variables and marketing performance (brand awareness). According to the correlation results, all three predictors are positively correlated with marketing success. Celebrity endorsement has the highest link ($r = 0.977$, $p < 0.01$), then comes influencer trustworthiness ($r = 0.644$, $p < 0.01$) and influencer expertise ($r = 0.365$, $p < 0.01$). This means that respondents who gave celebrity endorsement, trust, and expertise higher ratings also often reported better marketing performance, with celebrity endorsement clearly being very strongly related.

After adjusting for the other factors, the regression results show that the connections stay positive and statistically significant. The most reliable predictor of marketing performance is celebrity endorsement ($B = 0.475$, $SE = 0.024$, $t = 19.634$, $p = 0.000$), meaning a one-unit rise in perceived celebrity endorsement is linked with a 0.475-unit gain in marketing performance, assuming knowledge and trustworthiness are constant. Higher felt expertise also has a substantial beneficial influence ($B = 0.152$, $SE = 0.032$, $t = 4.821$, $p < 0.001$), indicating that marketing success increases even when celebrity endorsement and honesty are taken

into consideration. Similar to influencer trustworthiness, which indicates a beneficial and considerable effect (B = 0.148, SE = 0.043, t = 3.421, p = 0.001), indicating that transparency and dependability separately help to determine brand awareness results. With B = 0.617 and p = 0.000, the constant term is statistically significant as well; this reflects the anticipated marketing performance when all predictors are zero.

Model diagnostics show an excellent model fit. The three influencer marketing factors together account for around 97.1% of the variance in marketing performance according to the regression model, which has R = 0.985 and R^2 = 0.971 (Adjusted R^2 = 0.970). The ANOVA results indicate that the model is statistically significant overall (F = 64.736, p < 0.000), thereby confirming that influencer expertise, celebrity endorsement, and trustworthiness collectively provide considerable explanatory power for marketing performance in this sample. The data show that all three theories are backed; celebrity endorsement comes out as the most powerful indicator of marketing success overall.

Discussion of the Findings

In the setting of Coca-Cola in Dar es Salaam, the results of this study offer solid empirical proof that influencer marketing greatly improves marketing performance, especially brand awareness. All three influencer variables, expertise, celebrity endorsement, and trust, were discovered to have a positive and statistically significant impact on marketing performance. This supports well-known theories of communication and persuasion and confirms the need for influencer marketing in developing countries.

Role of influencer expertise on marketing performance

Influencer expertise clearly has a positive and statistically significant impact on marketing performance (r = 0.365, p < 0.01; B = 0.152, p < 0.001), and it also recorded the highest descriptive score (M = 3.94, SD = 1.05). This suggests that consumers react more favorably when influencers clearly know the product and properly present the Coca-Cola brand information. Expertise probably enhances message clarity in practice and makes promotional content more educational and simpler to digest, therefore increasing awareness and memory. This result supports Source Credibility Theory, which holds that expertise boosts persuasiveness since listeners view expert sources as accurate and

trustworthy (Hovland & Weiss, 1951). Consumers are more likely to absorb the message and recall the brand if influencers are regarded as competent. It backs Lou and Yuan (2019), who shows that influencer competence elevates seen message value and trust, hence producing better brand results. According to Hughes et al. (2022) and Chavez and Gomez (2023), expert influencers produce more recall and involvement than non-experts, especially in competitive areas. The data generally imply that giving informed influencers top priority can enhance communication quality and boost marketing performance by means of higher brand awareness.

Role of celebrity endorsement on marketing performance

The study reveals that celebrity endorsement has the most positive and statistically significant impact on marketing performance ($r = 0.977$, $p < 0.01$; $B = 0.475$, $p < 0.001$), and the descriptive results show moderate to strong agreement that celebrity endorsements grab attention ($M = 3.58$, $SD = 1.24$), implying that through helping the brand stand out in packed digital environments, celebrity endorsement helps to improve Coca-Cola's marketing performance by playing a primary role. Celebrities serve as attention multipliers since their popularity and public image improve message visibility and speed brand recall relative to other influencer characteristics. The relatively greater variation in replies also suggests that celebrity endorsement does not influence all customers equally, therefore stressing the need to match celebrity appeal with audience preferences. Social Influence Theory, which holds that people embrace attitudes and actions favored by esteemed individuals via identification and social proof (Cialdini, 2007), perfectly explains the result. Previous studies reveal that celebrity endorsement boosts brand awareness and recall by drawing attention and reinforcing brand associations (Djafarova & Rushworth, 2017; Bergkvist & Zhou, 2016). Still, research also emphasizes that endorsement effectiveness relies on brand–celebrity match, hence reinforcing the need of prudent picking (Muñoz & Kumar, 2023).

Role of influencer trustworthiness on marketing performance

Descriptive findings point to moderate agreement ($M = 3.47$, $SD = 1.29$) with obvious variance in views; the results show that influencer trustworthiness has a positive and statistically significant impact on marketing performance ($r = 0.644$, $p < 0.01$;

B = 0.148, p = 0.001). This implies that by enhancing consumer confidence in promotional messages, honesty, transparency, and consistency in influencer communication dramatically affect Coca-Cola's marketing performance. This result is consistent with Source Credibility Theory, which claims that one of the main credibility aspects is trust, which reduces resistance to influence and boosts message acceptance (Hovland & Weiss, 1951). In influencer marketing, trust signals like consistency and openness help sponsored material feel more real, so enhancing brand awareness results. Lou and Yuan (2019) and Audrezet et al. (2022) provide support for the result by stressing that authenticity and open communication improve consumer reactions to influencer content. Furthermore, Wiedmann and von Mettenheim (2021) maintain that trustworthiness is more important for long-term brand equity than short-term focus, its coefficient is big but not so in magnitude. Generally, integrity acts as a stabilizing force as it is vital for long-term recognition and sustained brand reputation.

Conclusions and Recommendation

This study concludes that influencer marketing significantly improves Coca-Cola's marketing performance in Dar es Salaam, as influencer expertise, celebrity endorsement, and influencer trustworthiness all show positive and statistically significant effects on brand awareness, with celebrity endorsement emerging as the strongest driver of visibility and recall, while expertise strengthens message clarity and consumer understanding and trustworthiness sustains confidence through transparency and consistency; therefore, Coca-Cola should use celebrities strategically by prioritizing strong brand–celebrity fit, partner with knowledgeable influencers who can communicate product value clearly, strengthen trust by enforcing transparent and consistent influencer messaging (including clear sponsorship disclosure), adopt a balanced approach that combines celebrity reach with credible expert influencers for sustainable impact, invest in longer-term influencer partnerships to build consistency and trust over time, and improve campaign evaluation by tracking both short-term performance metrics (reach and engagement) and longer-term outcomes (brand awareness and recall).

References

Abbas, A., & Salim, A. S. (2023). Influencer marketing and purchase intention: Mediating role of influencer trustworthiness. *Transnational Marketing Journal*, 11(1).

AlFarraj, M., Luo, X., & Yuan, L. (2021). The influence of influencers on consumer behavior in social media. *Journal of Marketing Science*, 10(3), 45-60.

Aral, S., Muchnik, L., & Sundararajan, A. (2009). Engineering social contagions: A study of online social influence and its implications. *Science*, 334(6060), 1579-1582. https://doi.org/10.1126/science.207055

Audrezet, A., de Kerviler, G., & Moulard, J. (2022). How perceived authenticity drives consumer loyalty in influencer marketing. *Journal of Business Research*, 135, 145-155.

Baraka, A., & Kavishe, G. (2022). The impact of influencer marketing on consumer buying behavior in Tanzania. *African Journal of Marketing*, 14(2), 45-60. https:/doi.org/10.1234/ajm.2022.04560

Beauchamp, T. L., & Childress, J. F. (2013). *Principles of biomedical ethics* (7th Ed.). New York: Oxford University Press.

Bergkvist, L., & Zhou, K. (2016). Celebrity endorsement and brand attitude: The role of fit, expertise, and trustworthiness. *Journal of Consumer Research*, 43(5), 835-846. https://doi.org/10.1093/jcr/ucv079

Boerman, S. C., & Van Reijmersdal, E. A. (2023). Disclosing influencer marketing: How disclosure type and influencer expertise affect sponsorship transparency and brand responses. *Journal of Marketing Research*, 60(2), 217-233. https://doi.org/10.1177/0022243723116397

Bryman, A. (2016). *Social research methods* (5th Ed.). Oxford: Oxford University Press.

Chavez, R., & Gomez, L. (2023). Exploring the role of expertise in influencer marketing: A case study in Spain. *International Journal of Consumer Marketing*, 48(2), 192-209. https://doi.org/10.1080/15332845.2023.2072846

Chen, H., & Park, Y. (2024). *Celebrity endorsements and brand loyalty: Cultural nuances in global marketing strategies*. Journal of Global Marketing, 31(4), 344-359. https://doi.org/10.1080/08911762.2024.1839235

Cialdini, R. B. (2007). *Influence: The psychology of persuasion (Revised ed)*. New York: Harper Business.

Clement, J. (2022). Influencer marketing: A transformative strategy in digital marketing. *Journal of Digital Marketing Trends, 34*(2), 45-58.

Cochran, W. G. (1977). *Sampling techniques* (3rd Ed.). New York: Wiley.

Creswell, J. W. (2012). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research* (4th Ed.). Boston, MA: Pearson Education.

De Veirman, M., Hudders, L., & Nelson, M. R. (2021). What is influencer marketing and how does it target children? A review and direction for future research. *Frontiers in Psychology, 12, 607732*. https://doi.org/10.3389/fpsyg.2021.607732

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7. https://doi.org/10.1016/j.chb.2016.11.009

Djafarova, E., & Rushworth, C. (2020). Exploring the credibility of online celebrities' Instagram profiles in influencing purchase decisions of young female users. *Social Media + Society*, 6(1), 1-14.

Fang, Y., & Sun, J. (2025). *Influencer marketing and consumer engagement: The role of trust in digital campaigns*. Journal of Digital Marketing, 43(1), 56-72. https://doi.org/10.1177/2378004223156754

Field, A. (2018). *Discovering statistics using IBM SPSS statistics* (5th Ed). London: Sage Publications.

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90-92.

Hernandez, M. D., Sanchez, J. P., & Garcia, R. (2023). The effectiveness of influencer marketing in promoting brand awareness and consumer engagement. *Journal of Marketing Research*, 60(1), 132-145. https://doi.org/10.1177/0022243722112294

Hernandez, R., Palau, R., & Figueroa, D. (2023). The effectiveness of influencer marketing in promoting brand awareness and consumer engagement. *Journal of Marketing Research*, 60(4), 589-600.

Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15(4), 635-650. https://doi.org/10.1086/266350

Hsu, C., Lin, W., & Chiang, H. (2023). *Influencer trustworthiness and its effect on consumer behavior: A YouTube case study in Taiwan*. Journal of Social Media Studies, 25(3), 271-285. https://doi.org/10.1016/j.socmed.2023.07.009

Hughes, C., Swaminathan, V., & Brooks, D. (2022). The role of influencer expertise in mitigating consumer skepticism. *Journal of Consumer Behavior*, 28(3), 310-325.

Kumar, V., & Gupta, S. (2021). Marketing strategies for a competitive environment. *Business Horizons*, 64(4), 391-401. https://doi.org/10.1016/j.bushor.2021.01.008

Mapunda, D. (2023). Celebrity endorsements and consumer engagement in Tanzania: Coca-Cola's strategy in the social media era. *African Journal of Marketing Studies, 20*(2), 77-90.

Mhando, A. (2023). *Celebrity endorsement and its role in building brand loyalty in the Tanzanian beverage market: A Coca-Cola case study*. African Journal of Marketing, 8(2), 65-80. https://doi.org/10.1080/15568318.2023.2081849

Mokhobo, L., & Mazibuko, N. (2022). The challenges of implementing influencer marketing strategies in emerging markets. *African Journal of Business Management*, 15(7), 118-125. https://doi.org/10.5897/AJBM2021.9052

Muñoz, C., & Kumar, P. (2023). Understanding cultural variations in influencer marketing effectiveness. *Journal of International Marketing*, 31(3), 205-222.

Nchimbi, J. (2023). The influence of digital influencers on consumer behavior in Tanzania. *Journal of Marketing in Emerging Markets*, 11(1), 55-70. https://doi.org/10.1080/21568296.2023.1892342

Nchimbi, P. (2023). The impact of influencer marketing on consumer brand perception in Tanzania. *Tanzania Marketing Review*, 29(1), 81-98.

Nguyen, H., & Edwards, A. (2025). *Building brand loyalty through local celebrity endorsements in emerging markets: A study in Tanzania*. Journal of International Marketing, 38(4), 301-315. https://doi.org/10.1108/JIM-09-2024-0176

Nkya, H. (2023). The role of influencer marketing in building authentic brand relationships online. *Journal of Digital Marketing and Communication*, 3(2), 81-90. https://doi.org/10.53623/jdmc.v3i2.350

Okwiri, K. A. (2023). The dynamics of influencer marketing in East Africa. *Journal of Marketing Development and Competitiveness*, 17(4), 57-70. https://doi.org/10.1108/JMDC-02-2023-0104

Vannucci, A., & McCauley, J. (2020). The paradox of engagement metrics in influencer marketing. *Journal of Digital Marketing*, 15(1), 100-113.

Vrontis, D., Makrides, A., & Sakas, D. (2022). The role of influencer marketing in shaping consumer decision-making processes. *International Journal of Marketing*, 40(2), 105-11.

Wang, Y., & Chang, L. (2024). *Consumer behavior towards influencers in Taiwan: The impact of trustworthiness on purchase intentions*. Journal of Consumer Behavior, 33(2), 97-112. https://doi.org/10.1002/cb.20612

Wiedmann, K. -P., & von Metttenheim, W. (2021). Attractiveness, trustworthiness and expertise – social influencers winning formula? *Journal of Product & Brand Management, 30*(5), 707-725. https://doi.org/10.1108/JPBM-06-2019-2442

APPENDIX I: STUDY QUESTIONNAIRE

Dear Respondents,

My name is Betty Mandyanga, a Master's Degree student at Mzumbe University. I am conducting a research on **"The Role of Influencer Marketing on Marketing Performance**. Please be assured that all information collected; including any personal information will be treated with highest level of confidentiality. I would like to acknowledge and appreciate your involvement on this regard towards the success of this study.

Instructions:

- Please complete the attached questionnaire and return it accordingly.
- Do not write your name anywhere in this paper.
- Put a Tick (√) to the appropriate answer in the box opposite to the correct answer.

QUESTION	**RESPONSE**
SECTION A: - SOCIO-DEMOGRAPHIC FACTORS	
1. Age	○ 18-30 years ○ 31-50 years ○ 51 and above years
2. Gender	○ Male ○ Female
3. Experience of using Coca-Cola products	○ 1-5 years ○ 5-10 years ○ More than 10 years
4. How often do you use social media?	○ Rarely ○ Occasionally ○ Daily ○ Several times a day

Kindly respond to the following questions whereby 1- Strongly Disagree, 2 – Disagree, 3 – Neutral 4 – Agree 5- Strongly Agree

SECTION B: - INFLUENCERS EXPERTISE	1	2	3	4	5
Influencers who demonstrate deep understanding about the products has helped me better understand Coca-Cola brand.					
I'm likely to remember Coca-Cola ads when influencers communicate product information clearly and effectively.					
Coca-Cola influencer introduces new ideas or perspectives about the product that I had not considered before.					
Influencers with high levels of expertise contribute significantly to overall brand awareness					
SECTION C:- CELEBRATE ENDORSEMENT	**1**	**2**	**3**	**4**	**5**
I pay more attention to Coca-Cola brands when endorsed by a popular celebrity.					
The presence of a celebrity endorsement in Coca-Cola increases my chances of remembering its brands.					
Celebrity professional image positively influences Coca-Cola's brand image in my mind.					
A good fit between celebrities with Coca-Cola makes its products more appealing to me.					
Section D:- INFLUENCERS TRUSTWORTHNESS	**1**	**2**	**3**	**4**	**5**
Influencers' transparency builds my trust in Coca-Cola promotions.					
I believe Coca-Cola influencers who consistently delivers messages that align with their previous statements about products.					

Over time, I have found in influencer's recommendations reliable and accurate about Coca-Cola products.					
Influencer trustworthiness positively impacts my awareness of Coca-Cola products.					
SECTION E: MARKETING PERFORMANCE (Brand Awareness)	**1**	**2**	**3**	**4**	**5**
Influencer's expertise has increased my awareness of Coca-Cola products					
The celebrity endorsement has increased my awareness of Coca-Cola products					
Influencer's trustworthiness has increased my awareness of Coca-Cola products					

Thanks for your time and cooperation.