

# CELEBRITY ENDORSEMENT AND CUSTOMER PURCHASE DECISION

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## **ABSTRACT**

*The study examined celebrity endorsement and customer purchase decision of consumer products. The sole objective of the study was to determine whether celebrity endorsement affected the purchase decisions of consumer products in Warri town Delta state in Nigeria.*

*The research design was the survey method using questionnaires as instrument of data gathering. Three hundred (300) questionnaires were conveniently administered to respondents out of which two hundred and eighty four (284) were retrieved and found usable. Ten (10) research Assistants were hired and used to fast track questionnaire distribution and retrieval. Tables, percentages and regression analyses were used. The analyses results showed among others that 280 (98.6%) of the respondents reported that they regularly viewed endorsed messages on consumer products which positively affected their purchase decisions of consumer products. It was also found that majority of the respondents 143 (50.3%) very often or often made purchases of consumer products due to the influence of product endorsement by celebrities. It was recommended that; endorsed messages should be regularly exposed to target customer segments using the most widely viewed mass media, secondly celebrity endorsement should be made part of the promotion mix, and lastly celebrities with esteem and integrity should be used in consumer product endorsement for effective results.*

**Keywords:** Celebrity Endorsement, Consumer Products, Purchase decision.

## **INTRODUCTION**

It is a marketing practice for organizations to use well known personalities to endorse their products in advertisements either in electronic or print media. Such advertisements endorsed by renowned personalities have become part and parcel of companies' promotion strategies. This concept is known as celebrity endorsement. The believe is that celebrities can be used as effective spokespersons for the organization hence companies spend huge amount of money for the deal (Katyar, 2007). Personality choice for endorsement is very critical due to the fact that it involves significant fund along with the reputation of the firm. Choice of celebrity is done based on two parameters. One of such is 'compatibility index' which means a

good match between the endorser and the brand. On the other hand, the trait fit index is the harmony of brand personality with the celebrity traits (Sengupta, 2005).

There is a great increase in the use of celebrity endorsement as a promotion tool by companies in developed and developing countries in recent time. Celebrities are now used to promote almost all kinds of goods or services. The increase in the use of celebrity endorsement is not limited to any specific sector of the economy. Companies use personality endorsement in all industries including manufacturing, automobile, telecommunication financial services, etc (Okorie, 2010; Okorie & Aderogba, 2011). According to White (2000), in the United States of America, 25 percent of advertisement in print media employs the use of endorsers. As a result, there is a widespread believe that celebrity endorsement positively affects consumers' attitudes and buying behaviours, by firms in the United States of America(Okorie & Aderogba, 2011).The motive behind celebrity endorsement is not only to increase income, but also to add value to company brands or products.

Celebrity endorsement strategy has huge financial implications but attracts high customer base (Amos, Holmes & Strutton, 2008). In general, celebrity endorsements are a characteristics of nationally marketed products rather than for local or niche market products. These conglomerates invest huge amount of money for matching its products with the celebrity believed to catch the attention of customers towards the endorsed goods or services and also assist in transforming the image of the products (Meenaghan & O'Mahony, 1997).Therefore the objective of this study is to determine the effects of celebrity endorsement on the purchase decision of consumer goods in Nigeria.

## **REVIEW OF RELATED LITERATURE**

### **A Brief insight into the use of celebrity endorsement by Marketers**

Before the end of the Second World War in 1945, the relationship between celebrities and their audiences came to the notice of the advertisers. Admired entertainers and movie stars were the early endorsers. This later extended to embrace TV stars and persons from specific occupations like politics, sports, arts, and business etc (Belch, 2001). Celebrities are chosen to stand for values, which are embodied in the endorsed product. Bill Cosby, a comedian, endorsed Coca-Cola soft drink. Though there exists a close association between the star and product, yet the use of celebrity endorsement does not guarantee increase in product sales. An endorsement fails when it fail to transfer meaning. For instance in Indian, the first celebrity endorsement advertisement was carried out by LUX in which the celebrity was bathing with the soap. Subsequently, it came into the trend of attaching celebrity credibility to the products through an endorsement stunt (Belch, 2001). Today strategic positioning along with effective communication has become the formula for success in the competitive marketplace. Celebrity endorsement gives a touch of glamour to the brand (Rennal, 2000). Celebrity endorsement has become a billion dollar industry today worldwide (Kambitsis et al, 2002). In Nigeria, Nollywood stars, such as actors and actresses, comedians, singers, etc. have enormous fans following them. This fact provides all these famous personalities the celebrity status (Okorie, 2010).

The consumer market with consumer goods cuts across virtually every sector and industry.Little wonder that the early adoption of celebrity endorsement was first noticed in the

consumer market as Coca Cola Company took early lead in adopting the practice (Rennal, 2000).

### **The meaning of Celebrity**

Celebrity also referred to as celeb means a popular or famous individual. They are individuals who are well known and highly regarded by the populace for their extra ordinary qualities, works, belongings or associations. These persons hold outstanding profile. Their distinctions in their various careers and human endeavours are popularly known and acknowledged by the general public. These areas of distinctions can be professional or personal attributes of the individuals (Turner, 2010).

Celebrity status can be associated with many careers in the fields of sports, entertainment or social work. From the sporting arena, basketball player like Michael Jordan; golfer like Tiger Woods; hockey player like Wayne Gretzky; former boxer Muhammad Ali; actors and actresses in Nigeria like Ini Edo, Genevieve, Kanayo, Omotola, Ramsey Nouah, Richard Mofe Damijo, Desmond Elliot, Olu Jacobs, Pete Edochie, Dakore Akande and many more, are all well known and enjoys celebrity status backed by their eminent performance in their respective fields. In the entertainment industry, many famous personalities in Nigeria like Basket mouth, Okey bakasi, Seyi Law, I go die, I go Save, Ushbebe, Akpororo, Helen Paul, Ayo Makun, Bovi, Alibaba etc. are enjoying celebrity status.

Being a celebrity is a state of widely acclaimed honour. Attributes like extraordinary lifestyle, attractiveness are examples of some of the common characteristics of celebrities (Kambitsis et al, 2002; Shimp, 2007; Jain, 2010).

### **Celebrity Endorsement**

In the opinion of McCracken (1989), celebrity endorsement is a universal attribute of modern marketing promotion strategy. Companies invest considerable amount of money to match their products with the big names of the desired celebs. This step is taken with the belief that customers will patronize the endorsed goods/services and also transfer image values to these goods/services by the amiable quality, profiles and delightful attributes of the endorsers (O'Mahony & Meenaghan, 1997; Erdogan, 1999).

Celebrities are capable of increasing product recognition and positioning through their acclaimed popularity. The use of celebrity endorsement help not only to create and sustain customers attention, but also to attain high recall rates of advertisement messages (Ohanian, 1991; O'Mahony & Meenaghan, 1997; Erdogan, 1999;). These authors also believed that the use of celebrity is the most successful way of securing the attention of the consumers and getting them to memorise advertisement messages within a limited space of time. It is true that celebrity can raise or increase product recognition, but the use of wrong and infamous celebrity could produce negative consequences (Erdogan, 1999). For instance, if the image of a product has been destroyed previously, association of a popular celebrity with the product may not provide a timely solution (Erdogan, 1992). Walker et al (1992) opined that, it is easier to set up a product image with an early celebrity endorsement than changing an existing product image that has been destroyed through the use of an unpopular celebrity endorser. Companies should hire the celebrity that has acceptable profile and traits to establish specific positioning for the products (Erdogan, 1999).

### **Reasons for celebrity endorsement in marketing**

According to Belch and Belch (2001), the reason companies spend enormous amount of money to execute celebrity endorsement of products is that celebrities possess stopping power. They invite attention to advertisements and also increase message recall easily and frequency. Celebrities assist in recognition of brand names, form positive attitudes toward the brand and provide positive association with the endorsed brand. In addition, it is perceived that celebrity endorsement could favourably influence consumers' emotions, mind-set, buying behaviour etc.(Erdogan,1999).

### **Celebrity Endorsement Models**

Three models of celebrity endorsement are examined here viz; the meaning transfer model, the elaboration likelihood model, and the three~order hierarchy model.

#### **Meaning Transfer Model: According to this model**

The reason for celebrity endorsement is based on assumption that the endorser will bring his/her own personality specific meanings to the brand. So such association will infuse the endorser's specific meanings into the product image (Lee, 2000).For instance, Sachin Tendulkar endorsed energy boost drink. By this endorsement, energy boost drink got the image of stamina increasing drink. Thus, the celebrity is considered the key "player" in the course of transfer of meaning. Referring to this model, companies are advised to use celebrity endorsers who possess the ability to transfer the particular features which the company wants in the product.

#### **Elaboration Likelihood Model**

The aim of this model is to explain the process of persuasive communication that can influence the attitude of the target audience. Formation of attitude depends on the amount and nature of explanation of relevant information that happens in response to an influential message. So, the effectiveness of a celebrity endorser in any advertisement depends on involvement level of the receiver (Floyd, 1999).

#### **Three-Order Hierarchy Model**

This is quite complex. It has three response hierarchy stages. These stages are based on perceived product differentiation and product involvement. These different response hierarchies are the standard learning, attribution/dissonance and low-involvement (Floyd, 1999). According to this theory, celebrity endorsement is recommended when the consumers are unreceptive and unresponsive, because their focus may be on non-message essentials.

In Nigeria context, as the involvement of the beneficiary becomes significant with the celebrities, the meaning transfer model of celebrity endorsement strategy recommended for use. As such, association will impart the endorser's specific traits into the product image, e.g. Mike Ezuruonye endorsed Glo mobile communication. By this endorsement, the company products got the image of smartness and effective service delivery in communication.

#### **Threats in the use of celebrity endorsement by marketers**

The use of celebrity endorsement has not always provided successful results because of the risks associated with the practice(Erdogan, 1999).It is believed that the better the pulling powers of the endorsers, the bigger the risk. In support, Lee (2000) opined that the use of celebrity endorsement is more often than not associated with high-risk of latent human elements which may not be discovered on the surface. According to McCracken (1989) an

endorsement will not produce a positive result if the image of the endorser is seemingly negative from the perspectives of the public. In the same vein, the study carried out by Walker et al (1992) suggests that the endorser must possess certain desirable attributes for product endorsement to have the desired results. Furthermore, Holloway (1997), also opined that there are threats with personality based advertisement .He said that when the personality of the endorser suffers unfavorable public criticism, the credibility of the brand may also be affected. According to (Till, 1998), the risks associated with the use of celebrity endorsement can be categorised into three; celebrity-related risk, product-related risk and financial and other risks.

**Celebrity related risk**

In the opinions of White (2000), and Goddard (2004), if the morality and goodwill of the endorser suffers a setback then the endorsed brand may also be negatively affected.

**Product related risk**

This is a risk situation where the attention of the consumers is focused only on the celebrity and not the brand being endorsed (Erdogan, 1999; Belch & Belch, 2001; Ericsson & Hakansson, 2005).This opinion was also corroborated by (Ericsson & Hakansson, 2005).

**Financial risk**

According to Tandon and Melhrotra (2005), financial risk involved in celebrity endorsement has to do with the huge financial involvement in celebrity endorsement contracts with endorsers who must be paid whether the endorsed products succeed or not.

**Merits and Demerits in the use of celebrity endorsement by Marketers**

The advantages and disadvantages inherent in the use of celebrity endorsement by marketers was succinctly explained by Daniel (2002) as shown in the table below:

**Table 1: Merits & Demerits of celebrity endorsement**

Potential Advantages	Potential Hazards	Preventive actions
Increased Attention	Over shadowing	Pre testing and careful planning
Image polishing	Public controversy	Buying insurance and putting clauses in contracts with endorsers
Brand introduction	Image change and over exposure	Role explanations and putting clauses to restrict endorsements for other brands
Brand repositioning	Image change and loss of public recognition	Examining the life cycle stage of the celebrity and the future prospects
Underpin global Campaigns	Expensive	Selection of celebrities on the ground of their being suitable for targeting the global audience

*Source: Daniel, N. (2002).*

**Empirical Review on Celebrity Endorsement and consumer buying behavior**

In the study by (Erdogan,2010),it was found that association of products with celebrities makes the products popular and unique in the eyes of the consumers.Similarly, in a study done by (Kulkarmi & Gaulkar,2005),discovery was made that celebrity endorsement is extremely important and that it is the vital and basic tool for product promotion and positioning in the

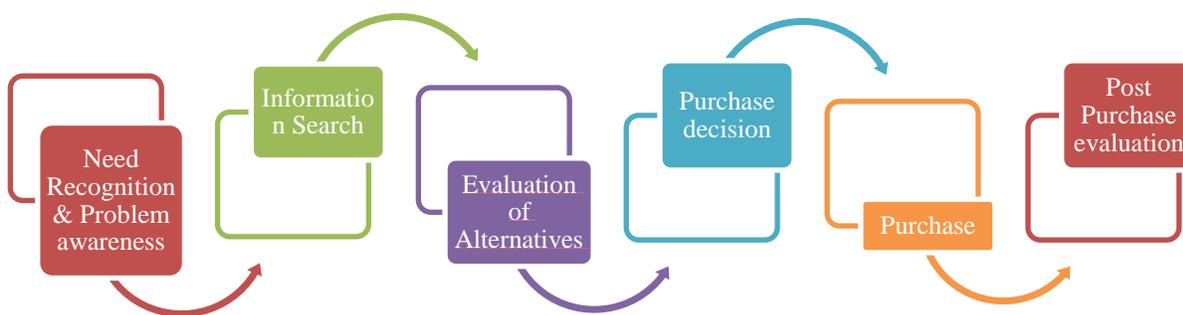
minds of consumers. Furthermore, Vijay (2011), found that for better brand image and higher product sales, celebrity endorsement was the right marketing practice. In the same vein Byrne, Whitehead and Breen (2003), reported that consumers consider legendary celebrity association with products when they want to make product purchase decisions.

### Consumer buying behaviour

Consumer buying behaviour is the process consumers go through when buying a product (Oseyomon, 2017). There are both personal and inter-personal determinants of consumer buying behaviour. In the case of personal determinants we have needs and motives, perception, attitudes and self-concept. What consumers buy depends on their needs/motives, their perception of the product, their attitudes towards the product and their status in life. On the other hand, inter-personal determinants include cultural, social and family influences. The type of products consumers buy cannot be separated from their cultural background, the social class they belong to, and the type of family they were brought up from (Oseyomon, 2018).

Group members can influence consumer purchases. The decision making unit is more complicated with people playing one or more roles viz: The initiator who first suggests the idea of buying the product; the influencer who influences the buying of the product; the decider who decides the actual buying of the product; the buyer who is the person that does the buying of the product and the user who ultimately uses the product (Cunningham et al 2005). Furthermore, the consumers go through the following buying processes: problem or opportunity recognition, information search, evaluation of alternatives, purchase decision and post purchase decision (Oseyomon, 2018). These processes are shown in the diagram below:

**Figure1: The consumer buying process**



**Source:** Cunningham L.F et al (2005) *Perceived risk and the consumer buying process*

### Types of Consumer Buying Behaviour

Consumer decision making varies with the type of decision making. For instance, consumer buying behaviour differs greatly for a tube of closeup tooth paste from buying a new car. More complex decisions usually involve more buying participants and deliberations. The following are the various types of buying decision behaviour (Oseyomon, 2018): Complex buying behaviour when consumers perceive significant differences among brands, or when the product

is expensive or purchased infrequently; dissonance reducing buying behaviour where consumers needs confirmation that they have made the right choice in purchases that involves huge amount of money; habitual buying behaviour where products that are cheap in price are bought regularly; variety-seeking buying behaviour where consumers make choices among brands that are closely related (Ferrell & Hartline, 2010).

Theoretical framework for celebrity endorsement and consumer purchase decision

The theoretical framework adopted in this study is the Ericsson and Hakansson (2005), framework that painted a picture of relationship between celebrity endorsement and consumer purchase decision. Celebrity endorsement is represented by five variables namely familiarity, relevance, esteem, differentiation and department.

**Familiarity:** This is the degree to which the target audience are familiar with the celeb and his/her association with the product endorsed (Shimp, 2007). This is significant because the higher the level of familiarity the greater the effect of positioning.

**Relevance:** In the findings of Daniel (2002), for endorsement to be relevant, it must assist consumers in product recognition.

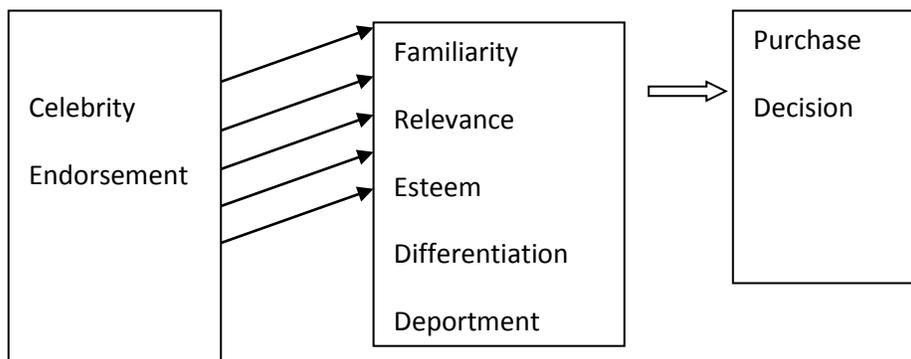
**Esteem:** The personalities of the endorsers are of importance in product endorsement. The more they are held in high esteem the greater the efficacy of their endorsement (Ericsson & Hakansson, 2005).

**Differentiation:** This is the practice of using unique celebrities that are peculiar to the endorsed brands quite distinct from other endorsed brands of competing companies (Ericsson & Hakansson, 2005).

**Department:** The consumers are expected to behave in a favourable way by making positive purchasing decisions of the endorsed products (Ericsson & Hakansson, 2005).

This model is shown in the diagram below:

Figure2: Theoretical framework for celebrity endorsement and consumer purchase decision



Adapted from: Ericsson & Hakarisson (2005)

**Methodology**

The study adopted the survey research design through the use of questionnaires administered to elicit responses from the sampled respondents. Consumer market was surveyed because product endorsement seems to be more prominent in the consumer market coupled with the stiff competition in it. A sample size of three hundred (300) buyers of consumer products were conveniently chosen and used. The questionnaires were administered

to the respondents in Warri town because it is a cosmopolitan town and respondents there were knowledgeable enough to provide answers to all parts of the research instrument.

Out of the three hundred questionnaires administered two hundred and eighty four questionnaires were returned and found usable. Tables, simple percentages and Correlation coefficient were used as tool of analyses.

**Data analyses and results**

Table1: Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	121	42.6	42.6	42.6
Female	163	57.4	57.4	100.0
Total	284	100.0	100.0	

Source: Field survey (2018).

From the above table, 121(42.6%) out of the total respondents were male while 163(57.4%) were female.

**Table 2: Age distribution of respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-25	153	53.9	53.9	53.9
26-31	58	20.4	20.4	74.3
32-37	18	6.3	6.3	80.6
38-43	34	12.0	12.0	92.6
44 above	21	7.4	7.4	100.0
Total	284	100.0	100.0	

Source: Field survey (2018).

Table2 revealed that the age distribution of respondents between 20 and 25 years stood at 153(53.9%) ; 26 and 31, 58(20.4%); 32 and 37,18(6.3%); 38 and 43, 34(12%); while 44 years and above stood at 21(7.4%).This showed that younger people buy consumer products due to celebrity endorsement.

Table 3:Marital status of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid married	102	35.9	35.9	35.9
single	182	64.1	64.1	64.1
				100.0
Total	284	100.0	100.0	

Source: Field survey (2018).

It was gleaned from table3 that out of the total respondents 102 (35.9%) were married while 182 (64.1%) were unmarried.

Table 4: Educational qualifications of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid WASC	113	39.8	39.8	39.8
OND	92	32.4	32.4	72.2
HND	36	12.7	12.7	84.9
B.sc	20	7.0	7.0	91.9
M.sc	15	5.3	5.3	97.2
Ph.D	8	2.8	2.8	100.0
Total	284	100.0	100.0	

Source:Field survey (2018).

Table 5: Frequency in viewing product endorsed campaigns in mass media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Frequentl	280	98.6	98.6	98.6
Not frequen	3	1.1	1.1	1.1
tly				
Neutr	1	0.4	.4	0.4
al				
Total	284	100.0	100.0	100.0

Table 5 showed that 280(98.6%) of the respondents frequently followed up on product endorsement campaigns on mass media. 3(1.1%) reported that they did not follow up on product endorsement campaigns on mass media, while 1(0.4%) was neutral in response.

**Table 6: Media of knowing about product endorsement campaigns by respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TV	116	40.8	40.8	40.8
Radio	11	3.9	3.9	44.7
Both	63	22.2	22.2	66.9
Social media	75	26.4	26.4	93.3
Newspapers	19	6.7	6.7	100.0
Total	284	100.0	100.0	

Source: Field survey (2018).

Table 6 displayed the sources from where respondents learnt about product endorsement campaigns. Television medium took the lead with 116(40.8%), while radio was least with 11(3.9%). Social media ranked third with 75(26.4%), while radio or television was next with 63(22.2%) and Newspapers followed with 19(6.7%).

**Table 7: Frequency of purchase decisions due to product endorsement**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very often	73	25.7	25.7	25.7
often	70	24.6	24.6	50.4
neutral	71	25.0	25.0	75.4
not often	52	18.3	18.3	93.7
not very often	18	6.3	6.3	100.0
Total	284	100.0	100.0	

Table7 sought to know the frequency of purchase decisions of respondents due to product endorsement. 73(25.7%) very often made purchase decisions as a result of product endorsement by celebrities, while 70(24.6%) said that they often made purchase decisions due to endorsement and 71(25%) were neutral in decision making. 52(18.3%) reported that they do not often made purchase decisions as a result of endorsement and 18(6.3%) said that they do not very often made purchase decisions due to product endorsement.

**Table 8: Frequency of endorsed messages heard by respondents in the mass media**

	Frequency	Percent	Valid Percent	Cumulative Percent
very frequent	165	58.1	58.1	58.1
Frequent	63	22.2	22.2	22.2
Neutral	12	4.2	4.2	4.2
Not frequent	30	10.6	10.6	10.6
Not very frequent	24	8.5	8.5	8.5
Total	284	100.0	100.0	100

Source: Field survey (2018).

Table 8 above showed the frequency of endorsed messages heard by the respondents. 165(58.1%) said that they heard endorsed messages very frequently, while 63(22.2%) reported that they were frequently aware of the endorsed messages. Similarly, 30(10.6%) said that they were not frequently aware of endorsed messages, and 24(8.6%) also said that they were not very aware of endorsed messages, while 12(4.2%) were neutral.

**Table 9: The relevance of the endorsed messages to purchase decision**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very relevant	47	16.5	16.5	16.5
relevant	64	22.5	22.5	39.1
neutral	81	28.5	28.5	67.6
not relevant	59	20.8	20.8	88.4
not very relevant	33	11.6	11.6	100.0
Total	284	100.0	100.0	

Source: Field Survey (2018).

Table 9 above showed the relevance of the advertised messages to product purchase decisions by respondents. 47(16.5%) deposed that the endorsed messages were very relevant to their purchase decisions; 64(22.5%) agreed that the messages were relevant and 81(28.5%) were neutral in making decision. 59(20.8%) said that the messages were not relevant, while 33(11.6%) reported that the endorsed messages were not very relevant to their purchase decisions.

**Table 10: The esteem nature of the endorsers in evaluating endorsed messages**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid VERY TRUE	49	17.3	17.3	17.3
TRUE	117	41.2	41.2	58.5
NEUTRAL	46	16.2	16.2	74.6
NOT TRUE	42	14.8	14.8	89.4

NOT VERY TRUE	30	10.6	10.6	100.0
Total	284	100.0	100.0	

Source: Field Survey (2018).

Table 10 above displayed the premium put on the esteem and integrity of the endorsers by respondents. 49(17.3%) of the total respondents said that it was very true that they considered the esteem and integrity of the endorsers in evaluating endorsed messages before making purchase decisions. 117(41.2%) reported that it was true; and 46(16.2%) were neutral. 42(14.8%) said that it was not true that they considered the esteem and integrity of the endorsers in evaluating endorsed messages and 30(8.5%) also reported that it was not very true that they considered the esteem and integrity of the endorsers.

**Regression Analyses and Results**

**Model Summary**

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.404 <sup>a</sup>	.163	.129	.41771

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.260	11	.842	4.825	.000 <sup>a</sup>
	Residual	47.458	272	.174		
	Total	56.718	283			

a. Predictors: (Constant), H3, H2, F2, D1, G1, E1, F1, D2, G2, H1, E2

b. Dependent Variable: cbendorse1

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.082	.169		6.393	.000
	D1	.040	.024	.109	1.681	.094
	D2	.059	.023	.188	2.526	.012
	E1	-.027	.024	-.076	-1.118	.265
	E2	-.111	.031	-.309	-3.604	.000
	F1	-.024	.030	-.073	-.803	.422
	F2	.133	.055	.146	2.422	.016
	G1	.153	.057	.161	2.681	.008

G2	.032	.028	.087	1.118	.265
H1	.027	.027	.082	1.004	.316
H2	-.050	.022	-.140	-2.255	.025
H3	-.025	.059	-.026	-.427	.670

a. Dependent Variable: cbendorse1

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	H3, H2, F2, D1, G1, E1, F1, D2, G2, H1, E2 <sup>a</sup>		Enter

a. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 <sup>a</sup>	.254	.224	.40140

a. Predictors: (Constant), H3, H2, F2, D1, G1, E1, F1, D2, G2, H1, E2

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.918	11	1.356	8.417	.000 <sup>a</sup>
	Residual	43.825	272	.161		
	Total	58.743	283			

a. Predictors: (Constant), H3, H2, F2, D1, G1, E1, F1, D2, G2, H1, E2

b. Dependent Variable: pbought

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.450	.163		8.909	.000
	D1	.117	.023	.317	5.197	.000



endorsed consumer products. This finding corroborates the finding of Ericsson and Hakansson (2005) who said that there is positive relationship between frequency in viewing endorsed campaigns and purchase decision by consumers. Indeed, this is in line with the strategy of product positioning as a marketing practice. It was also found that majority of the respondents 143 (50.3%) very often or often made purchases of consumer products due to celebrity endorsement. This discovery is in line with the findings of Kulkarni and Gaukar (2005) and Vijay (2011) who reported that celebrity endorsement was extremely important and the vital and basic tool for product patronage and positioning.

Furthermore, it was discovered that 228(80.3%) very frequently or frequently heard endorsed messages on mass media. This supports the findings of Shimp (2007) who said that familiarity with endorsed messages by consumers do results to positive purchase decision. It was also found that 111(39%) said that the endorsed messages were very relevant or relevant to their purchase decisions. We also discovered that 166(58.5%) were of the opinion that it was very true or true that they evaluated endorsed messages based on the esteem nature or integrity of the endorsers. This corroborates the work of Ericsson and Hakansson (2005) that esteem and integrity of the endorsers is of essence in evaluating endorsed messages by consumers. Finally, the regression results showed an R value of 0.504; an adjusted R squared of 0.224 and  $p < 0.01$  revealing that the independent variables of familiarity, relevance, esteem, differentiation, and deportment affected the purchase decisions of the respondents. The results are in line with the works of Daniel (2002); Ericsson and Hakansson (2005); Ferrell and Hartline (2010) and Erdogan (2010).

### **Recommendations**

Arising from the findings the following recommendations are made:

1. Endorsed messages should be frequently exposed to the target customer segments using the most widely viewed or read mass media. This will create the needed exposure to the endorsed campaigns.
2. Celebrity endorsement should be made part of the promotion mix since it is widely acceptable to customers of consumer products and also result in positive purchase decisions.
3. Celebrities with esteem and integrity are recommended for product endorsement to get the needed results.

### **Conclusion**

Product celebrity endorsement has become widely known as a modern marketing strategy in Nigeria in the past decade. This is a good development as marketers in Nigeria are fast adapting E- marketing in line with what is obtainable in the developed nations of the world. Since the era of a ( good product will sell itself) is no longer practicable due to stiff competition in the marketing environment, the innovation of product celebrity endorsement by marketers is a right step in the right direction.

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