

The Influence of Celebrity Advertising On Consumer Brand Preference in Nigeria: Case Study of Chivita

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ABSTRACT

This study focuses on examining the perception of Nigerian Consumers about the celebrity endorsement process and the subsequent impact on their preference of brands. Competing in a turbulent and competitive business landscape requires organizations to continuously introduce innovative products which meet the trends, lifestyles and expectations of customers. Advertising is the most common and effective tool used in creating awareness and convincing customers about the brand name.

There are various types of advertising and one of the most common current advertising forms is celebrity endorsement advertising. The objective of this study is to gain a deeper understanding of the influence of celebrity advertising leading to brand preference of consumers in fruit juice related products.

Specifically, this research examines the level of respondents' awareness of celebrity endorsement on chi vita, how celebrity endorsement influences consumers' preference of chi vita; if the celebrity endorsement influences consumers intention to purchase chi vita, how loyal the respondents are to the brand of chi vita; how celebrity endorsement influences consumers loyalty of chi vita; the effects of changes in celebrity adverts on the consumers preference for chi vita.

The findings revealed that celebrity endorsers do impact the consumers in some ways as they refer to the celebrities as an important reference group but the impact is not so significant. It is also found that Nigerian consumers perceive the celebrity endorser as a role model who influences their brand preference.

INTRODUCTION

Celebrity advertising is a powerful communication tool of business to most firms and organizations for them to be able to reach their target market across the globe (Belch & Belch, 2001; Bovee and Thrill, 2003; Jobber, 2003). Jefkin (1998) argued that the average person is exposed to hundred of celebrity advert messages between the time he opens his eyes in the morning and clicks off the light at night. In other words, it is brand communication tool whose sole aim is to promote advertised brands or services in the society.

In the Nigerian society, the use of celebrities in mainstream advertising is a common marketing strategy carried out by most multinationals or large organizations so as to build brand image and sustain brand equity for goods and services (Okorie, 2010). In addition, companies or firms spend huge amount of money every year on advertising that is aimed at enhancing the productivity of the goods and services of the organization in the target market. In such an approach, the advertiser gets a lot of help from personalities that possess certain phenomenal characteristics to tell the product's story. All the popularity, glamour and charisma attached to a movie star, as a sports hero, a TV personality, or even a politician are sold and purchased as the product's own. Firms or companies use celebrity endorsements for very good reasons. It has been said that target prospects are more likely to choose goods and services endorsed by celebrities than those without such endorsements. It is believed that celebrities facilitate instant awareness and immediate attention (Me non and Louis, 2005).

Many companies have had considerable successes using famous names and faces. For instance, Kanu Nwankwo leads the way, figuring in multi-category endorsements-from peak Milk to Pepsi soft drink to USAIDS/NACA anti-AIDS campaign among a long list of other notable brands. Other high profile includes Banky W for Etisalat, Tuface Idibia for Airtel and Desmond Eliot for Tantalizers. Marketers spend enormous amounts of money

annually on celebrity endorsement contracts based on the belief that celebrities are effective spokespeople for their products or brands (Katyal, 2007).

Celebrity Endorsement is viewed as a billion dollar industry in today's era. (Kambitsis et al, 2002). Various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish a unique and relevant position in the minds of the consumers. (Temperley & Tangen, 2006). Celebrity endorsement is increasingly being employed across various industries regardless of the product type. It is known to be playing the role of a signalling strategy (Mustafa, 2005). Also According to Reynolds (2000) celebrity endorsement can give a brand a touch of glamour. Everything said and done, one have to weigh the potential risks versus the potential rewards as celebrity endorsements are always a high-risk, high-reward situation and there is always a human element that you might not know about (Miller 1994). The next session discusses the problem statement of this study.

The study of brand preference has gained great interest. Most of the studies have focused on studying the impact of consumer behavioural factors - cultural, social, personality and psychological factors on brand preference or studying the impact of the role of advertising and promotion on brand preference. But no study has been conducted in Nigeria to assess the impact of celebrity on brand preference, thus the purpose of this study. Due to the omnipresence of information technology, the supremacy of the brand and the ubiquity of communications and entertainment, companies have moved away from traditional marketing "features and benefits" toward creating experiences for their customers (Schmitt, 2003). There is increasing interest in understanding how and why brand preferences and choice strategies vary with experience in a product category. A deeper understanding of such choice dynamics can help managers design marketing programs that evolve with their customer over time. Such knowledge may also help marketing managers more accurately evaluate the lifetime value of a customer.

The topic of celebrity endorsements and its elements is heavily documented in academic literature, but what makes this research interesting is that it enables us to understand the celebrity endorsement process from a Nigerian consumer's point of view. Not much work has been seen in the Nigerian light despite the fact of it being perceived as a potential market for celebrity endorsed products. The next session discusses the objectives of the study.

THEORETICAL BACKGROUND

The Merriam-Webster online dictionary defines a celebrity as "a famous or celebrated person". Under this definition, Paris Hilton, Tony Blair, Osama Bin Laden, Michael Jordan and Bill Gates are all celebrities. Yet, few people in the Western world would refer to Osama Bin Laden as a celebrity and while most would agree Michael Jackson is a celebrity, he is hardly celebrated. While it may seem odd that Osama Bin Laden, Paris Hilton and Bill Gates can be lumped into one meaningful category, they all share wide recognition. Friedman & Friedman (1979) referred to celebrities as individuals who are known to the public (including actors, sports figures, and entertainers) for their achievements in areas other than that of the product class endorsed. Explicit in this definition is the assumption that to acquire celebrity one must first achieve something. Compared with celebrities of the past, such as Caesar, Napoleon, Alexander Graham Bell, and Babe Ruth, who earned their celebrity through the positions they held or notable achievements, contemporary celebrities seem exempt from this requirement. Turner (2004) believes they are often a product manufactured by celebrity intermediaries such as agents, publicists, marketing personnel, and promoters (Marshall, 1997; Turner, 2004). Noting this cultural shift, Boorstin (1961) pointed out that achievement was no longer a necessary condition for acquiring celebrity. To him, "the test of celebrity is nothing more than well-knownness" (p. 59) and a celebrity was simply a "person who is known for his well-knownness" (p. 57). This distinction allows us to consider individuals such as Paris Hilton, Lindsey Lohan and Osama Bin Laden celebrities while at the same time some politicians, sport stars, members of royalty and religious icons.

As David Giles writes: The brutal reality of the modern age is that all famous people are treated like celebrities by the mass media, whether they be a great political figure, a worthy campaigner, an artist 'touched by genius', a serial killer or Maureen of Driving School [one of the participants in a British reality TV program]. The newspapers and television programs responsible for their publicity do not draw meaningful distinction between how they are publicized" (2000, p. 5).

Another way to understand celebrity is through how they affect others. Miller believes celebrities are "tastemakers" (Miller, 2004); in this role they help shape public opinions and fashion trends through the actions

they take. Aided by various media outlets and cultural intermediaries, celebrities are in a sense a locus for negotiated and organized cultural meanings (Marshall, 1997).

Thus celebrities are not only, through outstanding achievements or by some creation of cultural intermediaries, persons who are known because of their well known-ness, but they are also in a position to impact public consciousness (Rojek, 2001). Thus, there appear to be at least three important aspects shared by celebrities. First, they are, at least in their realm of celebrity, well known for being well known. Second, in their position of celebrity they appear to hold influence over the public. And third, celebrities come from all walks of life, including politicians, actresses, athletes, successful business leaders, lottery winners, etc. The definition of celebrity presented below reflects these common elements.

CELEBRITY

An individual who is well known to the public for their well known-ness and has an impact on public consciousness. How do individuals who are known to the public for their well known-ness use that influence to impact the public consciousness? More specifically for the purpose of this study, how do these individuals use their influence to “impact the public consciousness” for the benefit of other companies or themselves? Celebrity endorsement and celebrity entrepreneurship are two important mediums used to exploit celebrity. They are defined below as are the underlying mechanisms that make these medium effective influencers of public consciousness.

Celebrity Endorser

Celebrities engage in a range of paid activities when working with companies and products. According to Kamen, Azhari, & Kragh (1975) the way in which celebrities are used can be broken down into four (although not mutually exclusive) categories: Testimonial, endorser, actor, and spokesman. In a testimonial “the individual attests to the superiority or excellence of a product or service on the basis of personal experience with it” (p. 17), while endorsement occurs when an individual is (often explicitly) associated with a brand. When performing the role of actor “the individual is merely a character in a dramatic presentation... Endorsement is implicit, but no testimonials are ordinarily rendered” (p.17). Last east the spokesman is characterized as “the individual representing the company or brand (much like a salesperson), where the role is more official in nature since the spokesperson is authorized to express the position of their sponsor” (p. 17). Each category shares a common denominator: in some form or another celebrity is associated with the brand.

In fact, researchers often do not differentiate between the different roles celebrities play and even when they do they often refer to celebrity spokespersons (see e.g., Desarbo & Harshman, 1985; Kamins et al., 1989; Kamins & Gupta, 1994) or celebrity endorsers (see e.g., Erdogan & Baker, 1999; Kahle & Homer, 1985; Klebba & Unger, 1982; Knott & St. James, 2004) but mean empirically similar things. This is captured in an oft cited definition of celebrity endorser that can be found in McCracken (1989, p. 310): “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement.”

However, celebrities often fulfil the function of endorser simply by associating themselves with various products (Kamen et al., 1975; Stem, 1994). Similarly, Seno and Lucas (2007, p. 123) state that endorsements can be “be explicit (“I endorse this product”), implicit (“I use this product”), imperative (“You should use this product”), or co-presentational (merely appearing with the product)”. The context of association therefore does not seem limited to an advertisement situation. It may for instance take the (implicit) form of a red carpet sighting where the celebrity shows up to an event wearing a Gucci Handbag and Rolex Watch.

Thus, what seems important in a definition of celebrity endorser is that they are in some way associated with a product, regardless of whether this association takes the form of advertisement or not, and do so with the intent of creating some desirable outcome for their sponsor: Celebrity Endorser: a publicly well known individual who associates her or himself with a brand/company/product in order to induce some desirable outcome for their sponsor. By defining a celebrity endorser in terms of their associative acts (implicit and or/explicit), it would seem that all celebrity entrepreneurs are also celebrity endorsers, provided these acts are known and done for the benefit of a company.

Celebrity Endorsement in Depth

The phenomenon of celebrity endorsement is widely used today. Solomon (2009) states that celebrity endorsement is present in 20 percent of all American advertisements. However, what many people do not know is that celebrity endorsement has been present since the nineteenth century. At that time, the celebrities used for endorsements were royalties. Nevertheless, the intentions regarding the strategy of achieving recognition and

increasing value to the product through customers" social desires were the same as today (Almquist & Roberts, 2000). Due to a strong development of the media and an increase in number of famous people, celebrity endorsement has grown. One major event in the beginning of the 1970s which is said to have changed advertising strategy was when Johnny Cash appeared in Amoco (also known as American) Oil's commercials. This was the first time a person from the entertainment industry, who was known nationwide, endorsed a company. Amoco Oil knew before it chose Johnny Cash as endorser that there were risks, since motorists already opposed cash no matter of his prior popularity and familiarity. Nevertheless, Amoco Oil decided that the benefits from using Cash were more than the negative attention he conveyed. As Amoco Oil expected, soon after Cash's first commercials the company received hundreds of letters, which were mainly negative. However, the marketing management department believed in their choice and was confident that if only the motorists got familiar with Cash, their negativity would decline (Kamen et al, 1975).

Since its beginning, when used correctly celebrity endorsement is proven to be advantageous (Friedman & Friedman, 1979; McCracken, 1989; Silvera & Austad, 2004; Forehand & Perkins, 2005). An important aspect of this marketing strategy that must be considered wisely is the selection of endorser. Friedman and Friedman (1979) performed a study where three endorser types were compared; celebrity, expert, and typical consumer. They surveyed the different endorsers with different products to design the most effective match up. The conclusion made by the study was that celebrities work best, with some exceptions. For instance, if the product is complex and high in financial, performance or physical risk, it is better to choose an expert endorser.

Another strategy that can be used by companies when deciding on whom to endorse its products is the match-up hypothesis (Kamins, 1990; Misra & Beatty, 1990; Till & Busler, 1998). The match-up hypothesis concerns the fit between the endorser's image and the product or brand. The hypothesis suggests if the fit between the endorser and product is successful, the endorsement will be more effective. A fit between these two also implies that the celebrity endorser's image matches the product's characteristics (Kamins, 1990; Misra & Beatty, 1990, Till & Busler, 1998). Many studies claim that different attributes of the celebrity will affect the outcome of an endorsement. Kamins (1990) performed a study in relation to the physical attractiveness of the celebrity endorser to establish if an attractive endorser is more effective than an unattractive endorser. Kamins (1990) concluded that physically attractive celebrity endorsers are more effective in a particular product group (especially vanity related products). For other types of products there is no difference of influence between the physically attractive and unattractive celebrity endorser.

Celebrity endorsement is effective, especially if the intention is to increase awareness (Almquist & Roberts 2000). Nevertheless, the effectiveness may vary due to positive and negative variables that must be considered as trade-offs when choosing the strategy (Kamen et al., 1975). One positive aspect of celebrity endorsement is that positive feelings towards the celebrity endorser may be transferred to the endorsed product. Another positive effect is the possibility of free advertisement through the celebrity in question and their spotlight, when they appear in other contexts (Silvera & Austad, 2004). When reviewing prior re-search it is safe to say that celebrity endorsement is a successful concept when used properly and when the endorser is matched-up with a product well-suited for them.

RISKS ASSOCIATED WITH CELEBRITY ENDORSEMENT

When a company uses celebrity endorsement, there are certain risks that should be considered. These risks are described in this section. When a celebrity endorses a product or brand, a link between the two is formed that relates the image of celebrity on to the product or brand and vice versa (Andersen, 1983). If negative information is revealed about the endorser it might reflect negatively on to the brand the celebrity is endorsing and transfer the negativity from the celebrity toward the brand (Andersen, 1983).

If the celebrity „over-shines“ the endorsed product, the targeted customers will only recall the spokesperson, not the product or brand itself. This is called the *vampire effect* where the “celebrities suck the life-blood out of the product dry” (Evans 1988, as cited in Erdogan, 1999, p. 303). A different risk connected to the just mentioned problem is if a celebrity endorses multiple products (Marchand, 1985). This may confuse audiences, who might have trouble connecting the celebrity with a particular brand, hence ruining the purpose of celebrity endorsement. Another risk that is impossible to control is controversial behavior by a spokesperson that might damage the image of the endorsed brand (Marchand, 1985).

There are recent studies regarding the effects arising when negative information about a celebrity endorser is revealed (Ainsworth, 2007). Ainsworth (2007) tested to which extent young customers are affected by negative information concerning a celebrity endorser. The study suggests that companies choosing celebrity endorsement

need to worry more about the strength of association between a product or brand and the celebrity, rather than the negative information that can be revealed about the celebrity. Ainsworth (2007) continue to argue that customers may not be turned off from a product or brand simply if a celebrity endorser is involved in a controversial incident. However, the nature of the controversy will have an impact on the consumer base; rape and murder accusations are such occurrences that definitely would turn customers away from a product or brand.

CONTROVERSIAL CELEBRITY ENDORSERS

There are few possibilities for companies to control the behaviour of their endorsers, according to Marchand (1985), and there are many examples of celebrity endorsements that have gone terribly wrong. One endorsement incident that definitely could not be controlled was when James Garner, who was a spokesperson for beef, had a heart attack resulting in a triple bypass (Trout, 2009). This was probably not the message that the beef company wanted to portray. Other endorsement deals that went down the drain involved Kobe Bryant. Bryant was endorsing McDonalds, Sprite, and Nutella when he was charged with sexual assault (Trout, 2009). Once again, probably not the message these companies wanted to portray.

Celebrity endorsement can also fail since there is no assurance that the spokesperson stays faithful to the company. One example of this is when the former tennis star Martina Hingis promoted an Italian sneaker company that also made tennis-gear. This endorsement was working smoothly until Martina Hingis sued the Italian company claiming that the gear it provided caused her injuries (Trout, 2009). A current major endorser who has made a lot of money from endorsement contracts is Tiger Woods (Farrell & Van Riper, 2008). The massive endorser and golf-professional, Tiger Woods, was recently involved in a sex-scandal where it was revealed that he had cheated on his Swedish wife, Elin Nordegren. When the scandal was exposed there were discussions on how his troublesome personal life would affect his lucrative endorsement deals (Gregory, 2009; Talmazan, 2009). The risks the companies face from staying with Woods could escalate if other scandals unwrap involving the golf champion and have dreadful consequences for the companies.

If the choice of implementing celebrity endorsement in the marketing strategy is made, Till and Shimp (1998) argue that there is no possibility for the companies to control the celebrity's future behavior. Any negative news regarding the celebrity might decrease the appeal of the celebrity; hence transfer negative feelings towards the endorsed brand. Furthermore, the risk is greater for newly started firms rather than well-known established brands (Till & Shimp, 1998)

Based on the foregoing, this study hypothesises on the following

- HO₁ Consumers have no significant awareness of celebrity endorsement on chi vita.
- HO₂ Celebrity endorsement does not have any influence on consumers' preference of chi vita?
- HO₃ Celebrity endorsement has no influence on consumers' intention to purchase chi vita?
- HO₄ Celebrity endorsement has no identified influence on consumers' loyalty of chi vita?

Methodology

The correlation survey method was adopted in this study. The population of the study from which sample was drawn consist of consumers of fruit juice in Nigeria. As a result of the impracticability of reaching out to all consumers of fruit juice in Nigeria, a total of 500 sample size were randomly drawn from the population using a purposeful sampling technique. The research instrument for the study is a questionnaire. It consisted of two broad sections. Section 'A' sought information on the profile of consumers of fruit juice while Section 'B' elicited information from respondents on their preference behaviour and the independent variables. The choice of the instrument is justified on the ground that it assisted in providing quick and reliable data. This is a self administered questionnaire whereby the respondents themselves read the questions and fill-in their answers.

Data were analysed using primary, secondary and tertiary data analysis techniques. In the primary analysis, the profile in terms of age, sex, and ethnic groups of the respondents were analysed. In the secondary analysis, the individual items in the study instrument were analysed. In the tertiary analysis, the hypotheses proposed earlier were analysed using the Pearson moment correlation since the study was aimed at testing the correlation between the predictor and criterion variables.

Results

This section shows the findings from the 500 consumers of chi-vita sampled through the structured copies of questionnaire. Though, 700 copies of the research instrument were earlier distributed and 500 copies were retrieved and were considered adequate to generalised for the unknown population. The responses to the research instrument are discussed next.

Age

In terms of age, 140 respondents (46.7%) were less than 20 years of age, 170 respondents representing 23.3% were between 20-30 years of age, 130 respondents representing 10.0% were between 31-40 years of age, 55 respondents representing 16.7% were between 41-50 years of age, 5 respondents representing 3.3% was between 50 and above. Table 1 below summarises the age distribution thus:

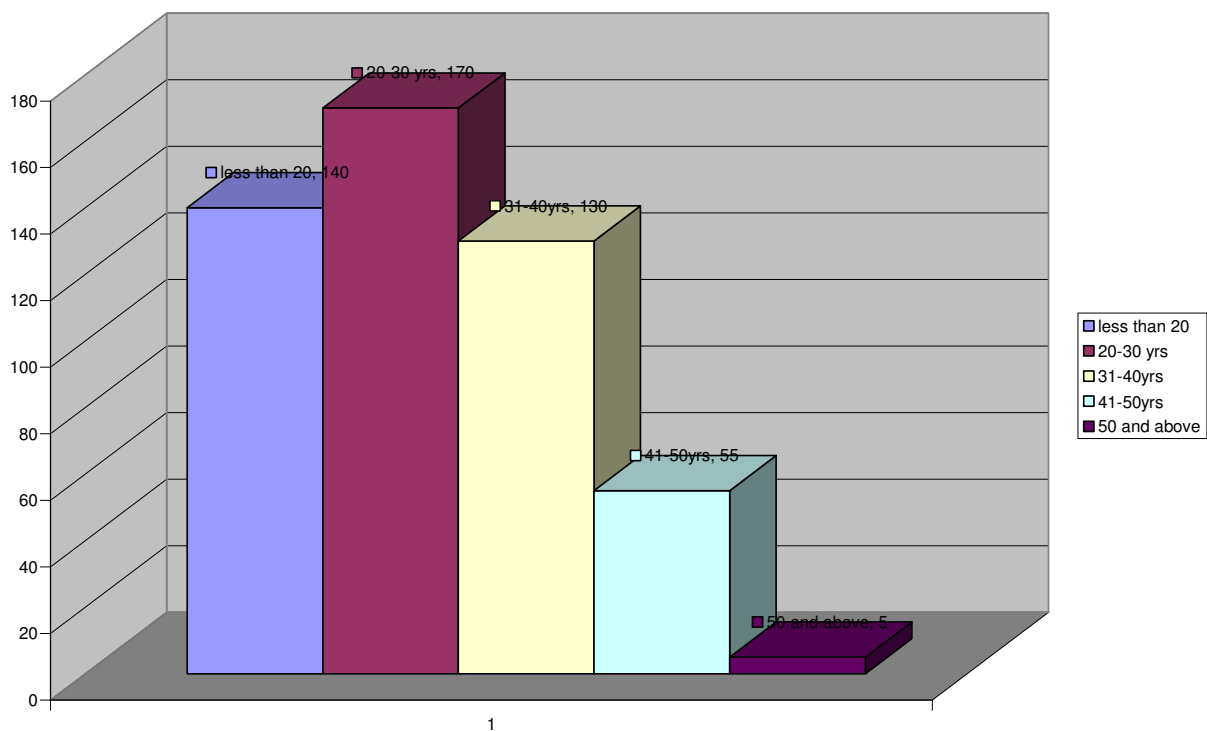
Table 1 Ages of the respondents

TABLE 4.1: RESPONDENTS' AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20	140	28	23.3	23.3
	20-30 yrs	170	34	46.7	70.0
	31-40yrs	130	26	10.0	80.0
	41-50yrs	55	11	16.7	96.7
	50 and above	5	1	3.3	100.0
	Total	500	100.0	100.0	

As can be seen in Table 1, the highest respondents are between the ages of 20 and 30 which accounts for 170 or 34% of respondents. This is further illustrated in Figure 1

Figure 1 Ages of respondents.



As can be seen in Figure 1, respondents with age 50 and above appear to have low interest in the consumption of chi vita. Respondents who are less than 20 but not more than 30 of age responded more than the other age brackets.

Gender

Table 2 summarises the gender distribution thus:

12 respondents were males representing 40%, while the remaining 18 respondents were females representing 60% of the total respondents who turned properly completed copies of questionnaire.

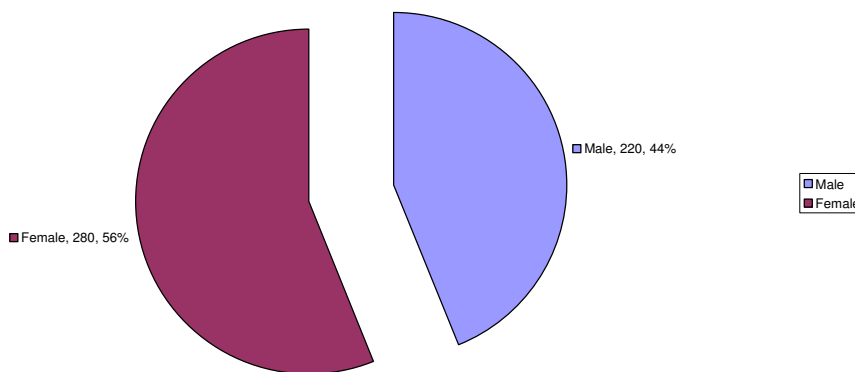
Table 2 Gender distribution of the respondents

TABLE 4.2: RESPONDENT S' GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	220	44.0	44.0	44.0
	Female	280	56.0	56.0	100

As can be seen in Table 2, the female respondents showed more interest in the research more than their male counterparts. This is further illustrated in Figure 2

Figure 2 Gender of respondents



As can be seen in Figure 2, 280 female responded to the participated more accounting to 58% of the respondents. 220 male responded to the research instrument accounting to 42% of the respondents.

Ethnic affiliation

In terms of ethnic affiliation, 120 respondents are Yoruba representing 6.7% of the population, 190 respondents were Igbo representing 63.3% of the population, 113 respondents were Hausa representing 10% of the population, while 77 of the respondents are from other ethnic groups representing 20% of the population study.

Table 3 Ethnic affiliation of respondents

TABLE 4.3: RESPONDENTS' ETHNICITY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yoruba	120	24	24	24
	Igbo	190	38	38	62
	Hausa	113	23	23	85
	Others	77	15	15	100.0
	Total	500		100.0	

As can be seen in Table 3, the Igbo extraction of the country responded highest with 190 accounting for a total of 38% respondents. 120 respondents are from the Yoruba extraction accounting for a total of 24% of the respondents. 113 respondents are from the Hausa extraction, accounting for a total of 23% of the respondents while 77 respondents are from other parts of the nation. This is further illustrated in Figure 3

Figure 3 Ethnic affiliations of respondents

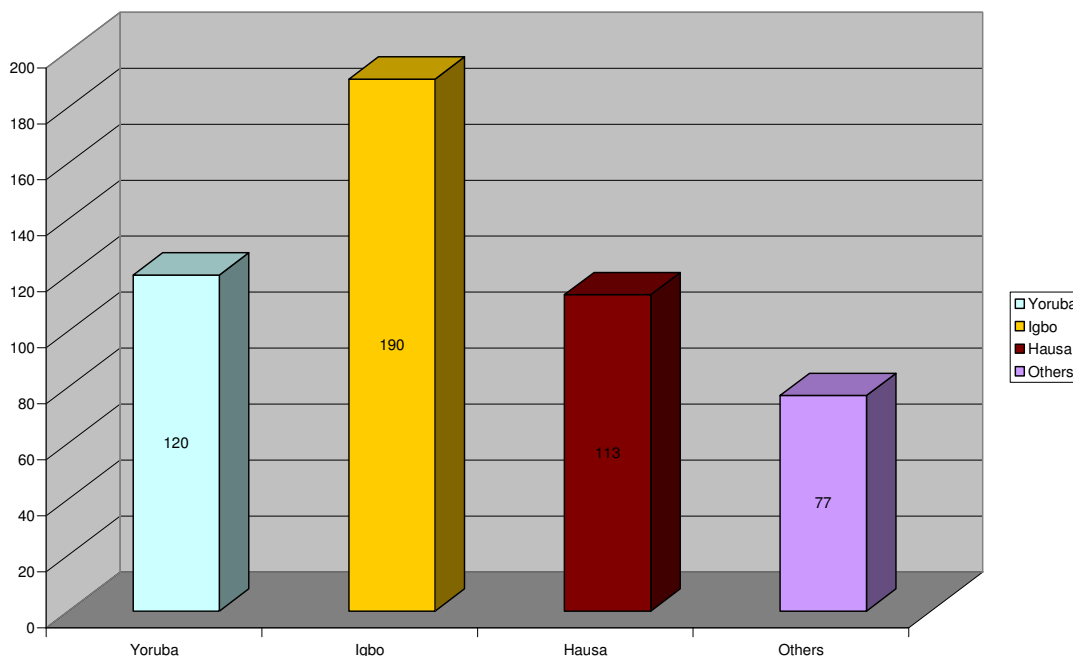


Figure 3 shows the ethnic affiliations of the respondents. As can be seen the highest number of responses was received from the Igbo extraction, followed by the Yoruba extraction, then the Hausa extraction.

Descriptive analysis

Frequencies of purchase

This section discusses the descriptive analysis of the study. First, respondents were asked to know the frequencies of purchase chi vita. Table 4 provides a data on frequency of the respondent's purchase of Chi vita. Table 4 reveals that 26% or 130 of the respondents purchase Chi vita once daily, 23% or 117 respondents purchase chi vita more than once a day, 8% or 40 respondents purchase once a year, 23% or 100 respondents purchase chi vita once weekly, while 23% or 113 respondents purchase chi vita once a month.

Figure 4 Frequency of purchase of chi vita

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid once a day	130	26	26	26
more than once a day	117	23	23	49
once a week	100	20	20	69
once a month	113	23	23	92
once a year	40	8	8	100
Total	500	100.0	100.0	

Table 5 provides the data on the level of respondents awareness of the celebrity used in Chi vita advertisement. Table 5 reveals that 24% or 119 of the respondents are neither aware nor unaware of the celebrity used in the advertisement, 26% or 131 of the respondent are aware of the celebrity used in the advertisement, 22% or 112 of the respondents are totally aware of the celebrity used, while 28% or 138 are totally unaware of the celebrity used in the advertisement.

Table 5 Overall level of awareness of chi vita advertisement celebrity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Totally Aware	112	22	22	22
Aware	131	26	26	48
Neither aware nor unaware	119	24	24	72
Totally unaware	138	28	28	100.0
Total	500	100.0	100.0	

As can be seen in Table 5, more of the respondents are totally unaware of the celebrity advertisement of chi vita. Again many more are neither aware nor not aware of the celebrity advertisement of chi vita.

Likeness of chi vita celebrity advertisement

Table 6 likeness of chi vita celebrity advertisement

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly like	130	26	26	26
Like	119	24	24	50
neither like nor dislike	117	23	23	73
dislike	117	23	23	96
Strongly dislike	17	4	4	100.0
Total	30	100.0	100.0	

Table 6 provides data on the respondent's level of likeness of the Celebrity used in Chi vita advertisement. From the table, 249 respondents representing 50% like the Celebrity, However, 117 respondents neither like nor dislike the celebrity, and 134 respondents dislike the Celebrity.

Table 7 provides a data on respondents' agreement with the statement that they like chi vita because of the celebrity used in the advert. The table presented below, revealed that 264 respondents of the study population, which represents 52.8% of the study population indicated that they agree with the statement, 125 respondents neither agree nor disagree with this statement, while 22.2% of the respondents disagree with this statement.

Table 7 Like of chi vita because of celebrity advert.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	130	26	26	26
agree	134	26.8	26.8	52.8
neither agree nor disagree	125	25	25	77.8
Disagree	75	15	15	92.8
Strongly disagree	36	7.2	7.2	100.0
Total	30	100.0	100.0	

(Source: Primary data)

Test of Hypotheses

Table 8 Pearson Moment Correlation of the hypothesised dimensions

Correlations

	How frequently does chi vita use Celebrity Endorsement	How has Chivita Celebrity influenced your preference for Chivita	To what extent has chivita advertisement celebrity influenced your love for Chi vita	What is your overall level of awareness of chivita advertisement celebrity	level of agreement with this statement"i like chivita because of the celebrity used in the advert"
How frequently does chi vita use Celebrity Endorsement	1	-.064	-.060	-.024	.325
Sig. (2-tailed)		.737	.753	.899	.080
N	500	500	500	500	500
How has Chivita Celebrity influenced your preference for Chivita	-.064	1	.341	-.064	-.243
Sig. (2-tailed)		.737	.065	.736	.196
N	500	500	500	500	500
To what extent has chivita advertisement celebrity influenced your love for Chi vita	-.060	.341	1	-.043	.040
Sig. (2-tailed)		.753	.065	.821	.835
N	500	500	500	500	500
What is your overall level of awareness of chivita advertisement celebrity	-.024	-.064	-.043	1	.113
Sig. (2-tailed)		.899	.821		.553
N	500	500	500	500	500
level of agreement with this statement"i like chivita because of the celebrity used in the advert"	.325	-.243	.040	.113	1
Sig. (2-tailed)		.080	.835	.553	
N	500	500	500	500	500

As can be seen in Table 8, using the Pearson moment correlation, the frequent use of celebrity endorsement and consumer's preference for chi vita has a strong relationship which is significant at 0.737. This does not give support hypotheses 2 which state that celebrity endorsement does not have any influence on consumers' preference of chi vita. The statistical evidence shown in this study reveals that celebrity endorsement has significant influence on consumers' preference of chi vita.

The use of celebrity endorsement and the extent to which chi vita advertisement influences the consumers love for chi vita has a strong relationship which is significant at 0.753. The statistical evidence does not give support to hypothesis 4 which state that celebrity endorsement has no identified influence on consumers' loyalty of chi vita. However, it is possible to agree that celebrity endorsement has significant influence on consumers' loyalty of the brand.

The use of celebrity endorsement and consumer's overall level of awareness of chi vita advertisement celebrity has a very strong relationship which is significant at 0.899. This does not also support hypotheses 3 which state that Consumers have no significant awareness of celebrity endorsement on chi vita. The statistical evidence shown in this reveals consumers of chi vita have significant awareness of its celebrity advertisement. This in essence influences their love for the product.

The use of celebrity endorsement and consumer's likeness for chi vita because of the celebrity used does not have any significant relationship. This again does not give support to hypothesis 4 that celebrity endorsement has no influence on consumers' intention to purchase chi vita. The statistical evidence shows that celebrity endorsement does have an influence on consumers' likeness of the product.

Conclusion

The purpose of this study "The influence of celebrity advertising on consumer brand preference" is to assess the impact of celebrity on brand preference in Nigeria, since no study has been conducted in Nigeria to assess the impact of celebrity on brand preference. The study of brand preference has gained great interest. Most of the

studies have focused on studying the impact of consumer behavioural factors - cultural, social, personality and psychological factors on brand preference or studying the impact of the role of advertising and promotion on brand preference.

The topic of celebrity endorsements and its elements is heavily documented in academic literature, but what makes this research interesting is that it enables us to understand the celebrity endorsement process from a Nigerian consumer's point of view. Not much work had been seen in the Nigerian light despite the fact of it being perceived as a potential market for celebrity endorsed products. This study is carried out to know the level of respondents' awareness of celebrity endorsement on chi vita, to know how celebrity endorsement influence consumers' preference of chi vita, to know if the celebrity endorsement influences consumers intention to purchase chi vita, to know how loyal the respondents are to the brand of chi vita, to know how celebrity endorsement influences consumers loyalty of chi vita and also know the effects of changes in celebrity adverts on the consumers preference for chi vita. Celebrity endorsement enhances product information and creates awareness among consumers. It helps them to recall the brands of the Chi vita at the time of purchase. The purchase and preference attitude change of consumers is influenced by the celebrity endorsement factors, like better brand recognition more weight age, truth in testimonials, and satisfied feel.

It is concluded that Celebrity endorsement definitely create an impact in the brand preference attitude of consumers. In spite of the economic advantage of using relatively unknown personalities as endorsers in advertising campaigns, the choice of celebrities to perform that role has become a universal practice for brands competing in today's cluttered media environment. As can be interpreted from the results, celebrity endorsement has reasonable impact on customers as per their attitude and purchase intention. Celebrity endorsement has come out as not only an influential factor but rather a causal factor in the results of this paper. Physical attractiveness, credibility and coordination of celebrity with reference to the endorsed advertisement all have impact on the customer's perception about the advertised product. The tests have by and large bore favourable significant results in the light of variables used.

Thus, celebrity endorsements contribute to consumers' preference for the product. Hence, the up and about trend being observed these days. Another implication of this paper is that it goes out to show the extent to which today's customer is aware and influenced by media. Celebrities are worshipped as icons now. If the customer perceives the physical attractiveness, credibility and the match between celebrity and the product to be favourable, he is inertly being influenced to like that product which leads to the preference and purchase of that product. Features of the product itself take secondary importance. Because of their high profile, celebrities may help advertisements stand out from the surrounding clutter, thus improving their communicative ability. Celebrity endorsement if used effectively, makes the brand stand out, galvanize brand recall and facilitates immediate awareness. To achieve this, the marketer needs to be really disciplined in choice of a celebrity.

RECOMMENDATIONS

According to these results, we recommend the following:

1. Use celebrities in advertising, because of high attractiveness, can help the customers to remember the brand during shopping, and using celebrities can get more attention than the advertisements that don't.
2. Try to offer more details about the product that use celebrities.
3. Change the celebrity frequently as respondents say the celebrities are not frequently changed.
4. The importance of conducting more studies about this topic, and to focus on various groups, such as, workers, professionals, non-working populace and so on.

SUGGESTIONS FOR FURTHER STUDY

As suggestions for future research, replication and expansion of the same study should be made by doing a comparative analysis study of the consumer perceptions towards celebrity endorsements between a developed country and a developing country like Nigeria. This would serve to bring clarity to this research conducted by the author.

Also consumers from different walks of life as in the people who are working, the housewives and even kids as quite a number of advertisement in Nigeria today such as health drink and noodles advertisements are targeted at the kids. By including them in the future research would help get an overall perception of the Nigerian consumers. Moreover future research would bring interesting insights if conducted using the lower and middle class segments. Future research in this area can challenge what kind of celebrities work best with what type of products. Also whether all the products are suitable for being endorsed by celebrities or they need to be categorized accordingly.

Also future research should aim to derive more precisely how advertising accomplishes the three stages of the Meaning Transfer Model of McCracken (1989), which relates to the transfer of the meaning from the celebrity to the product. Moreover, how the consumers are attracted to the different traits of the celebrity, which is assumed to influence buying behaviour, should be studied in detail.

The changing mindset of people calls for inquiry into the degree of consciousness of the consumers in relation to the advertising world. Some interviewed participants viewed celebrity endorsement as a negative marketing technique. Future research should look into the reason for this negativity and try coming up with the explanations of how to overcome it.

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