

**Influence of Celebrity Endorsement Advertisement on Brand Patronage of Infinix
Smartphones among undergraduates of Lead City University, Ibadan**

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Technology**

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Certification

This is to certify that Akosile Temitope Oluwaseun (LCU/PG/001357) conducted this study, influence of celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan for the award professional of Mass Communication and Media Technology degree in Mass Communication and Media Technology in Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, Nigeria, under my supervision.

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Dedication

This work is dedicated to God Almighty, the Giver of life.

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Although the above-mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work.

Abstract

Celebrities, due to their widespread recognition and influence, can enhance a brand's image, increase its perceived value, and drive higher sales and customer engagement. This phenomenon is rooted in the psychological impact celebrities have on their followers, who often aspire to emulate their idols. The study examined the influence of celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University. The social identity theory and source credibility theory provided the theoretical framework for the study. Descriptive survey research design was adopted, and 388 respondents were randomly selected as sample. A self-structured questionnaire was used to gather data. The collected data were analyzed using descriptive and inferential statistics. The results obtained revealed that the majority (61.9%) of the respondents frequently used WhatsApp. The study revealed that the negative publicity about a celebrity could harm their perception of the brand, and a mismatch between a celebrity's image and the Infinix brand could reduce their interest. It was also revealed that the majority of respondents believe that celebrity endorsements positively impact their confidence in the Infinix brand, particularly when the endorsements come from credible and reputable figures. Findings further revealed that the majority of respondents agree that celebrity endorsements have a strong influence on their decision to purchase Infinix smartphones. The findings also reveal a strong and significant positive relationship between celebrity endorsement advertisements and brand patronage of Infinix. It was also revealed that the majority of respondents believe that celebrity endorsements positively impact their confidence in the Infinix brand, particularly when the endorsements come from credible and reputable figures. The study recommends that Infinix should carefully select credible and reputable celebrities for their endorsement campaigns to strengthen consumer trust and loyalty while ensuring that the celebrity's image aligns with the brand's values.

Keywords: Brand Patronage, Celebrity endorsement, Advertisement, Infinix Smartphones, Celebrity

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Chapter One

Introduction

1.1 Background to the Study

Brand patronage refers to the consistent and loyal behaviour of consumers who repeatedly purchase or support a specific brand over time¹. This phenomenon is crucial for businesses as it not only drives sales but also enhances brand equity and market share. The concept of brand patronage is multifaceted, involving a combination of emotional, cognitive, and behavioural dimensions that influence consumer decisions. At the heart of brand patronage lies the notion of consumer loyalty, which is characterized by a favourable attitude towards a brand and a commitment to repurchase it consistently. Consumer loyalty is a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour². This loyalty is not merely about repeat purchases but also encompasses a psychological attachment to the brand. Such attachment can stem from various factors, including satisfaction with previous experiences, trust in the brand's promises, and an emotional connection to the brand's identity and values.

Trust is a foundational element of brand patronage. When consumers trust a brand, they believe in its ability to deliver consistently on its promises, whether those promises pertain to product quality, service reliability, or ethical behaviour³. Trust reduces perceived risk, making consumers more comfortable with their purchase decisions. Research reveals that trust in a brand leads to brand loyalty, which in turn enhances brand performance⁴. Trust is built over time through consistent positive experiences and reliable product performance. For instance, a consumer who repeatedly purchases a brand of smartphones and finds them reliable is likely to develop trust in that brand, leading to continued patronage. Emotional attachment is another critical driver of brand patronage. This attachment goes beyond functional benefits and taps into the emotional and psychological needs of consumers. Research suggest that emotional attachment to a brand can create a strong bond that influences consumer loyalty and advocacy⁵. Brands that successfully evoke positive emotions and resonate with consumers' self-concept can foster a deeper connection, leading to sustained loyalty. For example, a consumer who feels a sense of pride and identity with a particular brand of clothing may continue to purchase from that brand even if alternative options are available.

In addition to trust and emotional attachment, satisfaction plays a significant role in fostering brand patronage. Satisfaction is the consumer's fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant. Satisfied customers are more likely to develop loyalty towards a brand as their positive experiences reinforce their purchase decisions. There is a strong link between customer satisfaction and future buying behaviour⁶. High levels of satisfaction not only encourage repeat purchases but also lead to positive word-of-mouth, further enhancing the brand's reputation and attracting new customers. The implications of

brand patronage for businesses are profound. Companies with high levels of brand patronage benefit from a stable customer base, which provides a predictable revenue stream. Loyal customers are less sensitive to price changes and more forgiving of minor service failures, reducing the costs associated with customer acquisition and retention. Furthermore, loyal customers often act as brand advocates, promoting the brand through word-of-mouth and social media, thus extending the brand's reach without additional marketing expenditure. This advocacy can be particularly valuable in today's digital age, where consumer opinions and reviews can significantly impact brand perception and purchasing decisions⁷.

Celebrity endorsement advertisement is a marketing strategy wherein well-known personalities are utilized to promote products, services, or brands⁸. This practice leverages the fame and influence of celebrities to attract consumer attention, enhance brand credibility, and ultimately drive sales. The effectiveness of celebrity endorsements stems from various psychological and sociological factors, including the transfer of positive attributes from the celebrity to the brand, the enhancement of brand recall, and the alignment of the celebrity's image with the brand's identity. This essay explores the dynamics, advantages, and potential pitfalls of celebrity endorsement advertisements, supported by academic literature. At its core, celebrity endorsement involves the association of a brand with a well-known individual who possesses a significant amount of public recognition and influence⁹. This association is predicated on the idea that consumers may transfer their admiration and positive feelings towards the celebrity onto the brand. Celebrities bring their own meanings and connotations to the brand, enriching it with attributes such as attractiveness, expertise, trustworthiness, and likability. This meaning

transfer model explains why celebrity endorsements can be so effective: the qualities of the endorser can enhance the perceived value and desirability of the product.

One of the key psychological mechanisms underlying celebrity endorsement is the concept of social influence. Celebrities often serve as opinion leaders and role models, shaping the attitudes and behaviours of their followers. The endorsement by a beloved or respected figure can create a bandwagon effect, where consumers are more likely to purchase a product because they want to emulate the celebrity or align themselves with the perceived social norm¹⁰. Moreover, the familiarity and admiration for the celebrity can enhance brand recall and recognition, making it easier for consumers to remember and prefer the endorsed brand over competitors. The credibility of the endorser is crucial in determining the success of a celebrity endorsement. Scholars identified three primary dimensions of source credibility: attractiveness, trustworthiness, and expertise¹¹. Attractiveness refers to the physical appeal of the celebrity, which can draw initial consumer interest. Trustworthiness pertains to the perceived honesty and integrity of the endorser, fostering consumer confidence in the endorsement. Expertise relates to the endorser's knowledge and skills relevant to the product being promoted, which can enhance the perceived quality and reliability of the product. A credible endorser who scores high on these dimensions can significantly influence consumer attitudes and purchase intentions.

Despite its advantages, celebrity endorsement advertising is not without risks and challenges. One major concern is the potential for negative publicity. Celebrities are public figures whose personal lives are often scrutinized, and any negative behaviour or scandal can tarnish the

brand they endorse. The phenomenon of celebrity transgressions can lead to a loss of consumer trust and a decline in brand equity¹². Another challenge is the potential for overshadowing, where the celebrity's presence becomes so dominant that it eclipses the brand itself. When consumers remember the celebrity but not the product, the endorsement fails to achieve its primary goal of enhancing brand recall and preference.

Celebrities are influential media figures who are seen as part of social elites and engage in public relations¹³. People often believe that objects that are owned or touched by celebrities are valuable and are willing to pay high amounts to possess them even when those objects are mere artifacts. This is because, celebrities are often revered, respected and are seen as role models, especially by young adults who copy the personalities of such celebrities to enhance their self-worth. Therefore, celebrities are well-regarded and inspirational figures who wield great influence on the society and command large number of followers and admirers. Hence, they are perceived, especially by young adults, as classic examples of great achievers. However, While positive endorsements can enhance brand loyalty, any negative publicity associated with the celebrity can adversely affect the brand's image and consumer loyalty. Additionally, the effectiveness of such endorsements can vary across different demographic and cultural segments, necessitating careful selection of celebrities who resonate well with the target audience¹⁴.

1.2 Statement of the Problem

Celebrities, due to their widespread recognition and influence, can enhance a brand's image, increase its perceived value, and drive higher sales and customer engagement. This phenomenon is rooted in the psychological impact celebrities have on their followers, who often aspire to emulate their idols. By associating a product with a beloved celebrity, brands

hope to tap into the celebrity's fan base, leveraging their popularity to boost brand awareness and attract new customers.

However, the problem lies in determining the true effectiveness of this strategy. While celebrity endorsements can generate initial interest, it is essential to analyze whether they lead to sustained brand patronage. Factors such as the credibility of the celebrity, the relevance of the endorsement to the product, and the target audience's perception play critical roles in the success or failure of these campaigns. The risk of negative publicity from celebrity scandals can adversely affect the brand. A celebrity's actions and public image can quickly change, and any negative press can reflect poorly on the endorsed brand, leading to a potential loss of consumer trust and loyalty. Hence, this study examines the influence of Celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan.

1.3 Aim and Objectives of the Study

The aim of the study is to examine influence of celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan.

Specifically, the study sought to:

- i. examine the effectiveness of celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan
- ii. ascertain potential risks associated with celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan

iii. examine how credibility of a celebrity shapes brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan

iv. ascertain the perception of Lead City University undergraduates towards celebrity endorsement advertisement on brand patronage of Infinix Smartphones

V. investigate the influence of celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead Lead City University, Ibadan

1.4 Research Questions

i. what is the effectiveness of celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan?

ii. what are the potential risks associated with celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan?

iii. how does credibility of a celebrity shape brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan?

iv. wha is the perception of Lead City University undergraduates towards celebrity endorsement advertisement on brand patronage of Infinix Smartphones?

V. what is the influence of celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead Lead City University, Ibadan?

1.5 Hypothesis

Ho: There's no significant relationship between celebrity endorsement advertisement and brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan

1.6 Significance of the Study

The significance of this study lies in its potential to provide valuable insights for marketers and businesses, particularly in the smartphone industry. By focusing on the influence of celebrity endorsement advertisements on the brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan, this research can help marketers understand the specific impact of these endorsements on a young, tech-savvy demographic. This demographic is often at the forefront of consumer trends, making them a critical target audience for smartphone brands. Insights gained from this study can guide the development of more effective advertising strategies tailored to the preferences and behaviours of university students.

For Infinix and other smartphone brands, the findings of this study can inform strategic decisions regarding marketing investments and celebrity endorsements. By identifying the elements that make celebrity endorsements effective among undergraduates, Infinix can better allocate its marketing budget to maximize return on investment. The study can also highlight potential risks associated with celebrity endorsements, such as the possibility of negative publicity or misalignment with the brand's values, allowing Infinix to mitigate these risks and protect its brand reputation.

From an academic perspective, this study contributes to the broader field of advertising and consumer behaviour research. By focusing on a specific brand and demographic, it adds depth to the understanding of how celebrity endorsements influence consumer preferences and purchasing decisions. The use of quantitative data ensures that the findings are statistically significant and generalizable, providing a robust foundation for future research. Overall, this study aims to enhance marketing practices, strengthen brand-consumer relationships, and drive business growth within the highly competitive smartphone market.

1.7. Scope of the Study

The study will focus on the influence of celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan. The study is restricted to undergraduate students of Lead City University in Ibadan.

1.8 Limitations of the study

This study has several limitations. First, the sample size is relatively small, which may limit the generalizability of the findings. Second, the study relies on self-reported data, which could introduce bias and affect the accuracy of the results.

1.9 Operational Definition of Term

Brand Patronage: The frequency and consistency with which consumers choose Infinix Smartphones over other smartphone brands within a specified period.

Celebrity Endorsement: The utilization of well-known individuals, such as entertainers or athletes, to promote Infinix Smartphones through advertising campaigns.

Consumer Purchasing Decisions: The process by which undergraduate students at Lead City University, Ibadan, choose to buy Infinix Smartphones based on various factors, including brand perception and celebrity endorsement.

Credibility of Celebrity Endorsers: The perceived trustworthiness and reliability of the celebrities used in Infinix Smartphone advertisements, as perceived by undergraduate students.

Infinix Smartphones: Mobile devices manufactured and marketed by the Infinix brand, known for their features, design, and technological capabilities among undergraduate students at Lead City University, Ibadan.

Marketing Strategies: Planned actions and approaches used by Infinix to promote its smartphones, including the use of celebrity endorsements to influence brand patronage among undergraduate students.

Perception of Brand: The subjective understanding and beliefs that undergraduate students at Lead City University, Ibadan, hold about Infinix Smartphones, shaped in part by celebrity endorsements.

Undergraduates of Lead City University, Ibadan: Students currently enrolled in undergraduate programs at Lead City University, Ibadan, encompassing their demographic characteristics and consumer behaviours relevant to Infinix Smartphone brand patronage.

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Chapter Two

Review of Literature

To provide empirical background to this study and also make this work comprehensive, the literature will be reviewed under the following sub-headings:

2.1 Conceptual Review

2.2 Theoretical Review

2.3 Review of Empirical Studies

2.4 Conceptual Model

2.5 Summary of Gap in Literature Reviewed

2.1.1 Concept of Brand Patronage

Brand patronage, within the domain of marketing and consumer behaviour, encapsulates the extent to which consumers exhibit loyalty and commitment to a particular brand or product over time. It reflects a strategic alignment between consumers' preferences and the brand's offerings, often resulting in repeated purchases and a reduced likelihood of switching to competing brands¹. This concept is pivotal in understanding consumer behaviour, brand management, and the dynamics of competitive markets. Central to the notion of brand patronage is the idea of brand loyalty. Brand loyalty refers to the consumer's predisposition to consistently purchase a particular brand over others in the same product category². This commitment typically arises from a combination of favourable experiences, perceived value, and satisfaction derived from the brand. Such loyalty is not merely transactional but embodies a deeper psychological and behavioural attachment that influences purchase decisions and consumer choices over time.

A key aspect underpinning brand patronage is the perceived quality of the brand's products or services. Quality perception plays a fundamental role in shaping consumer preferences and loyalty³. Consumers often associate higher quality with better performance, reliability, and overall satisfaction, leading them to develop trust and preference towards brands that consistently deliver superior quality. This quality-based patronage is reinforced through positive word-of-mouth recommendations and reduced sensitivity to price fluctuations, highlighting the enduring value of perceived quality in sustaining brand loyalty. Additionally, brand image and reputation significantly influence brand patronage behaviours. A brand's image encompasses its identity, personality, and the perceptions held by consumers regarding its attributes and values. Positive brand image enhances consumer trust and confidence, fostering a sense of reliability

and credibility that encourages repeat patronage. Conversely, negative perceptions or controversies surrounding a brand can erode trust and diminish patronage, underscoring the fragility of brand image in shaping consumer loyalty.

The role of marketing strategies in cultivating brand patronage cannot be overstated. Effective marketing efforts are crucial in creating awareness, shaping perceptions, and fostering emotional connections with consumers⁴. Integrated marketing communication (IMC) strategies, which align various promotional channels to convey a cohesive brand message, enhance brand visibility and reinforce positive associations that drive patronage. Moreover, personalized marketing initiatives and customer relationship management (CRM) programs are instrumental in nurturing long-term relationships with consumers, thereby fostering brand loyalty through tailored experiences and incentives. Sociocultural influences also play a pivotal role in shaping brand patronage behaviours. Reference groups, comprising individuals or communities that consumers identify with and seek validation from, exert considerable influence on brand choices and consumption patterns⁵. Consumer aspirations, lifestyle choices, and cultural values intersect to shape preferences and perceptions towards brands, underscoring the nuanced interplay between cultural dynamics and consumer behaviour. From a strategic perspective, brand managers continually strive to enhance brand equity, which encompasses the tangible and intangible assets that contribute to a brand's value and competitive advantage⁶. Building brand equity involves leveraging brand awareness, perceived quality, brand associations, and brand loyalty to cultivate a strong and distinctive brand identity. This strategic approach not only enhances consumer perceptions but also fortifies brand patronage by fostering emotional connections and trust that transcend transactional relationships.

2.1.1.1 Factors Influencing Brand Patronage

Factors influencing brand patronage encompass a diverse array of elements that collectively shape consumer preferences, behaviours, and loyalty towards specific brands within competitive markets. Understanding these factors is crucial for marketers and brand managers seeking to cultivate enduring relationships with consumers and sustain competitive advantage.

Some of these factors include:

i. Product Quality and Performance: One of the primary determinants of brand patronage is the perceived quality and performance of a brand's products or services. Consumers often associate higher quality with reliability, durability, and overall satisfaction, which in turn fosters trust and enhances brand loyalty. Research indicates that perceived quality significantly influences purchase intentions and repeat purchases, as consumers are inclined to patronize brands that consistently deliver superior performance and meet their expectations⁷.

ii. Brand Loyalty and Repeat Purchase: Brand loyalty is a critical factor influencing brand patronage, characterized by consumers' consistent purchase behaviours and favourable attitudes towards a specific brand over time. Loyalty develops through positive experiences, emotional connections, and perceived value derived from the brand's offerings. Studies highlight that loyal customers are less likely to switch to competing brands⁸, demonstrating higher levels of commitment and resistance to marketing efforts by competitors.

iii. Price Sensitivity and Value Perception: Price sensitivity plays a pivotal role in shaping brand patronage behaviours, as consumers assess the perceived value of a brand's offerings relative to its price. While some consumers prioritize cost-effectiveness and seek competitive pricing,

others place greater emphasis on perceived value and quality, willing to pay a premium for brands that offer superior benefits and experience.. Effective pricing strategies that align with consumer perceptions of value can influence purchase decisions and enhance brand patronage in competitive markets.

iii. Brand Image and Reputation: The image and reputation of a brand significantly influence consumer perceptions and patronage behaviours. A positive brand image, characterized by attributes such as trustworthiness, credibility, and distinctiveness, enhances consumer trust and confidence in the brand's offerings . Conversely, negative perceptions or controversies surrounding a brand can undermine trust and diminish patronage, highlighting the importance of managing brand reputation to sustain consumer loyalty.

iv. Innovation and Differentiation: Brands that innovate and differentiate their offerings from competitors often enjoy enhanced patronage and competitive advantage. Innovation encompasses product development, technological advancements, and market strategies that introduce unique features or benefits, thereby addressing evolving consumer needs and preferences. Differentiation strategies that emphasize distinctive attributes or value propositions enable brands to stand out in crowded marketplaces and attract loyal customer bases.

v. Marketing Communications and Brand Engagement: Effective marketing communications play a crucial role in influencing brand patronage by shaping consumer perceptions and fostering brand engagement. Integrated marketing communication (IMC) strategies, which integrate various promotional channels to deliver consistent brand messages, enhance brand

visibility and reinforce positive associations with consumers. Brand engagement initiatives, such as social media campaigns and experiential marketing events, encourage consumer interaction and loyalty towards the brand.

vi Consumer Behaviour and Psychological Factors: Consumer behaviour theories provide insights into the psychological factors that influence brand patronage decisions. According to the Theory of Planned Behaviour, consumer intentions to patronize a brand are influenced by attitudes towards the brand, subjective norms (social influences), and perceived behavioural control (self-efficacy). These cognitive processes shape consumer behavioural and influence the extent to which individuals demonstrate loyalty and commitment to specific brands.

vii. Sociocultural Influences and Consumer Preferences: Sociocultural factors, including cultural norms, social influences, and reference groups, exert considerable influence on brand patronage behaviours. Consumers' aspirations, lifestyle choices, and cultural values intersect to shape preferences towards brands that align with their identity and social affiliations. Marketers must consider sociocultural dynamics to effectively position brands and appeal to diverse consumer segments in global markets.

viii. Customer Experience and Service Quality: The quality of customer experience and service delivery significantly impacts brand patronage by influencing satisfaction levels and perceptions of brand reliability. Positive service encounters and effective resolution of consumer concerns contribute to enhanced loyalty and advocacy, as satisfied customers are more likely to recommend and continue patronizing the brand. Service excellence reinforces brand reputation and strengthens relationships with consumers over time.

2.1.1.2 Marketing Strategies for Building Brand Patronage

Marketing strategies for building brand patronage are crucial for sustaining consumer loyalty and enhancing a brand's competitive advantage in the marketplace. Effective strategies focus on creating and maintaining strong relationships with consumers, fostering positive brand perceptions, and ensuring consistent value delivery. One of the primary strategies involves Customer Relationship Management (CRM), which focuses on building long-term relationships with customers by leveraging data and personalized marketing efforts⁹. CRM systems enable brands to collect and analyze customer data, facilitating tailored marketing communications and personalized experiences that resonate with individual preferences and behaviours. By understanding customer needs and preferences, brands can offer customized solutions, enhancing customer satisfaction and loyalty¹⁰. This personalized approach not only increases the likelihood of repeat purchases but also strengthens the emotional bond between the brand and its customers, fostering long-term patronage.

Loyalty programs are another effective strategy for enhancing brand patronage. These programs reward customers for their repeat business and encourage ongoing engagement with the brand¹¹. Loyalty programs can take various forms, including points-based systems, tiered rewards, and exclusive member benefits. Research indicates that well-designed loyalty programs can significantly boost customer retention and increase the frequency of purchases. Moreover, loyalty programs create a sense of belonging and appreciation among customers, reinforcing their commitment to the brand and reducing their propensity to switch to competitors.

Integrated Marketing Communications (IMC) is essential in ensuring that brand messages are consistent and coherent across all marketing channels¹². IMC strategies align advertising, public relations, social media, and direct marketing efforts to present a unified brand narrative. This coherence enhances brand visibility and reinforces key brand attributes in the minds of consumers, fostering trust and loyalty. By delivering a consistent message across multiple touchpoints, brands can build strong, recognizable identities that resonate with consumers and encourage repeated patronage.

Digital marketing, particularly through social media, plays a critical role in contemporary brand patronage strategies. Social media platforms enable brands to engage directly with consumers, fostering interactive and dynamic relationships¹³. Through social media, brands can share content, respond to customer inquiries, and create community spaces where consumers can interact with the brand and with each other. This direct engagement enhances customer loyalty by creating a sense of community and belonging. Moreover, social media allows for real-time feedback and dialogue, enabling brands to address customer concerns promptly and effectively, further reinforcing trust and satisfaction.

Content marketing is another vital strategy for building brand patronage. By creating valuable, relevant, and consistent content, brands can attract and retain a clearly defined audience¹⁴. Content marketing efforts, such as blogs, videos, and eBooks, provide consumers with useful information and insights, positioning the brand as a thought leader and trusted resource in its industry (Holliman & Rowley, 2014). This approach not only enhances brand credibility but also

fosters deeper connections with consumers, encouraging loyalty and repeated engagement with the brand.

Experiential marketing focuses on creating memorable experiences that connect consumers emotionally with the brand¹⁵. Experiential marketing initiatives, such as events, pop-up shops, and immersive brand experiences, enable consumers to interact with the brand in meaningful ways. These experiences can create lasting impressions and positive associations, driving consumer loyalty and advocacy. By engaging consumers' senses and emotions, experiential marketing fosters strong emotional bonds that are crucial for long-term brand patronage.

Corporate Social Responsibility (CSR) initiatives are increasingly important in building brand patronage, as consumers are becoming more socially and environmentally conscious¹⁶. Brands that demonstrate a commitment to ethical practices, sustainability, and social causes can enhance their reputations and build stronger connections with consumers who share these values. CSR efforts, such as sustainable sourcing, charitable contributions, and community engagement, signal to consumers that the brand is responsible and trustworthy, fostering loyalty and long-term patronage.

Finally, ensuring high service quality and effective customer service is fundamental to building brand patronage. Excellent service quality enhances customer satisfaction and reinforces positive perceptions of the brand¹⁷. Brands that consistently deliver high-quality service and effectively resolve customer issues can build strong, loyal customer bases. Effective customer service strategies include training staff to be responsive and empathetic, utilizing technology to

streamline service processes, and continuously gathering and acting on customer feedback to improve service delivery.

2.1.1.3 Celebrity Endorsement Advertisement

Celebrity endorsement advertisement is a prominent strategy in contemporary marketing that leverages the influence of well-known individuals to promote products, services, or brands¹⁸. This approach is predicated on the hypothesis that consumers tend to trust and follow the recommendations of celebrities due to their perceived credibility, attractiveness, and likeability. The efficacy of celebrity endorsements has been widely studied within the fields of marketing and consumer behaviour, yielding a complex understanding of its mechanisms and outcomes.

Empirical research has consistently demonstrated that celebrity endorsements can significantly affect brand attitudes and consumer behaviour¹⁹. For instance, a study found that celebrity endorsements positively influence brand recall, recognition, and purchase intentions²⁰. This is further corroborated by another study, which discovered that the congruence between the celebrity endorser and the endorsed product plays a crucial role in the effectiveness of the advertisement²¹. When there is a perceived fit between the celebrity's image and the product, consumers are more likely to develop favourable attitudes toward the brand.

Moreover, the social influence theory elucidates that celebrities, as opinion leaders, can affect consumer choices through mechanisms such as identification and social learning. Consumers may emulate celebrities they admire, adopting their preferences and behaviours. This phenomenon is particularly evident among younger demographics, who are more susceptible to the influence of media personalities. The parasocial interaction theory further explains that

consumers develop one-sided relationships with celebrities, wherein they feel a sense of intimacy and familiarity, despite the lack of reciprocal interaction. This pseudo-relationship can enhance the persuasive power of celebrity endorsements, as consumers perceive the recommendations as coming from a trusted friend. Despite the potential benefits, celebrity endorsement advertisements are not devoid of risks. One significant concern is the potential for negative publicity arising from the celebrity's personal conduct. A scandal or controversy involving the endorser can tarnish the brand's image and lead to adverse consumer reaction²². This risk necessitates careful selection and continuous monitoring of celebrity endorsers to mitigate potential reputational damage. Additionally, the phenomenon of "vampire effect" can occur, where the celebrity's prominence overshadows the brand, leading consumers to remember the endorser but not the product²³. This highlights the importance of achieving a balance between leveraging the celebrity's influence and maintaining brand salience.

Furthermore, the financial implications of celebrity endorsements are substantial. High-profile celebrities command significant endorsement fees, which can strain the advertising budgets of companies, particularly smaller enterprises²⁴. The return on investment (ROI) of such expenditures must be carefully evaluated to ensure the cost-effectiveness of the campaign. Research indicates that while celebrity endorsements can lead to stock price increases and higher sales, the magnitude of these effects varies across different contexts and product categories²⁵. The global nature of modern marketing also introduces additional considerations for celebrity endorsements. The cultural background and regional appeal of a celebrity can influence the effectiveness of an endorsement in different markets. For instance, a celebrity who is highly popular in one country may not resonate with consumers in another due to

cultural differences and varying consumer preferences This necessitates a strategic approach to selecting endorsers who can effectively communicate across diverse cultural landscapes or employing localized endorsements tailored to specific markets.

In recent years, the advent of digital media has transformed the landscape of celebrity endorsements. Social media platforms such as *Instagram*, *Twitter*, and *YouTube* have provided new avenues for celebrities to connect with their audiences and endorse products in more personal and interactive ways²⁶. Influencer marketing, which involves endorsements from social media personalities with substantial followings, has emerged as a powerful tool in digital advertising. These influencers, often perceived as more relatable and authentic compared to traditional celebrities, can drive engagement and trust among their followers.

2.1.1.4 Historical Context of Celebrity Endorsement Advertisement

The historical context of celebrity endorsement in advertising traces back to ancient times, although the formalized use of celebrities as brand ambassadors in the modern sense has significantly evolved over the past century. The practice is rooted in the human tendency to trust and emulate influential figures, a psychological phenomenon that has been harnessed by marketers to drive consumer behaviour. In ancient civilizations, notable figures such as royalty and military leaders were often used to endorse products, albeit in a more rudimentary form compared to today's sophisticated marketing strategies. For instance, during the Roman Empire, gladiators were known to endorse products like olive oil and medicinal herbs. This early form of celebrity endorsement was predicated on the social status and influence of these figures within their communities.

The industrial revolution and the advent of mass production in the 19th century marked a significant turning point in the history of advertising. The ability to produce goods on a large scale created a need for companies to differentiate their products in a burgeoning marketplace. It was during this period that the use of celebrity figures in advertising began to take on a more recognizable form. One of the earliest documented examples is the use of Queen Victoria's endorsement for Cadbury's Cocoa in the 19th century, which lent an air of royal credibility and quality to the product ²⁷. The early 20th century saw the rise of film stars and athletes as prominent endorsers of products. The burgeoning film industry in Hollywood created a new class of celebrities whose images and personas could be commodified. Companies began to capitalize on the mass appeal of these stars to market a wide array of products. For example, silent film actress Clara Bow was one of the first celebrities to be used in print advertisements, promoting Lux Soap in the 1920s. This era also saw the emergence of radio as a powerful advertising medium, with celebrities lending their voices to endorse products.

The post-World War II era marked a significant expansion in the scope and scale of celebrity endorsements. The proliferation of television brought celebrities into the living rooms of millions of households, further amplifying their influence. During this time, the association between celebrities and brands became more formalized, with structured contracts and long-term partnerships. One notable example from this period is the partnership between baseball legend Joe DiMaggio and the coffee brand Mr. Coffee, which began in the 1970s and significantly boosted the brand's visibility and sales²⁸. The latter half of the 20th century and the early 21st century witnessed the globalization of media and the rise of the internet, which further transformed the landscape of celebrity endorsements. The reach of celebrities

expanded beyond national borders, creating global brand ambassadors. This period also saw the emergence of diverse categories of celebrities, including musicians, athletes, actors, and later, social media influencers.

The rise of social media in the 2010s brought about a democratization of celebrity culture. Platforms such as Instagram, Twitter, and YouTube enabled a new generation of influencers to build large followings and become valuable endorsers for brands. This shift was characterized by a move from traditional celebrities to digital influencers, who often have niche but highly engaged audiences. Research indicates that influencers can be highly effective endorsers, particularly among younger demographics who spend significant time on social media platforms²⁹. Throughout these historical phases, several theories have been developed to explain the effectiveness of celebrity endorsements. The source credibility theory posits that the persuasiveness of a message is largely dependent on the perceived expertise and trustworthiness of the endorser. Similarly, the match-up hypothesis suggests that the effectiveness of a celebrity endorsement is enhanced when there is a congruence between the celebrity's image and the product being endorsed³⁰.

2.1.2 Importance of Celebrity Endorsement in Modern Advertising

Celebrity endorsement advertisement holds substantial importance in modern marketing due to its multifaceted impact on brand perception, consumer behaviour, and market performance. This technique leverages the appeal and influence of prominent public figures to enhance brand visibility, credibility, and emotional connection with consumers. The pervasive presence of celebrities in popular culture provides a unique advantage for brands seeking to differentiate

themselves in a highly competitive marketplace. One of the reasons for the importance of celebrity endorsement is its ability to significantly elevate brand awareness. Celebrities typically possess a large and dedicated following across various media platforms, including television, print, and social media. Their participation in advertising campaigns can substantially increase the reach and exposure of a brand. This heightened visibility is critical in capturing the attention of consumers in a media-saturated environment. Empirical studies have demonstrated that advertisements featuring celebrities achieve higher recall rates compared to those without such endorsements³¹. This increased recall is crucial as it can influence brand recognition and consideration during the consumer decision-making process.

The enhancement of brand credibility is another key benefit of celebrity endorsements. Celebrities, owing to their public persona and achievements, are often seen as credible and reliable sources of information. Their endorsement can lend a brand attributes such as quality, reliability, and prestige. This transfer of positive qualities is particularly important in industries where consumer trust is paramount, such as healthcare, finance, and luxury goods. Research indicates that celebrity endorsements can positively affect consumers' perceptions of product quality and lead to higher purchase intentions. Moreover, celebrity endorsements can create a strong aspirational appeal. Celebrities often symbolize success, beauty, and lifestyle aspirations that consumers wish to emulate. Associating a brand with a celebrity can position it as a symbol of these desirable traits, thereby enhancing its attractiveness to consumers. This aspirational value is particularly potent in sectors such as fashion, cosmetics, and lifestyle products, where the symbolic meaning of the brand plays a significant role in consumer preferences. The match-up hypothesis suggests that the effectiveness of a celebrity endorsement is enhanced when

there is a congruence between the celebrity's image and the product being endorsed ³³. For instance, a luxury watch brand endorsed by a renowned actor can effectively communicate sophistication and elegance.

Celebrity endorsements also play a crucial role in generating media coverage and public buzz. The involvement of high-profile figures in advertising campaigns often attracts attention from various media outlets, resulting in additional unpaid publicity. This media attention can further amplify the brand's message and reinforce its presence in the public consciousness. Social media has intensified this effect, as celebrities frequently engage with millions of followers, fostering direct interaction and engagement. The interactive nature of social media allows consumers to share endorsements within their networks, creating a multiplier effect that extends the reach and impact of the campaign. In addition to enhancing brand awareness and credibility, celebrity endorsements can be strategically used to reposition a brand or facilitate market expansion. When a brand seeks to appeal to a new demographic or rebrand itself, the endorsement of a relevant celebrity can effectively signal a shift in brand identity or value proposition. For example, a technology company aiming to attract a younger audience might collaborate with a popular young musician to convey innovation and modernity. This strategic use of celebrity endorsements can help brands enter new markets, attract different customer segments, and rejuvenate brand perception.

Furthermore, celebrity endorsements can drive consumer engagement and loyalty. The emotional connection that consumers feel towards their favourite celebrities can translate into a deeper emotional bond with the endorsed brand. This bond can foster brand loyalty, as

consumers who admire and follow celebrities are more likely to develop a preference for brands associated with them. This phenomenon is particularly relevant in the age of social media, where influencers have cultivated highly engaged communities. The engagement metrics, such as likes, shares, and comments, provide valuable insights into consumer sentiment and the effectiveness of the endorsement³⁴.

2.1.3 Types of Celebrity Endorsement

i. Direct Endorsements: Direct endorsements are the most traditional and recognizable form of celebrity endorsement. In this type, a celebrity explicitly supports and recommends a product or service through various advertising mediums such as television commercials, print ads, radio spots, and digital platforms. The celebrity appears in the advertisements and directly communicates the benefits or features of the product to the audience. This type of endorsement is grounded in the source credibility theory, which suggests that the perceived expertise, trustworthiness, and attractiveness of the celebrity can significantly enhance the persuasiveness of the message. Studies have shown that direct endorsements can lead to higher brand recall, improved brand recognition, and increased purchase intentions³⁵. An example of direct endorsement is Michael Jordan's long-standing association with Nike, where he actively participates in promoting the Air Jordan line of sneakers.

ii. Indirect Endorsements: Indirect endorsements involve a more subtle association between the celebrity and the product. In this type, the celebrity is seen using the product in their daily life or during public appearances, but without explicitly promoting it. Consumers infer the endorsement from the observed behaviour of the celebrity. This form of endorsement can be

particularly effective in creating a sense of authenticity and relatability, as it appears less commercial and more genuine. The match-up hypothesis, which posits that the congruence between the celebrity's image and the product enhances the endorsement's effectiveness, is particularly relevant here³⁶. For instance, a celebrity chef using a particular brand of kitchenware during cooking shows or a popular actress frequently wearing a specific designer's clothes can serve as an indirect endorsement that subtly influences consumer preferences.

iii. Co-Branding and Collaborations: Co-branding and collaborations involve celebrities playing an active role in the creation or design of products. This type of endorsement goes beyond traditional advertising and integrates the celebrity's personal brand with the product. Examples include celebrities designing clothing lines, accessories, or cosmetics that are marketed under both the celebrity's and the brand's names. This form of endorsement leverages the celebrity's creative input and personal style, offering a unique value proposition to consumers. The halo effect, where positive perceptions of the celebrity extend to the co-branded product, plays a significant role in the success of these collaborations³⁷. Empirical evidence suggests that co-branded products can command higher prices and achieve greater market success due to the perceived added value³⁸. A prominent example is the collaboration between Kanye West and Adidas for the Yeezy line of sneakers, which has become a major success.

iv. Endorsements by Social Media Influencers: The rise of social media has given birth to a new category of celebrity endorsements by social media influencers. These influencers have amassed significant followings on platforms like *Instagram*, *YouTube*, and *TikTok*, and they leverage their online presence to endorse brands and products. Social media influencer

endorsements are often integrated into the content they create, making the endorsements appear more organic and engaging compared to traditional advertisements. This type of endorsement is particularly effective in targeting younger demographics who are highly active on social media and are influenced by the opinions of their favourite influencers. The interactive nature of social media allows influencers to engage directly with their followers, fostering a sense of community and trust. Research indicates that influencer endorsements can significantly impact consumer attitudes and purchase intentions, especially when the influencer's content aligns with the brand's image and values. Examples include beauty influencers promoting skincare and makeup products through tutorials and reviews on their social media channels.

v. Product Placement: Product placement is a type of endorsement where a product is integrated into the content of movies, television shows, music videos, or other entertainment media. Instead of the celebrity directly endorsing the product, the product is strategically placed within the content, creating an association with the celebrity and the narrative. This type of endorsement can be very effective because it reaches consumers in a context where they are already engaged and attentive. Product placements can subtly influence consumer perceptions and preferences by associating the product with the positive attributes of the content and its characters. For example, the placement of Ray-Ban sunglasses in the movie "Top Gun" led to a significant increase in sales, as consumers associated the product with the cool, adventurous image of Tom Cruise's character.

vi. Event Sponsorships: Event sponsorships involve brands partnering with celebrities to sponsor events such as sports games, concerts, award shows, or charity functions. In this type of endorsement, the celebrity's presence at the event and the association with the brand can enhance the brand's visibility and credibility. Event sponsorships allow brands to reach a targeted audience and benefit from the positive emotions and excitement associated with the event. This type of endorsement can also include naming rights, where the brand name is prominently featured as part of the event's title. An example is Pepsi's long-term sponsorship of the Super Bowl halftime show, which features high-profile celebrity performances and garners significant media coverage and consumer attention.

2.1.4 Benefits of Celebrity Endorsement

Celebrity endorsements confer numerous benefits that can significantly enhance a brand's market performance and consumer perception. These benefits span across increased brand awareness, enhanced credibility, aspirational appeal, media coverage, and strategic market positioning. Understanding these advantages provides valuable insights into why celebrity endorsements remain a popular and effective marketing strategy. One of the most prominent benefits of celebrity endorsements is the substantial increase in brand awareness. Celebrities often possess a large and diverse following across various media platforms, including television, social media, and print. Their involvement in advertising campaigns can significantly amplify a brand's visibility, reaching a broader audience than traditional advertising methods. This heightened exposure is crucial in capturing consumer attention in a crowded marketplace. Empirical studies have demonstrated that advertisements featuring celebrities achieve higher

recall rates compared to those without such endorsements⁴⁰. Increased recall is vital as it enhances brand recognition and consideration during the consumer decision-making process.

Enhancing brand credibility is another critical advantage of celebrity endorsements. According to the source credibility theory, the persuasiveness of a message depends on the perceived expertise, trustworthiness, and attractiveness of the communicator. Celebrities, owing to their public persona and achievements, are often viewed as credible and reliable sources of information. Their endorsement can imbue a brand with qualities such as reliability, sophistication, and innovation. This transfer of positive attributes can strengthen consumer trust and brand image, which are essential components of brand equity. Research indicates that celebrity endorsements can positively affect consumers' perceptions of product quality and lead to higher purchase intentions. The aspirational appeal generated by celebrity endorsements is another significant benefit. Celebrities often symbolize success, beauty, and lifestyle aspirations that consumers desire to emulate. Associating a brand with a celebrity can position it as a symbol of these desirable traits, thereby enhancing its attractiveness to consumers. This aspirational value is particularly potent in sectors such as fashion, cosmetics, and lifestyle products, where the symbolic meaning of the brand plays a significant role in consumer preferences. The match-up hypothesis suggests that the effectiveness of a celebrity endorsement is enhanced when there is congruence between the celebrity's image and the product being endorsed. For instance, a luxury watch brand endorsed by a renowned actor can effectively communicate sophistication and elegance.

Celebrity endorsements also play a crucial role in generating substantial media coverage and public buzz. The involvement of high-profile figures in advertising campaigns often attracts attention from various media outlets, resulting in additional unpaid publicity. This media attention can further amplify the brand's message and reinforce its presence in the public consciousness. Social media intensifies this effect, as celebrities frequently engage with millions of followers, fostering direct interaction and engagement. The interactive nature of social media allows consumers to share endorsements within their networks, creating a multiplier effect that extends the reach and impact of the campaign⁴¹. In addition to enhancing brand awareness and credibility, celebrity endorsements can be strategically used to reposition a brand or facilitate market expansion. When a brand seeks to appeal to a new demographic or rebrand itself, the endorsement of a relevant celebrity can effectively signal a shift in brand identity or value proposition. For example, a technology company aiming to attract a younger audience might collaborate with a popular young musician to convey innovation and modernity. This strategic use of celebrity endorsements can help brands enter new markets, attract different customer segments, and rejuvenate brand perception.

Also, celebrity endorsements can drive consumer engagement and loyalty. The emotional connection that consumers feel towards their favourite celebrities can translate into a deeper emotional bond with the endorsed brand. This bond can foster brand loyalty, as consumers who admire and follow celebrities are more likely to develop a preference for brands associated with them. This phenomenon is particularly relevant in the age of social media, where influencers have cultivated highly engaged communities. Engagement metrics, such as likes, shares, and comments, provide valuable insights into consumer sentiment and the

effectiveness of the endorsement⁴² Another benefit of celebrity endorsements is the ability to command premium pricing. Products endorsed by celebrities are often perceived as higher quality and more desirable, allowing brands to justify higher prices. This perceived value can be particularly beneficial in luxury markets, where exclusivity and prestige are significant purchase drivers. The association with a celebrity can also enhance the perceived uniqueness of a product, further supporting premium pricing strategies. Empirical evidence suggests that co-branded products, such as those involving celebrity collaborations, can achieve greater market success and command higher prices due to the added value perceived by consumers.

2.1.5 Risks and Challenges in Celebrity Endorsement

i. Negative Publicity: One of the most significant risks associated with celebrity endorsements is the potential for negative publicity. Celebrities are public figures whose actions and behaviours are constantly scrutinized by the media and the public. If a celebrity becomes involved in a scandal or controversy, it can have a detrimental impact on the brand they endorse. This phenomenon, known as the "spillover effect," can tarnish the brand's image and reputation⁴³. For example, brands that previously partnered with athletes or actors who later faced legal issues or public backlash often had to navigate the fallout and distance themselves from the negative associations.

ii. Overexposure: Another challenge is overexposure, where a celebrity endorses too many products or brands simultaneously. This can dilute the effectiveness of the endorsements and diminish the celebrity's credibility. When a celebrity is seen promoting numerous brands, consumers may question the authenticity and sincerity of the endorsements, leading to

skepticism and reduced impact. Overexposure can also lead to brand confusion, where the distinctiveness and uniqueness of the brand are compromised. Research indicates that consumers are more likely to respond positively to endorsements when they perceive the celebrity to be genuinely connected to the brand.

iii. Misalignment Between Celebrity and Brand: Misalignment between the celebrity and the brand is a critical risk that can undermine the effectiveness of an endorsement. The match-up hypothesis suggests that the congruence between the celebrity's image and the brand's attributes enhances the endorsement's impact. If there is a poor fit between the celebrity and the brand, the endorsement may come across as inauthentic and forced. This misalignment can confuse consumers and weaken the brand's message. For instance, a celebrity known for their healthy lifestyle endorsing a fast-food brand may lead to cognitive dissonance among consumers, reducing the endorsement's effectiveness.

iv. Financial Cost: The financial cost of securing celebrity endorsements is another significant challenge. High-profile celebrities command substantial fees for their participation in advertising campaigns. This financial burden can be particularly challenging for smaller brands with limited marketing budgets. Moreover, the return on investment (ROI) from celebrity endorsements is not always guaranteed. Brands must carefully evaluate whether the potential benefits outweigh the substantial costs associated with celebrity endorsements. Mismanagement of these costs can lead to financial strain and impact other marketing activities.

vi Short-Lived Impact: Celebrity endorsements can sometimes have a short-lived impact. The initial excitement and buzz generated by a celebrity endorsement may wane over time, reducing the long-term effectiveness of the campaign. Consumers' attention spans are increasingly shorter in the digital age, and new endorsements and marketing campaigns continuously emerge, vying for their attention. Brands must therefore consider strategies to sustain the impact of celebrity endorsements over time and integrate them into broader, long-term marketing plans.

vii. Loss of Credibility: Celebrity endorsements can also lead to a loss of credibility if not managed carefully. If consumers perceive that the celebrity is endorsing the product solely for financial gain, the authenticity of the endorsement can be questioned. This perception can diminish the trust and credibility that the brand seeks to build through the endorsement. It is essential for brands to ensure that the endorsements appear genuine and that the celebrity's association with the product or brand feels authentic. This can be achieved by selecting celebrities who genuinely use and appreciate the product.

viii. Legal Issues: Legal issues are another potential risk in celebrity endorsements. These can arise from breaches of contract, false advertising claims, or failure to disclose the endorsement as a paid promotion, especially on social media platforms. Brands and celebrities must navigate the complex landscape of advertising regulations and ensure compliance with laws governing endorsements. Failure to adhere to these regulations can result in legal repercussions, fines, and damage to the brand's reputation. For example, the Federal Trade Commission (FTC) in the

United States requires that endorsements be clearly and conspicuously disclosed to avoid misleading consumers.

2.1.6 Celebrity

In the realm of celebrity endorsement, the term "celebrity" refers to individuals who possess significant fame, recognition, and influence within society. While the definition of a celebrity can vary based on cultural context and historical period, several consistent characteristics define their role in endorsement advertising. Celebrities are typically individuals who have achieved prominence through their accomplishments in fields such as entertainment (actors, musicians), sports, business, or other areas that garner public attention⁴⁵. Their status is marked by widespread visibility across various media platforms, including television, film, social media, and print, allowing them to connect with large and diverse audiences. The influence of celebrities in endorsement advertisements stems from their perceived credibility, expertise, and attractiveness to consumers. The effectiveness of celebrity endorsements is bolstered by the match-up hypothesis, which posits that the congruence between the celebrity's image and the endorsed product attributes enhances the endorsement's persuasiveness⁴⁶. When there is alignment between the celebrity's persona and the brand's identity, consumers perceive the endorsement as authentic and relevant, reinforcing positive brand associations and consumer preferences.

The evolution of media and communication technologies has expanded the scope and impact of celebrity endorsements, particularly with the rise of social media platforms. Social media influencers, who cultivate large followings through platforms like Instagram, *YouTube*, and

TikTok, have emerged as influential figures capable of shaping consumer perceptions and driving engagement with endorsed products⁴⁷. These influencers leverage their personal brand and online presence to endorse products authentically, often resonating with niche audiences based on shared interests and values. Despite the benefits of celebrity endorsements, challenges exist in defining who qualifies as a celebrity and ensuring strategic alignment between the endorser and the brand. The definition of celebrity status can fluctuate over time and across cultures, influenced by shifting media landscapes and evolving consumer preferences .

2.1.7 Factors Affecting Effectiveness of Celebrity Endorsement

Celebrity endorsements are a prevalent marketing strategy, aimed at leveraging the appeal and influence of celebrities to enhance brand visibility and consumer engagement. The effectiveness of such endorsements, however, is contingent upon several critical factors.

i. Relevance of Celebrity to Brand Image: The congruence between the celebrity's image and the brand's identity is paramount. A high degree of fit between the endorser and the brand enhances the perceived credibility and attractiveness of the endorsement. This alignment ensures that the celebrity's attributes are naturally associated with the brand, thereby reinforcing the brand's message.

ii. Consistency in Values and Lifestyle: The lifestyle and values embodied by the celebrity should resonate with the brand's core values. This consistency fosters authenticity and trust, as consumers are more likely to believe in endorsements that reflect genuine affinity rather than contrived associations.

iii. **Celebrity's Public Image: Positive Reputation and Influence:** The public perception of the celebrity significantly impacts the endorsement's effectiveness. Celebrities with a positive, reputable image can transfer their favourable attributes to the brand, enhancing consumer perceptions and brand equity.

iv. **Potential Risks of Scandals:** Conversely, celebrities embroiled in controversies or scandals can adversely affect the brand's image. Negative publicity associated with the celebrity can lead to consumer backlash and a decline in brand patronage, highlighting the inherent risks of celebrity endorsements.

v. **Demographic Alignment:** The demographic profile of the celebrity's fan base should align with the brand's target audience. This alignment ensures that the endorsement message reaches the intended consumers, enhancing the likelihood of positive reception and engagement.

vi. **Psychographic Factors:** Beyond demographics, psychographic characteristics such as consumer interests, lifestyles, and values are critical. Celebrities who embody traits admired by the target audience can create a stronger emotional connection, thereby increasing the endorsement's impact.

2.1.8 Role of Celebrity Endorsement on brand Image and Recognition

Celebrity endorsement is a marketing strategy wherein a well-known person uses their fame to promote a product or service. This strategy has been extensively utilized across various industries due to its potential to enhance brand recognition and shape brand image. Brand

recognition refers to the ability of consumers to identify a brand by its attributes, while brand image pertains to the overall perception of a brand as held by consumers⁵⁰. The involvement of celebrities can significantly influence these dimensions due to their broad appeal and persuasive power. Celebrity endorsement elevates brand recognition. Celebrities, by virtue of their extensive reach and media presence, can introduce a brand to a larger audience. When a celebrity endorses a product, it often receives more attention and visibility, thereby increasing its likelihood of being noticed and remembered by consumers. For instance, a study demonstrated that advertisements featuring celebrities resulted in higher brand recall compared to those without celebrity endorsements⁵¹. Moreover, celebrities can help brands break through the advertising clutter. In a marketplace saturated with marketing messages, a familiar face can capture consumer attention more effectively than a non-celebrity. This is particularly beneficial for new brands or products trying to establish a foothold in competitive markets. For example, when Beats by Dre was launched, its endorsement by music artist Dr. Dre played a crucial role in its rapid rise to prominence⁵².

Celebrity endorsements are instrumental in shaping brand image. Brand image is a critical factor in consumer decision-making as it influences perceptions of quality, credibility, and desirability⁵³. Celebrities bring with them their own images and associations, which can be transferred to the brand they endorse. This transfer of attributes can help create a desirable brand personality that resonates with the target audience. For example, Nike's long-standing association with athletes like Michael Jordan and Serena Williams has helped the brand cultivate an image of excellence, performance, and aspiration⁵⁴. Consumers often associate the success and qualities of these athletes with the brand, thereby enhancing its overall image.

Similarly, luxury brands like Chanel and Dior frequently use celebrities who epitomize glamour and sophistication, aligning these attributes with their brand identity ⁵⁵.

Celebrity endorsements can also bolster brand credibility and trust. The effectiveness of a celebrity endorsement is largely determined by the perceived expertise, trustworthiness, and attractiveness of the celebrity⁵⁶. When consumers view a celebrity as knowledgeable and trustworthy, their endorsement can lend credibility to the brand, making consumers more likely to trust and purchase the product. For instance, when Oprah Winfrey endorsed Weight Watchers, her personal credibility and authentic endorsement significantly boosted the company's image and stock price. Consumers believed in the effectiveness of the product partly because they trusted Oprah's judgment and sincerity. However, it is essential to acknowledge the potential risks associated with celebrity endorsements. The brand's image can be adversely affected by the celebrity's behaviour or public perception. Negative publicity surrounding a celebrity can transfer to the brand, leading to potential reputational damage. Therefore, brands must carefully select celebrities whose public personas align with the brand values and continuously monitor the association.

2.1.9 Celebrities and Consumer Perception

The intersection between celebrity endorsements and consumer perception is a significant area of inquiry within marketing research. Celebrities, by virtue of their public visibility and influence, can profoundly affect how consumers perceive and interact with brands. One critical aspect of celebrity influence on consumer perception is the concept of source credibility. The credibility of a celebrity endorser is composed of three dimensions: expertise, trustworthiness, and

attractiveness. Expertise refers to the perceived knowledge or skill of the celebrity in a particular domain, trustworthiness relates to the perceived honesty and integrity of the celebrity, and attractiveness encompasses physical appeal and likability. These dimensions collectively enhance the persuasive impact of the celebrity, leading to more favourable consumer attitudes towards the endorsed brand. For instance, when a well-respected athlete endorses a sports brand, their perceived expertise and credibility in sports can enhance consumer trust and affinity towards the brand⁵⁷.

The process of meaning transfer also plays a pivotal role in shaping consumer perception through celebrity endorsements. Scholars posit that celebrities embody specific meanings and cultural associations, which they transfer to the brands they endorse⁵⁸. This transfer occurs in three stages: the cultural meanings of the celebrity are established, these meanings are transferred to the product through endorsement, and finally, consumers internalize these meanings when they purchase and use the product. For example, a celebrity known for their elegance and sophistication can transfer these attributes to a luxury brand, thereby enhancing its perceived prestige and allure.

2.1.10 Endorsement Effectiveness

The discussion on endorsement effectiveness is divided into four separate variables namely: (i) physical attractiveness, (ii) trustworthiness, (iii) expertise and (iv) product - brand congruency.

The detail discussion is as follows.

i. Physical Attractiveness: Physical attractiveness which is conveyed through the weight, height and facial beauty of a person is what being judged first by other people that relate to physical attractiveness of the endorser. This impression of physical attractiveness creates the perception of credibility on the endorser and positive stereotype on such peop. Earlier studies have found that attractive people are more successful in changing beliefs compared to the unattractive people⁶⁰. Consumers see the endorser as attractive when they feel there is something in common between them and the endorser. Example, young mothers would feel they have something in common between them and the endorser for baby food. However when using a celebrity as the endorser, the advertisement seemed to be more effective as it is also enhancing the attractiveness of the celebrity. If the physical attractiveness of the endorser is also congruent with the product that is being endorsed, consumers tend to develop a positive attitude toward both the product or brand and the advertisement evaluation. Additionally, the endorser's attractiveness could also significantly enhance the brand perception image. In an opinion survey conducted by communicators persuading people found that attractive communicator is able to gather greater agreement from respondents compared to the unattractive communicator⁶¹. In another study using different attractiveness level, race and sex of the endorser, consumers are more inclined towards the advertisement and willingness to purchase the product when the advertisement is being endorsed by an attractive endorser.

ii. Trustworthiness: Trustworthiness refers to the honesty, integrity and believability of an endorser. It is also as the validity of the assertions about the product made by the endorser from the perspective of the consumers⁶³. Trustworthiness is the most effective tool and useful way to make customer feel more confident and believe in the product. Selecting the right celebrity with high degree of trustworthiness, honesty and affinity would further enhance the advertisement

(Shimp, 2003). This celebrity would bring good faith and positive effects to customers' value perception and thus may influence the customer purchase choice. Trustworthiness could be an effective tool for weak product-related arguments advertisement.

iii. Expertise: Expertise is referred to the perceived knowledge of the endorser in the advertisement. Knowledge about product was found to be the best measurement of the endorser's expertise level. In another study, the more attractive the endorser is, the higher is the level of perceived expertise of the endorser⁶³. According to Bardia *et al.* (2011), the more knowledgeable the endorser is about the product, the more effective it is for the endorser to persuade the consumer to buy the product. This also leads to positive attitude toward the brand.

iv. Product - brand congruency: Product or product - brand congruency is referring to the right matching of the endorser's image and the endorsed product or brand. If the endorser is congruent with the product advertised, it creates a high level of believability among the consumers. An example is the case of using a 'mother figure' to promote people to consume healthy foods in an advertisement. The 'mother figure' is closely related to food and health issues in a family. The 'mother figure' has high product - brand congruency with the product that is being promoted. An earlier study stated that the celebrity and product match is an effective measurement on attitude toward brand compared to purchase intention⁶⁵. This is supported in a study that has identified that the more likeable and attractive the endorser is, the more favourable the attitude towards the advertisement and attitude towards brand and thus leads to greater intention to purchase⁶⁶.

2.1.11 Overview of Advertising

Advertising as a promotional or communicational tool is an aid to trade for driving sales of the company's products and services and also to build a brand identity and communicate changes or

new products/services to the customers. It is a subset of promotional mix which is one of the 4p's in the marketing mix. As a promotional strategy, advertising serve as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision. Advertising have been defined in various ways by different scholars. The common and significant thing about all the definitions is that; advertising helps to inform people (Consumers) about the product newly introduced or products in existence. Advertising is a set of techniques and methods having the objective of informing and convincing the client to buy some products or services⁶⁷. In this definition, advertising has two main objectives; firstly, as information products or source that makes the consumers know that the goods and services are available for them to buy. Secondly, the effort to convince the consumers to buy the goods they have been made aware of. Another definition of advertising is that Advertising is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media⁶⁸.

This definition tries to see advertising as a way of communication to people through various advertising media, using information provided by the owner of the products. Other scholars also defined advertisement "as a paid announcement published in newspapers, magazines, radio or television." They could be general notice or information on the arrival of new goods in a store, or persuading customers to buy already existing ones. In all the definitions given above, four things can be inferred; i. Information about a product, either newly introduced arrived or already existing ii. The owners of the products been advertised, who provide the information pay for the publication of such information. iii. There is need for media, for onward transmission of the information. iv. The target audience (i.e consumers) receives and act upon such information.

2.1.11.1 Reasons for Advertising

Advertisers advertise primarily to develop consumer value in their brands. The majority of adverts are for brand, with the obvious exceptions of political, public service and charity advertising. Brands deliver choice, innovation, confidence and consumer value. The value of most businesses does not reflect their tangible assets, but their brand assets and therefore leads to business success being very largely driven by the ability of a company's brands delivering a higher level of consumer satisfaction than competing brand. Advertising is also carried out to create and retain awareness of product in the mind of the consumers. This is very necessary especially with products that have short life span.

Consumers being who they are, change their behaviour at anytime. So to retain the market for such products, the product has to be advertised on and on, if not, other producers might bring a new product into the market and win the mind of the consumers. For instance, coca-cola is a widely known product and is still advertised in order to retain their share of the market. Through advertising, loyalty for certain brands of product can be created. Some consumers are so loyal to some brands that even if the price of the product is higher than others in the market, it doesn't affect their loyalty for this brand. Semovita is a type of food and there are other food that are better and even preferable than Semovita because most consumers have developed that loyalty for the Semovita brand, they don't take any other brand but Semovita brand. Advertising also help create interest and demand for products that would not have been bought if not advertised. Hence, the use of persuasive images is very important in creating interest in the mind of consumers, which in turn affect the consumer's buying behaviour towards that product at any time.

2.1.11.2 Types of Advertising

Advertising can be classified under the following heading:

Direct Advertising: This is concerned with advertising of product to those who really need them. Some type of goods appeal to a certain category of people. When such goods are to be advertised, it would be more economical and convenient to identify the target audience and advertise directly to them. For example, if a new drug is brought to the market, it would be preferable to advertise it on medical journals, and the medical practitioners in turn recommend or prescribe the drug to patient. It is advisable to advertise directly to the likely consumers.

Indirect Advertising: Goods that are advertised under indirect advertising are goods that are needed and used by everybody, no matter the group or category. Example of such is toothpaste and whichever way this type of product is advertised, it still captures the attention of consumers.

Competitive Advertising: This type of advertisement is used in advertising competitive products. As the name implies, it is used to win more consumers at the expense of their competitors. To achieve this, attractive pictures, bright colours and beautiful scenarios are used to present the commodity in desirable form that will attract the consumers. In competitive advertising, care is taken in selecting words to be used in order not to destroy the image of the other competitors' products, such as Flourmill (Semovita) and Honeywell (Semolina).

Informative Advertising: This is the type of advertising that inform consumers about their brand. This type of advertising usually creates awareness about a product in the market and its benefit.

Mass Advertising: Mass advertising is carried out to eliminate waste. It occurs when there is co-operation among producers of such products to be advertised. In this case the produce is advertised as one rather than each company advertising its own brand of the product.

2.1.11.3 Advertising Industry

Advertising industry is a very important aspect of marketing. It is necessary to critically view what the advertising industry is composed of, i.e the elements which are significant in the industry. According to scholars, Advertising industry is composed of the followings:

Sponsor: In advertising industry, the sponsor or the advertiser is the initiator of the advertisement idea. He is the owner of the product to be advertised. Bearing in mind the objectives of the advertisement, the advertiser organizes the message to the target audience (i.e customers) through a selected medium. The sponsor pays for the advertisement and provides all the information needed for the advert. Sponsor can be an individual, organization or government. The most important thing is that the sponsor and owner of the product being advertised pays for the cost, unless otherwise as agreed by the advertisement agency. A sponsor of an advertisement has some objectives he wants to achieve; in order to achieve these objectives, the target market and market positioning must be considered. The sponsor would also want an effective advertisement with less cost, bearing in mind the budget for the advert.

Agency: Advertising is a profession with its specialized code of conduct and etiquette. It is better handled by a professional body known as the advertising agencies, with trained personnel that deal with designs and programming. Advertising agencies are team of experts in the field of advertising techniques to perpetuate or promote conformity on the part of the consumer. Advertising agencies link the sponsor or advertiser with the consumer through the advertising media, to bring the advertisement to the target audience. The agent is responsible for the space and time booking for the advertisement, on behalf of the sponsor. He earns his income from the commission he receives. For an agent to carry out a successful advert, all necessary information about the product must be provided by the sponsor, as well as his support and confidence. In

some large commercial companies, there is usually an advertising unit or department responsible for the advertising campaign of the company. This is however, cheaper for the organization.

Media: This is the third element in the advertising industry. Media is the means of communicating information to a target population. It is a channel through which the message given to the agent by the sponsor is delivered to the target audience (consumers).

2.2 Theoretical Review

2.2.1 Social Identity Theory

Social Identity Theory (SIT), developed by Henri Tajfel and John Turner in the late 1970s, is a psychological framework that explores how individuals perceive and categorize themselves within social groups, and how this group affiliation influences their behaviours and attitudes. At its core, SIT posits that individuals derive a sense of identity and self-esteem from their membership in various social groups, which can include family, nationality, religion, and even brand communities⁷⁰. This theory encompasses three primary processes: social categorization, social identification, and social comparison. Social categorization refers to the cognitive process of dividing the social world into distinct categories or groups, often dichotomized as "us" (in-group) and "them" (out-group). This categorization helps individuals simplify and navigate complex social environments by creating structured perceptions. Social identification is the process whereby individuals adopt the identity of the group they have categorized themselves as belonging to, internalizing the group's norms, values, and behaviours. This identification fosters a sense of belonging and contributes to self-esteem. Social comparison involves

comparing one's in-group with relevant out-groups, often to enhance self-image by favourably differentiating one's own group⁷¹.

SIT's relevance to the influence of celebrity endorsement on brand patronage lies in its explanation of how individuals form connections with brands through the social groups they identify with. Celebrities, as prominent public figures, often serve as influential members of various social groups. When a celebrity endorses a brand, they lend their social identity to the brand, enabling consumers to associate themselves with the celebrity's desirable traits and the social groups they represent. This process is particularly powerful because it leverages the psychological need for social identification and self-enhancement. Research indicates that celebrity endorsements can effectively enhance brand patronage by influencing consumers' social identity and perceived group membership⁷². When a consumer identifies with a celebrity who endorses a particular brand, they are more likely to adopt positive attitudes towards the brand and incorporate it into their own social identity. This phenomenon is supported by the match-up hypothesis, which asserts that the congruence between the celebrity's image and the brand's attributes can amplify the endorsement's impact. For example, if a well-known athlete endorses a sports apparel brand, consumers who admire the athlete's qualities and achievements may perceive purchasing the brand as a way to affiliate themselves with the athlete's social identity and lifestyle.

Furthermore, SIT can explain why celebrity endorsements are particularly effective among specific demographic groups. Younger consumers, for instance, are often in the process of forming and solidifying their social identities and are thus more susceptible to the influence of

celebrities who serve as aspirational figures. These consumers may use celebrity-endorsed brands as a means of expressing and shaping their social identities, aligning themselves with the values and lifestyles represented by the celebrities. The social comparison process within SIT also plays a crucial role in the effectiveness of celebrity endorsements. By endorsing a brand, a celebrity creates a benchmark for desirable social identity. Consumers engage in social comparison by evaluating their own standing in relation to the celebrity and the associated brand. If the endorsement successfully portrays the brand as a marker of high social status or desirable attributes, consumers may be motivated to purchase the brand to enhance their own social standing. This is particularly evident in luxury goods and fashion industries, where celebrity endorsements can elevate a brand's perceived prestige and exclusivity. However, the influence of celebrity endorsements on brand patronage is not without limitations and risks. Misalignment between the celebrity's personal brand and the endorsed product can lead to consumer skepticism and reduced effectiveness of the endorsement. Additionally, negative publicity surrounding a celebrity can adversely affect the brand, as consumers who identify with the celebrity may experience dissonance and distance themselves from the brand to protect their self-concept.

2.2.2 Source Credibility Theory

Source Credibility Theory, a cornerstone in the field of communication and persuasion, posits that the effectiveness of a message largely depends on the perceived credibility of the source delivering it⁷³. This theory, initially articulated by Hovland, Janis, and Kelley in the 1950s, identifies two primary dimensions of source credibility: expertise and trustworthiness. Expertise

refers to the extent to which the communicator is perceived as knowledgeable and competent about the subject matter. Trustworthiness, on the other hand, reflects the degree to which the communicator is perceived as honest, ethical, and believable. Expertise and trustworthiness interact to influence the persuasiveness of the message. When consumers perceive a source as both knowledgeable and reliable, they are more likely to accept and be influenced by the messages. This perception of credibility can enhance the source's persuasive impact by reducing counter-arguing and increasing acceptance of the communicated message.

The relevance of Source Credibility Theory to the influence of celebrity endorsement advertisement on brand patronage is profound. Celebrities, by virtue of their public visibility and achievements, are often perceived as credible sources. Their endorsements can significantly shape consumer attitudes and behaviours towards brands, leveraging their perceived expertise and trustworthiness. Celebrities are often regarded as experts in their respective fields, whether it be sports, entertainment, fashion, or other domains. This perceived expertise can transfer to the endorsed product, enhancing its perceived quality and desirability. For instance, when a professional athlete endorses a sportswear brand, consumers may infer that the product is of high quality and suitable for athletic performance, given the athlete's expertise and success in their sport. This perceived expertise is particularly influential in categories where consumers lack the knowledge to make fully informed decisions, relying instead on the recommendations of credible endorsers.

Trustworthiness is equally critical in celebrity endorsements. A celebrity who is viewed as honest and ethical can effectively reduce consumer skepticism and increase the likelihood of

message acceptance. Trustworthy celebrities can foster emotional connections with consumers, enhancing brand loyalty and patronage. For example, a well-respected actor known for their integrity may effectively endorse a charitable organization or socially responsible product, encouraging consumers to support the brand based on their trust in the celebrity's judgment and values⁷⁵. However, the impact of celebrity endorsements on brand patronage is contingent upon the alignment between the celebrity's image and the brand's identity. The match-up hypothesis suggests that endorsements are more effective when there is a congruence between the endorser and the product. For instance, a fashion icon endorsing a luxury clothing line can be more persuasive due to the alignment between the celebrity's stylish image and the brand's attributes. This congruence enhances the perceived credibility of the endorsement, as consumers view the celebrity as an authentic advocate for the product.

2.3 Review of Empirical Studies

One study investigated the effect of celebrity endorsements on consumer goods using a survey methodology with a sample size of 500 respondents. The study measured brand recall, brand loyalty, and purchase intentions. Results indicated a significant positive correlation between celebrity endorsements and brand recall, with consumers displaying higher levels of brand loyalty and purchase intentions when exposed to advertisements featuring celebrities they admired⁷⁵.

Another study employed an experimental design to analyze the effect of celebrity endorsements on brand perception. Participants were divided into two groups, one exposed to advertisements featuring celebrities and the other to non-celebrity advertisements. The study

assessed brand perception metrics, including perceived quality, trustworthiness, and attractiveness. Findings demonstrated that celebrity endorsements led to higher perceived quality and trustworthiness of the brand, although the attractiveness of the advertisement did not significantly differ between the two groups⁷⁶.

A longitudinal study explored the sustainability of the effects of celebrity endorsements over time. Data were collected at multiple points over a two-year period from a sample of 300 consumers, measuring brand loyalty and repurchase rates. Initial findings showed a substantial increase in brand loyalty and repurchase rates immediately following the endorsement campaign. However, these effects diminished over time, suggesting that while celebrity endorsements can provide a temporary boost, their long-term impact may be limited without sustained marketing efforts⁷⁷.

A comparative study focused on the differential impact of local versus international celebrity endorsements on brand patronage. Using a cross-sectional survey of 400 respondents, the study assessed brand affinity and purchase behaviour. Findings indicated that local celebrity endorsements had a stronger influence on brand affinity and purchase behaviour compared to international celebrities, with cultural relevance and relatability of local celebrities identified as key factors driving this preference⁷⁸.

A case study approach examined the repercussions of celebrity scandals on brand patronage, analyzing three high-profile cases where celebrities endorsed brands and later became involved in scandals. Through consumer interviews and sales data analysis, the study found that brands

experienced a decline in patronage following the scandals. The degree of impact varied depending on the nature of the scandal and the strength of the brand-celebrity association⁷⁹.

A meta-analysis aggregated findings from 25 studies on celebrity endorsement effectiveness, encompassing various industries and demographic groups. Results indicated a moderate overall effect size, suggesting that celebrity endorsements generally have a positive impact on brand patronage. However, the effectiveness varied significantly across different product categories and target demographics, with luxury goods and younger consumers showing higher responsiveness to celebrity endorsements⁸⁰.

Another study investigated the role of celebrity-brand fit in the effectiveness of endorsements, using a quasi-experimental design with 250 participants exposed to advertisements with high-fit and low-fit celebrities. The study measured brand attitude, purchase intention, and perceived credibility. Findings revealed that advertisements featuring high-fit celebrities resulted in significantly higher brand attitudes, purchase intentions, and perceived credibility, highlighting the importance of aligning the celebrity's image with the brand's identity for optimal endorsement outcomes⁸¹.

Lastly, a study focused on the impact of celebrity endorsements on social media engagement and brand patronage. Data were collected from social media platforms, analyzing engagement metrics such as likes, shares, comments, and click-through rates. The study found that celebrity endorsements significantly increased social media engagement, which in turn positively influenced brand patronage. The interactive nature of social media was identified as a critical factor in enhancing the effectiveness of celebrity endorsements⁸².

An observational study conducted in the retail sector examined the immediate and residual impact of celebrity endorsements on sales performance. By analyzing sales data from stores before, during, and after a high-profile celebrity endorsement campaign, the study found that sales increased significantly during the campaign period. Interestingly, a moderate residual effect persisted for several months post-campaign, suggesting that celebrity endorsements can have a lasting influence on consumer purchasing behaviour⁸³

A mixed-method study combined quantitative surveys and qualitative focus groups to explore consumer attitudes toward celebrity endorsements in the fashion industry. The survey component, involving 600 participants, assessed attitudes such as trust, admiration, and perceived expertise of the celebrity. Focus groups provided deeper insights into the reasons behind these attitudes. Findings indicated that endorsements by celebrities perceived as genuine and knowledgeable about fashion led to higher levels of trust and purchase intention. The qualitative data revealed that authenticity and perceived expertise were critical factors in shaping consumer attitudes⁸⁴.

An experimental study in the technology sector assessed the impact of celebrity endorsements on brand equity. Participants were exposed to advertisements featuring either a well-known technology expert or a popular entertainment celebrity. Brand equity components, including brand awareness, perceived quality, and brand associations, were measured. Results showed that the technology expert had a more substantial positive impact on brand equity compared to the entertainment celebrity. This finding suggests that the relevance of the celebrity's expertise to the product category significantly influences endorsement effectiveness⁸⁵

A field study in the automotive industry analyzed the long-term effects of celebrity endorsements on brand loyalty. Using a panel of 1,000 car owners tracked over five years, the study measured changes in brand loyalty and repurchase rates. Brands endorsed by celebrities experienced higher initial increases in brand loyalty and repurchase rates. However, these effects diminished over time, indicating that while celebrity endorsements can effectively boost brand loyalty, maintaining this loyalty requires continuous engagement strategies⁸⁶

A cross-cultural study examined the influence of celebrity endorsements on brand patronage across different cultural contexts. The study surveyed 800 consumers from four countries, assessing variables such as cultural alignment, celebrity familiarity, and consumer ethnocentrism. Findings indicated that the effectiveness of celebrity endorsements varied significantly across cultural contexts, with higher effectiveness observed when the celebrity was culturally aligned with the target market. The study highlighted the importance of considering cultural factors in designing effective celebrity endorsement campaigns⁸⁷.

A longitudinal field experiment in the cosmetics industry evaluated the differential effects of celebrity endorsements on new versus established brands. Over a two-year period, the study tracked consumer responses to advertisements for both new and established brands endorsed by celebrities. Results showed that new brands benefited more from celebrity endorsements in terms of brand awareness and initial purchase intent. In contrast, established brands saw more significant gains in brand loyalty and repeat purchases, suggesting that celebrity endorsements can serve different strategic purposes depending on the brand's market position⁸⁸

A comprehensive survey-based study in the food and beverage industry assessed consumer perceptions of celebrity endorsements and their impact on brand trust. The study involved 700 respondents and measured perceived trustworthiness, authenticity, and the resultant effect on brand trust. Findings revealed that endorsements by celebrities perceived as trustworthy and authentic led to higher levels of brand trust. Additionally, the study found that negative perceptions of the celebrity, such as involvement in controversies, could severely damage brand trust, emphasizing the need for careful selection of endorsers⁸⁹

An experimental study within the consumer electronics sector examined how the match-up hypothesis influences the effectiveness of celebrity endorsements. Participants were exposed to advertisements featuring either a well-matched celebrity (one with expertise in electronics) or a poorly-matched celebrity (one from a different industry). Brand attitude, purchase intention, and perceived expertise were measured. Results indicated that well-matched celebrities significantly enhanced brand attitude and purchase intention compared to poorly-matched celebrities. This finding underscores the importance of selecting celebrities whose public persona aligns closely with the product being endorsed⁹⁰.

A quasi-experimental study in the health and wellness industry analyzed the impact of celebrity endorsements on consumers' health-related behaviours and brand loyalty. The study involved a pre- and post-test design with a control group, surveying 400 participants before and after exposure to celebrity-endorsed health products. Findings showed a significant increase in consumers' positive health behaviours and brand loyalty post-exposure, suggesting that

celebrity endorsements can effectively influence health-related decisions and foster long-term loyalty⁹¹.

A cross-sectional survey in the financial services sector explored the role of celebrity endorsements in shaping consumer trust and perceived risk. The survey included 500 respondents, assessing variables such as trust in the brand, perceived risk, and intention to use financial services. Results demonstrated that celebrity endorsements significantly reduced perceived risk and increased trust in the brand, leading to higher intentions to use the services. The study highlighted that in high-risk industries like financial services, celebrity endorsements can play a crucial role in mitigating consumer apprehensions⁹²

A meta-analytic review of 30 studies across various industries synthesized findings on the overall impact of celebrity endorsements on brand equity. The meta-analysis included diverse measures such as brand awareness, brand associations, perceived quality, and brand loyalty. Results revealed a moderate to strong overall effect size, indicating that celebrity endorsements generally enhance brand equity. However, the effectiveness was found to be higher in product categories with low consumer involvement and lower in high-involvement categories, suggesting that the impact of celebrity endorsements varies depending on the nature of the product⁹³

A case study approach was used to investigate the long-term impact of celebrity endorsements on corporate reputation in the apparel industry. The study analyzed three prominent cases where celebrities endorsed major brands and assessed changes in corporate reputation over a five-year period using consumer surveys and media analysis. Findings indicated that well-

executed celebrity endorsements led to sustained improvements in corporate reputation. However, the impact varied depending on the consistency of the celebrity's image and actions with the brand's values⁹⁴

An observational study in the telecommunications industry examined the influence of celebrity endorsements on customer acquisition and retention. The study used a dataset of customer acquisition and retention rates over a three-year period, comparing companies that used celebrity endorsements with those that did not. Findings showed that companies employing celebrity endorsements had significantly higher customer acquisition rates. However, the impact on customer retention was less pronounced, indicating that while celebrity endorsements are effective for attracting new customers, additional strategies are needed to maintain long-term customer relationships⁹⁵

A survey-based study in the automotive industry assessed the impact of celebrity endorsements on brand credibility and purchase behaviour. The study surveyed 600 respondents, measuring perceptions of brand credibility and reported purchase behaviour. Results indicated that celebrity endorsements significantly enhanced perceptions of brand credibility, which in turn positively influenced purchase behaviour. The study emphasized the role of perceived credibility as a mediator in the relationship between celebrity endorsements and purchase decisions⁹⁶

A field experiment in the hospitality industry explored the effectiveness of celebrity endorsements in online advertising. The experiment involved 500 participants exposed to online advertisements for hotels, either featuring a celebrity or a generic model. Metrics such

as click-through rates, booking intentions, and brand favorability were measured. Findings revealed that advertisements featuring celebrities had significantly higher click-through rates and booking intentions, suggesting that celebrity endorsements can enhance the effectiveness of online advertising campaigns⁹⁷

A mixed-methods study in the food and beverage sector investigated the impact of celebrity endorsements on brand authenticity and consumer loyalty. The study combined quantitative surveys with qualitative interviews, involving 700 participants. Results showed that celebrity endorsements increased perceptions of brand authenticity and consumer loyalty. Qualitative data highlighted that consumers perceived brands endorsed by celebrities as more authentic and relatable, which strengthened their loyalty to the brand⁹⁸.

A comprehensive field study in the luxury goods sector examined the impact of celebrity endorsements on consumer perception and brand loyalty. The study analyzed consumer responses from 450 participants exposed to advertisements featuring high-profile celebrities associated with luxury brands. Findings demonstrated a significant increase in perceived brand prestige and exclusivity, leading to higher levels of brand loyalty. This effect was particularly pronounced among consumers who identified with the aspirational qualities embodied by the celebrity⁹⁹.

A longitudinal analysis in the sports industry assessed the influence of celebrity athlete endorsements on brand trust and sales performance. Data were collected over a five-year period, comparing sales and brand trust metrics before, during, and after endorsement campaigns. Results indicated that athlete endorsements substantially increased brand trust and

sales during the campaign period. However, the sustainability of these effects varied, with some brands experiencing prolonged benefits while others saw a decline once the endorsement ended. The athlete's ongoing performance and public behaviour were key factors influencing the longevity of the endorsement's impact¹⁰⁰.

An experimental study in the cosmetics industry focused on the psychological impact of celebrity endorsements on self-concept and purchase behaviour. Participants were exposed to advertisements featuring celebrities known for their beauty and fashion sense. The study measured changes in self-concept, self-esteem, and purchase intention. Findings showed that celebrity endorsements positively influenced self-concept and self-esteem, which in turn increased purchase intentions. This suggests that endorsements can have a powerful impact on consumers' personal identities, making them more likely to purchase endorsed product¹⁰¹.

A survey-based research in the beverage industry explored the effectiveness of celebrity endorsements in targeting different demographic groups. The study surveyed 800 respondents across various age groups, measuring brand recall, brand preference, and purchase intentions. Results indicated that younger consumers (ages 18-34) were more responsive to celebrity endorsements, showing higher levels of brand recall and purchase intentions compared to older age groups. This demographic specificity highlights the importance of tailoring endorsement strategies to target specific consumer segments effectively¹⁰²

A qualitative case study in the personal care industry analyzed the impact of celebrity endorsements on brand repositioning efforts. The study focused on a brand that underwent a major repositioning, leveraging a celebrity endorsement to shift its market perception. Through

in-depth interviews with marketing executives and consumers, the study found that the celebrity endorsement successfully facilitated the brand's repositioning, enhancing its appeal to a younger, more fashion-conscious audience. The alignment between the celebrity's image and the new brand identity was critical to the success of this repositioning strategy¹⁰³

A controlled experiment in the financial technology (fintech) sector evaluated the impact of celebrity endorsements on consumer adoption of new technologies. Participants were exposed to promotional materials for a new fintech service, either featuring a celebrity endorsement or a non-celebrity spokesperson. Metrics such as perceived innovativeness, trust, and adoption intention were measured. Findings revealed that celebrity endorsements significantly increased perceived innovativeness and trust, leading to higher adoption intentions. This effect was particularly strong among consumers who were less familiar with fintech products, indicating that celebrity endorsements can effectively reduce perceived risk and encourage adoption of new technologies¹⁰⁴

A longitudinal panel study in the entertainment industry investigated the cumulative impact of multiple celebrity endorsements on brand equity. Over a four-year period, the study tracked the brand equity of a company that employed multiple celebrities across different marketing campaigns. The study measured brand awareness, perceived quality, brand associations, and loyalty. Results showed that cumulative exposure to multiple celebrity endorsements led to a significant increase in all dimensions of brand equity. However, the consistency and synergy between the different celebrity endorsements were crucial to maximizing the cumulative effect¹⁰⁵

A cross-sectional study in the fashion industry explored the role of social media influencers as celebrity endorsers and their impact on brand engagement. The study surveyed 600 social media users, measuring engagement metrics such as likes, shares, comments, and purchase intentions. Findings indicated that endorsements by social media influencers led to higher levels of brand engagement compared to traditional celebrities. The interactive nature of social media and the perceived authenticity of influencers were identified as key factors driving this heightened engagement¹⁰⁶

An observational study in the automotive sector assessed the impact of celebrity endorsements on consumer advocacy and word-of-mouth (WOM) behaviour. By analyzing consumer feedback and WOM metrics before and after endorsement campaigns, the study found that celebrity endorsements significantly increased positive WOM and consumer advocacy. Consumers were more likely to recommend the brand to others and share positive experiences, amplifying the reach and impact of the endorsement¹⁰⁷

A cross-sectional survey in the pharmaceutical industry explored the impact of celebrity endorsements on consumers' attitudes towards over-the-counter (OTC) medications. The study surveyed 1,000 participants, measuring variables such as trust in the product, perceived efficacy, and purchase intention. Results indicated that celebrity endorsements significantly increased trust and perceived efficacy of the OTC medications, leading to higher purchase intentions. The findings suggest that celebrity endorsements can effectively reduce skepticism towards OTC products and enhance consumer confidence¹⁰⁸

A mixed-methods study in the travel and tourism sector examined the role of celebrity endorsements in influencing destination choice. The quantitative component involved a survey of 800 respondents, assessing brand awareness, destination image, and travel intention. The qualitative component included focus group discussions to delve deeper into consumer perceptions. Findings showed that celebrity endorsements significantly improved destination image and travel intention, particularly when the celebrity had a positive and adventurous public persona. The focus groups revealed that consumers were inspired by the celebrity's experiences and trusted their recommendations¹⁰⁹

An experimental study in the home appliances industry investigated the effect of celebrity endorsements on perceived product quality and warranty expectations. Participants were exposed to advertisements for home appliances endorsed by either a well-known celebrity or a generic model. The study measured perceived product quality, warranty expectations, and purchase likelihood. Results indicated that celebrity endorsements significantly increased perceived product quality and led to higher warranty expectations, which in turn positively influenced purchase likelihood. This suggests that celebrity endorsements can elevate consumer expectations and perceived value of products¹¹⁰.

A longitudinal study in the telecommunications sector analyzed the impact of celebrity endorsements on brand switching behaviour. Over a three-year period, the study tracked the behaviour of 500 consumers who switched from one telecommunications provider to another following a celebrity endorsement campaign. The study measured brand satisfaction, service quality perception, and brand loyalty before and after the switch. Findings showed that

celebrity endorsements were effective in driving initial brand switching, but sustained service quality and customer satisfaction were essential for maintaining long-term loyalty¹¹¹

A case study in the energy drinks market explored the impact of celebrity endorsements on brand differentiation. The study focused on a brand that employed a high-profile athlete to differentiate itself from competitors. Through consumer surveys and sales data analysis, the study found that the endorsement significantly enhanced the brand's differentiation and market share. Consumers associated the brand with the athlete's energy, strength, and performance, which reinforced the brand's positioning in the market¹¹².

An observational study in the fashion accessories industry assessed the role of celebrity endorsements in driving seasonal sales. The study analyzed sales data from multiple fashion brands during different seasons, comparing those with and without celebrity endorsement campaigns. Results indicated that brands employing celebrity endorsements experienced significantly higher sales during peak seasons, such as holidays and fashion weeks. This suggests that timing and context of celebrity endorsements can play a crucial role in maximizing their impact on sales¹¹³.

A meta-analysis in the food and beverage industry synthesized findings from 40 studies on the impact of celebrity endorsements on consumer behaviour. The meta-analysis examined variables such as brand loyalty, purchase intention, and consumer trust. Results indicated a moderate to strong overall effect size, with celebrity endorsements generally enhancing brand loyalty and purchase intention. The analysis also highlighted that endorsements by celebrities

who were perceived as genuine and relatable had a more substantial impact on consumer trust and loyalty¹¹⁴.

A survey-based study in the personal finance sector explored the influence of celebrity endorsements on financial literacy and product adoption. The study involved 700 respondents, measuring their financial literacy levels, trust in financial products, and adoption intention before and after exposure to celebrity-endorsed financial education campaigns. Findings revealed that celebrity endorsements significantly improved financial literacy and increased trust in financial products, leading to higher adoption intentions. This indicates that celebrity endorsements can be effective in promoting complex and often misunderstood financial products¹¹⁵

An experimental design in the skincare industry investigated the psychological impact of celebrity endorsements on self-esteem and product satisfaction. Participants were exposed to skincare advertisements featuring celebrities known for their flawless skin. The study measured changes in self-esteem, product satisfaction, and purchase intention. Results showed that celebrity endorsements positively influenced self-esteem and product satisfaction, leading to higher purchase intentions. The findings suggest that celebrity endorsements can enhance consumers' self-perception and satisfaction with beauty products¹¹⁶

A qualitative study in the electronics sector analyzed consumer narratives about celebrity endorsements and brand loyalty. Through in-depth interviews with 50 consumers, the study explored their personal stories and experiences with celebrity-endorsed electronics brands. Findings revealed that consumers often developed emotional connections with brands

endorsed by their favourite celebrities, which translated into higher brand loyalty. The narratives highlighted the importance of the emotional appeal and personal relevance of the celebrity to the consumer¹¹⁷.

A study examined the product-endorser fit between celebrity endorsers and noncelebrity endorsers on a variety of consumer responses in the context of schema theory. Specifically, the study compared the effect on consumer behaviour of using a famous athlete with a regular or unknown model. The study found that using a famous athlete to endorse a sport brand is more effective than a non-sport brand, but only for enhancing the celebrity image. It also found that an anonymous endorser identified as an athlete is more effective when there is match between the product and the endorser¹¹⁸.

Using path analysis, a study examined the effect of both celebrity-product congruence and celebrity-consumer self-image congruence on endorsement effectiveness in terms of attitude toward advertising, attitude toward the product or brand and purchase intention. Its sample comprises 251 undergraduates of Midwestern university that are enrolled in introductory advertising and communication courses. The study found that the fit between celebrity image and consumers' ideal self-image contributes significantly to a congruence model of celebrity endorser effects¹¹⁹.

Another study examined the effect of perceived expertise, trustworthiness, attractiveness and credibility of the celebrity endorser on celebrity effectiveness in product advertising in the Nigerian telecommunications industry using the classical regression analysis. The sample comprises 150 randomly selected customers of five major telecommunications companies: namely, MTN, GLO, AIRTEL, ETISALAT and VODACOM. The study found that the

effectiveness of celebrity endorsers depends mostly on perceived expertise and credibility of the celebrity endorser¹²⁰

A study also examined the link between celebrity endorsement and customer loyalty in the telecommunications industry in Port Harcourt using both Pearson correlation and regression analysis. Specifically, it examined the effect of perceived celebrity expertise, trustworthiness, credibility and belief on customer trust, customer commitment and customer satisfaction using a sample comprising of 50 top managers/contact staff of five big telecommunication companies in Port Harcourt: MTN, Airtel, Glo, 9mobile and Starcomms. The study found that credibility and expertise both consistently show a positive relationship with all the dimensions of customer loyalty¹²¹.

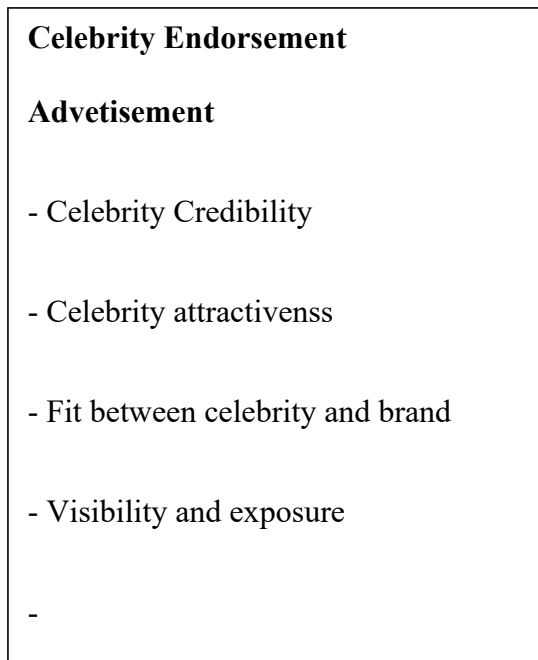
A study examined the relationship between celebrity endorsement and customer patronage in Nigeria, focusing on the Nigerian Bottling Company in Port Harcourt. The sample comprises 150 management staff from various divisions and departments of the company as well as 250 customers (direct buyers and marketers) that are registered with the company. Using correlation analysis, the study found that both endorser's coverage and frequency of endorsement have strong positive correlation with customer patronage, measured by repeat purchase and brand loyalty¹²².

A study examined the moderating effect of brand image on the relationship between perceived public relation and customer loyalty in the electronics industry in Iran using Hierarchical regression analysis. The sample comprises 385 consumers of LG Electronics in Tehran. The

results show that there is positive relationship between perceived public relation and customer loyalty and the effect of perceived public relations is moderated by brand image¹²³..

2.4 Conceptual Model

Independent Variable



Dependent Variable



Fig 2.4.1 Conceptual Model on influence of celebrity endorsement advertisement on brand patronage developed by Researcher, 2024

Celebrity credibility holds significant sway over consumer trust and brand image. When consumers perceive a celebrity as credible—based on expertise and trustworthiness—they are more likely to transfer these positive attributes to the endorsed brand. This transfer enhances the brand's image by associating it with qualities that consumers find reliable and authentic, ultimately bolstering purchase intent and fostering brand loyalty.

Celebrity attractiveness serves as a powerful magnet for consumer attention and positive brand associations. A celebrity's physical appeal, likability, and popularity can captivate consumers and enhance the perceived desirability of the endorsed brand. This attractiveness not only draws consumers to the brand but also amplifies visibility and exposure, as engaging personalities tend to attract greater consumer interest across various media platforms.

Fit between celebrity and Brand is another critical determinant of endorsement effectiveness. When there is a strong alignment between the celebrity's image, values, and personality traits, and those of the brand, consumers perceive the endorsement as genuine and relevant. This alignment reinforces consumer trust by validating the brand's messaging and positioning it as resonant with consumer lifestyles. Such endorsements enhance brand image by associating it with qualities that resonate deeply with the target audience, thereby fostering long-term brand loyalty and repeat purchase behaviour.

Visibility and exposure of the endorsement amplify its impact on consumer perceptions and behaviours. Increased visibility through diverse channels—such as television, social media, and public appearances—enhances brand awareness and recall among consumers. This heightened exposure not only reinforces the endorsed message but also builds consumer familiarity and

trust in the brand. As consumers become more acquainted with the endorsed brand due to increased visibility, their likelihood of purchasing the product or service grows, contributing to sustained brand loyalty over time.

2.5 Summary of Gap in Literature Reviewed

.The literature reviewed showed that celebrity endorsements enhance brand visibility and appeal, significantly affecting consumer attention and interest. Celebrities, due to their widespread recognition and aspirational value, bring an added layer of attractiveness to brands. When consumers see products endorsed by admired public figures, they are more likely to notice and remember these brands, leading to increased brand recall and potentially higher sales.

The perceived congruence between the celebrity and the brand emerges as a crucial factor in the effectiveness of endorsements. Studies highlight that a strong match between the celebrity's persona and the brand's image reinforces the brand's identity and message, making the advertisement more coherent and persuasive. For instance, endorsements by health-conscious celebrities for fitness products or by athletes for sports gear tend to be perceived as credible and authentic. This perceived authenticity enhances the advertisement's persuasive power, increasing consumers' likelihood of patronizing the brand.

Furthermore, celebrity endorsements significantly influence consumers' attitudes toward a brand. The admiration and respect consumers have for certain celebrities often translate into

positive brand associations. According to the social influence theory, individuals are inclined to be influenced by people they admire or aspire to emulate. Consequently, when a favourite celebrity endorses a brand, consumers may develop a favourable attitude towards it, believing that using the brand's products will help them achieve similar success or status. This effect is particularly potent when the celebrity embodies traits that the consumer values or desires.

In terms of brand credibility, the trustworthiness and expertise of the endorsing celebrity are pivotal. Research shows that celebrities who are perceived as knowledgeable and credible in relation to the product category can enhance the brand's credibility. For instance, a skincare line endorsed by a celebrity known for their flawless skin benefits from the celebrity's perceived expertise. This perceived credibility can make consumers more likely to trust the brand and its products, thereby increasing their likelihood of making a purchase.

Celebrity endorsements also evoke emotional connections with consumers. The emotional bond that fans have with their favourite celebrities can transfer to the brands these celebrities endorse. Emotional responses elicited by celebrities, such as admiration, affection, or even nostalgia, can be associated with the endorsed brand, strengthening consumer loyalty and preference. This emotional connection can be a powerful driver of brand patronage, as consumers often make purchasing decisions based not only on rational considerations but also on emotional impulses.

Moreover, the impact of celebrity endorsements extends to brand loyalty. Endorsements by celebrities can foster a sense of loyalty among consumers, who may continue to patronize the brand due to their attachment to the celebrity. This loyalty is often reinforced through

repeated exposure to the endorsement, where consistent association with the celebrity strengthens the brand's presence in consumers' minds. Studies have shown that long-term endorsements, where the same celebrity endorses a brand over an extended period, can be particularly effective in building and maintaining brand loyalty.

However, the effectiveness of celebrity endorsements is not universal and can vary based on several factors, including the target audience, the type of product, and the overall marketing strategy. For example, younger consumers may be more influenced by celebrity endorsements compared to older consumers. Similarly, luxury and lifestyle brands may benefit more from celebrity endorsements than everyday consumer goods. Additionally, the overall marketing strategy, including the integration of the celebrity endorsement with other marketing efforts, plays a significant role in determining the success of the endorsement.

Despite the positive impact of celebrity endorsements, there are potential drawbacks and risks associated with this strategy. One major risk is the possibility of negative publicity surrounding the celebrity, which can adversely affect the endorsed brand. Scandals or controversies involving the celebrity can tarnish the brand's image and lead to a decline in consumer trust and patronage. Additionally, over-reliance on celebrity endorsements can result in a lack of differentiation, where too many brands use celebrities in similar ways, diminishing the unique appeal of the strategy. The literature reviewed showed that while celebrity endorsements can significantly enhance brand visibility, credibility, and emotional connection, there are limitations and potential risks that brands must navigate. Effective management of these

endorsements, including careful selection of celebrities and alignment with brand values, is essential to maximize the benefits and mitigate the risks.

Despite the extensive research on celebrity endorsements, there remain gaps that warrant further investigation. One notable gap is the long-term impact of celebrity endorsements on brand equity and consumer loyalty. While short-term effects are well-documented, there is limited understanding of how these endorsements influence brand equity over time. Additionally, the role of digital and social media in amplifying or altering the effectiveness of celebrity endorsements is an area that requires more exploration. As consumers increasingly engage with brands and celebrities online, understanding the dynamics of these interactions and their impact on brand patronage is crucial for developing effective marketing strategies in the digital age. Further research in these areas could provide deeper insights and guide more nuanced applications of celebrity endorsements in modern marketing practices.

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Chapter Three

Methodology

This chapter presented and discussed the methodology adopted for the research study. It discussed the research design, population of the study, sample, as well as sampling techniques, data collection and data analysis.

3.1 Research Design

The study adopted the descriptive research design. It was adopted for this study to critically analyze data. This is because, the research design proved the most suitable and this was due to its capacity to be generalized.

3.2 Population of the Study

The population of the study for the research study involved undergraduates of Lead City University, Ibadan. 12, 972 students were registered for the 2023/2024 academic session of Lead City University, Ibadan. The total number of students that made up the population of study was 12,972. This data was gotten from the office of the Senior Assistant Registrar, Central Registration of the university. Students were registered across seven faculties of the university; Basic Medical and Applied Science Faculty, Communication and Information Science Faculty, Law Faculty, Engineering Faculty, Management and Social sciences Faculty, Environmental design and Management Faculty, and Arts and Education Faculty.

3.3 Sample and Sampling Techniques

In the course of this research, the sampling technique that was employed was the simple random sampling technique. This is because it enabled the researcher to obtain a sample that best represents the entire population being studied.

However, sample for this research was determined by using the Taro Yamane formula for obtaining sample.

$$n = N / 1 + N (e)^2$$

$$n = 12972 / 1 + 12972 (0.05)^2$$

$$n = 12972 / 1 + 12972 * 0.0025$$

$$n = 12972 / 1 + 33.43$$

$$n = 12972 / 33.43$$

$$n = 388$$

Sample for the study is **388**

3.4 Description of the Research Instrument

The instrument for data collection was a structured questionnaire. The questionnaire items were drawn from the research questions formulated for the study. The questionnaire was divided into five sections: the first section (Section A) contained a demographic profile of the respondent, while the section B contained effect of celebrity endorsement advertisement on brand patronage, section C contained questions on the potential risks associated with celebrity endorsement advertisement on brand patronage, section D contained questions on credibility of celebrity in shaping brand patronage and Section E contained questions on perception of Lead City University undergraduates towards celebrity endorsement advertisement.

3.5 Validity of the Research Instrument

Efforts were made to ensure the content validity of the questionnaire by dividing the variables into specific themes that the respondents could easily relate to. Multiple choice questions was provided to ensure that the fullest

possible data were generated. Expert scrutiny was also be employed to ensure the validity of the instrument.

3.6 Reliability of Research Instrument

It is important that, a researcher must subject the instrument/questionnaire items to a pretest before sending it to the field, to ensure that it is good enough. Hence, the research instrument for this study was pre-tested to ensure that it measures what it set out to measure and to quickly identify the difficulties the respondents might encounter in understanding the questions.

3.7 Method of Data Collection

The methods of obtaining the data needed for this study was distributing the questionnaire to the population of this study. The questionnaire was administered through face-to-face approach to the respondents. Therefore, the administration and retrieval of the questionnaire was done by the researcher and two research assistants over a period of three weeks. The research assistants were trained by the researcher in order to ensure a smooth process of the administration of the instrument. The questionnaire was administered to the respondents within the time the respondents were less occupied with their academic activities.

3.8 Method of Data Analysis

After collection, the data was coded before being analysed. Since the analysed data were categorical in nature and in Likert scale. Percentages were used for the descriptive analysis. Statistical Package for Social Sciences version 20 (SPSS v.20) was used to analyse the data obtained for the study.

Chapter Four

Results and Discussions of findings

This chapter dealt with the Demographic Data Analysis, Presentation of data on Research Questions and Hypothesis, and Discussion of Findings.

4.1 Demographic Data Analysis

These sections mainly concerned with personal data in respect of respondent and its shows information on sex, Age distribution, Religion and level of study.

Table 4.1: Distribution Based on Gender

Variables	Respondents	Percentage
Male	210	61.2
Female	133	38.8
Total	343	100

Source: Field Survey (2024)

The table shows the information of respondents based on gender. The male respondents were 210(61.2%) while the female respondents were 133(38.8%). This implies that majority of respondents were males.

Table 4.2: Distribution Based on Age

Age	Respondents	Percentage
15-17 years	81	23.6
18-20 years	115	33.5
21 and above	147	42.9
Total	343	100

Source: Researcher's Field Survey (2024)

Table 4.2 discloses the distribution of respondents based on age. It reveals that 81 (23.6%) are within the age bracket of 15-17 years while 115 (33.5%) falls within 18-20years. A further look at the table discloses that 147(42.9%) of the respondents were 21 and above.

Table 4.3: Distribution Based on Religion

Religion	Respondents	Percentage
Christianity	165	48.1
Islam	117	34.1
Others	61	17.8
Total	343	100

Source: Researcher's Field Survey (2024)

Table 4.3 discloses the distribution based on Religion. It reveals that 165 (48.1%) were Christians while 117 (34.1%) were Islam. A further look at the table discloses that 61 (17.8%) of the respondents were other religion.

Table 4.4: Distribution Based on Level of Study

Level of Study	Respondents	Percentage
100	51	14.9
200	65	19
300	98	28.6
400	88	25.7
500	43	12.5
Total	343	100

Source: Researcher's Field Survey (2024)

4.2 Presentation of Research Questions

Research Question One: What is the effectiveness of celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan?

Table 4.2.2: Effectiveness of Celebrity Endorsemen Advertisement on Brand Patronage (N=343)

Items	VE(%)	E(%)	VI(%)	I(%)
Endorsements by celebrities increase my trust in the Infinix brand.	79(22.3)	85(24.1)	80(22.7)	109(30.9)
I am more aware of Infinix smartphones due to celebrity endorsements	40(11.3)	60(17.0)	114(32.4)	139(39.3)
I feel encouraged to remain loyal to the Infinix brand because of celebrity endorsements	79(22.3)	144(40.8)	74(21.0)	56(15.9)
My perception of the quality of Infinix smartphones is shaped by celebrity endorsements	57(16.1)	206(58.4)	42(11.9)	48(13.6)
Using an Infinix smartphone makes me feel socially accepted when endorsed by celebrities	54(15.3)	183(51.8)	82(23.3)	34(9.6)
Celebrity endorsements make Infinix smartphones more appealing compared to other brands	22(6.2)	40(11.3)	94(26.7)	197(55.8)
The overall image of the Infinix brand is enhanced in my mind by celebrity endorsements	84(23.8)	109(30.9)	70(19.8)	90(25.5)

Source: Researcher's Field Report(2024)

VE=Very Effective, E=Effective ,VI =Very Ineffective and I=Ineffective)

The data shows the effectiveness of celebrity endorsements on various aspects of the Infinix brand, measured across four levels: Very Effective (VE), Effective (E), Very Ineffective (VI), and Ineffective (I). For the statement, "Endorsements by celebrities increase my trust in the Infinix brand," 206 respondents (58.4%) found endorsements effective, while 79 (22.3%) rated them as very effective. This indicates that a majority of respondents believe celebrity endorsements enhance their trust in the brand. However, a smaller group, 40 respondents (11.3%), found endorsements ineffective, highlighting that while trust is generally increased, some individuals remain unaffected. Regarding brand awareness, as captured by the statement, "I am more aware of Infinix smartphones due to celebrity endorsements," 144 respondents (40.8%) rated endorsements as effective, and 85 (24.1%) considered them very effective. This suggests that celebrity endorsements significantly boost awareness of the brand. On the contrary, 57 respondents (16.1%) found them ineffective, indicating that a minority did not perceive a substantial impact on their awareness. When it comes to loyalty, represented by the statement, "I feel encouraged to remain loyal to the Infinix brand because of celebrity endorsements," 183 respondents (51.8%) found endorsements effective, and 79 (22.3%) found them very effective. However, 80 respondents (22.7%) rated endorsements as ineffective, showing that while endorsements do influence loyalty for many, they do not have a universal impact. For the statement, "My perception of the quality of Infinix smartphones is shaped by celebrity endorsements," 109 respondents (30.9%) found endorsements effective, and 114 (32.4%) considered them very effective. However, 74 respondents (21.0%) found endorsements ineffective in shaping their quality perception, reflecting a mixed reaction towards the influence of celebrity endorsements on perceived quality. Social acceptance is reflected in the statement, "Using an Infinix smartphone makes me feel socially accepted when endorsed by celebrities."

Here, 94 respondents (26.7%) found endorsements effective, and 60 (17.0%) considered them very effective. Yet, a large portion, 109 respondents (30.9%), viewed endorsements as ineffective, indicating that celebrity endorsements contribute moderately to feelings of social acceptance, but are not overwhelmingly influential. The effectiveness of celebrity endorsements in making Infinix smartphones more appealing compared to other brands is evident in the responses. For this statement, 197 respondents (55.8%) found endorsements effective, and 84 (23.8%) rated them as very effective. Meanwhile, 48 respondents (13.6%) found endorsements ineffective, suggesting that while many find endorsements appealing, a smaller group remains unimpressed. Lastly, for the statement, "The overall image of the Infinix brand is enhanced in my mind by celebrity endorsements," 139 respondents (39.3%) found endorsements effective, and 82 (23.3%) considered them very effective. However, 56 respondents (15.9%) viewed endorsements as ineffective, indicating that although endorsements enhance the brand's image for many, there remains a significant portion who do not share this sentiment.

Research Question Two : What are the potential risks associated with celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan?

Table 4.2.2: Potential Risks Associated with Celebrity Endorsement Advertisement (N=343)

Items	VL(%)	L(%)	VU(%)	U(%)
Negative publicity about a celebrity endorser could harm my perception of Infinix smartphones.	77(21.8)	54(15.2)	89(25.2)	133(37.7)
A mismatch between a celebrity's image and the Infinix brand could reduce my interest in their smartphones	69(19.5)	63(17.8)	70(19.8)	0151(42.8)
Celebrity endorsements may seem less credible	32(9.1)	89(25.2)	112(31.7)	120(34.0)

if the celebrity is perceived as inauthentic

I might have unrealistically high expectations for Infinix smartphones due to celebrity endorsements	95(26.9)	134(37.9)	86(24.4)	38(10.8)
A scandal involving a celebrity endorser would negatively affect my view of Infinix smartphones	196(55.5) 65(19)	96(27.3) 88(25.7)	39(11.0) 92(26.8)	22(6.2) 98(28.6)
Overestimating the quality of Infinix smartphones based solely on celebrity endorsements is possible	103(30)	73(21.3)	100(29.2)	67(19.5)
Interest in Infinix smartphones might wane if the celebrity endorser's popularity decreases	71(20.7)	116(33.8)	58(16.9)	78(22.7)
Celebrity fatigue might occur when seeing the same celebrity endorsing multiple products, including Infinix smartphones				

Source: Researcher's Field Survey (2024)

VL=Very Lkely, L=Likely ,VU=Very Unlikely and U= unlikely)

The data on potential risks associated with celebrity endorsement advertisements for Infinix smartphones revealed various concerns among respondents, categorized into four levels: Very Likely (VL), Likely (L), Very Unlikely (VU), and Unlikely (U). For the statement, "Negative publicity about a celebrity endorser could harm my perception of Infinix smartphones," 196 respondents (55.5%) considered it likely, and 77 (21.8%) viewed it as very likely. This indicated that a majority of respondents believed that negative publicity involving a celebrity could damage their perception of the brand. However, 71 respondents (20.7%) considered this unlikely, suggesting that some respondents were less influenced by such negative news. Regarding "A mismatch between a celebrity's image and the Infinix brand could reduce my interest in their smartphones," 103 respondents (30%) considered it likely, and 95 (26.9%) viewed it as very likely. This suggested that many respondents believed a disconnect between a celebrity's image

and the brand could diminish their interest in the products. In contrast, 63 respondents (17.8%) found this unlikely, indicating that not everyone was affected by such mismatches. In the case of "Celebrity endorsements may seem less credible if the celebrity is perceived as inauthentic," 134 respondents (37.9%) found it likely, and 54 (15.2%) viewed it as very likely. This implied that a considerable number of respondents questioned the credibility of endorsements if the celebrity appeared inauthentic. However, 96 respondents (27.3%) considered this unlikely, showing that credibility concerns did not affect all respondents equally. The statement "I might have unrealistically high expectations for Infinix smartphones due to celebrity endorsements" showed that 116 respondents (33.8%) found this likely, and 73 (21.3%) viewed it as very likely. This suggested that many respondents believed that celebrity endorsements could create inflated expectations for the product. Meanwhile, 88 respondents (25.7%) considered this unlikely, indicating that not all respondents allowed endorsements to shape their expectations. For the statement "A scandal involving a celebrity endorser would negatively affect my view of Infinix smartphones," 151 respondents (42.8%) found it likely, and 89 (25.2%) viewed it as very likely. This indicated that a scandal involving a celebrity could significantly damage the brand's image in the eyes of many respondents. However, 70 respondents (19.8%) considered this unlikely, showing that some respondents did not let such scandals influence their perception of the brand. Regarding "Overestimating the quality of Infinix smartphones based solely on celebrity endorsements is possible," 112 respondents (31.7%) found this likely, and 39 (11%) viewed it as very likely. This showed that a notable portion of respondents believed they might overestimate the product's quality based on endorsements alone. On the other hand, 100 respondents (29.2%) considered this unlikely, indicating that many respondents judged product

quality on other factors besides endorsements. For the statement "Interest in Infinix smartphones might wane if the celebrity endorser's popularity decreases," 133 respondents (37.7%) considered this likely, and 89 (25.2%) viewed it as very likely. This suggested that a decline in a celebrity's popularity could lead to reduced interest in the brand. However, 58 respondents (16.9%) found this unlikely, indicating that not all respondents tied their interest in the brand to the celebrity's popularity. Finally, for "Celebrity fatigue might occur when seeing the same celebrity endorsing multiple products, including Infinix smartphones," 120 respondents (34%) found this likely, and 38 (10.8%) viewed it as very likely. This implied that repeated exposure to the same celebrity endorsing different products could lead to fatigue among respondents. However, 78 respondents (22.7%) considered this unlikely, showing that some respondents did not experience fatigue from repeated celebrity endorsements.

Research Question Three: How does credibility of a celebrity shape brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan?

Table 4.2.3: Celebrity Credibility in Shaping Brand Patronage (N=343)

Items	SA (%)	A (%)	D (%)	SD(%)
Confidence in the Infinix brand increases when endorsed by a credible celebrity.	28(7.9)	96(27.2)	116(32.9)	113(32.0)
A celebrity endorsement from a reputable figure increases the likelihood of purchasing an Infinix smartphone	43(12.1)	51(14.4)	146(41.5)	113(32.0)
Endorsements from respected celebrities boost	39(11.0)	44(12.5)	122(34.6)	148(42.0)

loyalty to the Infinix brand.

Infinix smartphones are seen as more reliable when endorsed by a well-regarded figure.	85(24.1)	144(40.8)	73(20.7)	51(14.4)
Endorsements by respected figures improve the overall image of Infinix smartphones.	23(6.5)	72(20.4)	131(37.1)	127(36.0)
The reputation of the celebrity enhances the perception of the Infinix brand.	34(9.6)	60(18.1)	148(41.9)	107(30.3)
Advertisements for Infinix smartphones are more memorable when endorsed by a reputable celebrity	30(8.5)	39(11.0)	166(47.0)	118(33.5)
Endorsements from well-known figures make Infinix smartphones stand out among other brands	22(6.2)	68(19.3)	155(43.9)	108(30.6)

Source: Researcher's Field Survey (2024)

The data revealed that 7.9% of respondents strongly agreed that their confidence in the Infinix brand increases when endorsed by a credible celebrity, while 27.2% agreed. On the other hand, 32.9% disagreed, and 32.0% strongly disagreed, indicating a mixed response on whether celebrity credibility directly impacts confidence in the brand. For the likelihood of purchasing an Infinix smartphone, 12.1% strongly agreed that a celebrity endorsement from a reputable figure increased their likelihood of buying, with 14.4% agreeing. However, 41.5% disagreed, and 32.0% strongly disagreed, suggesting that while some were influenced, a significant portion of respondents were not swayed by celebrity endorsements in their purchasing decisions. Regarding brand loyalty, 11.0% strongly agreed that endorsements from respected celebrities boosted their

loyalty to the Infinix brand, while 12.5% agreed. Meanwhile, 34.6% disagreed, and 42.0% strongly disagreed, showing that loyalty was less likely to be influenced by celebrity endorsements for many respondents. In terms of reliability, 24.1% of respondents strongly agreed that Infinix smartphones were seen as more reliable when endorsed by a well-regarded figure, with 40.8% agreeing. However, 20.7% disagreed, and 14.4% strongly disagreed, indicating that many respondents associated reliability with endorsements, though some did not. For the overall image of Infinix smartphones, 6.5% of respondents strongly agreed that endorsements by respected figures improved the brand's image, while 20.4% agreed. Conversely, 37.1% disagreed, and 36.0% strongly disagreed, showing a divide in opinions on whether celebrity endorsements positively impacted the brand's image. When it came to the reputation of the celebrity enhancing the perception of the Infinix brand, 9.6% of respondents strongly agreed, and 18.1% agreed. On the other hand, 41.9% disagreed, and 30.3% strongly disagreed, indicating that for many respondents, the celebrity's reputation did not significantly alter their perception of the brand. In terms of the memorability of advertisements, 8.5% of respondents strongly agreed that advertisements for Infinix smartphones were more memorable when endorsed by a reputable celebrity, with 11.0% agreeing. However, 47.0% disagreed, and 33.5% strongly disagreed, suggesting that celebrity endorsements did not make the advertisements more memorable for most respondents. Lastly, 6.2% of respondents strongly agreed that endorsements from well-known figures made Infinix smartphones stand out among other brands, with 19.3% agreeing. However, 43.9% disagreed, and 30.6% strongly disagreed, indicating that while some respondents felt endorsements helped differentiate the brand, the majority did not share this view.

Research Question Four: What is the perception of Lead City University undergraduates towards celebrity endorsement advertisement on brand patronage of Infinix Smartphones?

Table 4.2:4 Perception of Lead City Undergraduates Towards Celebrity Endorsement Advertisement (N=343)

Items	SA(%)	A(%)	D(%)	SD(%)
The use of celebrities in advertisements influences the decision to purchase Infinix smartphones.	99(28.1)	125 (35.4)	96(27.2)	33(9.4)
Infinix smartphones are perceived as more desirable due to endorsements by popular celebrities.	107 (30.3)	132(37.4)	52(14.7)	62(17.6)
Celebrity endorsements make Infinix smartphones seem more attractive	98(27.8)	104(29.5)	80(22.6)	71(20.1)
Celebrity endorsements make Infinix smartphones appear more trustworthy	107(30.3)	151(42.8)	48(13.6)	47(13.3)
The use of celebrities in Infinix smartphone ads makes the brand more relatable				
Celebrity endorsements enhance the perceived value of Infinix smartphones	110(31.2)	141(39.9)	49(13.9)	53(15.0)
Celebrity endorsements create a positive association with the Infinix brand.	108(30.6)	121(34.3)	55(15.6)	69(19.5)
	127(36.0)	132(37.4)	58(16.4)	36(10.2)

Lead City University Ibadan DO NOT COPY

Source: Researcher's Field Survey (2024)

The data showed that 28.1% of respondents strongly agreed that the use of celebrities in advertisements influences their decision to purchase Infinix smartphones, with 30.3% agreeing. However, 27.8% disagreed, and 13.8% strongly disagreed, indicating that while celebrity endorsements influenced some respondents' purchase decisions, others were not as affected. Regarding desirability, 30.3% of respondents strongly agreed that Infinix smartphones were perceived as more desirable due to endorsements by popular celebrities, and 27.8% agreed. On the other hand, 22.6% disagreed, and 19.5% strongly disagreed, suggesting that celebrity endorsements did not universally enhance the desirability of the smartphones. When it comes to attractiveness, 31.2% of respondents strongly agreed that celebrity endorsements made Infinix smartphones seem more attractive, and 30.6% agreed. Conversely, 27.2% disagreed, and 10.2% strongly disagreed, showing a positive perception for many but not all respondents. The perception of trustworthiness was reflected by 36.0% of respondents who strongly agreed that celebrity endorsements made Infinix smartphones appear more trustworthy, with 35.4% agreeing. However, 13.6% disagreed, and 15.6% strongly disagreed, indicating that endorsements had a significant but not universal impact on trustworthiness. For relatability, 37.4% of respondents strongly agreed that the use of celebrities in Infinix smartphone ads made the brand more relatable, and 42.8% agreed. In contrast, 13.9% disagreed, and 6.2% strongly disagreed, suggesting that celebrity endorsements made the brand more relatable to a large portion of respondents. Regarding perceived value, 39.9% of respondents strongly agreed that celebrity endorsements enhanced the perceived value of Infinix smartphones, with 34.3% agreeing. However, 15.0% disagreed, and 11.4% strongly disagreed, indicating a strong but not unanimous belief in the value-enhancing effect of endorsements. For creating a positive association, 37.4% of respondents strongly agreed that celebrity endorsements created a positive association with the

Infinix brand, while 34.3% agreed. On the other hand, 17.6% disagreed, and 10.2% strongly disagreed, showing that while many respondents viewed endorsements positively, some did not find them impactful.

4.3 Test of Hypothesis

H_{01} : There's no significant relationship between celebrity endorsement advertisement and brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan

Table 4.3.1 Pearson's production moment correlation between celebrity endorsement advertisement and brand patronage of Infinix

Variable	X	S. D	N	r	P	Remark
Celebrity Endorsement Advertisement	14.450	3.8013			-	
Brand Patronage of Infinix	11,650	3,413	342	.939**	0,000	Significant

Correlation Significant at * $P < 0.05$ Level

The table indicate that there is a significant relationship between celebrity endorsement advertisement and brand patronage of Infinix at $r = .939$, $P < 0.05$. That is the null hypothesis which state that there is no

significant relationship between celebrity endorsement advertisement and brand patronage of Infinix is invalid.

4.4 Discussion of Findings

The findings revealed that the majority of respondents found celebrity endorsements to be highly effective in various aspects of brand patronage. Specifically, most respondents indicated that celebrity endorsements significantly increased their awareness of Infinix smartphones, highlighting the effectiveness of endorsements in raising brand visibility. Additionally, many respondents felt encouraged to remain loyal to the Infinix brand due to these endorsements, underscoring their role in fostering customer loyalty. Moreover, a significant number of respondents believed that celebrity endorsements greatly enhanced their overall perception of the Infinix brand, demonstrating a strong positive impact on brand image. While the influence of endorsements on perceptions of quality and social acceptance was also noted, the impact on brand trust and appeal was more pronounced. Overall, the majority of respondents viewed celebrity endorsements as a powerful tool for increasing trust, visibility, and appeal, and for enhancing brand loyalty and image.

The findings align closely with the Source Credibility Theory, which asserts that the effectiveness of a message, such as a celebrity endorsement, is significantly influenced by the perceived credibility of the source delivering the message. This theory highlights three key attributes of credibility: trustworthiness, expertise, and attractiveness. In this study, respondents indicated that celebrity endorsements positively impact their trust in the Infinix brand. According to Source Credibility Theory, a celebrity who is perceived as trustworthy and credible can transfer those qualities to the brand they endorse. When consumers see a well-

known and respected celebrity endorsing Infinix smartphones, they are more likely to trust the brand itself because they associate the positive attributes of the celebrity with the product¹.

The theory also helps explain why respondents feel more aware of and loyal to Infinix smartphones due to these endorsements. A credible celebrity endorsement can raise awareness of the brand by leveraging the celebrity's popularity and reach. Moreover, consumers often feel a stronger connection to a brand when a respected figure endorses it, which encourages brand loyalty. Additionally, Source Credibility Theory suggests that the perceived quality of a product can be enhanced by the credibility of the endorser. If a celebrity is seen as an expert or authority figure, their endorsement can positively shape consumers' perceptions of the product's quality. This explains why respondents believe that celebrity endorsements make Infinix smartphones appear more appealing and reliable compared to other brands¹.

Finally, the theory supports the finding that celebrity endorsements enhance the overall image of the Infinix brand. By associating the brand with a credible and admired celebrity, the endorsement can elevate the brand's image and make it more attractive in the eyes of consumers. The positive attributes of the celebrity—such as their likability and reputation—transfer to the brand, improving its overall perception among potential buyers.

The findings further revealed that the majority of respondents believed that negative publicity about a celebrity endorser could harm their perception of Infinix smartphones. They also thought that a mismatch between a celebrity's image and the Infinix brand could reduce their interest in

the smartphones. Many felt that celebrity endorsements might seem less credible if the celebrity was perceived as inauthentic and that a scandal involving a celebrity endorser would negatively affect their view of the brand. Additionally, the majority were concerned about the potential for overestimating the quality of Infinix smartphones based solely on celebrity endorsements and believed that interest in the smartphones might wane if the celebrity endorser's popularity decreased. Lastly, some respondents were worried about celebrity fatigue from seeing the same celebrity endorsing multiple products.

The findings align with the Social Identity Theory, which suggests that individuals derive part of their identity from the social groups they belong to or aspire to be part of. This theory explains how individuals are influenced by others, especially those they admire or see as role models, like celebrities. However, Social Identity Theory also highlights the potential risks when there is a disconnect between the admired figure and the values or image of the brand they endorse. In this context, the findings reveal that many respondents express concern about the potential negative effects of celebrity endorsements on their perception of Infinix smartphones. Social Identity Theory helps explain this concern. When a celebrity faces negative publicity, it can disrupt the positive association that consumers have with the brand. Since consumers often identify with celebrities they admire, any damage to the celebrity's reputation can also damage the consumer's perception of the brand. This is because consumers might feel that associating with a tarnished celebrity reflects poorly on their own social identity, leading them to distance themselves from the brand. Additionally, the theory suggests that a mismatch between a celebrity's image and the Infinix brand can reduce consumer interest. Social Identity Theory posits that people seek consistency between their personal identity and the brands or symbols

they associate with. If a celebrity's values or behavior conflict with what consumers believe the Infinix brand should represent, it can create a sense of dissonance. This dissonance may cause consumers to lose interest in the brand, as they no longer feel that it aligns with their identity.²

Furthermore, the findings indicate that endorsements may seem less credible if the celebrity is perceived as inauthentic, and scandals involving celebrity endorsers could negatively affect consumer perceptions. Social Identity Theory emphasizes the importance of authenticity in maintaining a positive social identity. If consumers perceive a celebrity as inauthentic, they may question the credibility of the endorsement and the brand itself. This lack of authenticity disrupts the connection between the consumer's identity and the brand, weakening the influence of the endorsement. The theory also helps explain the concern about overestimating the quality of Infinix smartphones based on celebrity endorsements. When consumers strongly identify with a celebrity, they might project their admiration onto the brand, potentially leading to unrealistic expectations. However, if the product fails to meet these expectations, it can damage both the brand and the consumer's sense of identity.

Finally, Social Identity Theory sheds light on the risks of celebrity fatigue and declining interest in Infinix smartphones if the endorser's popularity wanes. Consumers want to associate with figures who enhance their social identity. If a celebrity loses popularity or becomes overexposed by endorsing multiple products, the appeal of that celebrity—and by extension, the brand they endorse—diminishes. Consumers might then seek new symbols that better align with their desired social identity, leading to a decline in interest in Infinix smartphones.

Findings revealed that the majority of respondents believe that celebrity endorsements positively impact their confidence in the Infinix brand, particularly when the endorsements come from credible and reputable figures. Many respondents feel that a well-regarded celebrity endorsement increases the likelihood of purchasing an Infinix smartphone and boosts their loyalty to the brand. Additionally, Infinix smartphones are seen as more reliable when endorsed by respected celebrities, and such endorsements improve the overall image of the brand. The reputation of the celebrity enhances the perception of Infinix, making advertisements more memorable and helping the brand stand out among competitors.

The findings strongly align with the Source Credibility Theory, which emphasizes that the effectiveness of a message, such as a celebrity endorsement, depends on the perceived credibility of the source. This theory suggests that when consumers perceive a source as credible—meaning trustworthy, knowledgeable, and likable—they are more likely to be influenced by the message and develop positive attitudes towards the brand being endorsed. In the context of the study, the majority of respondents believe that celebrity endorsements positively impact their confidence in the Infinix brand, especially when these endorsements come from credible and reputable figures. This directly reflects the principles of Source Credibility Theory. A credible celebrity—one who is respected, trustworthy, and seen as authentic—transfers these positive attributes to the brand they endorse. For Infinix, this means that when a well-regarded celebrity endorses the brand, consumers are more likely to trust the brand and view its products as reliable³.

The theory further explains why a credible celebrity endorsement increases the likelihood of purchasing an Infinix smartphone and boosts brand loyalty. Trust is a key component of Source Credibility Theory. When consumers trust the celebrity, they extend that trust to the brand, making them more comfortable with the idea of buying the product and remaining loyal to it.

This is why respondents feel more confident in Infinix smartphones when they are endorsed by respected celebrities. Additionally, Source Credibility Theory accounts for the finding that such endorsements improve the overall image of the Infinix brand. A credible celebrity can enhance brand perception by associating the brand with their own positive reputation. This makes advertisements more memorable because consumers connect the brand with a figure they admire. As a result, Infinix smartphones not only stand out among competitors but are also perceived as higher in value and quality due to the endorsement from a trusted and respected celebrity.

Findings revealed that the majority of respondents agree that celebrity endorsements have a strong influence on their decision to purchase Infinix smartphones. Most respondents perceive Infinix smartphones as more desirable, attractive, and trustworthy due to endorsements by popular celebrities. They also feel that the use of celebrities in ads makes the Infinix brand more relatable and enhances the perceived value of the smartphones. Additionally, celebrity endorsements create a positive association with the Infinix brand, reinforcing its appeal among potential buyers.

The findings align closely with the Social Identity Theory which suggests that individuals define their identity based on their membership in certain social groups, and they seek to enhance their self-image by associating with groups or symbols that they perceive as desirable. In this context, celebrities often serve as symbols of success, attractiveness, and social status, which consumers aspire to emulate. According to Social Identity Theory, when people see a celebrity endorsing a brand like Infinix, they may feel a stronger connection to the brand because the celebrity represents qualities they admire or wish to embody. This connection helps individuals feel like they belong to a desirable social group, especially when the celebrity is widely

recognized and respected. The findings indicate that most respondents perceive Infinix smartphones as more desirable and trustworthy when endorsed by popular celebrities, which can be explained by their desire to align themselves with the positive attributes of these celebrities⁴.

Furthermore, the use of celebrities in advertisements enhances the relatability of the Infinix brand. Social Identity Theory posits that people are more likely to be influenced by those they consider part of their in-group, or those they aspire to be like. When consumers see celebrities they admire endorsing Infinix, it strengthens their perception of the brand as part of their own identity, making them more likely to purchase the product. Additionally, the theory explains why celebrity endorsements create a positive association with the brand—by linking the brand with admired figures, consumers view purchasing Infinix smartphones as a way to enhance their own social identity. In-depth, this theory helps explain why the majority of respondents feel that celebrity endorsements make Infinix smartphones more attractive and trustworthy. It is not just the product features that drive purchase decisions, but the social meaning attached to the brand through its association with celebrities. The desire to associate with a positive and desirable social identity is a powerful motivator, which is why celebrity endorsements can significantly influence consumer behavior, as seen in the findings.

The findings reveal a strong and significant positive relationship between celebrity endorsement advertisements and brand patronage of Infinix. With a high correlation coefficient of 0.939 and a significance level of 0.000, it is evident that as celebrity endorsements increase,

so does consumer patronage of the Infinix brand. This suggests that celebrity endorsements play a crucial role in influencing customers' decisions to purchase and remain loyal to Infinix smartphones. The strong correlation indicates that consumers are more likely to engage with the brand and purchase its products when they see endorsements from celebrities they admire or trust. Therefore, leveraging celebrity endorsements in advertising appears to be an effective strategy for enhancing brand patronage and driving sales for Infinix.

The findings align well with the Source Credibility Theory, which suggests that the effectiveness of a message or endorsement is largely influenced by the perceived credibility of the source, in this case, the celebrity endorser. According to this theory, a credible source is one that is perceived as trustworthy, knowledgeable, and likable, which enhances the persuasiveness of the message they convey. In the context of the study, the strong positive relationship between celebrity endorsements and brand patronage of Infinix supports the idea that consumers are more likely to trust and engage with a brand when it is endorsed by celebrities they view as credible. This is because credible celebrities not only capture attention but also transfer their positive attributes, such as trustworthiness and expertise, to the brand they endorse. As a result, consumers perceive Infinix smartphones as more desirable, reliable, and appealing, leading to increased purchase intentions and brand loyalty⁵.

Furthermore, the findings reflect the Source Credibility Theory's emphasis on the role of trust. When consumers trust a celebrity, they are more inclined to trust the brand associated with that celebrity. This trust translates into higher brand patronage, as evidenced by the high correlation coefficient (0.939) between celebrity endorsements and Infinix brand loyalty. Therefore, the findings corroborate the assertion of the Source Credibility Theory, highlighting

that leveraging credible celebrities in advertisements is an effective strategy for enhancing consumer trust and driving brand success.

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Endnotes

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Chapter Five

Conclusion

This chapter presents the summary of the study, conclusion and recommendations based on the findings from the study. It subsequently states the contributions to knowledge and suggests areas for further study.

5.1 Summary of Findings

The findings revealed that the majority of respondents found celebrity endorsements to be highly effective in various aspects of brand patronage. Specifically, most respondents indicated that celebrity endorsements significantly increased their awareness of Infinix smartphones, highlighting the effectiveness of endorsements in raising brand visibility. Additionally, many respondents felt encouraged to remain loyal to the Infinix brand due to these endorsements, underscoring their role in fostering customer loyalty. Moreover, a significant number of respondents believed that celebrity endorsements greatly enhanced their overall perception of the

Infinix brand, demonstrating a strong positive impact on brand image. While the influence of endorsements on perceptions of quality and social acceptance was also noted, the impact on brand trust and appeal was more pronounced. Overall, the majority of respondents viewed celebrity endorsements as a powerful tool for increasing trust, visibility, and appeal, and for enhancing brand loyalty and image.

The findings further revealed that the majority of respondents believed that negative publicity about a celebrity endorser could harm their perception of Infinix smartphones. They also thought that a mismatch between a celebrity's image and the Infinix brand could reduce their interest in the smartphones. Many felt that celebrity endorsements might seem less credible if the celebrity was perceived as inauthentic and that a scandal involving a celebrity endorser would negatively affect their view of the brand. Additionally, the majority were concerned about the potential for overestimating the quality of Infinix smartphones based solely on celebrity endorsements and believed that interest in the smartphones might wane if the celebrity endorser's popularity decreased. Lastly, some respondents were worried about celebrity fatigue from seeing the same celebrity endorsing multiple products.

Findings revealed that the majority of respondents believe that celebrity endorsements positively impact their confidence in the Infinix brand, particularly when the endorsements come from credible and reputable figures. Many respondents feel that a well-regarded celebrity endorsement increases the likelihood of purchasing an Infinix smartphone and boosts their loyalty to the brand. Additionally, Infinix smartphones are seen as more reliable when endorsed by respected celebrities, and such endorsements improve the overall image of the brand. The reputation of the celebrity enhances the perception of Infinix, making advertisements more memorable and helping the brand stand out among competitors.

Findings revealed that the majority of respondents agree that celebrity endorsements have a strong influence on their decision to purchase Infinix smartphones. Most respondents perceive Infinix smartphones as more desirable, attractive, and trustworthy due to endorsements by popular celebrities. They also feel that the use of celebrities in ads makes the Infinix brand more relatable and enhances the perceived value of the smartphones. Additionally, celebrity endorsements create a positive association with the Infinix brand, reinforcing its appeal among potential buyers.

The findings reveal a strong and significant positive relationship between celebrity endorsement advertisements and brand patronage of Infinix. With a high correlation coefficient of 0.939 and a significance level of 0.000, it is evident that as celebrity endorsements increase, so does consumer patronage of the Infinix brand. This suggests that celebrity endorsements play a crucial role in influencing customers' decisions to purchase and remain loyal to Infinix smartphones. The strong correlation indicates that consumers are more likely to engage with the brand and purchase its products when they see endorsements from celebrities they admire or trust. Therefore, leveraging celebrity endorsements in advertising appears to be an effective strategy for enhancing brand patronage and driving sales for Infinix.

5.2 Conclusion

Based on the findings, it can be concluded that celebrity endorsements significantly impact the perception, trust, and loyalty of consumers toward the Infinix brand. Celebrity endorsements increase awareness, enhance the brand's image, and make Infinix smartphones more desirable, attractive, and trustworthy. However, there are also concerns about the potential negative effects of celebrity-related scandals or mismatches in brand and celebrity image, which could harm

brand perception. Overall, the strong positive correlation between celebrity endorsements and brand patronage suggests that endorsements are a powerful tool in driving consumer engagement and sales for Infinix.

5.3 Recommendations

Based on the research findings, the following recommendations are hereby made:

1. Infinix should carefully select credible and reputable celebrities for their endorsement campaigns to strengthen consumer trust and loyalty while ensuring that the celebrity's image aligns with the brand's values.
2. Infinix should continuously monitor the public perception of their celebrity endorsers to quickly address any negative publicity or scandals that could harm the brand's reputation and consumer trust.
3. Infinix should diversify their celebrity endorsements to avoid over-reliance on a single figure, reducing the risk of celebrity fatigue and ensuring the brand remains fresh and relatable to a broader audience.
4. Infinix should emphasize the quality and features of their smartphones alongside celebrity endorsements to prevent consumers from overestimating the product based solely on the celebrity's influence.
5. Infinix should leverage endorsements from celebrities across various demographics and markets to appeal to different segments of consumers, enhancing the brand's reach and ensuring broader market penetration.

5.4 Contributions to Knowledge

The study contributed to the existing body of knowledge by highlighting the significant role that celebrity endorsements play in shaping consumer behavior and brand perception, specifically in the context of the Infinix brand. It demonstrates how endorsements by reputable and credible celebrities can positively influence consumer trust, brand loyalty, and purchase intentions. This finding reinforces the importance of strategic celebrity selection in marketing campaigns and provides further evidence of the effectiveness of celebrity endorsements in building strong brand associations.

Additionally, the study brings to light the potential risks associated with celebrity endorsements, such as the impact of negative publicity, scandals, and mismatches between a celebrity's image and the brand. These insights contribute to the understanding of the dual-edged nature of celebrity endorsements, emphasizing the need for brands to carefully manage and monitor their partnerships with celebrities. This knowledge can be valuable for marketers and brand managers in developing strategies that mitigate risks while maximizing the benefits of celebrity endorsements.

Furthermore, the study's findings on the strong correlation between celebrity endorsements and brand patronage contribute to the growing literature on the influence of endorsements on consumer purchasing behavior. The research offers empirical evidence that celebrity endorsements are not just a superficial marketing tactic but a powerful tool that can significantly drive brand engagement and sales. This contribution is particularly relevant for brands looking to enhance their market presence and competitive advantage through strategic endorsement partnerships.

5.5 Suggestions for Further Studies

Further research can be done on:

1. Long-term impact of celebrity endorsements on brand loyalty and consumer behavior.
2. Effect of different types of celebrities on consumer perceptions of smartphone brands.
3. Investigate the effectiveness of celebrity endorsements in different cultural or regional contexts.
4. The impact of multiple endorsements by the same celebrity on consumer trust and brand credibility.

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QUESTIONNAIRE

Department of Mass Communication and Media Technology,
Faculty of Communication and Information Sciences,
Lead City University.

Dear Respondent,

I am a Master's student of Mass Communication at Lead City University currently carrying out a study on the influence of celebrity endorsement advertisement on brand patronage of Infinix Smartphones among undergraduates of Lead City University, Ibadan.

Please respond to the questions in this questionnaire as sincerely as you can. Your responses will be treated as confidential, and the information provided will be used purely for academic purpose. Thank you.

Section A: Demographic Information

1. Gender: Male [] Female []
2. Age: 15-20 [] 21-25 [] 26 and above []
3. Religion: Christianity [] Islam [] Others []
4. Level of Study 100 [] 200 [] 300 [] 400 [] 500 []

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Section B: Effectiveness of Celebrity Endorsemen Advertisement on Brand Patronage

Kindly tick as appropriate with the following options (Very Effective, Effective, Very Ineffective and Ineffective)

No	Items	Very Effective	Effective	Very Ineffective	Ineffective
5	Endorsements by celebrities increase my trust in the Infinix brand.				
6	I am more aware of Infinix smartphones due to celebrity endorsements.				
7	I feel encouraged to remain loyal to the Infinix brand because of celebrity endorsements.				
8	My perception of the quality of Infinix smartphones is shaped by celebrity endorsementst				
9	Using an Infinix smartphone makes me feel socially accepted when endorsed by celebrities.				
10	Celebrity endorsements make Infinix smartphones more appealing				

	compared to other brands.				
11	The overall image of the Infinix brand is enhanced in my mind by celebrity endorsements.				

Section C: Potential Risks Associated with Celebrity Endorsement Advertisement

Kindly tick as appropriate with the following options; (Very Likely, Likely, Very Unlikely, Unlikely)

Items	Very Likely	Likely	Very Unlikely	Unlikely
12				
13				
14				
15				
16				

17	Overestimating the quality of Infinix smartphones based solely on celebrity endorsements is possible				
18	Interest in Infinix smartphones might wane if the celebrity endorser's popularity decreases				
19	Celebrity fatigue might occur when seeing the same celebrity endorsing multiple products, including Infinix smartphones				

Section D: Celebrity Credibility in Shaping Brand Patronage

Respond to the statements in this section using the following rating scale :

Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD)

	Items	SA	A	D	SD
20	Confidence in the Infinix brand increases when endorsed by a credible celebrity.				
21	A celebrity endorsement from a reputable figure increases the likelihood of purchasing an Infinix smartphone.				
22	Endorsements from respected celebrities boost loyalty to the Infinix brand.				
23	Infinix smartphones are seen as more reliable when endorsed by a well-regarded figure.				
24	Endorsements by respected figures improve the overall image of Infinix smartphones.				
25	The reputation of the celebrity enhances the perception of the Infinix brand.				

26	Advertisements for Infinix smartphones are more memorable when endorsed by a reputable celebrity.				
27	Endorsements from well-known figures make Infinix smartphones stand out among other brands.				

Section D: Perception of Lead City Undergraduates Towards Celebrity Endorsement

Advertisement

Respond to the statements in this section using the following rating scale :

Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD)

	Items	SA	A	D	SD
28	The use of celebrities in advertisements influences the decision to purchase Infinix smartphones.				
29	Infinix smartphones are perceived as more desirable due to endorsements by popular celebrities.				
30	Celebrity endorsements make Infinix smartphones seem more attractive.				
31	Celebrity endorsements make Infinix smartphones appear more trustworthy				
32	The use of celebrities in Infinix smartphone ads makes the brand more relatable				
33	Celebrity endorsements enhance the perceived value of Infinix				

	smartphones				
34	Celebrity endorsements create a positive association with the Infinix brand.				

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