

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2021, Vol. 2, No. 12, 1469 – 1481

<http://dx.doi.org/10.11594/ijmaber.02.12.19>

Research Article

Effectiveness Of Celebrity Endorsement on Advertisement in Achieving Consumer Brand Preference

Amos Ojo Adedeji

Doctoral Student, Peace and Development Studies, Centre for Peace and Strategic Studies, University of Ilorin, Ilorin.

Article history:

Submission December 2021

Revised December 2021

Accepted December 2021

*Corresponding author:

E-mail:

amos_peace61@yahoo.com

ABSTRACT

The instrument of celebrity endorsement has become a pervasive element in advertising. This paper qualitatively examining the effectiveness of celebrity endorsement on advertisement in achieving consumer brand preference. The study revealed some impacts of acquiring celebrity for endorsement such as building awareness, quick connect, means of brand differentiation and better brand image among others. The study identified some challenges associated with celebrity endorsement which are not limited to celebrity overshadows the brand, conflicting image and influence of celebrity moral violation on brands. The paper concludes by recommending careful choosing of celebrity that his/her value will have close link with the brand been endorsed and improvement on the quality of the product by the producer as possible measures to avert the challenges of using celebrity in advertising. Using celebrities that have moral and are well placed in the society for advertisement is also key.

Keywords: Marketing, Advertising and Celebrity Endorsement

Introduction

There has been different means of advertising goods and services by producers from the time immemorial. Companies or producers of the same products therefore study strategies to outshine counterparts in branding their product. In a market where advertising plays a key role in coordinating customer preferences. It becomes pertinent for companies to induct all possible plan of action to influence, motivate and encourage desire to purchase, and this is done through effective campaign. Theory and

practice have proved that the use of celebrity in advertising has found to generate publicity and attention of the product and customer respectively (Ohanian.1991).

For more than five decade, the advertising industry in western world has been using celebrity endorsement (Iddiols, 2002). The practiced did not start until late 90s in Africa most especially Nigeria, and it only became prominence in about fifteen/twenty years ago. It is perceived to be one of the most popular tools of advertising. Celebrity endorsement has

How to cite:

Adedeji, A. O. (2021). Effectiveness of Celebrity Endorsement on Advertisement in Achieving Consumer Brand Preference. *International Journal of Multidisciplinary: Applied Business and Education Research*. 2 (12), 1469 – 1481. doi: 10.11594/ijmaber.02.12.19

become a trend and a winning formula for product marketing and brand building. However, care need to be taken in choosing an endorser to avoid unnecessary damage of the product.

Many strategies as well as tactical aspects of celebrity endorsement have come under scrutiny from a manufacturing in marketing perspective. The true classic forms of celebrities in Nigeria are the like of Actress Funke Akindele, Actor Mike Bamiloye; Sports athletes like Okocha, Mikel Obi. Even successful pastors like Pastor E.O Adeboye, D.K. Olukoya; Statesmen like Professor Wole Soyinka, Chief Olu Falae, Goodluck Jonathan and host of respected others are celebrities being used by private companies or governments to either advertise their product or sensitise the citizen to either vote or pay their tax.

Celebrities appear in public when fulfilling their professions, as a footballer playing football or an actor performing. They present in News and fashion magazines which provide second source of information on events and their private life. They also speak for companies in advertising to promote products and services (Tom et al., 1992). Research has shown that the use of celebrities in advertisements can have a positive influence on the credibility and the purchase intentions of respective customers (Pringle and Binet, 2005; and Roy, 2006). Today, no doubt inspired by the growing acceptance of the strategy, industries are willing to pay the increasing rewards of the celebrities according to their efficiency, popularity and the strength of respective company (Blonde and Roozen, 2006).

Statement of the problem

There is a relationship between advertisement and product. Advertising was originally designed to provide information about a business organization and to create an image of it to customers, it was meant to provide sales lead to the business organization. The ultimate aim of any form of advertisement is to increase patronage. It is a paid form of campaign with a designed objective about organization and or its products schedule to last over a period of time. It is transmitted to a target audience through a mass medium or other available means.

In the time past, newspaper and radio were most important tools for manufacturers to communicate to the target market. Later, the TV stations and radio stations were been used through jingles. They were followed by the internet, e-mail, online video, online news, etc. These days in Nigeria, commercial companies and government use celebrities with target consumer segment to increase the appeal of their offerings. The practice of celebrities has become a panacea to all marketing woes. The paper examine the effectiveness of celebrity endorsement with the aim of interrogating means by which celebrity associated value is transferred to the endorsed brand.

Objective of the Study

In general terms, the study sought to critically analyse the effectiveness of using celebrity models as strategy for advertising in attempt to achieve consumer brand preference. In specific terms, the objectives are as follows:

1. To interrogate the nexus between celebrity endorsement and advertising in the modern day marketing;
2. To examine the impact of using celebrity endorsement as marketing strategy; and
3. To identify risks associated with celebrity endorsed brand

Literature Review

Communicating to the potential customers that a product exists is apt in marketing because products can only survive in the market if customers are aware that they exists coupled with the conviction that the product can satisfy their needs. As a result, every business organization has to engage in promotion activities. However, the nature of the activities depend on the objectives set forth by the business organization. The set objective will determine the kind of promotional strategy a company will employ to capture the target market. Marketing and advertising are two popular but misleading words. They are not synonymous, yet there is a predicament in differentiating them. The words are used interchangeably because they all talk about a product, hence marketing is the means while advertising is the strategy to the means.

According to the Merriam – Webster's Collegiate Dictionary (2002), Marketing is the act of selling or purchasing product (goods and services) in a market. Marketing is one of the functions through which firm creates and retains customers for its business (Okere, 2009). Another function of marketing towards meeting the needs of customers is communicating or advertising; this is the process through which the producers create awareness about the existence of a product and informing the potential buyers the available place of purchase. In a nutshell, marketing can therefore be described as the beginning and end of a business.

In relation to the above, advertising is a tool of marketing, as Arens (1996) define it as an effective tool in arresting the attention of customers and influencing their buying decisions. Ahmad (2009), sees advertising as one of the promotional elements aims at mass selling, and a tool being used to attend to groups of prospective consumers. Advertising primary purpose is to reach potential customers and manipulate their awareness, attitudes, perception and their buying level.

Pride and Ferrell (1997), define advertising as a paid form of non-personal communication of an organization and/or its products and transmit to a target audience through a mass medium, in an attempt to assist or influence the customer to make purchase decision. The definition of advertising was reinforced by Kotler (1988). Ayanwale, Alimini, and Ayanbimpe (2005) also see advertising as tool used to communicate, persuade and create awareness to the target (consumer). In essence, advertising is the means of informing, creating awareness and mostly influencing the minds of potential buyers of a particular product or services.

Like any other constantly referred concept, the concept of celebrity is often been overlooked and under-researched. Celebrities are successful people in the field of their endeavour and are well known by the large crowd of the society as a result of their success (Schlecht, 2003). Celebrities are not limited to the actors or actress as it was generally perceived. Celebrities enjoy public recognition by a large share of certain group of people whereas their extraordinary lifestyle or attributes are just example to recognise them in the society. They

are difference as they enjoy high degree of public awareness (Business Standard, 2003).

According to Bismas, Hussain and Donnell (2009) cited in Chaubey, Subramanian and Saini (2013), the main purpose of engaging celebrity as marketing strategy is to generate publicity and attention to the brand. It is also to influence consumer perceptions of the brand been endorsed (Keller, 2008) cited Chaubey, Subramanian and Saini (2013). A firm has a choice of using celebrity to promote its products or services. However, there are four types of celebrity endorsement as highlighted by Khatri (2006):

- 1. Testimonial:** This is when the celebrity used a product or service and thereafter attest its quality. Through this medium, the celebrity gives a testimony citing its benefits. For instance King Sunny Ade endorsed Yoyo bitter by testifying to the quality of the product as part of his consumption therapy. Late Fatai Rolling Dollar also testified to the quality of Bideon Haemoglobin Syrup.
- 2. Endorsement:** It is a situation when celebrity lend his name to add popularity to a product or service for which he may or may not be an expert. For instance Micheal Obi has been endorsing Milo (nestle product) as best source of energy.
- 3. Actor:** In this type, a celebrity present a product or service as a part of his character enactment. For instance Funke Akindele acted as a spinster in some of her video. It has nothing to do with her off-screen image. In fact she just acted the character to how the expectations of a normal spinster.
- 4. Spokesperson:** A company's spokesperson is the endorser who represents a brand or company over an extended period of time in either print or TV advertisements (Schiffman and Kanuk, 1997). Celebrities are commonly used as spokespersons due their huge potential influences on the public. Famous people do achieve higher degree of attention and recall.

Engaging the services of celebrity in advertising may likely affect consumer's brand, attitude and purchasing intentions. There is no doubt that in modern marketing, it is not

enough to develop a good product, pricing it fairly and distributing it effectively without communicating to the general public. Products can only survive in the market with aggressive promotion due to increasing competition and technological development. Customers have also become more sophisticated and therefore the cost of meeting their needs profitably has increased with the inception of using celebrity as a unique strategy of advertising.

Theoretical Constructs

There is no sufficient literature to provide clarity both in terms of concepts and practice of endorsement. Any promotional campaign that will stand the test of time must address issue of insight and persuasion in operation. In the course of this, some of these important theoretical constructs will be discussed below:

Source Creditability and Attractiveness: Source attractiveness refers to the endorsed brand attraction and the perception of consumer towards social values of the endorser (Solomon, 2002). The source in advertisement is the endorser. Similarly, trustworthiness refers to the honesty and integrity of the endorser. The effectiveness of a message will depend on the morality and reliability of the endorser. The central goal of advertising is to influence consumers' attitude towards an endorsed brand (Solomon, 2002). Hence, celebrity endorsement is to convince the target audience of the attractiveness of the company's brand and the moral life of the endorser. The model basically focuses on the belief that a morally balanced endorser endorsing quality brand is assumed to excel on others.

The Match-up Hypothesis/Theory: Several studies have examined the appropriateness of celebrity endorser to an endorsed brand to explain the effectiveness of using morally famous persons to promote brand (Till and Buster, 1998). It was revealed that an existence of a "fit" between the celebrity spokesperson and endorsed brand was very successful. In essence, a round peg must be put into a round hole for suitability. A famous endorser can create awareness of the brand, however the match up of characteristics of the product and image conveyed by the celebrity will change the

consumer's attitude towards the brand. Hence, attractiveness and celebrity of the endorsed brand should be taken into consideration to meet up with the wages of the celebrity (Ohanian, 1991)

Model of Meaning Transfer: The theory stated that celebrity spokesperson will only be effective if the meaning consumers associated with the endorser are clarified and as well transfer to the brand (McCracker, 1989). The transfer takes place in three stages. Firstly, the meanings attributed to the celebrity become associated with the brand, secondly, the customer acquires the brands meaning in the consumption process, while the third stage of the model explicitly shows the importance of the consumer's role in the process of endorsing brands. Further explained through Funke Akindele who as a celebrity has acquired a cultural meaning of beauty, elegance, attitude, sophistication and charisma. This meaning is therefore transferred to Lagos State Internal Revenue (tax) endorsed by Funke Akindele the beauty par excellence.

Multiple Brand and Celebrity Endorsement: In advertising, it is no more a strange occurrence for a celebrity to endorse several brands or a specific brand is endorsed by different spokesperson. For instance, Pastor E.O Adeboye who is a renowned Shepherd of the Redeemed Christian Church of God endorsed the payment of tax for the occupants of Lagos. On the other hand, the same service was endorsed by Funke Akindele who is a popular nollywood actress. Research proved it that multiple endorsements may affect the endorser creditability because consumer are aware that a celebrity is paid to sell the product. There could be lack of distinctiveness, with one famous person advertising several products instead of representing one specific brand. (Tripp, Jensen and Carlson, 1994). In other words, celebrity endorsement has potential positive effect like transfer of positive brand images and shaping of consumer's response in endorsing multiple products.

The Scientific Use of Celebrity in Advertising

There is a consensus among marketing agencies that the use of celebrity endorsements enhances product sales. The celebrity will also

give credence to company and brand. Celebrity endorsement has become one of the essential components of many firms' promotional strategies. The importance fact is that, for the past twenty years, there has been an increase in the number and the size of the celebrity endorsement contracts. Despite the surge, economic worth of celebrity endorsers has not be quantified and thereby harnessed.

There is a noticeable challenge in identifying a productive endorser which may impact positively on the brand. The impact of an endorser is also contingent upon celebrity quality and credibility (Buster, 2002). The complementary view does not make a distinction between the endorsement containing any information or influence of consumer behaviour. However, it allows for alternative explanations such as consumers may value social prestige associated with the consumption of a brand a celebrity endorses (Bagwell, 2005). With this view, it can be established that endorsement can affect demand by either increase or decrease, due to a celebrity ways of life. When such variable is positive the demand increases and vice visa. Advertising therefore has the ability to create prestige, differentiation, or association that may change the utility a consumer obtains from consuming a product (Ackermanberg, 2001).

There is a clear distinction between advertisement and endorsement effect. Advertisement effect is defined as the overall brand (planned and unplanned) exposure effect in the media at a given time, while endorsement effect is defined as the overall effect the endorser has on the company during the time or period in which he is under contract. A celebrity endorsement is a nexus that occur between a firm and a celebrity for an agreed period of time. In other words, once the service of a celebrity is appropriate for a firm, agreement is made and the contract is signed, the relationship becomes binding for the agreed period of time.

Contract specifying scope of services of the celebrity during the signing of the contract agreements. It also include physical appearance and other services as it may be deem during the contract. The list of services are carefully considered and negotiated by both sides. The compensation arrangement is always vary

depending on the scope of services rendered and the visibility of the celebrity. The contracts also often include a moral clause that prohibits certain behaviour from the side of the endorser that may negatively impact the brand. Rights of both parties are also specify the in the endorsement contract.

Impact of Using Celebrity as Marketing Strategy

In a market where advertising plays a vital role, it becomes pertinent for companies to implore all possible means to influence customers through effective advertising campaign. Theory and practice have proved that the use of superstars in advertising generates a lot of publicity and attention of the brand and the product respectively (Ohanian, 1991). In the foregoing, the impact of acquiring celebrities for endorsement are enumerated below according to Khatri (2006):

- 1. Build Awareness:** A new brand can benefit greatly if a celebrity endorses it. It can attract the customers' attention and inquisitiveness to see what product is being endorsed. Research has shown that consumers have a higher level of message recall for products that are endorsed by celebrities.
- 2. Connects Emotionally:** Some celebrities like Pastor (D.K.) Olukoya, the successful pastor of Mountain of Fire and Miracle Ministry (MFM) and Prof Wole Soyinka, a renowned statesman command great adoration among people. By extension, they have the ability to positively influence their fans to a great extents and therefore connect with the brand emotionally.
- 3. Quick Connect:** The communication process tends to hasten up the message of advertisement due to the presence of celebrity. Due to likeability, recall attractiveness and creditability, celebrity therefore helps the company to clear and quickly pass on the message to the target customers.
- 4. Means of Brand Differentiation:** This is a situation where a brand is used by celebrity the first time it was produced, while other that pick it up could use it to get their perception from the two different observers that use the brand in the market. Using a

celebrity as a source of brand differentiation has found to be progressive.

5. **Source of Imitation Which Inducing Increased Product Usage:** Many celebrities are models or idols for some target audience. Those audience found using specific product because of the celebrity name that attached to it. For instance, Lux has been used by many as it is a beauty soap recommended by the beauty queen, Aishwarya Rai of India.
6. **Better Brand Image:** The use of celebrities could also bring in positive image of specific brand among the consumer. The credibility and authenticity attached to Pastor Adeboye has increased the trust in Lagos State government that the government will deliver after the payment of tax.

Other benefits of that celebrity endorsement are improved and increased positive feelings towards a product, acts as bridge between customers and brands, building of brand and positive influence of consumers' preference towards a brand.

Methodology

The research design used in carrying out this study is the survey method; consequently, the research design would simply be descriptive in nature. Primary and secondary methods were employed in the collection of data. Primary source include questionnaires which were administered on selected students and

staff of National Open University of Nigeria, while secondary source relied on publication of renowned scholars on the subject matter. Consequently, two hundred questionnaires were distributed. Since it was not possible to get the response of every person living within the country, students and staff of National Open University of Nigeria (NOUN) Lagos constitute the population.

The method that was employed by the researcher in analyzing the data is quantitative method. It involves the use of frequency tables using absolute figures and the comparative percentages capable of self-explanation and further analysis. Each table was constructed to answer the relevant item of the research questions.

Results and Discussion through Data Analysis

The broad objective of this study is to analyse the effectiveness of using celebrity models as strategy for advertising in attempt to achieve consumer brand preference. To achieve this task, the section present the analysis and interpretation of the data collected in the field by the researcher. The paper employed structured questionnaire administered to the respondents as the instrument for collection of data. It was presented in a table form. Two hundred (200) copies of questionnaires were distributed to the selected respondents. The table below shows administered questionnaires.

Table 1. Questionnaires Distributed

Variable	Frequency	Percentage
Returned	177	88.5
Un-Returned	23	11.5
Total	200	100

Source: Field Survey, 2021

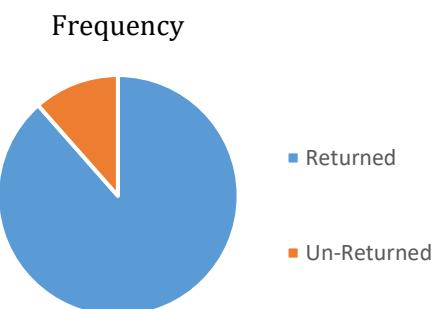


Table 1 above revealed that 88.5% of the questionnaires were filled and returned, while 11.5% were not returned. Thus the percentage was based on the one hundred and seventy seven questionnaires returned.

Demographic Profile of the Respondents

This section presents demographic profile of the respondents of the study using five demographic characteristics, namely Sex, Age, Marital Status, Educational Attainment and Employment Status.

Table 2. Demographic Information of Respondents

Sex	Frequency	Percentage
Male	74	41.8
Female	103	58.2
Total	177	100
Age Group	Frequency	Percentage
18-30	40	22.6
31-45	70	39.5
46-60	42	23.7
61 and above	25	14.1
Total	177	99.9 (100)
Marital Status	Frequency	Percentage
Married	71	40.1
Single	68	38.4
Divorced	18	10.2
Widow/Widower	20	11.3
Total	177	100
Academic Qualification	Frequency	Percentage
Secondary School	77	43.5
Graduate	60	33.9
Post Graduate	40	22.6
Total	177	100
Employment Status	Frequency	Percentage
Employed	37	20.9
Self Employed	27	15.3
Student	113	63.8
Total	177	100

Source: Researcher Field Survey, 2021

Distribution of Respondents According to Demographic Variables

The table above shows that majority of the respondents are female. This implies that there are more female than male in the respondents. The table also revealed that more age range 31-45 has the highest percentage, followed by age range 46-60. Age range 18-30 followed the

flow, this age range is regarded as the youth. 61years and above took the least percentage with 14.1%. The implication of this is that majority of the respondents are young people with total percentage of 62.1. Similarly, the indicated that over 40% of the respondents are married while less than 40% are yet to marry. Little percentage of respondents were once

married, presently are either divorcee or widow/widower. It indicates that it is likely that those who are single among are NOUN students.

In academic attainment, majority of the respondents have secondary education, this group may likely constitute student community and the clerk, messenger and other junior staff of the institution. Those who have first degree followed in the mean order while post graduate certified have the lowest percentage. The two categories constitute work force of the institution. In addition, students constitute majority of the respondents which could comprise undergraduate and postgraduate level. About one-fifth of the respondents are employed while close to one-seventh were either unemployed or self-employed.

Presentation of Data According to Variables

This section deals with analysis of data according to variables. It investigates the influence of leadership and culture of violence on present and future leaders of Nigeria and its implication on the sustainable development of the nation. The scale will be used to analyse table 3 to 5 below.

The Relationship between Culture and Leadership

This focus of this subsection was to interrogate the nexus between celebrity endorsement and advertising in the modern day marketing. Four (4) relevant statements were posed to respondents who participated in the study and the responses are presented in the following tables.

Table 3. Nexus between Celebrity Endorsement and Advertising in the Modern Day Marketing

SN	Nexus between Celebrity Endorsement and Advertising in the Modern Day Marketing	SA	A	SD	D	U	Mean	Rank
							(%)	
1	Products can only survive in the market with aggressive promotion due to increasing competition and technological development	31.1	42.2	11.3	9.6	5.6	2.83	2
2	Celebrity endorsement acts as bridge between customers and the endorsed brand	27.7	43.5	15.8	9.6	3.4	2.82	3
3	Celebrity endorsement coupled with quality of the product only guarantee adequate sales	37.3	41.8	11.3	7.9	1.7	3.05	1
4	The hiring firm should include a moral clause to the contract of endorsed celebrity to prohibit certain behaviour that may negatively impact the endorsed brand	22	32.8	18.1	14.7	12.4	2.37	4
Ground Mean							11.07	
Criterion Mean							2.77	

Source: Researcher Field Survey, 2021

Table 3 analyses the Nexus between Celebrity Endorsement and Advertising in the Modern Day Marketing. As shown, 31.1% and 42.2% of the total respondents strongly agreed and agreed respectively that the endorsed products can only survive in the market with aggressive promotion due to increasing competition and technological development, 20.9%

strongly disagreed and disagreed, while 5.6% were undecided. As indicated by the table, 27.7% of the total respondents strongly agreed that celebrity endorsement acts as bridge between customers and the endorsed brand, 43.5% agreed, 15.8% strongly disagreed and 9.6% disagreed to the claimed. A fraction of 3.4% were neutral.

As also depicted above, 79.1% of the total respondents affirmed that celebrity endorsement coupled with quality of the product only guarantee adequate sales while 19.2% of the total respondents faulted the assertion. 1.7% were of no opinion. In addition, 22% of the total respondents strongly agreed that the hiring firm should include a moral clause to the contract of endorsed celebrity to prohibit certain behaviour that may negatively impact the endorsed brand and 32.8% agreed. On contrary,

18.1% and 14.7% strongly disagreed and disagreed respectively to the suggestion while 12.4% were undecided.

Impact of Celebrity Endorsement as Marketing Strategy

In subsection, the focus was to examine the impact of celebrity endorsement as marketing strategy. The analysis of the results is presented in tables below

Table 4. Impact of Celebrity Endorsement as Marketing Strategy

SN	Impact of Celebrity Endorsement as Marketing Strategy	SA	A	U (%)	SD	NO	Mean	Rank
5	Celebrity endorsement in advertising do generate a lot of publicity and attention	27.7	36.7	14.7	13	7.9	2.63	1
6	Celebrity endorsement has become a trend and a winning formula for product marketing and brand building	23.2	37.3	16.4	15.2	7.9	2.53	
7	The credibility and authenticity attached to celebrity can increase the trust of consumer of the quality of the endorsed brand	22	32.2	19.8	20.3	5.6	2.44	3
Ground Mean								7.6
Criterion Mean								1.9

Source: Researcher Field Survey, 2021

Table 4 adequately discusses the impact of celebrity endorsement as marketing strategy. 27.7% and 36.7% of the total respondents strongly agreed and agreed respectively that celebrity endorsement in advertising do generate a lot of publicity and attention. Contrariwise, 14.7% strongly disagreed and 13% disagreed to the hypothesis while 7.9% of the total respondents were not in line with any of the option. It can also be deduced from the table that 23.2% and 37.3% of the total respondents strongly agreed and agreed respectively that celebrity endorsement has become a trend and a winning formula for product marketing and brand building. In otherwise, 16.4% and 15.2% strongly disagreed and disagreed respectively

to the statement, while the fraction of 7.9% were undecided. Similarly, the table revealed that 22% of the total respondents strongly agreed to the assertion that the credibility and authenticity attached to celebrity can increase the trust of consumer of the quality of the endorsed brand, 32.2% agreed, 19.8% strongly disagreed, 20.3% disagreed and, 5.6% of the total respondents were not in agreement with any of the options.

Risks Associated with Celebrity Endorsed Brand

This segment highlight the risks associated with celebrity endorsed brand. The results are presented below

Table 5. Risks Associated with Celebrity Endorsed Brand

SN	Risks Associated with Celebrity Endorsed Brand	SA	A	U (%)	SD	NO	Mean	Rank
8	A mix match between the image of the credibility and the product usually damage both	20.9	29.4	18.1	19.2	12.4	2.27	1
9	Celebrity endorsing multiple products and multi brands will leave the customer confused and dilution in the celebrities' value	22	29.4	18.1	19.2	11.3	2.32	3
10	There is always a vast discrepancy between the images projected by celebrities and the life they actually live	21.5	31.6	17.5	18.6	10.7	2.34	2
	Ground Mean						6.93	
	Criterion Mean						2.31	

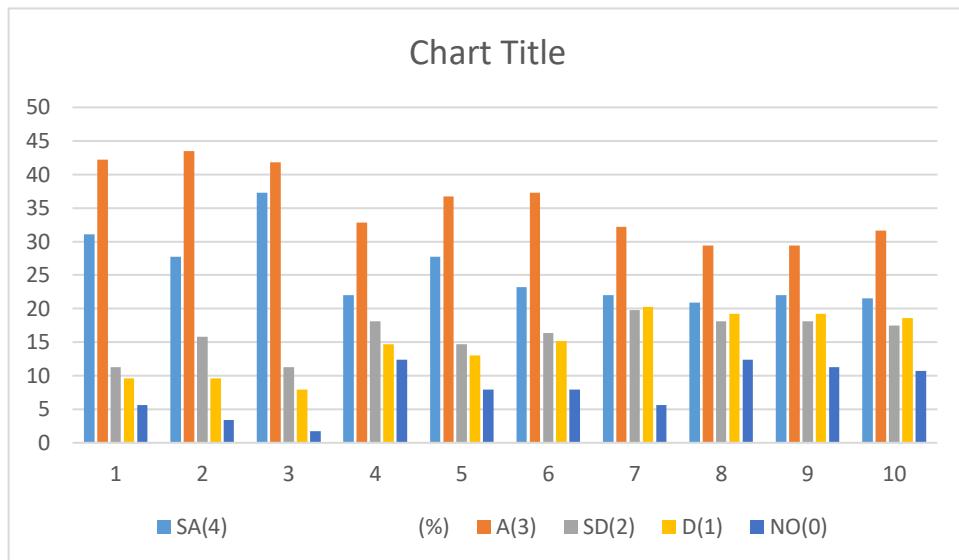
Source: Researcher Field Survey, 2021

Table 5 highlights the likely risks associated with celebrity endorsed brand. In line with the table, 20.9% and 29.4% of the total respondents strongly agreed and agreed respectively that a mix match between the image of the credibility and the product usually damage both, while 18.1% strongly disagreed and 19.2% disagreed. 12.4% were of no opinion. The table also revealed that 22% and 29.4% of the total respondents strongly agreed and agreed that celebrity endorsing multiple

products and multi brands will leave the customer confused and dilution in the celebrities' value. 37.3% faulted the claim while 11.3% were undecided. Regarding the image of celebrity, 21.5% and 31.6% strongly agreed and agreed respectively that there is always a vast discrepancy between the images projected by celebrities and the life they actually live. 17.5% strongly disagreed, 18.6 disagreed, while 10.7% were undecided.

Summary of the Result According to the Above Tables of Research Questions

Variables	SA(4)	A(3)	SD(2)	D(1)	NO(0)	Mean	Rank
	(%)						
1	31.1	42.2	11.3	9.6	5.6	2.83	2
2	27.7	43.5	15.8	9.6	3.4	2.82	3
3	37.3	41.8	11.3	7.9	1.7	3.05	1
4	22	32.8	18.1	14.7	12.4	2.37	7
5	27.7	36.7	14.7	13	7.9	2.63	4
6	23.2	37.3	16.4	15.2	7.9	2.53	5
7	22	32.2	19.8	20.3	5.6	2.44	6
8	20.9	29.4	18.1	19.2	12.4	2.27	10
9	22	29.4	18.1	19.2	11.3	2.32	9
10	21.5	31.6	17.5	18.6	10.7	2.34	8
Ground Mean						25.6	
Criterion Mean						2.56	



Challenges Faced by Firm in Using Celebrity as Marketing Strategy

In balancing the equation, there are many risks associated with celebrity endorsing brand. The endorsed brand could slide down quickly just as it moved up in the consumers mind. The following are identified challenges of celebrity endorsement:

- Celebrity Overshadows the Brand:** In certain cases where the celebrity values category benefit and brand values are not closely linked. There are chances that the celebrity is remembered more than a brand.
- Necessary Evil:** It was revealed that once the brand closely match up with celebrity it becomes difficult to promote it without the star. It also becomes almost difficult to separate the role of message and the role of the celebrity in selling the brand due to proximity and famous of the endorser with the particular brand. In this development, the celebrity activity becomes an addiction, and the task to find a substitute becomes an illusion.
- Conflicting Image:** A mix match between the image of the credibility and the product will eventually damage both. Square peg in a round hole will automatically render the strategy of endorsement futile.
- Multiple Endorsements:** Celebrity endorsing multiple products and multi brands has left the customer confused and this can render the value of celebrities valueless. A good

example is Saka who endorsed Etisalat network and also endorsed MTN within a couple of months. Technically, there is confusion of which network to patronize.

- Influence of Celebrity Scandals and Moral Violation:** The influence of endorser bad image on brands can damage the product endorsed. When endorser's image is destroyed, it actually negatively affect the brand. Sometimes celebrity endorsement can result in negative publicity that has nothing to do with the product or brand due to the celebrity exposed negative ways of life. Buck (1993) claimed that celebrities live a life of unimaginable temptations and awesome pressures. Often, there is no compatibility between the images they project and the live they actually live.

Conclusion and Recommendations

Conclusion

An assessment of current market situation indicated that appropriate blending of celebrity endorsement and advertising strategies in terms of marrying the strengths of the brands with the celebrity's quality will have positive impact on marketing. However, the complex processing in celebrity endorsement needs to be taken into consideration. Researches have substantiated that celebrity endorsement will have effect on the clients attentions and purchase intentions. It is established that celebrity endorsement does not itself guarantee sales

but with the addition of quality of the product. Celebrity endorsement can create a positive feeling and make a consumer feel better about the product, which in turn has to meet the expectation of customers.

The study has shown that celebrity endorsement has not really established or have deeper root in the ground of Nigeria like the Western world. There is no doubt that with this current wave of development in Africa, with time, celebrity endorsement will become a factor to reckon with in advertising which will eventually put an end to the marketing challenge.

Recommendations

The paper recommends the following as possible measure to avert the identified challenges of using celebrity in advertisement:

1. In choosing celebrity and designing the advertisement, care must be taken to choose a celebrity that his/her value will have close link with the brand been endorsed. The type of the message been passed to the intending customer must also be edited to add reference to the brand instead of given more popularity to the celebrity at the expense of the brand which paid the endorser. Summarily, concentration must be on the good rather than the endorser.
2. To avoid the danger of necessary evil in advertisement, company should make available alternative endorser to reduce the activity of endorser been addicted to. More than one endorser can be employed to endorse a particular product. The product will not be at the mercy of that singular endorser and substitution, and when the need arise will be an easy occurrence. Beyond this the celebrity will not see him/herself as almighty formula.
3. Apart from celebrity endorsing a brand, the producer should make it a point of duty to improve the quality of the product as people will be motivated by quality of the product to patronise the brand. The company and the endorser need to be clear about the objectives of the endorsement, the risks associated with that endorsement, and the promotional needs of both parties need to be clarified.

4. Multiple endorsements of different products from different company by a single endorser should be discouraged to avoid customer been confused of which product is the best. Firm should look for an endorser who has not endorse any similar product from competing company to endorse her product. Further, the selection of the celebrities must be based on their familiarity to the brand, the nature of their appeal and their credibility.
5. Manufacturer should use more of celebrities that have moral and are well placed in the society. This study found out that personal life of celebrity can affect the brand they endorse, then for the endorsement to meet the expected impact or result, manufacturers should be more concerned of who the celebrities are, outside their professional life.

References

Ackerberg, A.D. (2001). "Empirically Distinguishing Informative and Prestige Effects of Advertising", *RAND Journal of Economics* Vol. 32, No. 2.

Ahmad, A.U. (2009). "Advertising Process, Strategies and Ethical Issues" *A Journal of Nigeria Institute of Management*. Vol. 45(1)

Arens, W.F. (1995). *Contemporary Advertising*. USA: Richard D. Irwin.

Ayanwale, A.B., Alimini, T. And Ayanbimpe, M.A (2005). *The Influence of Advertising On Consumer Brand Preference*. Unpublished Thesis.

Blonde, K. and Roozen, I (2007). An explorative Study of Testing the Effectiveness of Product Placement Compared to 30 Second TV-Commercials for the 6th International Marketing Trends Congress, Paris.

Buck, R. (1993). "Celebrity Endorsers: Rewards and Risks", *Brandweek*.

Chaubey, D.S., Subramanian, K.R. and Saini, S.S. (2013). *Consumer Behaviour towards Celebrity Endorsement of Products and Services*. *International Journal of Research in Commerce and Management*. Vol. No.4, Issue No. 06 June. ISSN 0975-2183.

Khatri, Puja (2006). "Celebrity Endorsement: A Strategic Promotion Perspective", *Indian Media Studies Journal*, Vol. 1, No.1.

McCracker, G. (1989). "Who Is the Celebrity Endorser? Cultural Foundatiors of The Endorsement Process", *Journal of Consumer Research*, 16(3).

Merriam W. (2002). *Collegiate Dictionary 10th Edition*, Springfield, Massachusetts, USA.

Ohanian, R. (1991). "The Impact of Celebrity Spokespersons" *Perceived Image on Consumers' Intention to Purchase*, *"Journal of Advertising Research*, 31(1).

Okere, A.N. (2009). "The Challenge of Marketing in A World of Economic Downturn" *A Journal of Nigeria Institute of Management*. Vol. 45 (1).

Pride, W.M and Ferrell, O.C. (1977). Marketing Basic Concepts and Dictions. New York: Prince Hall.

Pringle, H. and Binet L. (2005). How Marketers Can Use Celebrity to Sell More Effectively. *Journal of Consumer Behaviour*, Vol. 4(3).

Roy, S. (2006). An Exploratory Study in Celebrity Endorsement. *Journal of Creative Communication*, Vol. 1(2), New Delhi: Saga Publications.

Schiffman L. and Kanuk L. (1997), "Consumer Behaviour" Prentice Hall of India, Sixth Edition.

Severin, W. J., And Tankard, J.W. Jr. (2001). "Communication Theories", (5th Ed.), New York: Longman.

Schlecht, C. (2003). "Celebrities" Impact on Branding", Center on Global Brand Leadership: Columbia Business School.

Soloman, Nichal R. (2002). Consumer Behaviour: Buying Having and Being 5th Ed. New Jersey "Prentice Hall.

Solomon, M. R., Bamossy, G. Askegaard, S. (1999). Consumer Behaviour: A European Perspective.

Till, B. D. and Michael B. (1998). "Matching Products with Endorser: Attractiveness Versus Expertise," *Journal of Consumer Markeing*, 15(6)

Tripp, C., Jensen, T., Carlson, L. (1994). "The Effects of Multiple Product Endorsements By Celebrities", *Journal of Consumer Research*, Mar, 20