

**Media Use, Celebrity Endorsement and Promotion of MTN Products in Ibadan, Nigeria**

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**Certification**

This is to certify that Roseline Oluwatobiloba AKINRUTAN LCU/PG/000229 conducted this study for the award of Master of Science Degree (M.S.C) in Mass Communication and Media Technology in Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, Nigeria, under my supervision and that this work has not been previously submitted.

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**Date**

**Dedication**

This work is dedicated to God Almighty, the giver of life

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### **Acknowledgement**

I am grateful to God Almighty for seeing me through the attainment of another important milestone in my search for knowledge.

I am grateful to management and staff of MTN in Ibadan for giving me the opportunity to use their responses for the research work. I also appreciate Lead City University (LCU) Ibadan for the privilege of passing through the academic citadel for my postgraduate research.

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### ***Abstract***

It is posited that the most effective medium of representing a product's advantage in term of promotion is that of television and outdoor media such as billboards, electronic boards and decorated moving devices such moving vehicles that are fully decorated. This is simply because of

the ability of the medium to attain the level of commitment and conviction that no other medium has been able to demonstrate with the use of visuals and sound. Therefore, this study examines media use, celebrity endorsement and promotion of MTN products in Ibadan, Nigeria, Behavioural Theory and Acculturation Theory were used to support the study. The design adopted for this study is the Mix research method, using both the qualitative and quantitative research methods. For the quantitative research method, the study made use of the customers' questionnaire as instrument for collection of data while the qualitative Key Personality Interview and informant interview guides were used. The findings shows that the deliberate use of the celebrity endorsers is premised on the need to relate with people who are ardent fans of the endorser in order to gains support for the company's products. It is important to note that the celebrities are benchmarks for attitudes and behaviour especially among the youths who constitute the majority of the customers of MTN Nigeria. The study recommended that the active participation of the customers in the choice of their celebrity endorser since the practice is targeted at their support and patronage. This recommendation is hinged on the continued support of the customers even in the face of negative unforeseen circumstances.

**Keywords:** media use, celebrity endorsement, product promotion, ardent fans, celebrity endorsers

**Word Count:** 261

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## **Chapter One**

### **Introduction**

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

In Nigeria like other countries of the world, competitiveness or lack of monopoly has led to creativity with the resultant struggle for business owners to attract, satisfy and retain the lean purse of the customer. The situation where the highly improvised buyer is being careful not to waste the meagre resources within reach has led to increased promotional activities where every manufacturer is willing to invest in targeted creative, time tested messages that swing customers attention in the direction of a promoted products. Tools of product promotion include advertising, sales promotion, public relations and personal selling<sup>1</sup>.

Advertising is a non-personal medium of communication targeted at consumers with specific needs that can be solved by the product offerings. On the other hand, public relations strategies are used to address the management of corporate image of an organization. Public-relations' main concern remains the publics of the business organization. Sales promotion as a promotional tool is an impulsive device targeted at immediate offers that help the consumers to buy today and now. Finally, personal selling thrives on interpersonal relationship between the seller and the buyer. Personal selling is usually between parties engaged in industrial products rather than consumer goods. Out of all these promotional tools and strategies, it is generally agreed that advertising is the most viable as it is a direct short and long term appeal for patronage<sup>2</sup>.

Advertising comes with three major objectives to inform, persuade and remind the market with specific product offering. The advertising objectives are as discussed below:

### **1. Objective to inform**

A new product that is being introduced takes the promotional objective to inform. Since the product is new, the intention is to create its own market share. This advertising objective usually draws attention to the uniqueness of the new product and specifically throws promotional tools to the promise of the product.

### **2. Objective to persuade**

For a product that has linger awhile at the marketplace takes the advertising objective to persuade. This is a needful exercise in drawing the market's attention to the distinctive features of the product offering. The attempt is simply to draw the differences and ensure that customers are helped in identifying and in setting aside a product from others of same value.

### **3. Objective to remind**

The third advertising objective to remind is designed for a product who has reached maturity stage at the marketplace and on which much advertising budget no longer yield the desired result. Here the need to remind the market of the existence of the product becomes imperative.

It is posited that the most effective medium of representing a product's advantage in term of promotion is that of television and outdoor media such as billboards, electronic boards and decorated moving devices such moving vehicles that are fully decorated. This is simply because of the ability of the medium to attain the level of commitment and conviction that no other medium has been able to demonstrate with the use of visuals and sound<sup>4</sup>.

Advertising using the visual tools of television and the outdoor media as pointed above have been

the most appropriate for the use of celebrities for support and to encourage others to use and ultimately to adopt a product. The celebrities are popular, talented, easily recognised and acceptable people who are singers, actresses, actors, social media influencers and so on<sup>5</sup>. This has become one of the most popular forms of retail advertising, with about 35% of all television commercial now using celebrity endorsers in promoting their brands. It has been noted that as far back as four decades ago that there has been tremendous increase in using the popular faces of socially acceptable celebrities to advertise and push products to fans who majorly want to share their dreams. Considering the highly competitive world, and looking at the best and most cost effective way in getting a product, service or brand recognised can greatly increase consumer's awareness of an advertisement, capture their attention and make such more memorable. The celebrities' endorsers are regarded as valuable assets, enduring, alluring and more competitive in the like of the product being represented on those various visual media.

The winning strategy for the use of celebrity endorsers is the role model playing ability of the models which represent the dream and aspiration of the others in the society. The import of this is that not all celebrities can be used to represent a product<sup>6</sup>. The ones selected are those whose current image best describe the positional drive of the product. The choice of Funke Akindele for instance as an ambassador of Glo Mobile positions the Telecommunication company as dynamic and creative just as her relative young age and admirable feat in acting as a profession can help to draw the interest of the young ones to products of the company being promoted. The endorsement of the MTN Mobile Network by Wizkid in Nigeria is also important because of the young, fast and energetic drive for success.

Additionally, when a celebrity endorses your organisation, it tells the consumer that the company is reputable, has good products, good services or customer services, and is sound as well to deal

with. It is noteworthy that the celebrities who are featured as endorsers for a product must have the ability to grab the attention of the audience, giving retailers a better chance of communicating messages to consumers. When a celebrity is paired with a brand the image helps sharpen the image of that brand in the mind of consumers.

It has been found by studies that celebrities are more effective than other types of endorsers such as the professional expert, company manager, or the typical consumer. Recent statistics in Nigeria, has proven that two in five marketing programmes often refer to some type of celebrity endorser, with the number closer to one in four programmes in the international community, the endorsement process involves any one of a manner of different endorser's roles and endorsement types. The roles can take the form of celebrity as an expert or a spokes person who is associated with a product in long term capacity, or as an inspirational figure with no particular knowledge of, or relationship with the product. Furthermore, several studies suggest that when a brand becomes associated with a celebrity via the endorsement process, information regarding the celebrity's achievements and activities can transfer to the brand and have an effect on its image<sup>7</sup>.

Celebrity activation is another management utilized factor which is likely to affect brand image. Brand image is a management practice that singles out celebrity's activities and achievements (socially desirable behavioural conduct, life changing events or changes in fortune) and communicating the information to the brands target market for brand development (or ongoing brand management) purposes<sup>8</sup>.

Bearing in mind the role celebrities play in influencing the purchase decisions on consumers, it is note worthy that, the use of celebrities in promoting a brand should be approached with a bit of caution. When a celebrity is associated with more than one product as is the case of Simply Saka for Airtel and later for MTN Telecommunication companies, (multiple endorsements) there is reduced customer loyalty.

The frequent scrutiny of celebrities in the media which sometimes create scandals which tarnish the image of celebrity's may affect the brand, and this may result in low customer loyalty to the brand endorsed and a drop in sales<sup>9</sup>. Companies are only too aware of the potential hazards of celebrities endorsing their products and many contracts contain a moral clause that allows a company to exit without penalty if the celebrity's behaviour is seen to affect the company's reputation. Some of Tiger Woods endorsement deals were discontinued and advertising appearances cancelled. However due to the sheer magnitude of his celebrity, and his earning power for the products that support him, Nike and a few others continued to stand by him.

## **1.2. Statement of the Problem**

The use of celebrity endorsers entertains the viewers, inspires the market and in no small measure put the advertised product in the consciousness of buyers. Celebrity endorsers apart from selling the product also represent the companies as ambassadors helping with the socials, increasing awareness and stamping their popularity on the company' however, this research also consider the media use and the nature of the endorsement.

As good as the use of celebrity endorsers is, the use is not without its liabilities as it can be counterproductive if the right media are not used and when there is apparent multiple representations, scandal or any other untoward occurrence. A celebrity endorser who is currently on trial for rape takes the image of the company and the product with it as the current image will have backslap effects on those crucial factors;

Having weighed the merits and the limiting factors in the act of celebrity endorsement, this researcher notices that studies have examine mainly the subject matter from its competitive edge

position, this work therefore examines the media use, celebrity endorsement and promotion of MTN products.

### **1.3. Objectives of the Study**

In any study of this importance, the objectives are usually major and minor. The major objective of this study is the examination of the impact of the celebrity endorsers on product promotion of MTN products in Nigeria. Other minor objectives include:

1. Examine the product promotional objective in the choice of a celebrity endorser for the products of MTN Nigeria.
2. Examine the media use preference of the customers of MTN.
3. Investigate the effectiveness of the celebrity endorsement practice of MTN Nigeria in the promotion of the products of the company.
4. Ascertain the noticeable negative/positive personality traits of any of the celebrity endorsers.
5. Explore how the gains of the use of celebrity endorsers be preserved for prosperity.

### **1.4. Research Questions**

1. What is the major reason for the employment of celebrity endorsers by the management of MTN Nigeria?
2. Which media use is preferred by the customers of MTN Nigeria?
3. How effective is the celebrity endorsement practice of MTN Nigeria in the promotion of the products of the company?
4. In what ways can the negative/positive personality traits of celebrity endorsers affect promotion of MTN products?

5. How can the gains (if any) of the use of celebrity endorsers be preserved for competitive gain?

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

This study is significant in many respects. First, the study is important as an eye opener for the management of MTN Nigeria. The process of choosing celebrity endorsers for the company's products is under scrutiny as it is subjected to tests to reveal its effectiveness when under certain conditions. The result of this research will assist the management to MTN Nigeria in reappraising the promotion strategy with the aim of correcting notable anomaly or to reinforce strong points in the celebrity endorsement strategy.

The study will also afford the customers of MTN Nigeria to get further acquitted with the company's celebrity endorsement strategy and possibly get more involved with their telecommunication line. Lastly, students and other scholars who are interested in the study of celebrity endorsement or related area will find this study relevant as literature.

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

This study examines the media use, celebrity endorsement and promotion of MTN products in Ibadan metropolis. The study will be carried out among MTN Nigeria's subscribers in Lead City University, Ibadan in order to ascertain the impact of celebrity endorsement from the customers' perspective. On the other hand, a management staff of the company will also be interviewed for the purpose of involving the company in issues of the organization's policy decision making.

## 1.8. Operational Definition of Terms

**Brand:** a company's product that has its own marks of differentiation for purposes of recognition and promotion.

**Celebrity:** a well known personality who is famous and regarded as role model for other aspiring people in a specific trade or profession.

**Competitiveness:** a term used for how viable a product or company is when compare with others in the same industry.

**Consumer:** buyer of a particular product.

**Monopoly:** describe when a particular product of producer is the only one in the market or industry.

**Organization:** this describes a business set-up with the management, the mangers and the workers in place.

**Promotion:** Creating awareness, ensuring persuasiveness and reminding customers about a particular product or organization through promotional tools.

**Promotional Tools:** these include marketing communication tools of advertising, public relations, sales promotion etc.

**Purchase Decision:** the vital decision make by a customer to buy a product.

## Endnotes

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## **Chapter Two**

### **Literature Review**

This chapter reviewed the literature on the media use, celebrity endorsement and promotion of MTN products following these headlines:

2.1. Conceptual Review

2.2. Theoretical Framework

2.3. Empirical Review

2.4. Appraisal of Literature

This chapter provides a range of different opinions from relevant research in the area of celebrity endorsement of brands and marketing brand relevance. The major aim is to discuss issues intended to be looked into, and this gives an insight into the appropriate methodological research method to be used. Recent literature on marketing techniques, and application of marketing strategies which promote products and brand sales has given rise to various conceptual models or empirical studies presents an early effort in applying an analytical approach to marketing mix decisions for product marketing.

This chapter discusses celebrity endorsement process and its underlying consumer behavioural patterns to understand the factors which influences consumers to buy particular products or brands. It also examines demographics, psychographics, their appeals, and motives. Also, relevant studies on how the effectiveness of putting all these components together in a meaningful manner (brands within a sector, appeals, and celebrity endorsement), its reflection in peoples mind, which could either be positive or negative, through information transference and the transference of effects.

In general, the study focuses on the diverse views of the celebrity endorsement of brands, its importance, the reliability in using particular media, its contribution to the sector, and its

challenges. All this would be looked at, on how it impacts (either positively or negatively) on the endorsed product.

## **2.1. Conceptual Review**

### **2.1.1. Who is a Celebrity?**

Celebrities are sometimes referred to as Celebs in popular culture, and they are people who are easily recognised in the society<sup>1</sup>. Being generally recognized in a society, nation and worldwide is same as being given a special place among equals in term of achievement in certain amiable areas of life. Celebrities are role models of sterling relevance to fans who are simply attracted and stay bound to the style, look, manners and general mould of the celeb. The revelation of a person's achievement works the turn of the celebrity status therefore, in general, celebrities get the attention of the media often and they show an extroverted personality. The media, in this sense can be divided into two; the traditional media and the new media. The traditional media here refers to the print and the electronic media of journalism. The print media are the Newspapers and Magazines while the electronic media refers to television and radio. The traditional media gives national exposure while with the use of new media, celebrities employ the use of online platforms such as the facebook, instagram, tiktok, opera mini, phoenix and so on to showcase talents in drama, comic, advertise products, gossip, show wealth etc. Celebrities are simply celebrated, trusted and unconditionally loved.

Celebrities are often found at the top of their careers or professions. Such careers and professions include such as sports men/ women, top promoters, artists, just to mention a few, and they frequently appear in the traditional mass media like Newspapers, Magazines, Radio and Television. Likewise the celebrities have found their nest in the New Media with worldwide coverage showcasing and becoming more popular with their trades. Being well liked and

acceptable to people, celebrities have influenced the promotion of products, change attitudes and monitoring popular opinions. Up till today, politicians as a result of their personality are also referred to as celebrities. This is a trend that has become de facto in the sense that public figures utilize various forms of media to reach and influence the people in creating awareness, generating knowledge and in spreading development insisting manifestoes. In the same way, celebrities can also be used to correct wrongs, lay foundation for trust and help trust to persist.

In the real sense of marketing, the celebrity endorser is any individual who enjoys public recognition and uses the recognition on behalf of a consumer good by appearing with it in an advertisement, company events and generally represents an organization's products<sup>3</sup>. It is important to see that a celebrity is recognized, set apart and standardized by certain, tangible and sought after qualities. The qualities make the celebrity respectable as well as personable. The celebrity is an endorser and a marketable personality. The celebrity therefore has an image, which is the perception about an individual who enjoys public recognition as reflected by the celebrity associations held in consumer memory<sup>4</sup>.

Celebrities are particularly movie stars, television personalities, on-air-personality and sports heroes as well as having a very popular type of reference group appeal. The celebrity or an endorser is a crowd puller, a likeable person and a role model. The goodwill of the people abides and can be used as chosen and filter by a right management. To loyal followers and much of the general public, celebrities represent an idealization of life which most people would like to live themselves. Advertisers therefore spend enormous sums of money to have celebrities promote their products in the expectation that the viewing or reading audience will react positively to the celebrity's association with the endorsed products<sup>5</sup>.

To marketers, the use of celebrity endorsers will easily yield the fruition of the hierarchy of effects

as in the attainment of its AIDA model in aligning with the following:

**a. Awareness**

In any marketing strategy, especially for a new product, the first step is to create awareness. The use of a well-known and trusted personality in term of a celebrity is a clear statement for leadership, availability and utility. This is because of the general belief that the celebrity is only associated with the best. The celebrity endorser has simply extended all accorded and celebrated characteristics to the product being promoted. The simple assertion here is that the use of celebrity draws attention to a product with the sterling qualities of the personality of the endorser.

**b. Interest**

It can be said that creating awareness begets interest. Interest is drawn from the concentration given to the product that has assumed the personality of the celebrity endorser. With intense and renew concentration drawn from the support of the celebrity, a potential buyer begin to draw areas of interest in the particular product as promotion lines are drawn with the endorser in advertisement, public relations and other marketing strategies.

**c. Desire**

Desire simply means the point of yielding to the pressure of persuasion in product promotion. At this point, the potential buyer is beginning to want to be like the role model, the craving is heavier and more realisable than before. The desire will in the short run lead to the purchase of the product which is the essence of the PPP (Product Promotion Plan).

**d. Action**

Action is achieved when the product is bought by the buyer. Note that the major

achievement of a product promotion is not only to sell but rather for repeat purchase, it is therefore important that marketers and the sponsoring company retain the endorsement of an excellent celebrity.

From the above perception of celebrity, the society, social institutions, economic circle, political parties and associations and most importantly, the current customers and potential customers of products are audiences who want to be associated with celebrities. This wanting and association should be mentioned surpasses and go beyond individual classes and associations. The endearment survives personal determination and limited endurances for frivolities and can be compared with passion for strong unity and commitment.

### **2.1.2 Celebrities Credibility and Use of Talent**

Of all the positive characteristics which a celebrity might contribute to a firm or organisations advertising, corporate events and other programmes, (fame, talent, charisma) the credibility with the consumer audience is the most important<sup>6</sup>. Credibility therefore refers to both the audience perception of celebrity's expertise (how much of what is known about the product area). The importance of credibility in the endorsement cannot be overstated. That is, the consumer needs to feel the endorser knows what he is speaking and acting about. The import is simply that the celebrity is taken as synonymous of association and to truly hold dear and sincere to confessions about a product as well as the organization. Celebrities are believed to be beyond the ordinary; they can perform magic and practically throw miracles in the perceptions of audience and customers.

### **2.1.3. Usage**

In employing a celebrity to endorse a product promotion, there is a choice of usage between the following roles which are<sup>7</sup>;

1. **Testimonial**- If the celebrity has used the product or service; the celebrity is therefore in a position to attest to its quality, the super star may be asked to give a testimonial.
2. **Endorsement** – A celebrity, who may or may not be a brand user as regards to a product or service, may be asked to lend his name and physical person or effort to an advertisement for products, or appeals for services.
3. **Actor** – This is when a celebrity makes a dramatic presentation for a product or service.
4. **Spokesman** – This is when the celebrity represents a brand or company over a period of time. There is an attractive view that in creating effectiveness by differentiating a brand with more flexibility to making changes, with a view of creating a permanent link in the minds of the consumers, a spokesperson is more effective than a celebrity.

#### **2.1.4. The Concept of the Celebrity Endorsement Process**

The concept of celebrity endorsement process has become one of the most popular forms of retail advertising, with about good percent of all television commercial, radio adverts and outdoor marketing now using celebrity endorsers in promoting their brands. This has shown a rapid growth in the practice with enormous increase over a nine year period between 2005 and 2018. Considering the highly competitive world, and looking at the best and most cost effective way in getting a product, service or brand recognised can greatly increase consumer's awareness of an advertisement, capture their attention and make such more memorable<sup>8</sup>

Also, when a celebrity endorses the products of a particular organisation, the claim of loyalty is made thus making a pact with the organisation and customers that no othe company or products of similar value is used or supported. it tells the consumer that the company is reputable, has good products, good services or customer services, and is sound as well to deal with<sup>9</sup>. The pact of loyalty rendered in this manner is the confidence of the customers to join forces in the patronage of the

products of a company.

From the above, it is posited that the opinion of celebrities who are featured as endorsers have the ability to grab and sustain the audience/customers' attention, giving retailers a better chance of communicating messages to consumers. When a celebrity is paired with a brand, the image helps sharpen the image of that brand in the mind of consumers<sup>10</sup>. Research has found that celebrities are more effective than other types of endorsers such as the professional expert who attests to products, the company manager who is an insider, or the typical consumer who has experienced and gain from the use of a product. Recent statistics in Nigeria, has proven that two in five marketing programmes often refer to some type of celebrity endorser, with the number closer to one in four programmes in the international community, the endorsement process involves any one of a manner of different endorser's roles and endorsement types. The roles can take the form of celebrity as an expert or a spokes person who is associated with a product in long term capacity, or as an inspirational figure with no particular knowledge of, or relationship with the product<sup>11</sup>.

Furthermore, several studies suggest that when a brand becomes associated with a celebrity via the endorsement process, information regarding the celebrity's achievements and activities can transfer to the brand and have an effect on its image; the brand is associated with the character, status and dignity of the celebrated endorser/s. That transformation, it is believed will enforce or change attitude of fans and supporters of the customers who may continue to patronise or start buying the product.

However, it is also opined that celebrity activation is another management based factor which is likely to affect brand image positively and add to the goodwill of company as a business organisation and to the product in particular. They defined the term as the management practice which singles out celebrity's activities and achievements (socially desirable behavioural conduct,

life changing events or changes in fortune) and communicating the information to the brands target market for brand development (or ongoing brand management) purposes<sup>12</sup>.

### **2.1.5. Reasons for the Use of Celebrity Endorsers**

A celebrity is qualified as any famous individual who measures his or her personality on behalf of a consumer good by appearing with it in an advertisement. Bearing in mind the above definition, it is pertinent to note that this research provides an insight to the use of celebrities by endorsing charities<sup>13</sup>.

Another author is of the view that celebrities are used for maintaining sales especially when a product has reached the maturity stage<sup>14</sup>. This is when frequent spending on product promotion will no longer bring the desired result. For instance, in Nigeria, Coca-Cola as a pioneer premier product in the beverages industry has been reportedly been making 25 million servings on daily basis. The promotional objective now is to remind customers rather than persuading and creating awareness. Several other authors and experts are of the view that celebrities transfer positive feelings or liking to a product which is persuasive in communicating to consumers by gaining attention and transferring images and values to products based on their attributes especially when the task of the promotional messages is basically to gain and extend market share<sup>15</sup>.

### **2.1.6. Limitations to celebrity endorsements**

Bearing in mind the role celebrities play in influencing the purchase decisions on consumers, it is noteworthy that, the use of celebrities in promoting a brand may still be ineffective. It is argued that, when a celebrity is associated with more than one product, (multiple endorsements) there is reduced customer loyalty<sup>16</sup>. This much is the negative effect witnessed in the Nigerian telecommunication industry when the comedian *Simply Saka* ported from being a celebrity endorser from one competitor to the other. This simply encouraged the supporters to drop the use

of a telephone line for the new one.

The frequent scrutiny of celebrities in the media which sometimes create scandals which tarnish the image of celebrity's may affect the brand, and this may result in low customer loyalty to the brand endorsed and a drop in sales. Companies are only too aware of the potential hazards of celebrities endorsing their products and many contracts contain a moral clause that allows a company to exit without penalty if the celebrity's behaviour is seen to affect the company's reputation. Some of Tiger Woods endorsement deals were discontinued and advertising appearances cancelled. However due to the sheer magnitude of his celebrity, and his earning power for the products that support him, Nike and a few others continued to stand by the tennis player<sup>17</sup>.

#### **2.1.7. Celebrity and Other Commercial Endorsers**

In examining the use of celebrities and other endorsers in general, a comparison study which examined the match up hypothesis; the brand image and the endorser were proper fit<sup>18</sup>. It was found that a famous athlete would be of more importance for sporting brands than an ordinary athlete who had his achievements formed by the authors. Within the Nigerian context, a movie or a popular funny character would also be a proper endorser to a product which would appeal to the underage sector. In the latter, it showed that the endorser could be of more importance in endorsing both sports and non sports brands. However, there is the likelihood that celebrity endorsement overshadows the brand and hence, makes most organisations concentrate more on making use of this marketing strategy in retaining consumer's attention to brands<sup>19</sup>. Another consideration is the argument that the inappropriate use of celebrities could create negative attitudes towards a brand, as a result of their involvement (sometimes) in unaccepted behaviours that may bring negative transfer of attitude to the image and integrity of a product. An instance was the removal of popular Nigerian singer Tu Face Idibia from being a youth ambassador and also the termination of his

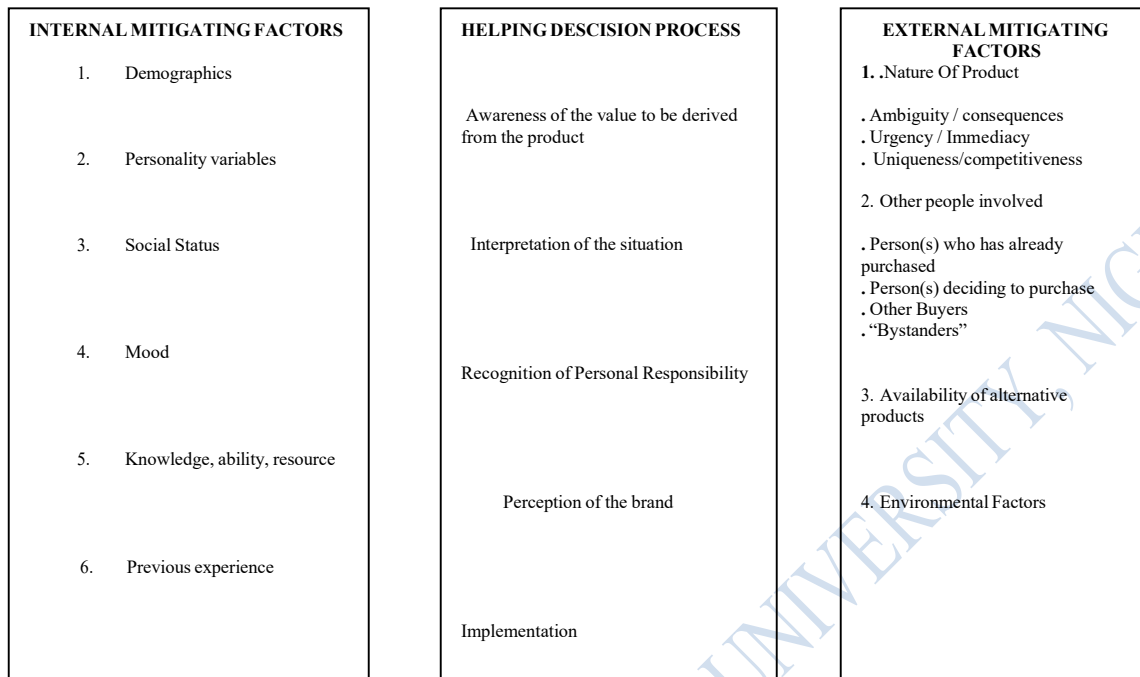
contract as being the face of the Guinness brand of stout in Nigeria (Punchng.com)<sup>20</sup>.

Therefore, it can be argued that the intentions of purchasing a brand or product of an organisation are of most importance through the satisfaction to be derived from the product and not the fame of the celebrity. In considering the longer relationships and control, companies are saved the hassles that are associated with scandals, and consequently the effects on the brand.

#### **2.1.8. Purchase Motivation**

As valuable as choosing celebrity endorsers in support of a product is, purchase motivation is suggested especially when designing marketing activities for organisations. It is of high importance to have a proper understanding of motivation and possible behaviour pattern of the market when the task is that of choosing a particular celebrity endoser<sup>21</sup>. The authors proposed a model to support this (Figure 2.1) by keeping a decision process putting into consideration potential mitigation factors which may either influence or inhibit progress through the stages. This is elaborated on this, by developing a model to address how selections are made when there is existence of alternatives from a range of possible substitute products as represented below<sup>22</sup>;

**Fig 1: Selection Process Model**



SOURCE: (Guy and Patton, 1988, pp.8)

### 2.1.9 Communication

Communication is described to be a transactional process which occurs between two parties or more, with an exchange of meaning through the intentional use of symbols and gestures<sup>23</sup>. In particular to the choice of a celebrity endorser, communication is important between the organization and the customers in order to avoid misunderstanding and general unacceptability of the choice of the company. Communication can be done in several ways which may include the use of research, revealing the nature of the celebrity endorser and generally, calling attention to talent and craft of the celebrity before the assignment of the endorsement is done. Communication brings positive familiarity and tailor acceptance.

The earliest communication theory was in 1949, and this is referred to as the Shannon and Weaver mathematical theory of communication. However, in 1954, Schramm developed another model

which had modifications of the two way interchange of message, and he recognised that in having a good communication, both parties (sender and receiver) must have a shared field of experience<sup>24</sup>.

### **2.1.9b The Communication Process**

In realising the appeals of organisations in general, and particularly within the Nigerian context, proper messages through appropriate media channels should be employed in getting across to the appropriate audience who receives the message and in return make purchase of brands or products being advertised by celebrity endorsers. The expected generated response should be by way of giving to these organisations and feedbacks are measured through the realisation of the aims in reaching out to the public. However, it should be borne in mind that, there are little available resources to all organisations marketing funds and this is a major responsible factor for a scramble for those who are willing to purchase products. The effect of this is noise generation by other organisations who are out with similar choice of celebrity endorsers and messages targeting the same people<sup>25</sup>.

### **2.1.10 The Response Hierarchy Model**

When a message is put across to a target audience, there is an expected feedback by way of response. The “hierarchy of effects” model therefore, sought to analyse consumer’s response to communication processes. It is posited that the stages form the basis of marketing communication (MARCOM) objectives as they all have assumptions that all responding to communication is done in an orderly way<sup>26</sup>. Marketing communication is defined as a management process through which an organisation engages with its various audiences. Through an understanding of an audience’s preferred communication environments, organisations seek to develop and present messages for its identified stakeholder group, before evaluating and acting upon any responses. By conveying messages that are of significant value, the audience is encouraged to offer attitudinal, emotional,

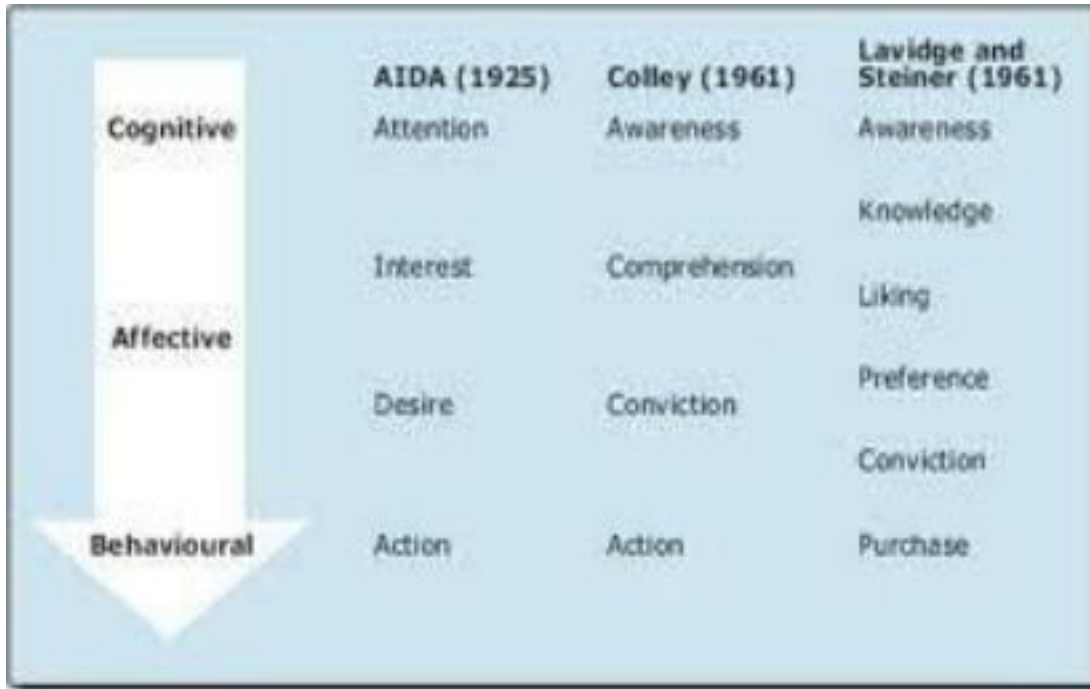
and behavioural responses<sup>27</sup>.

Marketing communication technique can be used for a variety of other purposes such as improvements, societal beliefs, appeals, etc <sup>28</sup>. The great recent interest in social applications of marketing have all focused on the possible profit use of marketing communications<sup>29</sup>. Thus, much of what follows applies to persuasive mass media campaigns of all types.

The response hierarchy model therefore comes thus;

1. Cognitively – Thinking /Learning
2. Affectively – Feeling
3. Conatively – is referred to as “doing”. In 1900, St Elmo Lewis developed the AIDA model<sup>30</sup>. That is, Attention, Interest, Desire, Action. It is asserted that Steiner model of 1961 is taken over, as it is widely adopted. It is argued that this is a favourable response at one step, as necessary, but not a sufficient condition for a favourable response at the next step<sup>31</sup>.

#### **2.1.11. Hierarchy of Effect Model Table**



Source: (Kotler and Keller 2008)

The use of the Hierarchy of Effects model can be best understood in context of the flow of marketing communications decisions. Three key decisions are made separately for selling, advertising and appeals<sup>32</sup>.

1. Communication goals - While the overall purpose of the campaign is to get votes, make purchase or offer preference, the goal of each communication is of something more modest. Goals are set in terms of some communication response. All of these responses are therefore thought of in terms of a hierarchy of effects, including awareness, comprehension, conviction and for personal action<sup>33</sup>.
2. Manage strategy – Given the goals for each element of the mix, a manager must decide how these goals are to be achieved. Decisions on what to say (appeals), how to say it (format), and who to say it (celebrity or otherwise), all would be viewed as it affects persuasion.
3. Manage distribution – This is how the message is put to the audience. Since marketing

communications is paid communication, the communicator typically has more control over the distribution than other mass media people.

## **2.1.12. Pre and Post Evaluation of Celebrity Endorsed Brands**

### **2.1.12a Attitude Importance**

Attitude is defined as a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour<sup>34</sup>. The importance of attitude formation within the consumer or target audience cannot be over emphasized. Making use of the right approach in making the target form a positive attitude is important<sup>35</sup>. There is an opinion that there is a continued examination by consumer researchers on how attitudes towards products and services develop. It is relevant to know how consumers think and feel about objects and perception as it enables them predict consumer choice of celebrity endorsers and strategically influence behaviour<sup>36</sup>.

### **2.1.12b Transference of Affect**

It is generally understood that celebrity endorsement usually generate more interest all over the world. The campaign touches on celebrity's interests in various field of entertainment, talents, sports and show business.

In trying to understand the process which consumers use to form positive or negative opinions of celebrities towards making purchase of a brand is of critical importance to this piece of work. It is highly argued that highly effective advertisement facilitates the movement of the celebrity meaning to products and then, from the product into the life of the consumer in the successful transfer of meaning<sup>37</sup>. This defines these symbolic interactions as rituals which they defined as a kind of social action devoted to the manipulation of cultural meaning for purposes of collective and individual communication and categorisation. Using these rituals, consumers are able to

transfer the bundle of meanings out of the products into their lives. Following the advertising process and consumer rituals, the perceived image consumers have of a celebrity endorser can eventually become the image they hold of the product<sup>38</sup>.

### **2.1.12c Negative Effects of Information Transference**

In order to give a resounding answer to the question on highly competitive world, a suggested cost effective way in getting goods, services and products or brands of an organisation is to be noticed by consumers is celebrity endorsement. Since psychological traditions posit that negative information has disproportionate influence on consumers' beliefs and evaluative judgments, it is not surprising that many marketers glaringly avoid negative information about their brands and anything or any personality that is bound to bring such brands into disrepute. In advanced countries, the fear of potential celebrity scandals has therefore led to the use of dead celebrities, i.e. individuals who post-humously cannot engage in acts that are inimical to the brands with which they are associated<sup>39</sup>.

Based on the meaning transfer model, the positive attitudes, the audience, and how the celebrity was believed is transferred to the products. When a celebrity endorser's image becomes tarnished by allegations of illicit, unethical, unusual or even slightly unconventional behaviour this instantly creates problems for the endorsement. Past studies have shown that this cannot only cause consumers to have lower perception about the celebrity but also leads to lowered opinion of whatever is being promoted<sup>40</sup>.

In 2003, NBA star Kobe Bryant was charged with assault. This caused a huge dilemma for marketers. Big names such as McDonald's, Sprite, Nike and Spalding were faced with either continuing or discontinuing their endorsements despite millions of dollars invested on him.

Authors have theorised that this should happen when the negative attitudes of a celebrity endorser are being transferred on products, it would be expected to cause negative opinions about the organisations being promoted. This can occur when a celebrity endorser is involved in an “undesirable event”<sup>41</sup>.

### 2.1.13. Marketing without celebrity endorsers

This research work is aimed at the evaluating the celebrity endorsement, media use and product promotion of MTN in Nigeria. The major research area is marketing. Efforts are therefore directed at the three directional phases of this work, namely, the situation analysis, data gathering, interpretation and application of findings to the marketing mix. These three directional phases are represented by the acronym SOSSTT + 4ms as the research design to test the virility of the marketing strategies on MTN, Nigeria. DAGMAR and AIDA will also be adopted in the tests for the communication objectives of the marketing strategies of the company. Further description of the acronyms was given as follows<sup>42</sup>.

- Situation**
- (a) Company - sales and market share trends, summary strengths and weakness
  - (b) Product service range - features, benefits and USPs product positioning.
  - (c) Market, structure and growth, opportunities and threats, target market and competition

**Objectives** Short, medium and long term

- (a) Marketing objectives: forecasts and ultimately to build better marketing communication plans in the future.

A good researcher carefully builds communication objectives into the marketing strategies. This

should be done such that customers' mental process is aided towards gaining conviction to use a product, correct an impression, change an attitude etc. DAGMAR (defining advertising goals for measuring advertising responses) and AIDA (attention, interest, desire and action) are the yardsticks for measuring communication objectives. These are referred to as the response hierarchy models discussed under 'Buyer Behaviour Theory' earlier on.

It was also submitted that the relevance of the SOSTT + 4Ms and the communication objectives are essentially, parts of marketing information systems and an organisation's quest at using promotional tools in effecting changes in its environment. Relevant promotional tools are discussed below:

### **2.1.13a Selling and Sales Management**

Providing a framework for a discussion on selling and sales management an author implies that business is no longer what it was as no one is a free agent in any territory as things are done differently. Today a company salesman states that:

I used to have a territory where I was a free agent ... today the computer recommends which call I should make ... my sales aids remind me what to ask and say...my manager knows where i am and I spend half way time on training courses ... but I do sell 30 percent more per annum<sup>43</sup>.

Following up on this line of thought, the implication is that the present disposition of faceless faxes and voice mail, face-to-face communications or personal selling can provide a reassuring, personal touch especially when being backed up by the contract of a celebrity endorser/s love by the clients as motivational factor. Added to this, is the fact that sales person can respond immediately to a buyer's changing needs and moods.

Supporting this assertion that the salesforce, if trained provide the most up-to-date and relevant information to an organisation's marketing intelligence and information systems, the author

showcases a case study:

*In the USA, one particular chain of stores which sold Christmas crackers held buying days when their buyers would see visiting sales representatives. Appointments were not accepted and once they had registered with the receptionist for the appropriate buyer 'reps' proceeded to queue in a waiting room on a first - come, first serve basis. The room had rows of desks with telephones where the reps sat down quietly filling in order forms, drafting letters, completing call sheets and ' making phone calls. Although it was only 7.30am a dozen registered reps were already busily working away. By 8.05am the room was packed. The large chap beside me was on the phone 8.00am reporting some hot information which he had come across during another breakfast appointment earlier that day. He told his boss how (he competition had offered the other buyer a new consumer - incentive programme schedules four, months down the road. They had only four months to react or pre-empt the competition<sup>44</sup>.*

This shows that there is always something more to offer even when salesmen work round the clock. One main offer is a favourite talent, an acceptable behaviour and in short, a celebrity endorser carrying the acceptance of the publics.

Another position that since the salesforce are closest to the marketplace and by extension, in touch with happenings, there is the need to train or brief staff .members on what type of information is considered important. On the other hand, it is stated that a salesforce can be expensive in terms of cost per thousand contacts and sometime it can be uneconomical on a cost per order basis. This, accordingly may largely depends on the size and profitability of the order, the distance travelled to get it and the number of meetings required<sup>45</sup>. The option of salesmen covering distances in multitude evidently do not cover the radiating effect of a single celebrity endorser whose face and attitude, the customers know and want to be like. A product is better accepted with the emotion for the celebrity endorsers than the cumbersome and un-emotional effort of the salesmen.

### **2.1.13b Types of Sales People**

Sales representatives can be categorized according to expertise and skills in the business of selling. Some sales representatives for instance, are excellent at 'winning new business ('order getters), others are meticulous professionals who service an account ('order takers) with such

professionalism, pride and affection that create barriers for competition by building a 'wall of warmth' around their customers<sup>46</sup>.

It is recommended transactional shifts; which suggests that different types of marketing managers (and sales - people) are required as a product passes through its life cycle. This is because, the product requires different level of service support as it passes through the various stages of its life cycle.

### **2.1.13c Types of Sales-force**

There is no single, most important and effective salesforce mix, rather there are three key resources that are relevant to host of sales force mixes. These are the three Ms of (men, and women, money and minutes). These resources are limited as selling use up these resources. As insinuated, they are various combinations of types of salesforce. It is submitted that an organisation's field salesforce can be supported by an in-home telesales (telephone selling) team who do the prospecting and appointment setting, thereby freeing the field sales people to do the selling. The author also asserts that resources can also be invested in agents, distributors, wholesalers, retailers and their representatives so that they become an extension of the sales force<sup>47</sup>.

The major is to monitor constantly, the effectiveness of each salesforce mix (sales, market share and profitability) and the efficiency (number of calls, cost per call, conversion rates of enquirers to customers etc).

Here, it is ascertained that the use of salesforce is unreasonable expensive, slow in gathering of sales and completely lacking in national and international exposure. The use of celebrity endorsers and the media exposure available put product beyond the boundaries of company's nationality into a global village of international acceptance and patronage at much more lesser

cost and wholesales activities.

#### **2.1.13d Consultative Selling**

Emphasis in selling and sales management is basically a turn towards relationship building rather than just selling. This change is justified through researches and suggestion that as little as five per cent of a salesman's time is spent "selling". Also in addition to prospecting, appointment setting, letter writing, training and travelling, many sales people are also responsible for some customer care, post-sales service, entertaining, intelligence gathering, forecasting, understanding customers, developing customized solutions, team selling etc. The above assertion only reinforces the fact that turning a customer into a partner requires a shift in the business paradigm from 'selling'<sup>1</sup> to them to 'working with them'<sup>48</sup>.

The advocates of consultative selling are of the opinion that offering expert advice and consultancy, demands an attitude shift. This, it is believed, offers the advantage of seeing customers as partners rather than just a sales target. The short-term win-lose situation that the seller gains at the expense of the buyer, is soon transform into a long term win-win disposition of strategic partnership. Consultative selling builds customer retention through enhanced customer satisfaction, which in turn creates a sustainable marketing advantage<sup>49</sup>.

It is observed that this new trend (partnership) involves the development of joint programmes which may not bear the expected result in the next four or five years. The partnership is only effective on the long run and therefore calls for longer time horizons to be shared by salesforce, sales manager, marketing manager and even the board of directors. This approach may clash with time-based competition as competitor catch-up periods shorten in the case of new product developments. It may as well be pertinent to engage a well trained contract field salesforce in order to accelerate initial distribution penetration level by selling to independent stores in the case of a

low technology product.

In relation to this, the celebrity endorsement of a product will benefit from the ability to make good use of marketing research especially in the ability to pick the best endorser, the appropriate media use and also help in the best choice of programmes and timing. The use of the appropriate marketing tools such as mentioned will ensure problems are well taken into consideration and solved before implementation of marketing strategies.

### **2.1.13e Managing the Sales-force**

The primary responsibilities of sales-force manager as that of:

Recruitment;

Training,

Motivating;

Controlling and

Collecting feedback<sup>50</sup>.

#### **1. Recruiting**

Typical of a marketing communication tool, managing the salesforce, involves proffering - solutions to right questions. Smith suggests enquiry into determining the right size and structure of the salesforce. What is the optimum call frequency? Who should service the account? Recruitment is a continuous thing in an organisation due to changes or growth and even movement of staff from one organisation to another. An organisation should learn to keep the right sales team together through training, motivation, control and feedback.

#### **11. Training**

Training, like recruiting, is always an on-going process. This is because of the nature of selling, like thinking, it requires practice. It is recognized that the three pieces of knowledge which a

salesperson must possess are:

Product (4Ps, features/benefits and USPs)

Market (customers and competitors)

Company (history, structure etc)

### **111. Motivating**

Motivation helps in maintaining the salesforce. It can be as easy as publishing the monthly sales figures against targets of each sales rep and circulating the figures among sales team. This obviously may have a double-edged effect. It can lead to competition among members, which may prevent them from sharing ideas, contacts, leads etc. On the other hand, it can keep everyone focused on targets, with peer pressure as a source of motivation. The sales manager in this case, has the duty to build a team feeling and get everyone working together, sharing ideas rather than hiding them.

Another form of motivation is psychic income. Psychic income is a stronger motivator than financial income; it does not cost the company any more money compare with the traditional financial incentives. Psychic income offers rewards aim at higher levels of need such as being valued, recognized, rewarded and challenged. This form of motivation is fashioned after the Maslow hierarchy of needs that borders

on progressive needs of human beings. Financial rewards often satisfy immediate lower needs but soon, the effect is forgotten. The psychic income reward tends to linger longer and therefore offer better motivational potential.

The annual sales conference is also a motivator that act as a forum for sharing ideas, identifying and solving problems, improving techniques, and recognizing and rewarding achievements.

### **IV. Controlling**

This involves analyzing sales by product, market/region, and by salesperson. Sales can also be analysed by profitability or the contribution with each order makes towards the overall profitability of the organisation. This encourages the salesperson to sell higher margin product/services rather than succumbing to the temptation of;

- (a) giving discount and
- (b) pushing low margin items.

The basis here tends to be turnover or sales, number of new accounts (customer) from an old accounts lost, and the quality of those accounts (size and credit worthiness). Further analysis, reveals the author, exposes the number of orders (and average order size), calls to order ratio etc. Good planning is a pre-requisite in the act of controlling. The author posits that "good sales forecasting provides target and yardsticks for measurement. Sales forecast can be drawn by sales representative for each customer for each month and eventually .put together to form an overall sales representative forecast.

Managing the salesforce is essential in marketing especially considering the fact that marketing decisions can only be taken when training and controlling of the sales people are attached to gaining competitive edge in a short while. Also, the fact that the sales and by extension, the marketing staff decide on the choice of celebrity endorsers in recommendation to the management of a company is a justification for training and controlling of the sensitive section of the management. The fact is that these days, the marketing environment is more sensitive to the use of the most appropriate celebrity endosers that the employment of thousands of sales people with less profitability, availability and productivity.

#### **2.1.14. Advertising**

The advertising campaign planning process is seen as incorporating an analysis of the current

situation (research), a clear definition of goods (objectives) and mode of operation (strategy)<sup>51</sup>. In other words, the 'campaigner' asks the following questions<sup>52</sup>:

- i. Where are you now? (Situation) S
- ii. Where do you want to go? (Objectives) O
- iii. How will you get there? (Strategy)

The strategy, spells out what to say (message), how to say it (execution, tone or creature strategy), who to say it to (target audience), where to say it (media choice or media strategy) when to say it (timing) and sometimes, how much it will cost (budget).

Proffering solutions to raised questions and going about the strategy for a successful advertising campaign no doubt, require reliable information gathering, interpretation and application.

#### **2.1.14a. The Situation**

The situation stage in advertising is also known as the research stage. A lot of inquiry (research is done before any existing creature work can be started and this leads to the preferment of solutions to a wide range of questions as identified<sup>53</sup>:

- i. What are the current sales trends?
- ii. What are the market share trend
- iii. What are the overall market trends?
- iv. Are there any regions or segments that buy more than others?
- v. How big are the competition's sales (per region and per distribution channel)?
- vi. What is the profile of the customer and of the non-customers who potentially may-converted?'
- vii. Who is the larger market now?
- viii. Who are the future users?

- ix. When do they buy?
- x. Where do they buy?

In addition to the questions above, further questions on product (product interrogation) can further reveal hidden benefits which advertising can subsequently highlight. For instance questions like:

- i. How does the product or service compare with competitors product in the minds of tin-customers (how is it positioned)?
- ii. Or have they even heard of it (what percentage are spontaneously aware of your product or service)?
- iii. Is it top of the mind or front of mind, i.e. do customers include it in the first three brand they think of when considering products of similar value?
- iv. Is it important to the target customers?
- v. Or perhaps there is a high level of awareness but low level of preference, possibly because of poor product or poor image?
- vi. What do customers consider to be the most important factors (key buying criteria) when making a choice?
- vii. Was it their ideal product?

Questions on trend identification can also help advertisers in their advertising campaign. Questions like<sup>54</sup>:

- i. What new values, trends, attitudes or life styles are emerging which may affect the organisation's product or service?
- ii. What will help advertisers in modifying their messages in order to reflect the most embraced pattern of thought of target audience?

As part of research (situation analysis), an analysis of competitors' past advertising campaigns can trigger ideas and, more importantly, provide some insights into competitors' strategies, thereby providing the strategic thoughts of the advertising for the brand in question. The particular brands past campaigns can as well give some guidance as to how the campaign reflects the state of the market, the objectives of the past campaigns, what works and what does not.

The research into the product, market and competition help to provide guidance for future advertising strategy. Answers to all the raised questions are important in matching the right message to the right audience at the most appropriate time. Though research cost time and money, answers are required before setting advertising/communication objectives.

Setting advertising communication objective is an appropriate marketing strategy for the promotion of the values of a celebrity endorsers. The media inclination as well as the advertising objective in such promotion helps to ensure the rational relationship between the target market and the celebrity. The interactive exposure between the target market and the celebrity ensures the delivery of promotional goals and the continued projections of product development ideas in real time.

#### **2.1.14b. Objectives**

After the analysis of the situation, a clear picture of 'current position' emerges, The next step is to define exactly the next position. Now that objective should be quantified in terms of success/failure and time scale<sup>55</sup>. This makes control easier since actual result can be measured against quantified objectives. It must be stressed here that the conviction of the previous year's objectives, and corresponding results, help to make the planning job a little easier, as past experience provides better idea of what realistic objectives for the future should be. Objective is defined from the perspective of SMART<sup>56</sup>.

- Specific
- Measurable
- Actionable
- . Realistic
- Time Specific

A clear strategy would be rather impossible without clear objectives. The insinuation here is that advertisers should have a clear vision of where they are going with a particular product before threading the 'known path' to destination. Without a clear strategy, a loose set of tactics, lacking cohesion (and sometimes pulling in different directions), is likely to emerge. Establishing clear objectives is necessary to give a focus to the advertiser (organisation) and also yield direction to creative efforts.

#### **2.1.14c Marketing Objectives**

Typical marketing objectives refer to sales, market share, distribution penetration, launching a number of new products etc. marketing objectives examples are:

1. To increase unit sales of product/brand X by 10 per cent over the next 12 months.
2. To increase market share by 5 per cent over the next 12 months
3. To generate 500 new enquiries each month etc.

The author calls attention to the fact that not all marketing objectives are growth oriented.

In Denmark, Smith cites the example of Denmark electricity boards that no longer pride themselves on how much electricity they sell but rather, how little.

#### **2.1.14d. Communication Objectives**

Communication objectives refer to how communication messages affect the mind of the target audience to generate awareness, attitude, interest or trial. Communication objectives

tend to be the most useful when quantified. DAGMAR (defining advertising goals for measuring advertising responses) and AIDA (attention, interest, desire and action) provide yardsticks for communication objectives by trying to separate the various mental stages a buyer goes through before gaining conviction to buy<sup>57</sup>.

#### **2.1.14e. Strategy**

Naturally, with the situation fully researched and clear objectives identified, the campaign or advertising strategy can now be developed. Strategy at this level include positioning, target audience, objectives key benefits and often, a statement on what kind of media to use. Strategy should offer direction to the client and agency team. The campaign strategy is suppose to be the vehicle that will deliver the key statement and infact, forms the foundation for the more detailed planning and development of the actual message and the selection of the media.

#### **2.1.15. Promotion**

Like any other marketing communication tool, research is central to sales promotion. Research is required at most stages of the development of the sales promotion. A author suggests that an initial review of past promotions (including those of competitors) can be followed by further research into the target market. In addition to the usual demographic and psychographic information, further analysis recognizes three types of people who respond to sales promotion offers<sup>58</sup>:

- (i) Users of a competing brand in the same category
- (ii) Users in other categories
- (iii) Frequent brand switchers

The 'deal prone customer' is isolated i.e. the brand switcher as a customer that tends to be loyal but that is likely to switch away to the next low price - or free gift offer that comes his way<sup>58</sup>.

Also the last (above) is referred to as 'promiscuous nomads' who are easily bought and lost. The group at the other end of the scale are tagged "the immovables". This is because of their nature. There is no amount of promotional effort will move them into buying or trying another brand. There is no point wasting money and precious time on them.

It is however recognizes that the real target group within this target market and tag it loyal susceptible. This target group are there to be won (or lost if they are the brand customers) and once their loyalty is broken, their new found loyalty (ies) can well be worth having.

It is submitted that knowing exactly who these people are and why they are more susceptible is the key to the sales promotion tapping into their susceptibility which in turn will increase market share beyond a short term temporary boost into long term opportunities. After analyzing the real target market it is suggested that advocates that the sales promotion concept should be researched in focus groups or at least with customers. Again, when the idea or promotional tool is agreed it is worth testing it in a limited area or customer group so as to reveal any hidden problems or opportunities before launching<sup>59</sup>.

The choice of promotional tool can be directly affected by the availability of resources. The key of which are men and women, money and minutes (the 3Ms). Managing these resources call for attention to detail and professionalism.

It is imperative for any careful contingency planning should for instance; cater for an unexpectedly large response. A researcher posits here that insurance can help in the case of unexpectedly large response and other things that may go wrong.

Sales promotion, like advertising is also a promotional tool that is employed to boost sales especially to introduce a product or to boost the sales of a product at the most unfavourable period of the season. At this time, the use of the celebrity is most appropriate in order to encourage the

target market to store and use more of the product at that time. Sale promotion is done with the promise of an incentive that encourages impulse buying.

### **2.1.15a. Checklist**

A checklist is provided for covering some key sales promotion details<sup>60</sup>:

- 1) Does the promotion exploit key strengths and USPs (Unique Selling Propositions)?
- 2) Is it a franchise building promotion?
- 3) Does the gifts, incentive or premium relate to or enhance your product/service or organisation's image?
- 4) Does it carry a selling message or at least a subtle reminder of some selling message? Unrelated premiums, contests refunds price discounts do not reinforce brand or enhance corporate values.
- 5) What can go wrong? Contingency planning, crisis management and insurance are worth considering.
- 6) Has the promotion got legal clearance? Should it be checked with the Code Advertising Practice (CAP) Sales Promotion department
- 7) Will the promotion only generate a temporary gain while customers stock up and do not purchase for twice the normal period? Will existing/old stocks (not carrying the promotion) waste
- 8) Does the promotion need advertising and PR support? Is it newsworthy (i.e. can the PR people get some media coverage anyway)? With a consumer product, will the retail trade demand some above the line support? A great promotion will die on its feet if no one knows about it.

- 9) What other communication tools are required - new packaging, POS (Point-of-Sale) materials, new literature, contact field sales teams? Are these in the budget (time and money restrictions)?
- 10) Is there an administrative burden created by new order forms, coupons, judging, "choosing winners, dispatching gifts, etc? Or will this all be handled by an external agency?
- 11) Time (a) cut-off date (clearly state when offer closes); (b) sell-off time (estimate how long it would take to use up the stock of incentives/gifts); (c) lead time (period required to set up the whole sales promotion through to launch date.
- 12) Is the sales promotion going to be costly? Does it fit the budget available? Is it cost effective? Can it be measured<sup>61</sup>?

#### **2.1.15b. Measurement**

This is the fourth M. Measurement and monitoring forms the loop in the management system. The fourth M urges the sales promotion expert to proffer solution to the question: how can the success or otherwise of the promotion be measured? The number of respondents, redemptions and increased sales are all relatively easy to calculate, but these are only the surface figures. The surface figure may be hiding the fact that increased sales are responsible for by the wrong people i.e. promiscuous nomads or existing customers who merely stock up during the promotion. Such customers may not buy next week<sup>62</sup>.

The purpose of measurement and monitoring as mentioned is in two folds<sup>70</sup>:

- (1) To control current campaigns
- (2) To improve future campaigns by learning about what did and did not work with current campaign.

Each promotion has to work successfully across a number of communication stepping stones for

it to succeed. As it is narrated:

It has to be: seen, interesting, understood, believed, relevant and compatible, persuasive, and produce the desired response among the right people.

Being seen questions the suitability of the vehicle of communication such as in-pack, on-pack, off-pack, POS, etc and the design characteristics of the visual elements, e.g. many on-pack flashed offer are simply never seen by the target market. The middle criteria of Communication effectiveness relate to the nature of the offer, the platform involved and the visual/copy elements of the promotion. Persuasion and response are dependent on the combination of the lot. There are few promotions we've come across in pre - or post-testing which don't leave considerable room for improvement somewhere in the mix of essential ingredients.

#### **2.1.16. Public Relations**

The world assembly of PR Association in Mexico in 1978 produces what is known as the 'Mexican statement'<sup>63</sup>:

*PR practice is the art and science of analyzing trends, predicting their consequences, counseling organisation leaders and implementing planned programmes of action which will serve both the organisation's and the public interest.*

The above definition by the assembly gives the impression that PR is not a subset of marketing. The same way, marketing is not a subset of public relations. What is certain however, is that the two, PR and Marketing do integrate with each other<sup>64</sup>. Public relations is a marketing approach because it creates an environment in which it is easier to market products especially as it works and improves the goodwill and image of a company. Public relations concerns are with relations of one group to another, and with the interplay of conflicting and competing interest in social relationships.

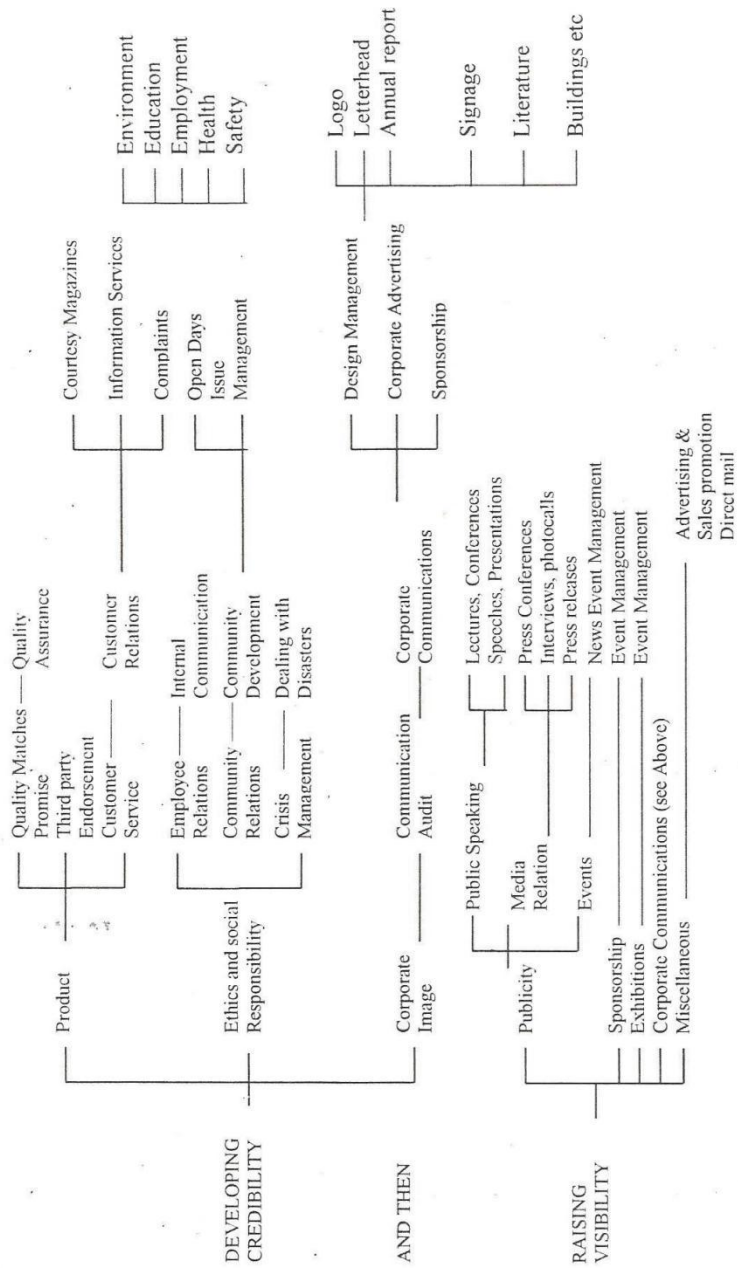
It is also posited that publicity objectives can vary from promoting a product (product PR) to promoting a company (corporate PR) among employees, customers, investors, the community, local government, etc. Smith goes further to observe that marketing will tend to be sales and marketing are share oriented while public relations can but not always, be sales/market share oriented. For instance, in public relations, the objective may be to win permission to build a new factory, recruit the best employees, etc<sup>65</sup>.

As can be observed from the above, the influence of public relations stretches far beyond product and into corporate strategy, particularly where long-term decisions a fleeting choice of markets, products, factory locations, production processes are concerned. External environments of an organisation are being compelled to demonstrate their social responsibility on a global basis. The implication is that public relations practitioners are called to duty on their primary bastion of ethics and social responsibility. It is concluded that all managers and executives need to develop their awareness and understanding of at least the public relations implications of both boardroom and marketing department decisions, strategies, policies and actions or the lack of these.

As a promotional tool like advertising and sales promotion, public relations is also representative of a product promotion company as will be reflected below. As the major tool of relating a company's bastion of ethics and social responsibility, the choice of the celebrity endorser should be based on qualities reflecting the essence of the company being represented to push forward the goodwill of the product among the people.

#### **2.1.16a The PR mix**

PR mix is broadly into two categories through credibility and visibility activities. The essence of these two categories of the PR mix is presented in figure below<sup>66</sup>.



Source: Adapted from the video notes of the award winning PR video "Action speaks louder than words". Smith P.R (1997), Marketing Comm.: An Integrated Approach Kogan, Page Ltd, 120 Pentoville Road, London N19JN

### **2.2.8. Media Relations**

The assumption from the above is that publicity can be generated around PR activities through press releases, news releases, (video news releases for a TV programme and syndicated radio tapes for radio) press conferences, press receptions and media events and public speaking-Positive editorial or mentioning is usually the result of carefully managed media relations. This requires a PR practitioner to take time to understand what the journalist or the editor wants, the news angle, the relevance of the news piece, the appropriate time to deliver it to news organisation, the current format or layout of the press releases and so on <sup>67</sup>.

There are three important points about editorial coverage.

- (1) There is no media cost
- (2) The message has higher credibility
- (3) There is no control over the message. No Media Cost

The major difference between advertising and PR even as marketing activities, is that PR activities do not incur media cost. Unlike advertising, the space is not bought. There are however, some other costs since news releases have to be written, carefully targeted and distributed to the right editor at the right time in the right format.

The tasks of targeting news releases to the right editor at the right time in the right format can be done by an in-house press officer or press relations department or it can be handled by an external public relations agent or consultant. In advanced countries, it is further asserted that news release distribution companies who specialize in getting releases physically or electronically to news editors' desks at the right time are sometimes engage in performing the targeting tasks.

It is a well-known fact that a carefully prepared and featured editorial coverage creates valuable positive publicity. With a well-oiled credibility background and well illuminated PR activities, the

editorial coverage has higher credibility than advertising copy. Further assessment has it that though, no space was bought and therefore, no media costs were incurred, however, it does cost someone's time and expertise to<sup>68</sup>:

- a) Select the right target media (appropriate press and editors) at the right time
- b) Write news releases
- c) Print, address, pack and post the news releases
- d) Handle any press enquiry. There are of course, other minor costs, some of which are hidden: photographs, stationery, stamps, phone calls, wear and tear of the word processor, laser printers and so on.

#### **2.1.16b Higher Credibility**

Researchers adduce the reason for the higher credibility rating of editorial coverage over advertising to the fact that news releases are perceived to be written by a journalist and not an advertiser trying to sell something. An author says that there is arguably less resistance to editorial coverage and also subscribe to an assumption that a message carried in a piece of editorial has three times more credibility than a similar message carried in an advertisement<sup>69</sup>.

#### **2.1.16c Lack of Control**

Another author draws attention to the other side of the credibility rating of an editorial coverage in its apparent lack of control over the placement of the message. An editor for instance, can give a message a negative editorial coverage or may even criticize the sender for sending the message. Negative editorial coverage can adversely affect credibility and also lead to cynicism with regard to visibility activities of PR.

The lack of control can be reduced by checking to see if any events clash with a particular news release or event (like the launching of a product on national day celebration). PR practitioners

should as much as possible strive to be veritable sources of news at all times. This will reduce the chances of negative editorial coverage by editors who are themselves aware of the credibility of the practitioners and by extension, the organisation represented by the practitioners. Practitioners are also advised to always keep the record of journalists and editors who are positively disposed to the organisation and the moral message is usually to "make your friends before you need them. This view falls in line with the positions of PRTV which encourages the practitioners to establish and maintain cordial relationship with journalists and editors<sup>70</sup>.

#### **2.1.16d Measuring Media Relations**

Free publicity news coverage or editorial can be monitored, measured and analysed. The most basic approach as recommended by the author is "column inches"- how many columns of press coverage refer to a particular organisation, its products or purpose". News clippings can be compiled either in-house, by an agency or by a specialist news clipping company who monitor, cut out, paste up and deliver the clippings daily, weekly or however regularly the clients wants. It is noteworthy to know that similar media monitoring services are also available for television and radio<sup>71</sup>.

#### **2.1.16e Sponsorship**

An author states that 'sponsorship is more than patronage, altruism or benefaction<sup>70</sup>. The author believes that sponsorship is a firm of self-enlightened, self-interest where a worthy activity is supported with cash and/or consideration in return for satisfying specified marketing or corporate objectives. As sponsorship matures, its diverse range of programmes, objectives, advantages and disadvantages require a relatively sophisticated level of management understanding. The conditions as stated for sponsorship are that:

1. Target audiences must be researched in detail;

2. Crystal clear qualitative and quantitative objective must be set;
3. appropriate types of sponsorship vehicles must be agreed, considered and selected.
4. A programme of integrated communications has to be planned with precision and sufficient budget have to be allocated to allow for leveraging, stretching or maximizing the overall sponsorship impact.

The above assertion and belief of reveals that sponsorship has mutual benefit for both sponsor and target audience. This is the more reason why the array of 'must' above must be strictly adhered to<sup>71</sup>.

A notable author posits that virtually all the spheres of society can be targeted and reached through sponsorship. It is also stated that the range of sponsorship opportunities is only limited in a person's imagination. The obvious area of sponsorship are listed as sports, arts, education, community and broadcast. Good example of sports sponsorship in Nigeria and the world over remains the FIFA/COCA-COLA world cup and the years past sponsorship of the local professional league<sup>72</sup>.

#### **2.1.16f Advantages of sponsorship**

Sponsorship is essentially cost effective in terms of reaching a particular audience. Sponsorship does allow access to very specific types of audience that otherwise may be difficult to reach. Sponsorship can achieve many different objectives including;

1. Increased awareness;
2. image enhancement;
3. Improved relationships with many different publics;
4. Increased sales;
5. sampling and database building;
6. creating a platform for new promotional material; beating advertising ban etc.

It also offers creative opportunities including the engagement of an audience in a relaxed atmosphere of goodwill Sponsorship lends itself to integrated communications and the cost effectiveness of integrated activities<sup>73</sup>.

#### **2.1.16g. Disadvantages of sponsorship**

As earlier mentioned, sponsorship can deliver extremely cost effective benefits, all the same, sponsorship drive can be misunderstood as an excessive indulgence by employees if they are ignorant of the drive and if there are redundancies at this time. For sponsorship drive to be meaningful therefore, internal marketing should be an integral pattern of the sponsorship package<sup>74</sup>.

Global media coverage may not be fruitful particularly in terms of cultural acceptability. What is being sponsored in a particular country may be unacceptable or not popular in another country.

Another point is the uncontrollability of so many variables from weather to strikes, and riot. All these factors make sponsorship a risky venture. Finally, ambush marketing allows non-sponsoring competitors to reap the fruits of sponsorship without paying *full* sponsorship fee.

#### **2.1.16h. Sponsorship policy and programme selection**

It has been observed that sponsorship helps the programme selection process by giving definition to sponsorship parameters such as the preferred types of sponsorship that fit with the overall mission statement of the marketing and communication objectives. Smith proffers solution to sponsorship riddles in answers to the following questions:

1. Is there any relevance between sponsor and subject, e.g. does a chess competition and a computer company share values of intelligence?
2. Is there a consistent message or objective behind all the organisation's chosen sponsorship

programmes?

3. Does the organisation add value to the company or product?<sup>75</sup>

#### **2.1.16i Target Audience/s**

Two different audiences are identified. The first is described as the one immediately involved with the programme, the second is that which can be reached through advertising and media coverage. In considering target audiences, primary objective should be linked clearly with the primary audience. Doing this involves research into the lifestyle, attitude, behaviour patterns leisure activities, issues and demographic relevant to the primary target group. Previous research, it is noted, should have identified the current situation (how the sponsor is positioned in the target audience's mind). This helps in revealing the kinds of specific communication objectives that need to be set<sup>76</sup>.

#### **2.1.16j Monitor, measure and evaluate**

It is important to monitor, measure and evaluate any promotion plan. This is where clearly defined sponsorship activities make achievement measurable against predetermined targets. Analysis should be carried out into why a programme was successful or otherwise. This analysis will impact on future planning of sponsorship drive. Aftermath of sponsorship drive is also measured against the lever of awareness, image and relations created, made and established respectively, during and after the sponsorship drive. Smith recommends the use of survey and an interim method of evaluating sponsorship by the amount of media coverage or name mentions<sup>77</sup>.

#### **2.1.17. Integrated marketing communication**

In today's competitive market, competitors compete with each other using different elements of the marketing communication mix. It is claimed that sales promotions integrate with the rest of the marketing communication tools. Still on sales promotion, Smith recommends the blend of other

marketing communication tools such as packaging ('on-pack' promotions), point-of-sale, merchandising, sponsorship, PR, advertising and selling. The author's conviction is borne out of the fact that researches have shown that "media-supported promotions do better than ones which are not supported"<sup>78</sup>.

In a nutshell, the authors are saying that it is difficult for a single communication marketing tool to succeed without the support of one or two others like the celebrity endorsers who also bring in advertising, event management and so on in person.

An example of the Miss Pears' Soap competition (a sales-promotion device) shows blends of the tools of advertising and PR to take Pears Soap to its number one position. The Miss Pears competition is show-cased below:

#### **2.1.17a Situation**

Pears, the original transparent soap was invented over 230 years ago by Cornish Barber, Andrew Pears<sup>79</sup>. It was an instant success and has remained market leader for over two centuries. Despite the premium price, Pears transparent soap enjoys 3 per cent of the highly competitive soap market. The key qualities of Pears soap are those of purity and gentleness. Nostalgic childhood ideals have been upheld throughout the brand's history and the soap has always been completely neutral.

#### **2.1.17b Objective**

The original marketing objective behind the Miss Pears competition as personally observed is to sell full capacity from the Port Sunlight plant (built in 1890) at minimum marketing cost to maximize profit. The marketing objective here is to persuade customers to see Miss Pear as distinct from competitors and buy the product from the point of view of the positive differences between the product and the competitors' products.

### **2.1.17c Strategy**

To create a competition suitable for anyone in the country and which is capable of repetition, and which, most importantly, enhances Pears .caring family image. In 1958, the 'preparing to be a beautiful lady' advertising campaign was brought to life and consultants Welbeck Coolin/Harris created an annual nationwide search for a natural and attractive little girl to star in the campaign<sup>80</sup>.

### **2.1.17d Tactics:**

This classic competition, which harnesses public relations, sales promotions and advertising, still runs today. The winning child is featured on the Pears soap cans which carry entry forms for following year's competition. Proof of purchase is a prerequisite for entry and the chosen winner is used to promote the soap the following year. The competition is promoted editorially and on-pack with an annual closing date of 1 July. Around 20,000 entries are received each year. Each entry photograph is considered by a panel of independent judges before a shortlist of children is prepared in each regional judging area<sup>80</sup>,

In 1992, the judging areas were increased i.e. brought from six to ten in order to bring the number of short listed children to 50. At no point do the judges meet these 50 children they work exclusively from photographs until the winner is chosen. Short listed children are photographed again and the judges chosen ten regional winners. It is from this final ten that Miss Pears is chosen at the finals in August. The ten families travel to London and are photographed under identical studio conditions. It is from these pictures that the judges pick the eventual Miss Pears.

A national photo-call is held at the crowning ceremony. This is then supplemented by additional regional publicity/editorial generated by the nine other finalists and 40 national runners-up who all receive prize cheques.

### **2.1.17e Targets**

Premium price soap aimed at all mothers with young children. There tends to be female babies buyer bias.

#### **2.1.17f Men/Resources**

Welbeck Coolin/Harris communication (the consultancy who created the competition in 1958 and still runs it till today) allocates a team to work closely with the Pears brand manager for soaps throughout the year. The 20,000 entries are judged by a panel of independent journalists and photographers recruited yearly without a repeat.

#### **2.1.17g Money**

From 2002, The Pear Soap campaign started running on a budget of £350,000 including publicity, cost -of the final event, prize money, and handling of the entries. The special Miss Pears soap cartons are updated by simply substituting the new Miss Pears photograph on the existing artwork

#### **2.1.17h Minutes**

The competition is open for entry in February/March every year, this is when the promotional pack will appear on the shelf. The publicity campaign is launched at the same time and entries are generated until the closing date, 1 July. The short-listing, judging and process take place in July and then ten finalists are announced at the beginning of August. The crowning ceremony takes place at the end of the month and the 40 national runners up are informed during September.

#### **2.1.17i Measurement**

Each year 20,000 families enter their little girl, which means there are probably at least 80,000 people involved with the entries alone. In editorial terms (or free publicity) the competition generates over 100 million OTS (opportunity to see) through national and regional publication, consumer magazines, television and radio.

The analysis of Miss Pear's soap competition presents the opportunity for marketers to learn how

the blend of necessary marketing communication mix has been able to help a particular product maintain its market share since 1958. The competition itself is a pure sales promotion device that borrows extensively from public relations and advertising. The number one issue is the fact that such competitions cannot survive without adequate media coverage explaining the modes and forms of entry, advantages as well as the objectives of the competition. Media coverage therefore, either in its PR or advertising form is an integral part of Pear's success story. This assertion confirms Smith, Jones and Viney's position which advocates the blend of various marketing communication mix for the best effect and the achievement of stated objectives

## **2.2. Theoretical Framework and Literature Review**

### **2.2.1. The Behavioural Theory**

In the expressed writing of John B. Watson who was an early behaviourists pioneer, reference was made to the major works of Ivan Pavlov and B.F Skinner which proves that the behavioural theory is a combination of the Observation Learning Theory and Limitation Behavioural Theory. It has to do with people's behavior to the mass media, what they learn and how much it affects the individual<sup>81</sup>.

Consumers process information from the stimulus they receive in various forms. All the information gathered is integrated or put together to get the outcome. The outcome may be to purchase, or to postpone the purchase for the time being, or to purchase and experience the product and decide to switch to other brand in the future.

This processing helps to buy products of their need and liking. For a successful sale, marketers must make the consumers aware of their product features, so that their behavior can be influenced.

It is through learning that the attitudes, beliefs, values, feelings are influenced.

#### **2.2.1a. Assumptions/principles of the theory**

- i. Changes in behavior are the result of an individual's response to events (stimuli) that occur in the environment.
- ii. the internal states could influence behavior as external stimuli
- iii. We develop responses to certain stimuli that are not naturally occurring.
- iv. Changes in behavior are the result of an individual's response to events (stimuli) that occur in the environment.
- v. People mould their behavior after that of the *dramatis personae*.

Relating these theories with consumers buying behaviour and the use of celebrity endorsement, it could be observed that consumers' attitude can be determined with what they see or hear. The sight of celebrity endorsers is a good reason to be influenced towards the purchase of the products being represented by the role models. The sight of the celebrity and the link in being influenced by the skills, wealth and adorable nature of the endorser will likely lead to the second theory of consumer behavior that can deviate from initial stage to a new stage. As people mould behaviour to reflect that of the endorser, purchase repeat of the product may occur.

### **2.2.2. Observational Learning and Imitation Behavior Theory**

Both theories as cited assume that people tend to learn from the mass media and to model their behavior on that of the *Dramatis personae* i.e., the celebrity endorser. The process is similar to that by which people imitate the behavior of models and celebrity around them<sup>82</sup>. In this way, the buyers see the celebrity endorser as higher in status and consequently, worthy of emulation.

For the theories, an outline of three basic theoretical models was set for describing the process of learning and imitation of media violence, which includes the social learning theory of Bandura that opines that children learn from media models what behaviour will be rewarded and what will be punished. There was also a contention that when people view new things, it activates other

related thoughts and evaluations, leading to a greater predisposition to use in interpersonal situations. Likewise, the Script theory holds that scripts indicate how to respond to events control social behavior.

### **2.2.3 Acculturation Theory**

A number of theories come into play in explaining the communication situation being questioned by this study. However, the theory of acculturation in association with the cultivation hypothesis gives this study the bases for its existence especially with planned exposure of celebrity endorsement on the media and social effects<sup>83</sup>.

Acculturation involves those changes individuals are willing to make in their effective cognitive identities and interactive behaviours over time as they deal with life. It occurs through the identification, internalization and subsequent expression of the significant symbols of the host or dominant culture of society.

As early as the 21<sup>st</sup> century, researcher suggested that the pictures in our heads are mainly constructed from the mass media. It was Lippman's work that was refined to what is now known as "cultivation" or "encultivation" hypothesis<sup>44</sup>. This hypothesis is derived from the cultural indicators project of Gerbner and his colleagues which since 1967 has conducted annual content analysis of U.S network dramatic programmes (message system analysis) and investigated the contribution of those messages for followers conception of social reality (cultivation analysis)<sup>45</sup>.

The basic hypothesis guiding cultivation is that the more time one spends watching, reading and listening to media messages, the more likely it is to hold conceptions of reality that are congruent with televisions most stable and recurrent portrayals of life and society. This is called cultivation because; it is argued that media messages achieve these effects by virtue of their cumulative, systematic repetition over time. An important corollary of cultivation theory is the notion of "main

streaming” which means that today’s media cultivates homogeneity among their divergent groups. Therefore the major theoretical prospective applied in this work is the acculturation perspective under which the approaches of cultivation and mainstreaming are subsumed.

The theory of acculturation deals mainly with physical movement or removal of an individual from ones cultural setting into another setting with multiple cultures. However, the concern in this study is not to assess acculturation and interpersonal communication context, but in a mediated communication context with the mass media as well as the new media. The New Media is being considered as major agent in the acculturation process which takes place regardless of national borders or geographical boundaries.

The television acculturation studies generally support the view that the media and celebrity endorsement exercise significant influence on domestic, national and international audiences. The acculturation effect on attitudes of individuals has been discussed in terms of co-native or behavioural effects. Some authors show a resultant change in attitude as a result media exposure<sup>84</sup>. In the cultivation hypothesis, Gerbner hypothesized that television, like other media (traditional and New Media especially in today’s cross cultural market) mainly cultivate perceptions of reality on the basis of which people interpret and understand. Society people are therefore influenced into corresponding or acceptable behaviours towards the rest of the society<sup>85</sup>. The media cultivate, nurture and mainstream viewers. Where mainstreaming is the process by which the media bring various group into the mainstream of values of a dominant culture.

It can however be argued that heavy use of the media either through reading, viewing or listening within various sub-groups develop common outlook which are different from the outlook of lighter viewing.

The cultivation hypothesis further posits that contents exert a continuous force on viewers’ mind

influencing the way they see the world. The cultural hegemony perspective is also useful. It is explained that two conditions are necessary for the ideological process of cultural hegemony to take place in content and in coercion. The Dominants of political, social and economic interests utilize media as their instrument of domination and seek to secure the consent of the audiences through the legitimate means of media programmes<sup>86</sup>.

Emphasize was placed on the dialectical nature of hegemony showing how media programs represents a method adopted by the dominant classes in society of making sense of the world around us and of which method it is called it TV reality. In light of this theoretical basis it could be observed that the television advertisement could be linked with the culture of every environment with could dictate the type of media advertisements, public relations to be preferred from a particular set of people in a cultural environment However, in relating the theory to this research work, it becomes very obvious that the behaviors of various consumers are being developed as a result of the influence of the celebrity endorsers they watch, read or listen to on available media<sup>87</sup>.

## **2.3 Review of Empirical Literature**

### **2.3.1. Advertising and Emotional Appeal of Celebrity Endorser**

Celebrity endorsement, media use and product promotion as research topic is apparently a new discourse in the field, since previous studies dealt mainly with celebrity endorsement and product promotion. The phenomenal development has not been only in the company's image and products alone but also now, on how the company with time try as much as possible to serve out the media use preference of the customers. This new trend will as well serve the company and customers, making the study a three focus light in the directions of the company, the products and the customers. The celebrity endorsement campaign and activities of MTN Nigeria have multiplied the amount of information and entertainment available to the public to a vast degree and have

introduced new dramatic sensations which involve the viewers in far flung events and in messages. Celebrity endorsement campaign news, advertising messages, press conferences, events and corporate activities necessarily get to the customers through the media, media use is therefore important because of the adverse effects media misuse can have the product, the company and the customers of MTN Nigeria.

In the choice of celebrity endorsers, the MTN Nigeria evidently will not pick celebrities for the sake of the appellation but rather because of the positive effects of the talents, skills, attitude and cheer attractiveness of the celebrity to the generality of Nigerians. The attractiveness of the celebrity endorsers has become such a potent force that it has the power to create and promote the product in the minds of the customers and would-be customers into buying the products. This is apparently an emotional appeal of attaching favourable and acceptable qualities of the celebrity on buyers or consumers of a product in order to motivate the purchase of the products of a company or business organization.

The question therefore is 'does emotional appeal works in advertising'. An Attempt to assimilate the current thinking on the use of emotional appeals in advertising, positioning and communication in order to build a favorable attitude towards a brand is made. A study elucidates the areas where emotional appeals would work best, while pointing out the possible pitfalls in employing such a strategy across the board. Further, the attempt also made to interpret the current body of knowledge on the subject and create a context for general application of emotional appeal in advertising. The paper identifies products and services for which emotional advertising appeals will be more suitable. It also elaborates the risk involved in using emotional appeals. Factors influencing effectiveness of emotional appeals are discussed in detail and guidelines are drawn for effective use of emotional appeals. The authors have suggested future direction of research in the area of

use of advertising appeal and its influence on brand attitude formation.

The study examines how consumers perceive the disclosure in a mobile phone company's advertisement through visual priming of the disclosure. The results reveal that visual priming affects consumers' attention toward the disclosure. When the disclosure (celebrity endorser) is visually displayed, consumers perceive higher levels of trust toward the advertisement and have stronger attitudes toward the advertisement<sup>86</sup>. Moreover, the impact of consumers' perceived trust toward the advertisement on their attitudes toward the mobile phone company is mediated by their attitudes toward the advertisement. This study's results promote the effectiveness of mobile marketing through two main approaches: adopting visual communication of advertising disclosure, and implementing more responsible advertising practices.

### **2.3.2. Celebrity Advertising and Effectiveness**

A study on celebrity advertising and effectiveness judges the influence of reoccurrence of popular and credible faces on television as very effective and persuasive. The assertion here is that in as much as the celebrity remains acceptable and dignifies the represented product/s, the credibility rating is high and therefore, the publics are open to the emotional appeal. This is evident through recognition and likeability of advertisements messages which in turn make customers patronise products being represented<sup>88</sup>. The finding indicates celebrity advertisement is as successful as the public image of the main character in the message. The suggestion therefore is that the publics/consumer remain and stand by the attitude and positive appeals of the celebrity. A sudden negative image of the endorser may therefore affect the image and the purchase of a product.

The study titled "What Works Best, When Combining Television Sets, PCs, Tablets, or Mobile Phones?" explored advertising effect across Television Sets, PCs, Tablets, or Mobile Phones. According to them Advertising research often confounds device effects (e.g., television sets,

radios, and personal computers) with communication format effects (e.g., respectively, video, audio, and Web sites). Across four experiments, the study documents empirical patterns of cross-device effects among television sets, PCs, iPods, and mobile phones. In three experiments, the format was identical across devices, and the device ' made no difference to advertising effectiveness. The fourth experiment—with different formats and devices—showed sequential synergy effects. Synergy can strengthen or weaken advertising campaigns that combine multiple communication devices. The combined results of four experiments suggest possible cross-format synergies but not cross-device synergies<sup>88</sup>

Another study that major on mobile product advert was “The Impact Of Value Creation Practices On Brand Trust and Loyalty In a Samsung Galaxy Online Brand Community In Iran”. it was discussed that the new and emerging modes of communication and advertising such as word--of--mouth have enthralled many to discover cheaper and more effective ways of marketing goods or services. Even some of the recent arrivals in the field, such as social media, are stepping into similar fields of identifying how value is created and spread. Thus the paper explores whether value creation practices have positive effects on brand trust and brand loyalty. For this purpose, 196 users of Samsung Galaxy cell phones in Shiraz, Iran were selected as the statistical sample and issued a Standard questionnaire developed<sup>89</sup>. To discuss the relationship between the research Variables Pearson’s correlations was used; path analysis was used for hypothesis testing to evaluate the structure of the recommended framework. Results show that only one of the practices (community engagement) contributes to brand trust. Community engagement according to the tenet of this study, is best practiced with the presence and participation of a celebrity endorser who brings value added personality into the occasion.

A study titled “Involvement, Tolerance for Ambiguity, and Type of Service Moderate the

Effectiveness of Probability Marker Usage in Service Advertising”. The Results of the two experiments reveal that the use of probability markers in advertisements affects brand attitude and purchase intentions, and that this is moderated by the type of service, customers’ involvement, and their level of tolerance for ambiguity. Services in the study were classified as more or less hedonic/utilitarian, and more or less involving. Probability markers affect consumers’ brand attitude and purchase intentions for less-involving services, while this effect is not significant for more-involving services. In addition, higher tolerance for ambiguity results in preference of hedges over pledges or no probability markers, while for consumers with lower tolerance for ambiguity the opposite holds.

With regards to service type, for more-hedonic, less-involving services the use of hedges in advertising copy increases brand attitude and purchase intentions, while for more-utilitarian, less-involving services pledges result in highest levels of brand attitude and purchase intentions.

A model how advertising works and how it should be measured. It seeks to demonstrate the importance of measuring emotional response to advertising and illustrates the flaws in conventional pre-testing measures of persuasion, cut-through, and message receipt<sup>90</sup>. The study was titled “How Emotional Tugs Trump Rational Pushes. The Time Has Come to abandon 100-Year-Old Advertising Model” and it drew on empirical data; it shows how an emotional model of advertising and emotional measurement can lead to greater effectiveness and efficiency and to better planning and decision making.

Paper titled “Are contextual advertisements effective? The moderating role of complexity in banner advertising”. It was enumerated in their study that internet environment has changed the format of internet advertising. One emerging form of online marketing communication is 'contextual advertising', in which marketers strive to develop customized images or texts more

relevant to customers based on the content of web pages. The study investigates the effectiveness of internet contextual ads. In particular, they examine the effect of internet contextual ads on brand memory (i.e. recall and recognition) and attitudes towards the advertisement and/or brand using the theory of priming effect. They found that the complexity of banner ads moderates the relationship between a contextual advertisement and its effectiveness, and generates two distinct priming effects. The results demonstrate that the internet contextual advertisement enhances brand recognition and induces favorable attitudes towards the ad. In addition, consumers have higher recall rates and attitudes towards the brand when they are exposed to a less complex contextual advertisement or when they are exposed to a complex, non-contextual advertisement.

Evaluation of “Chinese advertising practitioners' conceptualisation of gender representation” revealed how Chinese advertising practitioners' cultural perceptions of gender influence their creation of advertising representations<sup>143</sup>. The research is based on interviews with creative directors, copywriters, art directors and strategic planners working in China's advertising industry. The findings shed light on the decision-making processes and cultural, professional and social imperatives, as well as perceptions of audiences that support particular approaches to the encoding of gender in Chinese advertising. The study also provides insight into how advertising practitioners' representation of gender is guided by global (western) and local (Chinese) influences that inform their stereotypical conceptualization of gender differences in terms of shopping behaviours, purchasing power and use of products.

“Influence Of Television Advertising On Consumer Buying Habits Of Guinness Stout In Ikeja Community of Lagos State” enumerated on the Influence of Television on Consumer Buying Habits of Guinness Stout in Ikeja Community of Lagos State. It started with general introduction to the research, statement of the problem and purpose of the study<sup>144</sup>. This was followed by

comprehensive literature review of television advertising on consumer buying habits of Guinness Stout in Ikeja community of Lagos State. The researcher made use of the survey design to gather necessary information. Simple random sampling was used to select a sample of the population. Through the research methodology involving collection of data from a sample of residents of Ikeja in Lagos State, the researcher applied self-administered questionnaire to obtain primary data which was later analyzed by simple percentage and the hypotheses were tested using the chi-square analysis method. The result showed that television was viewed as the most preferred medium of advertisement of Guinness Stout. The researcher made the recommendation based on the findings that more attention should be focused on using television medium for advertisement of Guinness Stout

## **2.5 Summary of the Literature Review and Gaps in the Study**

Literature review was discussed under conceptual review of literature, theoretical framework and empirical review of literature. The conceptual review covered topics such as advertisement, brand attitude, television advertising, advertising effectiveness, likeability, repeat advert, and branding. The theories are: the cultivation theory, theories of persuasion, Uses and gratification theory, Advertising context and consumer behaviour theory. The empirical literature review examined works which form the major variables in this study that: repeat purchase, brand attitude, brand image, correct branding, pod length, timing and position.

A critical review of the literatures under advertisement so far has provided vital information on the subject under study. These literatures offer important insights into how advertising works and the need to exercise extra care in identifying the conditions under which they hold. Which are how to measure the worth and how to maximize synergy across media<sup>145</sup> and attain advert effectiveness<sup>146</sup>. Also it was observed that various shows have different self-selected audiences,

program competition, signals of upcoming advertising breaks, key program events, and the like, so they have distinctive advertising tuning levels and patterns beyond general genre effects<sup>147</sup>.

The gaps in most of the studies are existing within the television media industry in Nigeria and among customers; we were able to affirm this through the pilot study carried out at the beginning of this study. Although covering the effect of pod position, pod length, and pod timing may influence advertising exposure levels and repeat advertisements during a broadcast<sup>148</sup>. Furthermore advertising likeability (“ad liking”) although shown to be associated with other effectiveness measures, such as attention, recall, purchase intention, attitude toward brand, and brand loyalty could not clearly demonstrate a link with repeat advertisement<sup>149</sup>.

Most adverts placed in Nigeria are not properly channeled towards capturing the interest of the gate openers who have the stimulating power to create demand and extend the level of awareness to an higher level within a home and to the society at large, this are the mothers and children, they are the ones that create demand of a product and mostly are the consumers of such a product which in turn relates and extends the testimony of satisfaction of the consumed product to other family members and friends at large.

The challenges and gaps in some of the literatures ranges from difficulties of marketing managers to develop a valid inter-media comparison system within an aggressive increase in advertising fundamental stage and the classification of exposure varies for different media<sup>150</sup>. Also there are instance where capturing the attention of the audience to positively affect their recall and attitude calls for systematical implementation of humor and threat which most firms fail to implement in adverts. Also aggressive increase in advertising on media and devices marketing managers fail to understand fundamentals in synergy which stipulates that devices makes no difference to advertising effectiveness and that format differences can generate multiplicative sequential

synergy effects<sup>151</sup>. Despite some of these gaps of the study focuses on the gaps about Brand attitude and its effect on behavioral change in relation to advertising and motivators of home viewers.

Also this study will investigate the gaps of advertising assumption on likeability in other to verify brand recall<sup>152</sup>. The gaps this study intends to also fill are the effect of pod position, pod length, and pod timing how it influences advertising exposure levels on mobile advertisement platforms.

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## Chapter Three

### Research Methodology

This chapter explains the research methodology adopted for this study. Research methodology can be described as the roadmap for collecting, analysing and interpreting sourced data. For this purpose, the researcher will review the study's research design sampling technique, research instrument methods of data collection and analysis technique.

#### 3.1 Research Design

The research design is the basic plan that guide data collection and the analysis phase of a typical research work. The research design is regarded as the framework which specifies the type of information to be gathered including the source of data and the procedure used in collecting them.

The design adopted for this study is the Mix research method. The choice of the Mix research design is justifiable on the fact that the research is a study that combines both the qualitative and quantitative research methods. For the quantitative research method, the study made use of the customers' questionnaire as instrument for collection of data while the qualitative Key Personality Interview and informant interview guides were used. The study examines the influence of celebrity endorsement on promotion of MTN products in Ibadan Metropolis.

#### 3.2 Population and Sample Size of the Study

The population used in this research study comprises of MTN customers in Ibadan Metropolis. Apart from the customers of the company, a management staff and three marketing officers were interviewed in order to ascertain the management's perspectives of celebrity endorsement as a company policy. To obtain the sample size for the study YaroYamane formula

was applied.

Applying the Yaro Yamane Formula:  $n = \frac{N}{1+N(R)^2}$ . We can now obtain the sample sizes for the study.

The computation for this is expressed below.

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

Where:

N= Study population (2,510,000),

R= 0.05;

n= sample size

n= 99, 99

However, to make the computations easy, the sample size was approximated to 100. Furthermore, 30% of the total sample size was expected to be added to increase response rate caused by incomplete questionnaires, un-returned questionnaires and other issues that might bring about setbacks or delay.

The addition of 30% of 100 brings the total sample size to 130. Taking cognizance of year on year population increase of 2.5%, this translates to 40. To get our sample size, we multiplied 2.5 by 100. This means our target is to achieve response from 250 people from Ibadan Metropolis. A sample size of 250 was drawn from the ... The choice of the management staff however is made on the premises of qualification, designation and years of experience on the job.

### 3.3. Sampling Technique

Sampling technique defines the scientific method of choosing respondents for a specified study. Two sampling techniques were used in choosing the customers of MTN Nigeria, the management staff and marketing officers of the company. The convenient sampling technique is used in picking residents of Ibadan metropolis as respondents for the study. The convenient sampling technique gives equal chance of participation to all residents of the Ibadan metropolis.

The study used the stratified sampling technique in the selection of the management staff and marketing officers of MTN Nigeria. The sampling technique categorised workers of the company into different categories with common traits while the most appropriate staff is picked on the premises of qualification, position at work and years of experience at work.

#### **3.4. Description of Research Instruments**

Three research instruments were used to collect data for this study. The first was the customers' questionnaire distributed in Ibadan Metropolis. The questionnaire was divided into two segments. The first segment dealt with the demographic data of the customers of MTN telecommunication in Ibadan Metropolis, Oyo State, Nigeria. The second segment basically asked questions requiring answers to the issues of celebrity endorsers, media use and the product promotion of MTN Nigeria.

Also, a Key Personality Interview guide designed for the interview of a management staff of MTN Nigeria was divided into two segments of introduction and major interviewing questions on issues of celebrity endorsement, media use and the product promotion of MTN Nigeria. Finally, Key Informant Interview guide for the three marketing officers was also divided into introduction and questions on celebrity endorsement, media use and product promotion of MTN Nigeria.

#### **3.5. Method of Data Collection**

The data used for this study will be gathered through the use of the consumers' research questionnaire and the Key Personality interview guide designed for the management staff as well as the Key Informant Interview guide designed for marketing officers of MTN Nigeria. The instruments are administered personally by the researcher without the use of research assistants in order to forestall negligence and misadministration of the instruments.

### **3.6. Validity and Reliability of the Instrument**

The concurrent validity method entails using instrument measures to ensure that the questionnaires are being tested. The instruments used are valid because it enables the Researcher to obtain quick and accurate information or data. The project supervisor will also look through the questionnaires; ensuring the questionnaire is well articulated.

The reliability of the research instrument was done by test retest method. In this method, the same measuring instrument was used to take two separate measurements on the same population at different times. The higher the correlation between the two measurements, the higher the reliability of the research instrument. Asika, (1991). The essence of retest is to determine the reliability of the instrument, in other words, to ensure that the test would be useful in measuring the purpose for which it was meant.

### **3.7 Method of Data Analysis**

The responses gathered during the study will be assembled and analyzed using the frequency count and simple percentages to describe data to see the general characteristics of the sample studied and to answer research questions.

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## **Chapter Four**

### **Data Analysis and Discussion of Findings**

#### **4.1. Introduction**

This chapter deals with data analysis and discussion of findings. The data collected from the customers' questionnaire as well as the interview schedule administered shall be analyzed to proffer solutions to the set research questions. The customers' questionnaire is a 17-item affair with two sections of A and B. section A is the demographic data arranged in the order of sex, age, marital status and educational levels. Section B of the questionnaire deals with issues of relevance to impact of celebrity endorsement and promotion of MTN products. It is important to state that out of the 250 pieces of questionnaire distributed to students of Lead City University, 236 (94%) are certified as good for data analysis and discussion of findings. The interview schedule administered on a managerial staff of MTN is a 5-item open-ended inquiry with the design to elicit responses concerning management positions on celebrity endorsement and product promotion.

#### **4.2. Data Analysis: Demographic Data**

Demographic data of respondents are arranged in the order of sex, age, marital status and educational levels.

**Table 4.1.: Respondents by Sex**

<b>Sex</b>	<b>No of Sample</b>	<b>% of Sample</b>
<b>Male</b>	135	57
<b>Female</b>	101	43
<b>Total</b>	236	100

**Source: Field Survey, 2021**

The distribution of respondents by sex reveals that 135 (57%) students that filled and return the questionnaire are males while the rest 101 or 43% of the students are females.

**Table 4.2.: Respondents by Age**

<b>Age</b>	<b>No of Sample</b>	<b>% of Sample</b>
<b>18-20</b>	56	24
<b>21-23</b>	58	24.5
<b>24-26</b>	52	22
<b>27-29</b>	37	16
<b>30 Years and above</b>	33	13
<b>Total</b>	236	100

**Source: Field Survey, 2021.**

The distribution of respondents by age shows that 56 (24%) are within the age bracket of 18 and

20 while 58 or 24.5% of the total sample are between the ages of 21 and 23. 52 (22%) respondents are between the ages of 24 and 26 while another 37 (16%) are between 27 and 29. The rest 33 (10%) respondents are over the age of 30.

**Table 4.3.: Respondents by Marital Status**

Marital Status	No of Sample	% of Sample
Single	232	98
Married	04	02
Divorced	00	00
Widowed	00	00
Total	236	100

**Source: Field Survey, 2021.**

The findings from the frequency distribution of respondents by marital status above show that 232 (98%) of the sampled students are single while 04 (02%) are married. None is either a divorcee or a widow.

**Table 4.4.: Respondents by Educational Levels**

Levels	No of Sample	% of Sample
100	75	32
200	83	35
300	42	18
400	36	15
Total	236	100

**Source: Field Survey, 2021.**

The frequency distribution of respondents by the level of educational attainment shows that 75 (32%) respondents are in 100 level, 83 or 35% of the total study population are in 200 level while 42 (18%) are in 300 level. The rest 36 (15%) are in 400 level.

#### **4.2.3 Data Analysis: Issues of celebrity endorsement and promotion of MTN products**

**Research Question 1:** What is the major reason for the employment of celebrity endorser by the management of MTN Nigeria?

Responses to items 7 and 8 on the customers' questionnaire as well as item 1 on the structured interview schedule administered on the management staff of MTN Nigeria shall be analyzed to answer research question 1.

Item 7 on the customers' questionnaire is a direct enquiry about the major objective of the use of celebrity endorsers by the management of MTN Nigeria.

**Table 4.5.: Respondents by Management Objective of the Use of Celebrity Endorsers**

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<b>Objectives of Use</b>	<b>No of Sample</b>	<b>% of Sample</b>
To enlist support for company's products	89	38
Represent MTN at functions	78	33
To help a product to be competitive.	32	13.5
To enhance the image of an organization.	37	16
<hr/>		
Total	236	100

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**Source: Field Survey, 2021.**

The frequency distribution of respondents by major objective for the adoption of celebrity endorsers by the management of MTN Nigeria shows that 89 (38%) respondents believe that the use of the celebrity endorsers is to enlist support for the company's products, 78 (33%) states that celebrity endorsers are used to represent MTN at social functions, 32 (13.5%) believe that the company need the celebrity endorsers to help a product to be competitive while the rest 37 (16%) are convinced that the use is to enhance the image of the organization.

Item 8 on the customers' questionnaire is a test of the actual role bring played by the celebrity endorsers in product promotion.

**Table 4.6.: Respondents by Roles of Celebrity Endorsers in Product Promotion**

Roles	No of Sample	% of Sample
Creates Awareness	85	36
Working Persuasion	86	36.5
As reminder	65	28
Total	236	100

**Source: Field Survey, 2021.**

The frequency distribution of respondents by roles of celebrity endorsers in product promotion reveal that 85 (36%) respondents state that celebrity endorsers create awareness for and about products, 86 (35.5%) assert that the celebrity endorsers work persuasion while the rest 65 or 28% believe the celebrity endorsers are working as reminders for products of MTN Nigeria.

Item 1 on the structured interview schedule administered on the management staff of MTN Nigeria seek to establish the chief objective of the use of celebrity endorser by the management of the company. Responding, the manager states that the major objective is to relate with the primary stakeholders of the company, the customers, by unfolding their heroes as ambassadors of the company. The logic is simply that if they actually love the endorsers, they will love the company, and by extension, the products being represented and promoted.

**Research Question 2:** What is the media use preference of the customers of MTN Nigeria?

Responses to items 10 and 11 on the customers' questionnaire shall be analysed to proffer solutions to research question 2.

Item 10 on the customers' questionnaire seeks to establish the unconditional media preferences of

customers of MTN Nigeria.

**Table 4.7.: Respondents by Unconditional Customers' Media Preferences**

Media Preferences	No of Sample	% of Sample
Radio	101	43
T.V.	38	16
Newspaper/Magazines	27	11.4
Cable satellite	34	14.4
Outdoor media	36	15
Total	236	100

**Source: Field Survey, 2021**

The data from the above table shows that the medium of radio is preferred by 101 (43%) of the total sampled customers of MTN, 38 (16% preferred to use television, 27 or 11.4% preferred to use either Newspaper or magazine, 34% will rather use cable satellite while the rest 36 (15%) preferred the use of outdoor media.

Item 11 on the customers' questionnaire seeks to find out the regular media where customers usually get to meet with celebrity endorsers of MTN Nigeria.

**Table 4.8.: Respondents by Regular Media of Contact with MTN’s Celebrity Endorsers’**

Medium of Contact	No of Sample	% of Sample
with MTN celebrity endorsers		
Radio	96	41
Television	40	17
Newspaper/Magazine	36	15
Cable satellite	52	22
Outdoor media	12	05
Total	236	100

**Source: Field Survey, 2021**

From the data above, it is apparent that 96 (41%) of the respondents usually come in contact with MTN celebrities on radio, 40 or 17% of the total respondents watch them on television, 36 (15%) read about the endorsement on Newspaper/Magazine, 52 (22%) watch on cable satellite while the rest 12 (5%) see the endorsement on outdoor media.

**Research Question 3:** How effective is the celebrity endorsement practice of MTN Nigeria in the promotion of the products of the company?

Responses to items 15, 16 and 17 on the customers' questionnaire as well as item 2 on the structured interview schedule shall be analysed to provide solutions to research question 3.

Item 15 seeks to establish the impact of the customer's favourite celebrity endorser on perception.

**Table 4.9.: Respondents by Impact of Favourite Celebrity Endorser on Customers**

<b>Impact</b>	<b>No of Sample</b>	<b>% of Sample</b>
<b>Amiable</b>	<b>152</b>	<b>64</b>
<b>Pleasing</b>	<b>084</b>	<b>36</b>
<b>Indifferent</b>	<b>00</b>	<b>00</b>
<b>Total</b>	<b>236</b>	<b>100</b>

**Source: Field Survey, 2021.**

The frequency distribution of respondents by impact of favourite celebrity endorser on customers shows that 152 (64%) of the total sampled population are of the opinion that their favourite celebrity endorsers are actually amiable while the rest 84 or 36% respondents state that the celebrity endorsers are pleasing. None of the respondents is indifferent.

Item 16 on the customers' questionnaire is a direct enquiry on the effectiveness of the celebrity endorsement practice of MTN Nigeria.

**Table 4.10.: Respondents by Effectiveness of MTN’s Celebrity Endorsement Practice on Product Promotion**

<b>Effectiveness</b>	<b>No of Sample</b>	<b>% of Sample</b>	<b>Cumulative %</b>
<b>Very effective</b>	<b>187</b>	<b>79</b>	<b>79</b>
<b>Effective</b>	<b>47</b>	<b>20</b>	<b>99</b>
<b>Not effective</b>	<b>02</b>	<b>01</b>	<b>100</b>
<b>Total</b>	<b>236</b>	<b>100</b>	

**Source: Field Survey, 2021.**

The frequency distribution of respondents by effectiveness of MTN’s celebrity endorsement practice reveals that 187 (79%) of the respondents believe that the practice is very effective, 47 (20%) tick effective while 2 (1%) respondents believe that the practice is not effective.

Item 17 on the customer’s questionnaire is a request for specific factor of effectiveness for the celebrity endorsement practice of MTN Nigeria.

**Table 4.11.: Respondents by Specific Factor of Effectiveness**

<b>Factors of Effectiveness</b>	<b>No of Sample</b>	<b>% of Sample</b>
<b>Products are more competitive</b>	100	42
<b>There is more information on products</b>	22	09
<b>Patronage is increasing</b>	78	49
<b>Total</b>	236	100

**Source: Field Survey, 2021.**

The frequency distribution of respondents by specific factors of effectiveness reveal that 100 (42%) of the total sampled population are of the opinion that MTN's products are getting competitive, 22 (9%) state that there is more information on products while the rest 78 (49%) are convinced that patronage is on the increase.

Item 2 on the structured interview schedule administered on the management staff of MTN Nigeria is particular about the effectiveness of the company's celebrity endorsement practice. Responding, the manager states that the celebrity endorsement practice has earned its credit in areas such as increased patronage, image enhancement, product awareness, education and information sourcing.

**Research Question 4:** In what ways can the negative/positive personality traits of celebrity endorsers affect promotion of MTN products?

Responses to items 18 and 19 on the customers' questionnaire shall be analyzed to provide answers to research question 3.

Item 18 seeks to find out the negative/positive effects of using celebrity endorsers.

**Table 4.12.: Respondents by Negative/Positive Effects of Character Traits of Celebrity**

<b>Endorsers</b>		
<b>Positive/Negative Trait</b>	<b>No of Sample</b>	<b>% of Sample</b>
<b>More Competitive</b>	<b>221</b>	<b>94</b>
<b>No longer attractive</b>	<b>13</b>	<b>5</b>
<b>No effect</b>	<b>2</b>	<b>01</b>
<b>Total</b>	<b>236</b>	<b>100</b>

**Source: Field Survey, 2021.**

The frequency distribution of respondents by negative/positive effects of character traits of celebrity endorsers reveals that 221 (94%) respondents are of the opinion that the use of celebrity endorsers makes the company's products to be more competitive, 13 (5%) respondents believe that the products are no longer attractive while the rest (1%) observe no effect on the products of MTN.

Item 19 on the customers' questionnaire is a test of the influence of the personality traits of the celebrity endorsers. The item tests for the consequences of not using the strength of character of the celebrity endorsers.

**Table 4.13.: Respondents by Possible Consequences of not using the Strength of Character of Celebrity Endorsers**

Consequences	No of Sample	% of Sample
Customers will still embrace products	111	47
Customers may be reluctant	125	53
<b>Total</b>	<b>236</b>	<b>100</b>

**Source: Field Survey, 2021.**

The frequency distribution of respondents by the possible consequence of not using the strength of character of celebrity endorsers show that 111 (47%) respondents are convinced that the products will still be viable while 125 (53%) conclude that the customers may be reluctant to embrace the products of MTN Nigeria.

**Research Question 5:** How can the gains (if any) of the use of celebrity endorsers be preserved for prosperity?

Responses to item 20 on the customers' questionnaire shall be analyzed to proffer solution to research question 4.

Item 20 is a direct enquiry into how the gains of the practice of celebrity endorsers can be sustained.

**Table 4.14.: Respondents by Sustainability of the Gains of the Use of Celebrity Endorsers**

<b>Sustainability</b>	<b>No of Sample</b>	<b>% of Sample</b>
<b>Use of morally upright celebrity endorsers</b>	56	24
<b>Scrutiny of the process of selection</b>	125	53
<b>Being particular about the current image of potential endorsers</b>	55	23
<b>Total</b>	236	100

**Source: Field Survey, 2021.**

The frequency distribution of respondents by the sustainability of the gains of celebrity endorsers reveal that 56 (24%) of the respondents want the use of confirmed morally upright celebrity endorsers, 125 (53%) prefer the proper scrutiny of the selection process while 55 (23%) support the management of MTN being particular about the current image of the potential endorsers.

## Results of Key Personality Interview

To further support findings from the quantitative customers' questionnaire, the researcher presented responses from the Key Personality Interview (KPI) in boxes from Box 1 to Box 7.

### Box 1.: What is the real reason for the employment of celebrity endorsers by MTN Plc?

All the 3 Key Personality Interviewees representing MTN marketing department agreed that celebrity endorsement is a management program that is embarked on in order to support the company's products in a competitive business environment. Basically, the marketing personalities submitted that:

1. Since celebrities were made, support, loved and associate with beauty, skills, and competition etc, any product associated with such personalities are welcomed by fans and well wishers.
2. Such products are bought and used by fans of the celebrities.
3. Celebrity endorsement can lead to competitive edge in the long run.
4. The use of celebrity endorsers especially in the Nigerian telecommunication industry is believed to in the short run lead to 'deportment' from one telecommunication network to another.
5. The image of the company is also a major factor in the quest for celebrity endorsement

September, 2021

**Box 2.: What are the roles of the celebrity endorsers?**

The celebrity endorsers are adjudged to be really engaged by the company as trustees of the image of the company and a major marketer of the products of the organization. The various roles mentioned are:

1. The projection of the current image of the company through representation of the company in various capacities.
2. Apart from representation in official capacities, celebrity endorsement as well include the effort of the celebrity to keep away from scandal that can have negative impact on the reputation of himself/herself and by extension, that of the organization. A recent example as cited was the sex scandal involving Tiwa Savage that led to the withdrawal of her endorsements.
3. 3. A celebrity perpetually promote the product and image of the company wherever he/she goes.

September, 2021.

**Box 3.: What is the media preference of MTN for celebrity endorsement program?**

This question was taken from the perspective of the spread of the customers as media use for the celebrity program is mainly to reach the company's clients. The officers submitted that:

1. The customers of MTN include everybody from the ages of 10 who could make sense of words and images to the point of not being able to make sense or recognize images. In as much as these people make use of various media of interaction, MTN will reach and share with them on radio, television, Newspaper, satellite t.v., new media and platforms and so on.
2. Apart from official media use, the officers also ascertain the fact that MTN reaches customer with celebrity endorsement issues on personal contact and interaction especially at all the outlets and offices across the country making use of poster, artwork pre-recorded messages and other visual means.

September, 2021.

**Box 4: Do you monitor celebrity endorsement campaign/s for effectiveness?**

The three marketing representatives were of the opinion that each institutional campaign is monitored for effectiveness and otherwise.

One of the officers posits that there are usually promotional objectives for the choice of a personality as celebrity endorser at a period of time. The choice of a celebrity is therefore to spend purposefully since there are a lot of the celebrities in the business environment.

The set objectives ensure that certain activities are embarked on like advertising, talk shows, on-the-job shows, interviews and so on.

September, 2021.

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**Box 5.: How effective is the celebrity endorsement platforms of MTN?**

Effectiveness of the celebrity endorsement strategy of MTN Nigeria was measured from various perspectives by the three marketing officers of MTN;

The first officer stated that the effectiveness of the use of the celebrity endorsers is felt mainly in the good image of the company especially with the youths as most of the celebrities are in that age bracket from 18-40 years.

To the second officer, MTN was making money on diverse products being represented by the celebrities

Thirdly, a lot of ideas are generated by the company in terms of events, corporate activities, conferences and creative messages

September, 2021

**Box 6.: How do you get feedback from customers on the choice of celebrity endorsement?**

It was agreed by officers that customers feedback mechanism on celebrity endorsement usually comes from participation on celebrity shows and competitions done through the endorsers.

Invariably, the celebrity endorsers were asked for certain obligations as part of the business deals with MTN to represent the company in certain capacities that get them to interact with customers. This happens so that the customers can witness the major reason for the endorsement firsthand.

It was generally ascertained that celebrity endorsement is a customer campaign basically therefore their involvement is key to the success.

September, 2021

**Box 7.: What is the major trait in the choice of a celebrity endorser?**

The response from the MTN officers indicated that celebrity endorsers are flexible in term of their current and ongoing traits and as such it is possible to have any of the two at any point in time.

However, it was however agreed that the trend for the choice do follow as indicated below in the case of any celebrity endorser:

1. A celebrity endorser is selected in the first place because of enviable traits that people find good to copy and that can be associated with a company and a brand.
2. It is possible that a celebrity may turn bad in character as is the case of people in a society.
3. The company (MTN) tries as much as possible to empower and encourage celebrity endorsers to be good and stay better in order to attract more incentives, prizes and better deals.

September, 2021

**Box 8.: What is the company's option when celebrity traits turn negative?**

Expectedly, the interviewees all agreed that the company's sure choice is to prevent rather than appear to be supporting a negative trait.

Generally, it was agreed that celebrities live in the open and the truth is not hidden. Once a bad story goes out, the press will be on the spot to spread and swing customers' opinion. A condemned celebrity loses his/her popularity and may dent the image that is being protected by the company.

All the three officers generally agreed that the endorsement deal will be closed as it was stated in the agreement previously signed.

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**Box 9.: How can the gains of a celebrity endorser campaign be preserved?**

All the interviewees agreed that a lot has to do with the current dispositions and the terms of contract between the parties. Sometimes, the contract can be renewable due the fulfillment of certain agreeable conditions favourable to the parties .i.e. the MTN and the celebrity endorser. Once the conditions are filled, the gains being brought on the image and sales of products are preserved and the contract resigned, sometime, improved.

Also, it was agreed by the officers that when the agreements of the endorsement cannot be fulfilled, either party can exercise the right to opt out of the contract or go to court. At this point, the officers were of the opinion that the celebrity endorsers could be wronged by the company. It was however understood from discussion with the officers that the company MTN is a noble company that will rather preserve the sanctity of agreement than break legal terms as a business entity.

Lastly, it was clearly established that the celebrity endorser should maintain the laudable state of invitation to enter the contract. This means that occurrence of scandal or any form of negative change is another invitation to negate the basics of invitation and thereby receding on the contract in an attempt at saving the image and profit of the company.

September, 2021

### 4.3. Discussion of Findings

This study examines whether or not the use of celebrity endorsers has desirable impact on promotion of MTN products. The research work is premised on the theoretical frameworks of the Behavioural theory and the Observation Learning and Imitation Behavioural theory. In order to find solutions to the major problem of the study, the researcher proposed four research questions that were answered with the aid of customers' questionnaire and a structured interview schedule administered on a management staff of MTN Nigeria. This section discusses the findings of the study in line with the assumptions of the supporting theories of the project work.

Research Question1 examines the major reason for the employment of celebrity endorser by the management of MTN Nigeria. in order to answer this research question, responses to items 7 and 8 on the customers' questionnaire are analyzed.

Item 7 is a direct enquiry on the major objective of MTN's use of celebrity endorsers. The findings show that majority 89 or 38% of the total sampled population agree that the practice will enlist support for the company's products.

Item 8 on the other hand examined the actual role being played by celebrity endorsers in product promotion. Responding, a majority 86 (36.5%) are convinced that celebrity endorsers work persuasion and compel customers to patronize the company's products. were exposed to industrial educational programs.

Also, responses to item1 on the structured interview schedule administered on the management staff of MTN support the establishment and maintenance of working relationship with customers as the actual reason for the institution of the celebrity endorsers' practice.

The responses of the majority of the customers of MTN and the management staff of the company support the major assumptions of the observation learning and imitation behaviour theory that

people tend to learn from the mass media and to always want to follow messages emanating from *dramatis personae*.

Research question 2 examines the media preferences of customers of MTN in Nigeria as well as find out the media of contacts with the MTN celebrity endorsers.

Responses to item 10 and 11 were analysed to proffer solutions to the research question.

The responses to item 10 reveals that majority 101 (43%) of the respondents were unconditionally attached to the use of radio as primary medium of communication.

Responding to item 11 on the medium of contact with celebrity endorsers, majority 96 (41%) attested to have contacts with MTN celebrity endorsers on radio. The inference from here is the telecommunication company knows and routed the campaign through the right media as the program received the attention of the customers.

Research Question 3 investigates the effectiveness of the celebrity endorsement practice of MTN Nigeria in the promotion of the products of the company.

. Responses to items 10, 12 and 14 on the audience questionnaire were analyzed in order to proffer solutions to this research question.

Item 10 seeks the impact of the perception of the customer's favourite celebrity endorsers on product promotion of MTN Nigeria. Responding, majority of the respondents numbering 152 and representing 64% of the total sampled population state that the celebrities are amiable.

Item 12 on the customers' questionnaire seeks to ascertain in particular the effectiveness of the employment of the celebrity endorsement practice of MTN Nigeria. Majority of the respondents totalling 187 (79%) of the sampled population are convinced that the use is very effective in the promotion of MTN products.

Item 14 on the customers' questionnaire wants to ascertain specific factors of effectiveness

in the employment of the celebrity endorsers. Majority of the company's customers numbering 100 or 42% of the total sampled population believe that MTN products are made more competitive. Also, the analysis of the response to item 2 on the structured interview schedule administered on the management staff of the organization reveals that the effectiveness of the use of celebrity endorsers can be measured in the increase being experienced on all fronts of business such as patronage, image enhancement, product awareness, education and information sourcing.

From the above discussion of the findings, it is deducible that the use of celebrity endorsers is justified as there are changes in behaviour as both the management and the customers agree that more products are sold, the image of the associating company (MTN) soar while there are promises of continued patronage and loyalty.

Research Question 4 is an enquiry into ways through which the negative/positive personality traits of celebrity endorsers affect promotion of MTN products. Items 13 and 15 are analyzed to proffer solutions to research question 3.

Item 13 on the customers' questionnaire is an enquiry into the how the negative/positive traits of celebrity endorsers is affecting the promotion of the company's products. Responding, 221 (94%) respondents believe that there are more positive traits than negative traits and have made the products of the company to be more competitive and viable.

Item 15 on the customers' questionnaire seeks to know the possible consequences of not using the strength of celebrity endorsers in the product promotion drive of MTN. Responding, majority 111 or 47% of the total population are of the opinion that customers will still embrace the products of the company.

It is apparent from the above that the findings from the research work as stated above support the major assumption of both the behavioural theory and the observation learning and imitation

behavioural theory. The behavioural theory is proved in the sense that findings above support the fact that people moulded their behaviour towards MTN's products because of the association of the celebrity endorsers with the company's offerings. Also, in support of the observation learning and imitation behavioural theory the media and characteristic traits of the celebrity endorsers really help in the favourable response to the products of MTN Nigeria.

Research Question 5 probes how the gains (if any) of the use of celebrity endorsers be preserved for prosperity

Item 18 on the customers' questionnaire investigates the possibility of preserving the gains of the employment of the celebrity endorsers by the management of MTN Nigeria. Responses to item 18 shows that the majority of the sampled population numbering 125 or 33% of the sampled population recommend proper scrutiny of the process involved in the selection of the right celebrity endorsers for the company.

Once again the behavioural theory and the observation learning and imitation behavioural theory are right in their assessment of the celebrity endorsers as people whose characteristic traits can make the difference, it is therefore imperative that their selection is made through infallible process that will throw up real heroes of the customers with amiable patterns of life and living.

## Chapter Five

### 5.1. Summary of Findings

This study investigates whether or not the celebrity endorsement practice of MTN Nigeria has the desired impact on the promotion of the company's products. The research work is set on the theoretical frameworks of the Behavioural theory and the Observation learning and Imitation Behavioural theory. The descriptive survey research method was used to channel a scientific course for the study while the customers' questionnaire as the research instrument was adopted for data collection. In order to proffer solutions to the enquiry of the statement of the problem, the following research questions were raised and answered:

1. What is the major reason for the employment of celebrity endorser by the management of MTN Nigeria?
2. What is the media preferences of customers of MTN in Nigeria?
3. How effective is the celebrity endorsement practice of MTN Nigeria in the promotion of the products of the company?
4. In what ways can the negative/positive personality traits of celebrity endorsers affect promotion of MTN products?
5. How can the gains (if any) of the use of celebrity endorsers be preserved for prosperity?

Findings from the research work on research question 1 show that the major objective for the running of the celebrity endorsement policy is to enlist support for MTN's products as 89 (38%) of the total sampled population observe that the practice establish relationships between the products and customers of the company. Majority of the respondents numbering 86 (36.5%) also

opine that celebrity endorsers work persuasion for the products of MTN Nigeria.

On the research question 2 which tested for the effectiveness of the celebrity endorsement practice of MTN Nigeria, 152 or 64% of the total sampled population perceived their favourite celebrity endorsers as amiable and worthy of emulation. 189 (79%) respondents rate the adoption of the celebrity endorsement program as very effective. The ultimate success of a marketing strategy is usually premised on factors that can help to measure success. On this ground, 100 (42%) of the total sampled population assert that on the application of the practice, the product of the company become more competitive. Reflecting on the structured interview schedule administered on the management staff of MTN Nigeria on the effectiveness of the practice, responses show that there has been tremendous increment in patronage, image enhancement, product awareness etc. From the stand point of the positive/negative effects of the character traits of the celebrity endorsers which is the focus of research question 3, majority 221 (94%) respondents are convinced that the positive character traits of the celebrity endorsers are responsible for the products being competitive. Also, on the possible consequences of the possibility of not using the strength of the celebrity endorsers in the product promotion of MTN Nigeria, majority of the sample population numbering 111 or 47% of the sampled population ascertain that customers will still patronize the company's product.

Finally, majority of the respondents numbering 125 (53%) responding to the enquiry contained in research question 4 that seeks ways of sustaining the gains of the celebrity endorsement practice of MTN Nigeria recommend the proper scrutiny of the process of selecting celebrity endorsers.

## **5.2.Conclusion**

This research work studies the audience perception of the impact of celebrity endorsers on product

promotion of MTN Nigeria. It brings into contention, the major objectives of the practice, the effects as well as the growing influence of the practice on behavioural patterns of the customers.

Reflecting on the findings from this study, the researcher makes the following conclusions:

That the deliberate use of the celebrity endorsers is premised on the need to relate with people who are ardent fans of the endorser in order to gain support for the company's products. It is important to note that the celebrities are benchmarks for attitudes and behaviour especially among the youths who constitute the majority of the customers of MTN Nigeria. The fans are wont to replicate and identify with the likes and dislikes of their favourite stars.

It is imperative to conclude that the use of celebrity endorsers pays its bills and further enhance the gains of the practising company as it stimulates demand for specific products being promoted by the star. A product can therefore be launched, rebrand or be entrenched on the character strength of the endorser. The practice of the use of celebrity endorsers on the surface tend to be profitable and a plus for the practising company.

Lastly, this researcher concludes that just as the right endorsers can help to propel the gains of the company and the product, making a wrong choice in terms of character and current image can negatively affect the fortune of the company and products. Just as the positive disposition of celebrity endorsers can assist in the promotion of the products, a negative character trait can as well bring down the fortune of a company's products.

### **5.3.Recommendations**

It is imperative for a study of this magnitude to make recommendations that will further strengthen the area of research. The following recommendations are based on the findings from the research work.

It is important to consider the conclusion of 111 (47%) of the respondents that the products

of MTN Nigeria will still have been preferred without the use of the celebrity endorsers. This may have happened for several reasons. It is therefore the recommendation of this researcher that the other areas of promotion that are inherent in the products of the company should be explored in the promotional quest of the company. This will not only reduce the budget on promotion, it will also make the products more viable as no amount of promotion will sell a bad product.

Change is a constant phenomenon especially among human beings. It is important and as recommended by 125 (53%) of the total sampled population that the practising institution should initiate a properly scrutinized selection and training or grooming program that will make sure that the right prospect is picked and guided to avoid scandal that can injure the reputation and fortune of the company and products respectively.

Lastly, the researcher recommends the active participation of the customers in the choice of their celebrity endorser since the practice is targeted at their support and patronage. This recommendation is hinged on the continued support of the customers even in the face of negative unforeseen circumstances.

#### **5.4. Recommendation for Further Studies**

Recommendation for further studies is done in order to expose areas not cover by a researcher that may provide leverage for exploration in a particular field. This study explored audience perception of the impact of celebrity endorsement on promotion of MTN products without propelling the active participation of the audience in the selection and the sustainability of the practice. The

researcher will therefore recommend that researchers who are interested in this area should explore the extent to which the selection of the celebrity endorsers is hinged on audience felt needs.

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## Appendix ii

### Customers' Questionnaire

Dear Sir/Ma,

My name is Rose AKINRUNTAN. I am a student in the Department of Mass Communication and Media Technology, Lead City University, Ibadan. I am carrying out a study on Celebrity Endorsement and the Promotion of MTN Products in Ibadan Metropolis. I am therefore optimistic that you will be of assistance in filling this questionnaire as it will go a long way in the collection, collation and analysis of data and computation of findings for this study. You are assured of the confidentiality of your response.

#### Section A: Demographic Data

1. **Sex:** a. Male b. Female
2. **Age:** a. 18-20 b. 21-23 c. 24-26 d. 27-29 e. 30years and above
3. **Marital Status:** a. Single b. Married c. Divorced D. Widowed
4. **Educational Level:** a. 100 b. 200 c. 300 d.400

#### Section B: Issues concerning Celebrity Endorsement and Product Promotion

5. What do you understand by celebrity endorser?
  - a, ordinary people who are used to advertise a product. b. Star artiste who represents the company or product of a company. C. A model who promotes a product
6. What is the essence of a celebrity endorser?
  - a. To encourage support for a product
  - b. To represent a company at a function
  - c. To enhance the image of an organization
  - d. To promote a product

7. Which of the following best describe the role being played by celebrity endorsers in product promotion?
- a. They create awareness
  - b. They persuade people to buy or use product
  - c. They help to keep products in the mind of customers
8. Which is your favourite celebrity endorser on MTN platform  
.....
9. Which of the following media is easily accessible to you?
- a. Television b. Radio c. On-line services d. Newspaper/Magazines
10. How did you see the person's personality?
- a. Amiable b. Pleasing c. Indifferent
11. Which is your most detestable celebrity endorser on the platform of MTN?  
.....
12. How do you see his/or personality?
- a. Disagreeing b. offensive c. Indifference
13. State your reason for not subscribing to the other media.
- a. It is expensive b. not interactive c. I cannot publish my own news
14. Give a good reason for your response to items 10 and 12 above?  
.....
15. in which do you think that the company is being affected by the characteristic trait of the celebrity endorsers?
- a. the products are becoming more competitive b. the products are no longer attractive
  - c. there is no effect on the product

16. Without the influence of the celebrity endorsers:

- a. The customers will still embrace the products
- b. the customers may be reluctant to embrace the products

17. Is there any gain in the use of celebrity endorsers?

- a. Yes
- b. No

18. If there is any gain, what is the nature of the gain?

- a. patronage
- b. Image enhancement

19. How can the gain of celebrity endorsement be preserved?

- a. make use of morally upright endorsers
- b. Scrutinise the process of choosing a celebrity endorser
- c. Be particular about the current image of a celebrity endorser

**Thank You.**

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