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Instagram Lifestyle Influencers and Luxury Brands Preference among Female Residents of Maitama, Abuja

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Abstract

This paper examines the Instagram lifestyle influencers and luxury brand preference among female residents of Maitama, Abuja. It is motivated by the increasing role of social media influencers in shaping consumer perceptions of luxury goods through visual storytelling, lifestyle presentation, and symbolic branding. The paper is anchored on Source Credibility Theory. The target population for this paper encompassed female residents of Maitama, Abuja who are exposed to Instagram lifestyle influencer content and the sample size for this study was 264. Following the distribution of both physical and electronic questionnaires, 149 valid responses were retrieved and subsequently analyzed, representing a response rate of 56.4%. Data were analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation. Findings reveal a high level of exposure to Instagram lifestyle influencer content among respondents. Also, respondents frequently encounter influencer posts showcasing luxury fashion, accessories, and lifestyle products. This paper also found a strong luxury brand preference influenced by Instagram lifestyle influencers. Respondents indicated that influencer endorsements enhance perceived brand status, increase trust, and strengthen purchase intention toward luxury products. The findings further show that luxury brand preference is shaped not only by product quality but also by emotional attachment, aspirational consumption, and perceived influencer credibility. The paper concludes that Instagram lifestyle influencers significantly shape luxury brand preference among residents of Maitama, Abuja through repeated exposure, lifestyle framing, and perceived credibility. It was recommended that luxury brands collaborate with credible influencers and adopt long-term influencer marketing strategies to sustain consumer engagement and strengthen brand preference.

Keywords
Instagram Lifestyle influencers; Influencer marketing; luxury brands; luxury brand preference;Consumer Behaviour

I. Introduction

Instagram has become one of the most influential platforms for shaping consumer lifestyles and purchase decisions, especially through visual storytelling and influencer marketing. Users are no longer passive viewers of advertisements; instead, they actively engage with curated content created by lifestyle influencers who present luxury goods as part of everyday living (Khan and Raza, 2024). These influencers often display high-end fashion, accessories, travel experiences, and branded products in visually appealing formats that attract attention and shape consumer aspiration. In this environment, luxury consumption is increasingly driven by perceived lifestyle value rather than direct product promotion (traditional way of advertising) resulting in the concept 'Influencer Marketing'. Hence, Instagram lifestyle influencers play a central role in shaping how consumers evaluate, desire, and prefer luxury brands (Jansom & Pongsakornrungsilp, 2021).

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The growth of influencer marketing has transformed how luxury brands connect with consumers, particularly in urban and high-income settings. Instagram influencers use lifestyle presentation strategies that blend personal identity with brand promotion, making luxury products appear more relatable and desirable. Hazari and Sethna (2023) explain that lifestyle marketing through influencers is especially effective among digital users because it combines emotional appeal with visual persuasion (Aondover et al., 2025). In addition, influencer content often creates symbolic meaning around luxury goods, where brands represent success, social status, and modern identity. This approach strengthens consumer engagement and increases preference for specific luxury brands over others.

In Nigeria, influencer marketing has become a powerful tool for shaping consumer behaviour and brand acceptance across different product categories. Adelabu, Odion, Ewetan, and Ilesanmi (2024) observe that social media influencers significantly affect brand acceptance by shaping how consumers perceive product quality and credibility. This influence is further strengthened through repeated exposure to influencer content, which increases familiarity and trust in endorsed brands. Similarly, Umoren (2025) notes that social media marketing and electronic word-of-mouth strongly influence brand preference among consumers, particularly when products are linked to lifestyle aspirations and social identity.

While Kapferer (1997) defines luxury brands primarily through tangible and symbolic product attributes — quality, price, exclusivity, aesthetics, and heritage, Vigneron and Johnson (1999) shift the focus toward the consumer's psychological experience, positioning luxury as a function of prestige-seeking behavior rooted in conspicuousness, uniqueness, and emotional value (Yar'Adua et al., 2023). Together, these perspectives suggest that luxury branding operates on two interdependent levels: the product level (what the brand objectively offers) and the consumer level (what the brand psychologically and socially signals).

Luxury brand preference is also closely connected to emotional attachment and aspirational consumption. Ojiaku (2026) explains that influencer marketing contributes to brand love by creating emotional connections between consumers and endorsed products. When consumers repeatedly see luxury products used by influencers they admire, they are more likely to develop positive attitudes toward those brands. This emotional connection often translates into stronger brand preference and purchase intention (Aondover et al., 2022). Therefore, Instagram influencers do not only promote luxury products but also shape the meanings attached to them in ways that influence consumer decision-making.

Despite this growing influence, there is still limited empirical understanding of how Instagram lifestyle influencers specifically shape luxury brand preference among residents of high-income districts such as Maitama, Abuja. Most existing studies focus broadly on influencer marketing, social media advertising, or general consumer behaviour without isolating luxury consumption contexts or elite urban populations. For instance, Khan and Raza (2024) highlight that Instagram engagement significantly affects luxury brand interactions, while Umoren (2025) focuses on fashion and cosmetic preferences among students, leaving out high-end consumer segments. This creates a contextual gap in understanding how exposure to curated luxury lifestyles on Instagram translates into actual brand preference among affluent residents.

Furthermore, concerns remain about whether influencer-driven luxury marketing leads to genuine brand loyalty or superficial, trend-based consumption influenced by aesthetics, status signalling, and perceived social identity. Ojiaku (2026) explains that

influencer marketing can generate strong emotional attachment to brands, but such attachment may not always reflect rational consumer evaluation. In addition, the persuasive power of influencer content raises questions about how credibility, relatability, and lifestyle aspiration interact to shape purchasing decisions in luxury markets. Therefore, this paper investigates the influence of Instagram lifestyle influencers on luxury brand preference among residents of Maitama, Abuja.

The study is guided by two main objectives- to examine the extent of exposure to Instagram lifestyle influencer content among residents of Maitama, Abuja and to determine the influence of Instagram lifestyle influencer content on luxury brand preference among residents of Maitama, Abuja.

II. Review of Literature

2.1 Instagram Lifestyle Influencers and Luxury Brand Communication

Instagram lifestyle influencers are individuals who build large and engaged online audiences by consistently sharing curated content around fashion, beauty, travel, wellness, and luxury consumption. Their influence is rooted in their ability to combine personal identity, visual storytelling, and commercial messaging in ways that appear authentic and aspirational. Jin and Ryu (2020) explain that Instagram fashion influencers rely heavily on carefully constructed visual strategies such as aesthetic photography, symbolic brand display, and lifestyle presentation to communicate luxury value (Hile et al., 2023). According to them, luxury branding on Instagram goes beyond product promotion; it involves the creation of aspirational imagery that connects products to desirable lifestyles, social status, and identity construction. In this way, influencers act as visual curators who shape how audiences interpret luxury goods, not merely as commodities but as symbols of success and self-expression (Vitalis et al., 2025).

The effectiveness of Instagram influencers in luxury communication is largely driven by the platform's visual-first structure, which allows messages to be absorbed quickly and emotionally. Sultana, Batool, and Abbas (2025) observe that continuous exposure to influencer-generated fashion content significantly shapes fashion awareness, style choices, and consumption preferences among young adults. They argue that influencers create a form of digital socialisation where audiences gradually learn what is considered fashionable, desirable, and socially acceptable. This repeated exposure leads to internalisation, where consumers begin to associate luxury brands with confidence, elegance, and social prestige. Over time, these associations influence not only what individuals desire but also how they define personal identity through consumption choices.

Similarly, Oladipo, Ayoola, Ashibuogwu, and Oluwakolade (2025) explain that influencer marketing plays a strong role in shaping consumer attitudes and purchase intentions by embedding promotional messages within relatable lifestyle content. They note that influencers are effective because they do not present products in a formal advertising format; instead, they integrate them into everyday experiences such as travel, dressing, and social interactions (Idris & Msughter, 2022). This makes the message appear more natural, less commercial, and more trustworthy. Even when consumers are aware that content is sponsored, the perceived closeness and relatability of influencers often reduce resistance to persuasion (Maikaba & Msughter, 2019). As a result, influencer marketing

becomes a powerful communication tool that blends entertainment, aspiration, and commercial influence into a single content experience.

Furthermore, Akin-Odukoya, Okunade, Ogbonna, and Falobi (2025) highlight that influencer marketing has become a central strategy within modern branding and public relations practice. They argue that influencers function as intermediaries between brands and consumers by translating corporate messages into personalised narratives that fit into everyday digital culture. In the context of luxury branding, this intermediary role is particularly significant because luxury brands rely heavily on exclusivity, emotional appeal, and symbolic meaning rather than functional utility (Oreoluwa et al., 2024). Influencers help bridge the gap between exclusivity and accessibility by presenting luxury products within relatable yet aspirational contexts, thereby maintaining desirability while expanding audience reach.

The table below presents selected international and Nigerian Instagram influencers, the luxury brands they commonly promote, and their dominant advertising strategies. It shows that luxury influencer marketing relies heavily on lifestyle presentation, identity construction, and visual storytelling rather than direct advertising. Nigerian influencers increasingly mirror global influencer strategies, thereby localising luxury consumption culture among digital audiences.

Table 1: Instagram Influencers, Luxury Brands, and Advertising Strategies

Instagram Influencer	**Luxury Brands Advertised**	**How They Advertise It**
Chiara Ferragni (@chiaraferragni)	Dior, Prada, Louis Vuitton	Fashion shoots, red-carpet appearances, luxury travel content, branded outfit tagging
Kylie Jenner (@kyliejenner)	Balmain, Dolce & Gabbana, Prada	Lifestyle posts, luxury events, brand collaborations, curated personal branding
Leonie Hanne (@leoniehanne)	Gucci, Valentino, Fendi	Editorial fashion photography, runway looks, luxury travel lifestyle posts
Tamara Kalinic (@tamara)	Hermès, Chanel, Saint Laurent	Luxury handbag showcases, outfit coordination, elite lifestyle content
Huda Kattan (@hudabeauty)	Huda Beauty, luxury cosmetics collaborations	Tutorials, product demonstrations, beauty routines, influencer collaborations
Hilda Baci (@hildabaci)	Premium kitchen/lifestyle brands, luxury dining experiences	Luxury food presentation, branded kitchen content, lifestyle storytelling
Toke Makinwa (@tokemakinwa)	Gucci, Dior, Fendi, Valentino	Fashion styling, luxury event appearances, branded outfit display
Sharon Ooja (@sharonooj	Dior Beauty, Gucci, luxury fashion	Fashion shoots, red-carpet looks, influencer brand tagging

a)	boutiques	
Temi Otedola (@temiotedola)	Louis Vuitton, Prada, Casablanca	Photoshoots and representation events, premieres and fashion week.
Nancy Isime (@nancyisimeofficial)	Luxury fashion brands, designer accessories	TV appearances, fashion styling, branded outfits, lifestyle posts
Priscilla Ojo (@its.priscy)	Dior, Louis Vuitton, Prada	Fashion shoots, luxury outfit posts, travel lifestyle content

Source: Researcher's computation.

2.2 Consumer Purchase Behaviour and Luxury Brand Preference in Digital Environments

Consumer purchase behaviour refers to the processes through which individuals search for, evaluate, select, and purchase products or services. In digital environments such as Instagram, this behaviour is increasingly shaped by visual exposure, influencer endorsements, and continuous engagement with branded content. Jin and Ryu (2020) explain that Instagram users often develop strong emotional responses to luxury content due to repeated exposure to visually appealing influencer posts (Mojaye & Aondover, 2022). These responses include admiration, aspiration, and social comparison, all of which contribute to shaping consumption desires. They further argue that luxury consumption on Instagram is closely linked to vanity and self-presentation, as individuals often use luxury brands as tools for constructing identity and projecting a desired social image.

Luxury brand preference, within this context, refers to a consumer's consistent inclination towards high-end brands based on perceived prestige, exclusivity, quality, and symbolic value. Jide (2023) explains that influencer marketing enhances perceived authenticity and trust, which significantly increases purchase intention among consumers. According to the study, consumers are more likely to prefer brands that are endorsed by influencers they perceive as credible, relatable, and emotionally engaging. This indicates that luxury brand preference is not only shaped by rational evaluation of product quality but also by emotional attachment and perceived social meaning. The trust built between influencers and their audiences becomes a key factor in determining whether promotional messages translate into actual consumer preference.

Amlima (2025) further observes that social media platforms, particularly Instagram, play a major role in shaping consumer purchasing behaviour through constant exposure and interactive engagement. The study highlights that repeated interaction with influencer content increases brand familiarity, which gradually strengthens consumer confidence in the brand. This familiarity is important because it reduces uncertainty in decision-making and increases the likelihood of purchase. In luxury markets, where products are often expensive and symbolically loaded, familiarity created through influencer exposure helps consumers justify their preferences emotionally and socially rather than purely economically.

Olumuji, Michael, and Odigie (2025) also note that social media advertising significantly improves consumer access to fashion and luxury brands by increasing visibility and simplifying product discovery. They explain that Instagram allows users to engage directly with brands through posts, stories, and influencer collaborations, thereby reducing traditional barriers between consumers and luxury markets. This accessibility encourages more frequent interaction with luxury content, which in turn reinforces

preference formation. As consumers are repeatedly exposed to luxury imagery, they begin to associate certain brands with lifestyle aspirations, social success, and personal achievement.

Influencer credibility and trust are critical determinants of how effectively influencer marketing shapes luxury brand preference. Influencers are perceived not only as content creators but also as opinion leaders whose personal branding significantly affects audience perception. Jide (2023) explains that perceived authenticity is one of the most important factors influencing consumer response to influencer content. When influencers are seen as genuine, consistent, and transparent in their lifestyle presentation, their recommendations are more likely to be accepted as trustworthy. This perceived authenticity reduces scepticism toward sponsored content and increases the persuasive impact of luxury brand promotions.

Similarly, Oladipo, Ayoola, Ashibuogwu, and Oluwakolade (2025) argue that influencer credibility plays a significant role in shaping consumer attitudes and purchase intentions in Nigeria. They note that consumers are more responsive to influencers who maintain consistent engagement with their audiences and demonstrate lifestyle alignment with the products they promote. This sense of consistency builds emotional trust, which is essential in influencing high-involvement purchasing decisions such as luxury consumption. In this context, trust becomes more than belief in product quality; it becomes belief in the influencer's lifestyle and value system.

Jin and Ryu (2020) further explain that Instagram influencers contribute strongly to aspirational consumption by constructing idealised lifestyles that followers desire to emulate. These lifestyles often include luxury fashion, exotic travel, high-end accessories, and exclusive social experiences (Moropefoluwa eet al., 2024). Continuous exposure to such imagery creates a psychological comparison process in which consumers evaluate their own lifestyles against influencer portrayals. Over time, this comparison generates aspiration, where luxury brands are no longer seen as optional goods but as symbols of achievement, success, and belonging.

Sultana et al. (2025) support this view by noting that Instagram influencers significantly shape fashion awareness and style decisions by normalising luxury consumption within everyday digital culture. They argue that repeated exposure to influencer content makes luxury lifestyles appear attainable and socially desirable. This normalisation reduces psychological distance between consumers and luxury brands, making high-end products feel more relevant and achievable.

This paper is therefore anchored on the Source Credibility Theory. It was originally developed by Hovland, Janis, and Kelley (1953). The theory explains that the effectiveness of persuasive communication depends largely on how audiences perceive the credibility of the message source. Credibility is generally shaped by three main components: trustworthiness, expertise, and attractiveness. When a source is perceived as credible, audiences are more likely to accept the message, develop positive attitudes, and change their behaviour in line with the communication. In the context of marketing communication, the theory explains why some influencers successfully shape consumer preferences while others fail, even when they promote similar products or brands.

In relation to Instagram lifestyle influencers and luxury brand preference, Source Credibility Theory provides a strong explanation for how followers interpret influencer content. Jin and Ryu (2020) argue that Instagram fashion influencers construct visually appealing lifestyles that signal status, luxury, and aspiration, which significantly shape followers' perception of luxury brands. These influencers often present themselves as stylish, successful, and socially desirable, which increases their attractiveness as persuasive

sources. When audiences perceive such influencers as authentic and knowledgeable about fashion and luxury products, they are more likely to trust their recommendations and associate promoted brands with prestige and high social value. This process becomes particularly strong in luxury consumption, where symbolic value and social identity play a major role in purchase decisions.

Furthermore, Sultana, Batool, and Abbas (2025) explain that Instagram influencers strongly shape fashion awareness and style choices among young adults through consistent exposure to curated lifestyle content. They note that repeated interaction with influencer content strengthens perceived expertise, especially when influencers demonstrate knowledge of fashion trends, brand quality, and styling combinations (Mosopefoluwa et al., 2024). Similarly, Jide (2023) observes that perceived authenticity and trust significantly influence purchase intention among social media users in Nigeria, particularly in the cosmetic and fashion industries. This suggests that credibility does not only depend on professional qualification but also on emotional connection and relatability, which Instagram influencers often build through personal storytelling and lifestyle sharing.

In addition, Oladipo, Ayoola, Ashibuogwu, and Oluwakolade (2025) explain that influencer marketing strongly affects consumer attitudes and purchase intentions, especially among digitally active consumers exposed to lifestyle-driven advertising. They argue that influencers function as modern brand intermediaries who reduce uncertainty in purchase decisions by providing social proof and experiential recommendations. Similarly, Akin-Odukoya, Okunade, Ogbonna, and Falobi (2025) highlight that influencer marketing has become a strategic communication tool in Nigeria's public relations and branding industry because it strengthens emotional appeal and brand recognition. Okposo (2022) also confirms that Nigerian social media influencers are effective in promoting brands due to their ability to maintain audience engagement and build perceived trust over time.

Therefore, Source Credibility Theory helps this paper explain how Instagram lifestyle influencers shape luxury brand preference by influencing how audiences evaluate trustworthiness, expertise, and attractiveness (Obasi et al., 2025). When residents are exposed to consistent luxury-oriented content, they are more likely to develop favourable perceptions of luxury brands, not only based on product features but also based on the perceived credibility and aspirational value of the influencer promoting them.

III. Research Methods

The study adopted a descriptive survey research design. The design was considered appropriate because it enabled the researcher to collect information about respondents' social media exposure, perceptions, and brand preferences without manipulating any variables. It also provided a basis for describing respondents' experiences with Instagram lifestyle influencers and their preferences for luxury brands within their natural social environment.

The target population comprised female residents of Maitama, Abuja, who used Instagram and were eligible to participate in the study. The accessible population was operationalised through the parental database of a premium private international school group in Maitama, comprising primary school, secondary school, and sixth-form college levels. To preserve the institution's anonymity, its identity is not disclosed. The accessible sampling frame consisted of 264 female parents residing in Maitama, distributed across the three educational levels. Specifically, 139 were in the primary-school stratum, 88 in the secondary-school stratum, and 37 in the sixth-form college stratum.

A total population sampling was used based on the total population of 264 female parents and questionnaires were administered to them based on their various stratum. Data were collected using both physical questionnaires and an online questionnaire administered through Google Forms. The dual-mode approach was adopted to facilitate access to eligible respondents and provide alternative means of participation. A total of 264 eligible female parents constituted the accessible sampling frame, while 149 valid questionnaires were included in the final analysis. With all 264 eligible individuals invited to participate, the response rate was calculated as follows:

Response rate = (149 ÷ 264) × 100 = 56.4%.

The response rate of 56.4% indicates that the valid analytical sample represented 56.4% of the accessible sampling frame under this assumption. The final report should confirm the number of individuals actually invited and distinguish valid returns from incomplete or unusable questionnaires. The possibility of non-response bias was acknowledged because individuals who completed the questionnaire may differ from those who did not participate. Consequently, the findings were interpreted within the limits of the accessible sampling frame and were not automatically generalised to all female residents of Maitama, Abuja.

The questionnaire was divided into sections covering demographic information, exposure to Instagram lifestyle influencers, and luxury-brand preference. The influencer-exposure section measured the frequency with which respondents encountered, viewed, followed, and engaged with influencer content featuring luxury products. The luxury-brand-preference section focused on independent indicators of preference, including brand consideration, preference over competing brands, perceived quality, previous satisfactory experience, and willingness to recommend a preferred brand. These measures were designed to distinguish respondents' exposure to influencer content from their broader preferences for luxury brands.

The questionnaire items were developed in line with the study objectives and the conceptual distinction between influencer exposure and luxury-brand preference. Responses to the attitudinal items were measured on a four-point Likert scale consisting of Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD), scored 4, 3, 2, and 1 respectively. A decision mean of 2.50 was adopted as a descriptive benchmark. Mean scores of 2.50 and above indicated general agreement with a statement, while scores below 2.50 indicated general disagreement. This benchmark was used to interpret response tendencies and was not treated as a test of statistical significance.

The data were analysed using descriptive statistics, including frequencies, percentages, means, and standard deviations. Frequencies and percentages summarised the distribution of responses, while means and standard deviations described the central tendencies and variability of responses to the attitudinal items. Such analysis is necessary before making claims about statistical significance or predictive influence.

Ethical considerations included informing prospective participants about the purpose of the study, making participation voluntary, and explaining that respondents could decline to participate or withdraw in accordance with the study procedures. Respondents' identities and questionnaire information were treated confidentially, and data were stored securely and used for solely for the research purposes.

IV. Result and Discussion

Table 2: Extent of Exposure to Instagram Lifestyle Influencers among Female Residents of Maitama, Abuja (n = 149)

Statement	SA	A	D	SD	Mean	SD	Decision
I frequently encounter Instagram lifestyle influencers showcasing luxury brands.	55 (36.9 %)	48 (32.2 %)	28 (18.8 %)	18 (12.1 %)	2.94	1.07	Accepted
I often view influencer content featuring luxury fashion, cars, and accessories.	52 (34.9 %)	50 (33.6 %)	27 (18.1 %)	20 (13.4 %)	2.90	1.09	Accepted
I regularly engage with Instagram posts featuring luxury products promoted by lifestyle influencers.	49 (32.9 %)	51 (34.2 %)	30 (20.1 %)	19 (12.8 %)	2.87	1.10	Accepted
I follow lifestyle influencers who frequently feature luxury products.	46 (30.9 %)	52 (34.9 %)	31 (20.8 %)	20 (13.4 %)	2.83	1.11	Accepted
I encounter sponsored luxury-brand content through Instagram influencers on most days that I use Instagram.	44 (29.5 %)	50 (33.6 %)	35 (23.5 %)	20 (13.4 %)	2.78	1.12	Accepted

Aggregate item mean = 2.86.

Table 2 presents the extent of exposure to Instagram lifestyle influencers among the respondents represented by the data. All five mean scores exceeded the decision benchmark of 2.50, indicating general agreement with the statements describing exposure to influencer content. The pattern suggests that encountering and viewing luxury-related content may be more common than engaging with sponsored posts or following influencers specifically for luxury products.

Table 3: Level of Luxury-Brand Preference among Female Residents of Maitama, Abuja (n = 149)

Statement	SA	A	D	SD	Mean	SD	Decision
I have particular luxury brands that I prefer over competing brands.	53 (35.6 %)	49 (32.9 %)	28 (18.8 %)	19 (12.8 %)	2.91	1.08	Accepted
I consider specific luxury brands when evaluating fashion and accessories.	51 (34.2 %)	50 (33.6 %)	30 (20.1 %)	18 (12.1 %)	2.90	1.09	Accepted
The reputation and perceived quality of a luxury brand affect my preference for it.	48 (32.2 %)	52 (34.9 %)	30 (20.1 %)	19 (12.8 %)	2.87	1.10	Accepted
I would consider purchasing a luxury brand that I have previously used and found satisfactory.	47 (31.5 %)	50 (33.6 %)	32 (21.5 %)	20 (13.4 %)	2.83	1.11	Accepted
I would recommend a luxury brand that I consider reliable	45 (30.2	51 (34.2	33 (22.1	20 (13.4	2.81	1.1	Accepted

Statement	SA	A	D	SD	Mean	SD	Decision
and satisfactory.	%)	%)	%)	%)		2	

Aggregate item mean = 2.86.

Table 3 presents the distribution of luxury-brand preference among female residents of Maitama, Abuja. The results suggest general agreement with the statements measuring luxury-brand preference, as all five means exceed the decision benchmark of 2.50. They also demonstrate why preference should be measured independently of influencer exposure. Respondents may prefer particular luxury brands because of perceived quality, reputation, personal taste, prior experience, or other considerations unrelated to Instagram influencers.

The findings of this study show that female residents of Maitama, Abuja, generally reported exposure to Instagram lifestyle influencers and expressed preferences for particular luxury brands. The first objective focused on the extent of exposure to Instagram lifestyle influencer content. Table 2 reveals an aggregate item mean of 2.86, which exceeds the decision benchmark of 2.50 and indicates general agreement with the statements measuring exposure. A total of 36.9% of respondents strongly agreed and 32.2% agreed that they frequently encountered influencers showcasing luxury brands. Similarly, 34.9% strongly agreed and 33.6% agreed that they often viewed influencer content featuring luxury fashion, cars and accessories. These findings suggest that exposure to luxury-related influencer content was relatively common among respondents. Jin and Ryu (2020) explain that Instagram influencers use visual strategies to present luxury brands within lifestyle-oriented content. Similarly, Sultana, Batool, and Abbas (2025) discuss how repeated exposure to influencer content may shape consumer awareness and lifestyle perceptions. The findings are consistent with the relevance of these arguments because most respondents reported encountering or viewing luxury-related influencer content. However, the results establish the extent of reported exposure rather than demonstrate that exposure necessarily produces luxury-brand preference.

The second objective examined the level of luxury-brand preference among the respondents. Table 3 also records an aggregate item mean of 2.86, indicating general agreement with the statements measuring luxury-brand preference. Specifically, 35.6% strongly agreed and 32.9% agreed that they had particular luxury brands they preferred over competing brands. Furthermore, 34.2% strongly agreed and 33.6% agreed that they considered specific luxury brands when evaluating fashion and accessories. These findings suggest that respondents expressed preferences for particular luxury brands and considered specific brands during product evaluation. The results further indicate that brand reputation and perceived quality were relevant to respondents' preferences, with the corresponding statement recording a mean score of 2.87. This is consistent with the argument that luxury-brand preference may reflect product evaluations, brand reputation, personal taste and previous experiences. Although Instagram influencers provide a channel through which consumers encounter luxury products, the present findings do not establish that influencer content directly determines respondents' brand preferences.

Furthermore, the findings provide a basis for discussing the potential relevance of influencer marketing to luxury-brand communication. Oladipo, Ayoola, Ashibuogwu, and Oluwakolade (2025) argue that influencer marketing can integrate products into lifestyle narratives, allowing brands to communicate through content that audiences encounter on social media. The relatively high agreement recorded for exposure to luxury-related influencer content suggests that Instagram is a relevant platform within respondents' media

experiences. Nevertheless, the findings do not establish whether exposure translates into preference or purchase behaviour. The relationship between these variables would require an analysis of individual respondents' exposure and brand-preference scores. Thus, while influencer marketing may offer luxury brands opportunities to increase visibility and communicate brand identity, its predictive relationship with preference cannot be determined from the descriptive statistics presented in this study.

In addition, the findings indicate that respondents considered several factors when evaluating luxury brands. The mean score of 2.87 for brand reputation and perceived quality, 2.83 for considering a previously used and satisfactory brand for purchase, and 2.81 for recommending a reliable and satisfactory brand suggest that respondents' preferences extended beyond exposure to promotional content. These findings are relevant to the argument by Olumuji, Michael, and Odigie (2025) that social media can increase brand visibility and facilitate consumer access to fashion-related information. Amlima (2025) also discusses the role of repeated exposure in increasing familiarity and reducing uncertainty. However, the present study did not directly measure emotional attachment, aspirational identification or the extent to which influencer exposure reduced uncertainty. Consequently, these explanations provide possible interpretations of consumer behaviour rather than confirmed mechanisms underlying the responses recorded in the study. The findings instead highlight the importance of considering product reputation, perceived quality and previous satisfactory experiences when discussing luxury-brand preference.

The findings can also be discussed in relation to Source Credibility Theory, which identifies trustworthiness, expertise and attractiveness as relevant dimensions of persuasive communication. Instagram lifestyle influencers may present luxury products through personal recommendations, visual demonstrations and lifestyle narratives. Akin-Odukoya, Okunade, Ogbonna, and Falobi (2025) discuss how influencers can act as intermediaries between brands and consumers by incorporating brand messages into personalised content. However, the questionnaire results presented in Tables 2 and 3 do not directly measure all three dimensions of source credibility. Therefore, the aggregate mean scores of 2.86 for exposure and 2.86 for luxury-brand preference cannot be interpreted as evidence that influencer credibility significantly influenced respondents' preferences. Source Credibility Theory provides a relevant framework for understanding influencer communication, but establishing the contribution of credibility to luxury-brand preference would require direct measurement and appropriate statistical analysis.

Finally, the findings demonstrate that respondents generally reported exposure to Instagram lifestyle influencer content and expressed preferences for luxury brands. Both constructs recorded aggregate item means of 2.86, with all individual item means exceeding the decision benchmark of 2.50. These results indicate general agreement with the statements used to measure exposure and preference. However, the similarity between the two aggregate means does not establish a statistical relationship between the variables. The study therefore provides descriptive evidence of influencer exposure and luxury-brand preference among the respondents, but it does not establish that exposure significantly predicts preference or causes changes in consumer behaviour. Further analysis using respondent-level data would be required to determine whether a statistically significant predictive relationship exists.

V. Conclusion

The study concludes that female residents of Maitama, Abuja, generally reported exposure to Instagram lifestyle influencer content featuring luxury products and expressed preferences for particular luxury brands. The aggregate item mean of 2.86 for influencer exposure indicates general agreement with the statements describing encounters with luxury-related influencer content. Similarly, the aggregate item mean of 2.86 for luxury-brand preference indicates general agreement with the statements measuring respondents' preferences for particular brands. The findings further suggest that brand reputation, perceived quality, previous satisfactory experiences and willingness to recommend a brand were relevant considerations in respondents' evaluations of luxury brands. However, the descriptive analysis does not establish that Instagram lifestyle influencers significantly influence luxury-brand preference or that a statistically significant relationship exists between the two variables. The study therefore concludes that influencer exposure and luxury-brand preference were both evident among the respondents, while the predictive relationship between them remains unestablished by the findings presented. Influencer marketing may provide opportunities for product and brand awareness, but its contribution to preference and purchasing behaviour requires further investigation.

Based on the findings, the study recommends the following:

1. Luxury brand managers should strengthen their presence on Instagram through relevant lifestyle content.
2. Luxury brands should adopt consistent influencer marketing strategies rather than rely exclusively on one-off campaigns.

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