

**CONSUMERS PERCEPTION OF THE USE OF ENDORSEMENTS IN
ADVERTISING: A STUDY OF IKEJA RESIDENTS**

BY

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TC19/2319

**A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, COLLEGE OF ARTS,
SOCIAL AND MANAGEMENT SCIENCES, CALEB UNIVERSITY,
IMOTA, LAGOS,
IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF
BACHELOR OF SCIENCE (B.SC) MASS COMMUNICATION**

AUGUST, 2021

DECLARATION

I, Adefowope Zainab Adebukola declare that this work titled “**Consumers Perception Of The Use Of Endorsements In Advertising: A Study Of Ikeja Residents** ” is a result of my research effort in the Department of Mass Communication, College of Arts, Social and Management Sciences, Caleb University Lagos, under the supervision of Dr Charles Nwachukwu. I declare that it contains no material previously published or written by another person and has been accepted for the award of any degree or diploma of any university or institution of higher learning except where due acknowledgement has been made in the text.

.....

Signature/Date

APPROVAL PAGE

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ACKNOWLEDGEMENT

Firstly, I like to thank God Almighty for His protection, abundant provision and courage to excel in this programme.

It is a genuine pleasure to express my deep sense of thanks and gratitude to my parents, Alhaji and Alhaja Adefowope for their love and support towards this project.

I would like to express my special thanks of gratitude to my supervisor Dr Charles Nwachukwu for his wonderful guide, direction and assistance in making this project work a success. I am grateful to you sir.

I want to thank the Department of Mass Communication for giving me the opportunity to commence this program and the project in the first instance and to all my past and present lecturers whose guidance gave me a wonderful foundation and molded me into the person I have become today.

Also, a big thank you to my most special people on earth, my siblings Faruq, Fawaz and Busayo.

I am also thankful to everyone who all supported me, for that I have completed my project effectively and moreover on time.

DEDICATION

This research work is dedicated to the almighty GOD, my Family.

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ABSTRACT

The study evaluated consumers perception of the use of endorsements in advertising with focus on Ikeja Residents. Major objectives were to ascertain the level of exposure of residents of Ikeja LGA to celebrity-endorsed advertisement; investigate how the residents perceive the celebrity endorsement in advertisements of consumer goods and examine the extent to which celebrity endorsement influence residents' preference of a particular brand. The study was hinged on the theoretical assumptions of Perceptions and Congruity Theories. Survey method was adopted with Ikeja residents as population of the study. Four hundred respondents were selected through stratified sampling technique, while questionnaire copies were used as data collection instrument. Findings showed that: the level of exposure of Ikeja residents to celebrity endorsed advertisement was high 94.8% of the respondents said they came across advertisement messages frequently; through TV (15.2%); radio (10.6%); billboard (6.4%); newspaper (3.1%) and online (9%). 84.5% of the respondents said that they came across celebrities endorsing products in advertisements. 72.7% of the perceived the use of celebrities in advertisements as attractive and convincing; 94.8% of the respondents said that the use of celebrities makes brand advert more persuasive. Celebrity endorsement influence residents' preference of a particular brand to a very high extent. 88.7% of the respondents agreed that when advert is endorsed by a loved a celebrity, consumers will perceive the product as effective. The study concluded that when advertisers employed various celebrities to endorse a brand, it produced appealing aesthetics that may convinced buyers into purchasing the advertised brand. The study recommended that advertisers must employ strategic celebrity personalities and aesthetics elements to make their brand sellable to the market and that celebrity employed must be rightly selected to align with the nature of the brand.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The economic machinery of any nation is driven by the level of commerce, marketing and the intensity of advertising in that nation. Osunbiyi (2009) avers that advertising tends to reflect the level of development of a society at a given time. Advertising has come a long way since the dawn of time. According to Osunbiyi (2009), the industrial revolution in Europe in the 18th Century which permitted mass production of goods aided the growth of advertising. Osunbiyi continued that the revolution brought about unsold large quantity of goods and services which led to the need to stimulate demand and widen market.

From the perspective of Lic Daymette (2012), the evolution of advertising is connected to humankind evolution and its technical progress. Need of publishing facts and products quality or even required services, is a spontaneous spiritual tendency of trade man. In Nigeria for example, early forms of advertising were traditionally through the town criers, signs and trademarks. These systems were very crude compared to the height of advertising sophistication that we now experience today. No wonder Osunbiyi (2009) furthered that advertising in this modern age of highly competitive market economy, has become a push button word with a powerful communication force and a vital marketing tool helping to sell goods, services, images and ideas through channels of information and persuasion.

The advertising message is considered as an important component in advertising communication process. It is the thought, idea, attitude, image, or other information that the advertiser wish to convey to the target audience. How an advertising message is presented is critically important in determining its effectiveness. An ideal advertising message should command and draw

attention, hold the interest, arouse desire for possession of the product, and elicit action (Anyacho, 2007). The effectiveness of an advertising message depends to a large extent on its visual contents. The advertiser must locate an appeal, theme, idea or an unique selling proposition. An advertising appeal refers to the approach used by an advertiser to attract the attention or interest of the consumer and influence their feelings towards the product, service or idea. Through the use of different kinds of appeals, advertising attempts to persuade and influence (Akram, Nazam, Mubeen and Rabbi, 2017).

Based on this, the rise in need for advertising, according to Olayemi (2013), has led to creativity by professionals in a bid to outdo competitors and capture attention and patronage of their target audience. It is in line with this that manufacturers of goods and services make extra efforts to position their products strategically in the market in the midst of various competing brands that are available, calling for patronage (Fathi and Kheiri, 2015).

One of such strategy is celebrity endorsement- a method by which a public figure (mostly in entertainment industry) is employed to publicly accept, use and recommend a product or a brand, in order that the entire public will accept to use the same brand based on the recommendation of the said public figure- who must have gained public favor based on his talent or performance.

According to Awobamise and Jarrar (2018), endorsement is a form of testimonial from someone which indicates that he or she likes or approve of a product, service, cause or brand. Commonly, endorsements are solicited from people who are socially prominent, allowing companies to advertise their products with statements like “as used by such-and-such an actress,” or “the official product of company/event.”

Smith (2009) points that it's hard to miss an endorsement especially on product packaging and in advertisements; most companies keep their endorsements front and center so that they are always

visible to the public. Endorsement usually involves a written or spoken statement by a public or sometimes private individual promoting the qualities of a particular brand or product. Endorsement is different from testimonial in that, endorsement is usually done by celebrities and public figures while testimonials are usually done by ordinary citizens and is usually not paid for. Today celebrity endorsement has become one of the most popular advertisement appeals (Choi & Rifon, 2012). Most of the advertisers now use celebrity endorsers to promote brands (Awobamise and Jarrar, 2018). This increase in popularity of celebrity endorsement can be attributed to the ability to grab audience's attention thus giving entrepreneurs a better chance of obtaining consumers patronage. The use of celebrities is believed to help consumers remember the message of the advertisement and the brand name the celebrity is endorsing, enables to create the personality of a brand because when a celebrity is paired with a brand, this image helps shape the image of that brand in the minds of consumers (Sanyukta and Gaulkar, 2007).

Kotler & Keller (2009) say further that messages delivered by attractive and popular sources can achieve higher attention and recall, which is why advertisers often use celebrities as spokespeople. Celebrities are likely to be effective when they are credible or personify a key product attribute. The use of D,Banj, an energized music artiste to give face to Power Fist, an energy drink could be seen as a good tie; Kanu Nwanko's endorsement of Peak milk at the peak of his career was also an effective blend. "Celebrities can play a more strategic role for their brands, not only endorsing a product but also helping to design, position, and sell merchandize and services" (Kotler & Keller, 2009).

Just as Tiger Wood's personality was an added value to all the brands he endorsed, his scandal rubbed off negatively on the endorsed brands. Accenture, a global consulting firm had to take his images off its branding materials to save the brand. According to a press release from

Accenture's head office in New York, dated December 13, 2009, "... However, given the circumstances of the last two weeks, after careful consideration and analysis, the company has determined that he is no longer the right representative for its advertising. Accenture said that it wishes only the best for Tiger Woods and his family" (Pachetti, 2009). The image and public perception of a celebrity is what makes them attractive to brands. A celebrity with a bad public Image might find it very difficult to get brands to employ him/her as an ambassador.

Just like in other countries of the world, celebrity endorsement has developed in Nigeria, as corporate organizations and government are increasingly leveraging on the popularity of a certain celebrities to drive home a message or promote a brand. Whether or not this endorsements which cost millions of Naira actually does anything to change or influence audience perception in Nigeria is the main point of this study and what it hopes to understand.

Various researchers have queried the effectiveness of celebrity endorsement of a particular brand. Awobamise and Jarrar (2018) examined its effectiveness in promoting telecommunication brands; Nwitambu and Kalu (2017) also examined its effectiveness in building customer loyalty in telecommunications, Akram, Nazam, Mubeen and Rabbi (2017) assessed the factors influencing such effectiveness. Other researchers have looked into similar area, but none of the study has examined the perceptions of the consumers about celebrity endorsement in advertisement. It is believed that this perception often fuel why and how individuals tend to go for the brand which their favorite celebrity endorsed or why and how they may not go for the exact brand. There is also a need to domesticate the studies in Ikeja LGA of Lagos, as none of the previous study has tested Ikeja Area- being the state capital of the Nigeria economic hub- Lagos.

1.2 Statement of the Problem

In the world of today, economic activities have gone far beyond the primitive system. Today's customers are dynamic, selective and sophisticated. They chose what they want not what they are given and their behaviours determine the marketing strategy of organizations today. It is on this that the concept of consumerism is predicated. This, in its simplest meaning says that "consumer is the king".

Meanwhile, competition in the commodity markets in Nigeria has become very stiff. And this competition has led to a price race between companies, offering similar goods. This has forced companies to adopt new ways of retaining their market share as well as attract new customers. One of the methods that have become wildly popular in Nigeria is Celebrity Endorsement. Celebrity Endorsement in this instance refers to the now popular practice of companies paying celebrities and public figures to endorse their products; invariably acting as ambassadors of the brand.

This type of endorsement cost a lot of money and it can only be assumed that the companies that employ the services of these people expect some form of return on investment in terms of increased patronage or customer retention.

Various scholars have argued that the use of celebrities does not have any positive influence on the sale of goods or services while other have argued that advertiser's believe that using celebrities to endorsed or market a product / services would foster in the mind of the consumer (s) a match or connection between the celebrity endorser and the endorsed brand.

Edogan, Baker and Stephen (2001) argued that the use of attractive models in billboard advertising sometimes creates distraction as audience focus their attention on the models rather than the advertised product. These contending positions have remained unresolved. As a result,

there is a gap in the literature regarding public's perception of the use of celebrities in TV, Radio, Billboard and Handbills advertising.

Furthermore, Zafar and Rafique (2012) said celebrity endorsement may not guarantee long-term and sustainable effects where an endorsed celebrity is caught up in a scandal or an act of criminality thereby creating negative perceptions to consumers. Some of the scandals maybe involvement in the act of child, drug, sexual abuses, alcoholism and racial discrimination (Sliburyte, 2009). Any of these scandals would have negative effect on brand's image, as consumer's negative perceptions would be transferred to the brand, thereby negatively influencing product's sales or turnover (Bowman, 2002).

But the question to be asked is: is there a correlating effect of these celebrities on the product they advertise in the market place? In view of the problem stated above the researcher intends to investigate the perceptions of consumers about the use of celebrity endorsement in advertisement.

1.3 Objectives of the Study

- i. To ascertain the level of exposure of residents of Ikeja LGA to celebrity- endorsed advertisement.
- ii. To investigate how the residents perceive the celebrity endorsement in advertisements of consumer goods.
- iii. To examine the extent to which celebrity endorsement influence residents' preference of a particular brand.

1.4 Research Questions

- i. What is the level of exposure of residents of Ikeja LGA to celebrity- endorsed advertisement?
- ii. How do the residents perceive celebrity endorsement in advertisements of consumer goods?
- iii. To what extent does celebrity endorsement influence residents' preference of a particular brand?

1.5 Significance of the Study

The findings of this study shall be useful to the following categories:

The result of this study would be a useful instrument in the hands of advertising agencies who will through the study know the perception of the target audience on celebrity endorsement advertisement strategy, and better restructure such messages to suit the audience psycho-social preferences.

This study will increase existing literature on perceptions of audience on advertisement media placement in relation with celebrity endorsement. This study will provide insight to understand the difference between the celebrity and non-celebrities advertisement on the consumers.

It will also serve as a guide to mass communication students especially those who have interest in advertising as it will help broaden their horizon on advertising strategy and effectiveness. Future researchers in similar area will also find this work useful as an empirical basis for further studies.

1.6 Scope of the Study

The study is basically on the use of celebrity endorsement in advertisement and how the selected audience perceive it, as well as its effectiveness in promoting a brand. This study will be carried out in Ikeja Local Government area of State state. Gathering of primary data will be restricted to literate audience who live in Ikeja Area of Lagos. Therefore, the findings of the study shall be determined by the responses of this selected population.

1.7 Operational Definition of Terms

Perceptions: Views and opinions of Ikeja residents about billboard advertisement.

Consumers: Advertising targets and product buyers living in Ikeja Area of Lagos State

Celebrities: They are famous people, an influential people known by so many people and they are respected.

Endorsement: public support and recommendation of a product or service to the general public by a known personality.

Advertisement: This will mean graphical elements, motion pictures, visuals and words persuasively displayed on mass media to make viewers and listeners love and patronize the displayed goods or services.

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Under this chapter, relevant literature will be reviewed. The review of literature will help to build the study on specific foundation of earlier studies. The study reviews related concepts, theories, and past studies.

2.2 Theoretical Framework

A theory is a set of interrelated constructs, definitions and prepositions that present a systematic view of a phenomenon or explanation and prediction of a phenomenon (Asemah, 2009). Therefore, Perception and Congruity theories are chosen to provide the theoretical framework for this study.

Perception Theory

Perception theory falls under the “Minimally Powerful Media Theories”. Perception can also be defined as the process of making sense of our experiences or how the individual makes sense of his/her world (Folarin, 1998:63).

Lahlry (2002) cited in Onabajo (2005:81) defines perception as the process of interpreting sensory data which come to us through our five senses. Perception theory explains that the process of interpreting message is quite complex; since mass communication want audiences to pay attention to their messages and make appropriate changes in their attitudes and beliefs or make desired behavioural responses, the process of arriving at this is quite complex. Perception is influenced by a number of psychological factors including assumptions based on past experiences, cultural expectations and motivation needs, moods and attitudes (Onabajo, 2005:32). This is to say that perception does not work in isolation but depends on a complex of

variables such as psychological disposition, past experiences cultural expectations, and social relationships.

Perception theory thus nailed the coffin on the “Magic Bullet Theory” (Folarin, 1998:63). Researchers discovered that there was a nullity in the magic bullet theory because communication effect is not as automatic as people were made to believe, this gave rise to the theory of selective influence, which is based on the view point that people want their beliefs and judgments to be consistent with one another and in order to remove the dissonance people expose themselves only to those information that are consistent with their ideas and actions.

Severing and Tankard (1977:7) cited in Amos (Ed.) (2015) identifies two types of influences on perception: structural influences on perception come from the physical aspects of the stimuli to which we are being exposed for instance the closer together a series of dots; the more they are seen as forming a line. The second type is functional influences which are the psychological factors that influence perception and therefore introduce some subjectivity into the process. Some of these psychological factors include assumptions based on past experiences (that often operate at an almost unconscious level) moods and attitudes. Series of experiments have demonstrated the effects of these factors.

The study of perception led to the discovery of the selective processes; that individual tends to perceive and decode communication messages in the light of their previous experiences and current dispositions and that the language we speak and words we use also tend to circumscribe our perception. The selective processes are employed by message recipients to counter the so called almighty power of the mass media.

According to Folarin (1998:63), the four types of selective process in perception theory are;

Selective Perception: is the term applied to the tendency for people's perception to be influenced by wants, needs, attitude and other psychological factors. Tubbs and Moss (1974:34) as cited in Amos (2015) says the language we speak and words we use also tend to circumscribe our perception. Selective perception according to Folarin (1998) means that different people can react to the message in different ways.

Selective exposure: This is the tendency for individuals to expose themselves to those communications that are in agreement with the existing attitude and to avoid those communications that are not.

Selective Attention: This the ability to process certain aspect of the stimulus available to us while filtering out others. This is because the eye, processes information much faster than the brain can interpret; the human brain therefore has to select which information attends to at any given the in order to avoid confusion. Amos (2015:32).

Selective Retention: This is the tendency for the recall of information to be influenced by wants, needs, attitudes and other psychological factors. According to Folarin (1998:64), we tend to remember with accuracy, the messages that are favourable to our self image than messages that are unfavourable.

Relevance of Perception Theory to the Study

Perception theory provides basis to understand the complex cognitive process that individuals experience and by which they favour or like a particular product, and by which such product remained in their minds. The behaviour of consumers for or against a brand could be attributed to the thrust of the perception theory itself as it emphasized on how individual reacts and selects messages for consumption especially when presented by favorite celebrity.

2.2.2 Congruity Theory

Congruity Theory is a model of attitude change that describes some patterns of the relationship between two or more dimensions. The principles underlying the Congruity concept are very similar to its parent theory, Heider's Balance Theory. The Congruity Theory has been firstly advanced by Charles Osgood and Percy Tannebaum in their 1955 article "The Principle of Congruity in the Prediction of Attitude Change", published in Psychological Review N. 62. Their earlier concept holds that when change in evaluation or attitude takes place, it always increases congruity with respect to the existing frame of reference.

At the basis of Congruity lays the concept that, when a person we like approves the same thing we are in sympathy with, there is congruity or congruence. The opposite situation, as when a person we like dislikes something we approve, leads instead to an unbalanced relationship or a Cognitive Dissonance. The latter is what influences attitude changes

(https://www.12manage.com/description_osgood_congruity_theory.html accessed on 19/03/21).

The major principles of the Theory

1. The congruity theory holds that when change in evaluation occurs, it always occurs in the direction of increased congruity with the prevailing frame of reference.
2. The fundamental axiom is that the individual tends to restore cognitive balance when two cognitions are in disagreement through a proportional change in each cognition.
3. The congruity theory predicts that if there are two contradicting people, sets of information, or concepts on which a judgement must be made by a single observer, the observer will experience pressure to change his or her judgment on one of the sides.

4. If two sets of information are similar or congruent, then there will be no problem, and the observer will not experience pressure of any form.
5. The congruity principle states that when two or more attitude objects (a communication source and a goal object) are linked by an assertion, there is a tendency for the evaluation of one or both of the objects to change so that the evaluations of the two objects are more similar.
6. Incongruity is said to exist when the attitudes towards the source and the object are similar and the assertion is negative, or when they are dissimilar and the assertion is positive

Basically as Anaeto, Onabajo, and Osifeso (2008) records, the basic premise of the theory is to help determine the levels of “congruence between two sides. If a third party observer feels pressure to take a side or change a viewpoint, there must be levels of congruence between the two sides. If the third party observer feels no pressure, then there must be a high level of congruence between the two immediate parties (<http://www.uky.edu/-drlane/capstone.html>).

The congruity theory deals specifically with the problem of direction of attitude change towards the source and the goal object. The paradigm of congruity is that of an individual who is confronted with an assertion regarding a particular matter about which he believes and feels in a certain way, made by a person towards whom he also has some attitude.

Relevance and Strengths of the Theory to the study

The congruity theory has a great advantage over the early attempts in its precision. Osgood and Tannenbaum have formulated the principles of congruity in quantitative terms allowing for precise predictions regarding the extent and direction of attitude change. While the balance

theory allows merely a dichotomy of attitude either positive or negative, the principle of congruity allows refined measurement using the method of semantic differential.

Moreover, while it is not clear from Hider's statement of balance in just what direction change will occur when an unbalanced state exists, such predictions can be made on the congruity principle.

This theory is a scientific model because it is predictive of how consumers may react to brands being advertised to them through celebrity endorsement. In simple language, consumers will have less cognitive conflicts or imbalance if the brand celebrity endorsement, and identity of brands are in congruence with the belief, lifestyle, and cognition of the consumers. This will mean higher level of balance with the particular brand identity, hence leading to acceptance/positive attitude towards the brand.

2.3 Conceptual Review

The following concepts are discussed under this sub topic:

Concept of Advertising

Wright (1977) as cited in Osunbiyi (2009) defines advertising as a powerful communication force and a vital business tool. It interacts with numerous marketing concerns including personal selling, product development, branding, merchandise and research.

Another definition by Oglivy (1972) also cited in Osunbiyi (2009) however, says advertising is a mass commercial communication. This definition identifies the wider spread of advertising message and insists on particular sponsors of the advertisement; that is the advertiser, who pays for its media exposure, in whatever form, on television, radio, newspaper and so on. It also identifies the process for the exposure of the advertisement before it gets to the consumer.

Skimmer (1980) also in Osunbiyi (2009) says advertising is an attempt at controlling human behavior by appealing to human conscience and emotions.

International Advertising Association defines Advertising as a group of activities aiming at and inducing dissemination of information in any paid non- personal form concerning an idea, product or service to compel action in accordance with the intent of an identifiable sponsor.

Advertising Practitioners Council of Nigeria (APCON) (1998) in Tejuoso (2011) defines advertising as a communication in the media paid for by identifiable sponsor(s) and directed at a target audience with the aim of imparting information about a product, service, idea or opinion.

Doghudje (1985) sees advertising is a marketing tool whose sole aim is to build preferences for advertised brands and services”. Some scholars define Advertising as: “any paid form of non- personal presentation and promotion of goods, services, or ideas by an identified sponsor. Osunbiyi (2009) posits that advertising is a controlled persuasive communication, paid for by an identifiable sponsor(s) about a product, service or idea, to a target audience through the mass media. The definition shows a more complete description of the functions of advertising. For example, it shows that it is about a product, service or an idea, and presented in non-personal form. Besides, it also identifies that there must be a known sponsor of advertising, because the message has to be persuasive, otherwise it would not be effective.

“Advertising is a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser’s products and to create in the mind of people, individually or collectively, an impression in favor of the advertiser’s interest. “All the definitions have something in common, they all contain the following elements as espoused by Osunbiyi (2009):

Non-Personal: The sales message and its presentation does not have to be created on the spot with the customer watching. It can be created in as many ways as the writer can conceive, be

rewritten, tested, modified, injected with every trick and appeal known to affect consumers. Although advertisers may not see the individual customer, nor be able to modify the sales message according to that individual's reactions at the time, it does have research about customers. The research can identify potential customers, find what message elements might influence them, and figure out how best to get that message to them.

Communication: Communication means not only speech or pictures, but any way an advertiser can pass information, ideas or feelings to the audience. Thus communication uses all of the senses: smell, touch, taste, sound and sight. Of the five, only two are really useful in advertising; sound and sight.

Sound: Sound is extremely useful for advertising. It can be used in a variety of media, from radio and television to the new technology of binding micro-sound chips in magazines to present 20-second sales messages. It is also capable of presenting words and "theatre of the mind."

Sight: Sight is arguably the most useful of the communication channels available to the advertiser. Through sight it is possible to use both words and images effectively. Words do not have to be spoken to be understood. They can be printed, as well

Information: Information is defined as knowledge, facts or news. However, you should bear in mind that one person's information is another person's scam, particularly when advertisers talk about their products. Information comes in many forms. It can be complete or incomplete. It can be biased or deceptive. Complete information is telling someone everything there is to know about something: what it is, what it looks like, how it works, what its benefits and drawbacks are.

Paid For: If an ad is created and placed in the media, the costs of creation and time or space in the media must be paid for. This is a major area in which advertising departs from public relations.

Persuasive: It stands to reason as part of the definition of advertising. The basic purpose of advertising is to identify and differentiate one product from another in order to persuade the consumer to buy that product in preference to another.

Products, Services or Ideas: Products, services or ideas are the things that advertisers want consumers to buy (in the case of ideas, "buy" means accept or agree with as well as lay out hard, cold cash). However, there is more involved in products or services than simply items for purchase.

Identified Sponsors: Identified sponsors mean whoever is putting out the ad tells the audience who they are. There are two reasons for this: firstly, it's a legal requirement, and second, it makes good sense. Legally, a sponsor must identify herself as the sponsor of an ad. This prevents the audience from getting a misleading idea about the ad or its contents (Adeyanju 1997). Advertising, in this modern age of highly competitive market economy, has become a push button word with a powerful communication force and a vital marketing tool helping to sell goods, services, images and ideas through channels of information and persuasion. According to Osunbiyi (2009) three main groups can be identified in the advertising business: The advertiser, the advertising agency and the media. This division along functional lines was also part of the emergence in this process of marketing communication of product. It has in fact become an integral part of our social economic system. Quite obviously, unlike the past generation, today” the average person is exposed to many hundreds of advertising message between the time he opens his eyes in the morning and clicks off his light at night” (Malickson and Nason, 1970 in Wellington, 2018).

Characteristics of Advertising

Advertising is important tool used by the manufacturer for launching the product or service in the market. Advertising is done through various media like Newspapers, TV Programmes, Magazines, Display of Hoardings or Banners on Streets and National Highways. However an effective advertisement should possess the following features;

Maximum Reach: Advertisement should be done in such a way and through such a medium that it reaches the maximum number of people who may be probable customers at one time.

It should be economical: The concern of economy is present in every kind of expenditure in the business and advertisement is also no exception to the rule. The Budget spent on advertisements should prove economical with its wide spread message generating good results in the form of more and more demand and sales. Optimum promotion is possible only by economical use of the resources meant for it.

It must Attract Customers: The wording, phrases used, ideas displaying the product or service must be able to catch the attention of public and attract as many customers as possible at every time. Unless this requirement is fulfilled it may not be getting translated into enquiry from people resulting in actual sales

It should be able to persuade people: One of the important aims of advertising is to make people believe in what you say or convey through advertisement. It must have persuasive effect, generating anxiousness in the mind of customer to view, try the use of the product displayed by you through advertisement. It must successfully convince the prospects about its fine features and utility. It should be capable of convince the people through statistics, or experiences narrated by satisfied customers or getting recognition in the form of some award for its best features.

It mastermind the customers about its constant use for better life style or healthy life style etc. It must emphasize the concern for customer's well-being all the time.

It must be trust worthy: The advertisement must speak only about the truth of the product. It should not create wrong, irrelevant or totally different picture of the product that it is in reality. It would amount to cheating or deceiving customers. The aggrieved customers who do not find the goods up to the mark as displayed in advertisement may even drag the company to court of law for losses sustained and also for act of deceiving.

It must follow the standard advertising practices: While advertisement care must be taken to see that it is decent in every respect. It does not cause any kind of social harm or results in outburst of sentiments against the product or the company or the way of its publicity. Ethical Standards established in the line should be followed. Advertising is aimed at achieving various objectives. It is targeted to increase sales, create and improve brand image, face competition, build relations with publics, or to educate people.

Tool for Market Promotion: There are various tools used for market communication, such as advertising, sales promotion, personal selling, and publicity. Advertising is a powerful, expensive, and popular element of promotion mix.

Non-personal: Advertising is a type of non-personal or mass communication with the target audience. A large number of people are addressed at time. It is called as non-personal salesmanship.

Paid Form: Advertising is not free of costs. Advertiser, called as sponsor, has to spend money for preparing message, buying media, and monitoring advertising efforts. It is the costliest option of market promotion. Company has to prepare its advertising budget to appropriate advertising costs.

Wide Applicability: Advertising is a popular and widely used means for communicating with the target market. It is not used only for business and profession, but is widely used by museums,

charitable trusts, government agencies, educational institutions, and others to inform and attract various target publics.

Varied Objectives: Advertising is aimed at achieving various objectives. It is targeted to increase sales, create and improve brand image, face competition, build relations with publics, or to educate people.

Types of Advertising

The following are the types of advertising as Ajala (2005) enumerates:

Television Advertising: It combines sound and moving images. It is one of the most expensive forms of advertising, but on the other hand it reaches a very wide audience. Advertisers buy time from TV stations to broadcast their commercials. This time is cheaper at times when fewer people watch TV, as in the early morning hours and gets very expensive during prime time evening shows.

Radio Advertising: Local advertisers place about 70 per cent of advertising on the radio. An advantage of radio is that people listen to programs while doing other things. In some cases radios are on the whole day. Commercials last about 30 seconds as radio stations are more specialized in what they broadcast.

Newspapers: Almost half of a newspaper is made up of ads. Local papers have ads of local companies, but also advertise products that are sold all over the country. Most papers are published daily so new ads, like products on sale or movie openings can be placed every day. Newspapers sell advertising space in all sections of their paper. In most cases ads of products will be put in the section they are related to (Ajala, 2005).

Magazines: It mostly appears all over the country and is used by national advertisers. In contrast to newspapers they are read when people have more time. They are kept for a few weeks or even months. Better printing quality and colour ads are among the advantages of magazines.

Many special magazines are made for groups of people. The ads that appear there are especially for these groups. A computer magazine, for instance, may have many ads related to computers, printers or scanners.

Internet Advertising: Internet advertising is becoming more and more important. Especially young people spend less time watching TV and more time on the Internet. The Internet has the advantage of being available to people around the world at all times. The fastest growing media outlet for advertising is the Internet. Internet advertising's influence continues to expand and each year more major marketers shift a larger portion of their promotional budget to this medium. Two key reasons for this shift rest with the Internet's ability to: 1) narrowly target an advertising message and, 2) track user response to the advertiser's message.

The Internet offers many advertising options with messages delivered through websites or by email.

Advertising Strategy

Any form of advertising should be capable of giving specific information and to persuade people to buy. Specific information – is that giving exact details of price, dimensions, colour and other concrete facts. While persuasive matter – takes several forms such as exhortation almost an order to buy something, tempting claim that the product will do something over and above its normal uses for instance, the normal use to soap is to help get you clear. If it is scented it will also made you smell sweet – which could be put forward as a claim by the advertiser.

William (2009) defines advertising strategy as: “what advertising will communicate about the product and service, or institution and it specifies how communication about the product, service or institution will be related to the consumer needs, wants, desires and dream”

From the above definition given by William, it could be seen that product, service or institution performance forms the basis of an effective advertising. This makes it necessary to study the various classification of advertising from which a company decides its strategy mix.

An ad is directed to either consumers or businesses, thus it is either consumer advertising or business-to-business advertising. Retailers by definitions sell only to consumers; therefore, they are the only organizations that are not faced with this choice. The publisher of a magazine for example, must decide what portion of its advertisement budget will be used to attract businesses to advertise in the magazine, and what portion will go toward selling magazines. (Ben, 2012)

All advertising may be classified as product or institutional. Product advertising focuses on a particular product or brand. It is subdivided into direct action and indirect action product advertising.

Direct action advertising seeks a quick response. For instance, a magazine advert containing a coupon may urge the reader to send or call immediately for a free sample. Or a supermarket ad in a local newspaper this week’s specials.

Indirect action advertising is designed to stimulate demand over a longer period of time. It is intended to inform or remind consumers that the product exists and to point out its benefits. Most network TV advertising is indirect action, whereas much local television advertising is direct action

Sutton (2012) says institutional advertising Presents information about the advertiser's business or tries to create a favourable attitude – build good will – toward the organization. In contrast to product advertising, institutional advertising is not intended to sell a specific product. Its objective is to create particular image for the company. Ford for example, has spent millions over the years communicating its corporate philosophy with the “Quality is Job” campaign.

Celebrities Endorsement as a form of Advertising Strategy

The concept of celebrities is associated with individuals' characteristics that have attained enviable positions in the public eye and typically have high profile in given career (s) – sports, entertainment, drama among others (Zipporah and Mberia, 2014), while Roll (2006), described celebrities as people who are widely known to a society for their accomplishments in their respective fields, movies, sport, music or politics; McNamara (2009) defines a celebrity endorser as any individual who enjoys public recognition and who uses this recognition on behalf of a consumers' goods by appearing with it in an advertisement, irrespective of the required promotional role(s).

According to Awobamise and Jarrar (2018), a celebrity can be described as someone that is popular and easily recognizable in a society. He/she is someone that attracts media attention and in a lot of cases might also be an extrovert. There are various ways people can become celebrities and these days the most popular ways are through acting, singing or beauty, while others become accidental celebrities. In Nigeria, there are basically just two ways to become a celebrity; one is by being an entertainer (actor, actress or musician) or be a popular person either through the nature of your job or lavish lifestyle (Linda Ikeji- popular blogger is a good example).

Celebrity endorsement is a way to get a brand noticed among its contemporaries in a market place, which might affect consumers' purchase intention and attitudes toward the product.

Ahmed (2015) opines that celebrity endorsement is the best tool of advertisement to get most targeted audience and catch their attention, thereby having significant effect on financial returns and helps to get competitive advantage.

The concept of celebrity endorsement is recognized by marketers because it has an effect that influences the message the company is trying to send from someone that the consumers feel a sense of similarity with. Consumers tend to evaluate information from a celebrity which they have similar a goal, interest or lifestyle with (Akram, Nazam, Mubeen and Rabbi, 2017). Companies have taken this opportunity into account and tries, through using it as an advertising tool, to gain a high brand exposure, attention, interest, desire and action (Belch and Belch, 2001).

Celebrity endorsement is a channel of brand communication in which a famous personality acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, stature in the society or expertise in the field to the brand. In a market with a very high proliferation of local, regional and international brands, celebrity endorsement is thought to provide a distinct differentiation (Awobamise and Jarrar, 2018).

Throughout history key people in the areas of sport and popular culture have been elevated to celebrity status. However, it was only in the twentieth century that the celebrity phenomenon truly permeated society, media, and culture (O'Mahony & Meenaghan, 1997). Through their public manifestations, celebrities hold certain meanings in the eyes of the receiving audience.

The use of celebrity endorsers in advertising is aimed at increasing message persuasiveness and its practice dates back to the 1800s. In the mid-1990s, it was estimated that as much as 20 percent of American network television advertising uses celebrity endorsers (Chao, Wuhrer and Werani, 2005).

Marketing has sought to use the varied meanings personified by celebrities to assist the achievement of certain advertising objectives (O'Mahony & Meenaghan, 1997). Supporting the use of celebrities in an advertising context is the belief that the profile and attributes of the celebrity both draw attention to the messages they deliver and, through a rub-off effect, transfer image values to those messages. Marketers find the use of celebrities in their advertising campaigns to be highly effective when seeking to intrude into consumers' consciousness and to deliver particular messages based on image. Such campaigns are used in a marketing context, as a form of persuasion, to attract customers, to promote political and social causes and to sell diverse products or services (Chao, Wuhrer and Werani, 2005).

In Nigeria there are several of them that have been used to endorse a product or the other in the likes of Desmond Elliot, Bola Akinboade for Black up unlocking the glamour and drama in you, Easy Braid by Darling Nigeria, Omotola Jelade in bleaching skin, Ini Edo in Skin Care, Yvonne Nelson in Fashion, Funke Akindele in Vitafoam and many others.

These products have been selling so much because consumers want to associate with the celebrities and they want to believe the information that they give is accurate and true. Celebrity endorsement has been in application from a long time (Kaikati, 2011), not too late when advertisement techniques were taking on new forms because advertisers realized soon that by using publicly renowned personalities in advertisements they will be able to align brands personalities with that of the celebrities. It is noteworthy that not all the celebrities prove to be successful endorsers, thus making the selection process more difficult (Giffin, 2007).

Advertisers go for a careful selection of celebrities because if any aspect goes wrong in celebrity endorsement selection process, the celebrity endorsed advertisement campaign may collapse.

These aspects cast a comprehensive impact upon the customers, as most of the customers prefer those celebrities who are credible and trustworthy, some like those who are attractive and possess charming physical features, and some consider both of these dimensions.

Advertisers also look for a proper match between the celebrity's personality and product's attributes proves to be successful because the congruence of features from the celebrity and the product targets the senses of the customer more positively and leads to the development of favorable perceptions about the brand (Ohanin, 2011). This could be done in form of testimonials, promotions, campaigns or advertisement to ensure that communication is done to specific target audience respectively (Roozen and Claeys, 2010).

Meanwhile, today 'Celebrity Endorsement' has attracted immense debate on whether it really contributes to the brand building process or whether it is just another lazy tool to make the brand more visible in the minds of the consumers (Awobamise and Jarrar, 2018).

Although it has been observed that the presence of a well-known personality helps in solving the problem of over-communication that is becoming more prominent these days, there are few undesirable impacts of this practice on the brand. The theories like 'Source Credibility Theory, Source Attractiveness Theory and Meaning Transfer Theory' provide a basis on which the methodology of celebrity endorsement works and also explains how the process of the celebrity endorsement influences the minds of the consumers. Firms invest huge amounts as advertising expenditure for hiring the right celebrity.

However there lies uncertainty with respect to the returns that the company might be able to garner for the brand. The issue of matching the values of the celebrity with the brand values is also very important, i.e. getting the right celebrity to endorse the right brand. Consumers

perceive the brand as having superior quality because it has been endorsed by a credible source. This makes endorsement as one of the indicators of quality for any brand. Corporate credibility along with endorser credibility plays a significant role in the attitude of the consumer towards the brand and the advertisement respectively.

On the other hand, the over popularity of the celebrity sometimes overshadows the brand. If the celebrity is involved in multiple endorsements, it tends to create confusion among consumers and hence negatively affects the perception of the advertisement and the brand. Hence, to say clearly whether the practice of celebrity endorsement impacts positively or negatively on the brand still remains a debate.

Celebrity Trustworthiness

Trustworthiness refers to “the honesty, integrity and believability of an endorser” (Erdogan, Baker, and Tagg 2001). Companies in an attempt to retain their customer and acquire new ones try to find endorsers who are widely seen as trustful and who are seen as honest, believable and dependable (Belch and Belch, 2001). Trustworthiness is the most important factor with regard to the source credibility and the influence credibility. Moreover; likeability is mentioned as the most important attribute of trust (Belch and Belch, 2001). Advertisers can create the highest effect by taking these two factors, liking and trustworthiness, into account. Because it is stated when consumers like a celebrity, they will automatically trust a celebrity (Akram, Nazam, Mubeen and Rabbi, 2017). Awobamise and Jarrar (2018) argued that trustworthiness of a celebrity endorser had no relationship with the purchase intentions of the related brand by the consumer. This conclusion had to do with the level of involvement. The trustworthiness is of major importance for effective endorsers. If consumers believe what the endorser is telling them and they trust him or her, the believability of the ad is higher and attitude of the consumers would increase towards

the products or brand. When a celebrity comes negatively into the news, this can affect the believability and the trustworthiness of the endorser. Also, it would negatively influence the brand image and sales of the related product.

Trust in communication is considered to be how much confidence and acceptance the listener has in the speaker of the message (Ohanian, 1990). Friedman, Santeramo and Traina (1978) inferred trustworthiness as a major matter of source credibility, which McCracken (1989), saw as the first dimension of endorsement credibility. Roy (2012) opined that trustworthiness can be captured within the context of celebrity endorsement as honesty, integrity, and believability of the celebrity by consumers. Erdogan (2009), defined trustworthiness as a consumer's perception of the honesty, integrity and believability of an endorser, while Roy (2012), argued that a celebrity endorser is trusted by the target audience due to the life he lives professionally and personally, as revealed to the general public through the mass media.

O'Mahony and Meenaghan (2007), showed that source of trustworthiness is a basic attribute underlying source credibility that fundamentally affects attitudinal change in consumers. Without trustworthiness, the other features possessed by the endorser are unlikely to be effective in changing consumers' attitudes. Whenever celebrities are constantly in the media, believes that they are trusted more other than celebrities who are not constantly in the media. This shows when consumers continually see a celebrity exposed in the spotlight (Renton, Daellenbach, Davenport and Richard, 2015).

Lee, Edwards and Ferle (2014) looked at trustworthiness in a different way and conclude that ethnic status affects endorser's trustworthiness which affects the attitudes of a brand being endorsed. This happens because individuals want to be able to trust other individuals which are like them. The implication of this submission is that when organizations are targeting ethnic

groups, they need to be aware of the ethnic backgrounds. An assertive message coming from a highly trustworthy communicator generates a direct attitude change, however, communicators who are not viewed as trusted impact proven insignificant (Miller and Baseheart, 2011).

Saouma and Chabo (2005). work proved that a communicator who is observed as trustworthy is likely to generate a larger attitude change other than observed expertise. This in the long run helps to influence consumer's beliefs, opinions, attitudes and purchasing behaviour (Erdogan, Baker and Tagg 2011; Ohanian, 2011). Furthermore, Akram, Nazam, Mubeen and Rabbi (2017) posited that trustworthiness is encompassed in credibility source model which believes that a level of acceptability of a message depends on the level of credibility of the source of the message.

Risks Associated with the Use of Celebrity Endorsement

Researchers such as Awobamise and Jarrar (2018) argued that there are certain risks associated with the use of celebrity endorsement. A review of related literature revealed the following risks. One risk associated with the use of celebrity endorsers is the possibility of negative information or publicity regarding the celebrity.

First, a negative publicity about the celebrity can spill over to a brand. Organizations would be badly affected by negative publicity from celebrity misdeeds, such as involvement in drug scandals, rape, and murder. Any harm brought to the reputation of celebrity may decrease the trustworthiness and credibility held by the consumer (Roy, 2012). Once a celebrity gets associated with negative information, organization has to consider various alternative relationship options to be able to maintain a good position in the market.

Another prominent risk associated with the use of celebrity endorsement is the cost implication. Celebrities are sometimes very expensive, putting an organizations at cross-road of evaluation if the project actually worth the investment (Fathi and Kheiri, 2015). In addition, multiple product endorsements weaken the effects of celebrity to a product (Rafique, 2012).

Celebrity Advertisements and Customers Purchase Behavior

According to Karen and Freeman (2015), the concept of consumer buying behaviour explains how an individual or groups select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and desires. He further stated that consumer buying behavior as the totality of behaviour consumers display in searching for purchasing, using and evaluating of goods and services in order to satisfy their needs or wants. Consumer environment influences how the consumers feel, consider and act. The environmental features are, for instance, comments taken from other customers, advertising, packing, price, and product appearance etc.

The consumer behavior is related to the physical action of a consumer, which can be measured straight. Frequency of visiting stores or shopping malls can be measured. To select a specific store then to go there is very difficult to choose and observe directly. Where different types of behavior can be measured including a shopping pattern in stores. This kind of measurement is very hard. The behaviour can be analyzed in different ways, by offering lower price, better service and good quality (Fathi and Kheiri, 2015).

Meanwhile, the general belief among organizations and advertisers is that advertising messages represented and delivered by celebrities provide a higher degree of appeal, attention and possibly message recall and retentions than those delivered by non-celebrities. Marketers also claim that celebrities especially those with credibility and good reputation affect the credibility of the

claims made, increase the memorability of the message by consumers, and may provide a positive effect that could be generalized to the brand or product being advertised (Ibok, 2013).

Belch and Belch (2001) and Egwuonwu (2014), stated that the reasons why companies spend huge amounts of money to have celebrities appear in their ads and endorse their products is that celebrities have stopping power and a powerful influence on the consumers who are fans to the celebrity. They draw attention to advertising messages and enhance message recall. Celebrities help in recognition of brand names, create positive attitudes toward the brand and create a personality for the endorsed brand. Moreover, it is believed that celebrities could favourably influence consumers' feelings, attitudes and purchase behaviour.

The understanding of the reasons for using the celebrity endorsement is not enough when seeking to ensure the effectiveness of advertisement. The effectiveness of celebrity endorsement in advertising comes from the associative link between the brand (product) and the celebrity, but the creation of such a link is concurrent with the risk.

Menon, Boone, and Rogers (2009), research work on celebrity advertising: an assessment of its relative effectiveness, using correlation analysis, in the case of the American Express advertisement, the appearance of the celebrity correlated highly with the person's credibility, knowledge, liking for the person, believability of the advertisement, and purchase intentions. There were no significant correlations between any of the variables for the advertisement without a celebrity. The advertisements for Apple computers Computer, celebrity credibility and knowledge correlated with advertisement believability, which in turn correlated with purchase intentions.

2.4 Review of Empirical Studies

Ibok (2013) conducted research over factors that were influencing the effectiveness of the celebrity endorsements in Nigeria and he found out that this type of Marketing has become significant component almost for all kind of advertisements in continuing years in Nigeria especially in Nigerian Telecommunication sector. He came across to the limitation in implying this strategy in his country and that was it had not been taken as per consumer's perspective or views. He found out that credibility, expertise, attractiveness and trustworthiness were the most crucial factors determining the effectiveness and persuasiveness of the Celebrity Marketing. He concluded that Celebrity's image could have respective effect on the brand and suggested to consider it seriously.

Dix and Chowdry (2010) have done research on factors influencing persuasiveness of sports celebrity endorsements and to know the consumer's attitudes towards endorser and brand when the endorser is actually a sportsman and is endorsing both sports and non-sports brands. They found out that there were no difference in consumer's attitudes towards endorser or brand (either non-sports brands or sports brands) endorsed by the sportsmen. But they stated that the study could be extended to more fields as their one have some limitations e.g. convenience sampling or being limited to the particular sample and field.

Rafique (2010) conducted a research on effect of celebrity marketing on consumer's perception and purchase intentions. They eventually admitted the importance of this tactic in sales hike of product and wider media coverage. But they thought that it will work persuasively only if there is a brand fit, attractiveness and credibility of the celebrity exists. They are of the view that consumers will go out to purchase if they see their favorite celebrity endorsing the product. One thing which is very astonishing is that they stated that celebrity endorsements influence the

customers greatly and the product features itself take secondary importance and considerations by the consumers.

Saouma and Chabo (2005) presented their work whose main objective and purpose was to find out the crucial things when hiring the celebrities for the endorsements purposes. Like many others, they found out trust worthiness and expertise the overwhelming factors but they claimed that having only those factors in a endorsee does not eliminate the necessity of other factors which may be at a time, hidden. Above two does not guarantee success but there should be addition of other accepted factors as well in their view.

Temperley and Tangen (2006) admitted the importance of the celebrity marketing and they said that although a lot of research work has been done on hiring process of celebrity and their persuasiveness in advertising. Findings of their paper paradoxically proved the importance of the credibility and brand fit. The most important and interesting thing in this study was to know that consumers considered the celebrities as PINOCCHIO (a syndrome whose nose gets bigger if he tells a lie), means the credibility and trustworthiness were the crucial variables in their study.

Fathi, F., & Kheiri, B. (2015) called celebrity endorsement as an important factor for grasping customer attentions, to build customer loyalty and to give the companies wanted results. However, they suggested the companies to hire the celebrities with the perfect brand fit in order to get desired results. They also suggested the companies to layout their actual strategies beforehand (either increasing sales or disseminating information).

Roozen and Claeys (2010) discussed on relative effectiveness of celebrity endorsements for print advertisements. With the experiment of using non-celebrity person and celebrity person as well as good and bad brand fit, they came to know that the celebrity endorsements are always not a success-guaranteed and companies investing lavishly in this technique deserves serious

considerations. Roy (2012) published article on the topic to use the obvious choice: investigating the relative effectiveness of an overexposed celebrity and he found out that when the celebrity endorses more than one brand, he certainly loses his credibility towards products. He admitted the worth of brand fit in persuasiveness of celebrity marketing. He showed some concerns over this trend of celebrities endorsing more than few brands and towards the companies who are investing their precious money in it.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter gave an outline of the research method that was followed in the study. It provided information on participants, who the participants are and how they were sampled. The researcher also described research design, the reason and purpose for choosing it for this study and the instrument for data collection as well as the method to be adopted analyzing data.

3.2 Research Design

Survey research design was used for this study. The method was considered appropriate because survey is useful in the measurements of public opinion, attitudes and orientation which are dominant among a large population at a particular period Okoro (2007). It is also a structured method for collecting data to describe a population too large to be observed directly (Babbie, 2007:75)

3.3 Population of the Study

The population of this study comprised consumers residents in Ikeja Local Government Area (LGA). Ikeja is been considered for this study because it is highly commercial, populated and industrialized city. According to 2016 Population Commission Projection, the population of Ikeja was estimated at four hundred and thirty seven thousand and four hundred (437,400).

3.4 Sample Size

The sample was drawn using Taro Yamane (1967:886) simplified formula to calculate sample size. The equation is express as follows.

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

Where n = sample size, N is the population size

I is constant and

e is the error margin of 0.05

Therefore, when this formula is applied with the combined population figure of Ikeja local government area, which is 437,400, we get the following:

Sample Size

437,400

$1 + 437499 (0.5)^2$

437400

$1 + 437499 (0.0025)$

437400

1093.6

399.96

400

Hence the sample size was four hundred (400) respondents.

3.5 Sample Technique

Researchers are of the opinion that the representativeness of a sample is more important than its size. Therefore, the sample was selected using stratified sampling which is a type of probability sampling method. With this, the researcher divided the population in strata according to the ten political wards thus: Adekunle/Adeniyi Jones/Ogba, Airport/Onipetesi/Inilekere, Alausa/Oregun/Olusosun, Anifowoshe/Ikeja, GRA/Police Barracks, Ipodo/Seriki Aro, Ojodu/Agidingbi/Omole Oke-Ira/Aguda, Onigbongbo, and Wasimi/Opebi/Allen. Thereafter, twenty (20) respondents were selected from each stratum to represent the sample size.

3.6 Instrument of Data Collection

Questionnaire formed the main instrument for data collection in this study, this is because questionnaire is a vital instrument of gathering information from people about their opinions, attitudes, behavior and perceptions on a given phenomenon.

The questionnaire contained both structured and unstructured questions to elicit answers from the respondents.

3.7 Validity and Reliability of Data Instrument

An instrument for data collection in research is said to be ‘valid’ when it measures what is supposed to measure” (Nwodu 2006). Thus, validity has to do with ensuring that an instrument is complete, congruent, coherent and comprehensible, Nworgu (2009) states that one of the standard procedures for validating instrument is giving it to a panel of expert for validation’.

Thus, to ensure that the questionnaire has validity, copies of the draft questionnaire was given to the project supervisor to vet.

3.8 Method of Data Analysis

Data were analyzed with the aid of Statistical Package for Social Sciences (SPSS). Simple tables, frequency and percentages was adopted in the presentation and analysis of the data generated for the study.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

In this chapter, all data collected were presented analysed and discussed. Out of the 400 administered on respondents, 388 of them were filled appropriately and returned at the stipulated time. This was about (97%) which the researcher believed was enough to give unbiased data needed for the study.

The responses of 388 respondents were analysed and presented using Statistical Package for Social Science (SPSS) for easy understanding. Also, the various research questions put forward in chapter one of this study were used for the discussion of findings.

4.2 Analysis and Interpretation of Data

The following shows the presentation and analysis of data derived from the questionnaires.

Return Rate

Questionnaire	Frequency	Percent
Returned	388	97.0
Not Returned	12	3.0
Total	400	100.0

Source: Field Survey, 2021.

The table above shows that a total number of 100 questionnaires were administered on respondents, 96(96%) of these were returned while the remaining 4(4%) were not returned.

Table 1: Sex

Alternative	Frequency	Percent
Male	204	52.6
Female	184	47.4
Total	388	100.0

Source: Field Survey, 2021.

The table above reveals that 52.6% of the respondents are male, while 47.4% are female.

Table 2: Age

Alternative	Frequency	Percent
20-29	176	45.4
30-39	88	22.7
40-49	116	29.9
50- 59	8	2.1
Total	388	100.0

Source: Field Survey, 2021.

The table above shows that 45.4% of the respondents were between the ages of 20-29years; 22.7% were between 30-39years; while 29.9% were between 40-49years; and 2.1% of the respondents were between 50- 59 years.

Table 3: Marital Status

Alternative	Frequency	Percent
Married	176	45.4
Single	116	29.9
Separated	88	22.7
Divorced	8	2.1
Total	388	100.0

Source: Field Survey, 2021.

The table above shows that 45.4% of the respondents were married, 29.9% were single; while 22.7% were separated; and 8% of the respondents were divorcee

Table 4: Educational Qualification

Alternative	Frequency	Percent
SSCE	16	4.1
ND/NCE	128	33.0
HND/B.Sc	136	35.1
M.Sc	68	17.5
Ph.D	40	10.3
Total	388	100.0

Source: Field Survey, 2021.

The table above indicates that 4.1% of the respondents had O’level qualification; 33% had ND/NCE; 35.1% HND/B.Sc. while 17.5% M.Sc. and 10.3% of the respondents had Ph.D.

Table 5: Occupational Status

Alternative	Frequency	Percent
Civil servant	180	46.4
Private Sector	188	48.4
Self-Employed	20	5.2
Total	388	100.0

Source: Field Survey, 2021.

This table shows that 46.4% of the respondents were civil servants, 48.4% worked in the private sector while 5.2% were self employed.

Table 6: How often do you come across advertisement messages?

Alternative	Frequency	Percent
Very often	168	43.3
Often	200	51.5
Occasionally	20	5.2
Total	388	100.0

Source: Field Survey, 2021.

This table shows that 43.3% of the respondents said they came across advertisement messages very often, 51.5% said often while 5.2% said occasionally.

Table 7: On which of these channels do you see advertisement often?

Alternative	Frequency	Percent
Television	59	15.2
Radio	41	10.6
Billboard	25	6.4
Newspaper	12	3.1
Online	35	9.0
All of the above	216	55.7
Total	388	100.0

Source: Field Survey, 2021

This table shows that 15.2% of the respondents said they were often exposed to advertisement through the TV, 10.6% said through the radio, 6.4% said through bill board, 3.1% said through newspaper while 9% said through online platforms and 55.7% said through all of the above.

Table 8: How often do you come across celebrities endorsing products in advertisements?

Alternative	Frequency	Percent
Very often	168	43.3
Often	160	41.2
Occasionally	60	15.5
Total	388	100.0

Source: Field Survey, 2021

The table above reveals that 43.3% of the respondents said that they came across come across celebrities endorsing products in advertisements very often; 41.2% said often; while 15.5% said occasionally.

Table 9: On which of these product advertisements do you see celebrity endorsement most?

Alternative	Frequency	Percent
Beverage/Alcohol	40	10.3
Automobile	34	8.8
Telecoms	32	8.2
ICT/Phones	38	9.8
Politics	44	11.3
Banking	60	15.5
All of the above	140	36.1
Total	388	100.0

Source: Field Survey, 2021

The table above shows that 10.3% of the respondents indicated beverage and alcohol as the product which they often see celebrity endorsement; 8.8% indicated automobile;

8.2% said telecoms; while 9.8% said ICT/Phones, 11.3% said politics, 15.5% said banking sector and 36.1% said all of the above mentioned in the alternative lists.

Table 10: Which of the following elements in advertisements attract you most?

Alternative	Frequency	Percent
Celebrity personality used	100	25.8
Beautiful colors	24	6.2
Graphics	56	14.4
Characters on the screen	8	2.1
All of the above	200	51.5
Total	388	100.0

Source: Field Survey, 2021.

In the table above, respondents indicated the elements that attracted them most in advertisements. 25.8% of the respondents said celebrity/personalities used attract them mostly in advertisement, 6.2% said beautiful colors in advert in the adverts; 14.4% said the graphics in adverts attracted them most; while 2.1% said they were mostly attracted by the characters on the screen and 51.5% of the respondents said that they were attracted by all the above mentioned elements.

Table 11: How do you perceive the use of celebrities in advertisements?

Alternative	Frequency	Percent
Makes adverts attractive and convincing	282	72.7
Beautifies adverts	52	13.4
It makes no difference	54	13.9
Total	388	100.0

Source: Field Survey, 2021

The table above shows that 72.7% of the respondents said that they perceived the use of celebrities in advertisements as attractive and convincing; 13.4% perceived celebrity used in adverts beautifies the adverts; while 13.9% said it made no difference.

Table 12: Would you say the use of celebrities makes brand advert more persuasive?

Alternative	Frequency	Percent
Yes	368	94.8
No	12	3.1
Can't say	8	2.1
Total	388	100.0

Source: Field Survey, 2021

The table above reveals that 94.8% of the respondents said that the use of celebrities makes brand advert more persuasive; while 3.1% disagreed, and 2.1% could not say.

Table 13: Did the use of celebrities in advert made you to remember a particular brand?

Alternative	Frequency	Percent
Yes	360	92.8
No	20	5.1
Can't say	8	2.1
Total	388	100.0

Source: Field Survey, 2021

The table above reveals that 92.8% of the respondents said the use of celebrities in advert made them to remember a particular brand; while 5.1% disagreed, and 2.1% could not say.

Table 14: Use of celebrities in adverts influence more product purchase by consumers

Alternative	Frequency	Percent
SA	116	29.9
A	160	41.2
U	44	11.3
D	60	15.5
SD	8	2.1
Total	388	100.0

Source: Field Survey, 2021

The table above indicates that 29.9% of the respondents strongly agree that the use of celebrities in adverts influence more product purchase by consumers; 41.2% agreed; 11.3% were undecided; while 15.5% disagreed, and 2.1% of the respondents strongly disagreed.

Table 15: When advert is endorsed by a loved a celebrity, consumers will perceive the product as effective

Alternative	Frequency	Percent
SA	168	43.3
A	176	45.4
U	12	3.1
D	16	4.1
SD	16	4.1
Total	388	100.0

Source: Field Survey, 2021

The table above reveals that 43.3% of the respondents strongly agreed that when advert is endorsed by a loved a celebrity, consumers will perceive the product as effective; 45.4% agreed; 3.1% were undecided; while 4.1% disagreed, and 4.1% of the respondents strongly disagreed.

Table 16: There is a relationship between product endorsement and consumer patronage of such product.

Alternative	Frequency	Percent
SA	104	27.8
A	168	43.3
U	52	13.4
D	28	7.2
SD	32	8.2
Total	388	100.0

Source: Field Survey, 2021

The table above reveals that 27.8% of the respondents strongly agreed that there is a relationship between product endorsement and consumer patronage of such product; 43.3% agreed; 13.4% were undecided; while 7.2% disagreed, and 8.2% strongly disagreed.

Table 17: Consumers may not easily be attracted to products not endorsed by their favourite celebrity(ies)

Alternative	Frequency	Percent
SA	168	43.3
A	176	45.4
U	12	3.1
D	16	4.1
SD	16	4.1
Total	388	100.0

Source: Field Survey, 2021

The table above reveals that 43.3% of the respondents strongly agreed that consumers may not easily be attracted to products not endorsed by their favourite celebrity(ies); 45.4% agreed; 3.1% were undecided; while 4.1% disagreed, and 4.1% of the respondents strongly disagreed.

Table 18: I fall in love with some product adverts because of the endorsement by my favorite celebrity

Alternative	Frequency	Percent
SA	140	36.1
A	168	43.3
U	40	10.3
D	28	7.2
SD	12	3.1
Total	388	100.0

Source: Field Survey, 2021

The table above shows that 36.1% of the respondents strongly agreed that fell in love with some product adverts because of the endorsement by their favourite celebrity; 43.3% agreed; 10.3% were undecided; while 7.2% disagreed, and 3.1% of the respondents strongly disagreed.

Table 19: To what extent does the use of celebrity in advertisement attract you towards the advert?

Alternative	Frequency	Percent
Very high extent	84	21.6
High extent	176	45.4
Low extent	72	18.6
Very low extent	56	14.4
Total	388	100.0

Source: Field Survey, 2021

The table above shows that 21.6% of the respondents said that the use of celebrity in advertisement attracted them towards the advert to a very high extent; 45.4% said to a high extent; while 18.6% said to a low extent, and 14.4% of the respondents said to a very low extent

4.3 Discussion of Findings

This study set out to establish consumers' perception on the use of endorsement in advertising among residents of Ikeja Local Government Area. The premise is that the more beautifully an advertisement is packaged and endorsed by a respected celebrity personality, the higher its persuasive characteristic. Having gathered data from field survey, the findings of the research is discussed under each research question which guided the investigation.

Research Question one: Level of exposure of residents of Ikeja LGA to celebrity- endorsed advertisement

Reference to tables 6-9

In discussing the level of audience exposure to celebrity- endorsed advertisement, tables 6-9 are relevant. It was discovered that the level of exposure of Ikeja residents to celebrity endorsed advertisement was high as virtually all the respondents were exposed to celebrity-endorsed adverts through various media of mass communication including television, billboard, radio, newspapers and online platforms (Internet advertisement). As shown in table 6, 94.8% of the respondents said they came across advertisement messages frequently. In table 7, 15.2% of the

respondents said they were often exposed to advertisement through the TV, 10.6% said through the radio, 6.4% said through bill board, 3.1% said through newspaper while 9% said through online platforms and 55.7% said through all of the above.

This shows the level of audience exposure to advertisement was high, especially since advertisers have always propagate their marketing messages aggressively through various media, to target audience, in this case, every medium the audience tuned to were potential tool of adverts which they often view deliberately or not. There are some other adverts platforms that the audience do not even need to tuned to, yet they had to see them, such is the nature of billboard advertisement, as long as the audience live their homes, they become consumers of advert messages. This was why Osunbiyi (2009) said “outdoor advertising is remarkable for its uniqueness in that it does not circulate around the market but the market circulates around it with little or no audience selectivity”.

So based, on this ubiquity of mass media through which advertisements were displayed, it was revealed in table 8 that 84.5% of the respondents said that they came across celebrities endorsing products in advertisements.

As a further proof to the high extent at which the Ikeja residents were exposed celebrity-endorsed advertisement, respondents indicated the products which they see often. In table 10, 10.3% of the respondents indicated beverage and alcohol as the product which they often see celebrity endorsement; 8.8% indicated automobile; 8.2% said telecoms; while 9.8% said ICT/Phones, 11.3% said politics, 15.5% said banking sector and 36.1% said all of the above mentioned in the alternative lists.

So this means, the use of celebrity in advertisement to endorse a brand cut across various industries, of both manufacturing and services, and others. These findings buttressed Awobamise and Jarrar (2018) who said that endorsement is a form of testimonial from someone which indicates that

he or she likes or approve of a product, service, cause or brand. Commonly, endorsements are solicited from people who are socially prominent, allowing companies to advertise their products with statements like “as used by such-and-such an actress,” or “the official product of company/event.”

Smith (2009) also pointed that it's hard to miss an endorsement especially on product packaging and in advertisements; most companies keep their endorsements front and center so that they are always visible to the public.

In essence, the level of audience exposure to advertisement was high, and as such they were equally as highly exposed to celebrities endorsing and recommending brands in the adverts.

Research Question Two: How residents perceive celebrity endorsement in advertisements of consumer goods

Reference to tables 10-13

The respondents perceived celebrity endorsement in advertisements of consumer goods to be a major element in the adverts. This was proven in tables 10-13. In table 10, respondents indicated the elements that attracted them most in advertisements. 25.8% of the respondents said celebrity/personalities used attract them mostly in advertisement, 6.2% said beautiful colors in advert in the adverts; 14.4% said the graphics in adverts attracted them most; while 2.1% said they were mostly attracted by the characters on the screen and 51.5% of the respondents said that they were attracted by all the above mentioned elements.

The importance of celebrity endorsement was further echoed in this study. Kotler & Keller (2009) had earlier said that messages delivered by attractive and popular sources can achieve higher attention and recall, which is why advertisers often use celebrities as spokespeople.

This strategy appeared to be effective among the residents of Ikeja LGA, as the study revealed in table 11 that 72.7% of the perceived the use of celebrities in advertisements as attractive and convincing; 13.4% perceived celebrity used in adverts beautifies the adverts. It means that 86.1%

of the believed in the attractiveness and viability of celebrities appearing in advertisement and endorsing a brand.

In short it was revealed in table 12 that 94.8% of the respondents said that the use of celebrities makes brand advert more persuasive. While in table 13, 92.8% of the respondents said the use of celebrities in advert made them to remember a particular brand. Kotler and Keller (2009) buttressed that celebrities are likely to be effective when they are credible or personify a key product attribute. For example, the use of D,Banj, an energized music artiste to give face to Power Fist, an energy drink could be seen as a good tie; Funke Akindele endorsing Kellogg may was also an effective blend. “Celebrities can play a more strategic role for their brands, not only endorsing a product but also helping to design, position, and sell merchandize and services” (Kotler & Keller, 2009).

In this study, the perception of Ikeja residents revealed that celebrity endorsement remains effective in brand promotion.

Research Question Three: Extent that celebrity endorsement influence residents’ preference of a particular brand

Reference to tables 14-19

The study revealed that celebrity endorsement influence residents’ preference of a particular brand to a very high extent. This was shown in tables 14-19. Table 14 shows that 71.1% of the respondents agreed that the use of celebrities in adverts influence more product purchase by consumers. This means that audience often attached the love and respect they have for a celebrity personality on a brand or product which such celebrity endorsed. For example in table 15 of the analysis, 88.7% of the respondents agreed that when advert is endorsed by a loved a celebrity, consumers will perceive the product as effective. Consumers have the tendency to believe that the use of such product may glamorize them just in the way the celebrity that endorsed it was glamorized. Consumers also have the tendency to believe that if the brand or product was not

effective, it would not have been endorsed or recommended by the celebrity. This underscores the effectiveness of celebrity endorsement in adverts.

Further in table 16, 70.1% of the respondents said there is a relationship between product endorsement and consumer patronage of such product. This means that if a product was endorsed by a celebrity, there is a high chance that the fanatics of such celebrity will purchase the product or brand. When cross examined in table 17, 88.7% of the respondents said that consumers may not easily be attracted to products not endorsed by their favourite celebrity(ies). Pachetti (2009) buttressed that the image and public perception of a celebrity is what makes them attractive to brands. A celebrity with a bad public image might find it very difficult to get brands to employ him/her as an ambassador. In line with the position of Pachetti (2009), it was revealed in this study that 79.4% of the respondents said they fell in love with some product adverts because of the endorsement by their favourite celebrity.

This shows that the extent at which celebrity endorsement influence product patronage is very high. as 70% of the respondents said that the use of celebrity in advertisement attracted them towards the advert to a high extent. This supports the findings of Awobamise and Jarrar (2018) that celebrity endorsement is effective in promoting brands.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECCOMENDATIONS

5.1 Summary

The study evaluated consumer's perception of the use of endorsements in advertising with focus on Ikeja Residents. Major objectives were to ascertain the level of exposure of residents of Ikeja LGA to celebrity-endorsed advertisement; investigate how the residents perceive the celebrity endorsement in advertisements of consumer goods and examine the extent to which celebrity endorsement influence residents' preference of a particular brand.

The study was hinged on the theoretical assumptions of Perceptions and Congruity Theories. Survey method was adopted with Ikeja residents as population of the study. Four hundred respondents were selected through stratified sampling technique, while questionnaire copies were used as data collection instrument. Findings showed that:

- i. the level of exposure of Ikeja residents to celebrity endorsed advertisement was high as virtually all the respondents were exposed to celebrity-endorsed adverts through various media of mass communication including television. 94.8% of the respondents said they came across advertisement messages frequently; through TV (15.2%); radio (10.6%); billboard (6.4%); newspaper (3.1%) and online (9%).
- ii. 84.5% of the respondents said that they came across celebrities endorsing products in advertisements. 10.3% of the respondents indicated beverage and alcohol as the product which they often see celebrity endorsement; 8.8% indicated automobile; 8.2% said telecoms; while 9.8% said ICT/Phones, 11.3% said politics, 15.5% said banking sector.

- iii. The respondents perceived celebrity endorsement in advertisements of consumer goods to be a major element in the adverts. 72.7% of the perceived the use of celebrities in advertisements as attractive and convincing; 94.8% of the respondents said that the use of celebrities makes brand advert more persuasive.
- iv. The study revealed that celebrity endorsement influence residents' preference of a particular brand to a very high extent. 88.7% of the respondents agreed that when advert is endorsed by a loved a celebrity, consumers will perceive the product as effective. 79.4% of the respondents said they fell in love with some product adverts because of the endorsement by their favourite celebrity; 70% of the respondents said that the use of celebrity in advertisement attracted them towards the advert to a high extent. This supports the findings of Awobamise and Jarrar (2018) that celebrity endorsement is effective in promoting brands.

5.2 Recommendations

From the findings of this study, the following are recommended:

- i. Advertisers must employ strategic celebrity personalities and aesthetics elements to make their brand sellable to the market
- ii. Celebrity employed must be rightly put to align with the nature of the brand
- iii. There should be frequent campaign evaluation to ascertain the perceptions of the audience about each advert campaign.
- iv. There is need to use high dimension graphics along with celebrity characters that can catch the attention of the intended audience.

Conclusions

In advertising, what attract consumers most is the beauty of the adverts, this is what makes the audience to give attention to the product or brand that is being advertised. Indeed, human brain receives signals faster through eyes rather than ears. By combining various elements and celebrated characters, we can increase the quality of visuals used in advertisement and packaging. Today, it is common see that product with a strategic celebrity adoption succeed in persuading consumers, while many products adverts fail due to their lack of strategic celebrity endorsement. As this study has concluded, advertisers employed various celebrities to produce appealing aesthetics that may convinced buyers into purchasing the advertised brand. As scholars have earlier pointed that endorsement often make advertisement effective, especially when the celebrity character is held in high esteem and has high credibility in the estimation of the consumers.

5.3 Conclusions

In advertising, what attract consumers most is the beauty of the adverts, this is what makes the audience to give attention to the product or brand that is being advertised. Indeed, human brain receives signals faster through eyes rather than ears. By combining various elements and celebrated characters, we can increase the quality of visuals used in advertisement and packaging. Today, it is common see that product with a strategic celebrity adoption succeed in persuading consumers, while many products adverts fail due to their lack of strategic celebrity endorsement. As this study has concluded, advertisers employed various celebrities to produce appealing aesthetics that may convinced buyers into purchasing the advertised brand. As scholars have earlier pointed that endorsement often make advertisement effective, especially when the

celebrity character is held in high esteem and has high credibility in the estimation of the consumers.

5.4 Limitations of the Study

There were some limitations to the study which are: Time, as a result of the rigorous activities accompanied with final year tasks. The study was also conducted when COVID-19 protocols were still in force and must be adhered to, hence some respondents were skeptical in filling out the questionnaire copy at first.

5.5 Areas of Further Study

Effectiveness of musicals in radio Advertisements of Consumer goods

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APPENDIX
QUESTIONNAIRE
DEPARTMENT OF MASS COMMUNICATION,
CALEB UNIVERSITY, IMOTA

Dear Sir/Madam

I am student of the Department of Mass Communication, of the above school. I am conducting a research on the topic “**Consumers Perception of the Use of Endorsements in Advertising: A Study of Ikeja Residents**”. Please, your candid answers are required to the questions in the questionnaire. Note that this exercise is purely for academic purpose only. Your response will be treated with utmost confidence. Thanks.

Section A: Demography

Please tick appropriately and supply details where necessary (√).

1. Sex: (a) Male { } (b) Female { }
2. Age: (a) 20-29 { } (b) 30-39 { } (c) 40-49 { } (d) 50-59 { } (e) 60 years and above { }
3. Marital Status: (a) Married { } (b) Single { } (c) Separated { } (d) Divorced { } (e) Widowed { }
4. Educational Qualification: (a) SSCE { } (b) ND/NCE { } (c) BSC/HND { } (d) Masters { } (e) PhD. { } Others _____
5. Occupational Status: (a) Student { } (b) Civil servant { } (c) Private Sector { } (d) Self-Employed { }

RQ1: What is the level of exposure of residents of Ikeja LGA to celebrity- endorsed advertisement?

6. How often do you come across advertisement messages? Very often [] Often [] Occasionally [] Seldom [] Can't say []
7. On which of these channels do you see advertisement often? Television [] Radio [] Billboard [] Newspaper [] Online [] All of the above [] None of the above []
8. How often do you come across celebrities endorsing products in advertisements? Very often [] Often [] Occasionally [] Seldom [] Can't say
9. On which of these product advertisements do you see celebrity endorsement most? Beverage/Alcohol [] Automobile [] ICT/Phones [] Banking [] Telecoms [] Education/School [] Politics [] Religion [] Housing [] Clothing [] All of the above []

RQ2: How do the residents perceive celebrity endorsement in advertisements of consumer goods?

10. Which of the following elements in advertisements attract you most? Celebrity personality used[] Beautiful colours[] Written messages[] Spoken messages[] Graphics[] Characters on the screen[] All of the above[] Others, pls. specify.....
11. How do you perceive the use of celebrities in advertisements? Makes adverts attractive and convincing [] Beautifies adverts[] It makes no difference[]
12. Would you say the use of celebrities makes brand advert more persuasive? Yes [] No [] Can't say[]
13. Did the use of celebrities in advert made you to remember a particular brand? Yes [] No [] Can't say []

RQ3: To what extent does celebrity endorsement influence residents' preference of a particular brand?

S/N	ITEM	SA	A	D	SD	U
14	Use of celebrities in adverts influence more product purchase by consumers					
15	When advert is endorsed by a loved a celebrity, consumers will perceive the product as effective					
16	There is a relationship between product endorsement and consumer patronage of such product.					
17	Consumers may not easily be attracted to products not endorsed by their favourite celebrity(ies)					
18	I fall in love with some product adverts because of the endorsement by my favourite celebrity					

19. To what extent does the use of celebrity in advertisement attract you towards the advert? Very high extent[] High extent [] Low extent [] Very low extent [] Undecided[]