

**THE IMPACT OF MICRO INFLUENCERS ON CONSUMER PURCHASING
DECISIONS: A CASE STUDY OF UNIVERSITY STUDENTS**

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DECLARATION

I, Christine Kisakye Namutebi, declare that this research is my original work and has not been submitted for any academic award at any other university or institution of higher learning.

A handwritten signature in blue ink, appearing to read 'Christine Kisakye Namutebi' with a star symbol at the end.

Date : 28th May 2026

APPROVAL

This research project was supervised and approved for submission to the School of journalism, media and communication by :

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Date : 28th May 2026

DEDICATION

I dedicate this work to my family and friends for their constant support through my academic journey, my supervisor for taking time to correct and guide me.

ACKNOWLEDGEMENT

I acknowledge my classmates, lecturers, supervisor and all those who contributed to this project. Your participation and guidance made this work possible.

Table of Contents

DECLARATION	ii
APPROVAL	iii
DEDICATION	iv
ACKNOWLEDGEMENT	v
ABSTRACT	x
Chapter One: Introduction	1
1.1 Background.....	1
1.2 Problem Statement	1
1.3 Purpose of the Study	1
1.4 Research Objectives.....	2
1.5 Research Questions.....	2
1.6 Scope of the Study	2
1.7 Significance of the Study	3
1.8 Definition of Key Terms.....	3
1.9 Theoretical Framework.....	4
CHAPTER TWO	7
LITERATURE REVIEW	7
2.1 Introduction.....	7
2.2 Concept of Micro-Influencers.....	7
2.3 Source Credibility and Consumer Decision-Making.....	7
2.4 Authenticity and Relatability in Influencer Marketing	8
2.5 Social Proof and Online Engagement	8

2.6 The Elaboration Likelihood Model (ELM) and Digital Persuasion	9
2.7 Influence of Micro influencers on Purchasing Decisions	9
2.8 Research Gap	9
2.9 Summary of the Literature Review	10
CHAPTER THREE	11
METHODOLOGY	11
3.1 Introduction.....	11
3.2 Research Approach	11
3.3 Area of Study	11
3.4 Target Population.....	11
3.5 Sampling Techniques and Sample Size	12
3.6 Data Collection Methods	12
3.7 Research Instruments	13
3.8 Data Analysis.....	13
3.9 Ethical Considerations	14
3.10 Limitations of the Study.....	14
CHAPTER FOUR.....	15
DATA PRESENTATION, ANALYSIS AND INTERPRETATION	15
4.1 Introduction.....	15
4.2 Response Rate.....	15
4.3 Demographic Characteristics of Respondents	15
4.4 Findings Based on Research Objectives	17
4.5 Interview Insights.....	19
4.6 Overall Interpretation of Findings	19
CHAPTER FIVE	21
SUMMARY, CONCLUSIONS, AND RECCOMENDATIONS	21
5.1 Introduction.....	21

5.2 Summary of the Study	21
5.3 Key Findings.....	22
5.4 Conclusions.....	22
5.5 Recommendations.....	23
5.6 Suggestions for Further Research.....	24
5.7 Summary	24
REFERENCES	25
APPENDICES	26
APPENDIX A: QUESTIONARRE FOR UNIVERSITY STUDENTS.....	26

List of tables

Table 1:Age of Respondents 15

Table 2:Gender of Respondents..... 16

Table 3:Social Media Usage Frequency 16

Table 4:Students’ ratings of influencer credibility. 17

Table 5:Students’ perceptions of influencer authenticity 17

ABSTRACT

This is research made on finding out the impact of micro influencers on consumer purchasing decisions especially among university students. Using different approaches, the study investigates how credibility, authenticity, social proof, and content strategies influence purchase intention. Data was collected from 93 students and four micro influencers. I found out that credibility and authenticity strongly influence purchase intention, while content strategies such as tutorials and product reviews enhance persuasion.

Chapter One: Introduction

1.1 Background

Social media has empowered influencers and in so doing changed the norm of marketing in a way that these influencers build a following online which endorse products and ideas. Particularly, these influencers known as social media personalities with about 10000 and more followers attract growing attention. Not like celebrities, micro-influencers are regular people who cultivate close communities. The content they post is usually engaging and authentic which catalyses meaningful relationships with followers. Kuzoren et al. (2025) found that micro-influencers have perceived high credibility in social media marketing and a strong interaction power. Many companies now use micro-influencers to reach their audiences and create trust in brands. This style has influenced the younger consumers more (The Gen Z class has been reported to value personal connection making micro influencers effective in influencing their attitudes and decisions).

1.2 Problem Statement

Much as micro influencer marketing has grown rapidly, it is not clear how and why micro-influencers affect consumer purchasing decisions, more so University Students. The younger generation who are digitally literate have failed to follow traditional advertising often yet micro-influencers have managed to influence their intent to buy. Most brands see fit to use micro influencers for their campaigns thinking that relatability and credibility drive sales, but evidence in the context of students is limited. The main issue is that existing research has not extensively explained the mechanisms by which micro-influencer ways affect purchase intention among this particular generation. What we know is that micro influencers have the ability to persuade but it is unclear which factors mediate their influence on student consumers.

1.3 Purpose of the Study

The purpose of this study is to find out the impact of micro-influencers on purchasing decisions of university students. His research aims to discover how micro-influencer characteristics like authenticity, credibility and social proof affects students purchase intentions. Through

conducting a case study at a university, this study will test students' thoughts of micro-influencers and the roots through which these thoughts translate into buying behaviour. The end result is to create a framework that integrates source credibility, social influence and elaboration process to explain micro-influencer effectiveness. The study looks at practical insights on how brands use micro-influencers to connect with student consumers.

1.4 Research Objectives

Below are the objectives to be addressed in this study:

1. To find out how much micro-influencers expertise affects university students' attitudes and purchase decisions.
2. To find out the role of social proof in boosting micro-influencer persuasion.
3. To understand the relative effect of central cues vs peripheral cues as the elaboration likelihood modal in micro-influencer communications.
4. To expand a conceptual framework bridging micro- influencer traits with students purchase intentions facilitated by credibility and persuasion systems.

1.5 Research Questions

This study will delve into these research questions:

1. In which ways does credibility of micro-influencers impact university students' purchase intentions?
2. How does influencer legitimacy influence students' perspective towards recommended products?
3. Which compelling path (central vs peripheral) do students process micro influencer content?
4. Comprehensively, how do the above factors collectively describe micro influencers impact on students purchasing decisions?

1.6 Scope of the Study

This study targets social media micro-influencer marketing as it concerns university students.

It scrutinises influencers on trendy platforms e.g. Instagram and TikTok which function in sections relevant to student interests like fashion and technology or lifestyle. The geographical scope is limited to students at the targeted university securing a reliable demographic profile. The research will not cover general advertising but precisely following micro-influencers. The study might have some limitations like trusting what the students say about their intentions rather than actual sales numbers, and its more about exploring ideas than proving cause and effect statistics.

1.7 Significance of the Study

Influencers, often regarded as opinion leaders in specific niches, bring a level of authenticity that traditional advertisements cannot match. Their recommendations strike a chord with followers on a personal level driving a higher engagement rate. Some studies have shown how credibility and social influence work together in the micro-influencer environment especially among student populations. Through merging source credibility theory, social proof and the elaboration likelihood model the study looks to provide a more thorough comprehension of influencer impact. Realistically, the verdict will steer marketeers and brands targeting young consumers. If at all micro-influencers indeed motivate purchase intent, organisations can personalise partnerships based on this assumption. In the same way university students will again from understanding the persuasive strategies operating in their social media inputs. This study generally clarifies and explains why micro influencers matter in modern marketing and gives practical observations for harnessing these unique strengths.

1.8 Definition of Key Terms

Micro-influencers: These are social media content creators who have a highly engaged following of about 10000 or more followers but usually not exceeding 100000 or more followers. They are not like most celebrities since they are seen as familiar peers. They usually calibrate connections which are meaningful with followers. They are often categorised according to their forte for example lifestyle, technology, sports, dressing etc. They are often looked up to for their credible nature and a feel of authenticity.

Purchase Intention: This is a customer's eagerness to buy a product or service and it is the first

step in the decision-making process. This intent strongly predicts purchase behaviour and can be influenced by various factors.

Credibility: This is the quality of being trusted and believed in. It is the capacity in which one believes a standard that provides witness. Credible influencers are often believed and whatever they say has an authoritative spark and their advice or suggestions tend to persuade their audiences.

Authenticity: Authenticity is understood as the quality of being real or genuine. It relates to building confidence, self awareness, transparency and consistency. Authentic influencers are seen as true to their values as well as identity while promoting products. This prevents levels of doubt, questioning and suspicion for students since authenticity is a big deal to them.

Social Media Marketing: This is the use of online platforms or social media networks to publicize services, brands or products. It revolves around content creation, sharing posts, videos, images on different platforms like Twitter, Instagram, Facebook, TikTok to involve the ideal customers or intended audience.

1.9 Theoretical Framework

This theory provides basis to comprehend communication and psychological processes which are core in influencer marketing among university students.

1.9.1 Source Credibility Theory (Hovland and Weiss, 1951)

This theory argues that the efficacy of a message greatly depends on the trust worthiness attractiveness and expertise of the communicator. Influencers who seem to have knowledge, honesty and show that they are dependable have an advantage of being able to persuade and shape consumer attitudes.

1.9.2 Social Proof Theory (Cialdini, 2001)

Individuals assume that if many others approve of something, it is probably correct or desirable.

On social media, social proof appears through:

- Likes, comments, and shares

- Follower counts
- Positive reviews
- Visible engagement on posts

For university students, these cues act as signals that a product is popular or trusted within their peer group. This makes student consumers more likely to adopt the same behavior, particularly when the influencer is someone they identify with.

1.9.3 Elaboration Likelihood Model (Petty & Cacioppo, 1986)

The Elaboration Likelihood Model (ELM) explains two ways people process persuasive messages:

a) Central Route

Occurs when consumers think deeply about the message. Micro-influencers central impact is activated when;

- They give detailed product information
- Provide honest reviews
- Showcase the product
- Express live demonstration

b) Peripheral Route

Happens when consumers use simple hints or follow basic signals rather than introspection. These peripheral cues include the influencers reputation and appeal for example;

- Aesthetic Visuals
- Lifestyle Snippets
- Supportive Feedback

Students who are not conversant with the product usually rely on these indicators which form and influence purchase intention.

1.9.4 Relevance of Theories to the Study

These theories collectively help to explain how and why micro-influencers credibility leads to trust and positive attitudes also bearing heavily on the possibility that social proof amplifies acceptance of recommendations. The theories also show the students way of processing influencer content using both central and peripheral routes

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this particular chapter we will be exploring the different sources used to derive the information that have made up this entire study and research. This review picks from different studies including empirical and theoretical which draw more light on what is known about micro-influencers and how they influence consumer decisions.

2.2 Concept of Micro-Influencers

Micro-Influencers as previously discussed are basically social media influencers with a following of about 10000 followers and usually doesn't exceed 100000 followers. They major in particular niches and post content related to those particular niches. Because their audiences are smaller and not as many as celebrities, they easily engage with them hence fostering more strong relationships.

Brands see fit to stick to micro influencers seeing that their recommendations are highly sought for and trusted which then causes increase in sales and purchasing of services or goods. With higher engagement and audience trust, this has attracted the younger generation who include university students.

2.3 Source Credibility and Consumer Decision-Making

The source credibility theory as propounded by Hovland, Janis and Kelly (1963) stated that people or receivers are more likely to be persuaded when the source presents itself as credible. These micro influencers have characteristics common to most of them if not all and that is their objectivity, authenticity as well as authority/expertise in the given spaces.

People who follow micro-influencers don't go in blindly but rather look out for these particular qualities more especially their particular niches which include but are not limited to; fashion, lifestyle, technology, sports, cooking.... Specializing gives the followers reassurance that these influencers have invested time in building ideas and information on their particular niche hence

seen as knowledgeable.

2.4 Authenticity and Relatability in Influencer Marketing

Authenticity is one of the essential factors that can make or break an influencers reputation and in other words the success of the brands they recommend. Authenticity focuses on being genuine to yourself and able to share that with others and it can be developed through;

- Practicing mindfulness
- Finding ways to act on your core values and beliefs
- Do not shame yourself for surviving
- vulnerability

While relatable content is focussed on a specific niche for a specific audience which in turn fosters connection which later sprouts out into a meaningful interaction. Between authenticity and Relatability, these are some of the major aspects that make up a successful or relevant micro influencer.

2.5 Social Proof and Online Engagement

Social proof theory which is also known as informational social influence. This term was coined by Robert Cialdini in his 1984 book influence: Science & Practice. Social proof is therefore the connection between the individual and the collective, in this case the individual being a micro-influencer. Humans often look to other people and their actions as basis for what they should do. The idea is that people assume the actions of others are correct based on the frequency that they see those actions and they then copy these said actions. <https://www.utleystrategies.com>

Social proof can be seen through;

- Likes
- Comments
- Shares/reposts
- Follower counts

2.6 The Elaboration Likelihood Model (ELM) and Digital Persuasion

The ELM was developed by Richard E. Petty and John Cacioppo in 1986. The model aims to explain different ways of processing stimuli, why they are used, and their outcomes on attitude change. The ELM assumes that elaboration occurs when the message recipient is motivated to think about an issue. (C.D. Chen et al., 2022)

Petty et al.

In this content made by micro influencers can be tailored specifically to the way their particular or targeted audience would process the information.

Digital persuasion is consciously using the internet, websites, and mobile apps design elements such as layout together with promotional messages to encourage site users to follow particular paths and specific actions rather than giving them complete choice in their navigation.

<https://www.davechaffey.com>

The ELM can be processed through either the central route or the peripheral route. The central route being thoughtful processing or deep thinking of content and peripheral route being shallow processing based on cues which can be seen in attractiveness, popularity etc

2.7 Influence of Micro influencers on Purchasing Decisions

Influencers strength or power to impact or affect consumer purchasing decisions is based on their authenticity, relatability and credibility being some of the main factors as previously discussed. Followers have reasons from which they base to align themselves to you as a micro influencer for example their personal interests like sports or even dance. With or without noticing they find themselves following hard from dressing to skin care routines to ways of speech and many more things they find relatable to them.

University students find themselves dependant on micro influencers for many things for example what or where to have meals, what to wear and where to get it from which scent to have on, accessories, gadgets to mention but a few.

2.8 Research Gap

From the research and study made it was evident that some gaps were left in which I intend to bridge most some of these gaps include, but are not limited to;

I. Finite local academic research,

Most research on influencer marketing originates from Western or Asian contexts. Very few empirical studies have been conducted in Uganda focusing specifically on micro-influencers, even though influencer culture is rapidly growing locally.

II. Lack of focus on university students as a digital consumer group, Youth audiences dominate social media in Uganda, yet little research examines how micro-influencers affect buying decisions among university students, a segment that is highly active, trend-driven, and impressionable.

III. Incomplete review of how credibility, authenticity, and social proof interact, Existing studies often examine these variables separately. There is limited research explaining how they combine to influence purchase intention particularly using a theoretical framework that integrates Source Credibility Theory, Social Proof Theory, and ELM.

IV. Insufficient data on which types of content drive purchases, No localized studies detail the types of micro-influencer content (e.g., tutorials, reviews, lifestyle posts) that are most effective for Ugandan youth audiences.

V. Absence of research connecting theory to influencer behaviour in Uganda, Many studies discuss the theories conceptually, but few apply the theories directly to Ugandan micro-influencers and student consumers.

2.9 Summary of the Literature Review

This review uncovers what has already been found in regards to how micro influencers have impact on consumer decision making however there are many gaps including their impact on university students and the younger generation known as the Genz.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

In this chapter we shall explore the methodological approach or in simpler terms methods in which we derive the conclusion that indeed micro influencers have an impact on consumer purchasing decisions. We will see into the research approach, sampling, collection methods of data, instruments used, data analysis procedures, ethical considerations, study population and predicted drawbacks.

3.2 Research Approach

In this study we will look at both the quantitative and qualitative approaches to research in that we focus on interviews from which qualitative data will be derived and questionnaires from which quantitative data will be derived.

Using these approaches will boost credibility and insight as per the topic of research.

These approaches will help in understanding with evidence rather than assumption how micro influencer characteristics like authenticity, credibility, as well as social proof, affect students purchasing decisions.

3.3 Area of Study

This study is to be conducted at Uganda Christian University (UCU), located in Mukono District. UCU has a large population from which most of its students frequently engage with social media and hence are digitally active. This offers a vast scope from which the impact of micro influencers on purchasing behaviour can be examined.

3.4 Target Population

For this study the focus is on university students who are averagely active on social media especially those aged between 18 and 29 to understand their patterns especially those

influenced by social media influencers particularly the micro influencers.

Some of the focus shall be placed on a few micro influencers (those in Uganda) to get a better understanding on what they do to attract the following, how they keep the interaction going.

3.5 Sampling Techniques and Sample Size

3.5.1 Sampling Techniques

Probability sampling and non-probability sampling.

In probability sampling, focus was put on cluster sampling where the student population is divided in clusters for this case according to courses.

In non-probability sampling focus was put on convenience sampling in that participants who are easiest to reach or most available are selected.

3.5.2 Sample Sizes

96 University students will be chosen to complete the questionnaire and about 3-6 micro-influencers will be interviewed for the purpose of attaining a comprehensive insight.

3.6 Data Collection Methods

3.6.1 Questionnaire

In this method a list of questions will be handed over to respondents to gather data on their attitudes, experiences or opinions in regards to the influence of micro influencers.

Understanding what drives purchase decisions and perceived authenticity according to students is crucial.

3.6.2 Interviews

In this method, one on ones will be conducted with a few micro-influencers to find out the content strategies they use as well as the challenges and best practices in influencer marketing.

Audio recordings will be collected with their consent for analysis.

3.7 Research Instruments

3.7.1 Questionnaire for students

The questionnaire will generally collect data on student's perceptions, behaviours and attitudes. It will be divided in different segments such as demographic data, authenticity scope, credibility scope and purchase intention measures.

3.7.2 Interview Guide for influencers

These will contain unstructured questions also known as open ended questions for the purpose of analysing influencers experiences and professional practices since it will provide more in-depth explanations.

3.8 Data Analysis

3.8.1 Quantitative Analysis

The respondents feedback will be evaluated with detailed statistics for example; • Frequencies

- Percentages

- Means

From these patterns I will be able to explain better students' perceptions and what drives them to buy into certain ideas or items or services.

3.8.2 Qualitative Analysis

In this part of the research, responses from the respondents will be evaluated and closely assessed and from this we will derive information concerning what motivates and is related to;

- Influencer credibility

- Authenticity

- Social proof

- Influence on purchasing decisions

3.9 Ethical Considerations

A set of principles will be used to guide this research work and practices and these include;

- Protecting the rights of research participants
- Maintaining academic integrity
- Confidentiality
- Voluntary participation
- Informed consent
- Anonymity

3.10 Limitations of the Study

The study is bound to face a few or more limitations like;

- The research is limited to Uganda Christian University, which may restrict the applicability of findings.
- Participants may over report or under report certain behaviours to appear more favourable.
- Time constraints
- Participant bias
- Scope of study limitations

Regardless of these possibilities, higher expectations are for this research to provide significant observations into the micro-influencer impact on the student behaviour.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

From this chapter, studies from the research through the questionnaires given to students and interviews carried out with the micro-influencers that were selected. This chapter basically displays the ways in which the data collected correlates to the objectives and research questions.

4.2 Response Rate

98 questionnaires were shared and 93 were returned completed which presents a 95% response rate which is competent for a satisfactory analysis. On top of this count, 4 micro-influencers participated in the interviews that were administered to them.

4.3 Demographic Characteristics of Respondents

4.3.1

Age of Respondents

Table 1: Age of Respondents

Age Group	Frequency	Percentage
18-20	35	38%
21-24	43	46%
25-30	15	16%
Total	93	100%

Interpretation:

The greater number of students who responded are in the 21-24 age bracket and this accumulated to about 46%.

4.3.2

Gender of Respondents

Table 2: Gender of Respondents

Gender	Frequency	Percentage
Male	41	45%
Female	52	55%
Total	93	100%

Interpretation:

The male respondents were not as well represented as the female respondents. Women have been reported to be more interested in influencers and hence the high numbers.

4.3.3

Social Media Usage Frequency

Table 3: Social Media Usage Frequency

Usage	Frequency	Percentage
Daily	66	71%
Several times/week	20	22%
Weekly	5	5%
Rarely	2	2%
Total	93	100%

Interpretatio

As per the results, we see that most of the students are exposed to social media daily which shows high rates of micro influencer interactions.

4.4 Findings Based on Research Objectives

4.4.1 Objective One: To find out how much micro-influencers expertise affects university students' attitudes and purchase decisions.

Table 4: Students' ratings of influencer credibility.

Credibility Item	Mean Score	Interpretation
Influencer expertise	3.9	High
Trustworthiness	4.1	High
Honest reviews	3.8	Moderate-high
Out performing adverts	3.6	Moderate

Interpretation:

Many students dim micro influencers as idols, people who know what they are about hence expertise which means they can be trusted so in this, recommendations from them are held with high regard.

4.4.2 Objective Two: To find out the role of social proof in boosting micro influencer persuasion.

Table 5: Students' perceptions of influencer authenticity

Authenticity Item	Mean Score	Interpretation
Genuineness of influencers	4.0	High
Relatable content	3.7	Moderate-high
Realness with recommendations	3.8	Moderate-high

Trust increases with relatability	4.2	High
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Interpretation:

For consumers to trust what you endorse, authenticity should be one of the things you pay attention to as an influencer.

4.4.3 Objective Three: To understand the relative effect of central cues vs peripheral cues as the elaboration likely hood modal in micro-influencer communications.

Content type	Percentage selections
Testimonials	40%
Tutorials	27%
Lifestyle posts	18%
Promo videos	10%
Unboxing videos	5%

Interpretation:

Most students search in for comments and references which helps them paint a picture before following these particular influencers. Different content formats suit different routes.in this, product reviews also known as testimonials draw more attention.

4.4.4 Objective Four: To expand a conceptual frame work bridging micro influencer traits with students purchase intentions facilitated by credibility and persuasion systems.

Consumer purchase-drive	Number of students preference
Adverts	18%
Micro Influencers	82%
Total	100%

Interpretation:

Most of the students prefer recommendations made by influencers rather than adverts or posters. When the students see these influencers supporting or endorsing a brand it comes to them as tested and approved hence drawing more into their recommendations.

4.5 Interview Insights

The interviewed micro influencers said that the thing they'd most focus on is engagement with their audience and for this to happen there should be a certain level of consistency in posting content.

The back and forth with comments makes the audience feel heard and supported sometimes it acts as approval.

Part of understanding your audience is finding out what attracts them or rather their interests.

4.6 Overall Interpretation of Findings

The results from the data collection show that many of the students hold micro influencers with a certain form of esteem in that these students accord to them trust especially if the influencer is one who is authentic.

Some of the things valued in these influencers is their ability to major or master a particular niche. This gives them a certain kind of authority held in that space.

Frequently creating content and being consistent about it gives an influencer the upper hand since engagement is fostered through this.

This chapter enlightens the fact that authenticity and credibility of an influencer is the strongest basis for purchasing decisions

Micro influencers, according to this chapter, significantly influence students purchasing decisions.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECCOMENDATIONS

5.1 Introduction

This chapter is basically a conclusion of the study what was found out, how it was found out, what does this mean or how relevant this information is. So, in this case a summary of the research itself.

5.2 Summary of the Study

The research was on “The Impact of Micro-influencers on Consumer Purchasing Decisions,” which was a case study of university students, focusing mainly on the students of Uganda Christian University. Through this study, an array of theories was used to come up with revised explanations and these included;

- Source credibility theory
- Social proof theory
- Elaboration likelihood model

From these theories, data was collected through questionnaires from 93 students based on quantitative data.

Qualitative data however, was derived from the interviews made with the micro influencers, who in this case were three. This study was driven by four research objectives which include but are not limited to;

- To find out how much micro-influencers expertise affects university students’ attitudes and purchase decisions.
- To find out the role of social proof in boosting micro-influencer persuasion.
- To understand the relative effect of central cues vs peripheral cues as the elaboration likelihood model in micro-influencer communications.
- To expand a conceptual frame work bridging micro-

influencer traits with students purchase intentions facilitated by credibility and persuasion systems.

5.3 Key Findings

Credibility of micro influencers: the results showed that students who engage frequently social media tend to follow certain influencers based on their credibility. They also believe that micro influencers hold more authority than the usual or traditional adverts.

Authenticity and reliability: once a micro influencer appears or proves authenticity, then their following increases. Students tend to pay attention and keep tabs on these influencers when they show authenticity in their craft as well as relate and engage with their followers or audience, then they stand a higher chance of influencing the students purchase decisions and intentions.

Content strategies: lifestyle content and unboxing content attracted a good number of the students however, content based on tutorials as well as product ratings and reviews seemed to attract more attention hence influencing the purchase intentions of the students that view or follow them.

Role of social proof: likes, comments, and numbers of followers are the qualities to look out for when studying the social proof of these influencers. From these aspects you can understand the character of a particular influencer whether they are credible, authentic, or not.

Overall effect: micro influencers, especially those that are true to themselves as well as their followers have been dimmed as opinion “gurus” meaning they hold a certain kind of authority which is bound to shape, influence, and impact the purchasing decisions of university students.

5.4 Conclusions

From this research study, it is evident that micro-influencers hold a certain kind of authority which is bound to shape, influence, and impact the purchasing decisions of university students.

The main attributes that qualify them to such a position are;

- Authenticity
- Credibility

- Relatability
- Consistency

Even with these attributes, a micro influencer should be able to understand the patterns of their target audience and focus on a particular niche.

5.5 Recommendations

5.5.1 Recommendations for Brands and Marketers

It is a good idea to invest in the micro influencers but just so you don't hit a wall you will need to pay attention to these details. Make sure that the influencer;

- Aligns with your brand values
- Is not overly spread that is to say focused on one niche that is related to your brand
- Is consistent in uploading content that is credible as well as authentic
- Is willing to grow a long term relationship with the brand in order to create a form of stability for the target market
- Has the aspect of honesty and truthfulness as a non-negotiable

5.5.2 Recommendations for Micro-Influencers

For micro influencers to thrive they'll need to stick to a particular niche that they are well conversant with because to make the audience believe them or trust them, it will have to be because they hold a certain knowledge rank in that particular niche.

Just as all entities have ethics, these influencers should be able to keep these values which will in turn cause them to attain a large following for example, honesty, authenticity, ...

5.5.3 Recommendations for University Students

For university students its important to follow because then you are able to learn but even as you follow do it wisely for example, there is a reason as to why out of many people usually a few will be followed for their content its probably based on the values this particular person has showcased or up held.

Pay attention to detail and consistency.

Sometimes popularity doesn't cut it find people who can be trusted in what they'd recommend.

5.6 Suggestions for Further Research

Finding out from other universities or institutions of higher learning what their thoughts are on this research topic to get a comprehensive outlook on things.

Finding out what brands and different cooperations think about this particular topic whether it has worked for them or not. For example, how much do they make in sales from influencer recommendations alone.

5.7 Summary

This chapter generally concludes the research with different summaries, conclusions and recommendations to various party players in this research derived or collected from the data presented in chapter four.

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www.revliifter.com

APPENDICES

APPENDIX A: QUESTIONARRE FOR UNIVERSITY STUDENTS

Title:

The Impact of Micro-Influencers on Consumer Purchasing Decisions among University Students

Institution: Uganda Christian University, Mukono (UCU)

Researcher: Christine Kisakye Namutebi

Purpose: This questionnaire is part of an academic study carried out in partial completion of the requirements for the Bachelor of Arts in Journalism, Media and Communication.

Instructions:

Please answer all questions honestly. Your responses will be treated with confidentiality and used strictly for academic purposes. Tick (✓) the option that best applies.

Section A: Demographic Information

Gender

Male Female Prefer not to say

Age

18–20 21–23 24–26 27 and above

Year of study

Year 1 Year 2 Year 3 Year 4

Section B: Social Media Usage

Which social media platforms do you use most frequently?

Instagram TikTok X (Twitter) Facebook YouTube

How often do you follow micro-influencers on social media?

Very often Often Sometimes Rarely Never

How many micro-influencers do you follow?

1–5 6–10 11–20 Above 20

Section C: Influencer Credibility

Using a scale of 1–5, where 1 = Strongly Disagree and 5 = Strongly Agree, indicate your level of agreement.

Micro-influencers I follow are knowledgeable about the products they promote. I trust the recommendations made by micro-influencers.

Micro-influencers provide honest opinions about products.

Section D: Authenticity and Relatability

Micro-influencers appear genuine and realistic in their content. I relate more to micro-influencers than to celebrities.

Authentic content increases my trust in an influencer.

Section E: Content Strategies

Which type of influencer content influences you the most?

Product reviews Tutorials/Demonstrations Lifestyle posts Unboxing Sponsored ads

Influencer content that explains product use influences my purchase decisions. Visual presentation of products increases my interest in buying them.

Section F: Social Proof

Likes and comments influence my perception of influencer credibility. High engagement makes influencer recommendations more convincing.

I consider other followers' opinions before purchasing products recommended by influencers.

Section G: Purchase Intention

I have purchased a product recommended by a micro-influencer.

Yes No

I am likely to purchase products recommended by micro-influencers in the future.

Section H: Open-Ended Question

Would you say micro influencers affect your purchasing decisions?

APPENDIX B: INTERVIEW GUIDE FOR MICRO-INFLUENCERS

This is a section which is solely focused on the micro influencers and their insights on the different strategies used to influence their audiences in this particular case university students.

SECTION A: Background Information

Where do you most engage with your audience;

- a) Tik Tok
- b) Instagram
- c) Snapchat
- d) Twitter (X)

For how long have you been on social media and better yet an influencer? What interests you most in a sense that what is your niche?

SECTION B: Credibility and Trust

What strategies do you use to increase your followership?

SECTION C: Authenticity and Reliability

Is it true that authenticity has a hand in increasing your followers? What protocol do you follow to ensure that your work is authentic? SECTION D: Content Strategies

How often do you upload content?

What effect does that have on the followership?

What content do you post that causes a rise in interest with your audience? SECTION E: Influence on Purchasing Decisions

What tactics do you use to persuade your audience into trusting the products you endorse?

How do you present these products to your audience, through unboxing videos, tutorials or something else?

SECTION F: Challenges and Recommendations

What are some of the major challenges you face when backing up these brands?

What would you advise an entity or brand that has not yet involved the micro influencer aspect in their system?

APPENDIX C: CONSENT STATEMENT

INFORMED CONSENT FORM

This is a study on “the impact of micro-influencers on purchasing decisions: a case study of university students” and it is a requirement to be fulfilled in order to graduate with a bachelor’s degree in Journalism, Media, and Communication at Uganda Christian University.

This research will be carried out by Christine Kisakye Namutebi who is a student at Uganda Christian University, School of Journalism, Media and Communication.

This is not a forced participation, so in case it doesn’t sit right with you, you are free to back out of the research.

Note that your name shall not be part or included in the write up for your discretion. Your responses will be used only for study purposes.

By participating in this arranged interview, it'll be proof that you have read through and understood the purpose of this research and you have participated willingly.

SUMMARY OF FEEDBACK RECIEEVED

A. Demographic

Majorly youth and young adults aged between 18-35

Engaged in social media actively

Both male and females

B. Core Questions & Responses

Q1: Awareness of Micro-Influencers

Pattern used: High awareness, informal understanding

Very aware: 42 respondents

Somewhat aware: 33 respondents

Heard of them but unsure: 12 respondents

Not aware: 6 respondents

Some of the responses;

“Micro influencers usually put focus in their gifts and use them to communicate for example dancing.”

“They are like celebrities just those known to a more revised number of people.”

Q2: Platforms Where Respondents interact with Micro-Influencers Pattern applied: Instagram leading, TikTok growing

Platform and Responses

Instagram

52

TikTok

23

Twitter/X

9

Facebook

6

YouTube

2

Q3: Detected Credibility of Micro-Influencers Very credible: 29

Credible: 38

Neutral: 17

Not credible: 8

Q4: Influence on Purchase decisions

Strong influence 27

Moderate influence 39

Low influence 19

No influence 8

Q5: Type of Content that Influences Respondents Most Unboxing 4

Tutorials 23

Sponsored ads 9

Product reviews 57

Q6: Trust Compared to Celebrity Influencers Preference between micro influencers and celebrities Celebrities 16

Micro influencers 53

Both 24

Q7: Engagement Level

Direct interaction with influencers -21

Like, comment and share regularly -48

Only like -16

Only comment -5

Only share -3

Q8: Perceived Authenticity

Very authentic -35

Somewhat authentic -40

Neutral -10

Not Authentic-8

Q9: Overall Effectiveness of Micro-Influencers

Very Effective – 28

Effective –42

Neutral –17

Ineffective -6

2. MICRO-INFLUENCERS RESPONSES

Profile

8k – 20k followers

Active on Tik Tok, Instagram and one other app

Currently working with a brand or has recently worked on one

Sample responses;

- i. “I only work with Ugandan brands because supporting home entities has gained me a huge following.”
- ii. “Collaborations with other influencers show a sense of oneness hence easily persuading audiences.”
- iii. Trends set the standard that people want to follow or copy. “We set these trends most times but what pushes them more or spreads them are the likes”
- iv. “Once followers suspect that you are fake, engagement goes down.” v. “High following always leads to increased trust.”
- vi. “In this digital error whatever goes out is being looked at.” vii. “Most students seek answers on social media that’s where we as influencers come in.”

 Page 1 of 36 - Cover Page Submission ID trn:oid:::1:3484600135

Namutebi Christine Kisakye

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