

**Celebrity Endorsement and Consumer Buying Behaviour of Sanitary Pads among  
Female Undergraduate Students in Lead City University, Ibadan, Oyo State**

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of Management & Social Sciences, Lead City University, Ibadan, Oyo State, Nigeria**

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Degree (MSc) in Marketing**

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### **Certification**

This is to certify that Blessing Elozino AVURA with Matriculation number LCU/PG/002895 carried out this research work titled ‘Celebrity Endorsement and Consumer Buying Behaviour of Sanitary Pads among Female Undergraduate Students in Lead City University, Ibadan, Oyo State ‘in the Department of Management and Accounting, Faculty of Management and Social Sciences, Lead City University Ibadan, Oyo State for the award of Master of Science Degree (MSc) in Marketing and this work has not been previously submitted.

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## **Dedication**

This research is dedicated to God Almighty, my parent and Siblings, Onome, Sarah, Beauty, Kome, Solomon and Emmanuel Avura.

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“Even though the above institution and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any is found in the work”.

## Abstract

Given the competitive nature of today's business environment, understanding consumer buying behaviour is crucial in determining market trend. However, consumer buying behaviour can be affected by several factors including celebrity endorsement. Celebrity endorsement often triggers heightened demand for products, thereby increasing its popularity and sales volume. This study examines the effect of celebrity endorsement on consumer buying behaviour of sanitary pad among female undergraduate students of Lead City University, Ibadan, Oyo State. The study adopted a descriptive research design and the population of this study focused on all female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria. Multi-stage sampling procedure was used to ascertain the sample for the analysis. Descriptive and Inferential Statistics was used to analyze the collected data. The findings revealed that celebrity expertise, personality, attractiveness, and credibility significantly influence consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State. Specifically, the results showed that: Celebrity expertise has a significant influence on consumer buying behavior ( $\beta_1 = 0.749$ ,  $R^2 = 0.638$ ,  $t\text{-statistics} = 16.539 > 1.96$ ,  $P\text{-value} = 0.000 < 0.05$ ); Celebrity personality has a significant effect on consumer buying behavior ( $\beta_2 = 0.522$ ,  $R^2 = 0.581$ ,  $t\text{-statistics} = 14.842 > 1.96$ ,  $P\text{-value} = 0.000 < 0.05$ ); Celebrity attractiveness has a significant influence on consumer buying behavior ( $\beta_3 = 0.815$ ,  $R^2 = 0.745$ ,  $t\text{-statistics} = 16.639 > 1.96$ ,  $P\text{-value} = 0.000 < 0.05$ ); and Celebrity credibility has a significant influence on consumer buying behavior ( $\beta_4 = 0.737$ ,  $R^2 = 0.845$ ,  $T\text{-statistics} = 7.832 > 1.96$ ,  $P\text{-value} = 0.000 < 0.05$ ). Based on these findings, it was recommended among others that brands producing sanitary pads should carefully select celebrities who have relevant expertise in the field of feminine hygiene or women's health.

**Keywords:** Celebrity endorsement, Consumer buying behaviour, & Sanitary Pads

**Word Count:** 276

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## **Chapter One**

### **Introduction**

#### **1.1 Background to the Study**

In today's complex and swiftly changing business environment, businesses must adopt strategic marketing approaches to effectively promote their products. The emergence of novel events and innovations, particularly since the internet's inception, has significantly transformed human existence. The advent of e-commerce, mobile commerce, contemporary social media platforms, and mobile marketing has substantially impacted people's lives. Today's consumers possess a wide array of devices, such as smartphones, tablets, televisions, and computers, and marketers have readily seized these opportunities. Consequently, there has been a surge in media saturation, and consumers' attention spans for advertising have arguably decreased, diminishing the impact of traditional marketing methods. This presents a challenge for marketers, making it increasingly challenging to engage and cultivate meaningful connections with consumers through conventional advertising approaches. Consequently, many marketers have turned to non-traditional communication strategies to capture and retain consumer attention and influence their buying behaviour.

To achieve success, marketers must initially gain a deep understanding of the factors that influence potential customers' behaviours during the purchase of goods or services<sup>1</sup>. Consumer buying behaviour, is the study and analysis of the processes and factors that influence individuals or households when making decisions about purchasing products or

services. It includes the actions, thoughts, and emotions that individuals go through before, during, and after a purchase<sup>1</sup>.

Therefore, various elements influences consumer purchasing decisions. These elements encompass social aspects like family, reference groups, and social status; cultural aspects that encompass culture, subculture, and social class; as well as economic aspects such as personal income, family income, income expectations, available funds, and governmental policies<sup>1,2</sup>. Likewise, individual characteristics like age, income, occupation, lifestyle, personality, and psychological aspects such as perception, cognitive processes, and thought patterns also influence their choices, brand perceptions, and the inclination to seek the best options<sup>2</sup>.

Every business aspires to achieve visibility and enhance product sales to ensure financial stability. Consequently, organisations employ diverse marketing campaigns, strategies, and advertising approaches aimed at enticing customers to purchase their products<sup>3</sup>. Marketers have traditionally leaned towards employing a few conventional advertising methods in the face of fierce competition<sup>4</sup> such as newspaper advertisement, billboards, television commercials, and radio spots. In the past, these advertising approaches have proven highly effective for numerous organizations<sup>4</sup>.

Consumers today possess heightened awareness of promotional offers and exhibit the ability to compare and select the most suitable ones. Certainly, when consumers are inundated with numerous advertising messages, they often choose to overlook them by quickly browsing through magazines and newspapers or switching channels on their television<sup>4</sup>. However, even when they make an effort to disregard the advertisements, the

allure of a celebrity rarely goes unnoticed. For instance, the use of Cristiano Ronaldo for promoting LiveScore or Mercy Johnson Okojie advertising power oil and Davido for munchit<sup>4</sup>. Consequently, this heightened consumer awareness has intensified competition among companies<sup>5</sup>. Therefore, it has become a pivotal strategy for organisations to enlist the endorsement of celebrities in their product promotion efforts, aiming to sway consumer purchasing behaviour<sup>6</sup>. Simultaneously, consumers are showing a growing fascination with celebrities and the idea of "stardom." Hence, a popular marketing tactic involves using celebrities to endorse a company's brand or product. This modern approach necessitates that marketers devise strategies that encompass emotional and humorous elements. The primary goal behind these strategies is to achieve brand visibility and elicit consumer attention, interest, desire, and action. To ensure the success of these strategies, marketers enlist the support of well-known celebrities, as they possess the ability to significantly influence consumer purchasing behaviour.

Celebrity endorsements, a long-standing marketing strategy, have evolved into a recognised and pervasive phenomenon within contemporary marketing tools and practical communication methods<sup>7</sup>. Celebrities are prominent individuals whose achievements span diverse fields such as sports, entertainment, politics, the media, and the corporate sector. In the present day, celebrities wield significant influence, capturing the attention and admiration of both young and older demographics. In our contemporary world, celebrities are not only admired but also regarded as role models, particularly by the youth, who aspire to emulate their lifestyles, speech patterns, and fashion choices and even strive to attain physical resemblances to these icons<sup>7</sup>.

Likewise, there is a prevalent trend among individuals to adapt their lifestyles to those of their favoured celebrities. This inclination arises from the belief that by emulating the product choices of their beloved celebrities, they can emulate their idols<sup>8</sup>. Contemporary youth often regard numerous celebrities as influential figures, owing to their widespread fame and societal standing. Notably, celebrity endorsements wield significant influence over consumer buying behaviour, serving as a magnet for customers and ultimately bolstering a company's productivity and reputation. Organisations frequently enlist celebrities to endorse their products, with the expectation that these celebrities will imbue the endorsed products or brands with additional appeal<sup>9</sup>. Extensive research has identified several key attributes that celebrities bring to endorsements, including personality, recognition, credibility, likability, trustworthiness, personality, expertise, popularity, and attractiveness, among other factors<sup>10,11,12</sup>.

The endorsement strategy, originally implemented by companies during the nineteenth century as a promotional tool, has undergone significant evolution. The advent of radio in the 1930s and television in the 1950s marked pivotal moments in the growth of advertising, with the 1970s witnessing an exponential surge. During this era, celebrity endorsers featured in approximately 15% of all advertisements, solidifying their role in shaping marketing practices<sup>13</sup>.

Celebrity endorsements seems to create a multitude of deliberate differentiations among sanitary pad products, resulting in a decline in sales due to the confidence instilled in consumers by these celebrity-driven marketing efforts. Simultaneously, celebrity endorsers exert a positive influence on consumers' perceptions<sup>14</sup>. To captivate consumers, businesses frequently employ advertising as a primary strategy to convey their message<sup>15</sup>.

The use of celebrity endorsements is grounded in the belief that consumers place trust in the authenticity of information presented in commercials featuring celebrities, as these public figures are unlikely to jeopardize their public image by associating with products of inferior quality<sup>16</sup>.

Another dimension of celebrity endorsement that has garnered substantial attention pertains to the portrayal of gender roles in advertising involves the depiction of women in advertisements<sup>17</sup>. This portrayal serves as a gauge of societal attitudes toward gender. Moreover, it is widely believed that how gender is portrayed can impact the success or failure of a celebrity-endorsed advertising campaign for a product and, consequently, influence the product's sales either positively or negatively<sup>18</sup>. This suggests that utilizing a female celebrity endorser for sanitary pads may affect how the female audience perceives the product, potentially categorizing it as exclusively intended for females. Therefore, when companies employ celebrity endorsements to reach diverse audiences encompassing men, women, and children, there should be a nuanced approach to portraying gender that avoids reinforcing stereotypes and conveys messages that resonate appropriately with all consumer segments.

Similarly, ensuring personal hygiene during menstrual cycles is a fundamental responsibility for females as they transition into puberty and begin to experience relevant hormonal changes. Historically, it was not uncommon to encounter women using cloth materials to manage hygiene during menstruation<sup>19</sup>. However, in contemporary times, a significant majority of menstruating females, particularly those in urban areas and school-age girls, rely on sanitary pads for cleanliness. In the context of the research topic "Celebrity Endorsement and Consumer Buying Behavior of Sanitary Pads" sanitary

products produced by major multinational corporations are typically subjected to thorough testing to prevent the occurrence of hypersensitivity reactions. Nevertheless, female students, particularly those with sensitive skin, may still encounter adverse reactions when using menstrual hygiene products, often due to factors such as friction or prolonged moisture contact with the skin. Some students may also develop allergies in response to additives incorporated into commercial products to mask odours or enhance absorbency. This shift has led to the proliferation of various sanitary pad brands by different manufacturers in the Nigerian market. In response to intense competition, many of these manufacturers often employ celebrity endorsements and other promotional strategies to effectively position their brands in the minds of consumers.

In today's market, where a plethora of choices inundates consumers, it is an undeniable truth that no brand can envision survival without a robust and well-defined advertising and marketing strategy<sup>20</sup>. Such strategies not only render products marketable but also extend their reach to potential customers, exerting influence over their purchasing decisions. When a celebrity becomes a part of an advertisement, it often triggers heightened demand for the associated product, resulting in an upsurge in its popularity and sales volume<sup>21</sup>.

Within the consumer goods sector of Nigeria's economy, advertising has played a pivotal role in introducing consumers to a wide array of products offered by various manufacturers. Over the years, renowned brands such as Airtel, Globacom, Indomie, Bigi, Coca-Cola, Pepsi, Tecno, Infinix, and others have harnessed the power of celebrity endorsements to engage, educate, and persuade consumers toward purchasing their respective products<sup>22,23</sup>. Among the spectrum of menstrual hygiene products, sanitary

pads encompass various brands, including Always, Virony, Molped, Besense, and other disposable options, in Nigeria. These brands have embraced celebrity endorsements as a means to promote and influence their products, particularly among the female demographic in Nigeria and beyond.

Consequently, this research examines the impact of celebrity endorsement on consumer buying behavior among female undergraduates at Lead City University in Oyo State, Nigeria. This study will specifically focus on the influence of celebrity endorsements in relation to Always, Virony, Molped, Kotex, and Besense Sanitary Pads.

## **1.2 Statement of the Problem**

In today's intensely competitive business environment, every organisation strives to augment or sustain its product sales within the market. The primary obstacle for marketers is discovering a method to capture consumer interest. Consequently, businesses are consistently seeking insights into the factors influencing consumer buying behaviour. Over the past decades, the intricacies of consumer buying behaviour have attracted scrutiny which includes, business and social analysts, cultural historians, moral critics, academic theorists, and entrepreneurs<sup>24,25,26</sup>. The particular concern of marketers is the dynamic nature of consumers' choices, tastes, and preferences. This understanding holds paramount importance for both manufacturers of sanitary pads and marketing agencies.

The regular purchase of sanitary pads by adult females is a necessity driven by individual needs, preferences, and purchasing power. However, the determinants of female consumers' purchasing decisions are influenced by various factors, including personal attributes such as body size, menstrual flow, allergies, as well as socio-economic factors.

While existing research has explored these aspects, there remains a gap in understanding how celebrity expertise, personality, attractiveness, and credibility specifically influence the purchasing behavior of female consumers regarding sanitary pads. This study aims to address this gap by examining the impact of celebrity-related factors on the purchasing behavior of female consumers of sanitary pads.

A study explored the impact of celebrity endorsement on consumer buying behavior, specifically focusing on Ambassador Garment and Trade PLC<sup>27</sup>. It found that celebrity expertise doesn't significantly affect consumers' preferences for this brand. However, another investigation discovered that celebrity expertise does influence purchase intentions, although not for luxury brands<sup>13</sup>. Despite these findings, there's a lack of research on sanitary pads, especially among female undergraduate students in Nigerian universities. Therefore, there's a need for further investigation into how celebrity expertise affects the buying behavior of sanitary pads among female undergraduates at Lead City University, Ibadan, Oyo State.

Celebrity endorsements encounter various challenges, including alignment between the celebrity and the product, changes in the celebrity's image, consumer fatigue, authenticity concerns, and cultural differences. Research has explored these dynamics, emphasizing the role of celebrity personality in influencing consumer buying patterns. A study titled "The Impact of Celebrity Endorsement on Consumer Buying Behavior" found that consumer attitudes mediate the link between a celebrity's personality and buying behavior. Celebrities' personalities can persuade consumers to purchase endorsed products, driven by a desire to emulate their favorite celebrities<sup>28</sup>. However, research on this relationship, especially regarding sanitary pads, is limited. Therefore, investigating how celebrity

personality influences the purchasing behavior of female undergraduates at Lead City University is essential.

Scholars suggest a positive correlation between celebrity physical attractiveness and consumer purchasing behavior, indicating that attractive celebrities can influence both purchase intention and consumer behavior towards associated brands<sup>29,30</sup>. Marketer's leverage this by employing celebrities to endorse products, enhancing advertisement credibility and awareness. However, utilizing physically attractive celebrities for sanitary pad endorsements incurs significant costs. Despite this, marketers believe in the influential role of celebrities in product branding and sales, though there's a risk if a celebrity's public image turns negative. Consequently, careful selection of celebrity endorsers is crucial. Therefore, this study aims to

investigate how celebrity attractiveness affects consumer buying behavior regarding sanitary pad products.

Research on the purchasing behavior of sanitary pads among female undergraduate students at Lead City University identifies a crucial factor influencing consumer choices: the perceived lack of credibility in celebrity endorsements. Credibility, characterized by honesty, integrity, and trustworthiness, significantly impacts consumer behavior. Many celebrities are deemed lacking in credibility due to the inauthentic lives they portray on social media and their promotion of products without genuine endorsement. A study on luxury brands also emphasizes credibility's paramount importance in purchase intention<sup>13</sup>. Despite existing research on celebrity endorsements and consumer behavior, there's a dearth of studies on how celebrity credibility affects the buying behavior of sanitary pad

products. Therefore, this study aims to investigate the impact of celebrity credibility on consumer purchasing behavior regarding sanitary pads.

As observed by the researcher, sanitary pad companies have engaged celebrities as its endorsers, the researcher discovered that sanitary pads like Virony, employs the use of celebrities like Mercy Johnson Okojie ,while besense sanitary pad uses Destiny Etiko, Molped uses Chidima and other celebrities to advert their products. Building upon the company's experience, this research seeks to determine whether the company selects its endorsers appropriately and whether it reaps the expected benefits from employing this marketing tool.

This study aims to examine and interpret the influence of four selected independent variables, namely, the expertise of the celebrities, physical attractiveness, celebrity personality, and celebrity credibility, on consumers' buying behaviour for sanitary pad companies.

### **1.3 Aim and Objectives of the Study**

The aim of this study is to determine the effect of celebrity endorsement on consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria. The objectives of this study were to:

- i. determine the extent to which celebrity expertise can influence consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria

- ii. examine the effect of celebrity personality on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria
- iii. examine the effect of celebrity physical attractiveness on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria
- iv. determine the role of celebrity credibility on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria.

#### **1.4 Research Questions**

The following research question were answered

1. What extent does celebrity expertise influence the consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria?
2. How does celebrity personality influence consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria?
3. What is the effect of celebrity physical attractiveness on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria

4. What is the effect of celebrity credibility on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria

### **1.5 Hypotheses**

The following hypotheses will be tested at 0.05 alpha level of significance.

H<sub>01</sub>: There is no significant effect of celebrity expertise on consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria.

H<sub>02</sub>: There is no significant effect between celebrity personality and consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria.

H<sub>03</sub>: Celebrity attractiveness has no significant effect on consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria.

H<sub>04</sub>: There is no significant effect of celebrity credibility on consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria.

### **1.6 Significance of the Study**

This research aims to evaluate the effectiveness of celebrity endorsements as a mechanism for influencing consumer buying behaviour among female undergraduates at Lead City University. The study seeks to shed light on the rapidly expanding consumer

market segment in Nigeria, thereby offering valuable insights into the desires and preferences of various segments of the population. Manufacturers of sanitary pads will gain a clearer understanding of the pivotal role that celebrity endorsement plays in promoting their products to potential customers and shaping consumer purchasing decisions.

Additionally, this study holds significance for academia as it contributes to the existing body of knowledge in the realms of celebrity endorsement and consumer buying behavior. It will serve as a valuable reference for future researchers interested in exploring the interplay between celebrity endorsements and consumer purchasing behaviour.

Furthermore, retailers operating in the dynamic consumer goods market will stand to gain a competitive advantage from the findings of this study. The insights generated will equip them with the requisite information on how to package their advertisements effectively to influence potential customers to make product purchases.

Marketing managers of sanitary pad, when encountering this study in the future, will benefit from the insights it offers into the realm of celebrity endorsement and consumer buying behavior. They will be better equipped to assess the effectiveness of their promotional strategies, including the selection of the most appropriate celebrities to endorse their products.

### **1.7 Scope of the Study**

This study seeks to investigate the effect of celebrity endorsement on consumer buying behaviour of sanitary pads products among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria. Celebrity expertise, celebrity personality,

celebrity attractiveness, and celebrity credibility are the only variables to be examined for this study.

### **1.8 Limitation of the Study**

The study encountered challenges in securing questionnaire responses from students due to their packed schedules, and it was also challenging to recruit an appropriate number of students from various faculties. However, despite these hurdles, the study's findings are deemed to be credible.

### **1.9 Operational Definition of Terms**

The terms that are relevant to this study include:

**Celebrity Attractiveness:** Celebrity trustworthiness refers to integrity and honesty of the celebrity and how it influences the buying behaviour of undergraduate students of Lead City University.

**Celebrity Credibility:** Celebrity credibility refers to the knowledge, trustworthiness, integrity and how it influences the buying behaviour of undergraduate students of Lead City University.

**Celebrity Endorsement:** Celebrity endorsement is a promotional tool or strategy employed by producers of sanitary pads with the aim of influencing customers buying behaviour of undergraduate students of Lead City University.

**Celebrity Expertise:** Celebrity expertise refers to the professional level of the celebrity and how it influences the buying behaviour of undergraduate students of Lead City University.

**Celebrity Personality:** Celebrity personality refers to the lifestyle, attitude and behaviour and how it influences the buying behaviour of undergraduate students of Lead City University.

**Consumer Buying Behaviour:** Consumer buying behaviour refers to how female undergraduate students of Lead City University purchases sanitary pads due to the influence of factors like celebrity endorsement.

**Consumers:** Consumers are undergraduate students of Lead City University, who are willing and have the ability to purchase beverage products, due to influence of several factors like celebrity endorsement.

**Female Undergraduate Students:** female Undergraduate students are full time degree students of lead city university

**Sanitary Pads:** A disposable absorbent pad used (as during menstruation) to absorb the uterine flow.

#### **Endnote**

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## Chapter Two

### Literature Review

This chapter contains review of related literatures. It was presented in the following subheadings; conceptual review, theoretical framework, review of empirical studies, conceptual model and summary of literature reviewed.

## **2.1 Conceptual Review**

### **2.1.1 Consumer Buying Behaviour**

Consumer buying behaviour refers to the actions and steps individuals take when they seek, choose, buy, employ, assess, and discard goods and services in order to meet their wants and needs<sup>1</sup>. Consumer buying behaviour, or consumer purchase intention, refers to an individual's personal preferences and actions related to a product.<sup>1</sup> In various cases, acquiring items or services involves an extensive, intricate journey, encompassing thorough information research, comparing and appraising brands, and other related undertakings<sup>2</sup>. Conversely, certain buying decisions occur spontaneously and may stem from simply spotting a product conspicuously showcased at a reduced price in a retail outlet.

It's important to emphasise that the examination of consumer purchasing patterns is a component of marketing, with its primary aim being to understand how individuals, groups, or organisations make decisions regarding the selection, acquisition, utilisation, and disposal of products<sup>3</sup>. These decisions are influenced by factors such as past experiences, preferences, pricing, and brand recognition. Consumer buying behavior encompasses the procedures and interactions that encompass emotions, thoughts, actions, and environmental factors, all of which influence how consumers make their purchasing decisions<sup>4</sup>. The consumer behavior and purchase choices of each person can be

substantially shaped by their buying habits, which are in turn impacted by a wide range of factors such as technology, politics, demographics, culture, economics, personal attributes, psychology, social influences, and more<sup>4</sup>. These factors are reflected in the attitudes, motivations, perceptions, inclinations, knowledge, and way of life of consumers.

In the current dynamic and competitive landscape, customers are consistently encountering numerous brands via various marketing approaches<sup>5</sup>. Understanding consumer behavior is a crucial and intricate aspect for marketers, given that people have diverse needs and preferences. Fulfilling consumer needs represents the primary objective for any business. Therefore, a marketer's role involves precisely recognizing these customer needs and subsequently creating products that cater to their desires. Consequently, it's of utmost importance for marketers to possess a thorough comprehension of consumer purchasing patterns.

Throughout history, marketers have consistently demonstrated a high level of interest in understanding consumer behavior. Roughly three centuries ago, early economists initiated the exploration of the foundations of consumer decision-making<sup>6</sup>. Investigating consumer behavior serves the purpose of unraveling the driving forces behind consumers' purchasing choices<sup>7</sup>. A deep understanding of consumer behavior equips marketers with the tools to analyze and comprehend the thought processes, emotions, and preferences that guide consumers in their decision-making. The study of consumer buying behavior encompasses the actions of individuals, groups, and organizations, as well as the methods they employ to select, acquire, and dispose of products and services<sup>8</sup>.

The extensive increase in literature concerning consumer buying behavior encompasses numerous factors thought to influence customer purchasing choices to some extent. Consumer buying behavior is inherently intricate and ever-changing, making it challenging to provide a straightforward and universally accepted definition. As a result, various researchers have articulated the concept of consumer buying behavior in distinct ways. Some of the definitions are; Consumer buying behavior involves individuals and groups engaging in a sequence of actions: choosing, purchasing, utilizing, and ultimately discarding products or services, all with the aim of fulfilling their needs and desires<sup>9</sup>. Consumer buying behavior encompasses a spectrum of actions related to the acquisition and utilization of goods and services, stemming from customers' emotional and mental needs, as well as their behavioral reactions<sup>10</sup>. Consumer buying behavior pertains to the purchasing actions of ultimate consumers, encompassing both individuals and households, as they acquire goods and services for personal use<sup>11</sup>. Consumer buying behavior can be defined as the methods employed by individuals, groups, and organizations to acquire and discard goods, services, ideas, or experiences in order to fulfill their wants and desires<sup>12</sup>. Consumer buying behavior is a dynamic process that involves input, utilization, and satisfaction, ultimately aimed at fulfilling needs and desires<sup>13</sup>. While the definitions mentioned above exhibit variations, they collectively converge on the idea that consumer buying behavior entails the sequence of choosing, purchasing, and discarding goods and services in alignment with consumers' needs and desires. Nevertheless, researchers and scholars widely agree that this process is subject to continuous evolution as customers' purchasing patterns transform in response to alterations in their physical and psychological requirements.

Consumer buying behaviour is an action undertaken by individuals and households with the intention of acquiring products for personal consumption<sup>14</sup>. To put it differently, consumer buying behavior can also be described as the actions an individual takes to select, purchase, and consume goods and services to fulfill their personal needs and desires<sup>15</sup>. This process encompasses various activities and procedures influenced by numerous factors and unique traits that define an individual, affecting their decision-making, shopping habits, purchase decisions, brand preferences, and even the choice of retailers they patronize<sup>15</sup>. The result of these elements ultimately leads to the decision to make a purchase. Initially, the consumer begins by identifying the products they would like to use, selecting those that offer a greater level of satisfaction. Subsequently, they proceed to assess the amount of money they have available to spend. Finally, the consumer carefully scrutinizes and evaluates the prices of the products before making a decision about which ones to consume.

There are additional factors and forces that have an impact on consumer purchasing behavior. These factors encompass; social factors, where family dynamics, social references, the roles we undertake, and our place in the social hierarchy all play their part. Cultural factors add depth to the narrative, drawing upon the influences of diverse cultures, subcultures, and distinctions rooted in social class. Economic considerations introduce the financial dimension, involving personal income, family earnings, expectations tied to income, available assets, and the shaping hand of government policies. Lastly, personal factors emerge, spotlighting individual characteristics like age, occupation, lifestyle choices, and the unique hues of our personality traits. Together,

these factors compose the symphony of our lives, guiding our choices and paving the way for our journeys.

To gain a deeper understanding of consumer buying behavior, it is essential to seek answers to these questions: Firstly, it's crucial to discern the precise composition of the target market and gauge the extent of influence this market wields over the organization. Beyond this, a deeper understanding of consumer behaviour comes into play—what are their purchasing patterns, and what motivates their decision-making processes? Furthermore, it's essential to uncover the broader context in which these choices are made. Who else participates in the intricate dance of the purchasing procedure? And finally, we must delve into the nuances of timing, method, and underlying reasons behind these purchases. By addressing these questions, we can unlock valuable insights that empower organisations to thrive in the ever-evolving marketplace<sup>16</sup>.

It can also be described as an individual's deliberate intention to make an effort to purchase a specific brand, driven by their motivation to engage in such behaviour consciously<sup>17</sup>. Consumer behaviour refers to how individuals allocate their resources (time, money, and effort) when it comes to purchasing consumer goods<sup>18</sup>. Consumer buying behaviour encompasses the reasons behind their choices, where and when they make purchases, how frequently they do so, how they assess products post-purchase, and how they make decisions for future purchases<sup>19</sup>. Consumer behaviour encompasses the entire process of acquiring, buying, and using products and services to meet their needs and expectations<sup>20</sup>. There are several components involved in understanding consumer behavior. Initially, consumers identify the items they wish to purchase and then narrow down their choices to those that offer the best value. Subsequently, they evaluate their

available budget for spending. Finally, consumers assess the prevailing product prices and make their purchasing decisions<sup>21</sup>. Businesses are established to fulfil customer needs, with customers at the core of business operations. Therefore, companies and marketers must be able to anticipate consumer purchasing behaviour regarding their products or services, as these consumers are continually exposed to new competitive products through various marketing strategies.

Consumer behaviour is the examination of how individuals, groups, or organisations go about making choices, acquiring, using, and disposing of goods, experiences, or ideas to fulfil their desires, and the impact of these actions on both the consumer and society<sup>22</sup>. Another way to define consumer behaviour is through the exploration of the when, what, how, and why behind people's purchasing decisions<sup>23</sup>. Consumer behaviour outlines the buying process that individuals, households, groups, or organisations, all of whom are interested in making a purchase, undergo<sup>24</sup>. Among the most prevalent triggers are personal factors, cultural influences, and social influences. Furthermore, a consumer's individual factors, including perception, motivation, learning, and memory, exert an impact on their response to marketing stimuli.

Consumer behaviour is defined as the examination of individuals, groups, or organisations and the procedures they employ to choose, obtain, utilise, and discard products, services, experiences, or ideas to meet their needs, along with the consequences these procedures generate for both the consumer and society<sup>25</sup>. A consumer is an individual who recognises a need or want, completes a purchase, and ultimately disposes of the product across the three phases of the consumption process. Nevertheless, in

numerous instances, various individuals participate in this series of activities. The person who buys and the person who uses the product may not necessarily be the same.

When navigating the intricate landscape of market dynamics, several key questions demand our attention. Firstly, it's crucial to discern the precise composition of the target market and gauge the extent of influence this market wields over the organization. Beyond this, a deeper understanding of consumer behaviour comes into play—what are their purchasing patterns, and what motivates their decision-making processes? Furthermore, it's essential to uncover the broader context in which these choices are made. Who else participates in the intricate dance of the purchasing procedure? And finally, we must delve into the nuances of timing, method, and underlying reasons behind these purchases. By addressing these questions, we can unlock valuable insights that empower organisations to thrive in the ever-evolving marketplace. Moreover, it's not just about recognising and fulfilling customer needs; it's equally crucial to understand why those needs exist. This deeper insight into consumer behaviour provides marketers with the means to effectively meet customer needs and enhance customer loyalty to their products and services.

Consumer behaviour also encompasses the attitude of a consumer which refers to an individual's internal evaluation pertaining to any object, issue, person, or action<sup>26</sup>. Researchers consider attitude a key factor in determining consumer buying behaviour related to any brand, product, or service. Consumer behaviour is not a static event but rather an ongoing process influenced by various internal and external factors<sup>27</sup>. It encompasses the actions, thoughts, and emotions that individuals go through when considering, purchasing, and using products or services. This process can be broken

down into several stages, each of which plays a crucial role in understanding how consumers make decisions. Marketers now acknowledge that consumer behaviour represents a continuous process, encompassing more than just the moment when a consumer makes a payment with money or a credit card and receives a product or service in return<sup>28</sup>. However, the broader perspective places greater emphasis on the complete consumption process, considering the factors that impact consumers before, during, and after a purchase.

#### **2.1.1.1 Consumers Decision Making Process (Five Step Model)**

The process by which consumers make purchasing decisions is typically understood as a series of stages that individuals go through when acquiring a product or service<sup>29</sup>. This model illustrates that decision-making encompasses several internal psychological processes. Motivation, perception, the formation of attitudes, integration, and learning hold significance for promotional planners as they impact the overall decision-making process of consumers.

##### **Problem Recognition:**

The initial phase of the consumer decision-making process is problem identification, a stage in which the consumer recognises a need and is driven to address it<sup>30</sup>. Problem identification serves as the catalyst for subsequent decision-making steps. This recognition of a problem arises from a disparity between the consumer's ideal condition and their actual state. It signifies a gap between the consumer's desired situation and the reality they are experiencing<sup>30</sup>. It's important to note that "problem" in this context doesn't necessarily connote a negative state; it could denote a consumer's pursuit of a more

positive situation. Various factors can trigger problem identification, and these triggers may range from simple to intricate, resulting from shifts in the consumer's current and desired states. Both internal and external factors can influence these triggers.

**Out of Stock Problem:**

Recognition takes place when consumers exhaust their current inventory of a product and need to restock<sup>31</sup>. In such instances, the purchase decision tends to be straightforward and habitual, often resolved by selecting a well-known brand or one to which the consumer holds a sense of loyalty.

**Dissatisfaction:**

Problem identification arises from the consumer's discontentment with their present circumstances and/or the product or service they are currently using<sup>32</sup>.

**Needs/Wants Changes:**

Events occurring in consumers' lives can frequently generate fresh needs and desires<sup>32</sup>. Alterations in one's financial position, employment status, or way of life can give rise to new requirements and instigate the identification of problems.

**Related Products/Purchases:**

Problem identification can also be prompted by the acquisition of a product.

**Marketer-Induced Problem Recognition:**

Marketers can also serve as a source of problem identification by motivating consumers to not settle for their present condition or circumstances<sup>33</sup>.

## **New Products:**

Problem identification can also take place when innovative products are introduced and draw the attention of consumers. Marketers consistently launch new products and services, highlighting the issues they address for consumers.

## **Information Search**

The second stage in the consumer decision-making process is information retrieval. Once consumers recognise a problem or need that can be addressed through the purchase of a product or service, they commence the quest for the information necessary to facilitate their purchasing decision<sup>34</sup>. The initial search endeavour often entails attempting to access information stored in their memory, drawing from past experiences and accumulated knowledge about various purchasing options. This retrieval of information is referred to as an internal search. For many routine and repetitive purchases, the information already stored in memory, such as past performance or the outcomes of using a particular brand, proves sufficient for comparing alternatives and making a selection. In cases where the internal search doesn't yield adequate information, consumers will seek supplementary data through external search efforts. External sources of information encompass:

- Individual sources, such as friends, family members, or colleagues
- Sources under the influence of marketers (commercial sources), including details from advertising, sales representatives, in-store displays, and online resources

- Public sources, which encompass articles published in magazines or newspapers and television broadcasts.
- Individual encounters, such as physically interacting with, inspecting, or trying out the product the decision regarding the extent and selection of external information sources to utilise depends on several factors, including the significance of the purchase decision, the effort required to obtain information, the relevance of previous experiences, the perceived level of risk associated with the purchase, and the available timeframe.

### **Alternative Evaluation**

Following the information-gathering phase of the decision-making process, the consumer proceeds to the stage of alternative assessment. During this stage, the consumer assesses and contrasts the different brands, products, or services they have recognised as potential solutions to their consumption issue and as means of fulfilling the needs or motivations that initiated the decision process<sup>35</sup>. The array of brands identified as potential purchase choices to be evaluated during this process is termed the consumer's "evoked set."

### **The Evoked Set**

The evoked set typically represents just a portion of all the brands that the consumer is aware of<sup>36</sup>. During the alternative assessment stage, the consumer trims down the number of brands to be examined to a manageable level. The specific size of the evoked set can differ from one consumer to another and hinges on factors such as the significance of the purchase and the level of time and effort the consumer is willing to dedicate to comparing options<sup>36</sup>. The primary objective of many advertising and promotional strategies is to

heighten the likelihood of a brand being included in the consumer's evoked set and being considered during the alternative assessment<sup>36</sup>. Marketers employ advertising to establish top-of-mind awareness among consumers, ensuring that their brands become part of the evoked set for their target audiences. Prominent brands with substantial advertising budgets employ reminder advertising to sustain high levels of awareness and enhance their chances of being contemplated by consumers seeking the product.

Once consumers have established an evoked set and compiled a list of alternatives, they must appraise the various brands. This entails evaluating the choice of alternatives based on specific criteria that are important to the consumer. Evaluative criteria encompass the attributes or dimensions of a product or service that are employed to compare different options. These criteria can be either objective or subjective in nature.

### **Purchase Decision**

At a certain juncture within the purchasing process, the consumer must cease their quest for information about alternative brands within the evoked set and arrive at a purchase decision<sup>36</sup>. Following the alternative assessment phase, the consumer may formulate a purchase intention or a predisposition to buy a specific brand. These purchase intentions are typically founded on a matching of the consumer's purchase motivations with the attributes or characteristics of the brands under consideration. Their development encompasses numerous personal sub processes, including motivation, perception, attitude formation, and integration.

It's important to note that a purchase decision does not equate to an actual purchase<sup>37</sup>.

After selecting the brand to purchase, the consumer still needs to execute the decision and

carry out the actual purchase<sup>37</sup>. Additional decisions may also come into play, such as when and where to make the purchase as well as how much money to allocate<sup>37</sup>. Often, there is a time lapse between the formulation of a purchase intention or decision and the actual purchase, particularly for intricate and high-involvement purchases like automobiles, personal computers, and durable consumer goods<sup>38</sup>. Marketers endeavour to cultivate and uphold brand loyalty among consumers. They employ reminder advertising to ensure their brand names remain at the forefront of consumers' minds, secure prominent shelf placements and displays in stores, and conduct periodic promotions to deter consumers from switching brands. Sustaining consumer brand loyalty is a challenging task. Competitors employ various tactics to entice consumers to sample their brands, including the introduction of new products and offering free samples.

### **Post purchase Evaluation**

The consumer decision process doesn't conclude with the purchase itself. After using the product or service, consumers gauge its performance against their expectations and may either feel satisfied or dissatisfied. Satisfaction occurs when the product meets or exceeds the consumer's expectations, while dissatisfaction arises when performance falls below expectations<sup>39</sup>. This post-purchase evaluation process carries significance because the feedback garnered from actual product usage influences the likelihood of future purchases.

Positive performance generally results in the retention of the brand in the evoked set, increasing the likelihood of it being purchased again<sup>36</sup>. Conversely, unfavourable

outcomes may lead to the formation of negative attitudes towards the brand, reducing the likelihood of future purchases or even removing it from the consumer's list of favourites.

Another possible outcome of a purchase is cognitive dissonance, a sensation of psychological unease or doubt experienced by consumers after making a challenging purchase decision<sup>40</sup>. Dissonance is more likely to occur in significant decisions where consumers must choose between closely competing alternatives, especially if the unselected alternative possesses unique or desirable features that the chosen alternative lacks<sup>40</sup>. Consumers experiencing cognitive dissonance may employ various strategies to alleviate it. They may seek reassurance and opinions from others to validate the wisdom of their purchase decision, lower their opinions or attitudes towards the unchosen alternative, disregard or distort information that contradicts their choice, or search for information that supports their decision. Advertising serves as a crucial source of supportive information, as consumers tend to pay more attention to advertising for the brand they have chosen.

Researchers have explored the consumer decision-making process. While these researchers may present differing interpretations of the five stages, they generally share common perspectives, describing the stages in comparable manners. The five phases of the consumer decision-making process consist of problem or need identification, information retrieval, assessment of alternatives, purchase decision-making, and post-purchase evaluation<sup>41,35,42</sup>. Each of these stages is defined by various researchers, with slight variations but collectively contributing to a shared understanding of the components involved in each stage. In the initial stage, known as need recognition, an individual becomes aware of the disparity between their current possessions or

circumstances and what they desire or require. This perspective is also corroborated by asserting that the need for recognition arises from a variety of factors and situations, including personal, occupational, and lifestyle considerations, which subsequently culminate in the conception of a purchase idea<sup>42</sup>. During the subsequent stage, the consumer embarks on an information search pertaining to the desired product or service. The process of searching for information can be categorised into internal and external aspects. Internal search involves consumers drawing upon their personal experiences and beliefs, while external search encompasses a broader quest for information, which includes consulting the media, advertising, or gathering feedback from other individuals<sup>43</sup>. Once pertinent information about the product or service is acquired, the subsequent stage involves evaluating the available alternatives. This stage holds significant importance as the consumer assesses various types and options, taking into consideration factors like size, quality, and, notably, price. The purchase decision stage is notably crucial, as it signifies the occurrence of a transaction. In simpler terms, after the consumer has identified the need, conducted information searches, and assessed the alternatives, they make a decision regarding whether or not to proceed with the purchase. This purchase decision can be further categorised into planned purchases, partially planned purchases, or impulse purchases. Lastly, the post-purchase decision entails the consumer's evaluation of their purchase experience. While many researchers may not emphasise the significance of this stage, Certain authors contend that this might be one of the most critical stages within the consumer decision-making process since it directly impacts the consumer's future purchases of the same product or service from the same provider<sup>44</sup>.

### **2.1.1.2 Types of Consumer Buying Behavior**

There are four categories of consumer purchasing behaviors that can influence a consumer's decision-making process, determined by factors like the consumer's level of engagement with a product, interest in a product, the situation, and distinctions among available products<sup>45</sup>. These four models are described as follows:

**Complex Buying Behavior:**

This typically occurs when the customer is deeply engaged in the process of making a product purchase decision<sup>45</sup>. High product involvement arises when the item being purchased is expensive, bought infrequently, and carries significant symbolic value. Given that such products are not purchased often, consumers may have limited knowledge about them and perceive significant variations among the available brands, as exemplified by the purchase of a luxury sedan. In such cases, consumers make these buying decisions meticulously, gathering extensive information about product features, quality, and performance before deciding.

In such intricate product decisions, consumers often encounter cognitive dissonance owing to the heightened risk perception associated with this type of purchasing behavior<sup>46</sup>. There are specific risks associated with making such decisions, such as a high cost potentially leading to financial loss, the expressive nature of the product potentially resulting in psychosocial loss, and a lack of product knowledge leading to increased uncertainty<sup>45</sup>.

From a marketing standpoint, it is imperative for marketers to employ effective differentiation strategies to distinguish their products from competing brands.

Additionally, they should strive to inform customers about the significance, utility, and characteristics of the product they are offering<sup>47</sup>.

### **Dissonance-Reducing Buying Behavior:**

This situation arises when the buyer is deeply engaged in the product purchase process and perceives minimal distinctions among the available options<sup>45</sup>. Subsequent to the purchase, the consumer tends to seek positive information about the acquired product, which reaffirms and justifies their decision. This behaviour aims to mitigate any dissonance or regrets associated with the purchase. Such buying behaviour is characterised by the development of trust, belief, and attitude towards a particular brand<sup>45,47</sup>. However, there is also the potential for time loss and, more significantly, psychological and social losses. These losses occur due to disparities between the actual performance of the purchased product and the performance the consumer had expected.

### **Habitual Buying Behavior:**

This happens when consumers repeatedly purchase the same product over an extended period<sup>45</sup>. In the case of habitual buying behaviour, consumer engagement with the product is low, and there are minimal distinctions among the available brands. Examples include purchasing items like salt or sugar. Consumers in this scenario buy these products out of habit or due to their trust and brand loyalty<sup>47</sup>. Consumers in this situation do not engage in the stages of forming beliefs, developing attitudes, making purchase decisions, or seeking in-depth information and product comparisons. Instead, they simply purchase the brands they are familiar with and have previously used.

Nevertheless, it is intriguing to observe that marketers are consistently striving to elevate the status of such products, particularly fast-moving consumer goods (FMCG), from low involvement to a higher involvement level by distinguishing them based on various factors such as health and safety. For instance, marketers are engaged in the creation of products like 'low-calorie sugar' or 'cholesterol-free oil' and offering them at premium prices<sup>48</sup>.

### **Variety Seeking Behavior:**

This form of consumer behaviour arises when the customer is dissatisfied with a prior product purchase or out of sheer boredom<sup>45</sup>. It typically occurs among consumers who enjoy exploring and experimenting with various products. In this type of buying behaviour, consumer-product engagement is minimal, but the distinctions among brands are notable<sup>45</sup>. These consumers frequently switch brands not because they are dissatisfied but rather due to a sense of monotony. Seeking variety in products is recognised as a significant factor influencing consumers to switch brands within a product category.

#### **2.1.1.3 Factors Influencing Consumer Buying Behaviour**

The consumer behaviour or buyer behaviour is influenced by several factors or forces.

Such as: Internal or Psychological factors, Social factors, Cultural factors, Economic factors and Personal factors.

**Internal or psychological factors:** Consumer purchasing behavior is shaped by various internal or psychological elements, with the most significant ones being motivation and perception<sup>49</sup>. In society, diverse consumers display distinct consumer behaviours due to

their individuality and distinct sets of needs. Motivation represents the internal drive that triggers certain needs and guides behaviour towards fulfilling those needs<sup>50</sup>. Involvement pertains to the personal significance or importance a consumer assigns to a product or service in a particular situation. Motivation can be described as a desire or impulse that compels an individual to seek gratification<sup>51</sup>. It transforms into a buying motivation when the person seeks satisfaction by making a purchase. A motive is an intrinsic desire or need that propels a person to initiate a purchase with the aim of satisfying two types of desires, namely primary wants and secondary wants<sup>52</sup>. Therefore, motivation serves as the driving energy that triggers purposeful conduct. It functions as a compelling impetus that compels an individual to undertake actions to fulfil their needs, thus constituting one of the internal factors influencing consumer behavior<sup>52</sup>. A need transforms into a motive when it is heightened to a significant degree. In essence, a motive is a need that attains a level of urgency, compelling the individual to take action.

### **Social factors**

Human beings are inherently social creatures, and as such, our behavioral tendencies, preferences, and aversions are profoundly shaped by the individuals in our immediate social sphere<sup>53</sup>. We consistently seek validation and approval from our social peers and tend to avoid actions that deviate from accepted societal norms. These social dynamics play a pivotal role in influencing consumer behaviour, and the key social factors at play include: Family, Reference Groups, Roles and status.

**Family:**

In a buyer's life, two primary family structures exist: the nuclear family and the joint family. A nuclear family is characterised by its small size, affording individuals greater autonomy in decision-making. In contrast, joint families encompass a larger family unit where collective decision-making takes precedence over individual choices. In the context of India, family members wield substantial influence over a buyer's behavior. The preferences, inclinations, aversions, and lifestyles of family members significantly shape the collective family buying behavior. This familial influence on a member's purchasing behaviour manifests in two distinct ways.

- i. The family influence on the individual's personality, characteristics, attitudes, and evaluation criteria
- ii. The impact on the decision-making process concerning the acquisition of products and services is a noteworthy aspect. In the Indian context, the head of the household, either individually or in conjunction with their spouse, typically assumes responsibility for making purchasing decisions. Consequently, marketers should conduct a comprehensive examination of the roles played by the husband, wife, and children, as well as their respective levels of influence, in the procurement of goods and services.

## **An individual normally lives through two families:**

### **Family of orientation**

This refers to the family of one's origin, where an individual is born. The impact of parental guidance and the upbringing process significantly moulds an individual's purchasing behaviors. For instance, an individual hailing from a traditional Tamil or Gujarati vegetarian family may abstain from consuming meat or eggs, despite acknowledging their nutritional benefits.

### **Family of procreation**

This constitutes the family unit established by an individual with their spouse and children. Typically, following marriage, an individual's buying patterns and preferences undergo transformation due to the influence of their spouse. As a marriage matures, well-defined roles tend to develop, such as the father often assuming responsibility for investment decisions while the mother takes charge of matters related to the children's health.

From a marketing perspective, the demand for numerous products is primarily determined by the count of households rather than the number of distinct families. Consequently, the significance of families in the realm of marketing primarily pertains to their impact on consumer behaviour rather than merely influencing levels of consumer demand<sup>54</sup>.

## **Reference group**

A group is characterised as a collective of two or more individuals who share a common set of norms, and their relationships are structured in a way that renders their actions interdependent<sup>54</sup>. Among these groups, a reference group denotes an assembly of individuals with whom an individual maintains some form of association. Such a group is defined as "two or more individuals who share a set of norms, values, or beliefs and who possess certain implicitly or explicitly defined connections to one another, thereby rendering their conduct interdependent<sup>55</sup>. Groups play a pivotal role in shaping the processes of learning and socialisation, and many of our purchasing decisions are influenced by group dynamics. A reference group, in particular, serves as a compass for an individual's judgements, opinions, and actions, even in the absence of the group itself. Marketers leverage the influence of reference groups when crafting advertising campaigns and promotional strategies. These reference groups hold the power to significantly impact an individual's attitudes, values, and behaviour, either directly or indirectly<sup>56</sup>. It is important to note that reference groups encompass a diverse array of possible categorizations, which need not be mutually exclusive.

## **Roles and status**

Individuals engage in various group affiliations, such as family, clubs, and organizations. Within each of these groups, an individual's position can be characterised by their role and status. A role encompasses the specific responsibilities and functions expected of a person within that group, and each role is associated with a particular status<sup>45</sup>.

Consumers often make product choices based on how those products convey their roles and statuses within society<sup>57</sup>. Therefore, it is imperative for marketers to recognise the potential of products and brands to serve as status symbols.

### **Cultural factors**

Human behaviour predominantly emerges from a process of acquiring knowledge, and consequently, individuals cultivate a repertoire of values, outlooks, inclinations, and conduct through the process of socialization<sup>58</sup>. This socialisation occurs not only within the family but also within various pivotal institutions. These cumulative experiences lead to the development of a value system that significantly shapes and steers behavioural tendencies. Values encompass a spectrum of attributes such as accomplishment, prosperity, effectiveness, advancement, material well-being, pragmatism, independence, liberty, compassion, youthfulness, and practicality.

This extensive array of values is further shaped by subcultures, which encompass nationality factions, religious communities, racial collectives, and geographical regions, all of which exhibit varying degrees of divergence in terms of ethnic preferences, cultural inclinations, prohibitions, attitudes, and ways of life. These cultural factors constitute a significant component of the equation<sup>54,59</sup>: a) Culture, b) Sub culture and c) Social class.

### **Culture**

Culture serves as the primary and foundational influencer of an individual's desires and actions. As a child matures, they assimilate a set of values, perceptions, preferences, and behaviours from their family and significant societal institutions<sup>60</sup>. Culture exerts substantial influence over consumption patterns and decision-making processes. To

effectively promote their products or services, marketers must analyse the distinct cultural forces at play and tailor marketing strategies to suit each cultural category separately<sup>61</sup>. It's important to note that culture is not static; it gradually evolves and integrates changes into society over time.

Culture encompasses a shared set of beliefs and values among the majority of individuals within a group. While these groups are typically relatively large, in theory, culture can also be shared among a smaller collective. Culture is transmitted from one member of the group to another, often passing down from one generation to the next<sup>60,61</sup>. It is acquired through learning, making it a subjective and somewhat arbitrary phenomenon. For instance, food preferences are closely tied to culture. The perception of fish as a delicacy in Bengal, with its rich variety, stands in stark contrast to its limited acceptance in Gujarat, Rajasthan, or Tamil Nadu. These differences in culinary tastes are a reflection of culture rather than random variations in individual preferences. These behaviors are shared by individuals from specific cultural backgrounds. Although culture can undergo change over time, such transformations tend to be gradual due to culture's deep integration into people's conduct. Consequently, from a marketing perspective, it is often more feasible to operate within an existing cultural framework than to attempt to instigate significant cultural change.

### **Sub-Culture**

Within each culture, there exist smaller subcultures that offer more precise identification and socialisation for their respective members. A subculture represents a collection of shared beliefs within a subgroup of the larger culture, encompassing categories like

nationalities, religious affiliations, racial demographics, and geographical regions<sup>62</sup>. Typically, within a given culture, one can identify smaller groups or segments characterised by their distinctive beliefs, values, norms, and behavioural patterns, which set them apart from the broader cultural mainstream. These subcultures may be delineated by factors such as age, geographic location, religious affiliation, racial heritage, or ethnic background. Many of these subcultures constitute significant market segments, necessitating tailored product development and marketing strategies to meet their specific needs.

While these subgroups largely share the beliefs of the overarching culture, they also maintain another set of beliefs that are unique to their subgroup and may diverge from those held by the larger cultural group. For example, Indians are often perceived as conservative and orthodox, yet affluent, upscale young individuals in India may readily participate in night parties featuring alcohol and socialising with women, a practice that differs from traditional cultural norms.

### **Social class**

Consumer behavior is significantly influenced by their affiliation with a particular social class<sup>63</sup>. This categorization of socioeconomic groups is commonly referred to as socioeconomic classification (SEC). Social class pertains to a collective of individuals who occupy comparable positions within a society<sup>64</sup>. Parameters such as income, education, and occupation, among others, are employed to define social class. Individuals within the same social class typically share similar values and beliefs and often exhibit congruent purchasing preferences. Their choices regarding residence, vacation destinations,

entertainment, and leisure activities often align. For marketers, comprehending social class and its connection to consumer behaviour holds immense value. Social class represents a relatively enduring and organised division within a society, characterised by shared values, interests, and behaviors. It's noteworthy that social class isn't determined solely by a single factor, such as income<sup>64</sup>. Rather, it's assessed as a composite of various elements, including income, occupation, education, authority, power, property ownership, lifestyle, consumption patterns, and more. In our society, three distinct social classes exist: the upper class, the middle class, and the lower class<sup>64</sup>. These social classes exhibit contrasting purchasing behaviors. Upper-class consumers typically seek high-end products to uphold their societal status, while middle-class consumers engage in meticulous research and information gathering to compare products within the same category. In contrast, lower-class consumers tend to make impulsive purchases. Hence, marketing managers must meticulously examine the correlation between social classes and consumption patterns, taking appropriate actions to resonate with individuals from specific social classes for whom their products are intended.

### **Economic Factors**

Consumer behavior is predominantly shaped by economic elements. Economic factors that exert an impact on consumer behaviour include: personal income, family income, income expectations, savings, liquid assets of the consumer, consumer credit, other economic factors<sup>65</sup>.

**Personal Income:** An individual's purchasing behavior is significantly influenced by their personal income<sup>66</sup>. Personal income comprises the gross income of an individual, which

encompasses both disposable income and discretionary income<sup>65</sup>. Disposable personal income refers to the actual income a person has at their disposal after accounting for taxes and mandatory deductions from their gross income<sup>67</sup>. When disposable income increases, it typically results in higher spending on various items. Conversely, a decrease in disposable income leads to reduced expenditure on various goods and services<sup>65,67</sup>. On the other hand, discretionary personal income pertains to the remaining balance after covering the essential necessities of life. This portion of income is available for purchasing non-essential items such as shopping goods, durable goods, and luxuries. An upsurge in discretionary income often translates to increased spending on shopping items, luxuries, and other non-essential products, thereby enhancing an individual's quality of life.

**Family income:** Family income encompasses the total earnings of all members within a family unit<sup>67</sup>. It plays a pivotal role in shaping the purchasing habits of the family. The surplus family income, which remains after covering the essential expenses necessary for the family's well-being, becomes accessible for the acquisition of shopping items, durable goods, and luxury items.

**Income Expectations:** Income expectations are one of the most important determinants of an individual's buying behavior<sup>67</sup>. If he expects any increase in his income, he is tempted to spend more on shopping, durable goods, and luxuries. On the other hand, if he expects any fall in his future income, he will curtail his expenditure on comforts and luxuries and restrict his expenditure to the bare necessities.

**Savings:** Savings also have a bearing on an individual's purchasing behavior. Alterations in the savings amount result in corresponding adjustments to an individual's spending<sup>65,67</sup>.

When a person opts to increase their savings from their current income, it follows that they will allocate less towards indulgences and luxuries.

**Liquid assets:** Liquid assets pertain to assets that can be swiftly converted into cash without incurring any loss<sup>65,67</sup>. These assets encompass cash on hand, bank account balances, and marketable securities, among others. When an individual possesses a greater amount of liquid assets, they are inclined to make purchases of comforts and luxuries. Conversely, when liquid assets are limited, an individual's capacity to spend on such indulgences is constrained.

**Consumer credit:** Consumer credit denotes the credit options accessible to consumers who wish to acquire durable comforts and luxuries<sup>65,67</sup>. These credit opportunities are extended by sellers, either directly or indirectly through banks and other financial institutions. Methods such as hire purchase, installment purchases, and direct bank loans serve as channels through which credit becomes accessible to consumers. Consumer credit significantly impacts consumer behavior. When a more readily available and lenient consumer credit environment exists, expenditures on comforts and luxuries tend to rise. This accessibility encourages consumers to make purchases of such goods, ultimately elevating their living standards.

**Other economic factor:** Additional economic factors, such as economic cycles and inflation, also have an impact on consumer behaviour.

**Personal factor:** Personal factors also play a role in shaping buyer behavior. Key personal factors that exert an influence on buyer behaviour include: age, occupation, income and life style<sup>68</sup>

**Age:** a person's age is a significant personal factor that affects buyer behavior. People purchase various products at different stages of their life cycle, and their preferences, tastes, and other factors also shift as they progress through different life stages.

**Occupation:** an individual's occupation or profession has a significant impact on their purchasing behavior<sup>65,67</sup>. Lifestyle choices, purchase considerations, and decision-making processes vary considerably based on the nature of one's occupation. For example, the buying habits of a doctor are distinct from those of a lawyer, teacher, clerk, businessperson, or landlord. Consequently, marketing managers must tailor their marketing strategies to align with the buying motivations of various occupational groups.

**Income:** the income level of individuals is another factor that can significantly shape their consumption patterns<sup>65,67</sup>. Income represents a crucial source of purchasing ability, and consequently, people's buying patterns vary according to their income levels.

**Life Style:** lifestyle pertains to an individual's unique pattern or manner of living, as manifested through their activities, interests, and opinions, which collectively depict the holistic interaction of the individual with their environment<sup>67</sup>. Marketing managers are tasked with creating distinct marketing strategies that align with the diverse lifestyles of consumers.

### 2.1.2 Celebrity Endorsement

Nowadays, it's common practice to employ popular celebrities to promote products in various markets, leveraging TV, radio, magazines, and social media. It is widely anticipated that celebrity endorsements will result in increased sales and financial gains. A celebrity, in the context of this discussion, is an individual who predominantly appears in mainstream media, yielding considerable influence and attracting a notable degree of public attention<sup>69</sup>. These figures wield substantial sway within their specific domains, boast a high degree of recognizability among the general populace, and possess a compelling appeal to the masses. It is imperative to acknowledge that the ascent to celebrity status primarily hinges on an individual's chosen occupation or career path, with prime illustrations encompassing those who excel in the spheres of sports and entertainment<sup>69</sup>. Furthermore, some individuals attain celebrity status through extensive media coverage spotlighting their distinctive lifestyles and affluence or through their associations with renowned personalities<sup>70</sup>. Celebrities are individuals who command special attention from crowds or specific groups of people<sup>71</sup>. They possess distinctive qualities, which may include elegance, an exceptional lifestyle, or unique talents that set them apart. Consequently, celebrities typically differ from average individuals within a society and enjoy widespread recognition by the general public.

Celebrity endorsement is a specific marketing strategy adopted by advertisers to communicate information about their products<sup>72</sup>. In this approach, consumers associate the product or brand with the perspective of the celebrity who is endorsing it. The concept of celebrity endorsement is widely embraced by many researchers and marketers who believe that if effectively implemented and embraced, it can confer a competitive

edge to a product, foster business growth, enhance brand recognition, and boost the appeal of offerings<sup>69,70,71,72</sup>. Studies have indicated that celebrities exert a nuanced yet significant influence on the daily actions and choices of individuals as they cultivate a deceptive emotional connection with their admirers.

Celebrity endorsements offer significant benefits, including the establishment of a positive reputation, increased visibility, and the cultivation of trust for both a company and its products. These advantages ultimately contribute to long-term profitability. Nevertheless, it's important to note that celebrity endorsements alone may not instantly guarantee the popularity of the endorsed product. Therefore, companies would be prudent to integrate other essential marketing components, such as packaging, pricing, product design, target audience, and the selection of the appropriate celebrity, to make substantial progress in the competitive market.

Celebrity endorsement refers to the privilege bestowed by celebrities or influential individuals to affirm the excellence of a brand, thereby endorsing the product or service as a highly desirable must-have. In a study, it was revealed that in India, there is a tradition of hero-worshipping prominent figures, including stars and sports personalities<sup>73</sup>. This presented an opportunity for businesses to leverage celebrities in their advertisements for brand endorsements and to influence their customers' purchasing intentions<sup>73</sup>. As a result, there was a rapid increase in celebrity endorsements. Respondents in the study also affirmed that celebrities boost brand recognition and motivate individuals to purchase those brands. Subsequent research concluded that using popular ambassadors to endorse one's product did not have any detrimental effects.

A celebrity endorser is an individual recognized by the public for reasons other than the product itself. Consequently, many marketers believe that employing celebrity endorsements can not only create significant brand awareness but also have a positive impact on consumers, instilling a sense of trust in the brand.

Celebrity endorsement refers to the tangible association or perhaps strong affinity of a renowned, highly regarded individual with a brand, typically through a formal agreement between the company and the celebrity. Often, companies utilise advertising to publicise a celebrity's endorsement of their products and services because the goal is to ensure the authenticity of the message conveyed about a brand<sup>74</sup>.

A celebrity is an individual who experiences widespread public recognition among a significant portion of a particular group or population. A celebrity is a person who is recognised by the general public, often for accomplishments in fields other than the product category they endorse. This recognition typically arises from their involvement in areas such as acting, sports, entertainment, and more. Celebrities are individuals who attain a certain level of fame within a specific segment of society, which can include actors, athletes, politicians, and pop culture icons. Their success and prominence grant them the ability to inspire and exert influence on others.

Celebrities make public appearances for various reasons. They do so as part of their professional obligations; they attend special events like award ceremonies, become subjects of news coverage, feature in fashion magazines and tabloids, offer supplementary insights into their personal lives, and serve as spokespersons in advertising campaigns to endorse products and services. When celebrities participate as

representatives in advertising to enhance product visibility and potentially boost sales, this is known as celebrity endorsement<sup>75</sup>.

A celebrity endorser is someone widely recognized by the public who leverages their fame to endorse a consumer product by featuring it in an advertisement. Celebrities come from diverse fields, including entertainers (popstars, musicians, actors, models, etc.), sports figures, businesspeople, or politicians. They can also be classified based on their level of recognition (local, national, international, or global) and their demographic characteristics. Marketers are drawn to celebrities due to specific fundamental qualities such as beauty, talent, athleticism, power, and more. These attributes mirror the appealing qualities sought after by the brands they endorse.

Studies suggested that celebrity endorsers would positively influence the attitudes of a larger population<sup>76</sup>. However, a negative attitude towards any celebrity might affect consumer buying behaviour towards any particular brand or service. Previous literature claimed that a positive attitude would boost the purchase intentions of consumers<sup>76</sup>. When a customer expresses a desire to buy a product, this is referred to as behavioural intention. Behavioural intention is when an individual draws conclusions based on various observations and decides to proceed in a certain direction. It relies on consumer attitudes. Attitude refers to an individual's internal evaluation pertaining to any object, issue, person, or action<sup>77</sup>. Most of the researchers consider attitude a key factor in determining consumer buying behaviour related to any brand, product, or service<sup>77</sup>. Studies suggested that celebrity endorsers would positively influence the attitudes of a larger population<sup>78</sup>. However, a negative attitude towards any celebrity might affect consumer buying

behaviour towards any particular brand or service. Previous literature claimed that a positive attitude would boost the purchase intentions of consumers.

### **2.1.2.1 Celebrity Endorsement as a Marketing Strategy**

For numerous decades, the utilisation of celebrity endorsers in advertising has been regarded as a potent marketing strategy by advertisers and their agencies<sup>79</sup>. The influence wielded by celebrities is so formidable that companies are willing to allocate substantial sums, often in the millions of dollars, for endorsement agreements<sup>80</sup>. This is primarily due to the celebrity's capacity to grab consumers' attention in an advertisement, even amidst the inundation of messages<sup>80</sup>. Businesses invest substantial sums of money with the sole expectation that it will have a favourable impact on the attitudes and behaviours of the intended consumers regarding the product<sup>81</sup>. Celebrity endorsement advertising not only has the potential to connect with the intended consumer but also aids retailers in drawing in a fresh audience. Advertisers are turning to celebrity endorsements due to their swift and efficient means of raising product awareness. Companies that invest in celebrity endorsers will start seeing profits when the additional revenue generated from the advertising surpasses the advertising costs<sup>80</sup>.

The four dimensions of brand equity, including brand awareness, brand associations, perceived quality, and brand loyalty, play a crucial role in shaping consumers' beliefs that the purchased brand will deliver value and advantages to them. Similarly, employing a celebrity endorser in advertisements can have a positive impact on these dimensions. In an ideal scenario, when consumers are satisfied with their purchase, they are likely to engage in word-of-mouth recommendations<sup>82</sup>. This form of personal communication can

be advantageous for retailers as it is perceived as impartial and objective. A public figure possesses the ability to elevate a new or obscure brand to widespread recognition through positive endorsements. Retailers can generate pre-sale interest by prominently featuring the celebrity endorser in advertising campaigns in the months leading up to a product launch. In essence, the endorser has already established awareness of the product among consumers, resulting in increased merchandise sales. Celebrities are selected to create such a powerful and enduring impression that it can influence consumers to make a purchase. In this way, a celebrity can also elevate the perceived quality of the brand, enabling brand managers to command higher prices because consumers are willing to pay more for what they perceive as higher quality.

#### **2.1.2.2 Celebrity Endorsement and Consumer Buying Behaviour**

In the realm of marketing, celebrity endorsement entails the establishment of a contractual partnership between an organisation and a widely recognised and esteemed public figure, aimed at associating the said personality with a particular product or service<sup>83</sup>. Frequently, organisations employ advertising as a means to convey a celebrity's endorsement of their product, as the primary objective of celebrity endorsement is to ensure the credibility of the information conveyed in an advertisement regarding a product.

Consumers often place their trust in advertisements featuring celebrities due to their awareness of the celebrity's well-established reputation and their understanding of the potential risks to the celebrity's credibility if the product being endorsed proves to be subpar or fails to live up to its claimed qualities<sup>84</sup>. Celebrity endorsement holds substantial

recognition within the marketing literature, particularly in empirical research. Consistently, multiple empirical findings demonstrate a favourable impact of celebrity endorsements on consumer product purchasing behaviour.

### **2.1.2.3 Choosing the Right Celebrity Endorser- Helpful Models**

To achieve their intended promotional goals through celebrity advertising, advertisers must exercise extreme caution in the selection of the celebrity, as this decision can determine the success or failure of a campaign<sup>85</sup>. There are models available to aid in this selection process. However, scholars argue that specific critical factors must be considered to improve the applicability of a particular model. These factors include:

#### **Celebrity Credibility:**

The credibility of an endorser is established through their honesty, integrity, and trustworthiness. High credibility can signal positive qualities in the provider, significantly influence the recipient's message acceptance, and enhance customers' perceptions of a brand<sup>86</sup>. When the target audience perceives the celebrity as trustworthy and truthful, they become more engaged and are less inclined to scrutinise or hesitate to purchase products endorsed by that celebrity.

In the eyes of consumers, a celebrity endorser who is seen as trustworthy often indicates a high level of product quality. For instance, when top-tier athletes are associated with a particular sports brand, it can be interpreted as a testament to the exceptional quality of the product, thereby creating a credible image.

Celebrity credibility can be defined as the degree to which the audience perceives the celebrity as possessing pertinent expertise, capabilities, or background and places trust in the source to provide impartial and objective information<sup>86</sup>. The credibility of a celebrity endorser represents an additional facet within the realm of celebrity endorsement. Endorsers who possess both attractiveness and promote products exhibit elevated levels of credibility, enabling them to effectively persuade consumers to engage with the advertisement and make purchasing decisions in favour of the promoted product<sup>87</sup>. The credibility of a celebrity endorsement hinges on the celebrity's proficiency in conveying messages and information effectively.

In the context of celebrity endorsements, celebrity credibility refers to the level of belief, trustworthiness, and competence attributed to a celebrity<sup>88</sup>. This concept encompasses the audience's perception of the celebrity's knowledge about the endorsed product or brand and their deservingness of trust. It is essential to assert that celebrity credibility stands as a critical criterion for a celebrity to be eligible for endorsement or to serve as a representative for a company's brand<sup>88</sup>. This significance arises from the fact that the celebrity's image becomes a reflection of the brand they are associated with, making trustworthiness, expertise, and believability pivotal attributes in this regard.

Celebrity credibility consists of values such as trustworthiness, expertise, and believability. Trustworthiness is the degree to which a celebrity can be trusted by the target audience<sup>87,88</sup>. The significance of celebrity credibility in celebrity endorsements cannot be overstated, as it instills trust within the target audience, forming the foundation upon which the endorsed brand is chosen or embraced<sup>88</sup>. This underlying principle

implies that celebrity credibility has a substantial impact on consumers' purchasing decisions regarding products or brands.

### **Celebrity Personality**

A celebrity personality is an individual who has achieved widespread recognition and fame in their field, such as entertainment, sports, or politics. It refers to a public figure known for their talents, achievements, or influence, often recognized by a large number of people<sup>89</sup>. These individuals are constantly in the spotlight, with their actions and life events often discussed and analysed by the public. Their ability to draw attention and interest from the masses, whether through their work or personal lives, sets them apart. Often featured in tabloid magazines and gossip columns due to their high-profile personal lives, these individuals use their fame to influence trends, advocate for social causes, and engage in philanthropic activities. A celebrity personality's name carries significant value in their industry, and they are frequently sought after for endorsements, appearances, and interviews, all while maintaining a loyal fan base dedicated to supporting and promoting their work.

Celebrity personalities possess a unique set of traits and wield significant influence over consumer buying behavior. Their fame, charisma, and relatable qualities make them relatable to the public, often resulting in consumers aspiring to emulate their lifestyles and choices<sup>90</sup>. The benefits of celebrity influence on consumer buying behaviour are manifold. Firstly, their endorsements lend credibility to products and services, creating a sense of trust and assurance among consumers. Secondly, their status as trendsetters influences consumers' preferences and encourages them to adopt the latest products or

fashion styles endorsed by their favourite celebrities<sup>80</sup>. Moreover, celebrity personalities can provide consumers with a sense of connection and identification, fostering a deeper emotional attachment to the brands they endorse. Their impact is undeniable, as consumers frequently seek to emulate the lifestyles and choices of these influential figures, making celebrity personalities a powerful force in shaping and driving consumer purchasing decisions.

### **Celebrity Expertise**

Celebrities are frequently selected for endorsements because of their deep understanding and expertise in the specific product they are promoting. This suggests that the celebrity's endorsement is not merely driven by financial incentives but is rooted in their genuine knowledge within the relevant field, affirming the product's quality<sup>80,91</sup>. Celebrity endorsements, particularly when it comes to consumers looking for guidance or advice in a particular domain, can prove highly influential in fostering trust and authenticity. To illustrate, a kitchen appliance might gain credibility through an endorsement from a renowned chef, or a workout programme or piece of equipment could become more trustworthy when endorsed by a fitness expert. In such instances, the celebrity's proficiency in the respective field enhances the endorsement's impact and contributes to solidifying the brand's expertise in that niche.

When consumers perceive the celebrity as highly knowledgeable and proficient in the subject matter, they are more inclined to have their opinions positively influenced<sup>92</sup>. This concept underscores the significance of a company enlisting an individual to endorse their brand or product, particularly when it is assumed that the endorsing individual possesses substantial expertise and a thorough understanding of the product in question.

When there appears to be a lack of alignment between the celebrity endorser's expertise and the product's messaging or values, it undermines all credibility<sup>92</sup>.

Conversely, consumers tend to favour celebrity endorsers more when they are perceived as authorities in a specific product category. Expertise plays a pivotal role in the success of advertising and can be utilised as a means to provide accurate information to consumers by considering factors such as knowledge, skills, and experiences. It revolves around comprehending the endorser's grasp of the subject, their qualifications, competence, mastery, and authoritative presence. The belief is that when consumers perceive a high level of expertise in a celebrity endorser, it effectively communicates the intended message to society through advertising. Expertise is tied to how much confidence the endorser has in possessing the essential knowledge, experience, or skills required to endorse the product<sup>93</sup>. It matters less whether the endorser genuinely possesses expertise; what matters is whether consumers perceive them as experts<sup>93</sup>. Experience strongly correlates with purchasing decisions, and a deep understanding of the product is a strong indicator of the endorser's expertise. The more knowledge the endorser has about the product, the more favourable the brand is perceived. Celebrities are often perceived as more knowledgeable than hired spokespersons in this regard.

The influence of celebrity expertise on consumer buying behaviour is a vital aspect of marketing strategy. Research indicates that when consumers perceive a celebrity endorser as possessing knowledge, skills, or expertise in a particular product category, it can significantly impact their purchasing decisions<sup>93</sup>. This effect is rooted in the consumer's trust in the endorser's proficiency, making them a credible source of information. Whether it's an actor discussing the benefits of a skincare product or a renowned chef

endorsing a kitchen appliance, their perceived expertise can sway consumers towards those endorsed products. Moreover, expertise extends beyond product knowledge; it includes a range of qualities such as competence, qualifications, mastery, and authoritative presence. When consumers believe that a celebrity endorser is well-versed in a given field, it not only influences their attitudes towards the endorsed brand but also enhances their likelihood of making a purchase. In essence, the perceived expertise of a celebrity endorser can serve as a powerful catalyst for shaping consumer behaviour and instilling confidence in the products or services they endorse.

### **Celebrity Attractiveness**

The appeal of a celebrity holds significance across various product categories. Attractiveness pertains to the degree of physical allure or visual charm that the source possesses in the eyes of the audience<sup>93</sup>. A celebrity's physical appearance serves as a potent tool for differentiating themselves in a crowded market, capturing attention, and shaping the audience's perceptions and intentions<sup>92,93</sup>. Given that consumers place considerable emphasis on aesthetics, a celebrity exuding a glamorous image is more likely to garner favourable feedback and heightened awareness among the public. In contrast to campaigns with less captivating themes, those featuring an attractive celebrity endorser are poised to exert a more substantial influence on consumer attitudes regarding the brand and its offerings. When consumers perceive a semblance of shared qualities with the endorser, they tend to find the endorsers more appealing<sup>90</sup>. Aesthetic endorsers stand a better chance of swaying opinions and are more likely to impact purchase intentions. The perceived attractiveness of endorsers is a key determinant in shaping

buying decisions. The captivating persons featured in advertisements contribute to a more positive perception of the advert itself and foster a heightened desire to make a purchase.

Furthermore, a celebrity's physical attractiveness significantly affects the efficacy of their endorsement. Research demonstrates that attractive celebrities tend to be more effective at endorsing products or services compared to their less attractive counterparts. It's important to note that attractiveness encompasses not only physical beauty but also other qualities such as intelligence, personality traits, and lifestyle factors<sup>90,94</sup>. It has been proposed that the persuasive power of an endorser's speech is influenced by their physical attractiveness<sup>90,94</sup>. This effect is achieved through a psychological process known as identification, where consumers accept information provided by an attractive endorser simply because they wish to associate with that endorser. Endorsers who possess physical beauty increase the likelihood of people making a purchase.

Conversely, less renowned endorsers had a more pronounced impact on consumers' inclination to buy. Attractiveness encompasses more than just outward appearance; it also encompasses qualities like academic excellence, behavioural traits, lifestyle, athletic achievements, and skills possessed by the endorsers. Customers may find athletes, for instance, appealing due to their admiration for their accomplishments and subsequent attraction to them.

The impact of celebrity attractiveness on consumer buying behaviour is a compelling phenomenon. Research suggests that the physical appeal of a celebrity endorser holds significant sway over consumers' purchasing decisions<sup>92,93,94</sup>. This influence is often attributed to a psychological process called identification, where consumers are more

inclined to accept information and recommendations from attractive celebrities because they desire a connection with them. When celebrities possess physical beauty, it heightens the likelihood of consumers choosing to buy products or services endorsed by them. Surprisingly, less well-known endorsers may exert a stronger influence on consumers' buying tendencies. Furthermore, attractiveness encompasses a broad spectrum beyond mere looks; it encompasses qualities like academic achievements, personality traits, lifestyle, athletic prowess, and various skills held by the endorsers. For instance, consumers may find themselves drawn to athletes not only for their physical attractiveness but also due to their admiration for their achievements, leading to increased trust in their endorsements. In essence, the allure of celebrity attractiveness plays a significant role in shaping consumer behaviour and purchase intentions. Furthermore, there are several types of celebrity endorsement and they are:

**Testimonial:** A testimonial is when a famous person has firsthand experience with a product or service and provides a statement highlighting its advantages and attributes.

**Endorsement:** Endorsement involves celebrities associating their names with advertisements for products or services, regardless of whether they possess expertise in those offerings.

**Actor:** In the role of an actor, a celebrity might be requested to feature a product or service as part of a character's portrayal, distinct from offering a personal testimonial or endorsement.

**Spokesperson:** A spokesperson for a company is typically a celebrity who consistently represents the brand or company, often appearing in print and TV ads and making personal appearances over an extended period.

#### **2.1.2.4 Celebrity Endorsement Risk**

While celebrity endorsement offers numerous advantages, it's important to note that there are also substantial potential risks, and the most significant ones will now be elaborated upon.

##### **Negative Information:**

One risk associated with utilising celebrity endorsers is the potential for negative information to surface concerning the celebrity. It is crucial, whenever feasible, to proactively address the emergence of unfavourable information about celebrity endorsers<sup>95</sup>. Companies have experienced significant damage to their reputations due to negative publicity stemming from the misdeeds of celebrity endorsers, including instances of involvement in drug scandals, sexual assault, and even murder. This harm inflicted upon the reputations of these companies can erode consumer trust and credibility in the brands they endorse<sup>96</sup>.

##### **Overshadowing:**

When employing a celebrity endorser in advertising, there is a risk that consumers may become overly fixated on the celebrity, potentially overlooking the promoted brand<sup>97</sup>. Consequently, the advertisement may become more centred on the celebrity's image and physical appearance rather than highlighting the qualities of the endorsed product. This phenomenon, known as overshadowing, occurs when the celebrity endorser shares the spotlight with multiple other stimuli, each vying for association with the celebrity<sup>97</sup>.

While the advertiser's goal is to establish a meaningful connection between the celebrity and the endorsed brand, overshadowing suggests that the celebrity endorser is more likely to form a stronger association with the most dominant stimulus present, which may not necessarily be the featured brand in the advertisement. In surveys and studies, participants often recalled the celebrity but struggled to recall the brand being endorsed. To address this issue, advertisers should select a celebrity endorser who captures attention and complements the sales message without overshadowing the brand<sup>80,90</sup>. One effective approach to mitigating the risk of overshadowing is by ensuring that both the celebrity and the product are the two most prominent elements in the advertising campaign.

**Overexposure:**

This issue arises when a celebrity endorses numerous companies, whether concurrently or separately, resulting in overexposure that adversely affects consumers' perceptions of the endorser's credibility, likability, and their overall attitude towards the advertisement<sup>93,95</sup>. Overexposure is a frequent issue, particularly among widely recognised endorsers and competing brands, leading to consumer confusion and a diminished ability to accurately recall which brand the celebrity is associated with. Consequently, consumers may begin to question whether the celebrity genuinely supports the brand or is merely doing so for financial gain.

**Financial Risk:**

Investing in celebrity endorsements presents a substantial financial gamble for companies, as it essentially involves a double-edged sword<sup>98</sup>. On one hand, companies must acknowledge that they lack control over the actions of celebrities, which could potentially

result in a disaster for the company. On the other hand, making a wise celebrity choice can yield significant returns. The expenses associated with hiring celebrities as endorsers can sometimes run into several million euros or dollars for the promotion of a single product. In the decision-making process regarding celebrity endorsers, advertisers must, at some point, assess the cost-effectiveness of their selection. Instead of pursuing a well-known and costly endorser, advertisers can often achieve favourable results by opting for a lesser-known and more budget-friendly endorser who aligns well with the brand's message and resonates with the target audience.

#### **2.1.2.5 Endorser's Gender**

Gender disparities are also seen as an additional aspect for discerning variations in consumer purchasing patterns in surveys. Nevertheless, many studies on celebrity endorsers have examined gender issues primarily from the celebrities' perspective rather than deliberately considering the gender of the consumers. Gender pertains to the physiological characteristics that distinguish between males and females<sup>99,100,101</sup>. Researchers investigated whether the gender of the celebrity endorser featured in a direct advertisement affects how potential buyers react to the promoted product. Their findings indicated that when a highly attractive female was featured in a photograph, as opposed to an unattractive male, female, or even an attractive male, the purchasing intentions of receivers increased<sup>102</sup>. Men were particularly responsive to humour, unique creative approaches, and sexual imagery in the advertisement. They preferred straightforward messages over complex ones and were found to be influenced by the colours and visuals used in the commercial.

Consumers exhibit varying responses when exposed to female celebrity endorsers compared to their reactions to male celebrity endorsers. Advertising featuring female celebrities received more favourable evaluations than those featuring male celebrities. Additionally, men tend to have a more positive response to women featured in advertisements compared to women's responses. This was supported by previous research that stated women tend to be more persuadable than men; therefore, women will respond more positively to advertising than men. Both genders, but particularly males, are noticeably more influenced in their behaviour and actions by attractive female models than by attractive male models. Female celebrity endorsers and male celebrity endorsers elicit distinct customer responses, with advertisements featuring female celebrities proving to be more effective than those featuring male celebrities. In terms of credibility, female celebrities are considered more trustworthy when compared to their male counterparts.

#### **2.1.2.5 Endorser's Type**

In terms of the type of endorser, the emphasis is on the impact of celebrity versus non-celebrity endorsements on consumer buying behavior. Companies have the ability to craft and cultivate characters that align with their brand values and target demographics, granting them substantial control over these person as and ensuring they endorse only specific products. However, when creating these spokespersons isn't feasible, companies often turn to well-known celebrities whose personal brand image has been established over the years. Both celebrity and non-celebrity advertisements influence consumers' perceptions. Consumers have become increasingly discerning when it comes to advertising. Businesses have the ability to create and nurture characters that align with

their brand's values and target audiences. This gives them substantial influence, allowing them to ensure that these characters exclusively endorse a specific product. When consumers encounter messages from two different brands, one featuring a celebrity endorsement and the other without, they tend to believe that the product endorsed by the celebrity will garner more purchases<sup>103</sup>. In direct comparisons, celebrity endorsers have been found to be more trustworthy, competent, and slightly more attractive than their non-celebrity counterparts<sup>104</sup>. Utilising a renowned celebrity as an endorser can enhance viewers' perceptions of the advertisement when a consumer sees messages from two different brands, one featuring a celebrity endorsing a product and the other without such endorsement, they tend to believe that the product endorsed by the celebrity will attract more purchases<sup>103</sup>.

Research has revealed that celebrity endorsers are considered to be more reliable, competent, and appealing compared to non-celebrity endorsers<sup>103,104</sup>. Studies indicate that celebrity endorsers are more effective in influencing emotions than other types of endorsers, such as company employees, regular customers, and industry experts<sup>103,104,105</sup>. What sets celebrities apart from anonymous individuals is their capacity to convey deeper, more powerful, and nuanced meanings, along with offering a unique lifestyle and personality that anonymous figures cannot replicate. Employing celebrities to endorse products boosts positive ratings for advertisements and evaluations of the products. One plausible explanation for the success of celebrity-endorsed ads is that consumers believe celebrities endorse products based on genuine affinity rather than solely for financial gain. Furthermore, to ensure that celebrities are exclusively endorsing a particular product, the respective company can exert more control and oversight over their involvement. Most

advertisers share the belief that messages conveyed by celebrities garner a higher level of attention compared to those delivered by non-famous individuals. Celebrities typically convey more potent meanings, whereas non-celebrities can only convey meanings associated with their age, gender, and status. Furthermore, celebrities already carry established meanings outside of the advertising context. The advertising industry is willing to invest increasingly in celebrities. However, some researchers suggest that the success of celebrity-endorsed advertisements might be attributed to consumers who believe that celebrities endorse products based on genuine feelings towards the product rather than solely for financial compensation<sup>99</sup>.

Hence, it is advisable for a company to consider employing a prominent figure as an endorser instead of an anonymous spokesperson. This can help them stand out from the competition and establish a unique competitive advantage. Non-celebrity endorsements perform better in certain product categories, like cosmetics, primarily because celebrities may lack credibility regarding whether they actually use these products<sup>106</sup>. Currently, the trend of utilising non-celebrity figures in advertising is expanding due to the potential detrimental impact of celebrity endorsements on brand image. Consequently, non-celebrities are being employed in advertising to mitigate the negative effects associated with celebrity endorsements.

## **2.2 Theoretical Framework**

### **2.2.1 Theory of Planned Behavior**

The Theory of Planned Behavior (TPB), is a widely recognized psychological and social science theory, which provides a valuable framework for understanding and analyzing

consumer buying behavior, specifically within the context of female undergraduate students purchasing sanitary pads endorsed by celebrities in Lead City University, Ibadan<sup>107</sup>. This theory centers on the idea that human behavior is driven by intentions, attitudes, subjective norms, and perceived behavioral control<sup>108</sup>. Attitude toward the behavior would encompass the female students' perspectives on purchasing sanitary pads that bear celebrity endorsements. Researchers has investigate how these endorsements shape attitudes regarding product quality, reliability, comfort, and other relevant factors<sup>108</sup>.

Subjective norms (SN) come into play, reflecting the perceived social influences or pressures affecting students' decisions to engage in this behavior. Subjective norm pertains to "the perceived influence from society encouraging or discouraging the behavior." Perceived Behaviour Control refers to "an individual's perception of the ease or difficulty associated with carrying out the specific behaviour." A prior investigation demonstrated that consumer decision-making was impacted by attitude, subjective norms, and perceived behavior control<sup>109,110</sup>. The subjective norm plays a pivotal role in shaping human behaviour and holds significant importance in the process of consumer decision-making. When consumers make choices, they consistently take into account the expectations and conduct of others, which, in turn, significantly shape their preferences and behaviour<sup>110</sup>.

The research can explore how family, friends, media, peer discussions, and societal expectations influence their choices regarding celebrity-endorsed sanitary pads. Perceived behavioral control (PBC) is another critical aspect. Perceived behaviour control (PBC) can be described as an individual's assessment of the ease or difficulty

associated with carrying out a specific behavior<sup>107</sup>. PBC reflects a person's confidence in their ability to overcome obstacles and successfully engage in the behaviour in question<sup>107</sup>. Essentially, it gauges one's confidence in the feasibility, likelihood, or potential of executing a particular behaviour. It deals with the perception of ease or difficulty in performing a particular behavior. In this context, it relates to the perceived convenience, affordability, and accessibility of purchasing sanitary pads endorsed by celebrities. Do students believe they have control over their purchasing decisions?

Intentions (I) are a central outcome variable in this study. Researchers can examine how attitudes, subjective norms, and perceived behavioral control collectively shape students' intentions to buy these products, which are endorsed by celebrities they admire. While the TPB primarily focuses on intention, it acknowledges that intention is a strong predictor of actual behavior (B). Hence, researchers can investigate whether students' intentions to purchase celebrity-endorsed sanitary pads align with their real purchasing behaviors.

In terms of data collection and analysis, researchers can employ surveys, interviews, or focus groups to assess TPB components in relation to the research topic. Questions can address celebrity endorsement, sanitary pad preferences, social influences, and perceived control over purchasing decisions.

Practically, understanding how TPB applies to consumer buying behavior can benefit marketers and advertisers. If the research indicates that celebrity endorsements positively impact intentions and behavior, companies can use this knowledge to design more effective advertising campaigns targeting female undergraduate students. Ethical

considerations are crucial as well. Researchers should address potential issues related to misleading advertising or the exploitation of vulnerable populations in their exploration of celebrity endorsements. In conclusion, TPB offers a comprehensive framework to investigate the link between celebrity endorsement and the consumer buying behavior of sanitary pads among female undergraduate students.

### **2.2.2 Source Credibility Theory**

Source credibility theory, offers a compelling theoretical lens through which to investigate the intricate dynamics of celebrity endorsement and its impact on the purchasing behavior of female undergraduate students at Lead City University in Ibadan, Oyo State, Nigeria, particularly concerning sanitary pads. This theory, rooted in the evaluation of the credibility of information sources based on their expertise, trustworthiness, and attractiveness, provides a structured foundation for this research<sup>111,112</sup>. It facilitates an exploration of how these students perceive the celebrities endorsing sanitary pads in terms of their expertise in matters related to feminine hygiene products, the level of trust they instill, and the attractiveness of their personnel. These dimensions of credibility can be instrumental in determining whether these students are more or less inclined to purchase the sanitary pads endorsed by these celebrities.

Moreover, considering the cultural context in which this research takes place, source credibility theory can be adapted to account for specific cultural factors that might influence the perception of credibility among this demographic. This theory allows for an in-depth examination of how cultural nuances may shape the way students evaluate and respond to celebrity endorsements. In practical terms, this theory can offer valuable

insights to marketers and advertisers seeking to refine their strategies. By understanding how source credibility theory operates one can offer recommendations for more effective celebrity endorsement campaigns tailored to this particular demographic. Additionally, the findings of this study may be confined to the chosen demographic and geographical location, i.e., female undergraduate students in Lead City University, Ibadan, Nigeria. The applicability of the theory's principles to other populations or contexts may vary considerably.

Finally, external influences such as marketing strategies, brand reputation, and peer influence can significantly impact consumer buying behavior<sup>113</sup>. In summary, source credibility theory provides a solid framework for investigating how celebrity endorsements affect the buying behavior of female undergraduate students at Lead City University in Ibadan, Nigeria, concerning sanitary pads. By leveraging this theory, this research aims to uncover the intricate interplay between credibility dimensions and consumer decisions in this unique context, offering valuable insights that can benefit both academic understanding and marketing strategies.

### **2.3 Review of Empirical Studies**

Consumer behaviour encompasses the series of actions and decisions made by individuals as they pursue, select, purchase, use, evaluate, and dispose of products and services to fulfil their desires and requirements<sup>1</sup>. In many instances, obtaining goods or services entails a comprehensive and intricate process that includes in-depth information gathering, brand comparison and assessment, and various related activities<sup>2</sup>. Understanding the connection between celebrity endorsement and consumer buying

behaviour becomes increasingly important as marketers attempt to improve and influence consumer buying behaviour towards their products or services.

In a piece of study titled analysis of impact of celebrity endorsements on consumer buying behavior<sup>114</sup>. It postulated that, in today's market, there is a proliferation of products, making it increasingly challenging for individuals to distinguish among them. In India, celebrities hold such a prominent place in the minds of consumers that their vast fan following can be leveraged for various activities<sup>114</sup>. This research aims to investigate the influence of celebrity endorsements on the purchasing behaviour of consumers across different demographics, including gender, age, occupation, and income levels. The research combines both descriptive and exploratory approaches<sup>114</sup>. The study's sample size consists of 120 respondents, with 67 being female (56%), and 53 being male (44%)<sup>114</sup>. Both primary and secondary research methods were employed in this study. The data collected from respondents underwent analysis using descriptive statistics, one-sample tests, and Chi-square tests. In conclusion, the research findings suggest that celebrity endorsements are effective in creating awareness but do not have a direct impact on consumer buying behavior<sup>114</sup>. The various attributes of a celebrity affect consumer purchasing behaviour in diverse ways. When making purchasing decisions, consumers prioritise factors such as price and quality over celebrity endorsements. Overall, consumers tend to view claims made by celebrity endorsements as less credible. On the contrary, some consumers may avoid buying certain products specifically because of the celebrities who endorse them.

### **2.3.1 Celebrity Expertise and Consumer Buying Behaviour**

A similar study examined the influence of celebrity endorsements (ceed) and consumer buying behaviour in Nigerian telecommunication industry<sup>115</sup>. The telecommunications industry has explored various media channels to expand its customer base, and one such channel is the endorsement of celebrities<sup>115</sup>. This research paper investigated how celebrity endorsements affect consumer purchasing behaviour in the Nigerian telecommunications industry. The study focused on three attributes of celebrities: trustworthiness, expertise, and attractiveness. To achieve this objective, hypotheses were formulated concerning these selected attributes and their impact on consumer buying behaviour for telecom products in Benin City and Auchi metropolises in Edo State, Nigeria<sup>115</sup>. The research sample consisted of 374 customers selected using judgmental sampling techniques. Data were collected through structured questionnaires, and data analysis was conducted using OLS multiple regression estimation techniques. The findings revealed that trustworthiness among celebrities has a positive influence on consumer behavior. Additionally, celebrity expertise has a positive impact on consumer buying behaviour (coefficient 0.681, significance of 0.000)<sup>115</sup>. Consequently, the study concludes that celebrity endorsements are a valuable strategy for gaining consumer acceptance of telecommunications products. Celebrities used in endorsing telecom products have both a significant and preferential influence on consumers' purchases of telecom products. Therefore, the study recommends that telecom companies consistently strive to produce high-quality products that foster trust and credibility among both fans and customers<sup>115</sup>.

Study on influential role of celebrity credibility on consumer risk perceptions<sup>116</sup>. This study aims to investigate the impact of celebrity credibility, encompassing trustworthiness, attractiveness, and expertise, on consumer risk perceptions and purchasing intentions within the Indian fast-moving consumer goods (FMCG) sector. Employing a survey methodology, the research delves into how various dimensions of celebrity credibility shape the perceived risks and buying behaviors of Indian FMCG consumers. The study engaged 250 participants, who responded to a self-administered questionnaire comprising 18 measurement scales. The key findings highlight that celebrity trustworthiness and expertise emerge as pivotal factors influencing the risk perceptions of Indian FMCG consumers. Notably, these risk perceptions demonstrate a positive correlation with the purchasing intentions of the surveyed individuals.

In another study titled “The Influence of Internet Celebrities’ Expertise and Attraction on Residents’ Intention to Purchase Household Energy-Saving Products in the Context of an Online Community”<sup>117</sup>. It postulated that in recent years, internet personalities have emerged as influential figures in promoting the adoption of energy-saving products. The psychological mechanisms through which they influence fans' purchase intentions have garnered scholarly attention, yet a consensus remains elusive. This study investigates the impact of influencers' expertise, social attraction, and task attraction on fans' intention to purchase household energy-saving products within online communities. Drawing on social cognitive theory and parasocial interaction theory, the research explores the mediating role of parasocial relationships and the moderating role of fans' green self-efficacy. The findings reveal that parasocial relationships between fans and influencers mediate the relationship between influencers' expertise and attraction and fans' intention

to purchase energy-saving products. Moreover, fans' green self-efficacy positively moderates the parasocial relationships in terms of influencers' expertise and task attraction. However, the moderating effect of "green self-efficacy" on the parasocial relationships between fans and internet celebrities is found to be insignificant.

In another study titled "To Study the Impact of Instafamous Celebrities on Consumer Buying Behavior"<sup>118</sup>. This study examines the impact of Instafamous celebrities on consumer buying behavior in light of Instagram's pervasive popularity. It stated that with over 1 billion monthly active users as of June 2018, Instagram stands out as one of the most widely used social networking platforms globally. In the contemporary context, it serves as a primary avenue for individuals to gain and extend their popularity. The prevalence of hashtags has become emblematic of Generation Y's communication style, shaping narratives through likes and comments. Instagram transcends mere image-sharing and appreciation, distinguishing itself from platforms like Snapchat and Facebook. As social media platforms, including Instagram, experience exponential growth, brands are increasingly leveraging novel strategies to enhance visibility among audiences. One such strategy involves the utilization of online "celebrities," termed social media influencers (SMIs), who function akin to traditional celebrity endorsers in disseminating information and shaping consumer perceptions. The integration of SMIs into communication and marketing campaigns has gained traction across various industries, spanning beauty/fashion, home/family, health/fitness, travel/lifestyle, food/beverage, business/tech, and entertainment. This paper aims to investigate the factors influencing consumer purchasing behavior on Instagram, with a specific focus on the credibility of Instafamous celebrities and their impact on buying intentions.

Ultimately, the goal is to demonstrate the influential role of Instagram celebrities in shaping consumer purchase decisions.

#### **4.3.2 Celebrity Credibility and Consumer Buying Behaviour**

A study addresses the influence of celebrity endorsement on consumer buying behaviour towards telecommunication services<sup>119</sup>. In this thesis, the objective was to assess the impact of celebrity credibility, celebrity attractiveness, and celebrity popularity on consumer purchasing behaviour regarding telecommunication services. The research was grounded in the Consumer Persuasion Model of Word of Mouth, initially formulated by Williams Hertzberg, Johnson Palin, and Frederick Mayer<sup>119</sup>. An exploratory research design was employed for this study. Data were gathered from 133 subscribers to telecommunication services through a structured questionnaire. The analysis of the data involved descriptive statistics, and hypotheses were examined using multiple linear regression. The results of the study revealed that celebrity popularity ( $\beta = .430$ ;  $p\text{-value} = 0.000 < 0.05$ ) exhibited the most significant positive influence on consumer purchasing behaviour with respect to telecommunication services, followed by celebrity credibility ( $\beta = .357$ ;  $p\text{-value} = 0.000 < 0.05$ ) and celebrity attractiveness ( $\beta = .215$ ;  $p\text{-value} = 0.002 < 0.05$ )<sup>119</sup>. As a consequence, it was determined that celebrity endorsements play a substantial and positive role in shaping consumer buying behaviour in the telecommunication services domain. Consequently, the study suggests pertinent recommendations for potential implementation by industry practitioners<sup>119</sup>.

In another related study titled the effect of celebrity endorsement on consumer behaviour in Klang Valley Malaysia. It stated that in recent times, influencers and celebrities have

garnered significant attention, and marketers are eager to leverage their credibility to boost product sales<sup>120</sup>. Celebrities exert a substantial influence on the purchasing decisions of social media users. Generation Y, in particular, has developed a heightened fascination with celebrities and closely follows their actions, paying attention to their attire and the products they use<sup>120</sup>. However, many marketers still approach celebrity endorsements through a traditional marketing lens. The failure to focus on influencers who are popular on emerging new media platforms poses a challenge for most marketers. Furthermore, marketers often neglect to consider the attributes that should be taken into account when endorsing new media celebrities. To address this gap, a quantitative analysis was conducted to explore how the attributes of celebrities could impact online consumer behavior. The study employed a deductive research approach, which entails the formulation of a theoretical framework and its associated hypotheses prior to conducting data analysis and subsequently testing them<sup>120</sup>. A survey involving 136 respondents was conducted, and the findings indicated that attributes such as credibility and attractiveness of the celebrity can indeed influence consumer behaviours when they engage with associated brands<sup>120</sup>.

A study examined the research topic titled effects of celebrity endorsement on consumer buying behaviour: evidence from seven-up bottling company plc<sup>121</sup>. The study stated that the utilisation of celebrity endorsements in advertising has emerged as a prevalent trend and a perceived effective strategy for enhancing corporate image and promoting products<sup>121</sup>. In an era where established media channels are increasingly saturated, the imperative to distinguish oneself has grown, and celebrities have demonstrated themselves as an ideal means to ensure brand visibility. The primary objective of this

research was to assess the impact of celebrity endorsements on consumer purchasing behaviour among Pepsi consumers in Ilorin metropolis, Kwara State<sup>121</sup>. Specifically, the study aimed to investigate the influence of a celebrity's trustworthiness and familiarity on consumers' purchase decisions. The study encompassed the population of Pepsi consumers in Ilorin Metropolis, and 381 out of 385 distributed questionnaires, administered through convenience and purposive sampling, were adequately completed and returned<sup>121</sup>. Hypotheses were tested using regression analysis, revealing that celebrity endorsements significantly affect consumers' buying behavior. Furthermore, the study's results indicated that a celebrity's trustworthiness and familiarity both have substantial effects on purchase decisions. In conclusion, the research found that celebrity endorsement has a positive impact on consumer buying behaviour, and it is recommended that organisations employ celebrities who are perceived as honest, reliable, trustworthy, dependable, and familiar when advertising their products and services<sup>121</sup>.

In a study titled "Influence of Celebrity Endorsement on the Buying Behavior of Generation Y Consumers in Selected Betting Businesses in Uyo Metropolis, Akwa Ibom State"<sup>122</sup>. This study aimed to assess the impact of celebrity endorsement on the purchasing behavior of Generation Y consumers within specific betting establishments in Uyo Metropolis, Akwa Ibom State. Data were collected through a survey of 288 respondents, all belonging to the Generation Y age group and customers of the targeted betting firms. Of these, 198 usable questionnaires were collected, representing a return rate of approximately 77%. The collected data were analyzed using the simple regression model (SRM), along with descriptive and inferential statistics. Hypotheses were tested using linear regression at a significance level of 0.05. The findings indicated a significant

influence of celebrity endorsement on the buying behavior of Generation Y consumers. Specifically, factors such as celebrity credibility, attractiveness, and popularity demonstrated notable effects on consumer purchasing behavior within this age group. This suggests that an increase in the endorsement of celebrities, characterized by positive attributes, correlates with a rise in consumer buying behavior among Generation Y individuals. Based on these findings, it is recommended that managers of betting firms effectively leverage celebrities with a favorable public image. Celebrities possessing a positive public image are more likely to inspire trust and confidence among Generation Y consumers, consequently fostering acceptance of the endorsed products and services within this age group.

A study focused with the aims to investigate how celebrity endorsements influence consumers' purchasing decisions<sup>123</sup>. Specifically focusing on Pakistani consumers, the research delves into their perceptions of celebrity endorsements by examining various characteristics. A thorough review of existing literature on celebrity endorsements provides insights into different aspects of this phenomenon. Employing a quantitative approach, the study assesses the impact of various celebrity attributes on consumer behavior. Data from 150 respondents, collected through a structured questionnaire, is analyzed using SPSS software. The findings indicate that factors such as gender, attractiveness, credibility, and the type of endorser, as well as multiple celebrity endorsements, positively affect buying intentions. However, endorsing multiple products shows a negative correlation with consumer buying behavior. Ultimately, the study concludes that celebrity endorsements generally have a favorable impact on consumers' buying intentions.

In another study titled “The Influence of Celebrity Endorsement towards Buying Decision Using Online Advertisement”<sup>124</sup>. Many brands utilise celebrity endorsements as a means to capture audience attention in their marketing campaigns. Advertisers invest substantial sums to secure endorsements from these celebrities, recognizing their significant influence on consumers' purchasing choices and lifestyles. This study aims to investigate the utilization of celebrities in marketing to postgraduate students, the decision-making process of these students regarding purchases, and the connection between celebrity endorsements and buying decisions. To achieve this, a quantitative survey was distributed to 170 postgraduate students using non-probability sampling methods. The findings reveal that employing celebrity endorsement as a marketing tactic significantly impacts the buying decisions of postgraduate students. Correlation coefficient analysis is employed to ascertain the relationship between attractiveness, trustworthiness, expertise, and congruence with buying decisions. The key takeaway from this research is that brands should not solely rely on celebrities' appearances when selecting endorsers. Instead, they should employ a strategic approach to choose celebrities who align closely with their brand values and image.

#### **4.3.3 Celebrity Personality and Consumer Buying Behaviour**

In a study titled “Impact of Celebrity Endorsement on Consumers' Buying Behavior”<sup>125</sup>. The study postulated that, in today's dynamic market environment marked by intense competition, companies and marketers must employ competitive tactics to effectively market their products to their target audience. Recent advancements in consumer behavior and marketing research highlight numerous factors that significantly shape consumer choices and guide them towards purchasing. This study explores the impact of

celebrity endorsements and how consumer attitudes play a role in influencing purchase intentions, especially in the context of a developing country. Using a quantitative research method, the study collected data from 100 university students through a structured questionnaire. The results demonstrate a strong influence of celebrity endorsements on university students, particularly when the endorsers possess traits like likability, attractiveness, credibility, and personality, which positively affect consumers' intentions to purchase. Moreover, celebrity endorsements contribute to cultivating favorable attitudes among consumers towards endorsed brands and products, thus prompting purchase intentions. This research provides valuable insights for both scholars and marketers on effectively leveraging celebrity endorsers in marketing strategies, offering theoretical and practical implications.

#### **4.3.4 Celebrity Attractiveness and Consumer Buying Behaviour**

In a study titled “Ascertaining the Impact of Celebrity Attractiveness and Familiarity on Consumer Buying Behavior among Female University Students in Ghana”<sup>126</sup>. This research aimed to investigate how celebrity attractiveness and familiarity influence the purchasing decisions of female university students in Ghana, given the increasing use of celebrity endorsements in marketing. Using a quantitative approach and distributing an online questionnaire randomly among female students at Legon, KNUST, and UCC, the study involved 450 participants. Analyzing the data through descriptive, correlation, and multiple regression analyses, it found that both celebrity attractiveness and familiarity have a positive and significant impact on consumer buying behavior among the surveyed students ( $B=0.235$ ,  $p$

In another study “Impact of Celebrity Attractiveness on Quality Positioning Strategy”, the significance of a product or brand in consumers’ perception plays a crucial role in conveying its benefits and setting it apart from competitors<sup>127</sup>. While previous research on celebrity attractiveness has explored its impact on consumer buying behavior, it has often overlooked its relationship with quality positioning and brand equity. This study employed a descriptive research design utilizing a survey method, targeting students from three selected tertiary institutions in Lagos State. A total of 435 respondents were chosen for the study through convenience sampling. Primary data was collected using a standard questionnaire and analyzed through descriptive and inferential statistics. Hypotheses were tested using multiple regression and mediation analysis (version 3). Results from a parallel mediation analysis revealed that celebrity attractiveness indirectly influences brand loyalty through its association with quality positioning strategy. The data also indicated that, all else being equal, a one-unit increase in celebrity attractiveness and quality positioning strategy would result in a 13.2% and 35.6% increase in brand loyalty, respectively. These findings suggest that the perceived quality of the brand generates attractiveness and fosters a positive inclination towards brand loyalty.

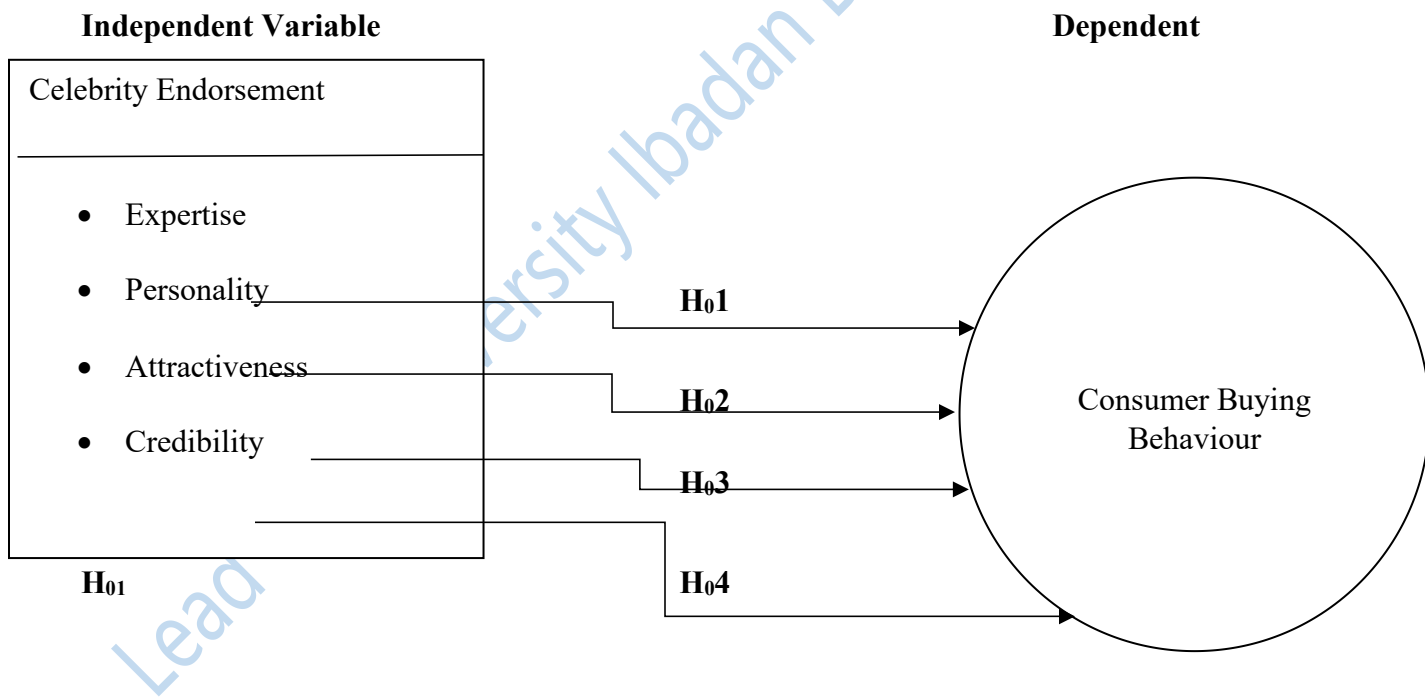
In another study titled “Celebrity Endorsement and Consumers’ Perception of Brand Authenticity” this study delved into the influence of celebrity endorsement and consumer perception on brand authenticity<sup>128</sup>. It examined three dimensions of celebrity endorsement—trustworthiness, expertise, and attractiveness—and utilized selective retention, selective attention, and selective distortion as variables to gauge consumer perception, with brand authenticity serving as a moderating factor. The objectives were twofold: to explore the impact of celebrity endorsement on brand authenticity and to

assess how consumer perception affects brand authenticity. The research involved 169 respondents drawn from the real estate industry. Structural equation modeling and confirmatory factor analysis were employed to analyze the data. The findings indicated that the expertise, trustworthiness, and attractiveness of celebrity endorsers positively affect brand authenticity. Additionally, consumer perceptions demonstrated a significant relationship with brand authenticity. The moderating variable showed that the influence of celebrity attractiveness, expertise, and trustworthiness on brand authenticity varies when the celebrity and user are of opposite genders. It underscores the importance for practitioners and strategists in the real estate industry to carefully consider the gender of celebrity endorsers in relation to the target market. Furthermore, it emphasizes the importance of endorsing celebrities who are compatible and perceived as experts by consumers.

In another study titled “influential role of celebrity credibility on consumer risk perceptions” This study aims to explore how the credibility of celebrities, including their trustworthiness, attractiveness, and expertise, impacts the perception of risk and purchasing behavior among consumers of fast moving consumer goods (FMCG) in India<sup>129</sup>. It utilized a survey approach to assess how these dimensions of celebrity credibility influence perceived risk and purchase intentions among Indian FMCG consumers. The research surveyed 250 participants through a self-administered questionnaire with 18 measurement scales. The key findings highlight that celebrity trust and expertise are the primary factors influencing the risk perceptions of Indian FMCG consumers, which in turn positively affect their purchase intentions. However, the scope of this study was limited to the Indian context. Nonetheless, it provides theoretical

insights into the relationships between variables affecting the success or failure of celebrity endorsements. From a practical standpoint, the study's results offer guidance to industry practitioners in selecting appropriate celebrity endorsers to promote Indian FMCG brands, focusing on the dimensions of trust, expertise, and attractiveness. The study introduces a novel theoretical model that considers affective responses (trust, expertise, attractiveness) and cognitive responses (perceived risk) influenced by celebrity endorsements, aiming to understand their combined impact on purchase intentions among Indian FMCG consumers.

## 2.4 Conceptual Model



**Figure 2.1: Conceptual model showing relationship between Celebrity Endorsement and Consumer Buying Behaviour of Sanitary Pads among Female Undergraduate Students of Lead City University, Ibadan, Oyo State.**

**Source:** The Researcher, 2023

The conceptual model above demonstrates the relationship between celebrity endorsement and consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State. The model displayed a relationship between celebrity endorsement (expertise, personality, attractiveness, and credibility) and consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State.

## **2.5 Summary of Gap in Literature Reviewed**

This literature reviewed for the research titled "Celebrity Endorsement and Consumer Buying Behaviour of Sanitary Pads among Female Undergraduate Students in Lead City University, Ibadan, Oyo State" provides a comprehensive understanding of the factors influencing consumer buying behaviour, with a specific focus on the role of celebrity endorsement in this context.

Consumer buying behaviour is a complex process, often explained through the five-step model of decision-making. This model includes problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Additionally, various types of consumer buying behaviour are identified, ranging from routine to extensive decision-making processes.

The study delves into the significance of celebrity endorsements as a marketing strategy. Celebrities play a crucial role in shaping consumer perceptions and attitudes towards products. They can enhance product credibility and brand image and create a strong emotional connection with consumers. However, it is important to select the right celebrity endorser, and helpful models are explored in the literature to guide this selection

process. Moreover, the literature emphasises the potential risks associated with celebrity endorsements, including potential negative associations and controversies. The gender and type of celebrity endorser are factors examined in the research. The endorser's gender and type can influence consumer buying behaviour differently, impacting the effectiveness of the endorsement strategy.

The theoretical framework for the study is grounded in the theories of planned behaviour and source credibility. These frameworks help explain how attitudes, subjective norms, and perceived behavioural control, as well as the credibility of the endorser, influence consumer buying decisions. The review of empirical studies highlights the relationship between celebrity endorsements and consumer buying behavior. It also explores other factors such as social media, price, trust, and digital marketing, all of which can significantly impact how consumers make purchasing decisions. These factors are essential in understanding the broader context within which celebrity endorsements operate and influence sanitary pad purchases.

In a study titled In conclusion, the literature review provides a comprehensive foundation for the research, shedding light on the intricacies of consumer buying behaviour and the role of celebrity endorsement in influencing these behaviors. The research aims to contribute to a deeper understanding of how female undergraduate students at Lead City University, Ibadan, Oyo State, are influenced by celebrity endorsements when making sanitary pad purchase decisions, drawing on insights from both theory and empirical studies in the field.

## Endnotes

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## **Chapter Three**

### **Methodology**

This chapter describes the methods and techniques that will be used to achieve the aim objectives of this study. This section present the research design, population of the study, sample and sampling techniques, description of the research instrument, validity of research instrument, reliability of the research instrument, data collection and data analysis.

#### **3.1 Research Design**

The study adopted descriptive research design. The choice of descriptive survey for this study is based on the selection of questionnaires as dominant instrument for data collection and the need to establish the perceived relationship existing between celebrity endorsement and consumer buying behaviour of sanitary pads, among female undergraduate students of Lead City University, Ibadan, and Oyo State. Descriptive approach will enable the study to examine perceptions of respondents on measuring variables such as the demographic and Likert-type format as contain in this study. The descriptive research design is an observational study that collects and analyzes data to be the representative of the entire group or population. The purpose of this design is to collect and interpret data without manipulating any variable.

#### **3.2 Population of the Study**

The population of this study focused on all female undergraduate student of Lead City University, Ibadan, Oyo State, Nigeria. Currently, Lead City University has eight

thousand, nine hundred and thirty-seven (8,937) female undergraduate students, as provided by the registration unit of Lead City University (2023).

**Table3.1 List of Female Students of Lead City University based on Faculty**

S/N	Faculty	Population
1	Applied Sciences	800
2	Arts and Education	659
3	Communication and Information science	552
4	Engineering	319
5	Environmental Design and Management	406
6	Medical Sciences	430
7	Clinical Sciences	1,744
8	Law	1,102
9	Public Health	757
10	Pharmacy	235
11	Management and Social Sciences	1933
Total		8,937

**Source: 1**

### 3.3 Sample Size Determination and Techniques

The sample size was determined using Taro Yammane 1967 formula for the sample selection.

The calculation is stated below:

$$n = \frac{N}{1+N(e)^2}$$

Where  $n$  = sample size required,

$N$  = population size

$e$  = level of significance

1 = is a constant

$$\begin{aligned} n &= \frac{8,937}{1 + 8,937(0.05)^2} \\ &= \frac{8,937}{1 + 22.34} \\ &= \frac{23.34}{8937} = \end{aligned}$$

382.90 approximately = 383

From the sample size determined, which is (383) respondents. However, to determine the proportion of the questionnaire to be administered to each Faculty, the study adopts a Proportionate allocation formula. The formula is given as:

$$N_h = \frac{n \times n_h}{N}$$

$N$

Where;  $N_h$ = Number of units to be distributed to each group.

$n_h$  = Total population of respondents in each group.

$n$ = Determined Sample Size.

$N$ = Total Population Size.

$N_h$ = Determined sample size multiply by Total population of respondents in each group

Total population size

Applied Sciences	=	$\frac{383 \times 800}{8937}$	=	34
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Arts and Education	=	$\frac{383 \times 659}{8937}$	=	28
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Communication and Information Science	=	$\frac{383 \times 552}{8937}$	=	24
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Engineering	=	$\frac{383 \times 319}{8937}$	=	14
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Environmental Design and Management	=	$\frac{383 \times 406}{8937}$	=	17
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Medical Sciences	=	$\frac{383 \times 430}{8937}$	=	18
Clinical Sciences	=	$\frac{383 \times 1744}{8937}$	=	75
Law	=	$\frac{383 \times 1102}{8937}$	=	47
Public Health	=	$\frac{383 \times 757}{8937}$	=	32
Pharmacy	=	$\frac{383 \times 235}{8937}$	=	10
Management and Social Sciences	=	$\frac{383 \times 1933}{8937}$	=	83
<b>Total</b>	=	<b>383</b>		

**Table 3.2 Sample Size Distributions**

S/N	Name of Faculty	Population of Female Students per Faculty	Selected sample Size
1	Applied Sciences	800	34
2	Arts and Education	659	28
3	Communication and Information Science	552	24
4	Engineering	319	14
5	Environmental Design and Management	406	17
6	Medical Sciences	430	18
7	Clinical Sciences	1744	75
8	Law	1102	47
9	Public Health	757	32
10	Pharmacy	235	10
11	Management and Social Sciences	1933	83
<b>Total</b>		<b>8937</b>	<b>383</b>

**Source:** Researcher Computation, 2023

The study adopted a multi stage sampling procedures for data collection, which involves both probability and non-probability sampling techniques. The method is considered appropriate because it will help to obtain satisfactory representation of various subgroups within the population under study. The non-probability sampling technique will make use of purposive sampling to target the expected Female Undergraduate Students. The probability sampling techniques adopts a stratified random sampling technique for a fair representation of Female Undergraduate Students of Lead City University, from the existing eleven faculties: Applied Sciences, Arts and Education, Communication and Information Science, Engineering, Environmental Design and Management, Medical

Sciences, Clinical Sciences, Law, Public Health, Pharmacy, Management and Social Sciences, this is to ensure every Female Undergraduate Students of Lead City University has an equal chance of being selected. In view of likely difficulty in accessing the respondents at one time due to their busy schedule, administering of questionnaire was done base on respondents' availability and willingness to participate. Hence, convenience sampling technique was employed. The combination of these methods helped to generate a robust data for the analysis.

### **3.4 Description of Research Instrument**

A self-structured questionnaire was used to examine the effect of celebrity endorsement on consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria. This instrument consist of three (3) sections (A, B, and C). Section A was on demographic data. Section B, measures the effect of celebrity endorsement on consumer buying behaviour on a four (4) Likert scale point of strongly agreed, agreed, disagreed and strongly disagreed . Section C, measures the Consumer buying behaviour on a five (4) Likert scale point of very high extent, high extent, low extent, very low extent.

### **3.5 Validity of Research Instrument**

To ensure the validity of the instrument, the self-structured questionnaire was presented to the researcher's supervisor and other experts within and outside the Department of Management and Accounting, Lead City University, Ibadan, Oyo State, Nigeria. Comments and suggestions from these experts was studied carefully and followed to

improve the quality of the instrument. This was necessary to ensure both the content and face validity of the instrument.

### **3.6 Reliability of Research Instrument**

An instrument is said to be reliable when it yields the same result when administered in different times, locations or population. Therefore, for the purpose of the reliability of the instrument used in this study, a pilot study was carried out by administering samples of the questionnaire to twenty (20) post graduate students of Lead City University, Ibadan, Oyo State. Result was analyzed and Cronbach's alpha coefficient  $r = 0.891$  was generated meaning the instrument was reliable.

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**Table 3.6.1: PLS-SEM Assessment Results of Reflective Measurement Models for Hypothesis One**

Latent Variable	Indicator Item	Convergent validity			Internal consistency reliability	
		Outer loadings (> 0.708)	Bootstrapped p-value (< 0.05)	AVE (> 0.50)	Cronbach's alpha (> 0.7)	Composite reliability (> 0.7)
		Estimate	Estimate	Estimate	Estimate	Estimate
<b>Participation in Collaborative Projects</b>						
	CE_1	0.766	0.000	0.845	0.762	0.785
	CE_2	0.724	0.000			
	CE_3	0.869	0.000			
	CE_4	0.861	0.000			
	CE_5	0.892	0.000			
<b>Increased Product or Service Offerings</b>						
	Quality	0.768	0.000	0.902	0.857	0.836
	Comfort	0.962	0.000			
	Price	0.793	0.000			
	Packaging	0.719	0.000			
	Availability	0.793	0.000			
	WOM	0.902	0.000			
	Trust	0.903	0.000			
	Size/Shape	0.922	0.000			

**Source:** Researchers Field Survey 2024

The result in Table 3.6.1 shows that all the outer loadings of the latent constructs are below 0.708 and the p value shows a value 0.000 which is below the threshold of 0.05. This shows that all the latent constructs are strong in explaining each of the main constructs, which is desirable. The AVE also shows 0.845 and 0.902 for celebrity expertise and consumer buying behaviour, which is above the benchmark of 0.5 confirming that the model has a good convergent validity. From the internal consistency, the result shows a Cronbach alpha and composite validity of (0.762 and 0.785 for celebrity expertise; 0.857, 0.836 for consumer buying behavior of students) which are

both above 0.7 indicating that celebrity expertise and consumer buying behavior of students are reliable constructs in the model. Hence, the statistical analysis indicates that the relationship between celebrity expertise and consumer buying behavior is significant and robust, providing strong support for the research hypothesis.

**Table 3.6.2 Discriminant Validity for Hypothesis One**

	CE	Consumer Buying Behavior
CE		
Consumer Buying Behavior	0.649 [0.528; 0.721]	

**Source:** Researchers Field Survey 2024

Discriminant validity is another important aspect of construct validity that ensures that the measures in the study are distinct from each other. In this study, discriminant validity was assessed through the heterotrait-monotrait (HTMT) ratio and cross-loading analysis. The result of the HTMT as indicated in Table 4.8 shows that the constructs of celebrity expertise and consumer buying behavior of students are less than 1, as evidenced by correlations below 0.85 between the constructs and high factor loadings on their respective factors. This further strengthens the validity of the research findings and reinforces the relationship between celebrity expertise and consumer buying behavior in the context of student consumers. Furthermore, there is less of an average link between hetero traits and hetero methods than there is between mono traits and hetero methods. Discriminant validity is therefore proven.

**Table 3.6.3: PLS-SEM Assessment Results of Reflective Measurement Models for Hypothesis Two**

Latent Variable	Indicator Item	Convergent validity			Internal consistency reliability	
		Outer loadings (> 0.708) Estimate	Bootstrapped p-value (< 0.05) Estimate	AVE (> 0.50) Estimate	Cronbach's alpha (> 0.7) Estimate	Composite reliability (> 0.7) Estimate
<b>Celebrity Personality</b>						
	CP_1	0.972	0.000	0.728	0.815	0.812
	CP_2	0.977	0.000			
	CP_3	0.909	0.000			
	CP_4	0.981	0.000			
	CP_5	0.833	0.000			
<b>Consumer Buying Behaviour</b>						
	Quality	0.764	0.000	0.847	0.893	0.819
	Comfort	0.771	0.000			
	Price	0.748	0.000			
	Packaging	0.945	0.000			
	Availability	0.901	0.000			
	WOM	0.976	0.000			
	Trust	0.852	0.000			
	Size/Shape	0.739	0.000			

**Source:** Researchers Field Survey 2024

The result in Table 3.6.3 shows that all the outer loadings of the latent constructs are below 0.708 and the p value shows a value 0.000 which is below the threshold of 0.05. This shows that all the latent constructs are strong in explaining each of the main constructs, which is desirable. The AVE also shows 0.728 and 0.815 for celebrity expertise and consumer buying behaviour, which is above the benchmark of 0.5 confirming that the model has a good convergent validity. From the internal consistency, the result shows a Cronbach alpha and composite validity of (0.815 and 0.812 for celebrity personality; 0.893, 0.819 for consumer buying behavior of students) which are

both above 0.7 indicating that celebrity personality and consumer buying behavior of students are reliable constructs in the model. Hence, the statistical analysis indicates that the relationship between celebrity personality and consumer buying behavior is significant and robust, providing strong support for the research hypothesis.

**Table 3.6.4 Discriminant Validity for Hypothesis Two**

	CP	Consumer Buying Behavior
CP		
Consumer Buying Behavior	0.734 [0.692; 0.795]	

**Source:** Researchers Field Survey 2024

The result of the HTMT as indicated in Table 4.11 shows that the constructs of celebrity expertise and consumer buying behavior of students are less than 1, as evidenced by correlations below 0.85 between the constructs and high factor loadings on their respective factors. This further strengthens the validity of the research findings and reinforces the relationship between celebrity personality and consumer buying behavior within the context of student consumers. Furthermore, there is less of an average link between hetero traits and hetero methods than there is between mono traits and hetero methods. Discriminant validity is therefore proven in the second hypothesis.

**Table 3.6.5: PLS-SEM Assessment Results of Reflective Measurement Models for Hypothesis Three**

Latent Variable	Indicator Item	Convergent validity			Internal consistency reliability	
		Outer loadings (> 0.708) Estimate	Bootstrapped p-value (< 0.05) Estimate	AVE (> 0.50) Estimate	Cronbach's alpha (> 0.7) Estimate	Composite reliability (> 0.7) Estimate
<b>Celebrity Attractiveness</b>						
	CA_1	0.991	0.000	0.845	0.924	0.941
	CA_2	0.916	0.000			
	CA_3	0.847	0.000			
	CA_4	0.932	0.000			
	CA_5	0.980	0.000			
<b>Consumer Buying Behavior</b>						
	Quality	0.845	0.000	0.847	0.893	0.819
	Comfort	0.851	0.000			
	Price	0.970	0.000			
	Packaging	0.925	0.000			
	Availability	0.789	0.000			
	WOM	0.864	0.000			
	Trust	0.773	0.000			
	Size/Shape	0.845	0.000			

**Source:** Researchers Field Survey 2024

The result in Table 3.6.5 shows that all the outer loadings of the latent constructs are below 0.708 and the p value shows a value 0.000 which is below the threshold of 0.05. This shows that all the latent constructs are strong in explaining each of the main constructs, which is desirable. The AVE also shows 0.845 and 0.847 for celebrity expertise and consumer buying behaviour, which is above the benchmark of 0.5 confirming that the model has a good convergent validity. From the internal consistency, the result shows a Cronbach alpha and composite validity of (0.924 and 0.941 for celebrity attractiveness; 0.893, 0.819 for consumer buying behavior of students) which

are both above 0.7 indicating that celebrity attractiveness and consumer buying behavior of students are reliable constructs in the model. Hence, the statistical analysis indicates that the relationship between celebrity attractiveness and consumer buying behavior is significant and robust, providing strong support for the research hypothesis.

**Table 3.6.6: Discriminant Validity for Hypothesis Three**

	CA	Consumer Buying Behavior
CA		
Consumer Buying Behavior	0.742 [0.631; 0.737]	

**Source:** Researchers Field Survey 2024

Discriminant validity is another important aspect of construct validity that ensures that the measures in the study are distinct from each other. In this study, discriminant validity was assessed through the heterotrait-monotrait (HTMT) ratio and cross-loading analysis. The result of the HTMT as indicated in Table 4.14 shows that the constructs of celebrity attractiveness and consumer buying behavior of students are less than 1, as evidenced by correlations below 0.85 between the constructs and high factor loadings on their respective factors. This further strengthens the validity of the research findings and reinforces the relationship between celebrity attractiveness and consumer buying behavior in the context of student consumers. Furthermore, there is less of an average link between heterotraits and heteromethods than there is between monotraits and heteromethods. Discriminant validity is therefore proven in the third hypothesis.

**Table 3.6.7: PLS-SEM Assessment Results of Reflective Measurement Models**

Latent Variable	Indicator Item	Convergent validity			Internal consistency reliability	
		Outer loadings (> 0.708)	Bootstrapped p-value (< 0.05)	AVE (> 0.50)	Cronbach's alpha (> 0.7)	Composite reliability (> 0.7)
		Estimate	Estimate	Estimate	Estimate	Estimate
Celebrity Credibility	CC_1	0.726	0.000	0.887	0.791	0.853
	CC_2	0.764	0.000			
	CC_3	0.864	0.000			
	CC_4	0.811	0.000			
	CC_5	0.832	0.000			
Increased Product or Service Offerings	Quality	0.768	0.000	0.902	0.857	0.836
	Comfort	0.962	0.000			
	Price	0.793	0.000			
	Packaging	0.719	0.000			
	Availability	0.793	0.000			
	WOM	0.902	0.000			
	Trust	0.903	0.000			
	Size/Shape	0.922	0.000			

**Source:** Researchers Field Survey 2024

The result in Table 3.6.7 shows that all the outer loadings of the latent constructs are below 0.708 and the p value shows a value 0.000 which is below the threshold of 0.05. This shows that all the latent constructs and strong in explaining each of the main constructs, which is desirable. The AVE also shows 0.887 and 0.902 for celebrity credibility and consumer buying behaviour, which is above the benchmark of 0.5 confirming that the model has a good convergent validity. From the internal consistency, the result shows a Cronbach alpha and composite validity of (0.791 and 0.853 for celebrity credibility; 0.857, 0.836 for consumer buying behavior of students) which are both above 0.7 indicating that celebrity credibility and consumer buying behavior of

students are reliable constructs in the model. Hence, the statistical analysis indicates that the relationship between celebrity credibility and consumer buying behavior is significant and robust, providing strong support for the research hypothesis.

**Table 3.6.8: Discriminant Validity for Hypothesis One**

	CC	Consumer Buying Behavior
CC		
Consumer Buying Behavior	0.751 [0.632; 0.827]	

**Source:** Researchers Field Survey 2024

Discriminant validity is another important aspect of construct validity that ensures that the measures in the study are distinct from each other. In this study, discriminant validity was assessed through the heterotrait-monotrait (HTMT) ratio and cross-loading analysis. The result of the HTMT as indicated in Table 4.13 shows that the constructs of celebrity credibility and consumer buying behavior of students are less than 1, as evidenced by correlations below 0.85 between the constructs and high factor loadings on their respective factors. This further strengthens the validity of the research findings and reinforces the relationship between celebrity credibility and consumer buying behavior in the context of student consumers. Furthermore, there is less of an average link between heterotraits and heteromethods than there is between monotraits and heteromethods. Discriminant validity is therefore proven.

### 3.7 Data Collection

This study adopts primary sources of data collection. A letter of introduction was submitted by the researcher to obtain permission from the Head of Department, which

aided in the collection of data from the study area. Data collection was done by the researcher with the help of trained research assistants who helped in the distribution and collection of the filled questionnaires. The researcher closely supervised the research assistants and personally participated in administering the research instruments.

### **3.8 Method of Data Analysis**

The completed questionnaire was collected coded and analyzed using both descriptive statistics and inferential statistics. The descriptive statistics of frequency counts, percentage (%), mean and standard deviation was used to analyze the demographic data. Inferential statistics was used to test the hypotheses at 0.05 level of significance. The statistical analyses was done which include correlation, exploratory factor and Structural Equation Modelling (SEM) which was used to explain the relationship between variables as well as visual representations of the perceived relationships between variables.

## Endnote

1. Lead City University, Undergraduate Population, Registration Unit, Ibadan, 2023.

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## **Chapter Four**

### **Results and Discussion of Findings**

The results of the data analysis, and their interpretations, are presented in this chapter in relation to the objective of the research. The data analysis was conducted using statistical software, which allowed for the examination of various variables and their relationships. The findings of the analysis provide valuable insights into the research question and contribute to the overall understanding of the topic. Additionally, the interpretations of the results shed light on the significance of the findings and their implications for future research and practical applications.

#### **4.1 Questionnaire Return Rate**

A total of 383 copies of questionnaires were distributed to the Female Undergraduate Students of Lead City University, Ibadan, Oyo State, Nigeria of which only 377 copies were returned. This represent 98.4% return rate which signifies a high level of participation and interest from the student. The high return rate indicates that the Female Undergraduate Students of Lead City University, Ibadan were willing to actively contribute to the research and share their opinions and experiences. This level of engagement enhances the validity and reliability of the study's findings, as it suggests that the collected data is representative of the organization's overall population.

## 4.2 Demographic Characteristics of Respondents

**Table 4.1: Demographic Characteristics of Respondents**

Characteristics	Classification	Frequency	Percentage	
Faculty	Applied Sciences	20	5.3	
	Arts and Education	33	8.8	
	Communication and Information Science	88	23.3	
	Engineering	52	13.8	
	Environmental Design and Management	24	6.4	
	Medical Sciences	26	6.9	
	Clinical Sciences	20	5.3	
	Law	26	6.9	
	Public Health	33	8.8	
	Pharmacy	39	10.3	
	Management and Social Sciences	16	4.2	
	Age	15 – 20 years	64	17.0
		21 – 25 years	131	34.7
26 – 30 years		94	24.9	
31 and above		88	23.3	

**Source:** Author's Computation 2024

From table 4.1 it is evidenced that 5.3% of the student are in Applied Sciences faculty, 8.8% of the student are from the Arts and Education faculty, 23.3% of the student are from Communication and Information Science faculty, 13.8% of the student are in Engineering faculty, 6.4% of the student are in Environmental Design and Management faculty, 6.9% of the student are from the Medical Sciences faculty, 5.3% of the student are in Clinical Sciences faculty, 6.9% of the student are in Law faculty, 8.8% of the

student are also from the Public Health faculty while 10.3% of the student are in Pharmacy faculty. However, the remaining 4.2% of the student are from Management and Social Sciences faculty. Overall, the distribution of students across various faculties at the university is quite diverse. The Communication and Information Science faculty has the highest percentage of students, followed closely by the Engineering faculty. Arts and Education, Environmental Design and Management, Medical Sciences, Clinical Sciences, Law, Public Health, and Pharmacy faculties also have a significant number of students. On the other hand, the Management and Social Sciences faculty has the smallest percentage of students among all the faculties.

Also, the table includes a diverse range of age groups of the students. Therefore, student between the age of 15 – 20 years represent 17.0%, Student between age of 21 – 25 years are 34.7%, while student between the age of 26 – 30 years constitutes 24.9% and those between the age of 31 and above are 23.3%. This distribution of age groups demonstrates the inclusive nature of the student body at the university. The diversity in ages brings a unique perspective to discussions and group projects, as students are able to draw from a wide range of life experiences. Additionally, this variety in ages fosters a collaborative and enriching learning environment where students can learn from one another both inside and outside of the classroom.

### **4.3 Presentation of Answers to Research Questions**

This sub-section contains tables showing analysis of responses to answer formulated question

**Research Question One:** What extent does celebrity expertise influence the consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria?

**Table 4.2 Items on Celebrity Expertise**

S/n	Items	SD Freq (%)	D Freq (%)	A Freq (%)	SA Freq (%)	M	STD
1	I consider celebrities to be skilled at evaluating and endorsing sanitary pad brands.	110 (29.2%)	60 (15.9%)	87 (23.1%)	120 (31.8%)	2.57	1.211
2	I actively seek information about the skills of celebrities endorsing sanitary pads before making a purchase.	92 (24.4%)	49 (13.0%)	99 (26.3%)	137 (36.3%)	2.74	1.186
3	I have switched to a different sanitary pad brand because a celebrity endorsed it.	97 (25.7%)	24 (6.4%)	48 (12.7%)	208 (55.2%)	2.97	1.283
4	The skills of celebrities in sanitary pad endorsements significantly influences my purchasing decisions.	108 (28.6%)	90 (23.9%)	70 (18.6%)	109 (28.9%)	2.47	1.185
5	Overall, I think celebrity skills influence my purchasing decisions for sanitary pads.	96 (25.5%)	99 (26.3%)	102 (27.1%)	80 (21.2%)	2.44	1.087
<b>Weighted Mean= 2.64</b>							

**Source:** Field Survey, 2024

KEY: SA- Strongly Agree, A- Agree, D- Disagree, SD- Strongly Disagree, M- Mean, and STD- Standard Deviation

Decision Rule: 1.00 – 1.49= Strongly Disagree, 1.50 – 2.49= Disagree, 2.50 – 3.49 = Agree, 3.50-4.00= Strongly Agree.

The result in table 4.2 shows the responses from the student on Items on Celebrity expertise. From the first item, it is evidenced that 29.2% of the student strongly disagreed,

15.9% disagreed, 23.1% Agreed and 31.8% of the student strongly agreed with a mean score of 2.57. This show that majority of student agree that they consider celebrities to be skilled at evaluating and endorsing sanitary pad brands. This suggests that students place a significant amount of trust in celebrities when it comes to endorsing sanitary pad brands. The data also indicates that there is a strong association between celebrity influence and consumer behavior in this particular market. Item two revealed that 24.4% of the student strongly disagreed, 13.0% disagreed, 26.3% Agreed and 36.3% of the student strongly agreed with a mean response rate of 2.74, confirming that student agreed that they actively seek information about the skills of celebrities endorsing sanitary pads before making a purchase. This data suggests that a majority of students not only seek information about celebrity endorsements, but also agree with the idea.

Furthermore, item three with a mean response rate of 2.97, further support that student switched to a different sanitary pad brand because a celebrity endorsed it. This suggests that celebrity endorsements hold significant influence over consumer behavior, particularly among students. It is important for companies to carefully consider their marketing strategies, as aligning with a popular celebrity could lead to increased sales and brand loyalty. Moreover, in item 4, it is evidenced that 28.6% of the student strongly disagreed, 23.9% disagreed, 18.6% Agreed and 28.9% of the student strongly agreed with a mean response rate of 2.47, indicating that the majority of student disagree that the skills of celebrities in sanitary pad endorsements significantly influences purchasing decisions. The data suggests that students are not swayed by celebrity endorsements when it comes to sanitary pads. This could indicate a lack of trust or skepticism towards celebrity influence in this particular product category.

However, there's also a negative response to item 5, This show that 25.5% of the student strongly disagreed, 26.3% disagreed, 27.1% Agreed and 21.2% of the student strongly agreed with a mean response rate of 2.44, confirming that they do not think celebrity skills influence purchasing decisions for sanitary pads. Overall, the weighted of 2.64 indicates that female undergraduate students agreed that celebrity expertise influence the consumer buying behaviour of sanitary pads in Lead City University, Ibadan, Oyo State, Nigeria.

**Research Question Two:** How does celebrity personality influence consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria?

Table 4.3: **Items on Celebrity Personality**

S/N	Items	SD Freq (%)	D Freq(%)	A Freq(%)	SA Freq(%)	M	STD
1	The person and values of a celebrity endorser are important factors in my choice of sanitary pads.	78 (20.7%)	97 (25.7%)	110 (29.2%)	92 (24.4%)	2.57	1.072
2	I believe that a celebrity's nature can reflect the quality and effectiveness of a sanitary pad brand.	60 (15.9%)	120 (31.8%)	60 (15.9%)	137 (36.3%)	2.72	1.116
3	I have switched to a different sanitary pad brand because celebrity endorsers I found appealing.	97 (25.7%)	24 (6.4%)	49 (13.0%)	207 (54.9%)	2.97	1.282
4	The accessible nature of a celebrity endorser's persona to my own life experiences influences my purchasing decisions.	137 (36.3%)	49 (13.0%)	92 (24.4%)	99 (26.3%)	2.40	1.223
5	Overall, I think celebrity persona influence my purchasing decisions for sanitary pads.	96 (25.5%)	99 (26.3%)	80 (21.2%)	102 (27.1%)	2.49	1.141
<b>Weighted Mean= 2.63</b>							

**Source:** Field Survey, 2024

KEY: SA- Strongly Agree, A- Agree, D- Disagree, SD- Strongly Disagree, M- Mean, and STD- Standard Deviation

Decision Rule: 1.00 – 1.49= Strongly Disagree, 1.50 – 2.49= Disagree, 2.50 – 3.49 = Agree, 3.50-4.00= Strongly Agree.

Table 4.3 shows the response from student on Items on Celebrity Personality. From the response on Items on Celebrity Personality, It shows that 20.7% of the student strongly disagreed, 25.7% disagreed, 29.2% agreed and 24.4% of the student strongly agreed with the mean response rate of 2.57 respectively confirming that the person and values of a celebrity endorser are important factors in choice of sanitary pads. This indicates that students agree that the personality and values of a celebrity when it comes to making decisions about sanitary pad endorsements are important factors. The data suggests that a celebrity's reputation and character play a crucial role in influencing consumer behavior in this particular market. Thus, it is clear that students believe that a celebrity's endorsement can make a difference in their purchasing decisions for sanitary pads. Similarly, response in item 2, 15.9% of the student strongly disagreed, 31.8% disagreed, 15.9% agreed and 36.3% of the student strongly agreed with a mean response rate of 2.72 which also confirm that a celebrity's nature can reflect the quality and effectiveness of a sanitary pad brand. These results suggest that students generally agree that a celebrity's image can positively impact their perception of a sanitary pad brand. The agreement among respondents indicates a strong correlation between celebrity endorsement and brand perception.

However, as seen in item 3 with a mean response rate of 2.97 also supports that student agree that they switched to a different sanitary pad brand because of the celebrity endorsers they found appealing. This could indicate the strong influence that celebrities have on consumer behavior, even when it comes to personal hygiene products. It is important for companies to carefully select their celebrity endorsers to attract more customers and increase sales. With the right celebrity face representing a brand,

companies can sway consumer preferences and potentially gain a competitive edge in the market. Furthermore, in the response in item 4, 36.3% of the student strongly disagreed, 13.0% disagreed, 24.4% agreed and 26.3% of the student strongly agreed. The mean response rate of 2.40 shows that the students disagreed that accessible nature of a celebrity endorser's persona to their own life experiences influences their purchasing decisions. This indicates that students value authenticity and relatability in celebrity endorsements. It suggests that aligning a brand with a celebrity who shares similar life experiences can positively impact consumer behavior.

Item 5 reveal 25.5% of the student strongly disagreed, 26.3% disagreed, 21.2% agreed and 27.1% of the student strongly agreed with a mean response rate of 2.49 thinking that celebrity persona influence their purchasing decisions for sanitary pads. Overall, the survey results with a weighted mean of 2.63 agreed that celebrity personality influence consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria.

**Research Question Three:** What is the effect of celebrity attractiveness on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria

Table 4.4: Items on Celebrity Attractiveness

S/n	Items	SD Freq (%)	D Freq (%)	A Freq (%)	SA Freq (%)	M	STD
1	The physical appeal of a celebrity endorser affects my choice of sanitary pads.	100 (26.5%)	89 (23.6%)	88 (23.3%)	100 (26.5%)	2.49	1.146
2	I believe that alluring celebrities make sanitary pad brands appear more appealing.	109 (28.9%)	60 (15.9%)	92 (24.4%)	116 (30.8%)	2.57	1.201
3	I have switched to a different sanitary pad brand because of an appealing celebrity endorsement.	109 (28.9%)	90 (23.9%)	108 (28.6%)	70 (18.6%)	2.36	1.088
4	My affection for or admiration for a celebrity endorser affects my choice of purchase of a sanitary pad.	120 (31.8%)	110 (29.2%)	60 (15.9%)	87 (23.1%)	2.30	1.145
5	Overall, I think celebrity captivation influence my purchasing decisions for sanitary pads.	92 (24.4%)	60 (15.9%)	109 (28.9%)	116 (30.8%)	2.66	1.153
<b>Weighted Mean= 2.47</b>							

Source: Field Survey, 2024

KEY: SA- Strongly Agree, A- Agree, D- Disagree, SD- Strongly Disagree, M- Mean, and STD- Standard Deviation

Decision Rule: 1.00 – 1.49= Strongly Disagree, 1.50 – 2.49= Disagree, 2.50 – 3.49 = Agree, 3.50-4.00= Strongly Agree.

The result in table 4.4 shows the responses from the students on items on celebrity attractiveness. From the response on items on celebrity attractiveness, item one reveals that 26.5% of the students strongly disagreed, 23.6% disagreed, 23.3% agreed, and 26.5% of the student strongly agreed with a mean score of 2.49. This reveals that the majority of students disagree that the physical appeal of a celebrity endorser affects choice of sanitary pads. This suggests that students disagree that a celebrity's attractiveness influences their decision-making when it comes to purchasing sanitary pads. In item 2, it

shows that 28.9% of the students strongly disagreed, 15.9% disagreed, 24.4% agreed, and 30.8% of the student strongly agreed with a weighted of 2.57, which confirms that alluring celebrities make sanitary pad brands appear more appealing. These results suggest that celebrity endorsements have a significant impact on students' perceptions of sanitary pad brands. It is evident that the majority of students agreed with this statement.

Although, the data from item 3, the findings shows that 28.9% of the students strongly disagreed, 23.9% disagreed, 28.6% agreed, and 18.6% of the student strongly agreed with a weighted mean response of 2.36, revealed that they don't switched to a different sanitary pad brand because of an appealing celebrity endorsement. This suggests that students may not be heavily influenced by celebrity endorsements when it comes to choosing sanitary pad brands. It is possible that other factors play a larger role in their decision-making process. Also, in item 4, the mean is 2.30, and this shows that student strongly disagree that affection for or admiration for a celebrity endorser affects choice of purchase of a sanitary pad. However, it is important to note that individual preferences and opinions may vary greatly when it comes to celebrity endorsements. Just because the mean response rate indicates strongly disagree does not necessarily mean that all students feel the same way. It is possible that some students do believe that celebrity endorsements influence their purchasing decisions, despite the overall trend of disagreement in the data.

Additionally, in item 5, it is evidenced that 24.4% of the student strongly disagreed, 15.9% disagreed, 28.9% Agreed and 30.8% of the student strongly agreed with a mean of 2.66, confirming that students agree that celebrity captivation influence purchasing decisions for sanitary pads. This data suggests that a significant portion of students

believe that celebrity endorsements play a role in their purchasing decisions for sanitary pads. Overall, with the weighted mean of 2.47, undergraduate female students disagree that celebrity attractiveness has an effect on their buying behaviour of sanitary pads in Lead City University, Ibadan, Oyo State, Nigeria.

**Research Question Four:** What is the effect of celebrity credibility on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria

Table 4.5: **Items on Celebrity Credibility**

S/n	Items	SD Freq (%)	D Freq (%)	A Freq (%)	SA Freq (%)	M	STD
1	I consider the trustworthiness of a celebrity endorser an important factor in my choice of sanitary pads.	103 (27.3%)	60 (15.9%)	89 (23.6%)	125 (33.2%)	2.62	1.203
2	I believe that a trustworthy celebrity can provide accurate and honest information about sanitary pad brands.	109 (28.9%)	60 (15.9%)	116 (30.8%)	92 (24.4%)	2.50	1.148
3	I have switched to a different sanitary pad brand because a trustworthy celebrity endorsed it.	208 (55.2%)	24 (6.4%)	24 (6.4%)	121 (32.1%)	2.15	1.371
4	The trustworthiness of celebrities endorsing sanitary pads significantly affects my purchasing decisions.	78 (20.7%)	97 (25.7%)	92 (24.4%)	110 (29.2%)	2.62	1.111
5	Overall, I think celebrity trustworthiness influence my purchasing decisions for sanitary pads.	120 (31.8%)	87 (23.1%)	60 (15.9%)	110 (29.2%)	2.42	1.211

**Weighted Mean= 2.46**

**Source:** Field Survey, 2024

KEY: SA- Strongly Agree, A- Agree, D- Disagree, SD- Strongly Disagree, M- Mean, and STD- Standard Deviation

Decision Rule: 1.00 – 1.49= Strongly Disagree, 1.50 – 2.49= Disagree, 2.50 – 3.49 = Agree, 3.50-4.00= Strongly Agree.

The result in table 4.5 shows the responses from the students on items on celebrity credibility. From the first item, it is evidenced that 27.3% of student strongly disagree and 15.9% disagreed that student consider the trustworthiness of a celebrity endorser an important factor in choice of sanitary pads when compared with agreed and strongly agree with 23.6% and 33.2% respectively with a mean response rate of 2.62. This reveals that the majority of students agree that they consider the trustworthiness of a celebrity

endorser as an important factor in choice of sanitary pads. This suggests that students place a high value on the trustworthiness of celebrity endorsers when making decisions about sanitary pads. It is clear that perceptions of trustworthiness play a significant role in influencing consumer choices among students. Item 2 shows that 28.9% of the students strongly disagreed, 15.9% disagreed, 30.8% agreed, and 24.4% of the student strongly agreed with a mean score of 2.50, which confirms that a trustworthy celebrity can provide accurate and honest information about sanitary pad brands. This indicates that a majority of students agreed that trustworthy celebrities can provide reliable information about sanitary pad brands. This suggests that students generally believe in the credibility of celebrities when it comes to endorsing hygiene products.

However, the data from item 3, shows that 55.2% of the students strongly disagreed, 6.4% disagreed, 6.4% agreed, and 32.1% of the student strongly agreed. The mean score of 2.15, indicates that student do not switched to a different sanitary pad brand because a trustworthy celebrity endorsed it. For example, a study conducted on college students found that despite a popular celebrity endorsing a new brand of sanitary pads, the majority of students did not feel compelled to switch brands. The data showed that most students disagreed to the endorsement, indicating that celebrity endorsements may not always influence consumer behavior as expected.

In item 4, the mean response of 2.62 revealed that majority of the student agreed that the trustworthiness of celebrities endorsing sanitary pads significantly affects purchasing decisions. This indicates that students have a high level of trust in celebrities when it comes to endorsing sanitary pads. Overall, it can be concluded that the majority of students believe in the impact of celebrity endorsements on the trustworthiness of

sanitary pad brands. Also, in responses to item 5, it is evidenced that 31.8% of the student strongly disagreed, 23.1% disagreed, 15.9% agreed and 29.2% of the student strongly agreed with a mean response rate of 2.42, confirming that they disagree that celebrity trustworthiness influences purchasing decisions for sanitary pads. This indicates that the majority of students do not believe that a celebrity's trustworthiness plays a significant role in their decision to purchase sanitary pads. The data suggests that students are more likely to base their purchasing decisions on other factors such as price, quality, and brand reputation. It is clear that celebrity endorsements may not hold as much sway over this particular demographic as previously thought. Thus, with the overall weighted mean of 2.46, female undergraduate students disagree that celebrity credibility has an effect on consumer buying behavior of sanitary pads in Lead City University, Ibadan, Oyo State, Nigeria.

**Table 4.6: Consumer Buying Behaviour**

S/n	Items	SD Freq (%)	D Freq (%)	A Freq (%)	SA Freq (%)	M	STD
1	Quality	110 (29.2%)	60 (15.9%)	87 (23.1%)	120 (31.8%)	2.57	1.211
2	Comfort	92 (24.4%)	49 (13.0%)	99 (26.3%)	137 (36.3%)	2.74	1.186
3	Price Affordability	108 (28.6%)	90 (23.9%)	70 (18.6%)	109 (28.9%)	2.47	1.185
4	Packaging Appeal	92 (24.4%)	60 (15.9%)	109 (28.9%)	116 (30.8%)	2.66	1.153
5	Availability in Stores	137 (36.3%)	49 (13.0%)	92 (24.4%)	99 (26.3%)	2.40	1.223
6	Word of Mouth Recommendations	100 (26.5%)	88 (23.3%)	89 (23.6%)	100 (26.5%)	2.50	1.146
7	Trust in the Brand	103 (27.3%)	60 (15.9%)	89 (23.6%)	125 (33.2%)	2.62	1.203
8	Size/Shape Variants Available	108 (28.6%)	70 (18.6%)	90 (23.9%)	109 (28.9%)	2.53	1.184

**Weighted Mean= 2.56**

**Source:** Field Survey, 2024

KEY: SA- Strongly Agree, A- Agree, D- Disagree, SD- Strongly Disagree, M- Mean, and STD- Standard Deviation

Decision Rule: 1.00 – 1.49= Strongly Disagree, 1.50 – 2.49= Disagree, 2.50 – 3.49 = Agree, 3.50-4.00= Strongly Agree.

The result in table 4.6 shows the responses from the respondents on Consumer Buying Behaviour. From the first research question, it is evidenced that the mean response rate was 2.57 shows that majority of student agree that the buying behavior of the student is determined by the quality of the product. This suggests that students prioritize quality when making purchasing decisions. Additionally, it indicates a positive correlation between product quality and student buying behavior. And the second item revealed that the mean response rate of 2.74, shows that student agreed that comfort is essential to the

buying behavior of the student towards a product. This suggests that students prioritize comfort when making purchasing decisions, indicating its significant influence on consumer behavior. Overall, the data supports the idea that comfort plays a crucial role in shaping students' attitudes towards products.

Item 3 with a mean response rate of 2.47 further disagree that price can affect the buying behavior of student towards a particular product. For item 4, it is evidenced that the mean response rate was 2.66 which indicates that the majority of student agree that packaging a product persuade student buying behavior on a particular product. This suggests that packaging does play a significant role in influencing student purchasing decisions. The higher mean response rate also implies that students may be more inclined to make a purchase if they find the packaging appealing or persuasive. Overall, the data supports the idea that packaging can have a strong impact on student buying behavior.

However, item 5 shows that with the mean response rate of 2.40 availability of a product in Stores do not influence the student purchasing decisions towards a product. This suggests that students may be more influenced by other factors when making purchasing decisions, such as price or brand loyalty. It may be beneficial for retailers to focus on these aspects rather than solely relying on product availability in stores. Moreover, item 6 which reveals that the mean response rate of 2.50, confirming that word of mouth recommendations from friends or relatives persuade student buying behavior to buy a product. This indicates that students are more likely to make a purchase based on recommendations from their peers, highlighting the importance of positive word of mouth in influencing consumer decisions. It is evident that personal referrals play a significant role in shaping student purchasing habits.

From the seventh item, it is evidenced that the mean response rate was 2.62 show that majority of student agree that due to trust in brand student purchasing decisions is certain. This suggests that brand trust plays a significant role in influencing student purchasing behavior. It is likely that students feel more confident and assured when buying products from brands they trust. The last item reveals that the mean response rate was 2.53, this show that majority of student agree that size/shape variants available in a store can drive student to buy a product. This finding suggests that students are more likely to purchase a product if there are a variety of size and shape options available. The data indicates that student value having choices when it comes to selecting a product, and this can influence their decision to make a purchase. Retailers may want to consider offering a range of sizes and shapes to cater to the preferences of their student customers and increase sales.

### **Test of Hypotheses**

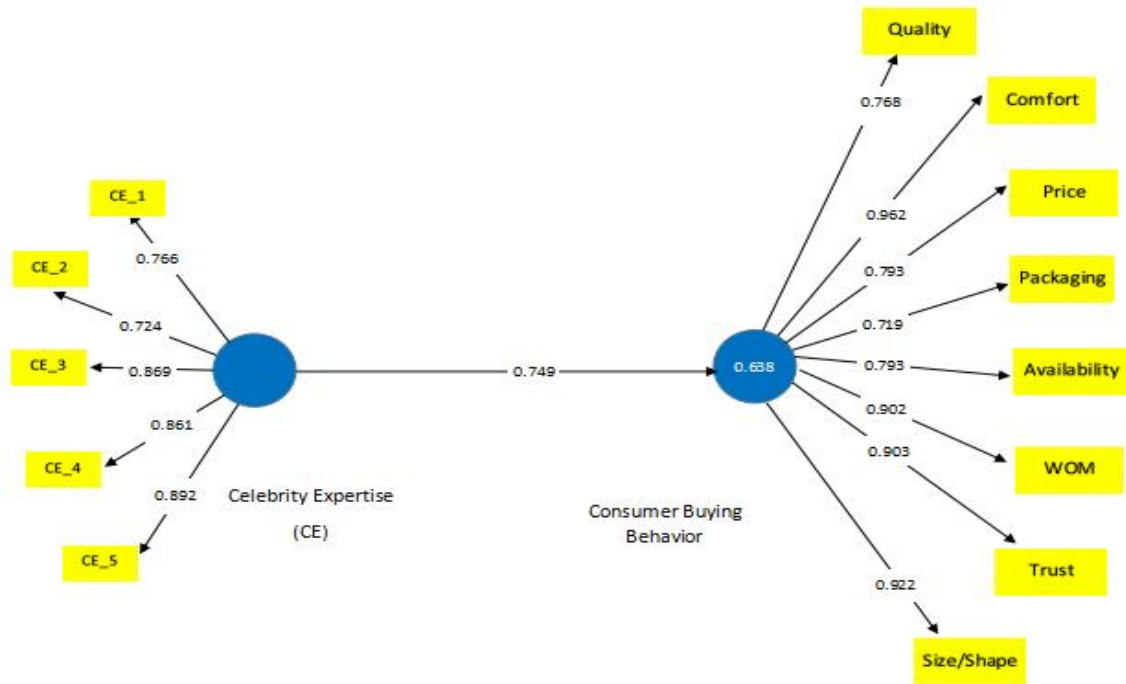
This section focused on the inferential statistics in order to test the study hypotheses. This was done using the Partial Least Square Structural Equation Model (PLS-SEM) which is a powerful statistical technique for analysing complex relationships among variables. PLS-SEM allows for the examination of both the measurement model and the structural model simultaneously, providing a comprehensive understanding of the relationships between construct variables. To achieve this, the measurement model which includes determining the outer loading factors (with the bootstrapped P Value), discriminant validity, Cronbach alpha for internal consistency, and average variance extracted (AVE) were assessed first. Following this, the structural model was analysed to determine the strength and significance (P value) of the relationships between the latent constructs through Path coefficients, P values of the path coefficients and T statistics.

## **Measurement Model**

Measurement model reflect the adequacy of the chosen variables in representing the constructs of interest. It is essential to ensure that the measurement model is valid and reliable before moving on to analyzing the structural model<sup>1</sup>. The outer loading factors provide insight into how well each indicator variable is measuring its corresponding construct. <sup>2</sup>opined that to ensure a strong outer loading factor, it must not be below 0.708 indicating that the indicator variable is a good representation of the latent construct. Additionally, the average variance extracted (AVE) should be above 0.5 to confirm convergent validity. The AVE explains the amount of variance captured by the indicator variables in relation to the latent construct<sup>1</sup>. This helps researchers determine if the indicators are truly measuring what they are intended to measure. Furthermore, the composite reliability should be above 0.7 to demonstrate the internal consistency of the indicators within the construct While Cronbach's Alpha should also be above 0.7 so as to backup the reliability of the measurement model.

### **4.4 Test of Hypotheses**

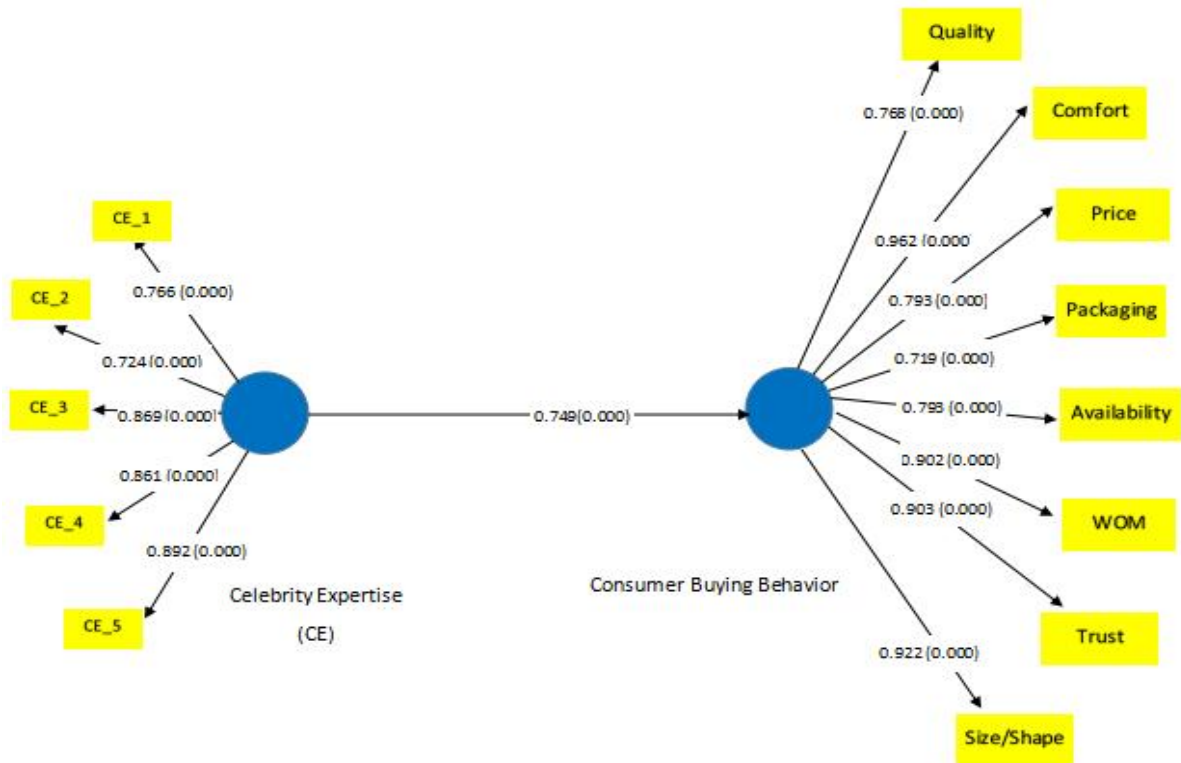
H<sub>01</sub>: There is no significant effect of celebrity expertise on consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria.



**Figure 4.1: Path coefficient of Celebrity Expertise and Consumer Buying Behavior**

**Source:** Field Survey, 2024

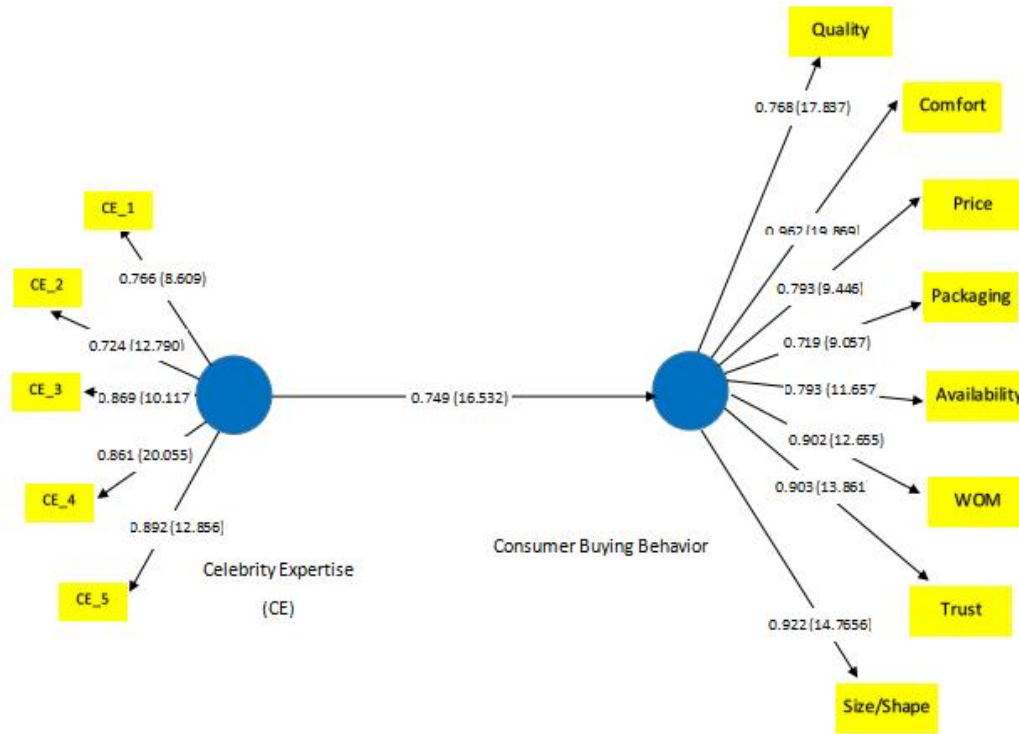
The result in figure 4.1 shows that bootstrapping value of celebrity expertise and consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria. The result shows outer loading that are above 0.708 confirming the latent variables are a good constructs of both celebrity expertise and consumer behavior. Figure 4.2 below shows the P value of the patch coefficients to determine whether they are statistically significant at 0.05.



**Figure 4.2: P Values of the Path Coefficient of Celebrity Expertise and Consumer Buying Behavior**

**Source:** Field Survey, 2024

Figure 4.2 shows that all latent constructs show a p value of 0.000 that is less than 0.05 which is highly significant. This shows a high level of confidence in the results obtained from the data analysis. Figure 4.3 below shows the T statistics of the latent constructs in the study and is above 1.96. This shows that the results are statistically significant and provide further evidence of the relationship between celebrity expertise and consumer buying behavior among students.



**Figure 4.3: T Statistics of the Path Coefficient of Celebrity Expertise and Consumer Buying Behavior**

Source: Field Survey, 2024

**Table 4.9: Regression Results of the First Model**

	Path Coefficient B	Standard deviation (STDEV)	T	F <sup>2</sup>	Q <sup>2</sup>	P values	R <sup>2</sup>	Remarks
Celebrity Expertise ->Consumer Buying Behavior	0.749	0.074	16.532	1.298	0.422	0.000***	0.638	Positive/Significant

The result in table 4.9 shows the regression model of celebrity expertise and consumer buying behavior. The path coefficient shows 0.749 indicating that celebrity expertise has a positive effect on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State. This confirms that

celebrity expertise plays a significant role in influencing the purchasing decisions of female undergraduate students when it comes to sanitary pads. The result shows a standard deviation of 0.074 (T statistics of 16.539) and confirms that there is minimal variations in the dataset. The p value shows 0.000\*\*\* which is less than 0.05 indicating a statistically significant effect between celebrity expertise and students busying behavior. The  $R^2$  showed the extent to which a dependent variable (consumer buying behavior) can best be explained by the independent variable (celebrity expertise). The result showed an  $R^2$  value of 0.638 indicating that about 63.8% of consumer busying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State is accounted for by celebrity expertise. Hence, 36.2% is accounted for by other parameters not covered in the model. Hence from this we can confirm that celebrity expertise has significant influence on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State ( $\beta_1 = 0.749$ ,  $R^2 = 0.638$ ,  $t\text{-statistics} = 16.539 > 1.96$ ,  $P\text{-value} = 0.000 < 0.05$ ).

Additionally, the PLS-SEM predictive significance was ascertained using the Q2 value. Celebrity Expertise have a Q2 value of 0.422, which is more than zero. This suggests that the predictive significance of the PLS path model is present. The effect size was also established using the F-square. According to Table 4.9 above, the f-square value for celebrity expertise is 1.298, which suggests that the sample impact is sizable., as shown in Table 4.9, indicating that the sample effect is considerably large. This confirmed that the relationship between celebrity expertise and the consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State is statistically significant and has a strong predictive power.

H<sub>0</sub>2: There is no significant relationship between celebrity personality and consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria.

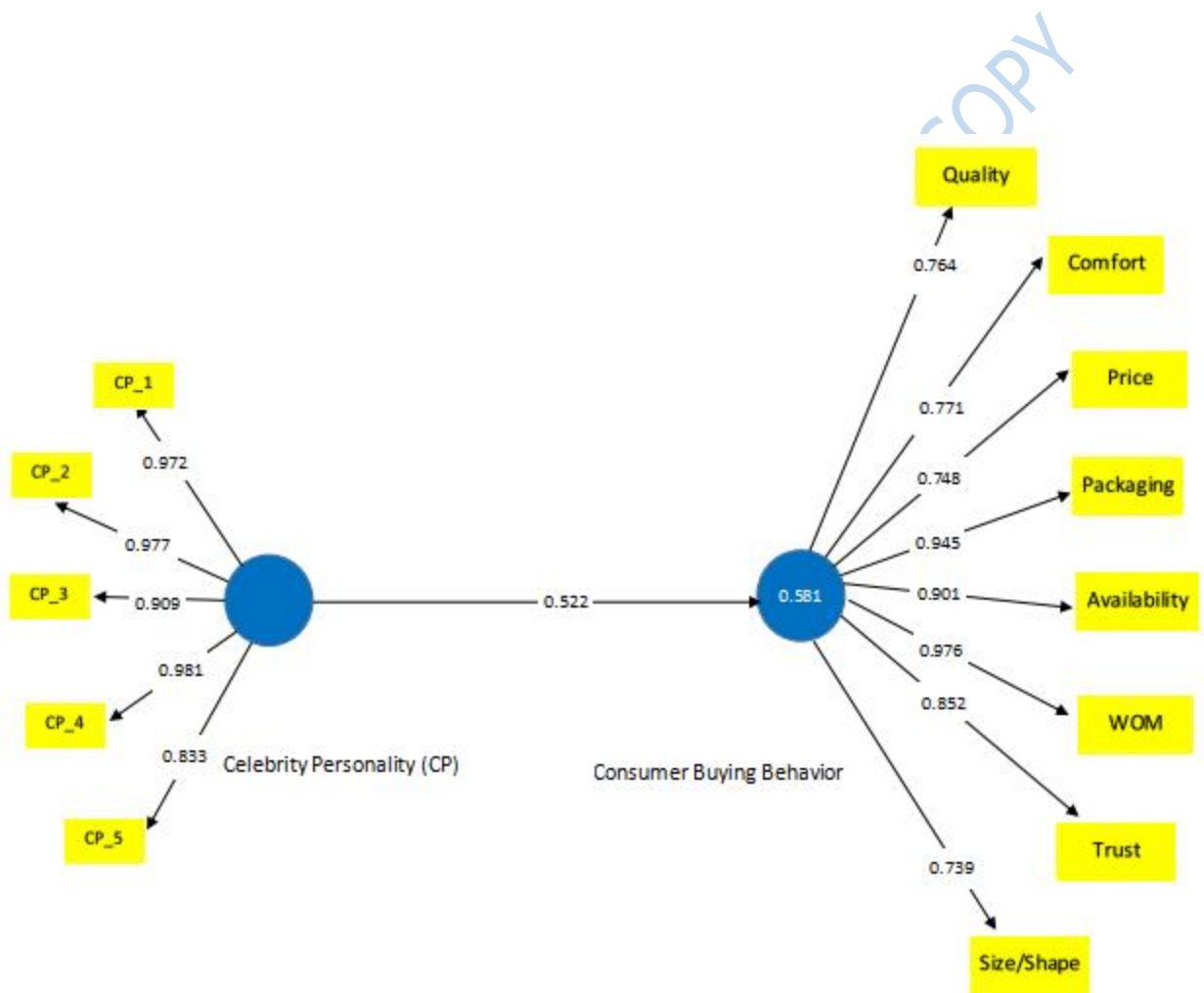
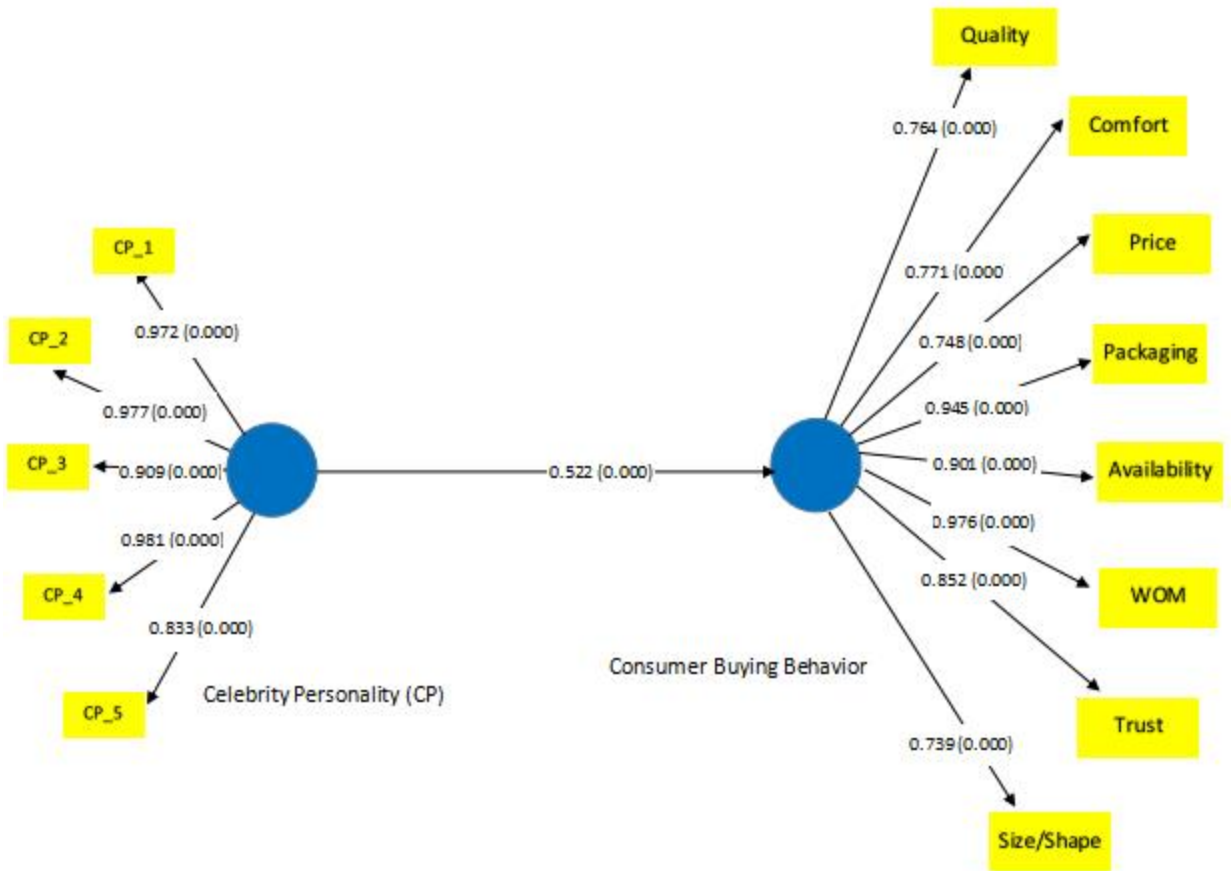


Figure 4.4: Path coefficient of Celebrity Personality and Consumer Buying Behavior

Source: Field Survey, 2024

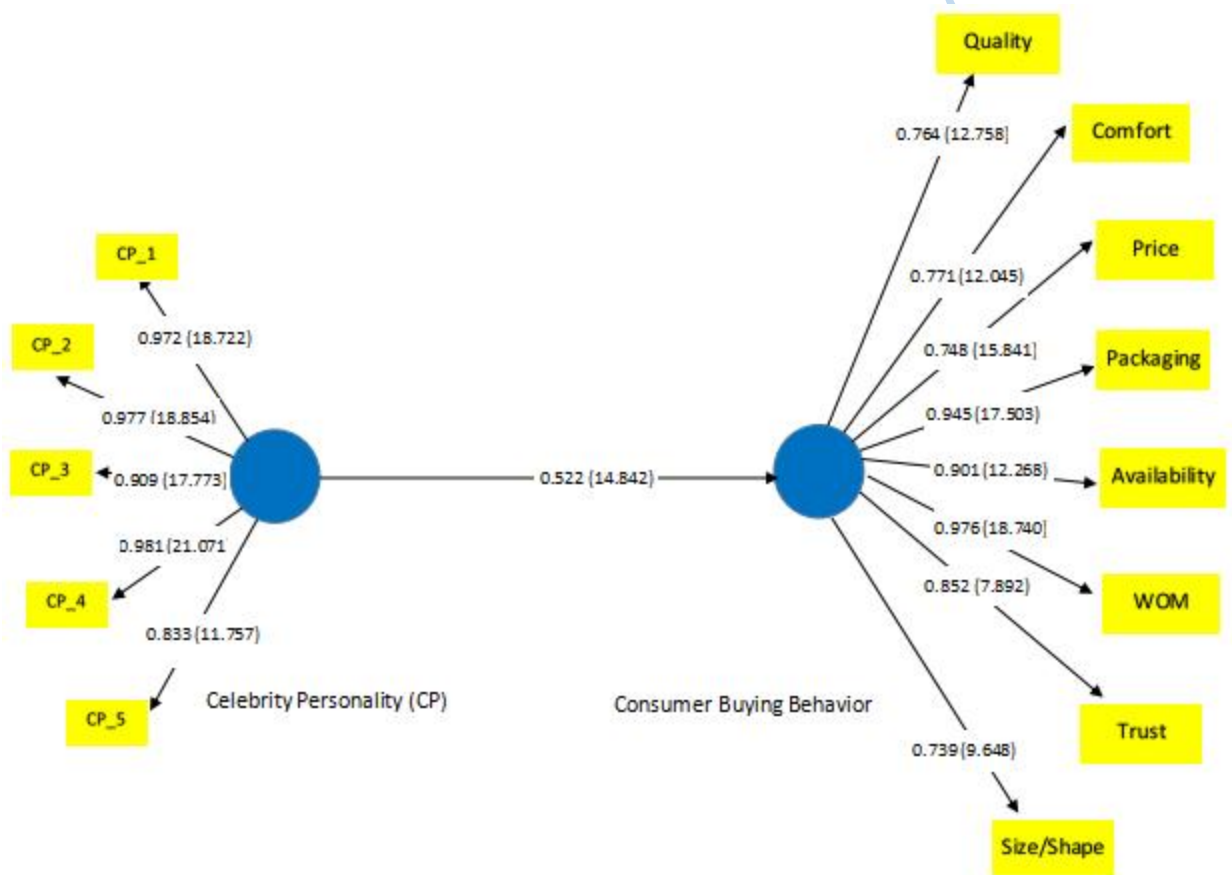
The result in figure 4.4 shows that bootstrapping value of celebrity personality and consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria. The result shows outer loading that are above 0.708 confirming the latent variables are a good constructs of both celebrity expertise and consumer behavior. Figure 4.5 below shows the P value of the path coefficients to determine whether they are statistically significant at 0.05.



**Figure 4.5: P Values of the Path Coefficient of Celebrity Personality and Consumer Buying Behavior**

**Source:** Field Survey, 2024

Figure 4.5 shows that all latent constructs show a p value of 0.000 that is less than 0.05 which is highly significant. This shows a high level of confidence in the results obtained from the data analysis. Figure 4.6 below shows the T statistics of the latent constructs in the study and is above 1.96. This shows that the results are statistically significant and provide further evidence of the relationship between celebrity expertise and consumer buying behavior among students.



**Figure 4.6: T Statistics of the Path Coefficient of Celebrity Personality and Consumer Buying Behavior**

**Source:** Field Survey, 2024

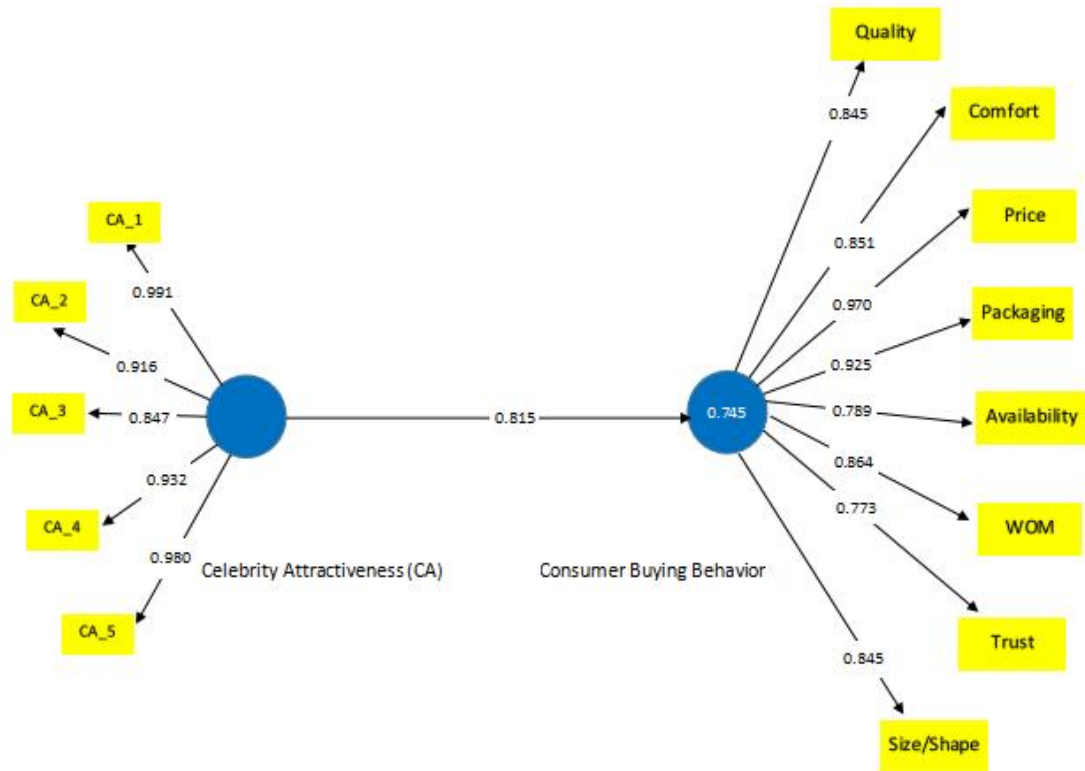
**Table 4.12: Regression Results of the Second Model**

	Path Coefficient $\beta$	Standard deviation (STDEV)	T	F <sup>2</sup>	Q <sup>2</sup>	P values	R <sup>2</sup>	Remarks
Celebrity Personality ->Consumer Buying Behavior	0.522	0.041	14.842	1.469	0.524	0.000***	0.581	Positive/Significant

The result in table 4.12 shows the regression model of celebrity personality and consumer buying behavior. The path coefficient shows  $\beta_1=0.522$  indicating that celebrity personality has a positive effect on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State. This confirms that for every 1% change in celebrity personality purchasing decisions of female undergraduate students when it comes to sanitary pads will change by 0.522. The result shows a standard deviation of 0.041 (T statistics of 14.842) and confirms that there is minimal variations in the dataset. The p value shows 0.000\*\*\* which is also less than 0.05 indicating a statistically significant effect between celebrity personality and students busying behavior. The R<sup>2</sup> showed the extent to which a dependent variable (consumer buying behavior) can best be explained by the independent variable (celebrity personality). The result showed an R<sup>2</sup> value of 0.581 indicating that about 58.1% of consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State is accounted for by celebrity personality. Hence, 41.9% is accounted for by other parameters not covered in the model. Hence from this we can confirm that celebrity personality has significant effect on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State ( $\beta_2= 0.522$ ,  $R^2=0.581$ ,  $t$ -statistics= $14.842>1.96$ ,  $P$ -value = $0.000 < 0.05$ ).

Additionally, the PLS-SEM predictive significance was ascertained using the  $Q^2$  value. Celebrity Personality have a  $Q^2$  value of 0.524, which is more than zero. This suggests that the predictive significance of the PLS path model is present. The effect size was also established using the F-square. According to Table 4.12 above, the f-square value for celebrity personality is 1.469, which suggests that the sample impact is sizable., as shown in Table 4.12, indicating that the predictive effect is considerably large. This confirmed that the relationship between celebrity personality and the consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State is statistically significant and has a strong predictive power.

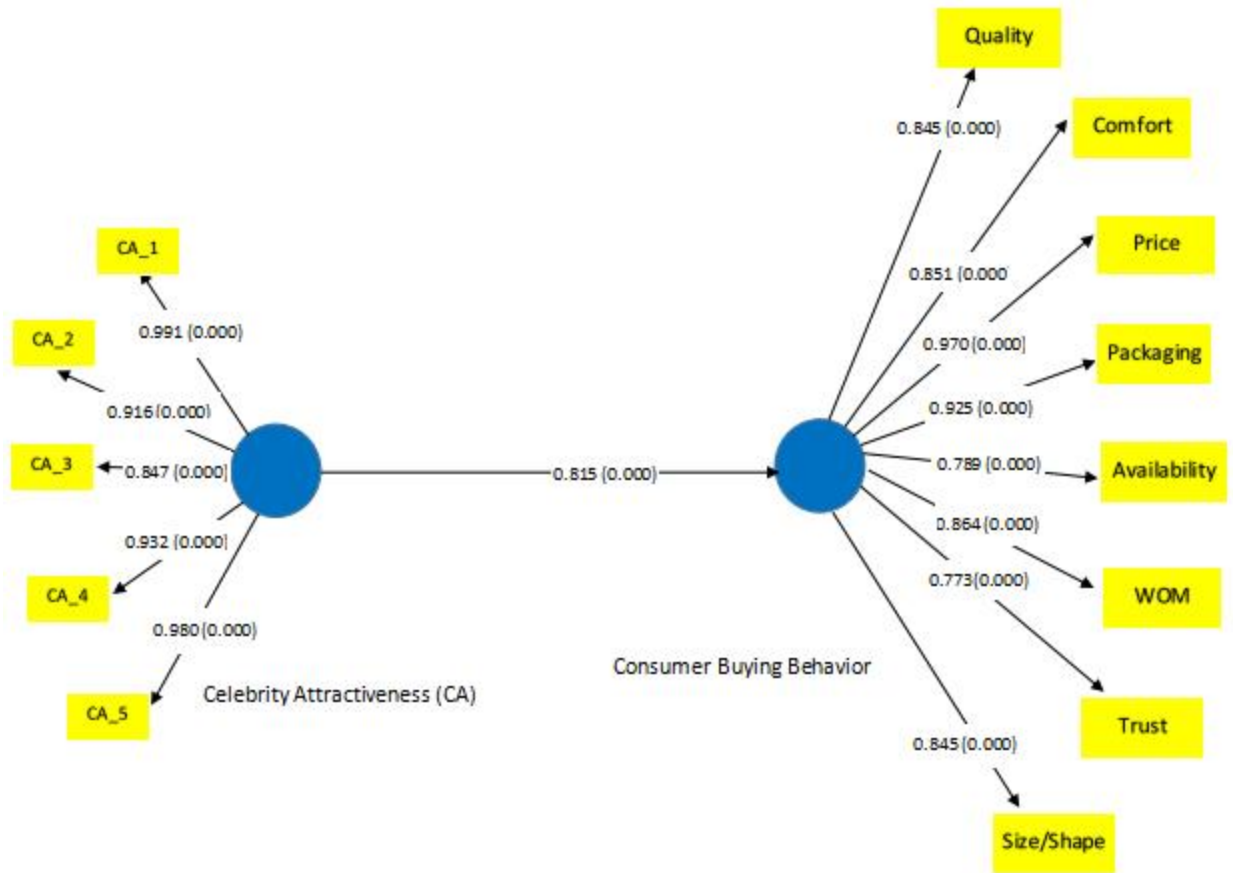
H<sub>03</sub>: Celebrity attractiveness has no significant effect on consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria.



**Figure 4.7: Path coefficient of Celebrity Attractiveness and Consumer Buying Behavior**

**Source:** Field Survey, 2024

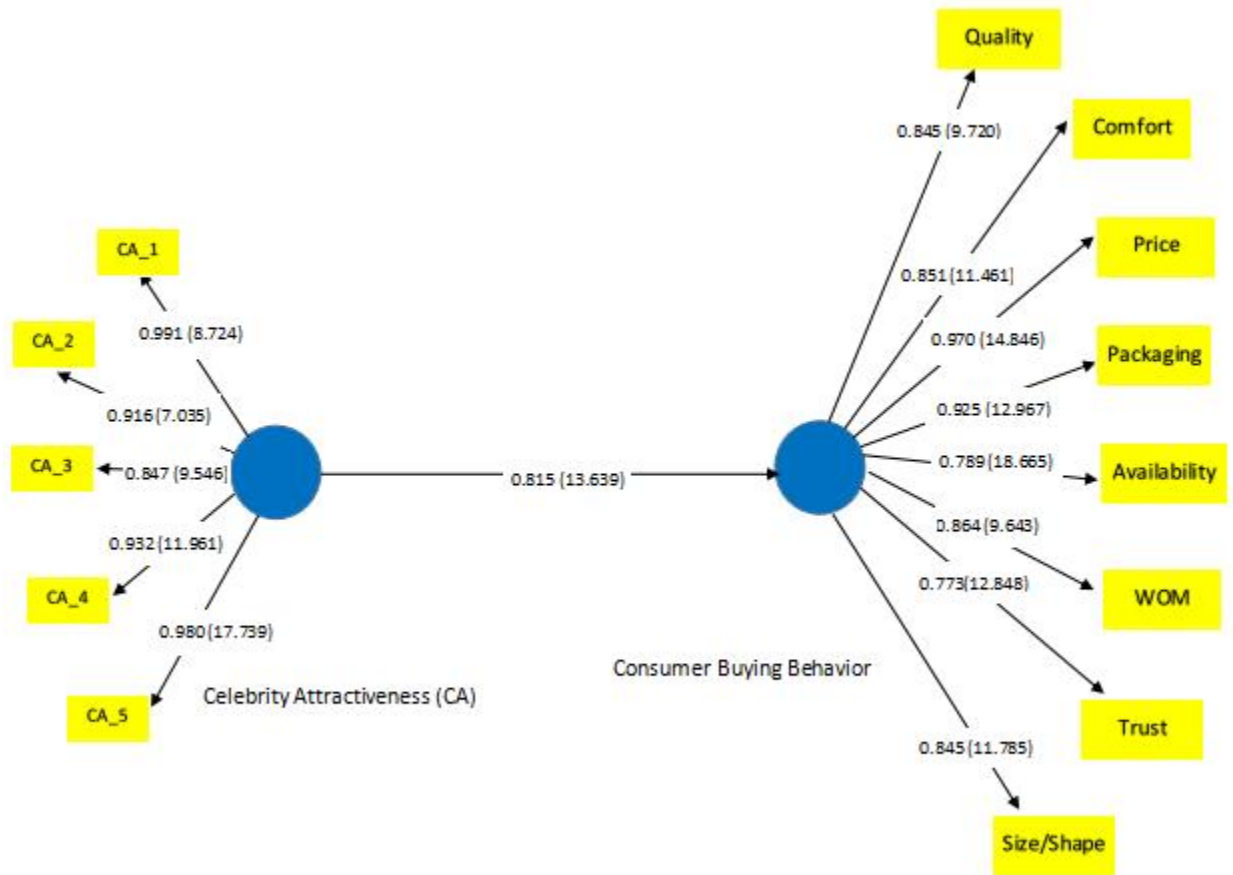
The result in figure 4.7 shows that bootstrapping value of celebrity attractiveness and consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria. The result shows outer loading that are above 0.708 confirming the latent variables are a good constructs of both celebrity attractiveness and consumer behavior. Figure 4.8 below shows the P value of the patch coefficients to determine whether they are statistically significant at 0.05.



**Figure 4.8: P Values of the Path Coefficient of Celebrity Attractiveness and Consumer Buying Behavior**

**Source:** Field Survey, 2024

Figure 4.8 shows that all latent constructs shows a p value of 0.000 that is less than 0.05 which is highly significant. This shows a high level of confidence in the results obtained from the data analysis. Figure 4.9 below shows the T statistics of the latent constructs in the study and is above 1.96. This shows that the results are statistically significant and provide further evidence of the relationship between celebrity attractiveness and consumer buying behavior among students.



**Figure 4.9: T Statistics of the Path Coefficient of Celebrity Attractiveness and Consumer Buying Behavior**

Source: Field Survey, 2024

**Table 4.15: Regression Results of the First Model**

	Path Coefficient $\beta$	Standard deviation (STDEV)	T	F <sup>2</sup>	Q <sup>2</sup>	P values	R <sup>2</sup>	Remarks
Celebrity Attractiveness ->Consumer Buying Behavior	0.815	0.197	16.639	1.194	0.298	0.000***	0.745	Positive/Significant

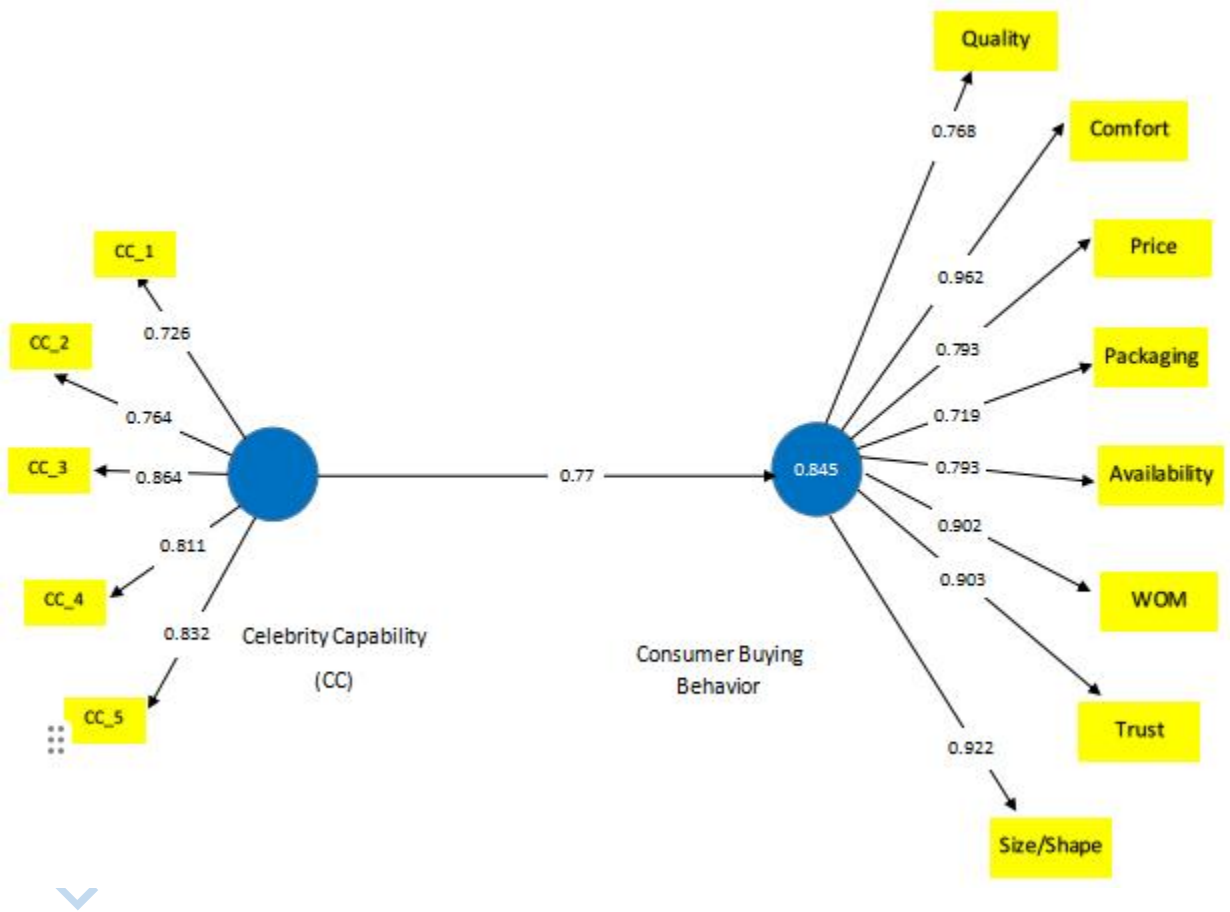
The result in table 4.15 shows the regression model of celebrity attractiveness and consumer buying behavior. The path coefficient shows 0.815 indicating that celebrity

attractiveness has a positive effect on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State. This confirms that celebrity attractiveness plays a significant role in influencing the purchasing decisions of female undergraduate students when it comes to sanitary pads. The result shows a standard deviation of 0.197 (T statistics of 16.539) and confirms that there is minimal variations in the dataset. The p value shows 0.000\*\*\* which is less than 0.05 indicating a statistically significant effect between celebrity attractiveness and students busying behavior. The  $R^2$  showed the extent to which a dependent variable (consumer buying behavior) can best be explained by the independent variable (celebrity attractiveness). The result showed an  $R^2$  value of 0.745 indicating that about 74.5% of consumer busying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State is accounted for by celebrity attractiveness. Hence, 25.5% is accounted for by other parameters not covered in the model. Hence from this we can confirm that celebrity attractiveness has significant influence on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State ( $\beta_3= 0.815$ ,  $R^2=0.745$ ,  $t$ -statistics= $16.639 > 1.96$ ,  $P$ -value = $0.000 < 0.05$ ).

Additionally, the PLS-SEM predictive significance was ascertained using the Q2 value. Celebrity Attractiveness have a Q2 value of 0.298, which is more than zero. This suggests that the predictive significance of the PLS path model is present. The effect size was also established using the F-square. According to Table 4.9 above, the f-square value for celebrity attractiveness is 1.194, which suggests that the sample impact is sizable as shown in Table 4.15, indicating that the sample effect is considerably large. This

confirmed that the relationship between celebrity attractiveness and the consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State is statistically significant and has a strong predictive power.

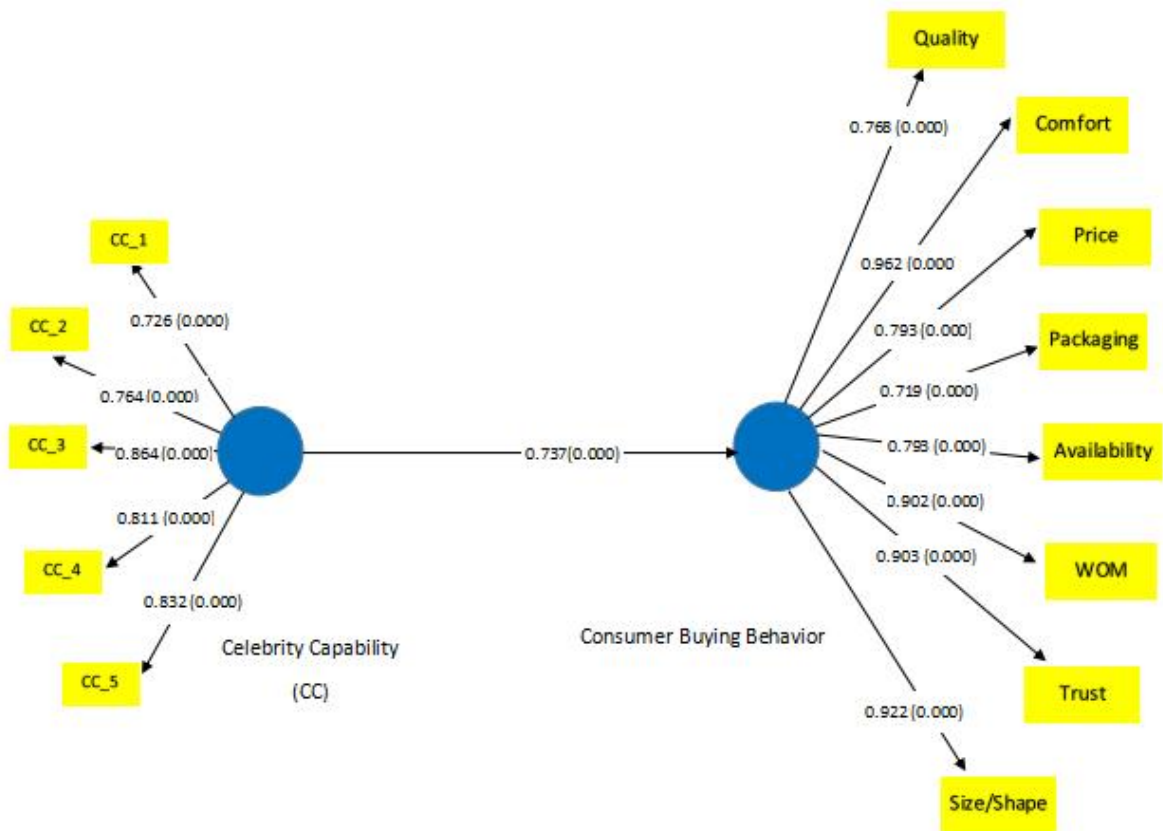
H<sub>04</sub>: There is no significant effect of celebrity credibility on consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria.



**Figure 4.10: Path Coefficient of Celebrity Credibility and Consumer Buying Behavior**

**Source:** Field Survey, 2024

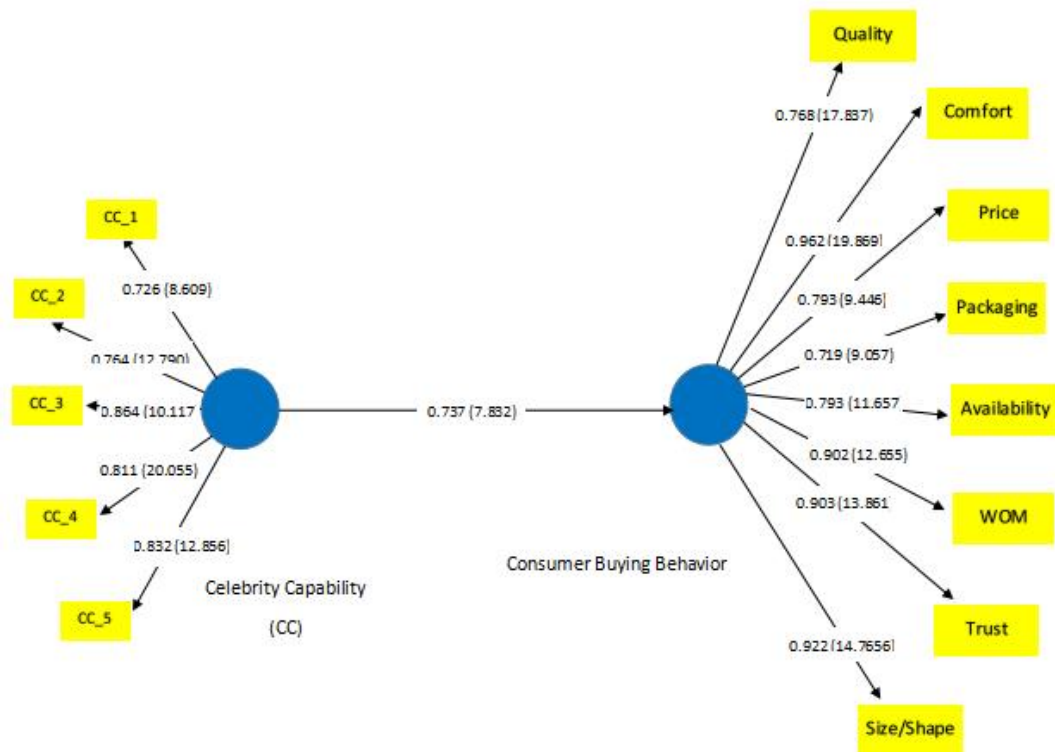
The result in figure 4.10 shows that bootstrapping value of celebrity credibility and consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, Nigeria. The result shows outer loading that are above 0.708 confirming the latent variables are a good constructs of both celebrity credibility and consumer behavior. Figure 4.11 below shows the P value of the path coefficients to determine whether they are statistically significant at 0.05.



**Figure 4.11: P Values of the Path Coefficient of Celebrity Credibility and Consumer Buying Behavior**

**Source:** Field Survey, 2024

Figure 4.12 shows that all latent constructs show a p value of 0.000 that is less than 0.05 which is highly significant. This shows a high level of confidence in the results obtained from the data analysis. Figure 4.13 below shows the T statistics of the latent constructs in the study and is above 1.96. This shows that the results are statistically significant and provide further evidence of the relationship between celebrity credibility and consumer buying behavior among students.



**Figure 4.12: T Statistics of the Path Coefficient of Celebrity Credibility and Consumer Buying Behavior**

Source: Field Survey, 2024

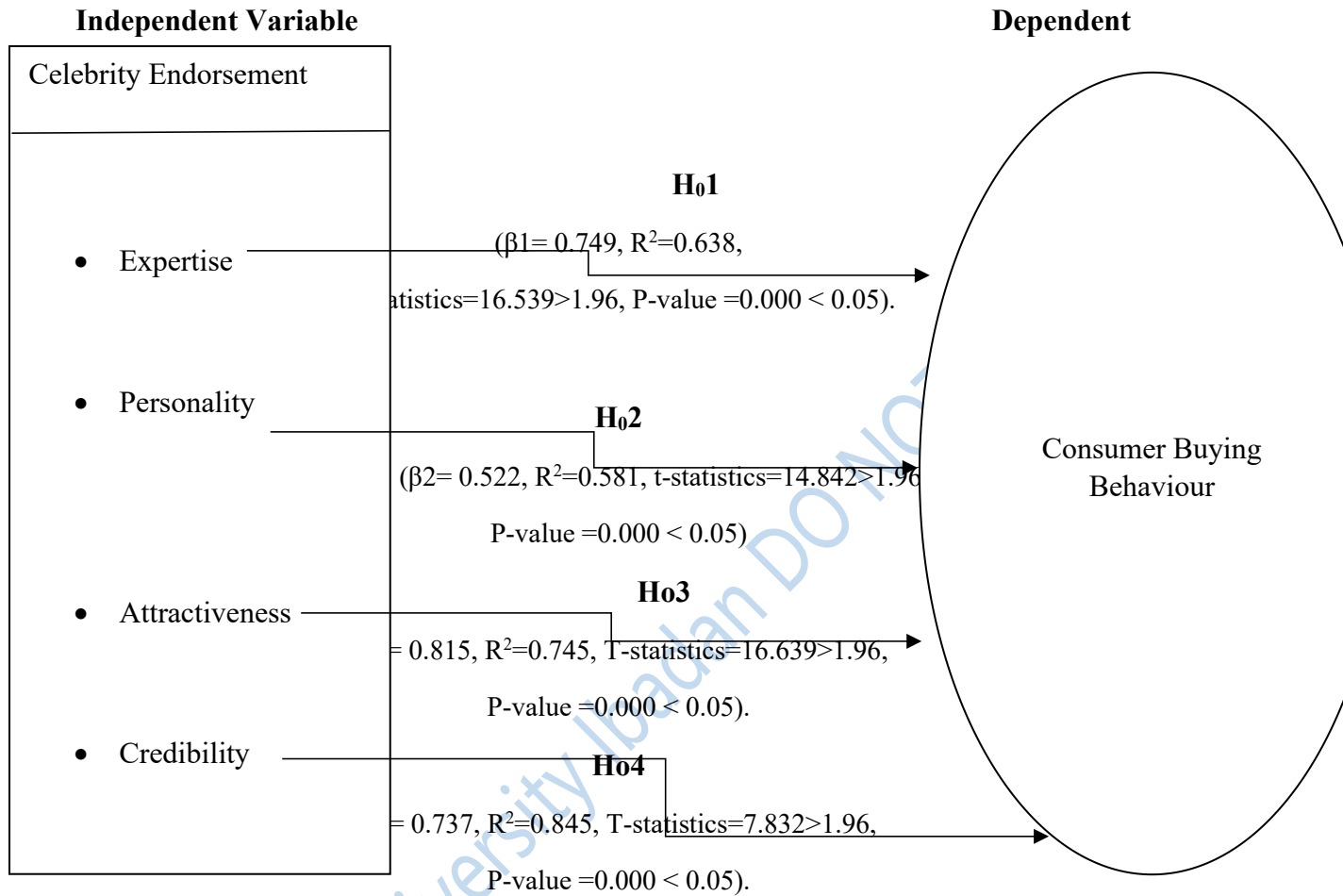
**Table 4.18: Regression Results of the First Model**

	Path Coefficient $\beta$	Standard deviation (STDEV)	T	F <sup>2</sup>	Q <sup>2</sup>	P values	R <sup>2</sup>	Remarks
Celebrity Credibility ->Consumer Buying Behavior	0.737	0.186	7.832	1.108	0.238	0.000***	0.845	Positive/Significant

The result in table 4.18 shows the regression model of celebrity credibility and consumer buying behavior. The path coefficient shows 0.737 indicating that celebrity credibility has a positive effect on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State. This confirms that celebrity credibility plays a significant role in influencing the purchasing decisions of female undergraduate students when it comes to sanitary pads. The result shows a standard deviation of 0.186 (T statistics of 7.832) and confirms that there is minimal variations in the dataset. The p value shows 0.000\*\*\* which is less than 0.05 indicating a statistically significant effect between celebrity credibility and students busying behavior. The R<sup>2</sup> showed the extent to which a dependent variable (consumer buying behavior) can best be explained by the independent variable (celebrity credibility). The result showed an R<sup>2</sup> value of 0.845 indicating that about 84.5% of consumer busying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State is accounted for by the power of celebrity credibility. Hence, 15.5% is accounted for by other parameters not covered in the model. Hence from this we can confirm that celebrity credibility has significant influence on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State ( $\beta_4 = 0.737$ ,  $R^2 = 0.845$ , T-statistics =  $7.832 > 1.96$ , P-value =  $0.000 < 0.05$ ).

Additionally, the PLS-SEM predictive significance was ascertained using the  $Q^2$  value. Celebrity Credibility have a  $Q^2$  value of 0.238, which is more than zero. This suggests that the predictive significance of the PLS path model is present. The effect size was also established using the F-square. According to Table 4.18 above, the f-square value for celebrity credibility is 1.108, which suggests that the sample impact is sizable, as shown in Table 4.18, indicating that the sample effect is considerably large. This confirmed that the relationship between celebrity credibility and the consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State is statistically significant and has a strong predictive power.

## Resultant Model



**Figure 4.13: Resultant model showing the relationship between Celebrity Endorsement and Consumer Buying Behaviour of Sanitary Pads among Female Undergraduate Students of Lead City University, Ibadan, Oyo State.**

Source: Field Survey, 2024

### 4.5 Discussion of Findings

The regression result from hypothesis one shows that the expertise of celebrity has a positive and significant effect on the buying behavior of Sanitary Pads among Female Undergraduate Students of Lead City University, Ibadan, Oyo State. The findings from the study suggest a compelling relationship between celebrity expertise and the

purchasing behaviour of female undergraduate students regarding sanitary pads at Lead City University, Ibadan, Oyo State. This discovery highlights the crucial role of celebrity endorsements in shaping consumer behaviour, particularly within a specific demographic segment. The positive and statistically significant effect observed in the regression analysis signals that when a celebrity is perceived to possess expertise in relevant areas such as women's health or hygiene, it can significantly influence the decision-making process of female undergraduate students when selecting sanitary pads.

This emphasis on the perceived expertise of the celebrity endorser carries significant implications for marketing strategies targeting this demographic. It highlights the importance of aligning celebrity endorsements closely with the product and its intended audience. By selecting endorsers who are not only recognisable but also perceived as knowledgeable authorities in the field, marketers can enhance the credibility and effectiveness of their campaigns. This strategic alignment can foster greater resonance with consumers and ultimately drive increased brand awareness and sales. Moreover, the findings offer valuable insights into the dynamics of consumer behaviour among young female undergraduate students, shedding light on the external influences that shape their purchasing decisions. Understanding these factors is crucial for marketers seeking to engage and capture the attention of this demographic effectively. By recognising the significant impact of celebrity endorsements, marketers can tailor their marketing strategies to leverage this influence and craft messages that resonate with the target audience.

In supporting studies, findings consistently affirm the positive impact of celebrity expertise on consumer behaviour, echoing the conclusions drawn in the current study. For

instance, a study emphasises the significance of perceived expertise and credibility in enhancing the effectiveness of celebrity endorsements, aligning closely with the current study's findings<sup>1</sup>. Similarly, another study indicated that celebrity endorsements consistently lead to higher brand recall and positive consumer attitudes, bolstering the notion that celebrity expertise plays a crucial role in shaping consumer behavior<sup>2</sup>. Moreover, an experimental study further strengthens this argument by demonstrating that endorsements from celebrities perceived as experts in relevant domains result in greater purchase intentions, mirroring the positive effect observed in the current study<sup>3</sup>. Additionally, a research on the influence of celebrity expertise on brand perception and purchase intention in the context of fashion brands add weight to these assertions by indicating that celebrities perceived as experts positively influence consumer perceptions and purchase intentions, aligning closely with the findings of the current study regarding the importance of celebrity expertise in driving consumer behavior<sup>4</sup>.

In contrast, studies presenting dissenting views raise questions about the overarching influence of celebrity expertise on consumer behavior. For example, a study explores the phenomenon wherein repeated exposure to celebrity endorsements diminishes their effectiveness over time, implying potential limitations to the long-term impact of celebrity expertise on consumer behavior<sup>5</sup>. Moreover, an investigation into the influence of celebrity scandals on consumer perception highlights the potential negative repercussions of negative publicity surrounding celebrity endorsers, irrespective of expertise, challenging the assumption of a straightforward positive relationship between celebrity expertise and consumer behavior<sup>6,7</sup>.

Also, hypothesis two confirms that celebrity personalities have a positive and also a significant effect on consumer behavior of Sanitary Pads among Female Undergraduate Students of Lead City University, Ibadan, Oyo State. This finding suggests that beyond expertise, the broader persona and characteristics of celebrities play a substantial role in shaping consumer behaviour within this demographic. It implies that students are not only swayed by a celebrity's perceived knowledge or authority but also by their personality traits, lifestyle, values, and overall image. This multifaceted influence highlights the complexity of consumer decision-making and highlights the importance of considering various facets of celebrity personalities in crafting effective endorsement strategies. Moreover, the confirmation of Hypothesis 2 sheds light on the psychological phenomenon of celebrity identification. It suggests that consumers, particularly female undergraduate students in this context, may develop a sense of connection or affinity with celebrities whom they perceive as sharing similar traits or values. Consequently, they may be more inclined to purchase products endorsed by celebrities they admire, aspire to emulate, or feel a sense of kinship with. This aspect emphasises the emotional and psychological dimensions of consumer behaviour, indicating that endorsements go beyond mere product promotion to foster a sense of belonging and identification with endorsed brands.

The findings also highlight the strategic importance of celebrity endorsements in shaping brand image and association. By aligning with certain celebrities whose personalities resonate with the target audience, brands can enhance their own image and perception among consumers. For example, if a celebrity is admired for their confidence, authenticity, or social activism, consumers may perceive the endorsed brand as

embodying similar qualities, thus influencing their purchasing decisions. This highlights the symbiotic relationship between celebrities and brands, wherein endorsements serve as a vehicle for conveying brand values and connecting with consumers on a deeper level.

In supporting studies, findings consistently affirm the significant influence of celebrity personalities on consumer behaviour, aligning closely with the confirmation of hypothesis two. For example, a research emphasises the positive correlation between celebrity personality and consumer buying behaviour<sup>8</sup>. Similarly, another study underscores the impact of celebrity endorsement on consumers' buying behaviour<sup>9</sup>. The study revealed that celebrities which possess trait like likability, attractiveness, and personality, has a strong influence on consumers' buying intention<sup>9</sup>. Another study discovered that celebrities possess some personalities that makes them stands out, hence influencing consumer buying behaviour<sup>10</sup>. Furthermore, investigation into strategic brand alliances with celebrities further reinforces this idea, indicating that endorsements from celebrities whose personalities align closely with the brand's values result in higher consumer engagement and brand loyalty<sup>11</sup>. These supporting studies collectively highlight the multifaceted impact of celebrity personalities on consumer behaviour, offering empirical evidence that aligns with the findings of hypothesis two.

However, contrasting studies present dissenting views, challenging the assumption of a straightforward positive relationship between celebrity personalities and consumer behavior. For instance, some authors found out that many consumers are not influenced by the celebrity personality as many celebrities will endorse any product that pays well<sup>12</sup>. Additionally, Smith and Brown's research on the negative effects of celebrity scandals on

consumer perception suggests that negative publicity surrounding celebrities can undermine the effectiveness of endorsements, regardless of their personalities<sup>13</sup>.

The result in hypothesis three, which seeks to examine the effect of celebrity attractiveness on consumer buying behaviour of Sanitary Pads among Female Undergraduate Students of Lead City University, Ibadan, Oyo State also shows a positive relationship. The findings from hypothesis three, indicating a positive relationship between celebrity attractiveness and consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, offer intriguing insights into the role of physical attractiveness in influencing consumer decisions. This result suggests that the perceived physical attractiveness of celebrities holds sway over the purchasing behaviour of female undergraduate students in this demographic, particularly concerning sanitary pad products.

One notable implication of this finding is the significance of visual appeal in marketing and advertising strategies targeting this demographic. It suggests that when celebrities endorse sanitary pad products and are perceived as attractive, their appeal extends beyond their expertise or personality traits, influencing consumer perceptions and purchasing decisions. Marketers can leverage this insight by strategically selecting visually appealing celebrities as endorsers, thereby enhancing the attractiveness and desirability of their products in the eyes of the target audience. Furthermore, the positive relationship observed in Hypothesis 3 highlights the psychological impact of physical attractiveness on consumer behavior. Research in social psychology has long established the "halo effect," wherein individuals tend to attribute positive qualities to physically attractive individuals, assuming that they possess other desirable traits beyond their appearance. In

the context of celebrity endorsements for sanitary pads, this halo effect may contribute to heightened perceptions of product quality, reliability, and efficacy among consumers when endorsed by attractive celebrities. However, it's essential to recognise the potential limitations and ethical considerations associated with emphasising physical attractiveness in marketing campaigns. While celebrity attractiveness may enhance product appeal and consumer engagement, overreliance on superficial qualities could risk perpetuating unrealistic beauty standards and reinforcing harmful stereotypes. Therefore, marketers must strike a balance between leveraging attractiveness as a persuasive tool and promoting inclusive and authentic representations of beauty.

This finding is in line with a study that revealed that attractive celebrities significantly enhance product appeal and purchase intentions among consumers, as observed in Hypothesis three<sup>14</sup>. Similarly, another study highlighted the "halo effect" of celebrity attractiveness in endorsements, indicating that consumers tend to attribute positive qualities to products endorsed by attractive celebrities, thereby influencing brand perception and purchase likelihood<sup>15</sup>. Moreover, another study conducted emphasised that both celebrity attractiveness and familiarity have a positive and significant impact on consumer buying behaviour<sup>16</sup>. Additionally, another study found that attractive celebrities enhance brand recall and recognition among consumers, reinforcing the notion that attractiveness plays a crucial role in capturing consumer attention and memory in marketing contexts<sup>17</sup>. Lastly, a study indicated that the attractiveness of celebrity endorsers positively affect brand authenticity<sup>18</sup>. In contrast, another study found limited evidence of a significant impact on consumer behaviour solely based on celebrity attractiveness, suggesting that the vampire effect comes to play, whereby, there are

situations when the celebrity endorsers overshadows the brand<sup>19</sup>. Also, another study titled “The Influence of Celebrity Endorsement towards Buying Decision using Online Advertisement” revealed that brands should not solely rely on celebrities’ appearance when selecting endorsers<sup>20</sup>.

Hypothesis four also shows that celebrity credibility exert a positive and significant effect on buying behavior of Sanitary Pads among Female Undergraduate Students of Lead City University, Ibadan, Oyo State. The confirmation of hypothesis four, underscores the critical role of credibility in shaping consumer decisions within this demographic. This finding suggests that the perceived credibility of celebrities as endorsers plays a substantial role in influencing purchasing behaviour, particularly regarding essential hygiene products like sanitary pads. One key implication of this finding is the importance of trust and authenticity in celebrity endorsements. When celebrities are perceived as credible endorsers, consumers are more likely to trust their recommendations and feel confident in the endorsed products' quality and efficacy. This suggests that celebrity endorsements can serve as a powerful tool for building brand credibility and instilling confidence in consumers, especially among young female undergraduate students who may prioritise trustworthy endorsements when making purchasing decisions.

Moreover, the positive and significant effect of celebrity credibility on buying behaviour highlights the influence of expertise and authority on endorsement effectiveness. Celebrities who are perceived as knowledgeable and trustworthy in their respective fields are more likely to sway consumer opinions and drive purchasing decisions. This shows the importance of aligning celebrity endorsers with the product category and ensuring that they possess genuine expertise and credibility in order to maximise the impact of

endorsements on consumer behaviour. Furthermore, the findings from Hypothesis 4 emphasize the role of perceived authenticity in celebrity endorsements. When celebrities are perceived as authentic and genuine in their endorsements, consumers are more likely to view their recommendations as sincere and credible, leading to increased purchase intentions. This suggests that transparent and authentic endorsement strategies, wherein celebrities genuinely believe in the endorsed products, are more likely to resonate with consumers and drive positive buying behaviour.

However, it's essential to acknowledge the potential challenges and limitations associated with celebrity credibility in endorsement campaigns. While credibility can enhance the effectiveness of endorsements, celebrities may face scrutiny and scepticism from consumers if their endorsements are perceived as insincere or motivated solely by financial gain. Therefore, marketers must ensure that celebrity endorsers maintain their credibility by aligning with brands and products that genuinely reflect their values and beliefs, thereby fostering genuine connections with consumers.

The findings from Hypothesis 4, suggesting a positive and significant effect of celebrity credibility on the buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State, align with existing literature on the influence of celebrity endorsements on consumer behaviour. Several studies have provided supporting evidence for this notion, indicating the persuasive power of credibility in driving purchasing decisions. For instance, a research in Akwa Ibom explored the influence of celebrity endorsement on the buying behaviour of generation Y consumers in selected betting businesses<sup>21</sup>. The findings indicated that celebrity credibility demonstrated a notable effect on consumer purchasing behaviour<sup>21</sup>. Another

study carried out in Pakistan on how celebrity endorsement influence consumers' purchasing decisions found that celebrities perceived as credible endorsers significantly enhance purchase intentions among consumers<sup>22</sup>. However, contrasting studies present dissenting views, suggesting potential complexities and challenges in the relationship between celebrity credibility and consumer behavior. For example, a research found evidence of negative impact on consumer behaviour solely based on celebrity endorsement<sup>23</sup>.

From the theoretical standpoint, the findings of this study resonate with source credibility theory. This theory posits that individuals are more likely to be influenced by a message delivered by a credible source, such as a celebrity, as opposed to a non-credible source. In the context of celebrity endorsements, consumers are more likely to trust and be persuaded by a brand if it is associated with a celebrity they perceive as credible and attractive. This highlights the importance of carefully selecting the right celebrity to endorse a brand, as their image and reputation can significantly impact consumer behavior and purchasing decisions. Additionally, the findings of this study suggest that marketers should consider the credibility and attractiveness of celebrities when planning their endorsement strategies in order to effectively engage with consumers, especially among female undergraduates in Lead City University, Oyo State, Nigeria. The theory also related to this finding from cultural standpoint as it emphasizes the influence of celebrities in shaping societal norms and values. In a culture where celebrities hold significant power and influence, their endorsement of a brand can sway public opinion and consumer preferences. With the rise of social media and celebrity culture, it is crucial

for marketers to understand the impact of celebrity endorsements on consumer behavior and to strategically leverage this influence in their marketing campaigns.

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## Endnotes

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## Chapter Five

### Conclusion

This chapter discusses the summary of findings, conclusion, recommendations, areas for further studies and contributions to knowledge. The summary of findings summarises the key findings as revealed in the chapter four. Also the key findings are summarized to show the contributions to knowledge to various stakeholders and also devise means which further studies can be conducted.

#### 5.1 Summary of Findings

The study examined the effect celebrity endorsement on customer buying behavior of Sanitary Pads among Female Undergraduate Students of Lead City University, Ibadan, Oyo State. Celebrity endorsement was measured through expertise, personality, attractiveness and credibility of celebrity. However, consumer buying behavior of female undergraduate students was measured using quality, price, availability, comfort, packaging, word of mouth recommendations and size/shape. Two theories were examined in this study which are theory of planned behavior and source credibility theory. The summary of the key findings and interpretations are as stated below:

Celebrity expertise has a positive and significant influence on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State ( $\beta_1 = 0.749$ ,  $R^2 = 0.638$ ,  $t\text{-statistics} = 16.539 > 1.96$ ,  $P\text{-value} = 0.000 < 0.05$ ).

Celebrity personality has significant and a positive effect on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State ( $\beta_2 = 0.522$ ,  $R^2 = 0.581$ ,  $t\text{-statistics} = 14.842 > 1.96$ ,  $P\text{-value} = 0.000 < 0.05$ ).

Celebrity attractiveness has positive and significant influence on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State ( $\beta_3 = 0.815$ ,  $R^2 = 0.745$ ,  $t\text{-statistics} = 16.639 > 1.96$ ,  $P\text{-value} = 0.000 < 0.05$ ).

Celebrity credibility has positive and significant influence on consumer buying behavior of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State ( $\beta_4 = 0.737$ ,  $R^2 = 0.845$ ,  $T\text{-statistics} = 7.832 > 1.96$ ,  $P\text{-value} = 0.000 < 0.05$ ).

## **5.2 Conclusion**

From the various constructs used in this model, it is evident that celebrity endorsement has a significant and positive effect on customers buying behavior of Sanitary Pads among Female Undergraduate Students of Lead City University, Ibadan, Oyo State. This is crucial to know that celebrity endorsement can greatly influence consumer decisions, especially among young female consumers. The findings of this study suggest that celebrities can serve as powerful influencers in shaping purchasing behavior, particularly in the context of personal hygiene products. Additionally, the study highlights the importance of understanding the impact of celebrity endorsements on specific target demographics, such as undergraduate students, in order to effectively market and promote products in the competitive marketplace.

However, the relationship between the parameters of celebrity endorsement (celebrity expertise, celebrity attractiveness, celebrity personality, and celebrity credibility) and

customers buying behavior of Sanitary Pads among Female Undergraduate Students of Lead City University shows a positive effect. This suggests that the use of celebrity endorsements can significantly influence the purchasing decisions of female undergraduate students when it comes to sanitary pads. Understanding how these parameters interact with each other and with the target demographic is crucial for companies looking to maximise the impact of their marketing strategies. By leveraging the right combination of celebrity expertise, attractiveness, personality, and credibility, companies can effectively reach and engage their target audience, ultimately driving sales and brand loyalty.

The results of this investigation are consistent with source credibility theory. According to this hypothesis, people are more likely to be swayed by a message from a reliable source, like a celebrity, than from a non-reliable one. When it comes to celebrity endorsements, people are more inclined to believe in and be influenced by a company if it is connected to a reliable and appealing celebrity. This emphasises how crucial it is to choose celebrities wisely when endorsing brands, since their reputation and image have a big influence on customer behaviour and purchase decisions. Furthermore, the results of this study indicate that, in order to effectively engage with consumers, particularly female undergraduates at Lead City University in Oyo State, Nigeria, marketers should take into account the legitimacy and attractiveness of celebrities when developing their endorsement strategies. The idea, which highlights how celebrities shape society norms and values, is also connected to these findings from a cultural perspective. Celebrities have a lot of power and influence in society, thus their support of a business has the potential to change customer choices and public opinion. Marketers must comprehend

how celebrity endorsements affect customer behaviour and strategically use this effect in their campaigns given the advent of social media and celebrity culture.

### **5.3 Recommendations**

Based on the findings of the study on the relationship between celebrity endorsements and customer buying behavior of female undergraduates at Lead City University in Oyo State, here are four detailed recommendations:

1. Given that celebrity expertise has a positive and significant influence on consumer buying behaviour of sanitary pads among female undergraduate students, it is recommended that brands producing sanitary pads should carefully select celebrities who have relevant expertise in the field of feminine hygiene or women's health. They should also consider partnering with celebrities who have knowledge or experience in these areas to enhance the credibility and effectiveness of their endorsements. Additionally, brands should ensure that the expertise of the chosen celebrity aligns with the target audience's preferences and needs.
2. Since celebrity personality has a significant and positive effect on consumer buying behavior, it is essential for brands to emphasise the personality traits of the celebrities endorsing their products. Brands should leverage the likeability, relatability, and authenticity of the celebrity to resonate with the target audience and build emotional connections. This is because when personality traits that appeal to female undergraduate students are adopted, brands can enhance the effectiveness of their endorsements and positively influence purchasing decisions of sanitary pads among female undergraduates in Lead City University, Oyo State.

3. Given that celebrity attractiveness and credibility positively influence consumer buying behavior, brands should focus on enhancing these aspects of celebrity endorsers. Brands can work with celebrities to maintain a positive image, invest in personal grooming and styling, and cultivate a reputation for reliability and trustworthiness. Moreover, brands should ensure transparency and authenticity in their partnerships with celebrities to build credibility and foster consumer trust. By enhancing the attractiveness and credibility of celebrity endorsers, brands can maximize the impact of their endorsements on female undergraduate students' purchasing behavior.
4. To leverage the positive influence of celebrity Credibility on consumer buying behavior, brands should Prioritize celebrities with established credibility and integrity in endorsing sanitary pads, enhancing endorsement effectiveness. Select individuals respected and trusted within the target demographic to amplify influence. Utilize testimonials and reviews from endorsed celebrities to augment credibility and impact consumer purchasing decisions. Incorporate personal narratives of celebrity experiences to provide social proof and validate product efficacy. Foster enduring partnerships with credible celebrities to cultivate sustained trust and credibility with consumers over time, facilitating longitudinal research on consumer perceptions and behaviors. Hence, when companies strategically integrating celebrity endorsements into their marketing efforts, they can capitalize on the influence of celebrities and drive purchasing behavior among female undergraduate students.

#### **5.4 Contributions to Knowledge**

In this study, the following were the researchers contributions to knowledge:

The study significantly contributes to the existing body of knowledge by offering comprehensive insights into the effect of celebrity endorsement and consumer buying behaviour of sanitary pads among female undergraduate students of Lead City University, Ibadan, Oyo State.

This study provides a valuable contribution to our understanding of consumer behavior by empirically examining the influence of celebrity endorsements on consumer buying behaviour. Utilizing data collected from female undergraduate students at Lead City University, the research focuses on how various attributes of celebrity endorsers—namely their expertise, personality, attractiveness, and credibility—affect the buying behavior of female consumers, particularly in the context of sanitary pads.

### **5.5 Suggestions for Further Studies**

Future research endeavors may explore alternative indicators for both celebrity endorsement and consumer buying behaviour that were not included in the present study. This exploration aims to investigate whether these unexamined indices exhibit similar patterns of behaviour as those analysed in the current research. Also, replicating this study in public universities and secondary schools is also recommended. Furthermore, this study can also be carried out in another state, region, or the entire country at large.

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### **Thesis**

- Thong, B. C. *The Impact of Social Media Celebrity Endorsement on Malaysian University Students' Consumption Behaviour*, Doctoral dissertation, UTAR, 2023.

## **Appendix**

### **Research Questionnaire**

Department of Management and Accounting

Lead City University, Ibadan, Oyo State

Dear Respondent,

I am a Masters student at the Department of Management and Accounting, undergoing a marketing programme, at Lead City University. I am researching on **Celebrity Endorsement and consumer buying behaviour of sanitary Pads among female undergraduate students of Lead City University, Ibadan, Oyo State**. I would like to request your cooperation in completing the attached questionnaire. The question seeks your opinions regarding celebrity endorsement of sanitary pads, in relation to (celebrity expertise, celebrity personality, celebrity attractiveness and celebrity credibility) this is solely for academic purpose and all information provided will be kept confidential. The survey will take approximately 10 minutes. Your contribution will be greatly appreciated. If you have any question regarding this project, please feel free to e-mail me at avuraelozino@gmail.com

Thank you.

Avura Blessing Elozino

**Section A: Personal Details**

Please provide the following information about yourself by marking a “√” on one of the blank spaces provided.

1. Faculty

- (a). Applied Sciences
- (b). Arts and Education
- (c). Communication and Information Science
- (d). Engineering
- (e). Environmental Design and Management
- (f). Medical Sciences
- (g). Clinical Sciences

- (h). Law
- (i). Public Health
- (j). Pharmacy
- (k). Management and Social Sciences

2. Age

- 15 – 20 years
- 21 – 25 years
- 26 – 30 years
- 31 and above

**Section B: Celebrity Endorsement**

Please indicate with a tick, which number most appropriately captures your response to the statements. 4= Strongly Agree (SA) 3 = Agree (A) 2 = Disagree (D) 1= Strongly Disagree (SD).

NO	Items on Celebrity expertise	(SA)	(A)	(D)	(SD)
6	I consider celebrities to be skilled at evaluating and endorsing sanitary pad brands.	4	3	2	1
7	I actively seek information about the skills of celebrities endorsing sanitary pads before making a purchase.	4	3	2	1
8	I have switched to a different sanitary pad brand because a celebrity endorsed it.	4	3	2	1
9	The skills of celebrities in sanitary pad endorsements significantly influences my purchasing decisions.	4	3	2	1

10	Overall, I think celebrity skills influence my purchasing decisions for sanitary pads.	4	3	2	1
	<b>Items on Celebrity Personality</b>				
		(SA)	(A)	(D)	(SD)
11	The person and values of a celebrity endorser are important factors in my choice of sanitary pads.	4	3	2	1
12	I believe that a celebrity's nature can reflect the quality and effectiveness of a sanitary pad brand.	4	3	2	1
13	I have switched to a different sanitary pad brand because celebrity endorsers I found appealing.	4	3	2	1
14	The accessible nature of a celebrity endorser's persona to my own life experiences influences my purchasing decisions.	4	3	2	1
15	Overall, I think celebrity persona influence my purchasing decisions for sanitary pads.	4	3	2	1
	<b>Items on Celebrity Attractiveness</b>				
		(SA)	(A)	(D)	(SD)
16	The physical appeal of a celebrity endorser affects my choice of sanitary pads.	4	3	2	1
17	I believe that alluring celebrities make sanitary pad brands appear more appealing.	4	3	2	1
18	I have switched to a different sanitary pad brand because of an appealing celebrity endorsement.	4	3	2	1
19	My affection for or admiration for a celebrity endorser affects my choice of purchase of a sanitary pad.	4	3	2	1
20	Overall, I think celebrity captivation influence my purchasing decisions for sanitary pads.	4	3	2	1
	<b>Items on Celebrity Credibility</b>				
		(SA)	(A)	(D)	(SD)
21	I consider the trustworthiness of a celebrity endorser an	4	3	2	1

	important factor in my choice of sanitary pads.				
22	I believe that a trustworthy celebrity can provide accurate and honest information about sanitary pad brands.	4	3	2	1
23	I have switched to a different sanitary pad brand because a trustworthy celebrity endorsed it.	4	3	2	1
24	The trustworthiness of celebrities endorsing sanitary pads significantly affects my purchasing decisions.	4	3	2	1
25	Overall, I think celebrity trustworthiness influence my purchasing decisions for sanitary pads.	4	3	2	1

### Section C: Consumer Buying Behaviour

Please indicate with a tick, which number most appropriately captures your response to the statements. 4=Very High Extent (VHE), 3=High Extent (HE), 2=Low Extent (LE), 1=Very Low Extent (VLE)

	<b>Consumer Buying Behaviour:</b> When buying sanitary pads, to what extent does the following influence your choice of brand	<b>VHE</b>	<b>HE</b>	<b>LE</b>	<b>VLE</b>
		4	3	2	1
1	Quality	4	3	2	1
2	Comfort	4	3	2	1
3	Price Affordability	4	3	2	1
4	Packaging Appeal	4	3	2	1
5	Availability in Stores	4	3	2	1
6	Word of Mouth Recommendations	4	3	2	1
7	Trust in the Brand	4	3	2	1
8	Size/Shape Variants Available	4	3	2	1

Lead City University Ibadan DO NOT COPY

## **Bio-data**

### **A. Personal Data**

- **Full Name:** Elozino Blessing AVURA

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08103379330

- **Date of Birth:** 29<sup>th</sup> December, 1998, Delta State
- **Nationality:** Nigerian
- **Marital Status:** Single
- **Name of Next of Kin:** Onome Avurakoghene
- **Address of Next of Kin:** Lead City University, Ibadan, Oyo State.

## **B. Educational Background**

### **1. Educational Institutions Attended with Dates and Qualification:**

#### **i. Primary Education**

2003-2008 Premier primary School, Warri

#### **ii. Secondary Education**

2008-2010 Warri City College, Delta State

2010-2014 St. Matthias Catholic College,  
Bayelsa State

#### **iii. Higher Educational Institutional Attended with Dates and Qualification**

2017-2021  
Ibom State

Ritman University, Ikot Ekpene, Akwa  
  
(B.Sc. Management Science)

**C. Work Experience:**

2022-2023

Lead City University (Personal Assistant to  
Director Centre for Entrepreneurship and  
Skill Acquisition)

**D. Awards and Fellowships:**

Nil

**E. Membership of Academic/ Professional Bodies:** Nil

**F. Publication(S):**

Nil

**G. Major Conferences Attended with Dates:** Nil

**H. Referees:**

Dr. A. F Friday igbadhume,  
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+234 813 815 9188

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**Signature**

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**Date**

**The University Compliance Certification**

This is to certify that this thesis by Elozino Blessing AVURA in the Department of Management and Accounting, Faculty of Management and Social Science, Lead City

University, Ibadan, Oyo State is in full compliance with the approved University format and style.

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**Signature**

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**Date**

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